

## MANAGERIAL ECONOMICS CHAPTER 4-CONSUMER BEHAVIOR AND DEMAND ANALYSIS



Consumer behavior is the study of how people make purchase decisions to satisfy their needs, wants, or desires and how their emotional, mental, and behavioral responses influence the buying decision.

Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behavior consists of how the consumer's emotions, attitudes, and preferences affect buying behavior.

### Consumer Behavior Types

#### 1. Complex Buying Behavior

Complex buying behavior occurs when an individual buys an expensive and infrequently purchased product, such as a car, new home, or treadmill. Consumers are often highly involved with this type of purchase, and they take time to research the significant differences between various brands. Complex purchases often involve a deep sense of buyer commitment based on their associated costs.

#### 2. Dissonance-Reducing Buying Behavior

Dissonance-reducing buying behavior occurs when a consumer is highly involved in the purchase of an item, but they have a hard time

# Consumer Beh Managerial Dec Makn

**Marcel A. Müller**



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