

# MODEL OF BUYER BEHAVIOUR

## THE ENVIRONMENT



### Marketing Stimuli

- Product
- Price
- Place
- Promotion

### Other Stimuli

- Economic
- Technological
- Social
- Cultural

## CONSUMER'S BLACK BOX



### Buyer's characteristics

### Buyer's decision process

## BUYER RESPONSE



### Buying attitude and preferences

### Purchase behaviour:

What the buyer buys, where, when and how much

### Brand and company relationship behaviour

# Consumer Behavior

**S Ben Porath**



## **Consumer Behavior:**

Uncover the mysteries within Explore with its enigmatic creation, **Consumer Behavior** . This downloadable ebook, shrouded in suspense, is available in a PDF format ( PDF Size: \*). Dive into a world of uncertainty and anticipation. Download now to unravel the secrets hidden within the pages.

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