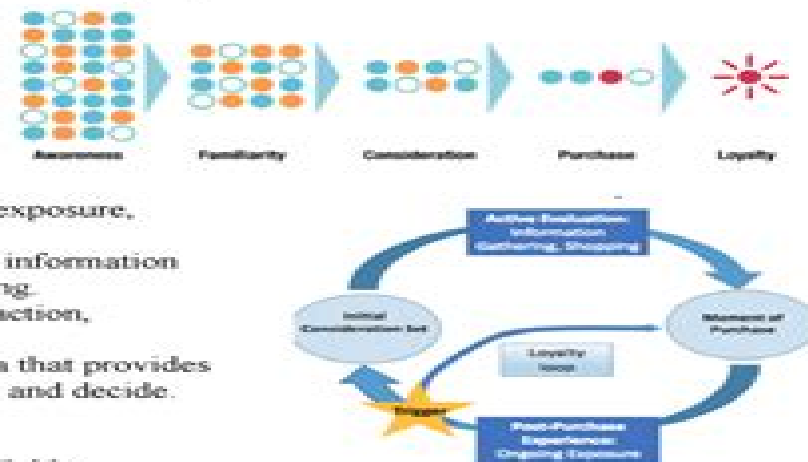


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- Customer Behavior- The totality of consumers' decisions with respect to the acquisition, consumption, and disposition, (how customers get rid of an offering), of goods, services, time, and ideas by decision-making units over time.
- Levin's Interactionist Model:
 - Behavior = $f(\text{Person} \times \text{Situation})$
 - Person = Individual characteristics, Situation = Environment, (price, social cues, purchase occasion).
 - Input-Output Model- The way that marketers see interaction unfolding.
 - This establishes that there is a potential market for products.
- There is variation in personal preferences for products, but buying intentions are also influenced by the context.
- Purchasing products involves stages of initial awareness, information gathering, formation of a consideration set, and a choice.
 - Decisions taken at one stage critically drive the decisions made in the next.
 - Implication: The "perfect" products can never be purchased because they aren't considered.
 - i.e. Online product for people who only shop in stores.
- Purchase Funnel
 - Awareness Familiarity
 - Consideration Purchase
 - Loyalty.
- Loyalty Loop
 - Consideration is influenced by memory categorization, attitudes, and persuasion.
 - Trigger is influenced by motivation, exposure, attention, and perception.
 - Evaluation is influenced by learning, information surge, judgement, and decision-making.
 - Post-Purchase is influenced by satisfaction, word-of-mouth, and social influence.
- We conduct consumer research to gather data that provides basic insights into how consumer think, feel, and decide.
- Types of Research:
 - Quantitative Research
 - Secondary Data- Already available data/information, (infers conclusions, preferences, and buying patterns).
 - We cannot infer causation from secondary data. We have an incomplete picture of what's going on.
 - i.e. sales, clickstreams
 - Primary Data- Newly collected data (surveys, observation, experiments) to directly measure consumer preferences.



Mktg Study Guide

Jon M. Hawes, George B. Glisan



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Study Guide for Use with Marketing, Tenth Edition David Nowell, Montrose S. Sommers, 2003 **CIM Coursebook Strategic Marketing Decisions** Isobel Doole, Robin Lowe, 2012-05-23 BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07 08 editions contains new case studies which help keep the student up to date with changes in Marketing strategies Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE www.marketingonline.co.uk a unique online learning resource designed specifically for CIM students which can be accessed at any time **CIM Coursebook 06/07 Strategic Marketing Decisions** Isobel Doole, Robin Lowe, 2007-07-11 Elsevier Butterworth Heinemann s 2006 07 CIM Coursebook series offers you the complete package for exam success Fully reviewed by CIM and updated by the examiner the coursebook offers everything you need to keep you on course Strategic Marketing Decisions 2007-2008 Isobel Doole, Robin Lowe, 2007 BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07 08 editions contains new case studies which help keep the student up to date with changes in Marketing strategies Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE www.marketingonline.co.uk a unique online learning resource designed specifically for CIM students which can be accessed at any time Written specially for the Strategic Marketing Decisions module by the Senior Examiner The only coursebook fully endorsed by CIM Contains past examination papers and examiners reports to enable you to practise what has been learned and help prepare for the exam **Strategic Marketing Decisions** Isobel Doole, Robin Lowe, 2006-06 Reviewed by CIM this course book is part of the Elsevier Butterworth Heinemann s 2006 07 CIM Coursebook series Studyguide for Mktg (with Marketing Coursemate by Lamb, Charles W. Cram101 Textbook Reviews, 2013-05 Never HIGHLIGHT a Book Again Virtually all testable terms concepts persons places and events are included Cram101 Textbook Outlines gives all of the outlines highlights notes for your textbook with optional online practice tests Only Cram101 Outlines are Textbook Specific Cram101 is NOT the Textbook Accompanys 9780521673761 **Study Guide to Accompany Stanton and Futrell Fundamentals of Marketing, Eighth Edition** Thomas J. Adams, 1987 **Principles of Marketing CLEP Test Study Guide** Passyourclass, 2020-01-30 2020 Edition Our CLEP study guides are different The Principles of Marketing CLEP study guide TEACHES you what you need to know to pass the CLEP test This study guide is more than just pages of sample test questions Our easy to understand study guide will TEACH you the information We ve condensed what you need to know into a manageable book one that will leave you completely prepared to tackle the test This study guide includes sample test questions that will test your knowledge AND teach you new material Your Principles of Marketing CLEP study guide also

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increase profitability save costs and improve the company's market position An integral part of the company's marketing management system is to ensure proportionality of development support and preservation of social guarantees for employees However after the Russian Federation started military operations on the territory of Ukraine agricultural enterprises experienced major problems in production sales and procurement of inputs The big problems caused by the war are clearly visible in logistics processes losses in trade relations by sea suspended river traffic heavy load on border crossing points on railways and highways lack of air traffic Due to the constant bombardment by the Russian aggressor a large number of critical infrastructure facilities have been damaged forcing our companies to significantly increase the cost of processing agricultural products and thus stay afloat without stopping their operations A large number of companies from the east and south were forced to move to the western and central parts of the country to resume their operations However given that in Ukraine marketing management of agricultural enterprises is a separate very large and problematic aspect the theoretical and methodological framework is not sufficiently covered there are problematic issues and the strategy for the transition of enterprises from outdated forms and methods of management and business to new scientifically based market methods such as marketing management has not been developed This will allow our enterprises to develop and meet the needs of consumers and at the same time ensure the country's food security in this difficult military period for Ukraine The results of the research presented in this monograph are determined within the framework of the initiative topic of the Department of Marketing and International Trade of the National University of Life and Environmental Sciences of Ukraine Development of Marketing at Agricultural and Processing Enterprises state registration number 0120U100630 Study Guide Marketing

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