

CHAPTER OVERVIEW

6: Consumer Behavior

LEARNING OBJECTIVES

- Describe theories of consumer decision-making

6.1: Why It Matters - Consumer Behavior

6.2: Outcome - Buying-Process Stages

6.3: Reading - The “Black Box” of Consumer Behavior

6.4: Reading - Buying-Process Stages

6.5: Video - Consumer Attitudes and Heinz Baked Beans

6.6: Review Questions

6.7: Case Questions

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