

4.15: Introduction to the Customer Decision-Making Process

What you'll learn to do: Explain the consumer decision-making process

No matter how similar consumers might appear to be, they are rarely the same. They do not move and act in uniform blocks. Instead, their needs, motivations, assumptions, beliefs, and biases are unique, informed by individual experiences and perspective. Thus, it's critical that marketers understand how to assess populations, identifying segments to target.

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