

## CHAPTER OVERVIEW

### 3: Consumer Behavior- How People Make Buying Decisions

[3.1: Factors That Influence Consumers' Buying Behavior](#)

[3.2: Low-Involvement Versus High-Involvement Buying Decisions and the Consumer's Decision-Making Process](#)

[3.3: Discussion Questions and Activities](#)

---

This page titled [3: Consumer Behavior- How People Make Buying Decisions](#) is shared under a [CC BY-NC-SA](#) license and was authored, remixed, and/or curated by [Anonymous](#).