

## 3.7: Key Terms

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**4Ps** | the “marketing mix”—product, price, promotion, and place

**attitudes** | a learned set of emotions, beliefs, and behaviors developed toward a particular brand, object, person, thing, or event

**beliefs** | ideas that a person holds as being true

**buyer’s black box** | a model used in the study of the buying behavior of consumers

**cognitive dissonance** | the mental conflict that occurs when a person’s behaviors and beliefs do not align; also referred to as buyer’s remorse

**complex buying behavior** | the consumer buying behavior that occurs when the consumer is highly involved with the purchase and perceives significant differences between brands

**consumer buying behavior** | the actions taken by consumers before buying a product or service

**consumer decision process** | the process through which consumers become aware of and identify their needs, collect information on how to best solve those needs, evaluate alternative options, make a purchasing decision, and evaluate their purchase

**consumer market** | a market where consumers purchase products and/or services for consumption

**cultural factors** | a set of values or ideologies of a particular community or group of individuals that include culture, subcultures, social class, and gender

**culture** | the pattern of learned and shared behavior and beliefs of a particular social, ethnic, or age group

**dissonance-reducing buying behavior** | any activity aimed at decreasing the tension or feelings of discomfort and unease that accompany an unfamiliar purchase

**economic situation** | a measure of a consumer’s income and financial situation

**environmental factors** | factors such as music, lighting, ambient noise, and smell that can either discourage or encourage a consumer’s purchase decision

**family** | a group of persons united by ties of marriage, blood, or adoption, or those who live in the same household

**gender** | the socially constructed roles, behaviors, and norms of individuals, which vary between societies and over time

**habitual buying behavior** | consumer buying decisions made out of “habit” and without much deliberation or product comparison

**heuristics** | mental shortcuts that allow people to solve problems and make judgments quickly and efficiently

**learning** | the acquisition of knowledge or skills through experience, study, or being taught

**life cycle stages** | various stages in a human’s life, including fetus, baby, childhood, adolescence, adulthood, and elderly

**lifestyle** | the habits, attitudes, tastes, moral standards, economic level, etc. that together constitute the mode of living for an individual or group

**Maslow’s hierarchy of needs** | a theory of motivation by Abraham Maslow which states that five categories of human needs dictate an individual’s behavior

**motivation** | the process that initiates, guides, and maintains goal-oriented behaviors

**occupation** | an activity or task with which one occupies oneself, usually the productive activity, service, trade, or craft for which one is regularly paid

**perception** | the manner in which sensory information is organized, interpreted, and consciously experienced

**personality** | the combination of characteristics or qualities that form an individual’s distinctive character

**product differentiation** | a marketing strategy in which a brand identifies the one thing that makes it genuinely different from competitors

**reference groups** | groups that consumers compare themselves to or associate with

**roles** | the set of norms, values, behaviors, and personality characteristics attached to a status

**selective attention** | the process of directing one’s awareness to relevant stimuli while ignoring irrelevant stimuli in the environment

**selective distortion** | a tendency of people to interpret information in a manner that supports what they already believe

**selective retention** | the tendency of people to retain only part of the information to which they are exposed

**social class** | a group of people within a society that possesses the same or similar socioeconomic status

**social factors** | factors that are prevalent in the society where a consumer lives

**status** | the relative social, professional, or other standing of an individual

**subculture** | a cultural group within a larger culture, often having beliefs or interests at variance with those in the larger culture

**variety-seeking buying behavior** | the buying tendencies of consumers who do not have a high involvement with a product when there are significant differences between brands

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