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Question 4 4. Consumer behavior helps marketers create an effective marketing strategy because: Marketers are able to determine the highest price they can charge for their product.

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Consumer behavior is categorized based on the five questions what, when, why, how and where which are invariably linked to any purchase made. Factors such as time, money, effort on consumption and user related items are the key factors that influence the behaviors of consumers.

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Consumer Behavior exam questions. The final exam consists of 4 essay questions. ALL questions are compulsory. Each question will be worth 10 marks for a total of 40 marks. (a) Explain the peripheral route to persuasion and discuss the ways in which marketers can influence low-effort consumer attitudes.

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Consumer behavior definition The behavior during the purchase of goods consists of, the purchase planning, purchase negotiations, the purchase completion, which still has contractual nature, to post purchase behavior is highly variable (Schiffmann & Wisenblit, 2015, p. 30-32).

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