consumer behavior hoyer

#consumer behavior #hoyer #consumer psychology #marketing strategy #buying habits

This section delves into the core concepts of consumer behavior, often referencing influential work by authors like Hoyer. It explores the psychological, social, and cultural factors that influence how individuals make purchasing decisions, encompassing everything from initial product awareness to post-purchase evaluation. Understanding these dynamics is crucial for businesses aiming to develop effective marketing strategies and resonate with their target audience.

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