

# Utilizing Consumer Psychology in Business Strategy

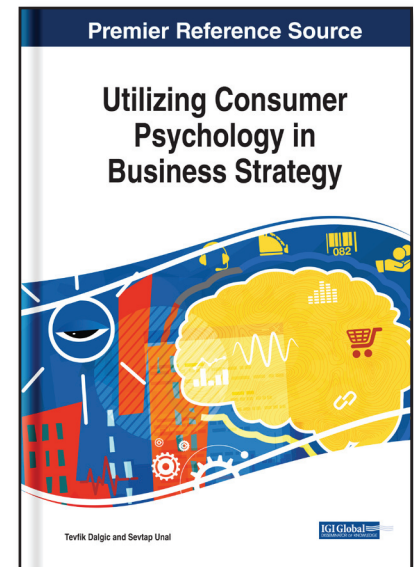
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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## Description:

Consumer behavior is becoming increasingly complex in the current global market. A broader understanding of the psychologically driven motivation of consumers and characteristics of the consumer decision-making process is vital for effective customer engagement.

**Utilizing Consumer Psychology in Business Strategy** provides emerging research on consumer behavior and decision-making processes through the lens of business advancement and innovation. While highlighting topics such as brand personality, consumer perception, and marketing strategy, this publication explores various types of consumer behavior and methods to maximize benefits and efficiency. This book is an important resource for business administrators, managers, practitioners, academics, and students seeking emerging research on the consumer markets.



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## Topics Covered:

- Attitude Characteristics
- Brand Personality
- Consumer Learning
- Consumer Perception
- Consumption Emotions
- Marketing Strategy
- Sensory Systems
- Trait Theory

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