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Understanding Consumer Behavior.

Appendix: Developing Information about Consumer Behavior. Part II:

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Motivation, Ability, and Opportunity. 3.

Exposure, Attention, and Perception.

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consumer behaviors. 4. Identify the three main types of influences on the consumer's opportunity to process information and acquire, consume, or dispose of products. CHAPTER OUTLINE I. Consumer Motivation and Its Effects A. High-Effort Behavior 1. Motivation is an inner state of aroused

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energy directed toward achieving a goal.

~~CHAPTER 2 MOTIVATION, ABILITY, AND OPPORTUNITY~~

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