

# Unit 05 Understanding Consumer and Business Buyer Behavior

Content Area: **Business**  
Course(s): **Generic Course**  
Time Period: **Semester 1**  
Length: **2 Weeks**  
Status: **Published**

## Standards

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CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

## Enduring Understandings

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To succeed in today's marketplace, companies must know how to turn mountains of marketing information into fresh customer insights that will help them deliver greater value to customers.

## Essential Questions

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Why is understanding consumer markets and consumer buyer behavior important?

How does a consumer make buying decisions?

What are the key differences between consumer and business buyers?

## Knowledge and Skills

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1. Understand the consumer market and the major factors that influence consumer buyer behavior
2. Identify and discuss the stages in the buyer decision process
3. Describe the adoption and diffusion process for new products
4. Define the business market and identify that major factors that influence business buyer behavior

5. List and define the steps in the business buying decision process

### **Transfer Goals**

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Analyze final consumer buying influences and processes and then at the buying behavior of business customers.

It takes time and effort in order to gain a customer.

### **Resources**

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Marketing, An Introduction by Armstrong and Kotler

Google Doc

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