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5 things that have an impact on the purchase decision process: 1) the purchase task, 2) social surroundings, 3) physical surroundings, 4) temporal effects, 5) antecedent states motivation the energizing force that stimulates behavior to satisfy a need

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All the individuals and households who buy or acquire goods and services for personal consumption (all consumers combined).

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(cultural) The set of basic values, perceptions, wants, and behaviors learned by a member of society from family and other important institutions.

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in Chapter 10 "Gathering and Using Information: Marketing Research and Market Intelligence". Technology is also making it easier for even small companies and entrepreneurs to gather information about potential customers.

## **Chapter 5 Market Segmenting, Targeting, and Positioning**

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Activity for creating and delivering offerings that benefit the organization and its stockholders, and society.

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