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[Critical Thinking in Consumer Behavior: Case Study](#) Learning by doing is an integral part of the classroom experience. In this edition, a case study has been added to the end of each chapter along with discussion questions to help students apply the case to the chapter's contents.

[Consumer Behavior: Buying, Having, and Being, 11th Edition](#)

Description For undergraduate and MBA courses in consumer behavior, Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people's social experiences.

[5 Common Factors Influencing Consumer Behavior](#)

Consumer behavior can be broadly classified as the decisions and actions that influence the purchasing behavior of a consumer. What drives consumers to choose a particular product with respect to others is a question which is often analyzed and studied by marketers.