

# Consumer Behavior: The Buying Process

**Subject:** Marketing

**Grade Level:** 9-12

**Concept:** Economic Concepts

**Method:** Facilitation & Coaching

## OVERVIEW

In this lesson, students will learn about game theory. Understanding the actual buying process of customers informs marketing decisions significantly. The proliferation of guarantees for high-expense products is an excellent example of how knowledge about the buying process has crept into marketing strategies. While marketing textbooks talk about the classical buying process (beginning with a need, then proceeding to information search and evaluation of alternatives, finally leading to the purchase and post-purchase behavior), this lesson also explores the impact of marketing on the buying process and its' ability to truncate the more classical process.

[Read Full Lesson](#)

**Connection to Entrepreneurship:** Students will understand the actual buying process that informs customer marketing decisions significantly.