



Comportamiento del consumidor (Manuales) (Spanish Edition)

Alejandro Mollá Descals

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En la toma de decisiones de marketing, la información es un elemento crucial. Conocer al máximo al consumidor es clave para poder identificar las oportunidades que el mercado plantea a la empresa. Pero conocer al consumidor no es suficiente: hay que saber también cómo reacciona a las estrategias de producto, precio, distribución y comunicación. Y es que sólo a partir del conocimiento completo de los consumidores y de su reacción al mix de marketing se puede desarrollar el encuentro de la empresa con ellos de manera eficaz. En el contexto del marketing, la supervivencia y el crecimiento de las empresas dependen del conocimiento exacto que los directivos de marketing tengan del comportamiento de los consumidores. Un conocimiento del consumidor cuyo estudio y análisis no sólo ha de estar referido al acto de compra, sino que ha de tener en cuenta todas las actividades previas y posteriores a la compra que resulten relevantes.

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