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The Earl P. Strong Executive Education Professor of Marketing at Pennsylvania State University. He joined Penn Sate in 1971 after receiving his Ph.D. in consumer psychology from Purdue University. At

Penn State, he has taught Consumer Behavior, Marketing Management, Advertising and Promotion Management, Research Methods, and Marketing Theory.

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2. Psychological factors: an individual 's response to a marketing message will depend on their perceptions and attitudes. 3. Social factors: family, friends, education level, social media, income, they all influence consumers ' behavior. Types of consumer behavior. There are four main types of consumer behavior: 1. Complex buying behavior

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