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## Explanatory Models of Change of Consumer Behavior Applied to Social Marketing

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### ABSTRACT

This work describes consumer behavior models that present sustainable empirical evidence on consumer behavior with social marketing applications given in the state of art. For this research, the most important and relevant databases were consulted in order to get to the frontier of knowledge. It analyzes model differences and their variables, and presents a comparison among the models. One of the most interesting findings is the description of the stages of evolution in the purchasing decisions and the identification of the inhibitors of each stage. Five models were founded and compared as a result of the analysis. The five phases of fair consumers' behavior: Disinterest, Concern, Attitude, Action and commitment behavior will be discussed.

### KEYWORDS

Social Marketing; Sustainable; Consumer Behavior; Fair Trade

### Cite this paper

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