

# DOES MARKETING CREATE CONSUMER NEEDS?



DOES MARKETING CREATE CONSUMER NEEDS? WE ARE FREE TO ANSWER THAT QUESTION AS A YES OR A NO. WE ARE NOT FREE TO ASSUME THAT OUR ANSWER WILL NOT COLOR OUR LIFE'S WORK AS A MARKETER.

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Source: Consumer Psychology/Consumer Behavior—How Humans Think, Feel, and Act in the Marketplace, Jill Avery, Robert Kozinets, Priya Raghubir, Arch Woodside, 5e, Open Mentis, 2021.