

MARKETING

UNIT #4



CONSUMER BEHAVIOUR

CONSUMER BEHAVIOUR:

THE ACTIONS A PERSON TAKES IN PURCHASING AND USING PRODUCTS AND SERVICES.

PURCHASE DECISION PROCESS:
CONSISTS OF FIVE STAGES...

- 1) PROBLEM RECOGNITION
- 2) INFORMATION SEARCH
- 3) ALTERNATIVE EVALUATION
- 4) PURCHASE DECISION
- 5) POST PURCHASE BEHAVIOR

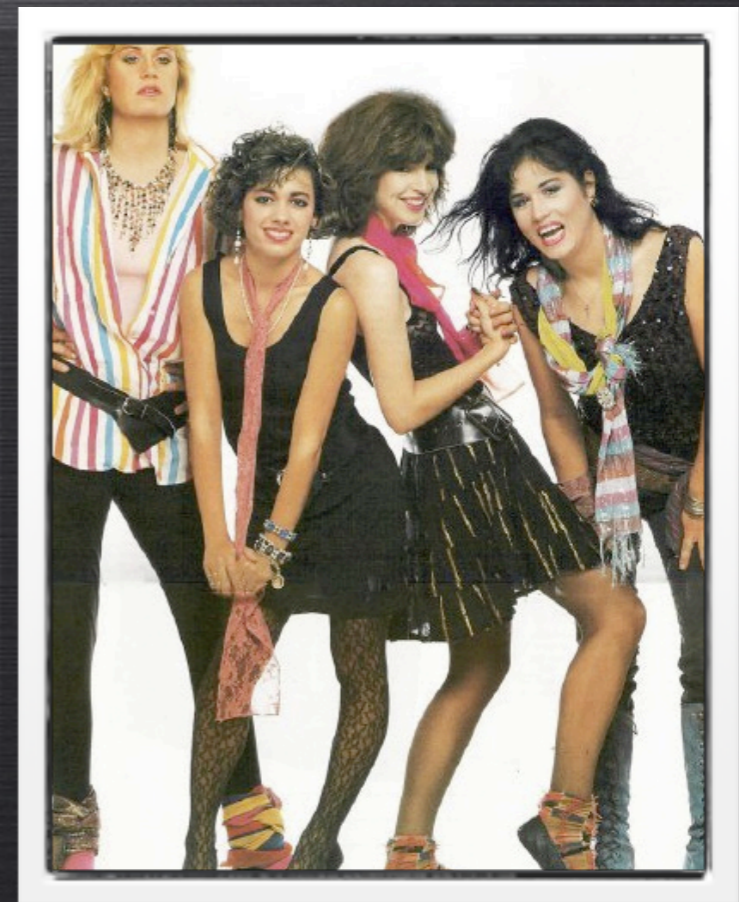


1) PROBLEM RECOGNITION:

**IS PERCEIVING A DIFFERENCE
BETWEEN A PERSONS IDEAL
AND ACTUAL SITUATIONS.**

**EX. REALIZING THERE IS NO
MILK IN THE FRIDGE, REALIZING
YOUR HIGH SCHOOL CLOTHES
ARE NOT IN STYLE IN
UNIVERSITY.**

**AD'S CAN CREATE A PROBLEM,
TO INITIATE CONSUMER
DECISION MAKING.**



2) INFORMATION SEARCH:

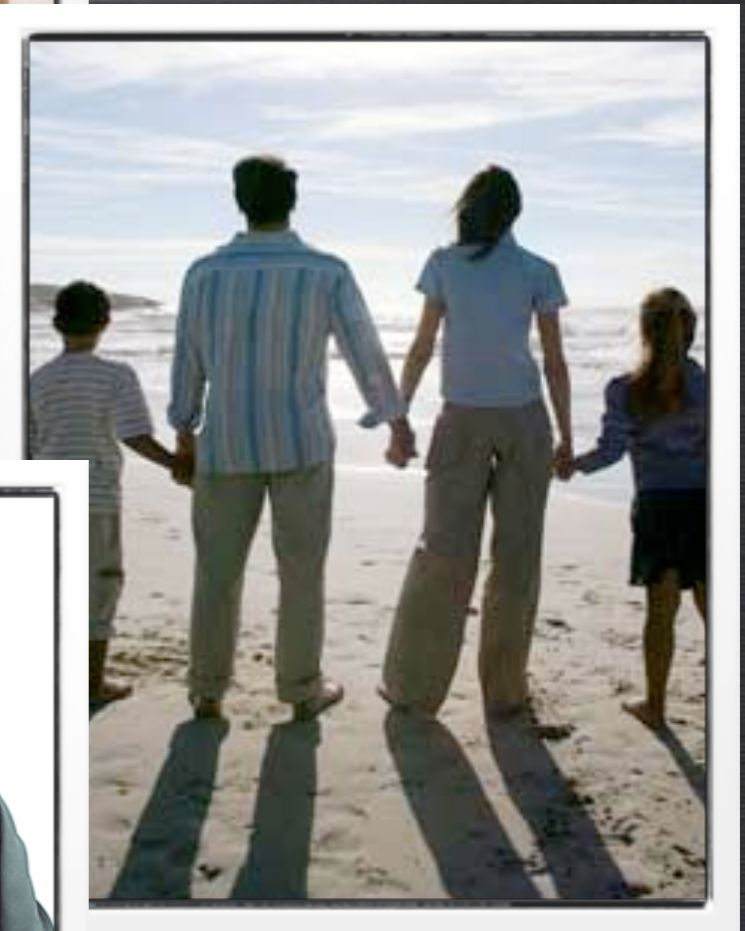
AFTER RECOGNIZING A PROBLEM THE CONSUMER SEARCHES FOR INFORMATION.

INTERNAL SEARCH:

PREVIOUS EXPERIENCES WITH BRANDS.

EXTERNAL SEARCH:

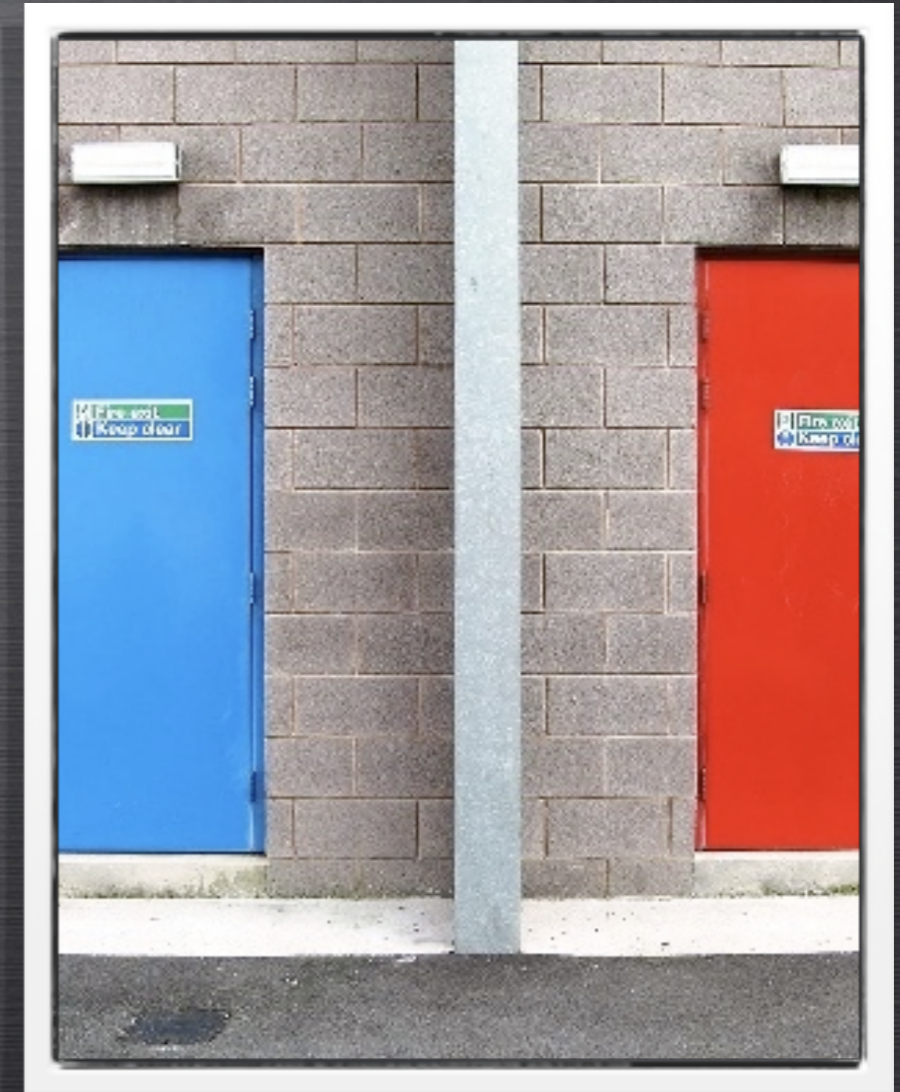
HAPPENS WHEN RISK OF MAKING THE WRONG DECISION IS HIGH AND THE COST OF GATHERING INFO IS LOW.



3) ALTERNATIVE EVALUATION:

ONCE YOU HAVE GATHERED
YOUR INFORMATION, YOU
THEN DETERMINE WHAT IS
IMPORTANT TO YOU.

PRICE? EASE OF USE?
QUALITY? OTHER?
ADVERTISEMENTS WILL
WORK TO APPEAL TO THESE
DESIRES.



4) PURCHASE DECISION:

YOU ARE NOW READY TO MAKE A PURCHASE DECISION. TWO CHOICES REMAIN: (1) FROM WHOM TO BUY AND (2) WHEN TO BUY.

VISITS TO RETAIL STORES, WEBSITES, CATALOGS, ETC.

REFUNDS AND RETURN POLICIES? SALE PRICES? OTHER FACTORS WHICH ENTER YOUR DECISIONS.

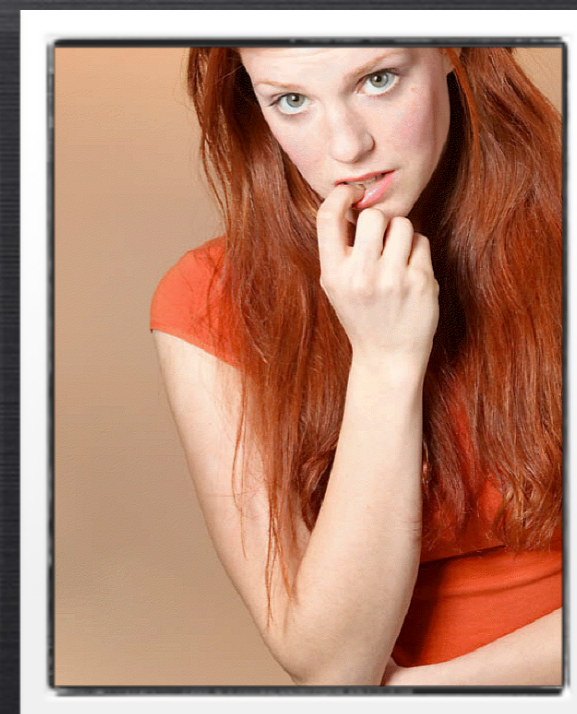


5) POST PURCHASE BEHAVIOUR:

AFTER BUYING IT THE CONSUMER COMPARES IT WITH THEIR EXPECTATIONS AND IS EITHER SATISFIED OR DISSATISFIED.

MARKETER'S MUST DETERMINE IF THE PRODUCT IS DEFICIENT OR ARE CONSUMER EXPECTATIONS TOO HIGH? (DANGER IN SALES/ADVERTISING)

SATISFIED BUYERS TELL THREE OTHER PEOPLE, WHILE DISSATISFIED BUYERS TELL NINE OTHER PEOPLE.

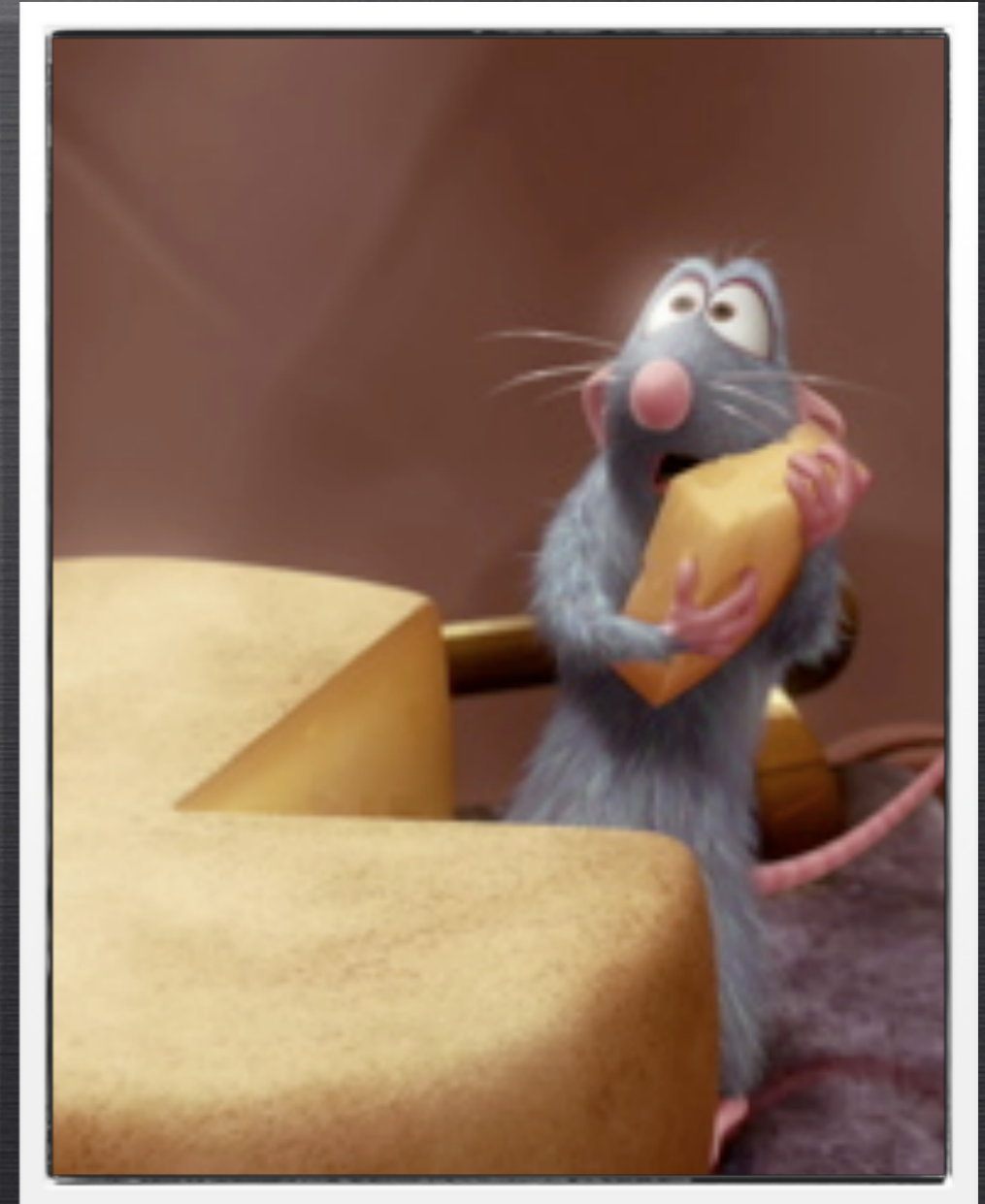


SITUATIONAL INFLUENCES:

OFTEN THE PURCHASE
SITUATION WILL AFFECT THE
PURCHASE DECISION PROCESS.

THERE ARE 5 AREAS THAT WILL
IMPACT YOUR DECISION MAKING.

- 1) THE PURCHASE TASK
- 2) THE SOCIAL SURROUNDING
- 3) PHYSICAL SURROUNDINGS
- 4) TEMPORAL EFFECTS
- 5) ANTECEDENT STATES



SITUATIONAL INFLUENCES:

PURCHASE TASK: THE REASON YOU ENGAGED IN THE DECISION IN THE FIRST PLACE.

SOCIAL SURROUNDINGS: WHO IS PRESENT WITH YOU AT THE TIME OF PURCHASE.

PHYSICAL SURROUNDINGS: THE DÉCOR, MUSIC, CROWDING.

TEMPORAL EFFECTS: TIME OF DAY, AMOUNT OF TIME AVAILABLE.

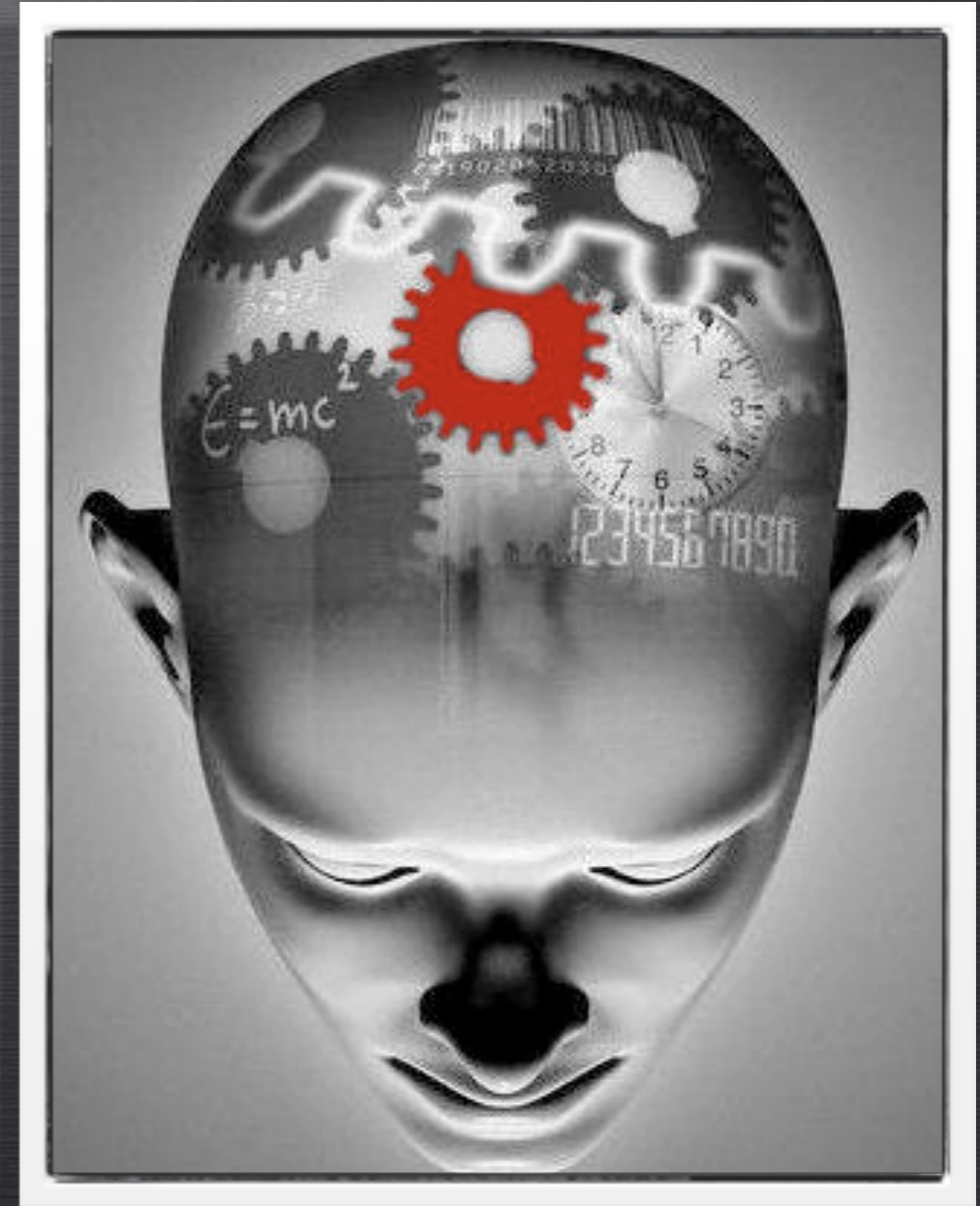
ANTECEDENT STATES: CONSUMERS MOOD, AMOUNT OF CASH AT HAND.



KEY TERMS:

PSYCHOLOGY HELPS
MARKETERS UNDERSTAND
WHY AND HOW CUSTOMERS
BEHAVE.

THE CONCEPTS OF
MOTIVATION, PERSONALITY,
PERCEPTION, LEARNING,
VALUES, BELIEFS,
ATTITUDES AND LIFESTYLE
ARE ALL USEFUL FOR
INTERPRETATION.



KEY TERMS:

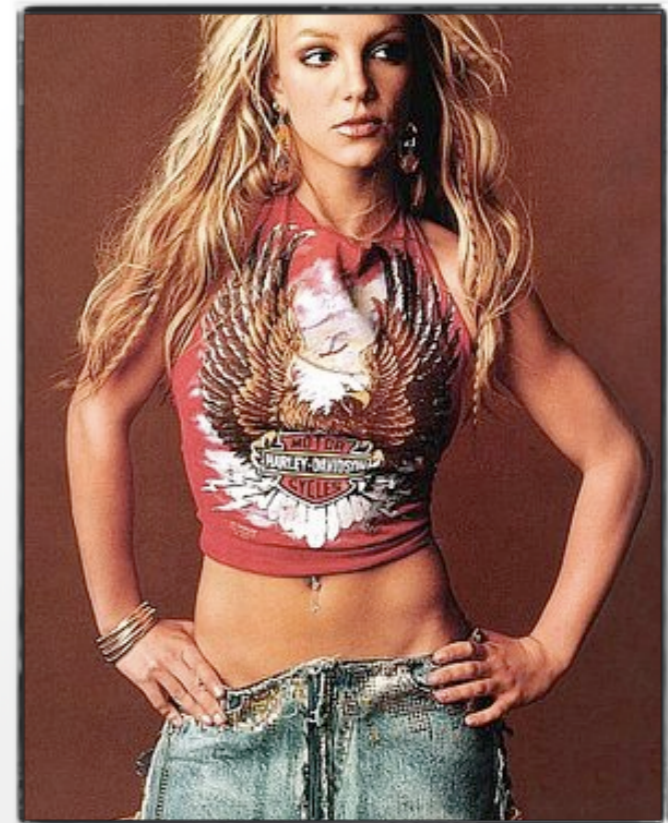
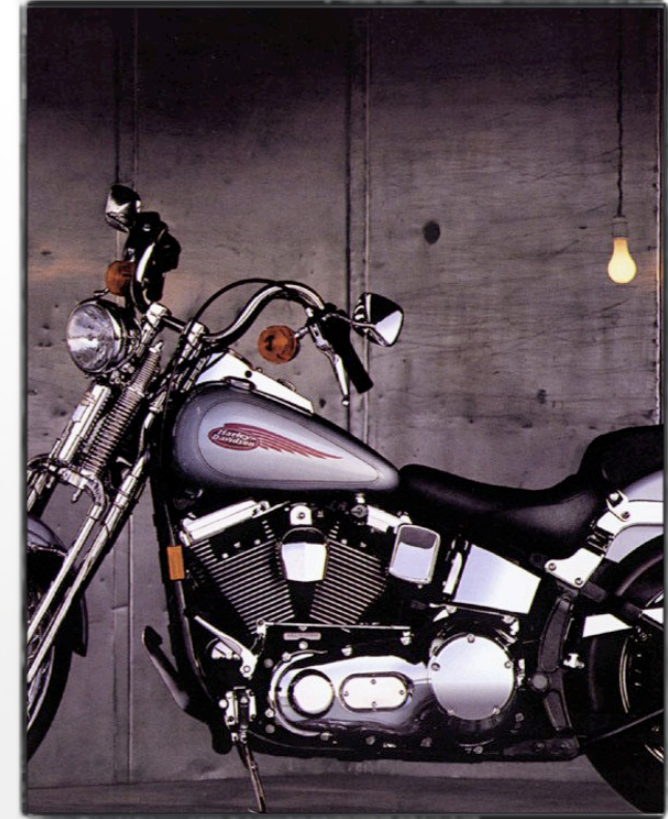
PERCEPTION: IS THE PROCESS BY WHICH AN INDIVIDUAL SELECTS, ORGANIZES AND INTERPRETS INFORMATION TO CREATE A MEANINGFUL PICTURE OF THE WORLD.

EG. PRODUCT RELEASED TO THE MARKET “SNOW PUP” TO “SNOW MASTER”.

PERSONALITY: REFERS TO A PERSON’S CONSISTENT BEHAVIOUR OR RESPONSES TO RECURRING SITUATIONS.

COMPLIANCE, DOMINANCE, AGGRESSION, ETC.

INDICATORS OF STATUS – TO FIT PERSONALITY TYPES.



KEY TERMS:

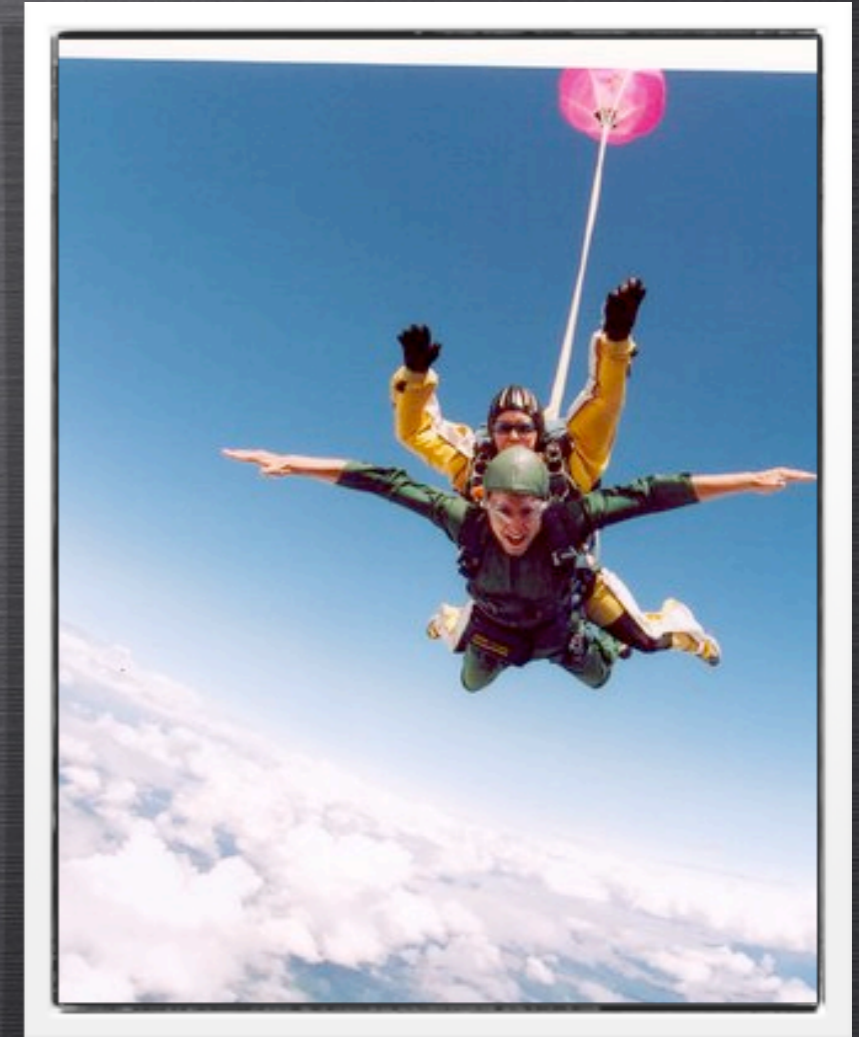
SUBLIMINAL MESSAGES:

MEANS YOU SEE OR HEAR MESSAGES WITHOUT BEING AWARE OF THEM.

PERCEIVED RISK:

REPRESENTS THE ANXIETIES FELT BECAUSE THE CONSUMER CANNOT ANTICIPATE THE OUTCOME OF THE PURCHASE.

EG. BUNGEE JUMPING, HAIR DYE, STOCKS, ETC.



KEY TERMS:

BRAND LOYALTY:

CLOSELY RELATED TO HABIT FORMATION.

BRAND LOYALTY REFERS TO HAVING A FAVOURABLE ATTITUDE TOWARDS A CONSISTENT PURCHASE OF A BRAND OVER TIME.

BELIEFS ARE A CONSUMER'S SUBJECTIVE PERCEPTION OF HOW WELL A PRODUCT OR BRAND PERFORMS ON DIFFERENT ATTRIBUTES.



SOCIOCULTURAL INFLUENCES:

1) PERSONAL INFLUENCE:

A CONSUMERS PURCHASES ARE OFTEN INFLUENCED BY THE VIEWS, OPINIONS, OR BEHAVIOURS OF OTHERS.

2) REFERENCE GROUPS:

ARE PEOPLE TO WHOM AN INDIVIDUAL LOOKS AS A BASIS FOR SELF APPRAISAL OR AS A SOURCE OF PERSONAL STANDARDS.

EXAMPLE: “WHAT ARE YOU GOING TO WEAR?”



SOCIOCULTURAL INFLUENCES:

3) FAMILY

4) SOCIAL CLASS: THE RELATIVELY PERMANENT, HOMOGENEOUS DIVISIONS IN SOCIETY INTO WHICH PEOPLE SHARING SIMILAR VALUES, INTERESTS AND BEHAVIOURS CAN BE GROUPED.

DETERMINED BY OCCUPATION, INCOME AND EDUCATION.

5) CULTURE AND SUBCULTURE
EG. SUBCULTURE – SMALLER GROUPS IN A CULTURE, SUCH AS BABY BOOMERS, WESTERN CANADIANS, ETC.

