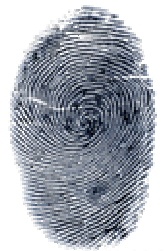




Consumer Behavior-1

Consumer Behavior Background

1. Management
2. Marketing
3. Research
4. Segmentation
5. Consumer Behavior
6. Creativity



Danny Abramovich
Marketing Plan Specialist

MarketingPlanNOW.COM

0. Course Introduction, Main Topics



0. Course Introduction, Main Topics

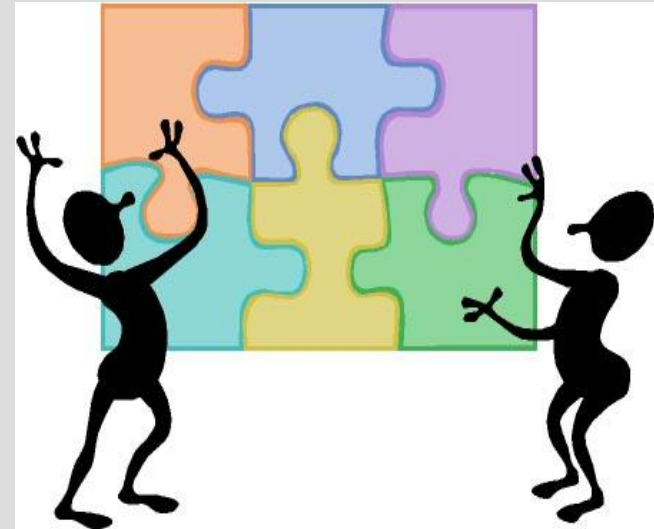
Management, Marketing, Research



Segmentation, Consumer Behavior

0. Course Introduction, Main Topics

- 🧩 Management
- 🧩 Marketing
- 🧩 Research
- 🧩 Segmentation
- 🧩 Consumer Behavior
- 🧩 Creativity




0. Course Introduction, Schedule

part 1

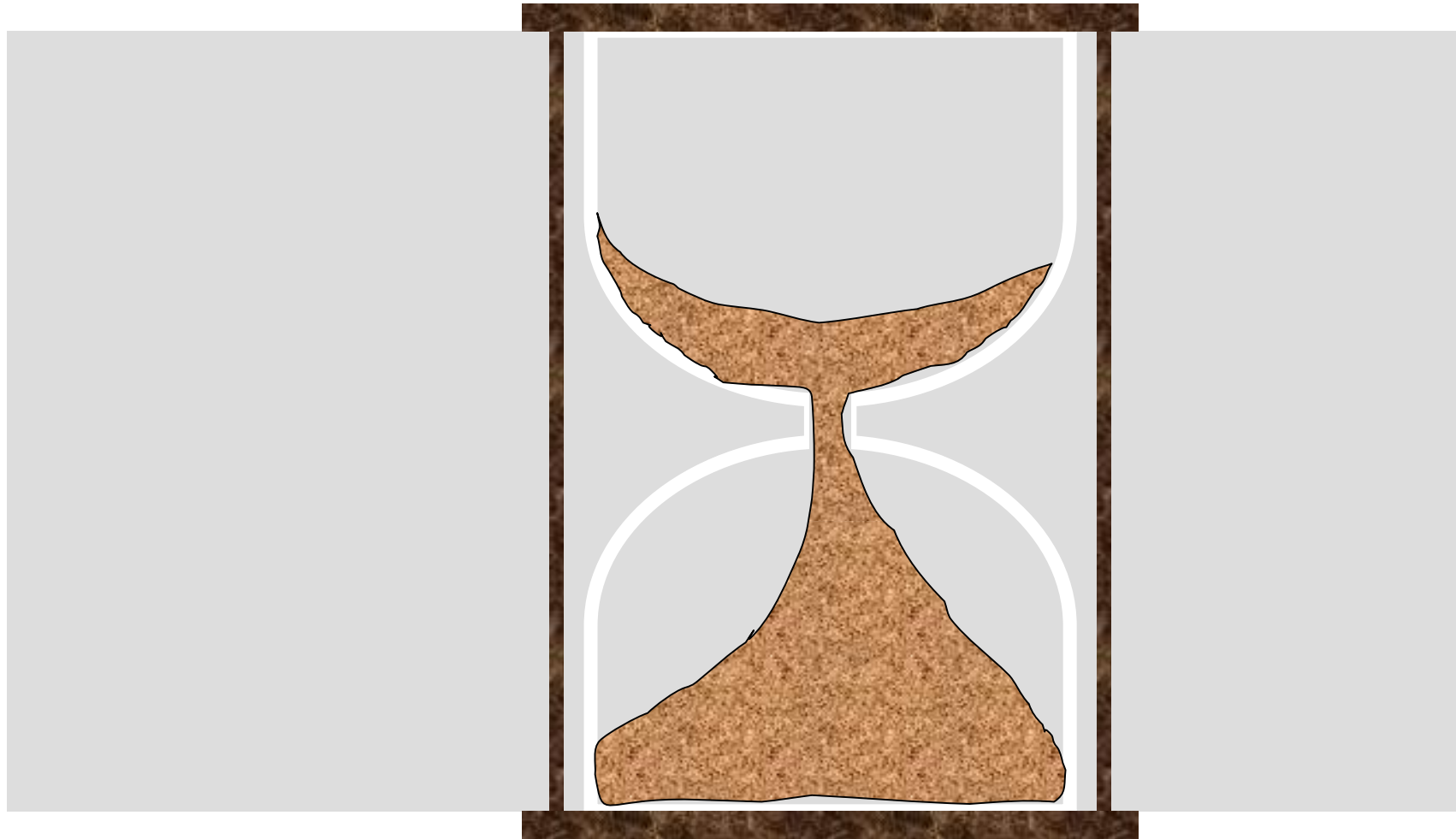
1. Management
2. Marketing
3. Research
4. Segmentation
5. Consumer Behavior
6. Creativity

part 2

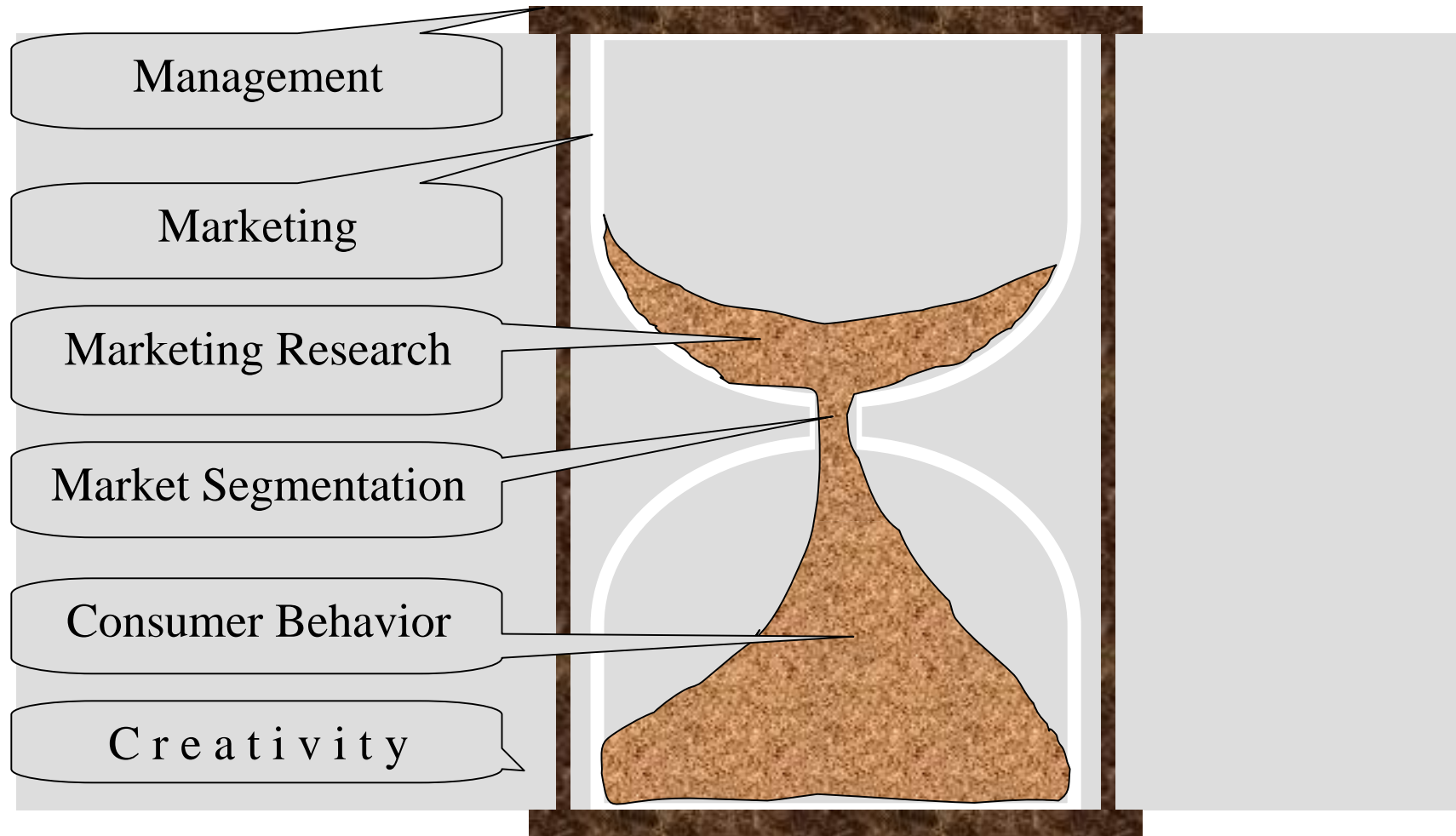
part 3



0. Course Introduction, Methodology



0. Course Introduction, Methodology



0. Course Introduction, Why CB?

- ÿ Most marketing decisions & regulations are based on **CB** assumptions.
- ÿ Most marketing practices that are designed to influence **CB**, do influence the firm, the individual & the society.
- ÿ **CB** theory provides management with many proper questions to ask.

0. Course Introduction, it's all about€

CO	NS	UM	ER
BE	HA	VI	OR

0. Course Introduction, it's all about €

M	CO	NS	UM	ER
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	BE	HA	VI	OR
	T	I	N	G

0. Course Introduction, it's all about €

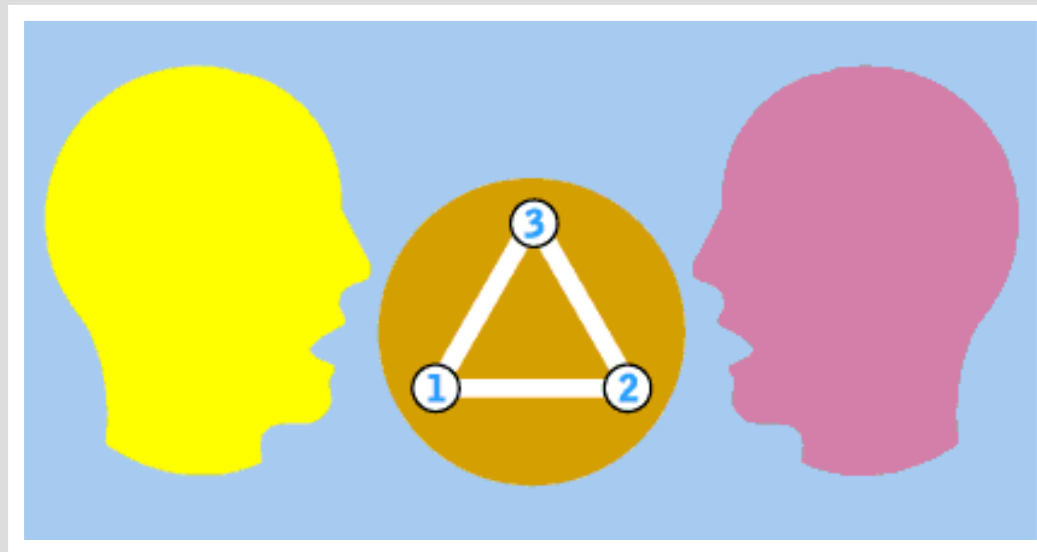
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	M	E	N	T

0. Course Introduction, it's all about €

	CO	NS	UM	ER	
M	A	R	K	E	
M	A	N	A	G	
	BE	HA	VI	OR	
E	T	I	N	G	
	M	E	N	T	

€

0. Course Introduction!



1. Management 4 Definition



Management is . . .

1. Management
2. Marketing
3. Research
4. Segmentation
5. Consumer Behavior
6. Creativity

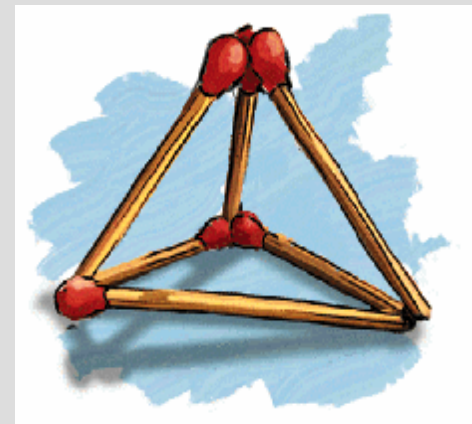
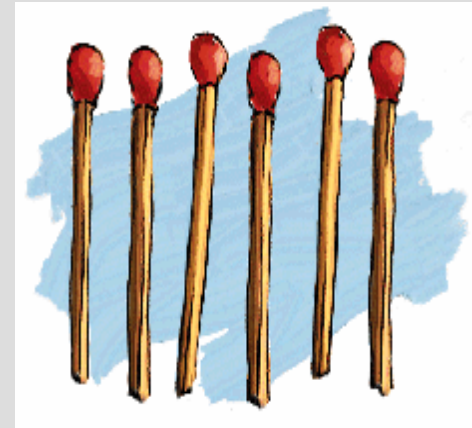
1. Management 4 Definition



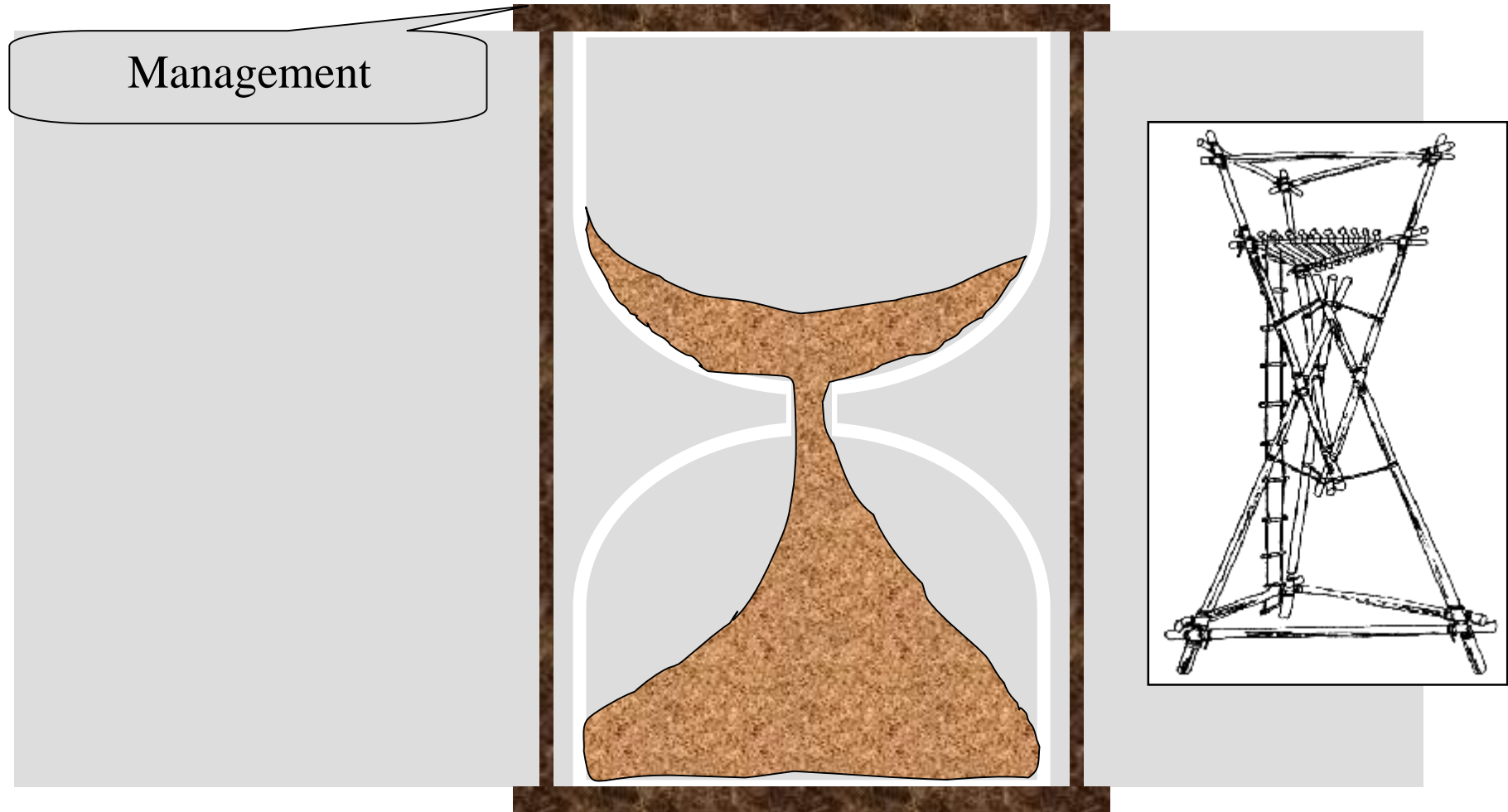
ÿ Planning

ÿ Executing

ÿ Controlling



1. Management 4 Methodology



1. Management 4 Introduction



ÿ Vision

ÿ Strategy

ÿ Tactics

ÿ Standards & procedures

1. Management 4 Introduction



• **Vision**

• Strategy

• Tactics

• Standards

is a mental image of a possible and desirable future that is realistic, credible, and attractive.



1. Management 4 Introduction



• Vision

• Strategy

• Tactics

• Standards

A world in which buyers and sellers can conduct commerce anywhere, anytime, and in any way they choose.

1. Management 4 Introduction



• **Vision**

• Strategy

• Tactics

• Standards

Mobility expanding
into new areas...
...life goes mobile.

1. Management 4 Introduction

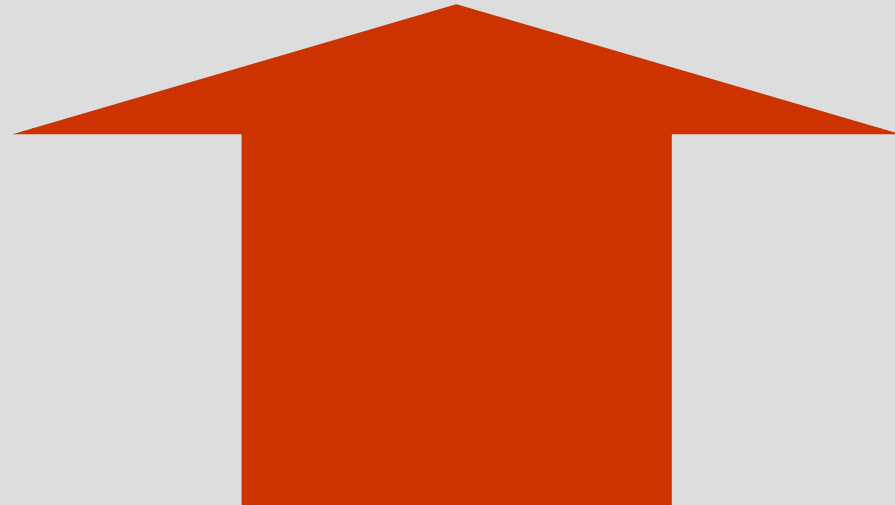


ÿ Vision

ÿ Strategy

ÿ Tactics

ÿ Standards



1. Management 4 Introduction



• Vision

• **Strategy**

• Tactics

• Standards

is concerned with the firm's choice of business, markets and activities, thus it defines the overall scope and direction of the business (Kay, 1996).



1. Management 4 Introduction



ÿ Vision

ÿ **Strategy**

ÿ Tactics

ÿ Standards

The basis of our daily commitment is to ensure the sustainable and profitable growth of the company, while always observing balance and financial transparency.



1. Management 4 Introduction



ÿ Vision

ÿ **Strategy**

ÿ Tactics

ÿ Standards

We work to help
people and businesses
throughout the world
realize their full
potential.

1. Management 4 Introduction

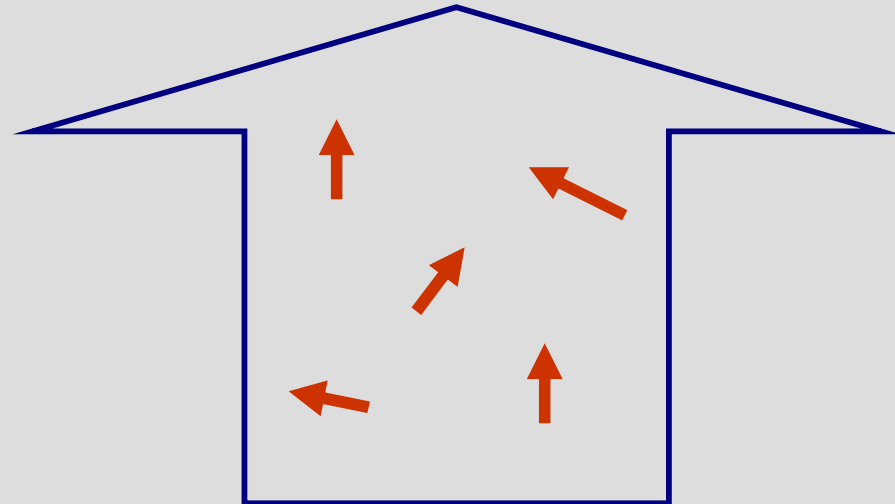


• Vision

• Strategy

• **Tactics**

• Standards & procedures



1. Management 4 Introduction

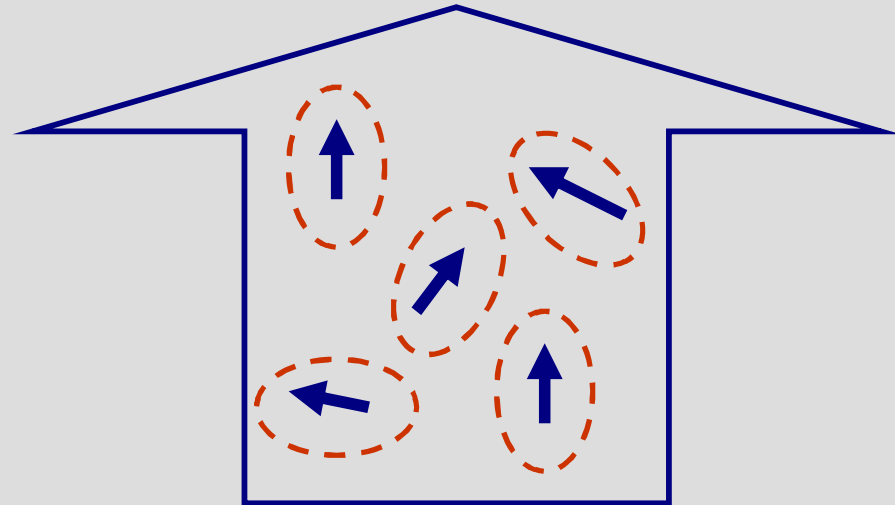


• Vision

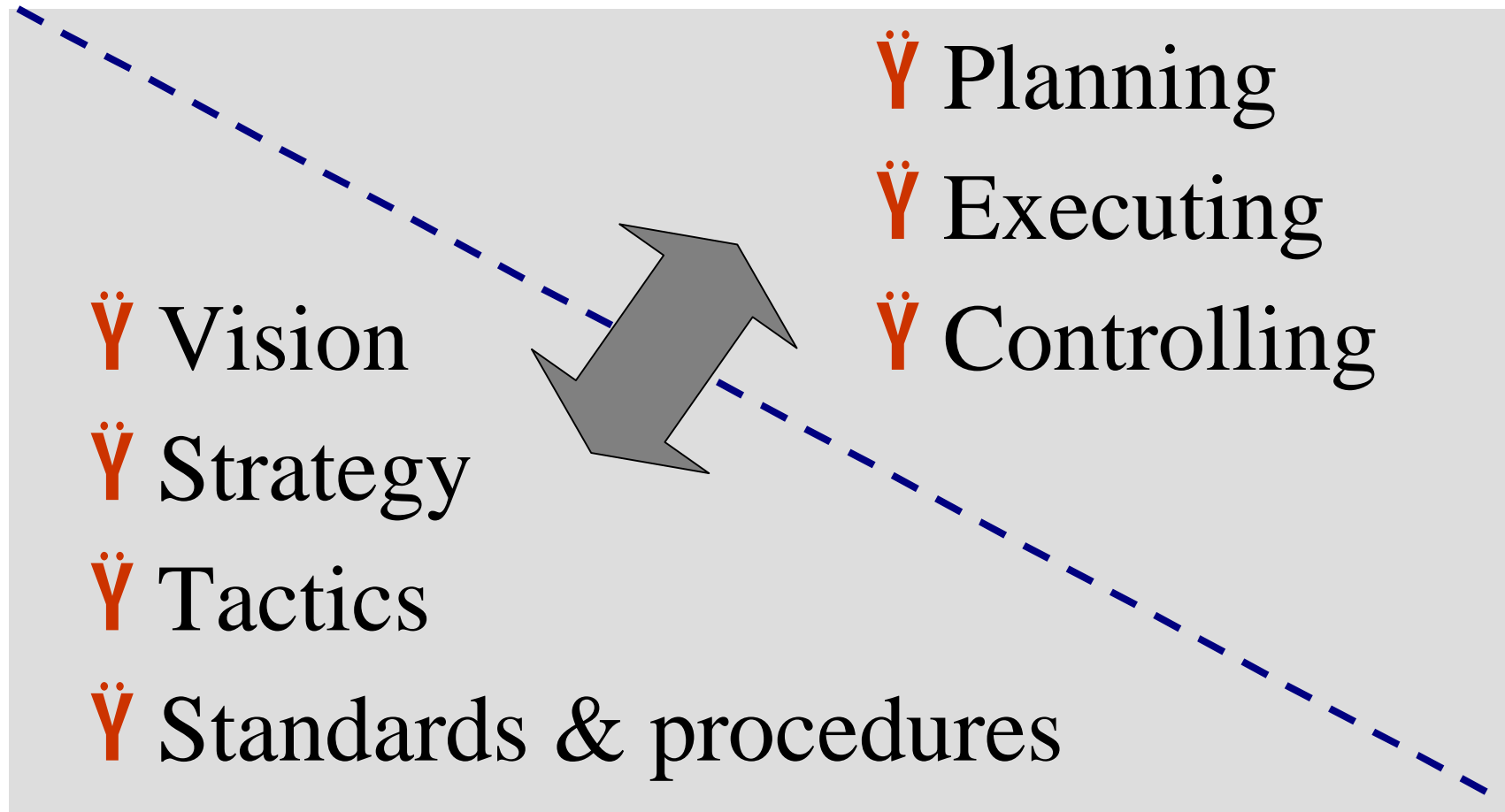
• Strategy

• Tactics

• **Standards & procedures**



1. Management 4 Introduction



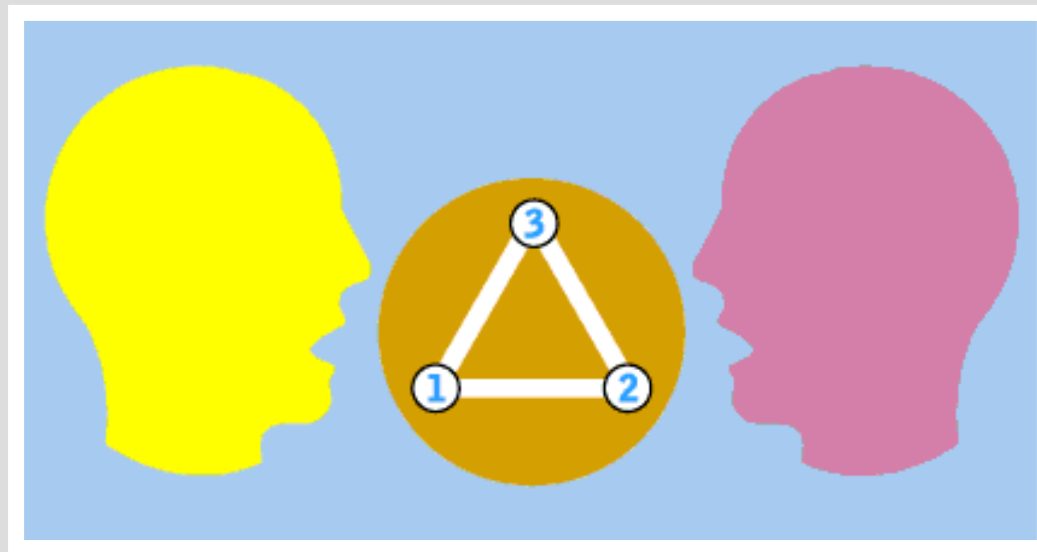
1. Management 4 Business Plan



1. Management 4 Business Plan

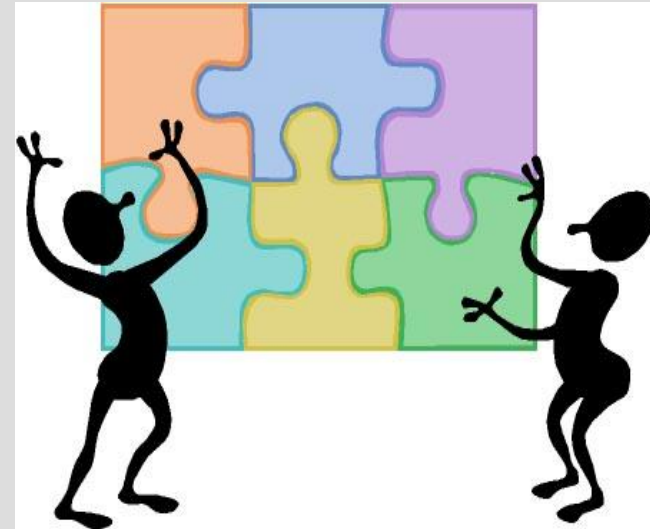


1. Management!



Course Main Topics

- 🧩 Management ü
- 🧩 Marketing
- 🧩 Research
- 🧩 Segmentation
- 🧩 Consumer Behavior
- 🧩 Creativity



2. Marketing 4 Definition



Marketing is . . .

1. Management
- 2. Marketing**
3. Research

4. Segmentation
5. Consumer Behavior
6. Creativity

2. Marketing 4 Definition



Marketing is the social and managerial process by which **individuals** and **groups** obtain what they need and want through creating and exchanging products and value with others.

2. Marketing 4 Evolution

Production orientation

“Can we make it?”

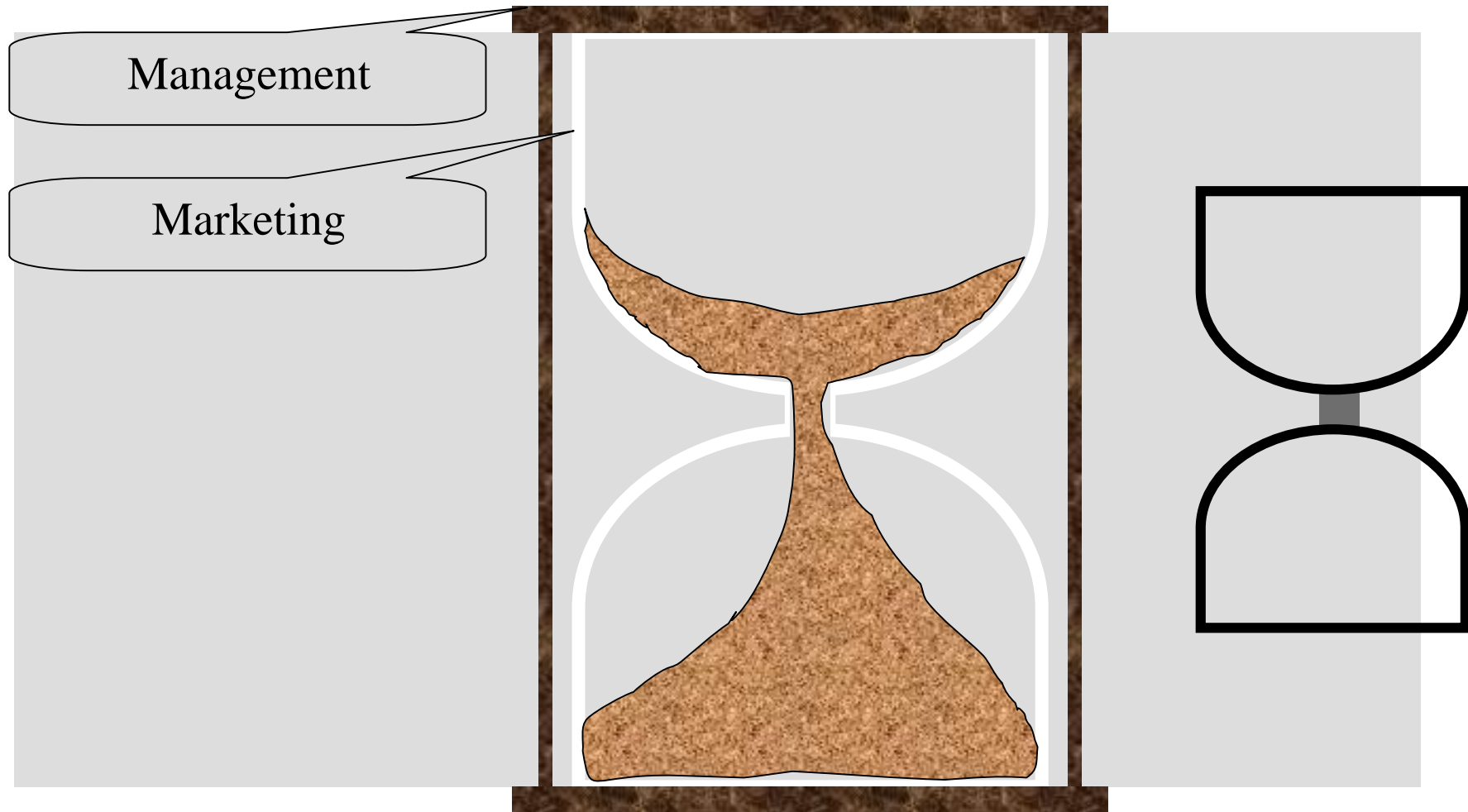
Selling orientation

“Can we sell what we make?”

Marketing orientation

“Can we determine what consumers want that we can make and sell profitably?”

2. Marketing 4 Methodology



2. Marketing Plan 4 Definition



Marketing Plan is . . .

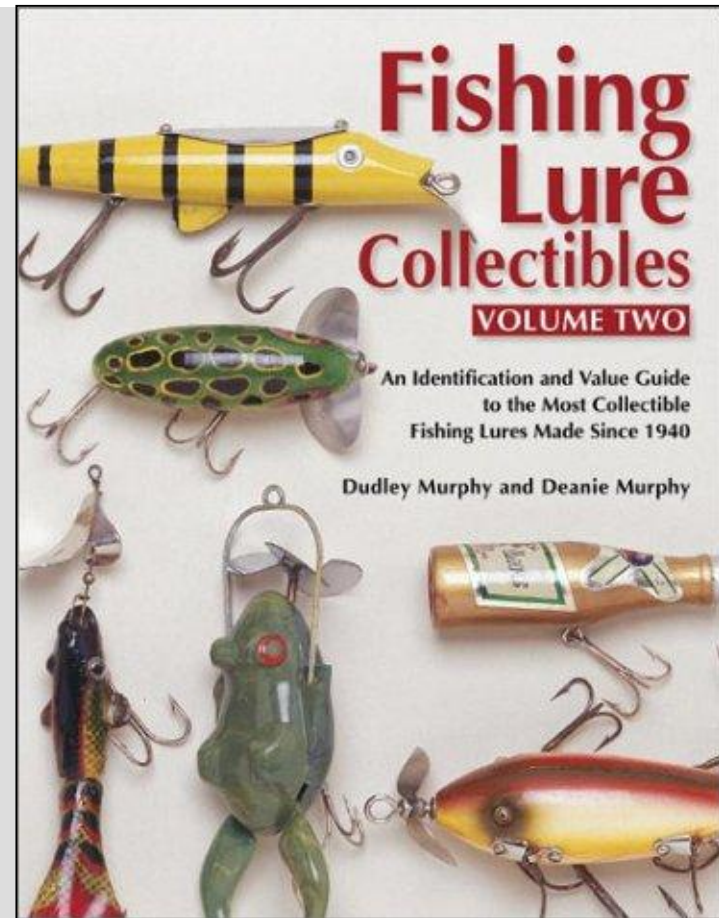
2. Marketing Plan 4 Definition



A **Marketing Plan** is a written document containing description and guidelines for an organization's or a product's marketing strategies, tactics and programs - for offering their products and services over the defined planning period, often one year.

2. Marketing Plan: No short-cuts!

Give a man a fish
and he eats for **a**
day, teach him to
fish and he eats
every day.



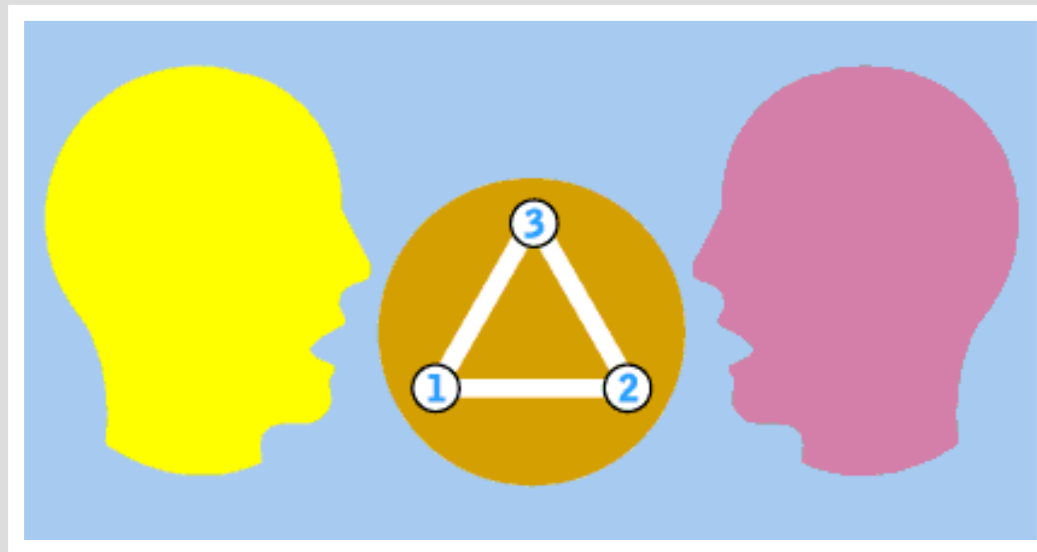
2. Marketing Plan: No short-cuts!



2. Marketing Plan: 4X4 Structure

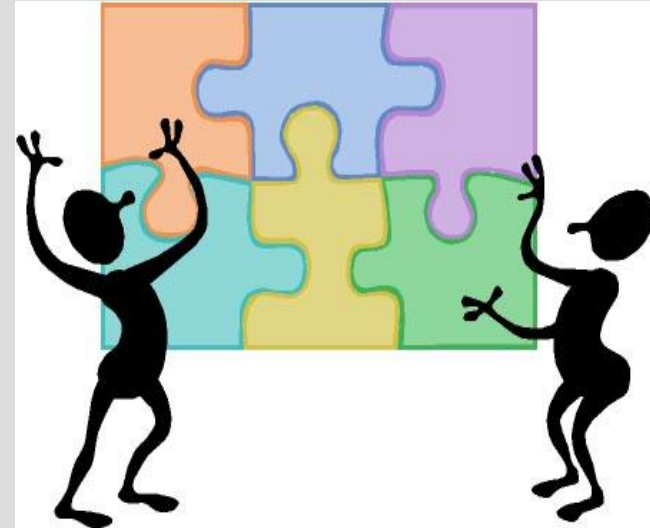


2. Marketing & Marketing Plan!



Course Main Topics

- 🧩 Management ü
- 🧩 Marketing ü
- 🧩 Research
- 🧩 Segmentation
- 🧩 Consumer Behavior
- 🧩 Creativity



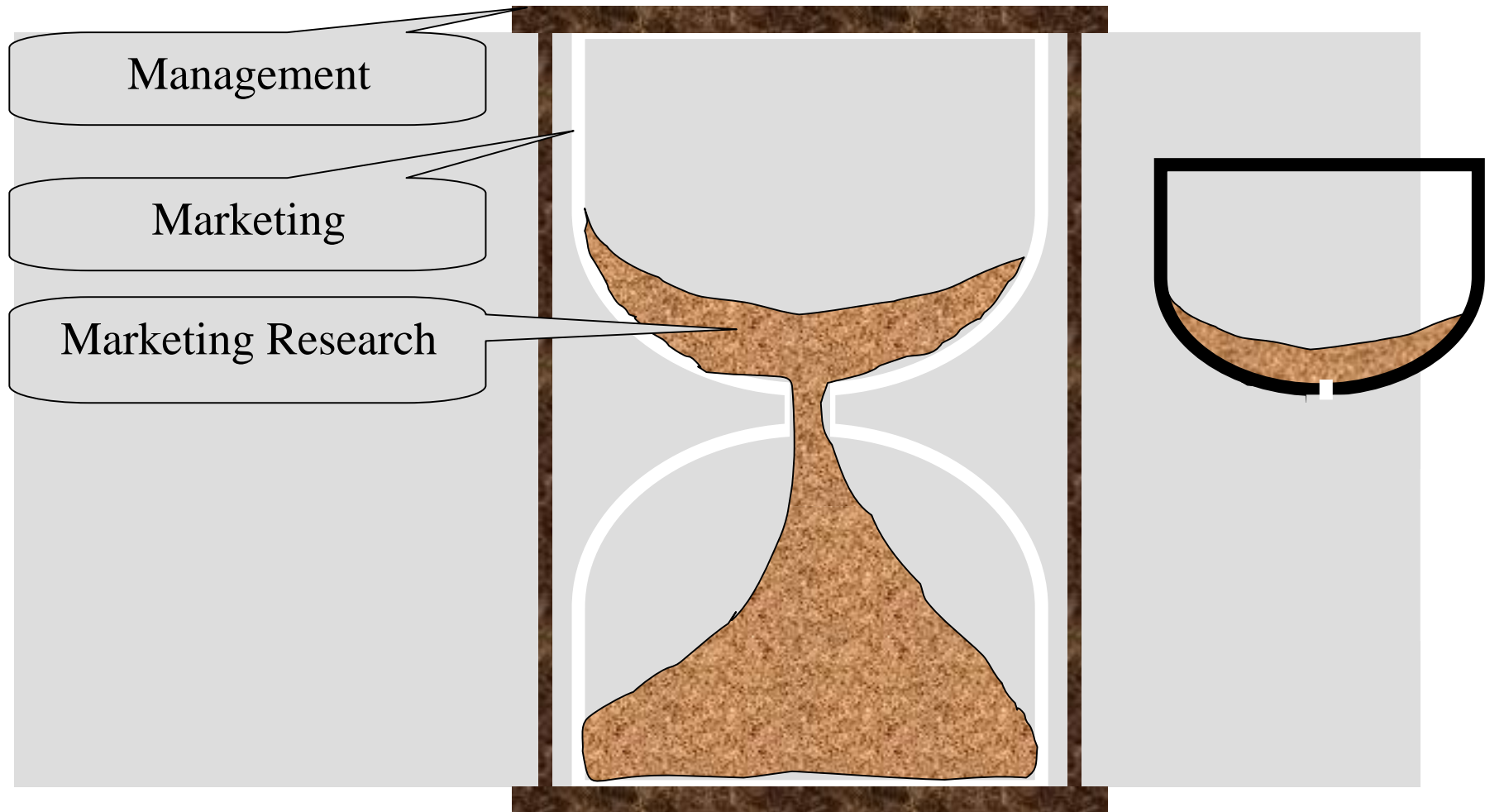
3. Research 4 Definition



Consumer Research (CR) is . . .

1. Management
2. Marketing
- 3. Research**
4. Segmentation
5. Consumer Behavior
6. Creativity

3. Consumer Research 4 Methodology



3. Consumer Research 4 Content

- ÿ Definition
- ÿ Research Approaches
- ÿ Secondary Data
- ÿ Primary Research Methods
- ÿ Projective Techniques
- ÿ Types of Survey Questions
- ÿ Sampling Techniques
- ÿ Upgrading Consumer Information

3. Consumer Research



Y Definition

The systematic gathering, recording and analyzing of data that yields information about the **motives and needs of consumers**, in order to be able to influence marketing planning, execution & control.

3. Consumer Research

Y Definition

Y Research Approaches

4 Positivism, Interpretivism

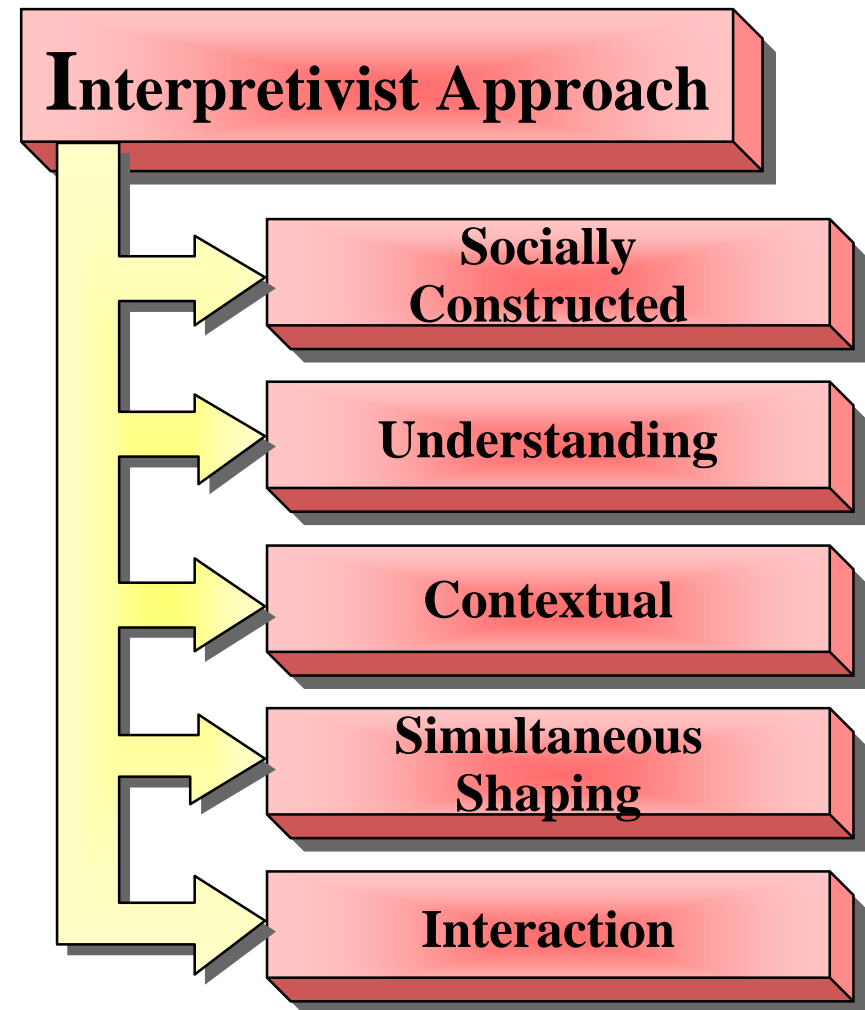
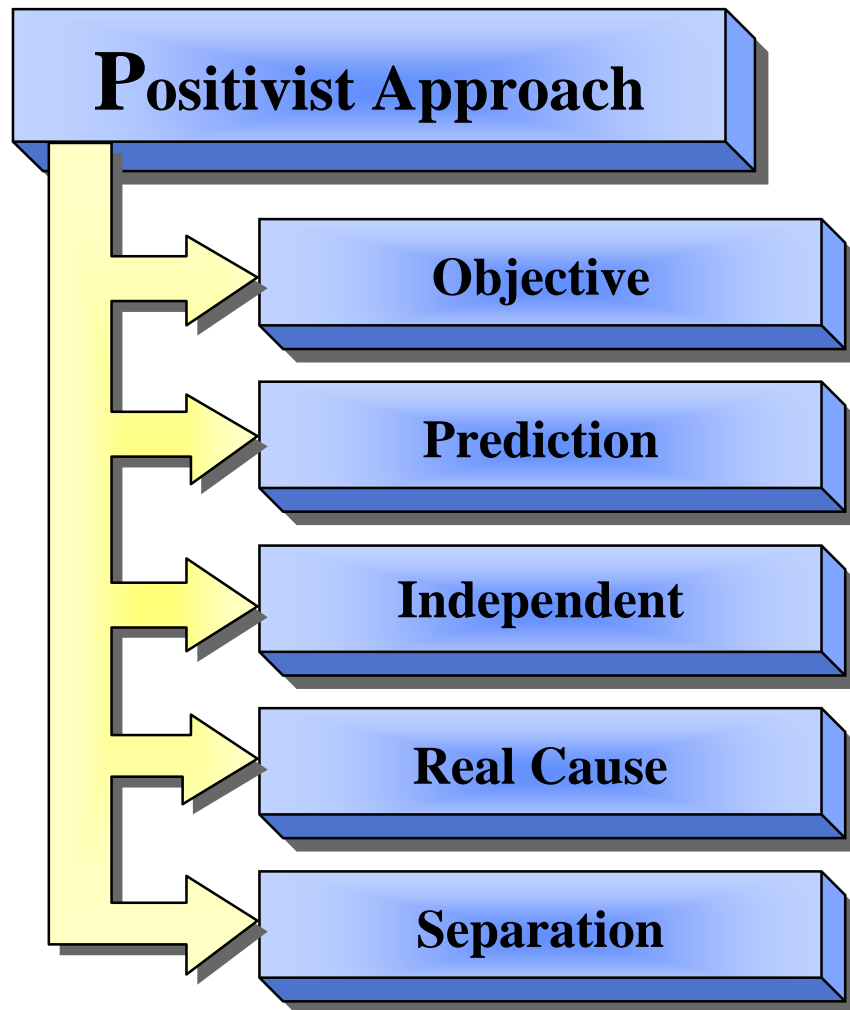
A CB research approach that focuses on **consumer decision making** (objectivity).

Positivism

Interpretivism


A CB research approach that focuses on the **act of consuming** rather than on the act of buying (subjectivity).

3. Consumer Research



3. Consumer Research

- Y Definition
- Y Research Approaches
- 4 Comparison

	Positivism	Interpretivism
Nature (General)	Rationality: objective-single reality	Complexity: no single right or wrong
Goal (CB)	predict	understand
Methodology	quantitative	qualitative & quantitative
Findings	can be generalized to larger populations	often not generalized to larger populations

3. Consumer Research

- Definition
- Research approaches
- Secondary data

Internal	External
Company records	Proprietary data
	Non-proprietary data



3. Consumer Research



- Definition
- Research approaches
- Secondary data
- 4 Advantages/ disadvant.

Advantages	Disadvantages
<ul style="list-style-type: none">+ availability+ inexpensive+ may shed light on the matter.	<ul style="list-style-type: none">- quality of data- limited to desk research.



3. Consumer Research


- ÿ Definition
- ÿ Research approaches
- ÿ Secondary data
- ÿ Primary research methods

	Surveys	Observations
	Mail @ *  Phone: e.g. CATI or omnibus	Direct/ Indirect e.g. ethnograph vs. garbology 
	Interviews	Controlled Experiments
	Personal Focus Group	

CATI = Computer Assisted Telephone Interview

3. Consumer Research

- Definition
 - Research approaches
 - Secondary data
 - Primary research methods
- 4 Desk vs. Field Research

Desk	Field
<ul style="list-style-type: none">- Surveys 	<ul style="list-style-type: none">- Interviews 1:1- Observations- Focus Groups- Experiments

3. Consumer Research

- Definition
 - Research approaches
 - Secondary data
 - Primary research methods
- 4 Quantitative vs. Qual.

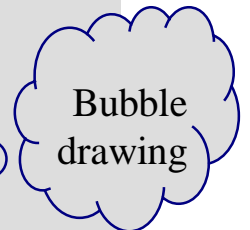
Quantitative	Qualitative
<ul style="list-style-type: none">- Surveys- Observations <p>y ?</p>	<ul style="list-style-type: none">- Interviews- Focus Groups- Experiments <p>Q?</p>

3. Consumer Research

- Y Definition
- Y Research approaches
- Y Secondary data
- Y Primary research methods
- Y** Projective techniques

Research procedures designed to **identify consumer's subconscious perceptions & motivations:**

- Word association...
- Sentence completion or...
- Third person description...
- Psychodrawing




“preparing for a holiday”:

3. Consumer Research

- Y Definition
 - Y Research approaches
 - Y Secondary data
 - Y Primary research methods
 - Y Projective techniques
- 4 Example


Survey



A. Cartoon drawing:
What do you think the people in this cartoon are thinking?

B. Sentence completion:
Fill in the blanks with the first word that comes to your mind:

1. The perfect gift _____.
2. The gifts I still treasure _____.
3. If I give a gift to myself _____.



C. Tell a story:
Tell a story about the gift being unwrapped in this picture.

3. Consumer Research

- Definition
- Research approaches
- Secondary data
- Primary research methods
- Projective techniques
- **Y** Types of survey Questions

Veto-criteria *Q*?

Closed format *Q*?

Open format *Q*?

Demographic *Q*?

Keep It Short

& Simple

KISS

3. Consumer Research

- Definition
- Research approaches
- Secondary data
- Primary research methods
- Projective techniques
- Types of survey questions
- Sampling techniques

Non-probability Sample
Systematic Sample
Population (universe)
Probability Sample
Simple Random
Quota
Census
Cluster
Judgment
Convenience

S **a** **m** **p** **l** **i** **n** **g**

3. Consumer Research

- Definition
- Research approaches
- Secondary data
- Primary research methods
- Projective techniques
- Types of survey questions
- Sampling techniques (ex. 1)

Non-probability Sample

Systematic Sample

Population (universe)

Probability Sample

Simple Random

S

a

m

p

l

i

g
“n”

Example:

call every

“n”th person

in the phone book.

3. Consumer Research

- Definition
- Research approaches
- Secondary data
- Primary research methods
- Projective techniques
- Types of survey questions
- Sampling techniques (ex.2)

Non-probability Sample

Systematic Sample

Population (universe)

Probability Sample

Simple Random

S

a

m

p

the total group that the marketer wants to study.

“n”

i

l

g

3. Consumer Research

- Definition
- Research approaches
- Secondary data
- Primary research methods
- Projective techniques
- Types of survey questions
- Sampling techniques (ex.3)

When different segments are represented in the total sample.

g
“n”
i

S
a
m
p
l
e
Quota
Census
Cluster
Judgment
Convenience

3. Consumer Research

- Definition
- Research approaches
- Secondary data
- Primary research methods
- Projective techniques
- Types of survey questions
- Sampling techniques (ex.4)

When it is difficult to ask too many “n”s, everybody in selected areas (clusters) is being asked.

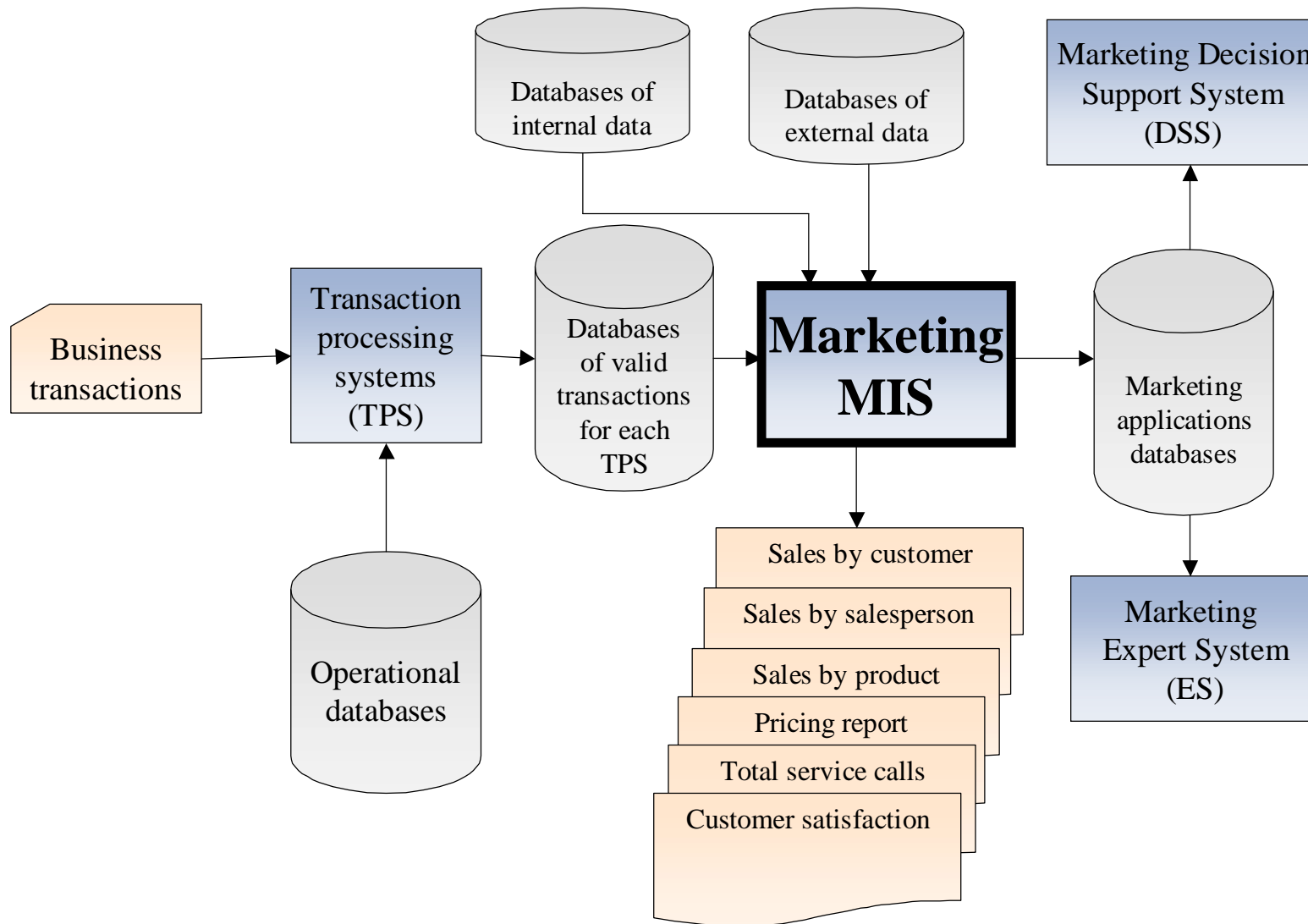
S **a** **m** **p** **l** **i** **g**
“n”
Quota
Census
Cluster
Judgment
Convenience

3. Consumer Research

- Definition
- Research approaches
- Secondary data
- Primary research methods
- Projective techniques
- Types of survey questions
- Sampling techniques (ex.)
- Upgrading Consumer Info.

CR ↓	Consumer Research (data)
MIS ↓	Marketing Information Sys.
CRM	Customer Relationship Mgt.

3. Consumer Research 4 MIS

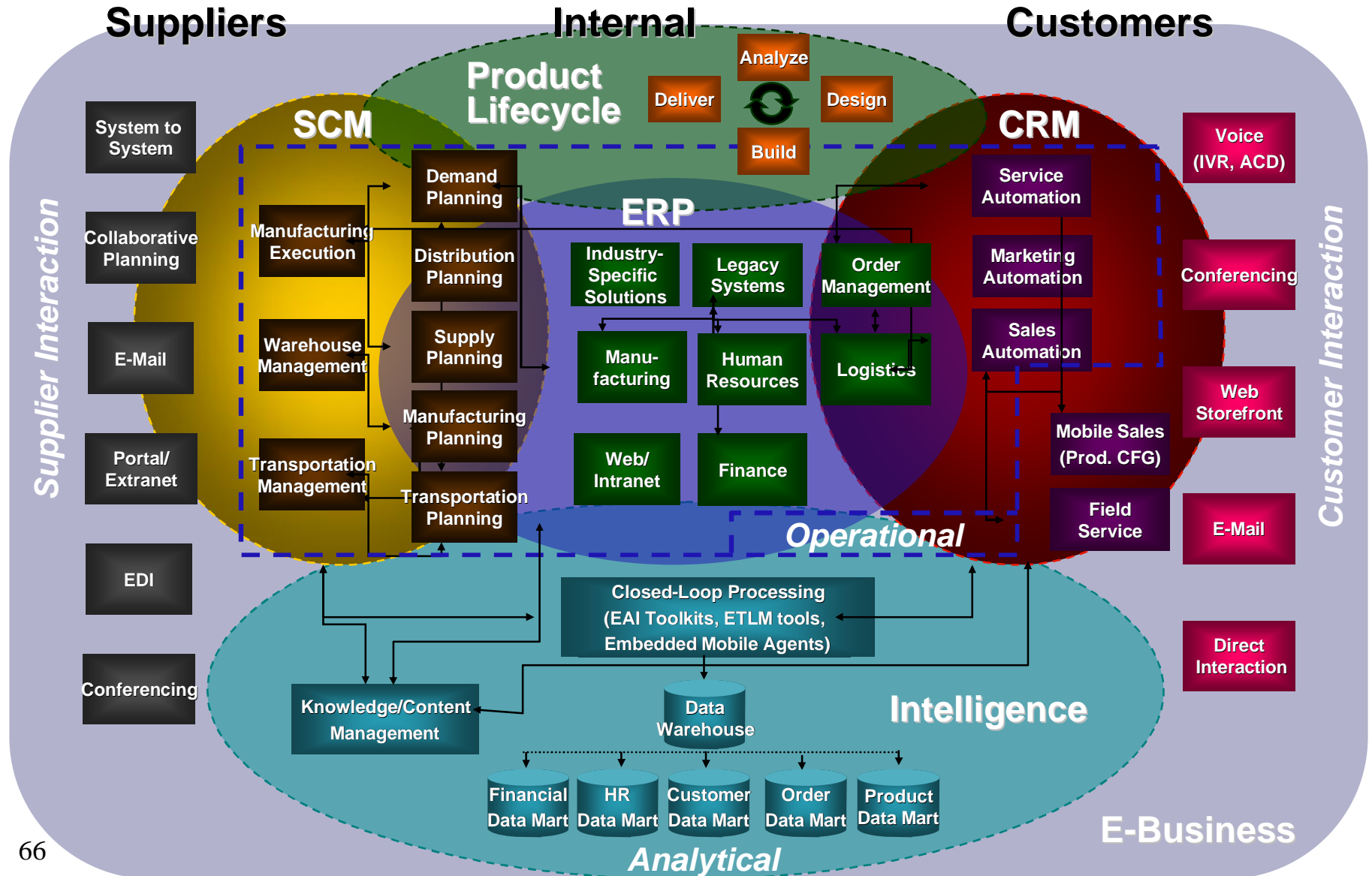


3. Consumer Research 4 CRM & e-CRM

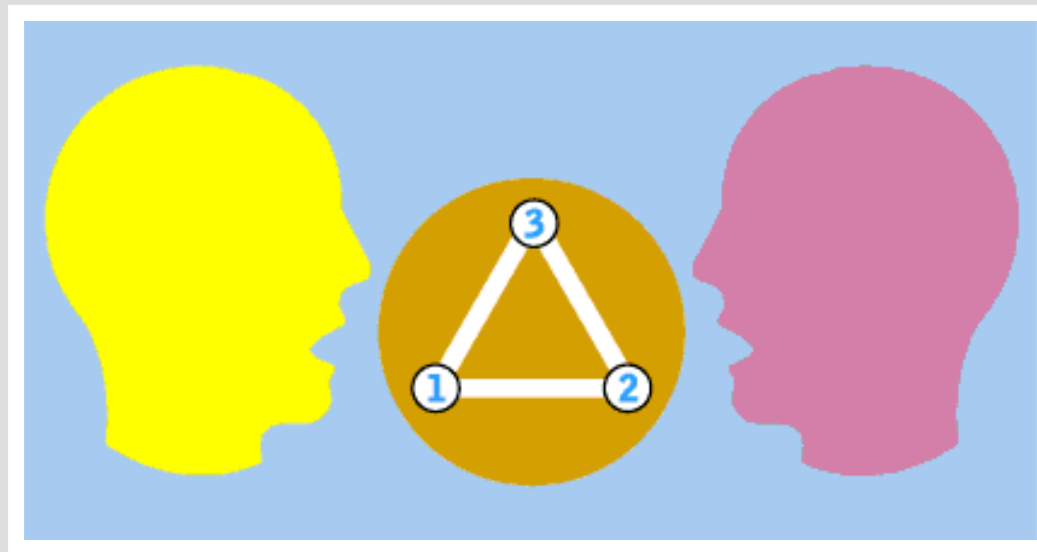


Is managing consumer research information complex?

Modern Corporate Information Technology Infrastructure and e-CRM

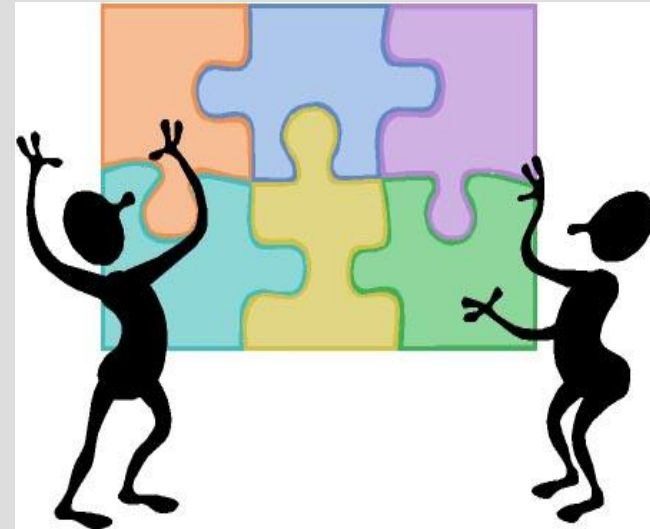


3. Consumer Research!



Course Main Topics

- 🧩 Management ü
- 🧩 Marketing ü
- 🧩 Research ü
- 🧩 Segmentation
- 🧩 Consumer Behavior
- 🧩 Creativity



Part **Two** out of Six

