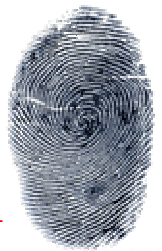




Consumer Behavior-3

Introducing Consumer Behavior

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



Danny Abramovich
Marketing Plan Specialist

MarketingPlanNOW.COM

Course Schedule 4 Part 2

1. Management

2. Marketing

3. Research

4. Segmentation

part
2

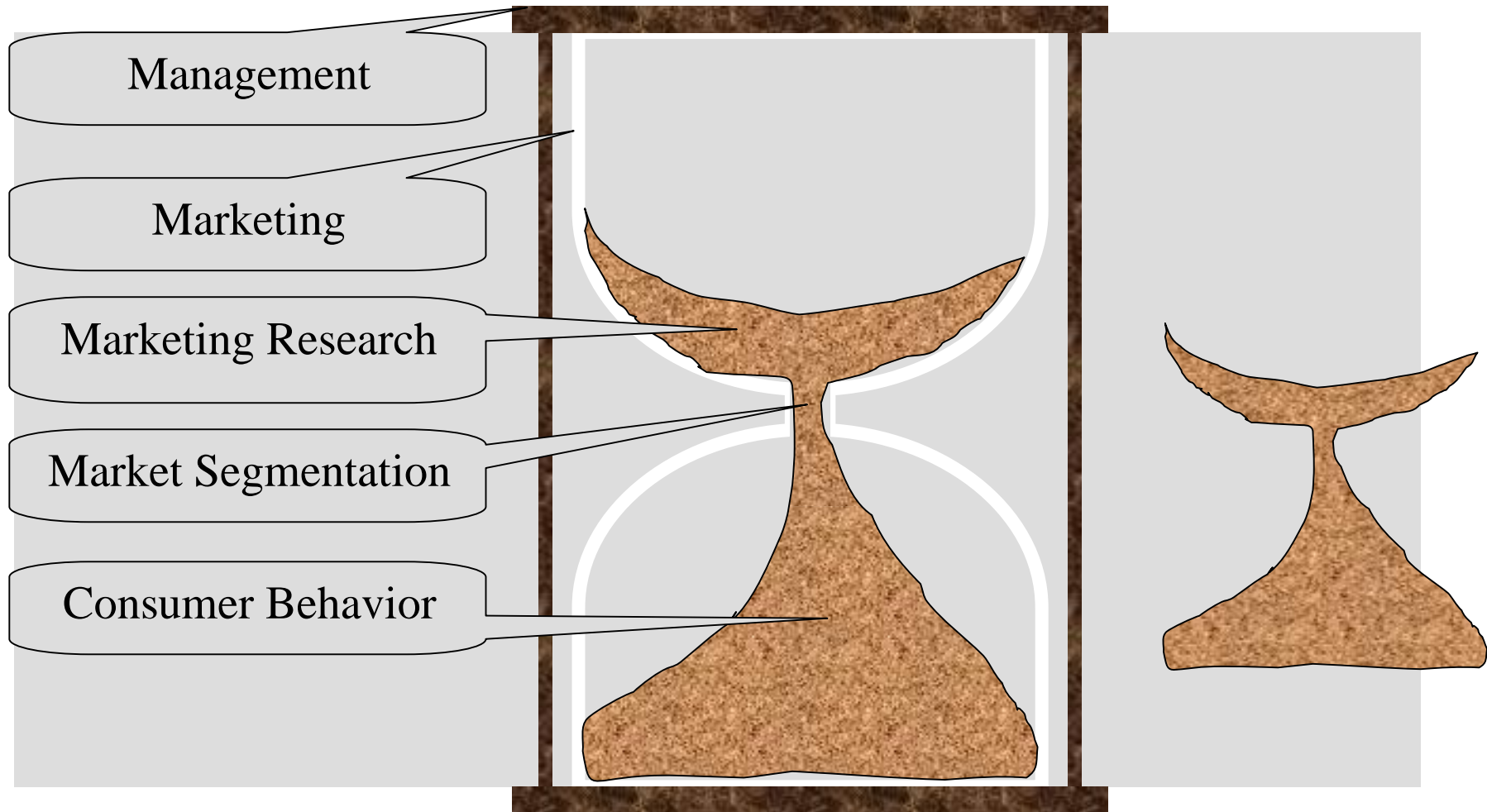
5. Consumer Behavior

6. Creativity

part
3



5. Consumer Behavior ⁴ Methodology



5. CB 4 Approaches & Orientations

- ÿ Anthropology
- ÿ History
- ÿ Psychology
- ÿ Sociology
- ÿ Economics
- ÿ Statistics



5. CB 4 Approaches & Orientations

• Anthropology

The study of people within and across cultures.

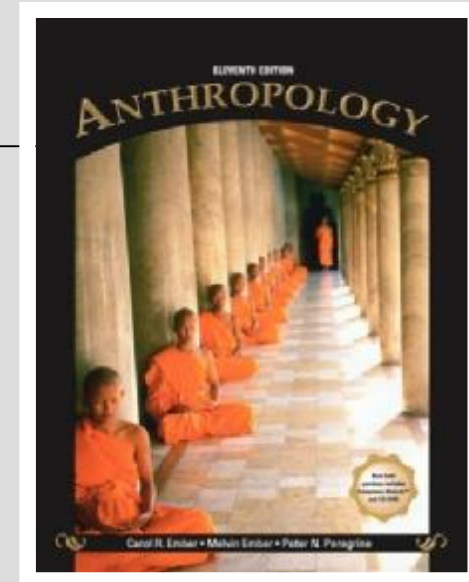
• History

• Psychology

• Sociology

• Economics

• Statistics



5. CB 4 Approaches & Orientations

ÿ Anthropology

ÿ History ○

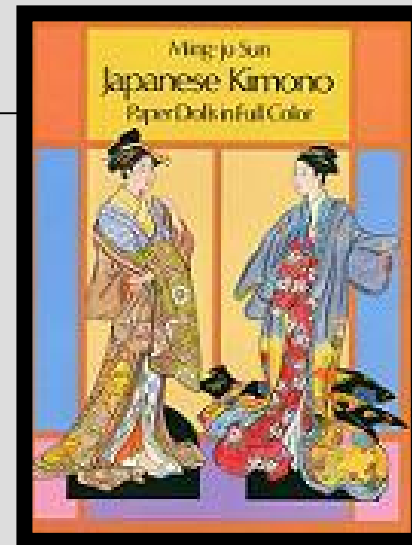
ÿ Psychology

ÿ Sociology

ÿ Economics

ÿ Statistics

Origins & development of behavior and traditions.



5. CB 4 Approaches & Orientations

• Anthropology

• History

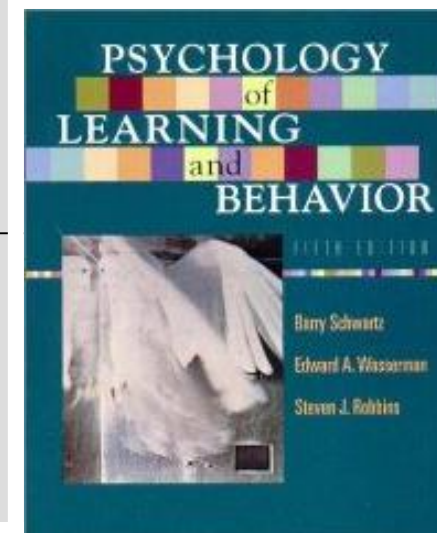
• **Psychology** Ⓞ

• Sociology

• Economics

• Statistics

Study of human thinking & behavior: personality, cognition (thinking) & perceptions.



5. CB 4 Approaches & Orientations

• Anthropology

• History

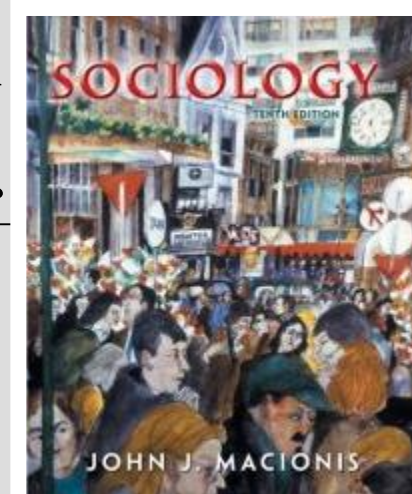
• Psychology

• **Sociology** 🍷

• Economics

• Statistics

The scientific study of human behavior in society, including its influences on consumption.



5. CB 4 Approaches & Orientations

ÿ Anthropology

ÿ History

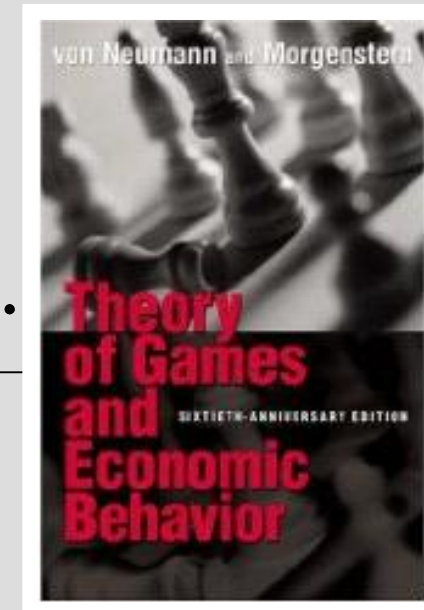
ÿ Psychology

ÿ Sociology

ÿ Economics ○

ÿ Statistics ○

Basic economic issues:
current and future
supply and
demand &
consumption.




5. CB 4 Approaches & Orientations

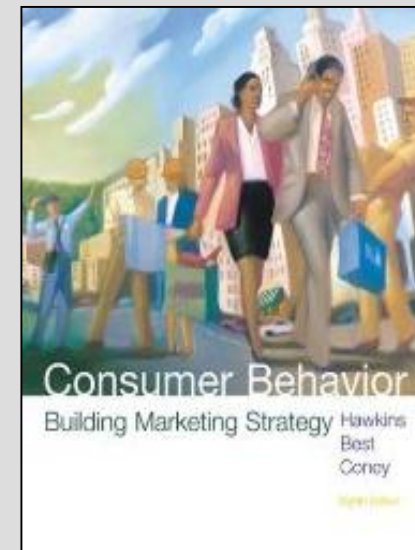
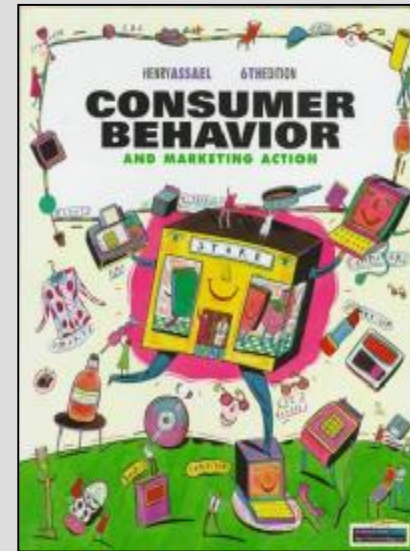
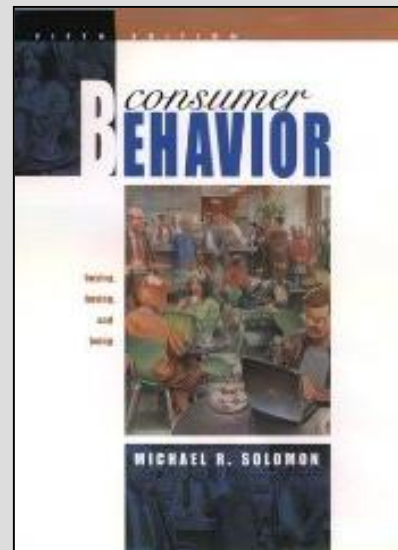
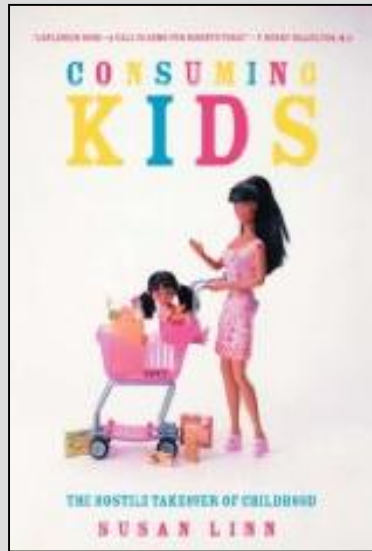
Approach	Disciplines	Primary Objectives	Primary Methods
I nterpretive	Anthropology & History	Understand consumption	Interviews & focus groups
T raditional	Psychology & Sociology	Explain decisions & behavior	Experiments & surveys
M arketing Science	Economics & Statistics	Predict decisions & behavior	Math-modeling & simulation

5. CB 4 Approaches & Orientations

Approach	Disciplines	Primary Objectives	Primary Methods
Interpretive	Anthropology & History	Understand consumption	Interviews & focus groups
Traditional	Psychology & Sociology	Explain decisions & behavior	Experiments & surveys
Marketing Science	Economics & Statistics	Predict decisions & behavior	Math-modeling & simulation



5. CB 4 References



5. CB 4 Definition



CO	NS	UM	ER
BE	HA	VI	OR

5. CB 4 Definition by DA

Consumer Behavior?

Buying Behavior is all about...

Being & Having!



Behaving = Being

Behaving = Having

5. CB ⁴ Definition



COLLOQUY

"How can I build loyalty without blowing my budget?"

[Learn more](#)

We understand customer behavior.
Then we change it.

5. CB 4 Definition



Behavior



How individuals or groups acquire, use and dispose of products, services, activities and ideas, in order to satisfy needs and desires over time.

5. CB 4 Definition

How individuals or groups acquire, use and dispose of products, services, activities and ideas, in order to satisfy needs and desires over time.

*Information gatherer,
Influencer, Decider,
Purchaser, User*



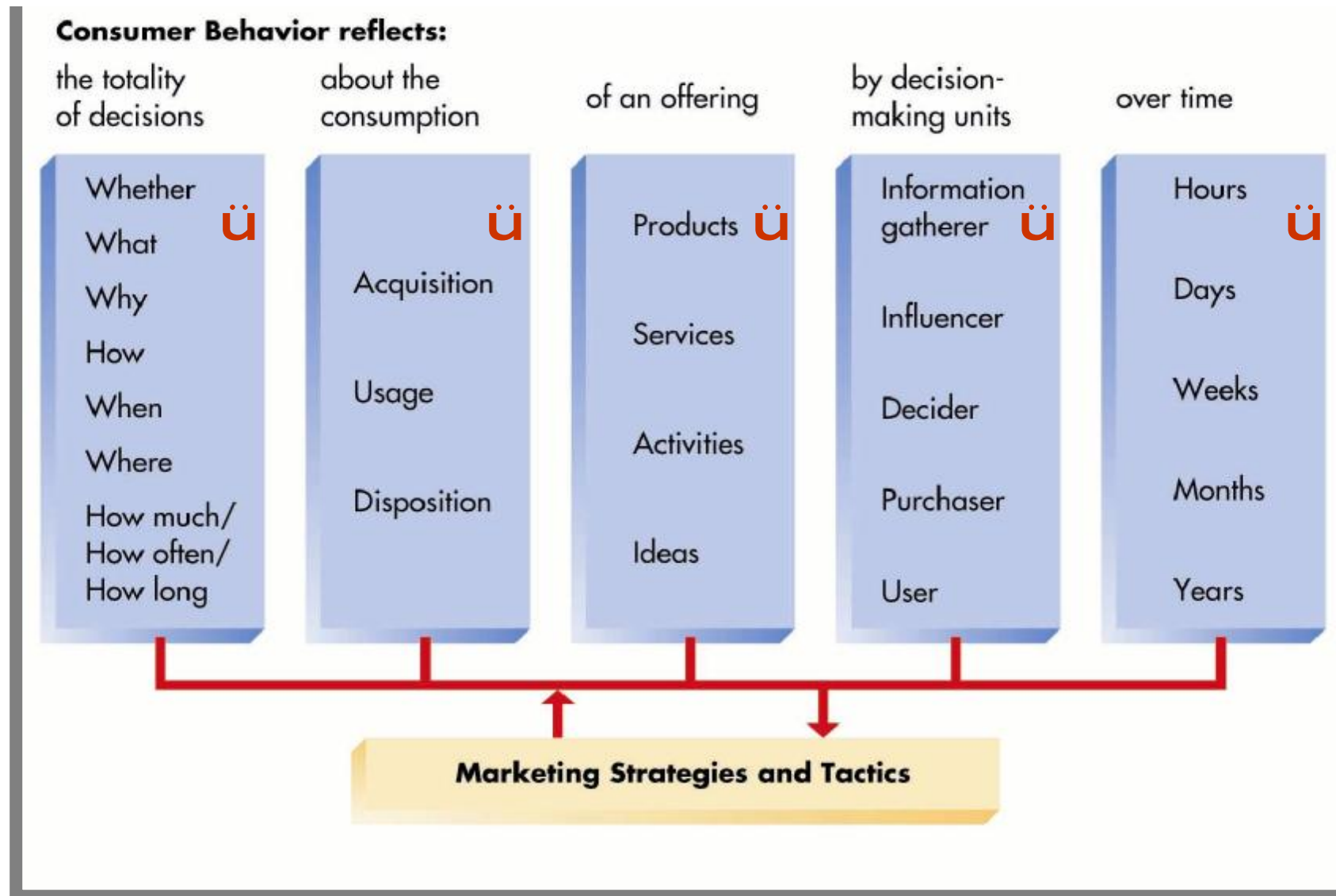
5. CB 4 Definition

How individuals or groups acquire, use and dispose of products, services, activities and ideas, in order to satisfy needs and desires over time.

*Whether? What? Why? How?
When? Where? How much?
How often? How long?*



5. CB 4 Definition, Summary



5. CB 4 Definition, Summary



*Information gatherer,
Influencer, Decider,
Purchaser, User*

CB can involve
many people
and decisions



*Whether? What? Why? How?
When? Where? How much?
How often? How long?*

CB is a
dynamic
process

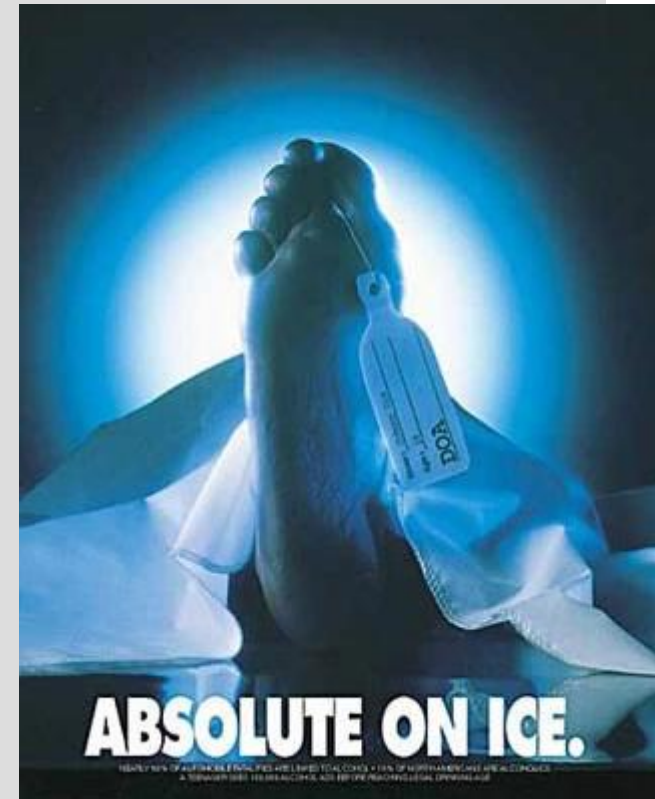
5. CB 4 Is CB Important!



Consumer Behavior often dictates marketing tactics.

5. CB 4 The DARK Side

- ÿ Shoplifting
- ÿ Environmental waste
- ÿ Addiction⁴
- ÿ Homelessness
- ÿ Prostitution, etc.



5. The A-B-C of CB

Affection

Cognition

Behavior



5. The A-B-C of CB



ÿ **Cognition** - what consumers **Think?**

ÿ **Affection** - how consumers **Feel?**

ÿ **Behavior** - what consumers **Do?**

5. Understanding CB Starts Here.

I
N
F
L
U
E
N
C
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S

Cognition

think !

*

Affection

feel !

*

Behavior

do !



5. Understanding CB Starts Here.

I
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C
E
S

Cognition
think !
*
Affection
feel !
*
Behavior
do !



Σ5C4PΣ C4PΣ1/1Σ5
BUY NOTHING DAY

5. What Affects CB?

I
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S

Cognition

think !

*

Affection

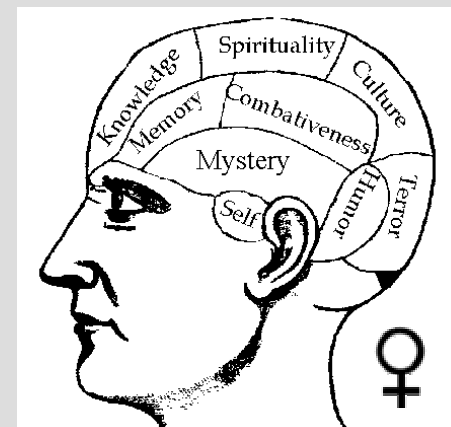
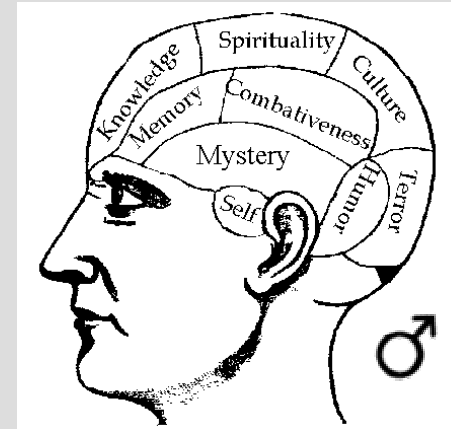
feel !

*

Behavior

do !

**HOW
do
we...?**



5. What Affects CB?

ÿ **Cognition** - what consumers **Think**?

ÿ **Affection** - how consumers **Feel**?

ÿ **Behavior** - what consumers **Do**?

Environmental events - the things and places that **influence** and are **influenced** by what consumers **Think, Feel and Do.**

5. What Affects CB?

Environmental events - the things and places that **influence** and are **influenced**

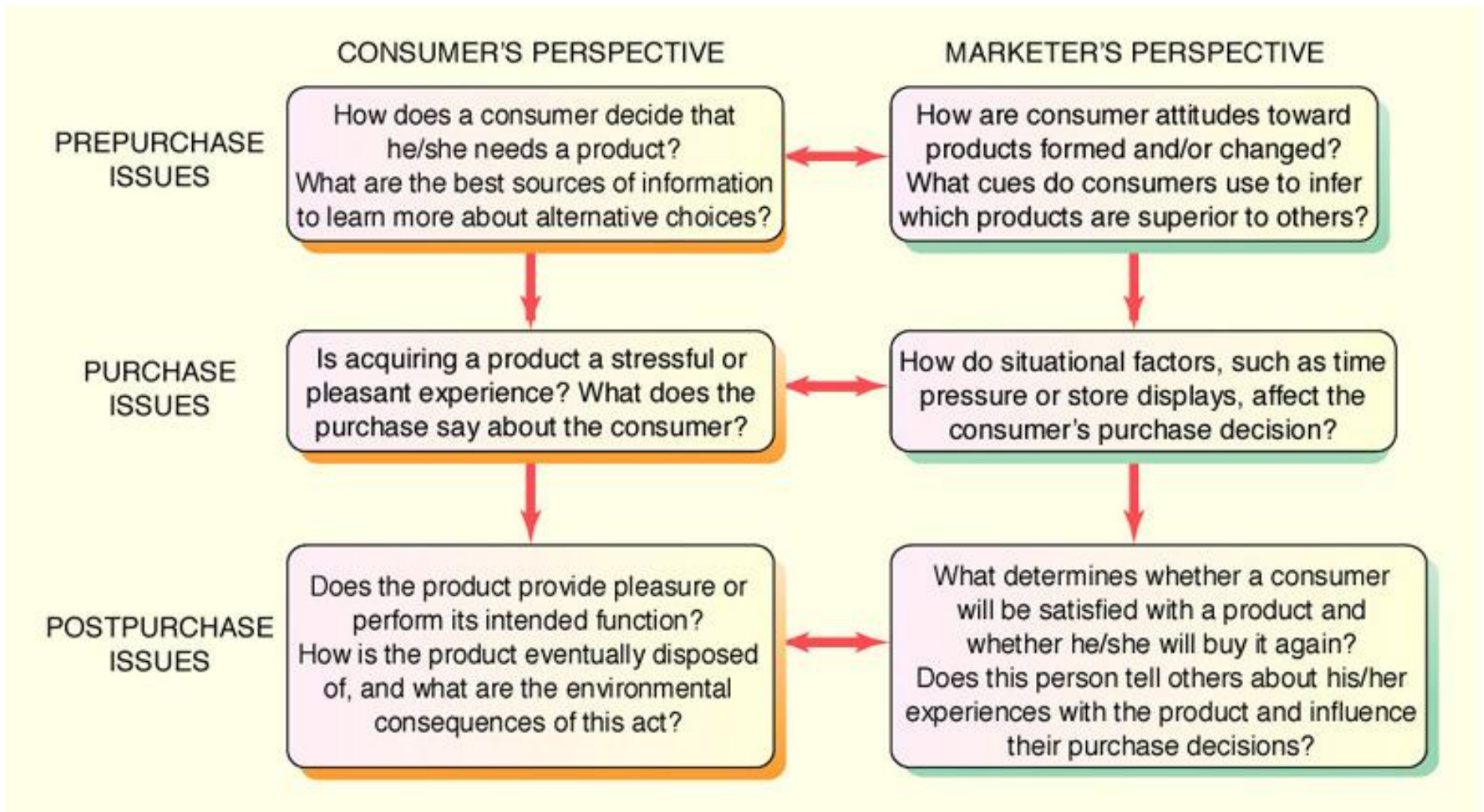
by what consumers **Think, Feel and Do...**

• **Y** pre-purchase

• **Y** during the purchase

• **Y** post-purchase!





5. What Affects CB?



What Affects Consumer Behavior?

5.1 Psychological Core (Internal Process).

5.2 Decision Making Process.

5.3 Consumer's Culture (External Process).

5.4 Consumer Behavior Outcomes.

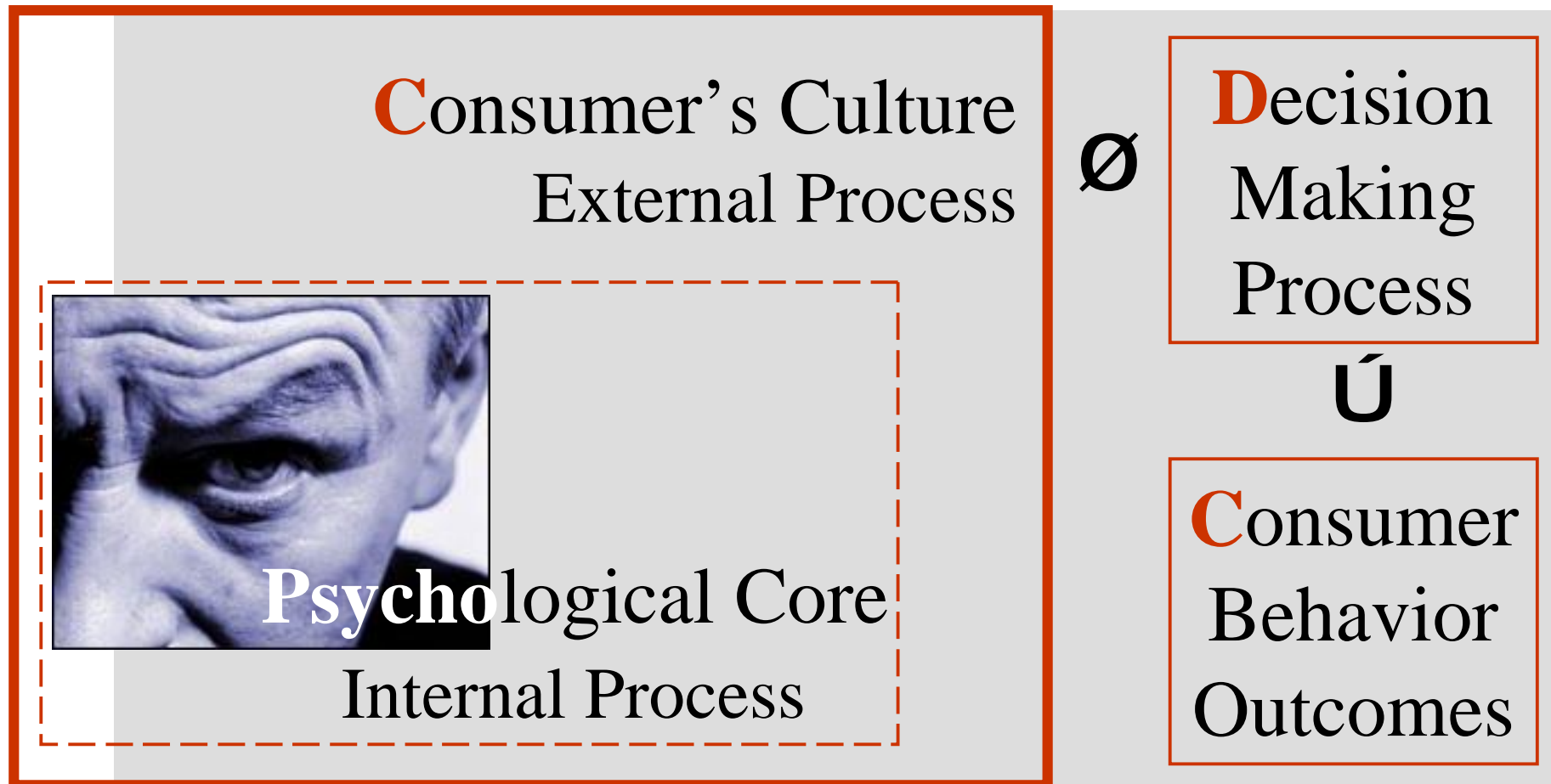
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

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5.4 Consumer Behavior Outcomes

5. What Affects CB?



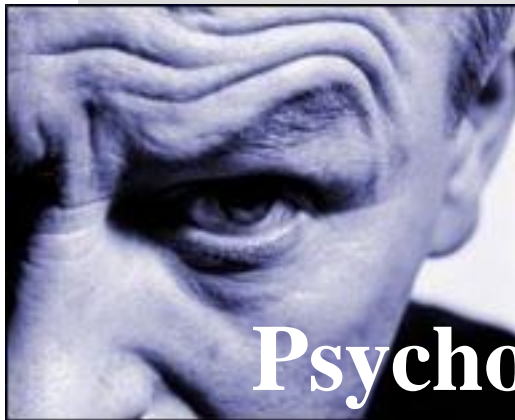
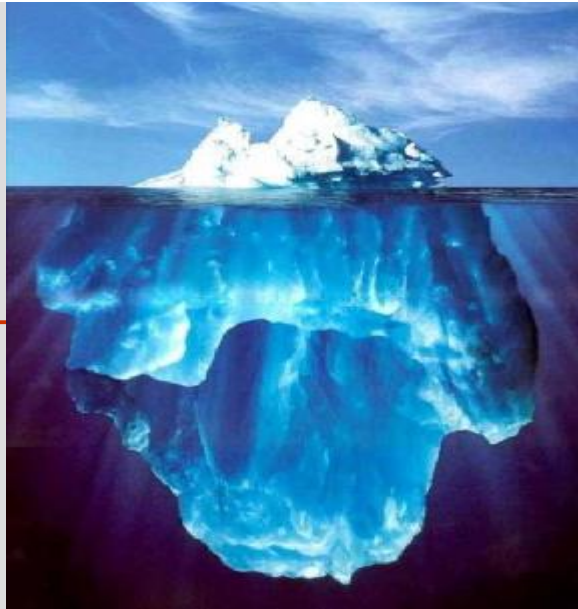
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5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



Psychological Core
Internal Process

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



5.1.1. Perceptions

5.1.2. Learning & Memory

5.1.3. Motivation and Values

5.1.4. Attitudes & Attitude Change

5.1.5. The Self

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

Part **Four** out of Six

