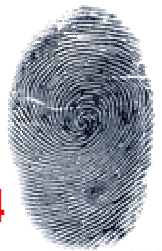




Consumer Behavior-6

Decision Making Process & More

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



Course Main Topics

 **Management ü**

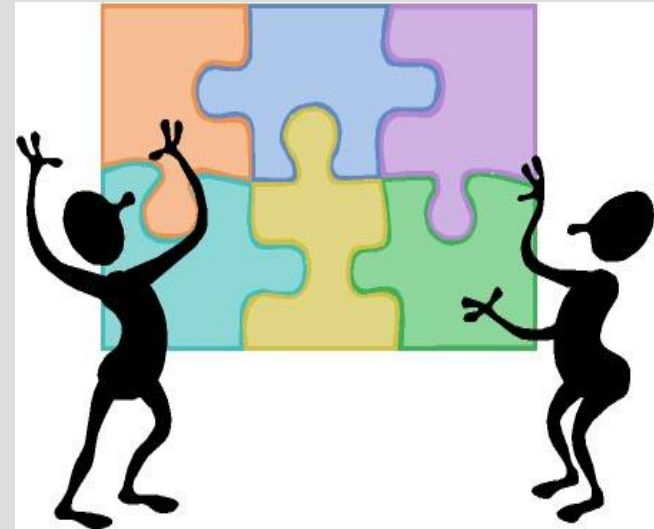
 **Marketing ü**

 **Research ü**

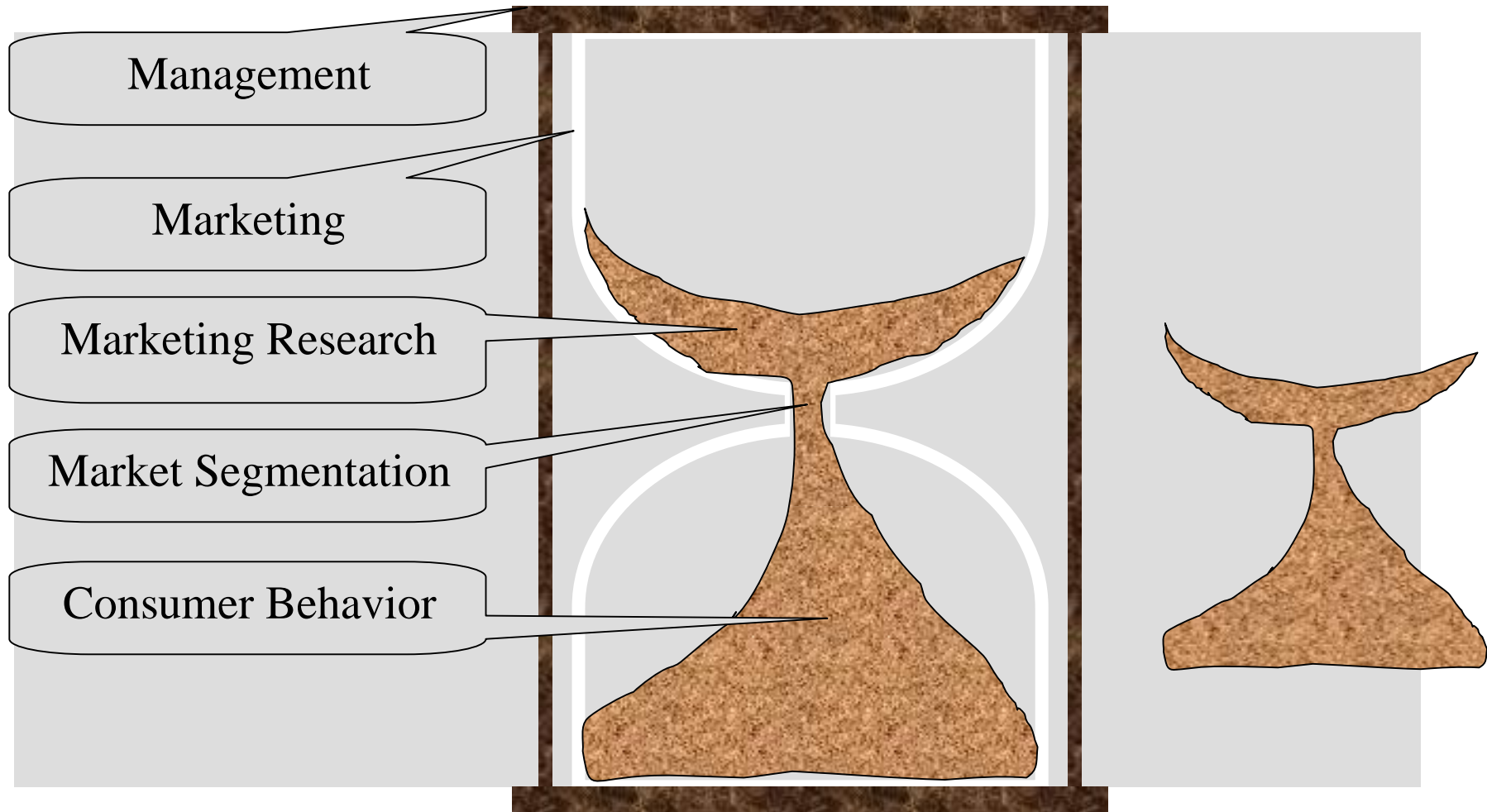
 **Segmentation ü**

 **Consumer Behavior**

 **Creativity**



5. Consumer Behavior ⁴ Methodology



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.

5. What Affects CB?

What Affects Consumer Behavior?

5.1 Psychological Core (Internal Process)

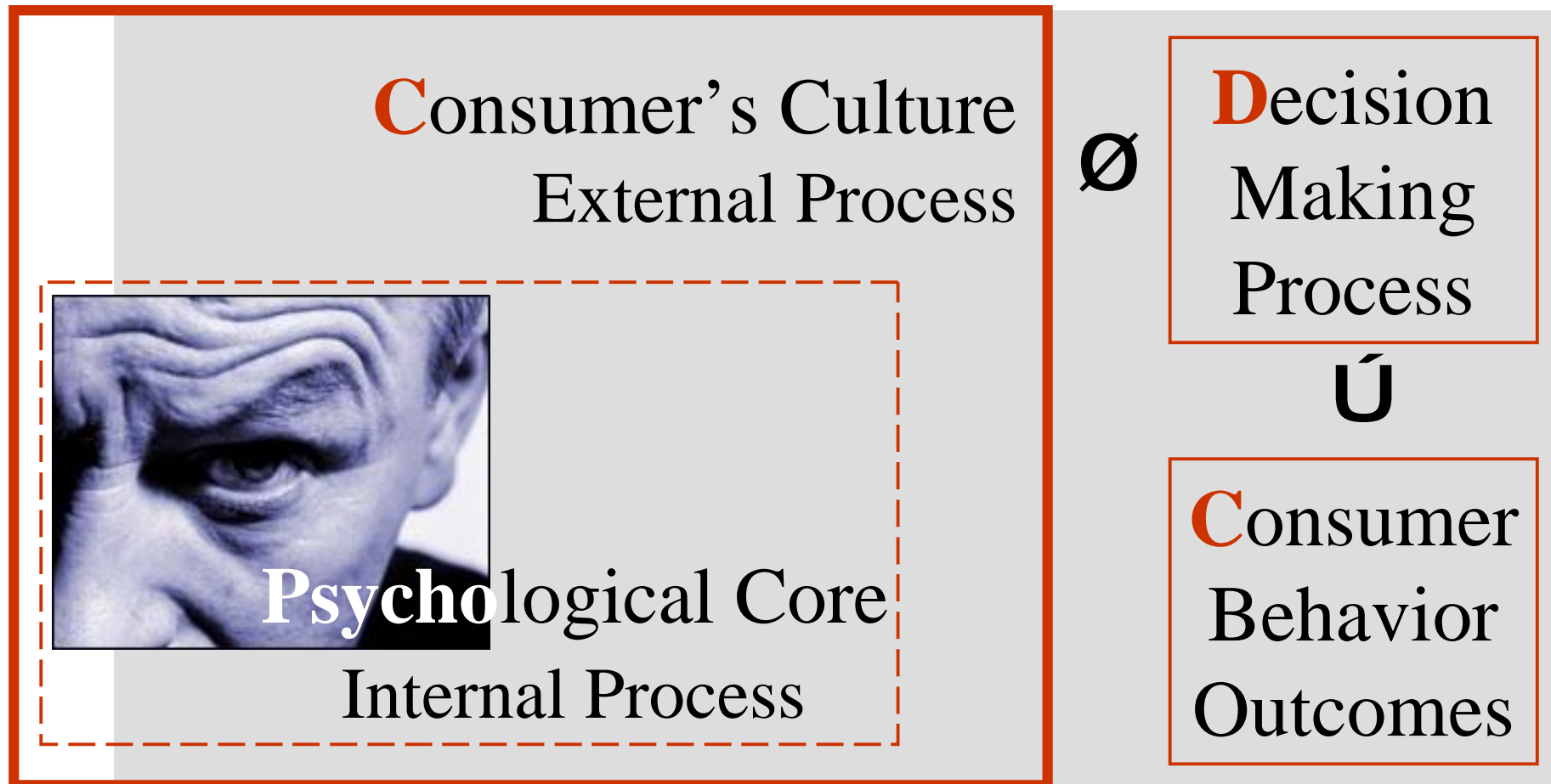
5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes



5. What Affects CB?



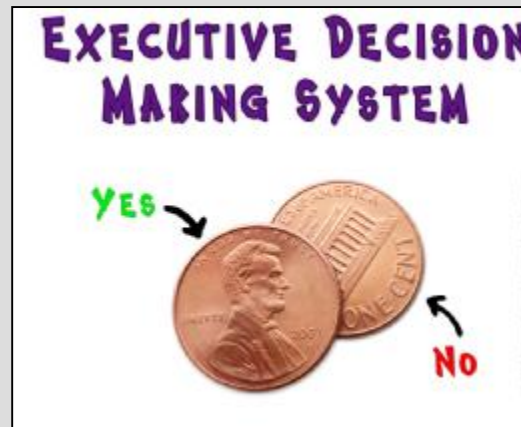
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



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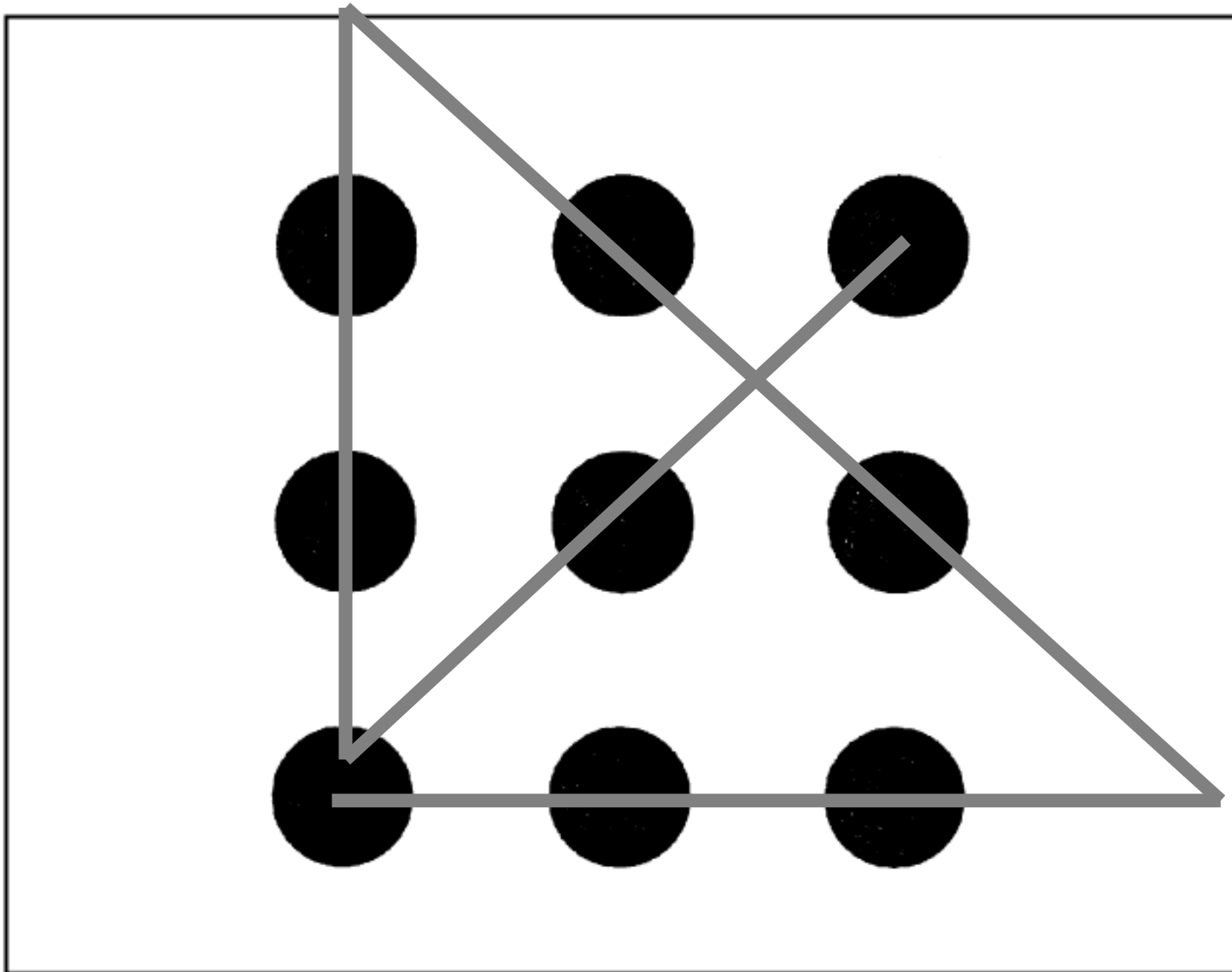
Decision
Making
Process

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 (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Researchers begin to realize that decision-makers evaluate the effort required to make a particular choice, and only then he or she chooses a strategy best suited to the level of effort required!

Less rational when choosing art, music, or even a spouse!

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Problem recognition

Problem recognition occurs when the consumer realizes a difference between his or her current state of affairs and some desired/ ideal state:

, becomes aware of a need!

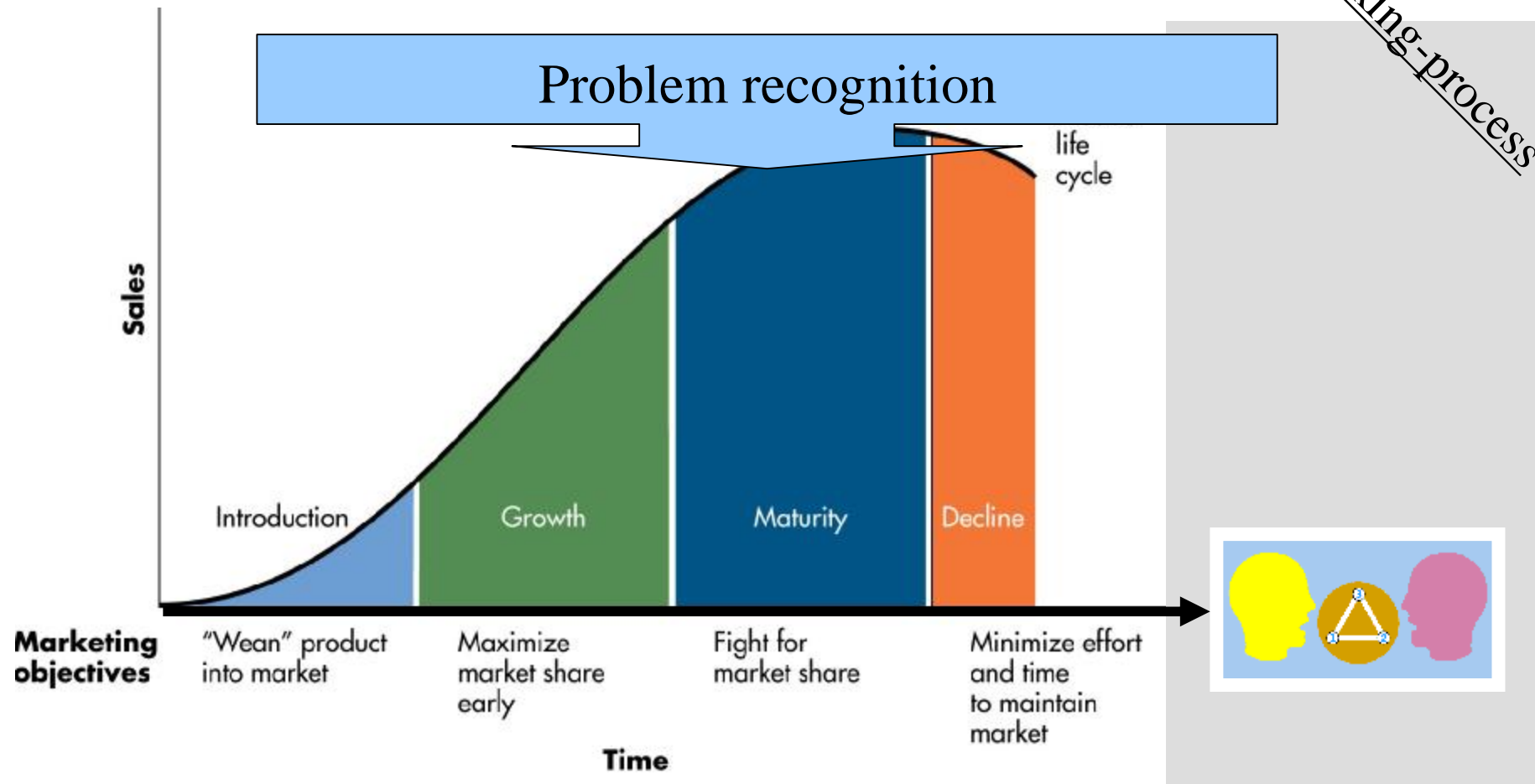
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Problem recognition

Information Search

, seeks information on how
to fulfill his needs !

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

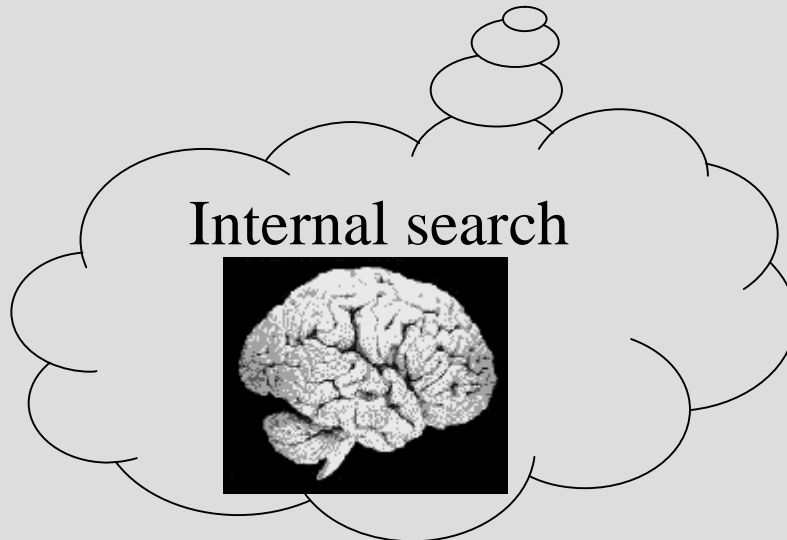
5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Problem recognition

Information Search



External Search



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Problem recognition

Information Search

	Personal	Not personal
Commercial	Sales Person	Adverts
Non commercial	Friends (organic)	Ind. Articles

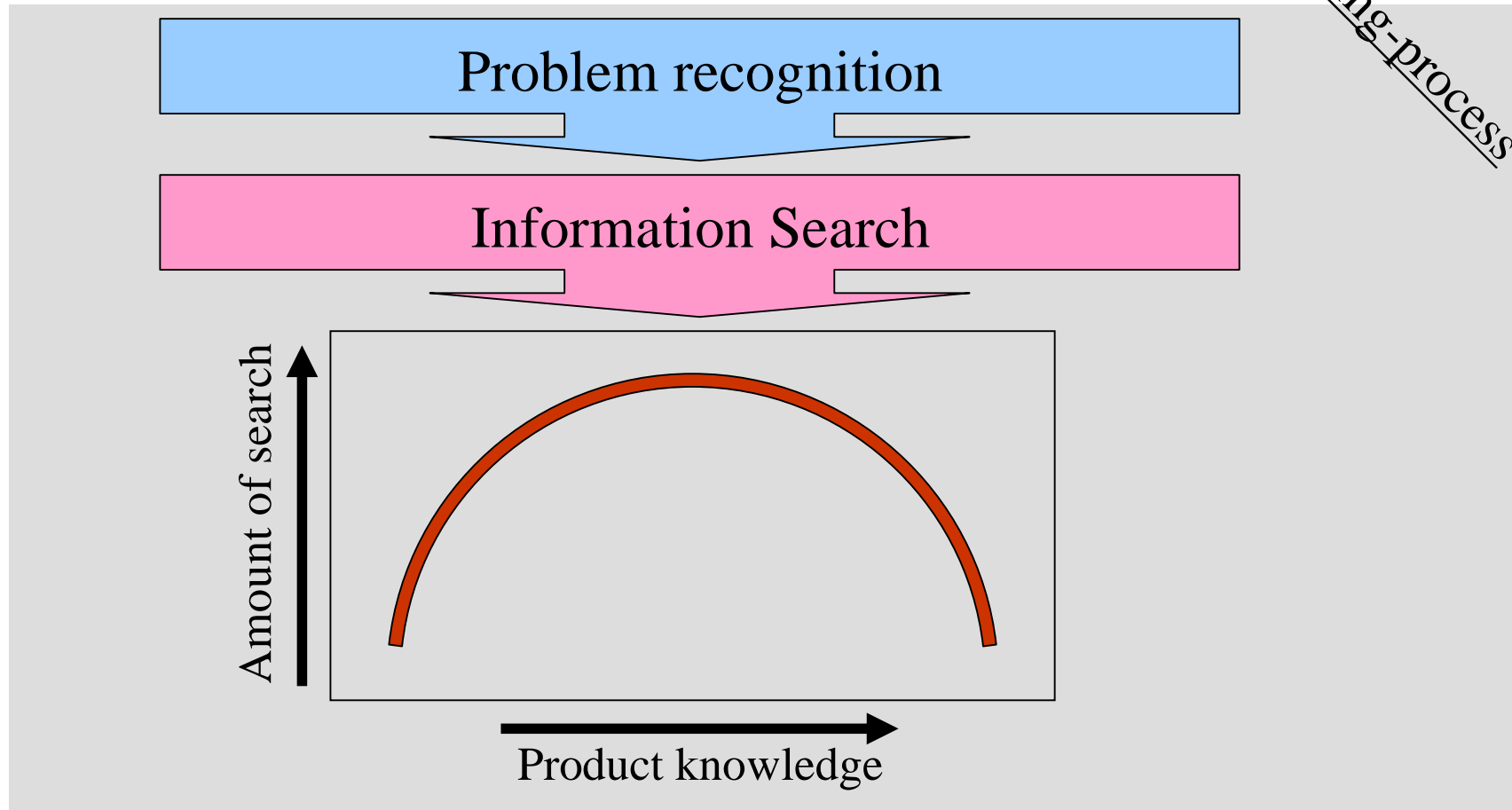
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



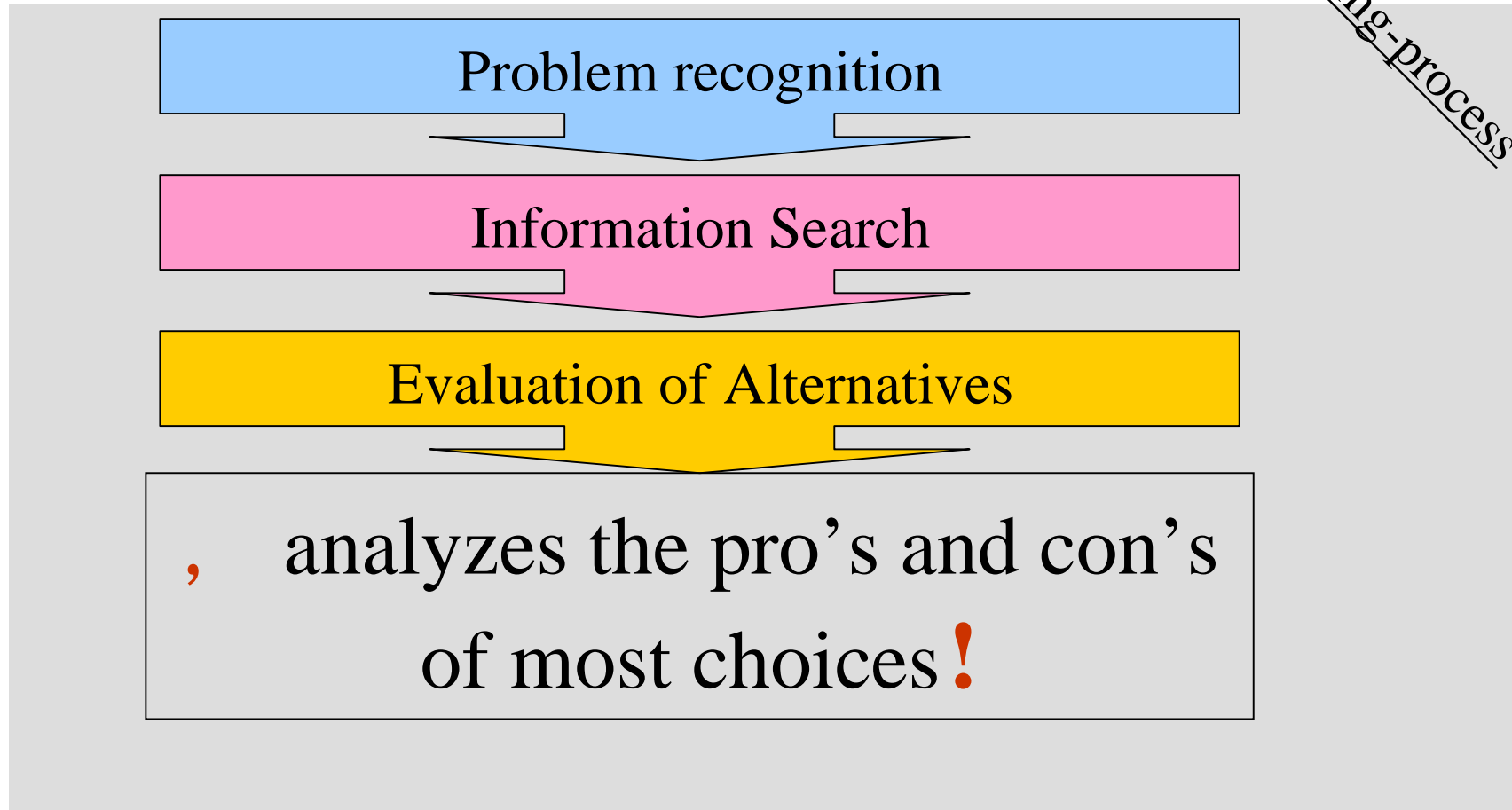
5.1 Psychological Core (Internal Process)

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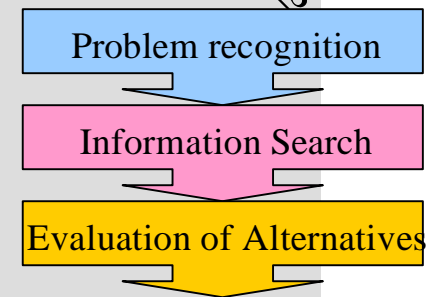
5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



5.2 Decision Making Process



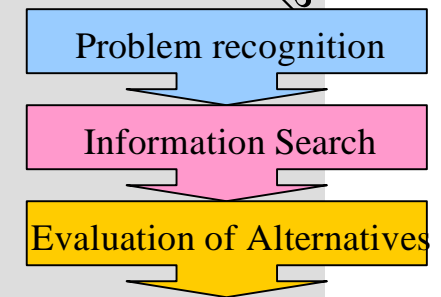
- 5.1 Psychological Core (Internal Process)
- 5.2 Decision Making Process**
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Types of perceived risk when evaluating alternatives:

- Functional
- Financial
- Physical-Safety
- Social
- Psychological
- Time



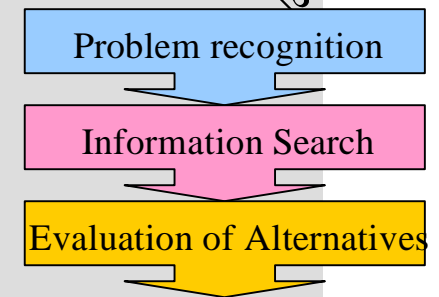
5.2 Decision Making Process



Inert Set - I am aware of the brand but will not buy it.

Inept Set - I am aware of the brand but will not consider buying it.

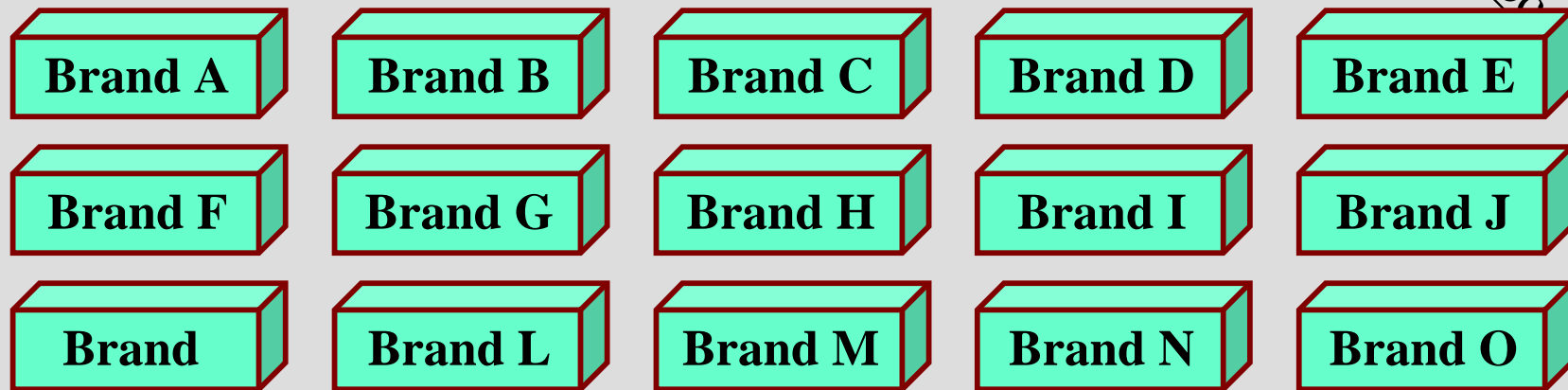
Evoked Set - Brands easily retrieved.



5.2 Decision Making Process



All available Brands



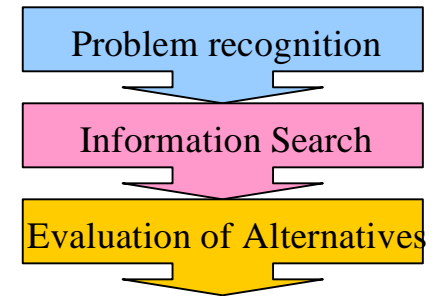
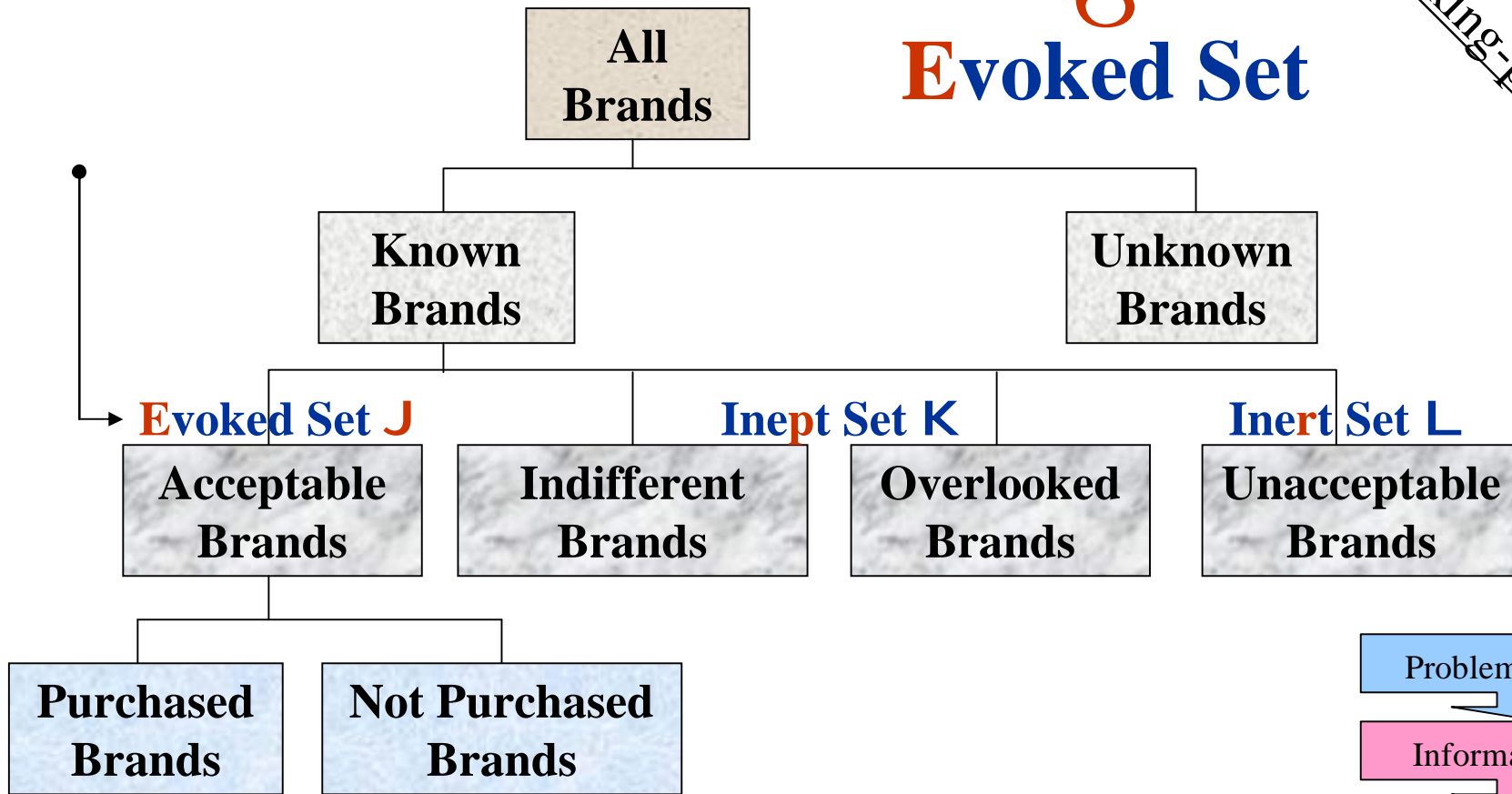
Evoked Set of Brands



5.2 Decision Making Process



6 Evoked Set



- 5.1 Psychological Core (Internal Process)
- 5.2 Decision Making Process**
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes

5.2 Decision Making Process

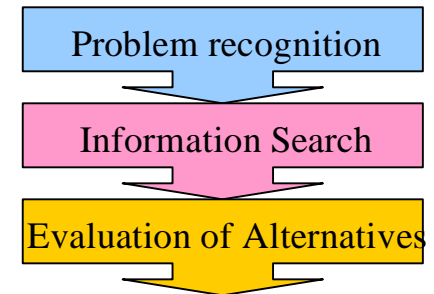
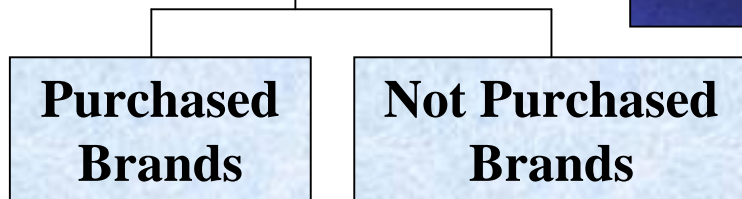


6 Evoked Set & the Country of Origin



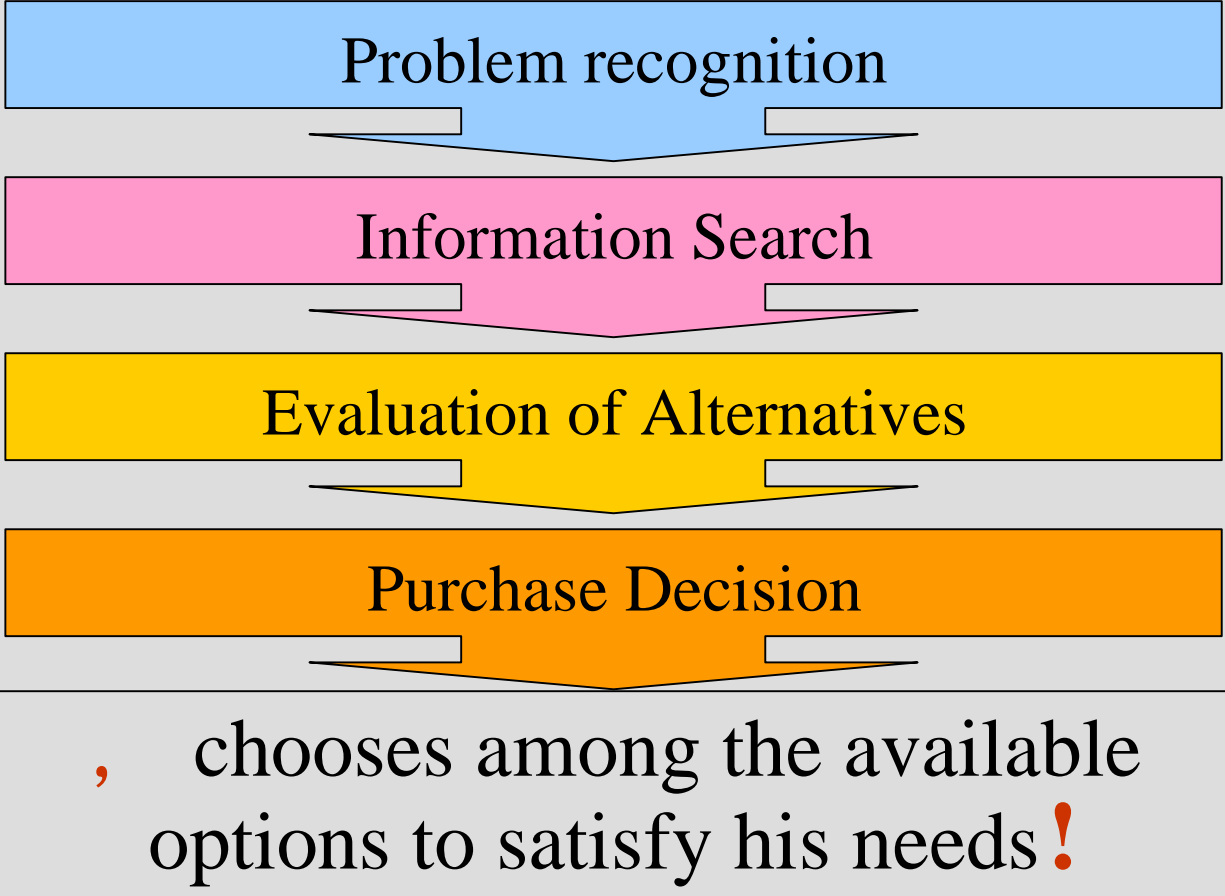
Evoked Set J

Acceptable
Brands



- 5.1 Psychological Core (Internal Process)
- 5.2 Decision Making Process**
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



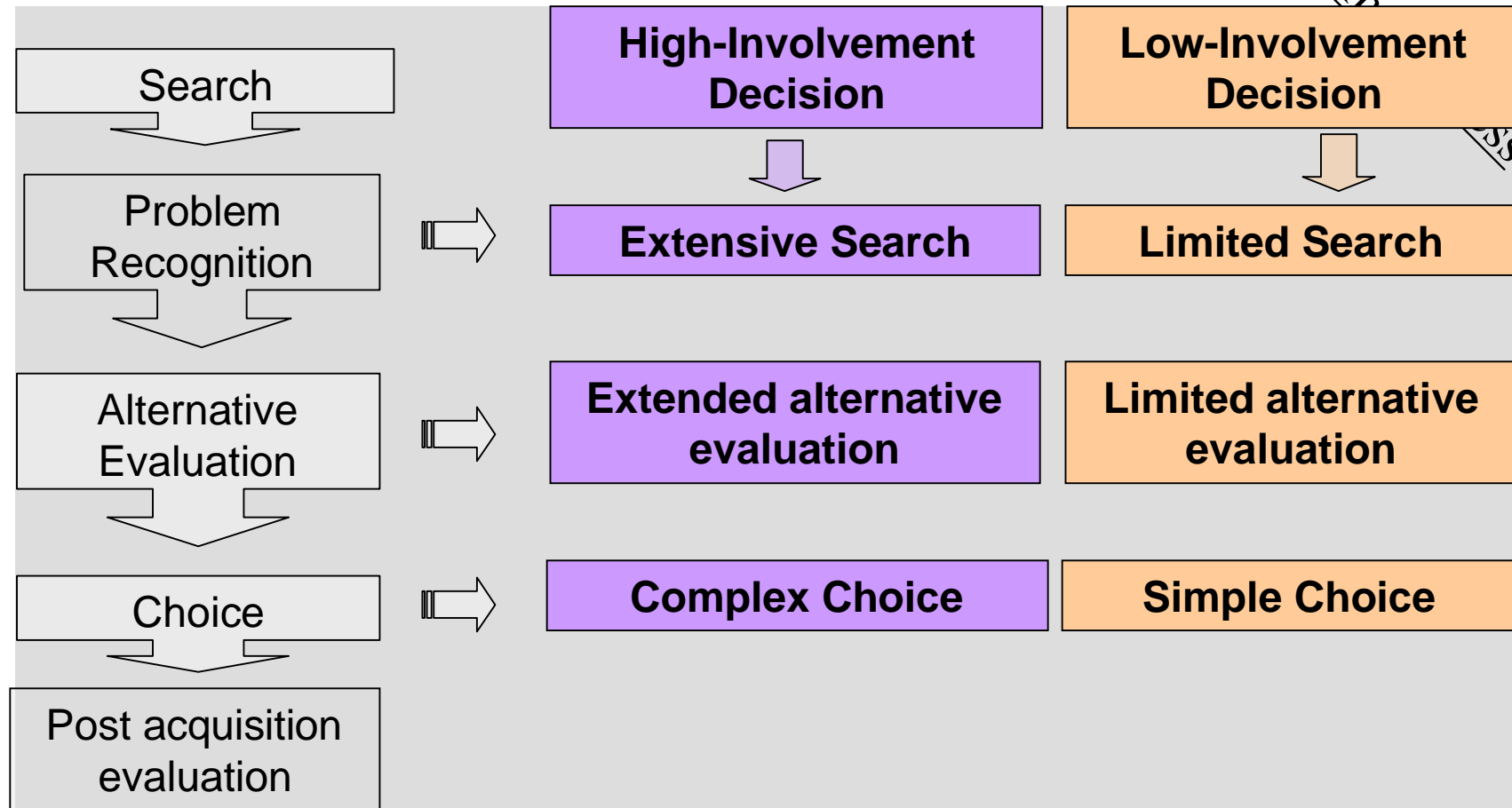
5.1 Psychological Core (Internal Process)

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5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

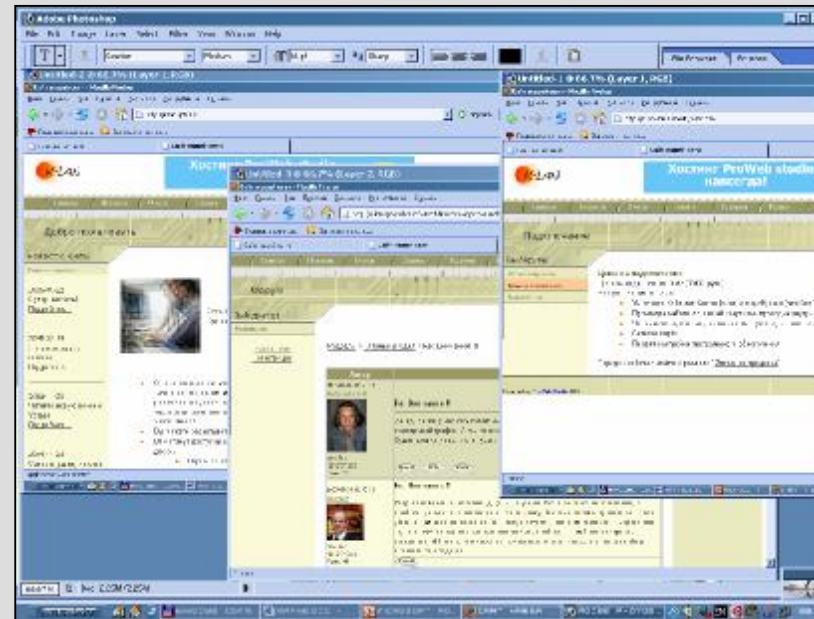
5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Market place § Market space



- 5.1 Psychological Core (Internal Process)
- 5.2 Decision Making Process**
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Market place § Market space

Actors = customer & shoppers § web surfer

Cast = salespeople & shoppers § www.auctions

Setting = store-ambiance § e-music

Shoppers = Co-consumers = Social surroundings




5.2 Decision Making Process



Market place § Market space

Surroundings: social & physical § social

Temporal factors: time & mood § time

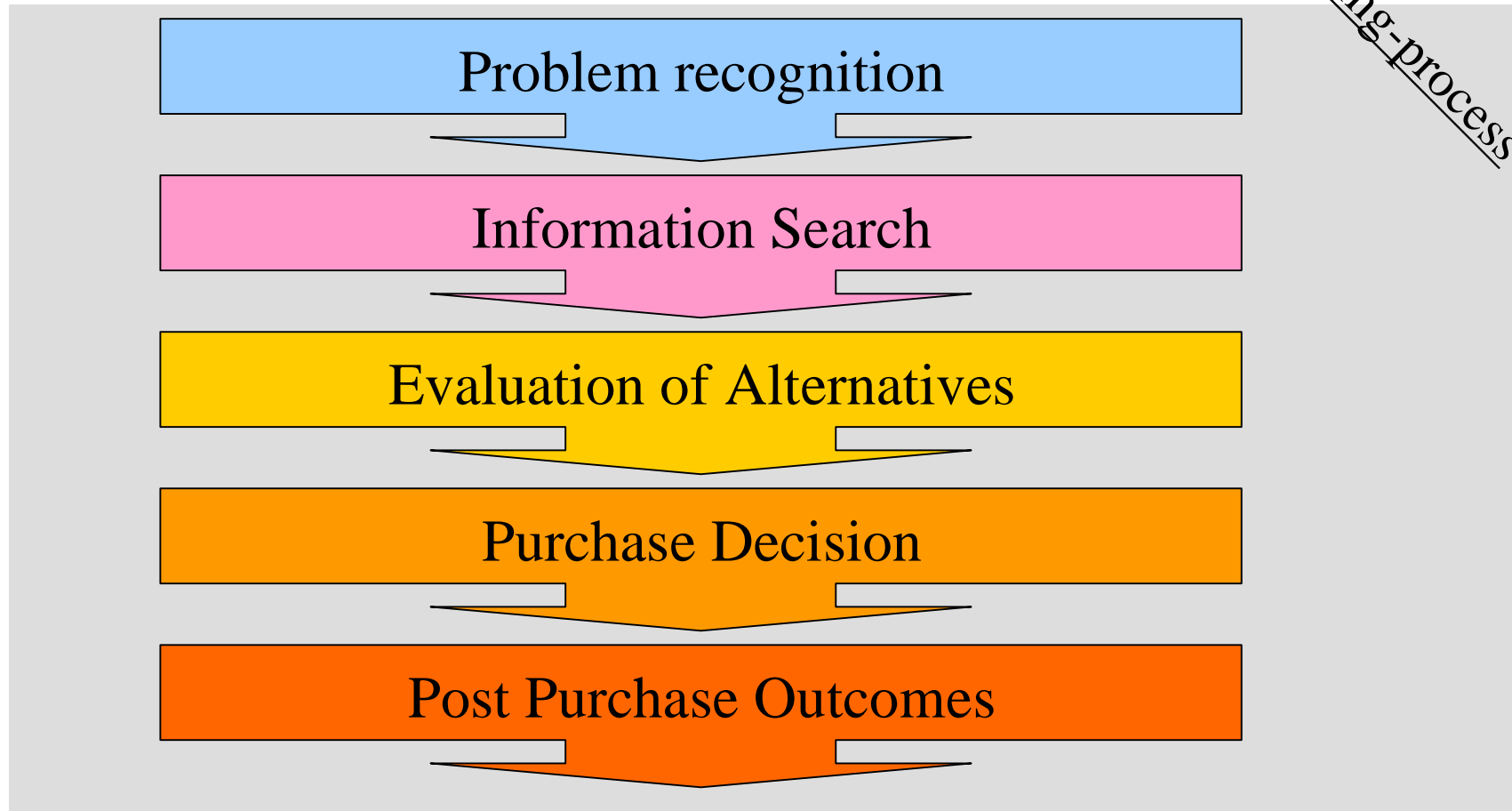
Shopping Experience: loyalty cards, shop-in-shop, one-stop-shop, theme shopping: 

POP Stimuli: “5 senses & perceptions” (ref. 2.1)

Sales Interactions: place-based media



5.2 Decision Making Process



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

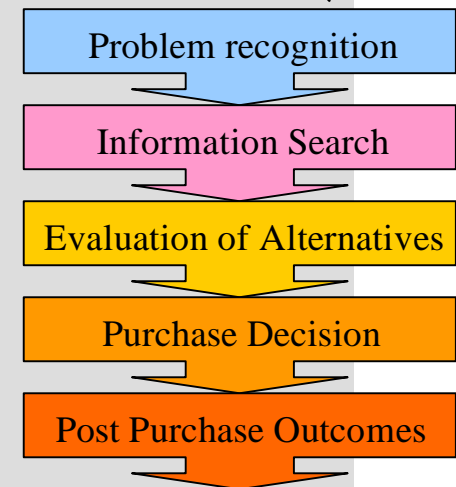
5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



, compares expectations with the actual experience for future consideration to fulfill his needs !



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

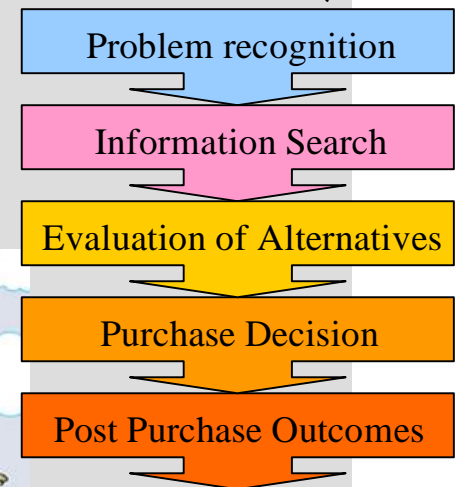
5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Ethical Issue: NeuroMarketing

Uses medical equipment such as fMRI (functional Magnetic Resonance Imaging) to identify the combination of words & images that push the “buy buttons”.



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



Market place § Market space

Post-perception of quality: got vs. expected!

Cognitive dissonance (CD): as people have a need for consistency in their beliefs and behaviors, certain  decisions may result in psychological tension. This is called CD.

Product disposal: environmentalism per culture.

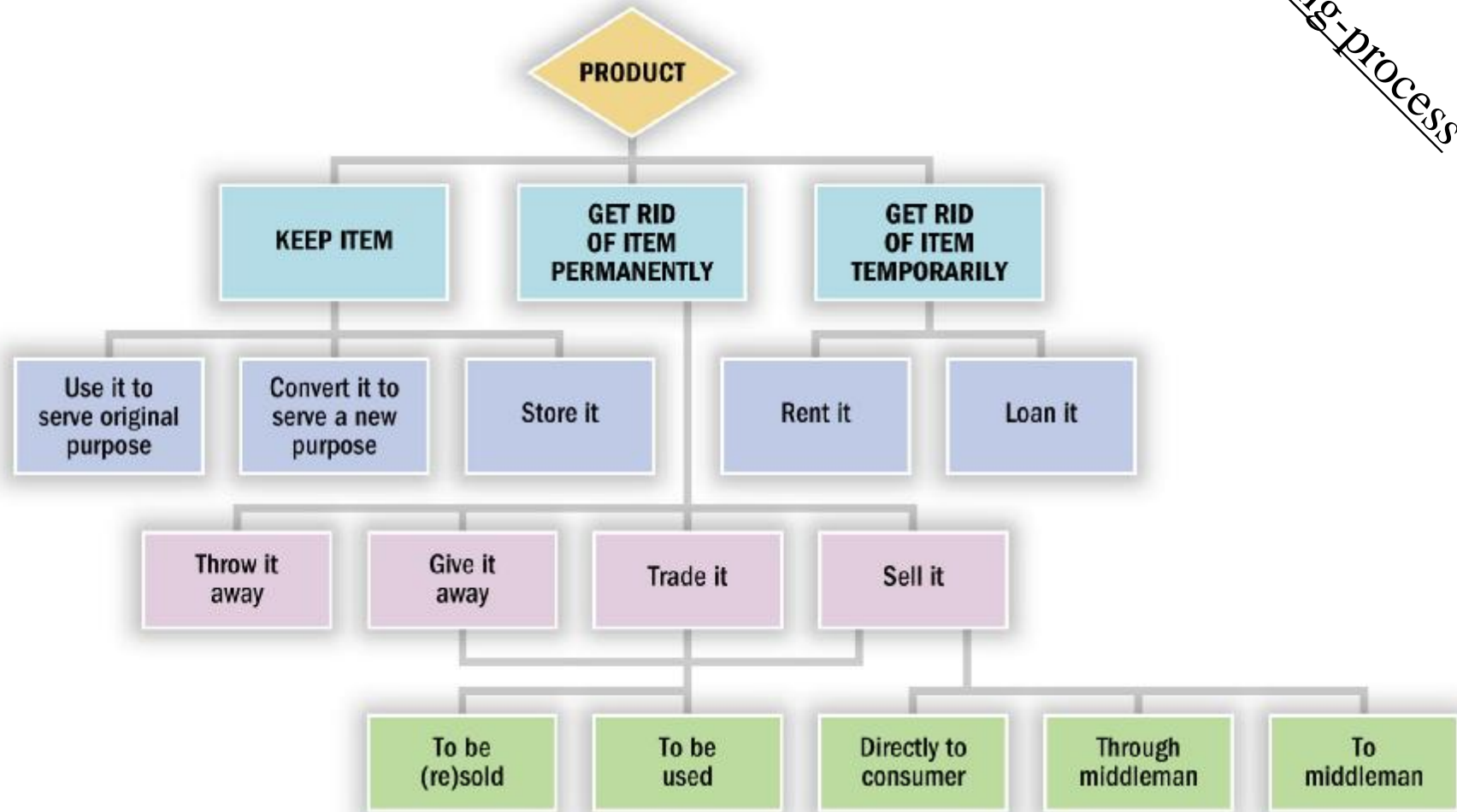
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

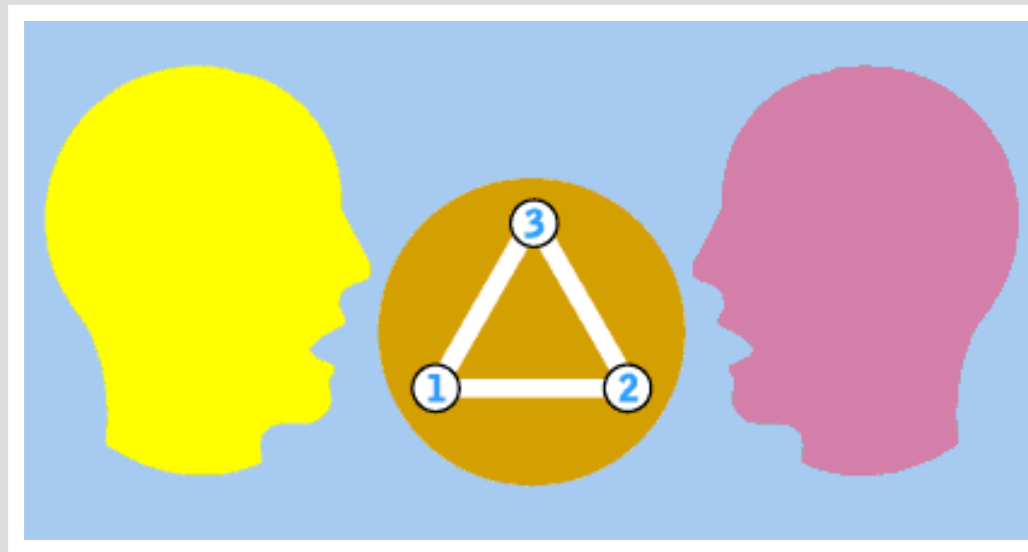
5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.2 Decision Making Process



5.2 Decision Making Process



5. What Affects CB?

What Affects Consumer Behavior?

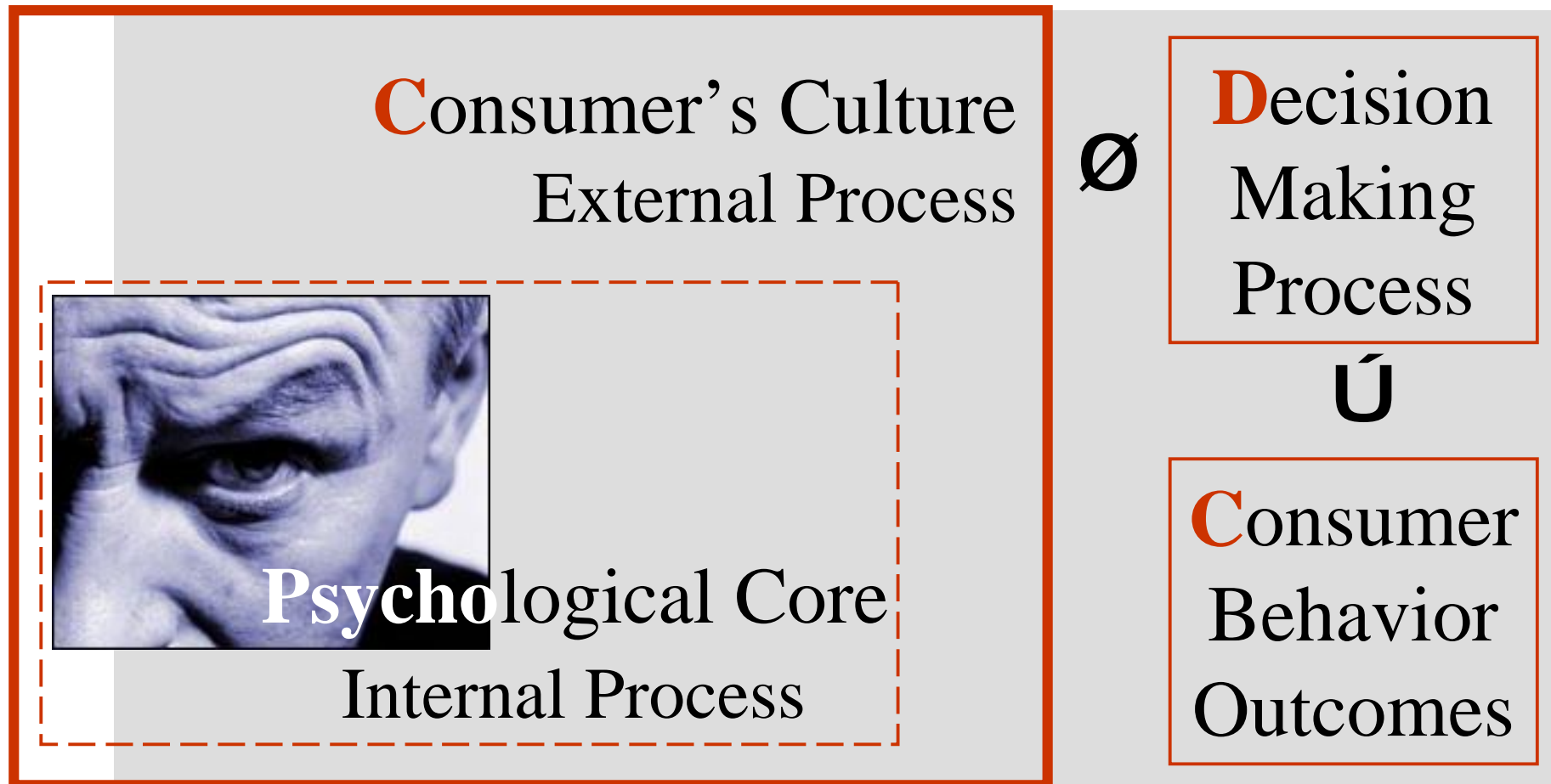
5.1 Psychological Core (Internal Process)

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5.4 Consumer Behavior Outcomes

5. What Affects CB?



5.1 Psychological Core (Internal Process)

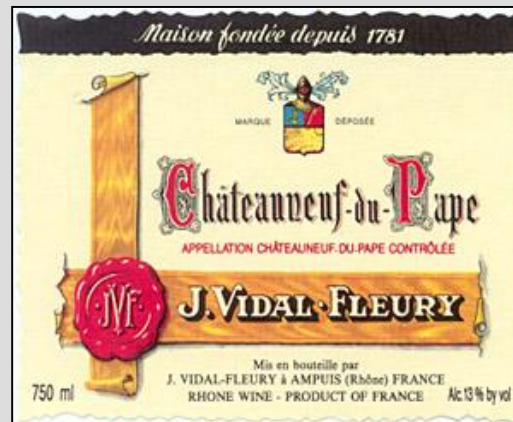
5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.3 Consumer's Culture

Consumer's Culture External Process



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.3 Consumer's Culture



External Processes

- ÿ Regional and Ethnic Influences
- ÿ Age, Gender, and Household Influences
- ÿ Reference Groups

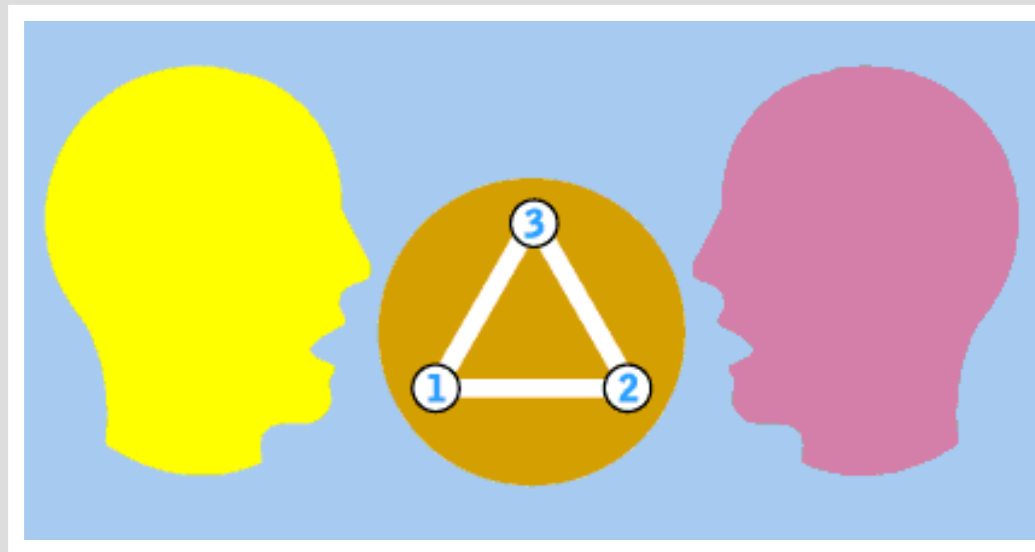
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.3 Consumer's Culture



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. What Affects CB?



- 5.1 Psychological Core (Internal Process)
- 5.2 Decision Making Process
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes**

5.4 Consumer Behavior Outcomes



Ú

Consumer
Behavior
Outcomes



- 5.1 Psychological Core (Internal Process)
- 5.2 Decision Making Process
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes**



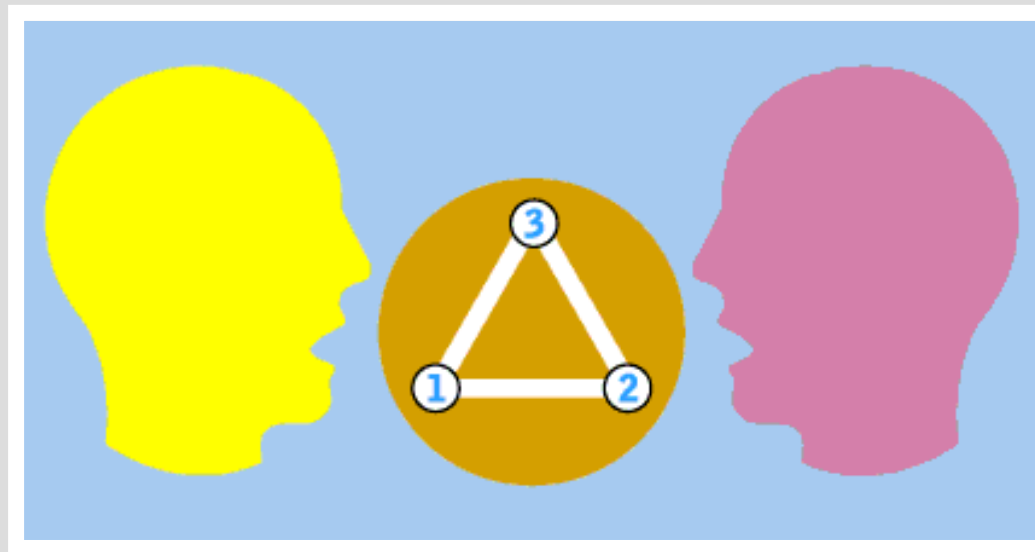
Consumer's-behavior-outcomes

5.4 CB Outcomes

- ÿ CB Can Symbolize Who We Are.
- ÿ CB Can Diffuse Throughout a Market.
- ÿ CB Can Have Negative Chain Reactions.

- 5.1 Psychological Core (Internal Process)
- 5.2 Decision Making Process
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes**

5.4 Consumer Behavior Outcomes



5. What Affects CB?

What Affects Consumer Behavior?

5.1 Psychological Core (Internal Process)

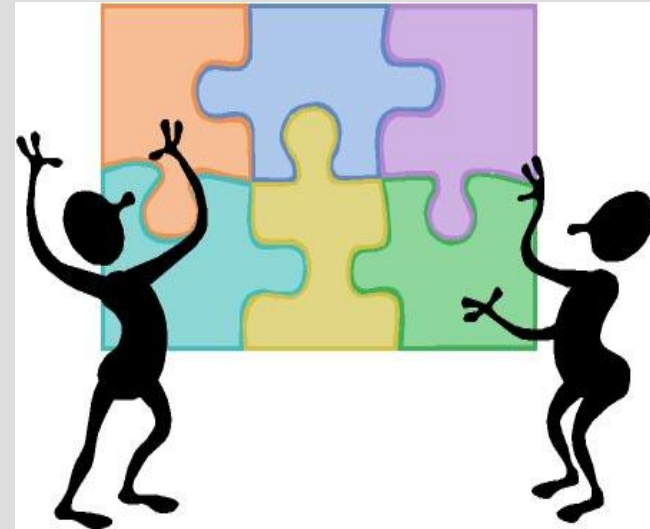
5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

Course Main Topics

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



6. Creativity 4 Methodology

