

Session 3

Consumer Buying Behavior

Text: Chapter 5



- I. Factors Affecting Consumer Behavior**
- II. Types of Buying Decision Behavior**
- III. The Buyer Decision Process**
- IV. The Buyer Decision Process for New Products**

Model of Consumer Behavior

3-3

Marketing and Other Stimuli

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graph TD; A[Marketing and Other Stimuli] --> B[Buyer's Black Box]; B --> C[Buyer's Response];
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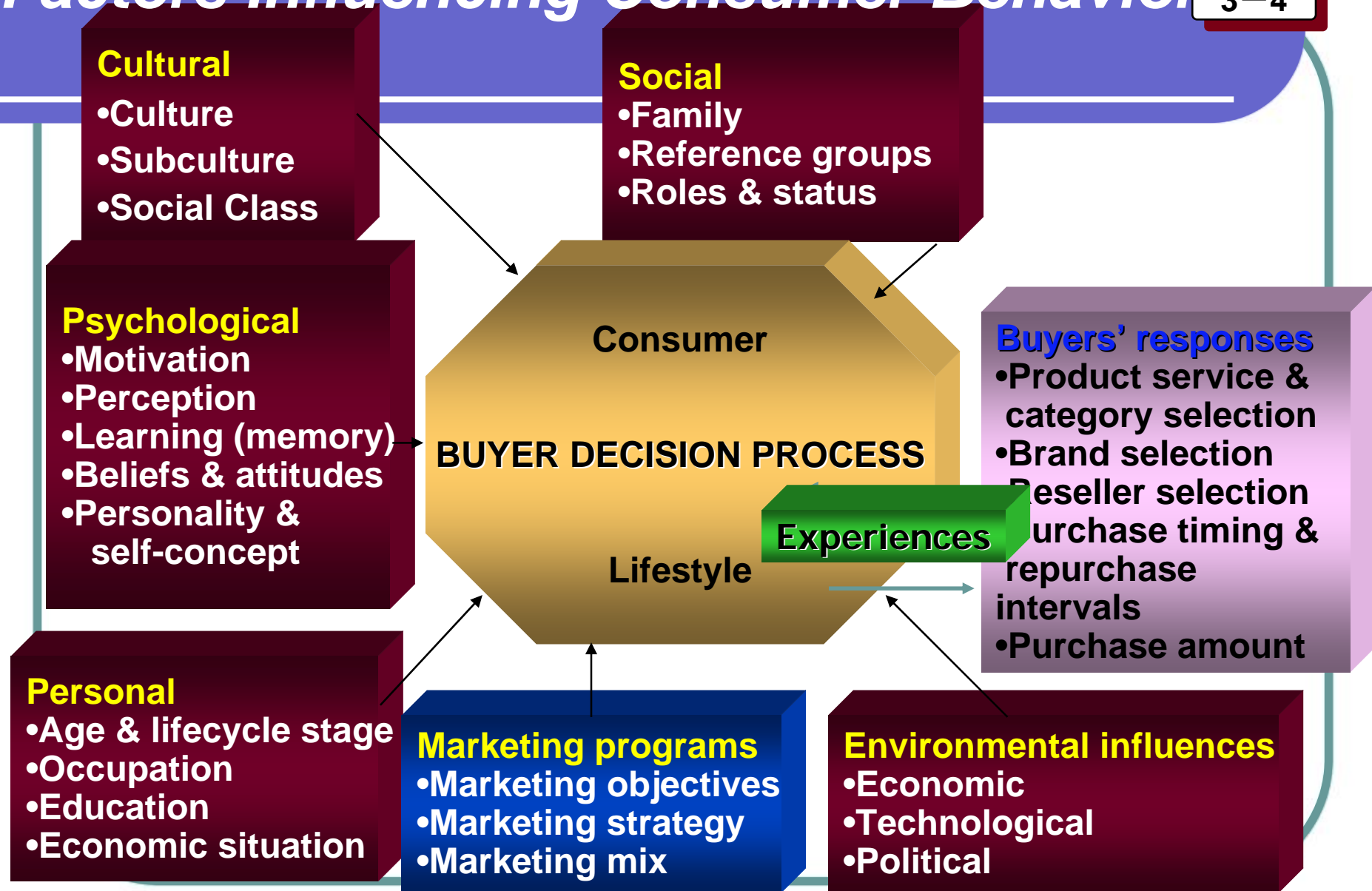
Buyer's Black Box

Buyer's Response



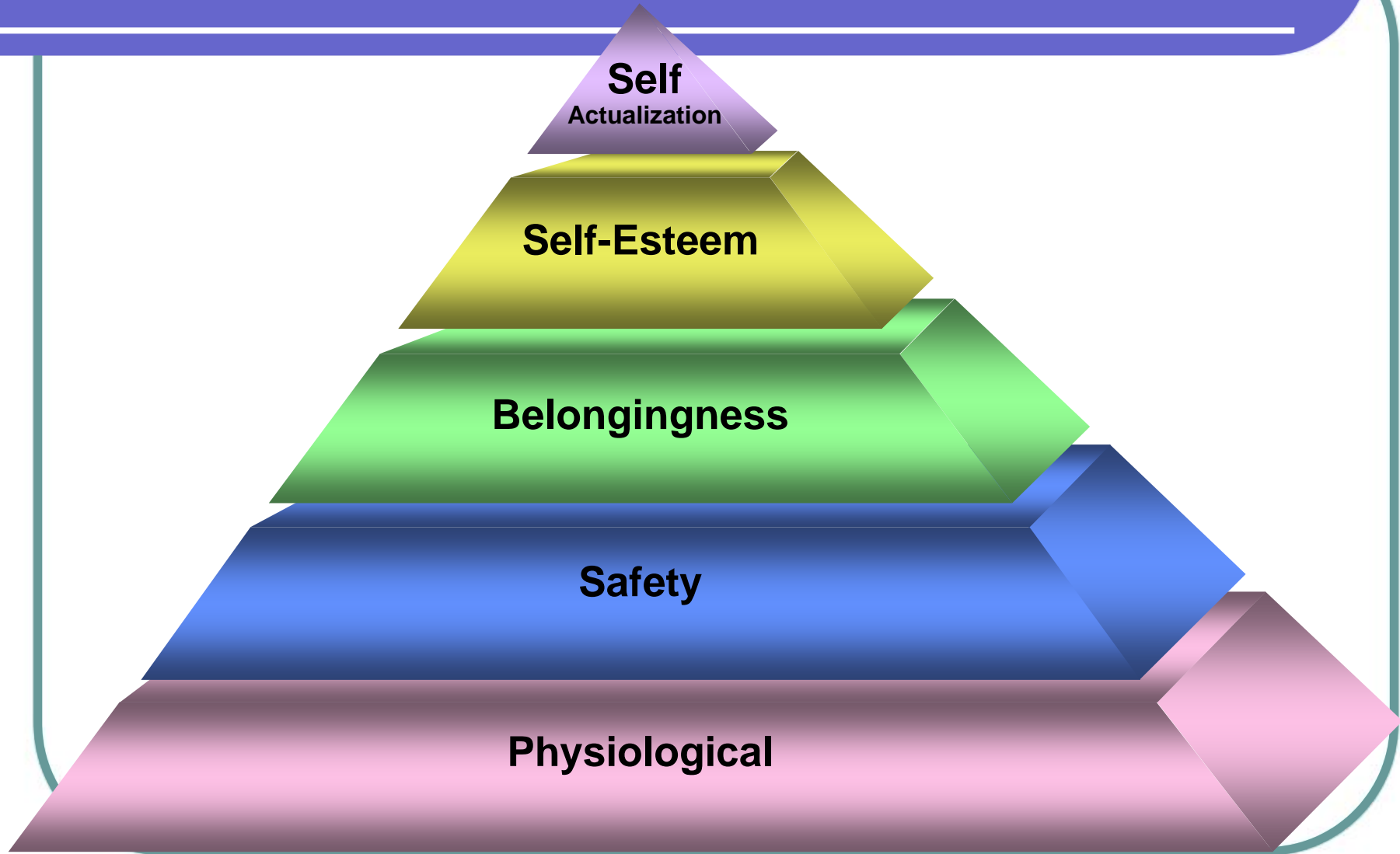
Factors Influencing Consumer Behavior

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Maslow's Hierarchy of Needs

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Social Factors

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➤ **Family**

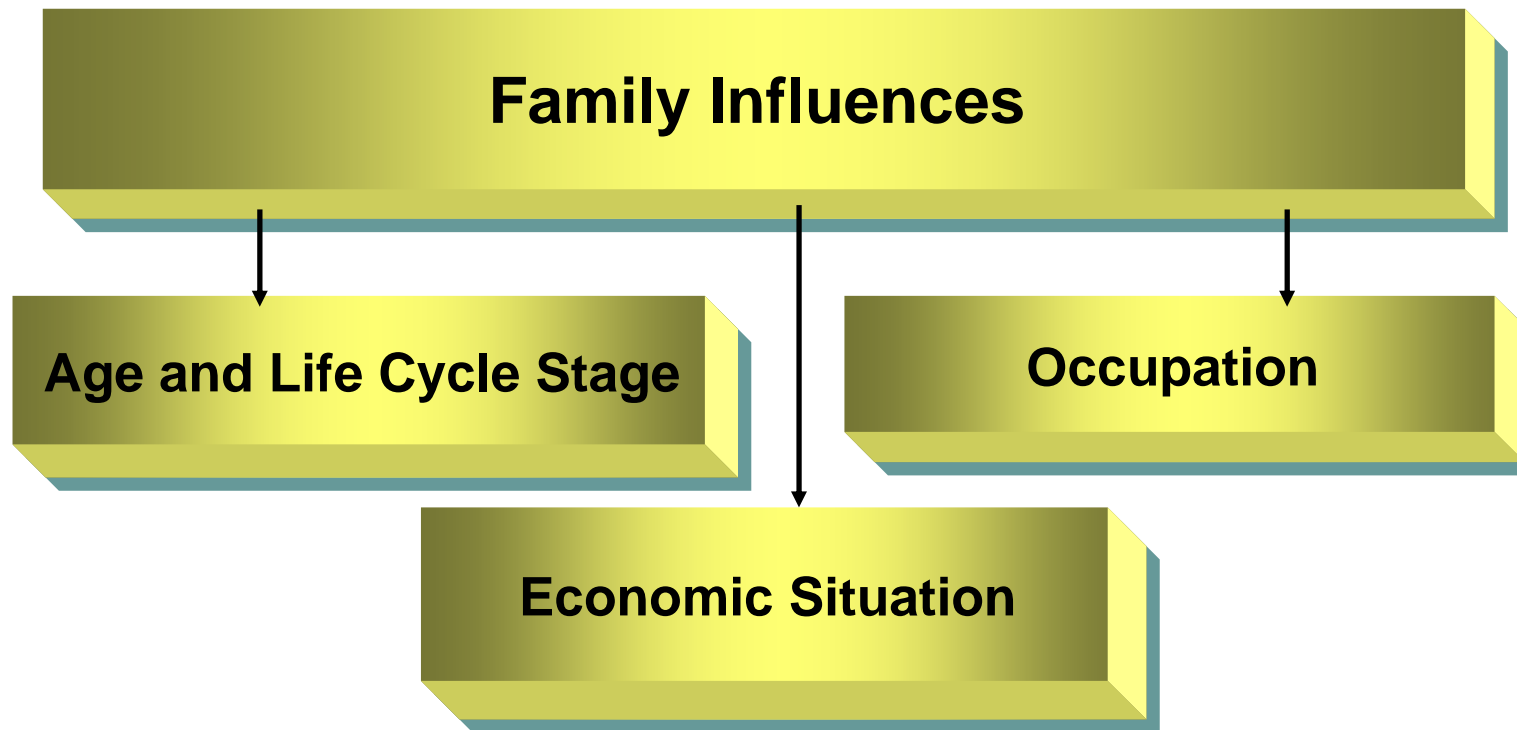
➤ **Reference Groups**

➤ **Roles and Status**



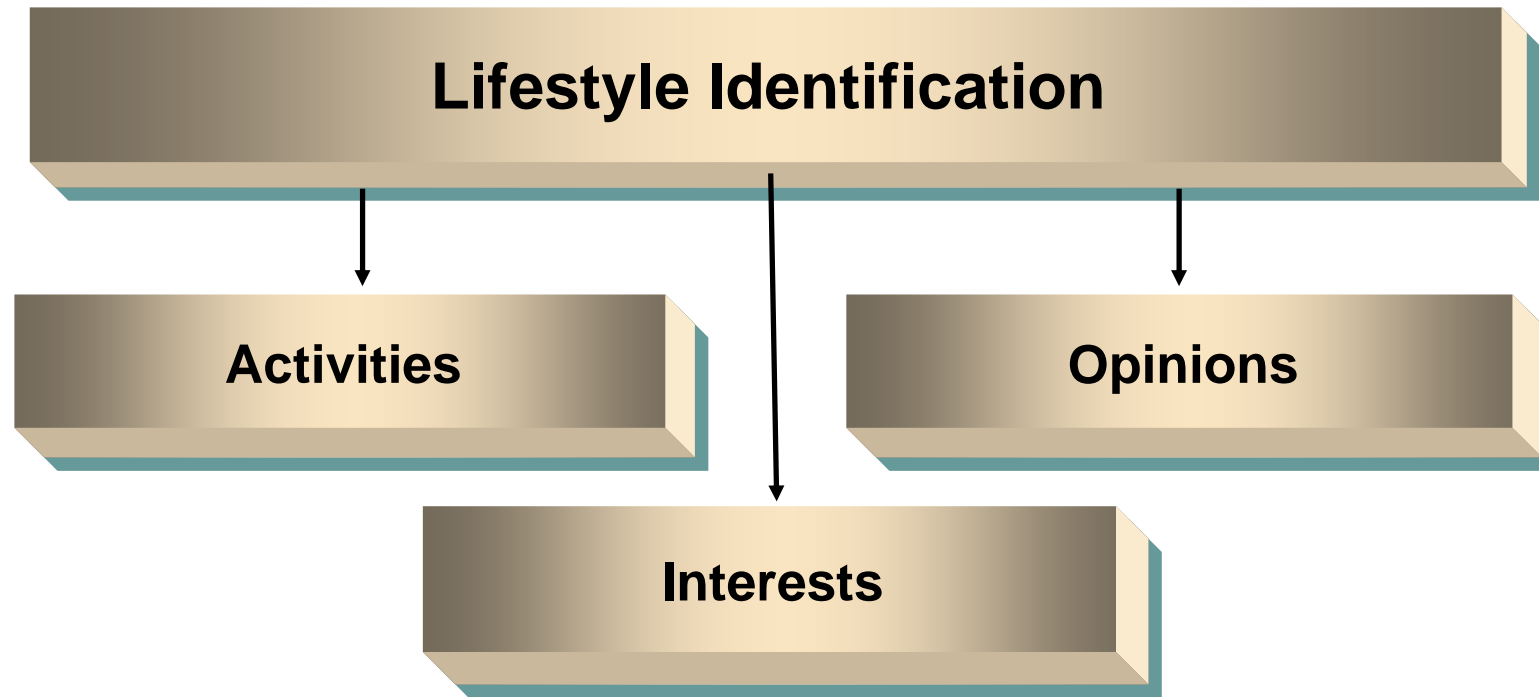
Family Influences

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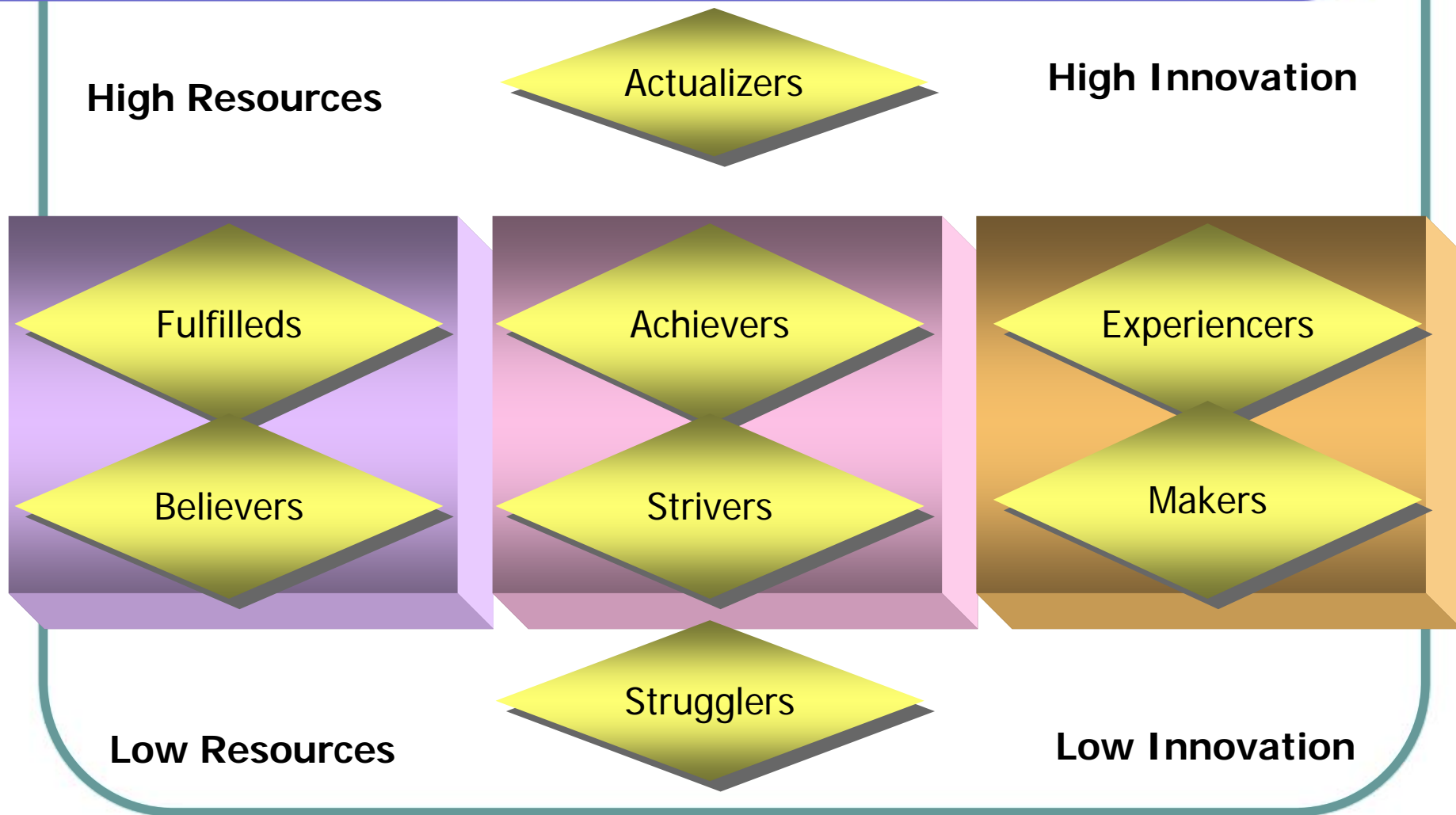
Lifestyle Influences

3-8



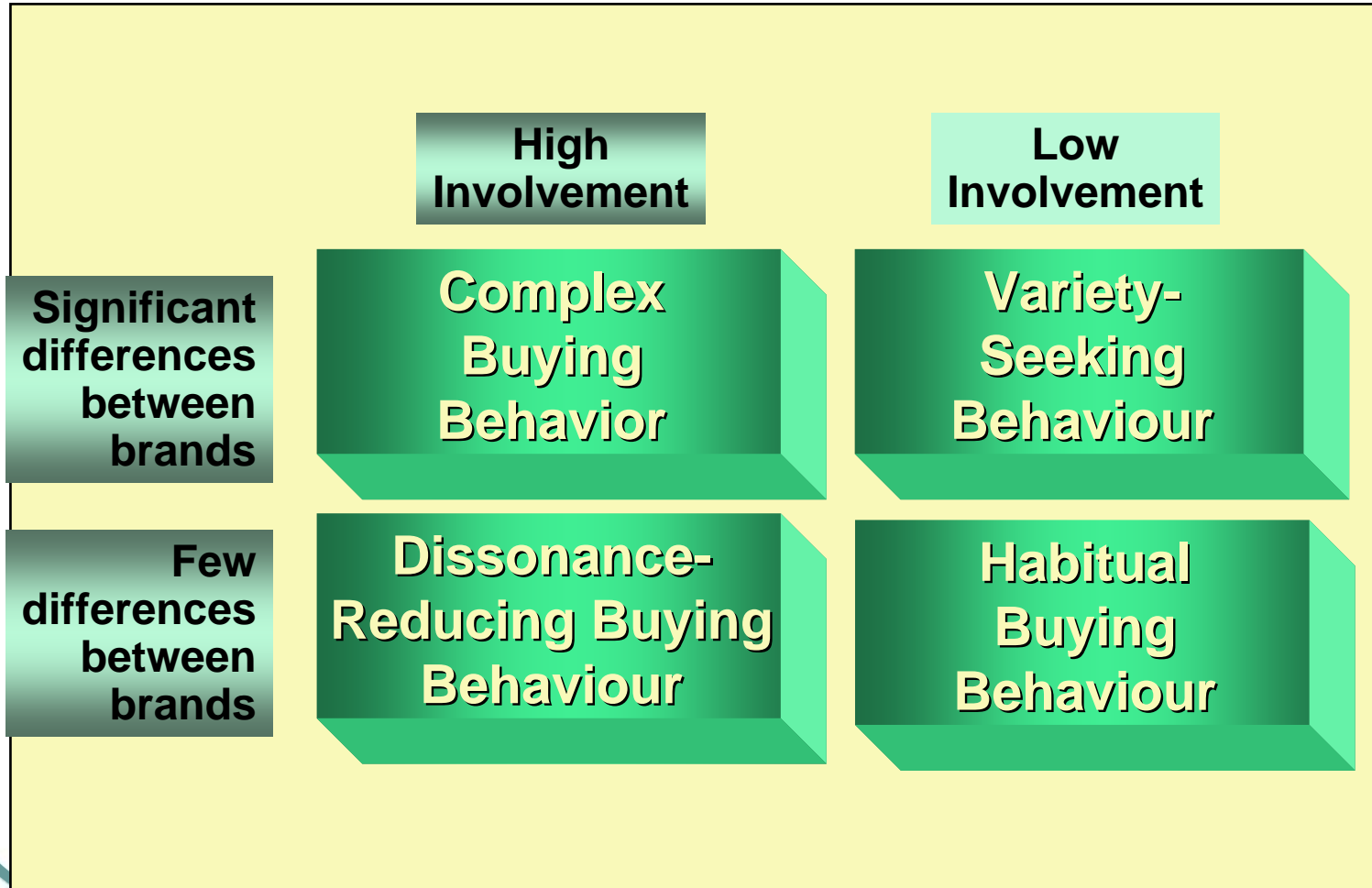
SRI Values & Lifestyles (VALS2)

3-9



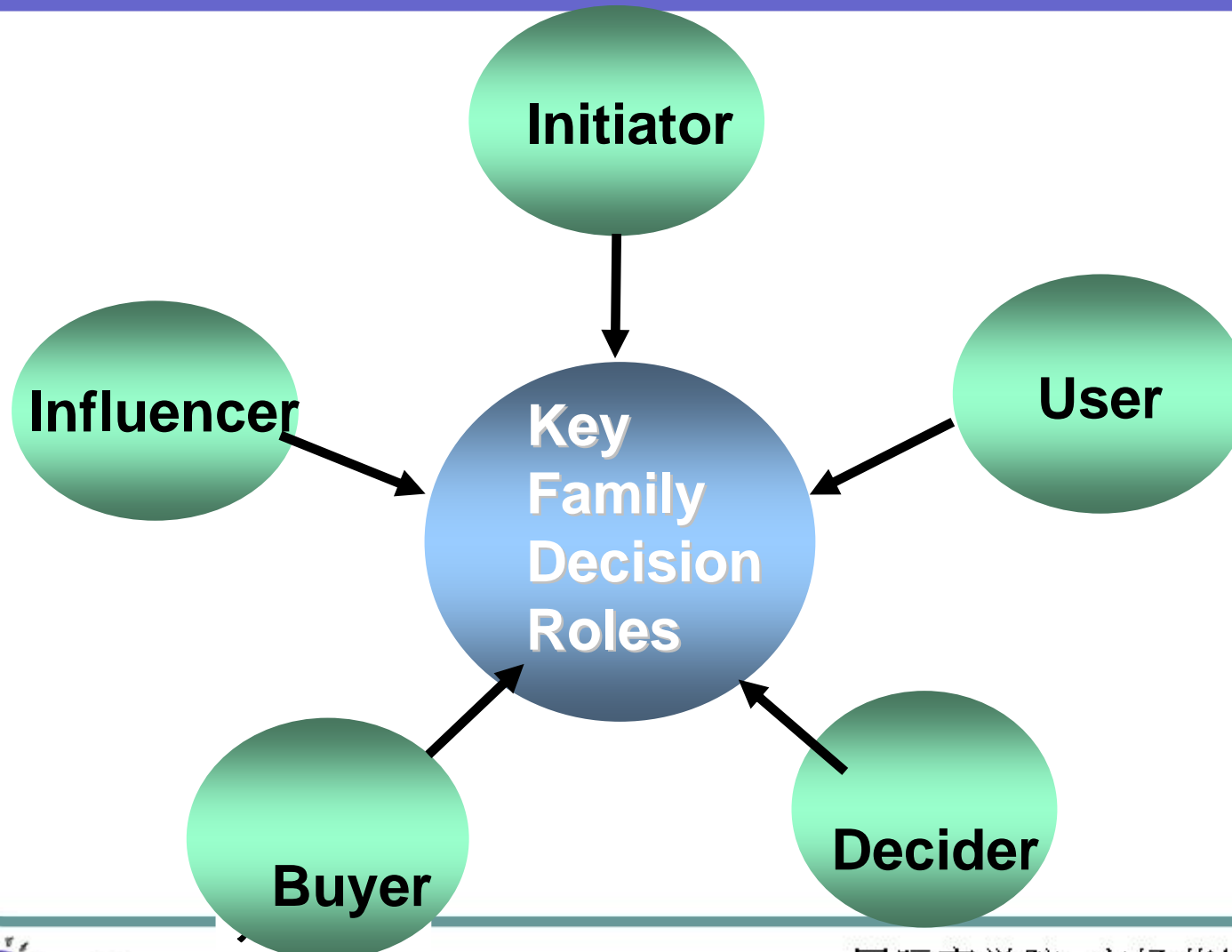
II. Types of Buying Decisions

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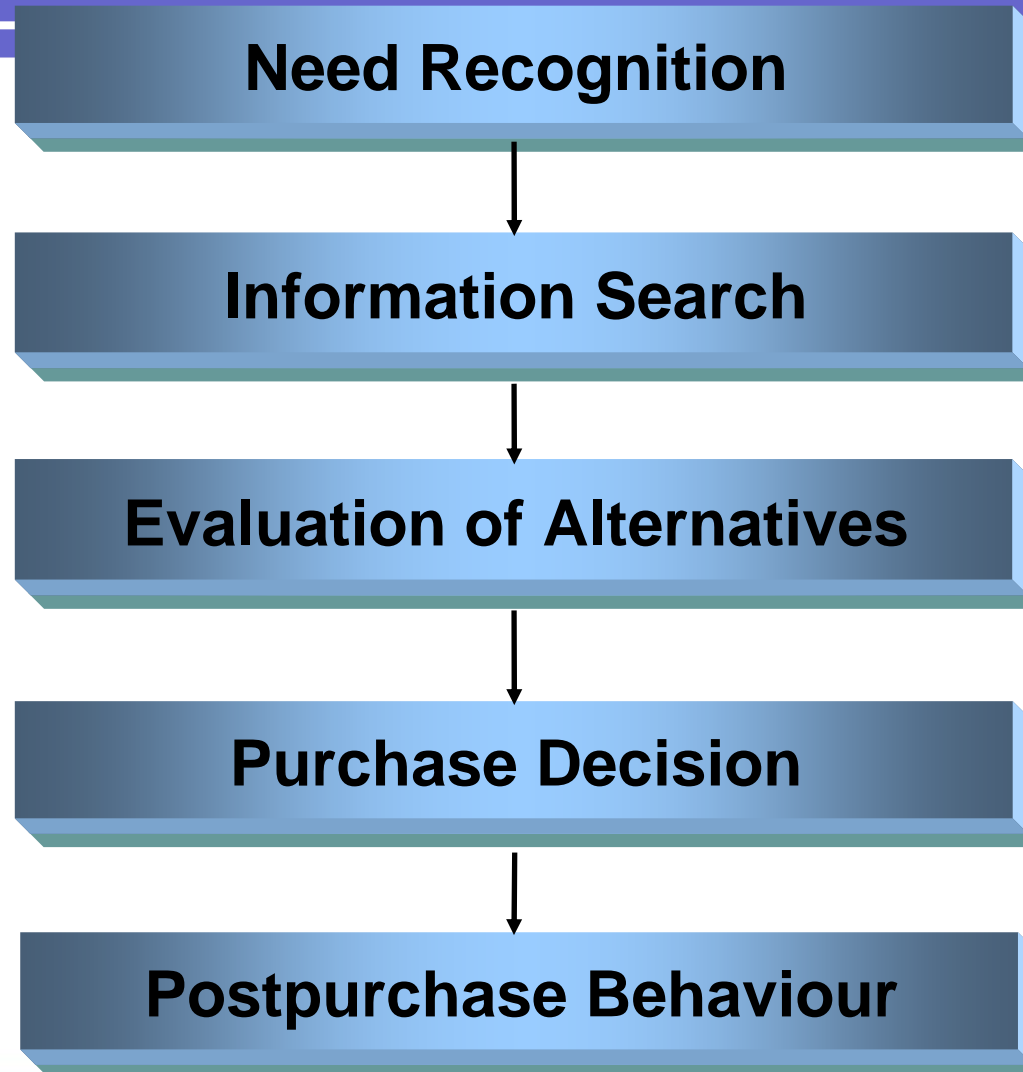
Consumer Buying Roles

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III. The Buyer Decision Process

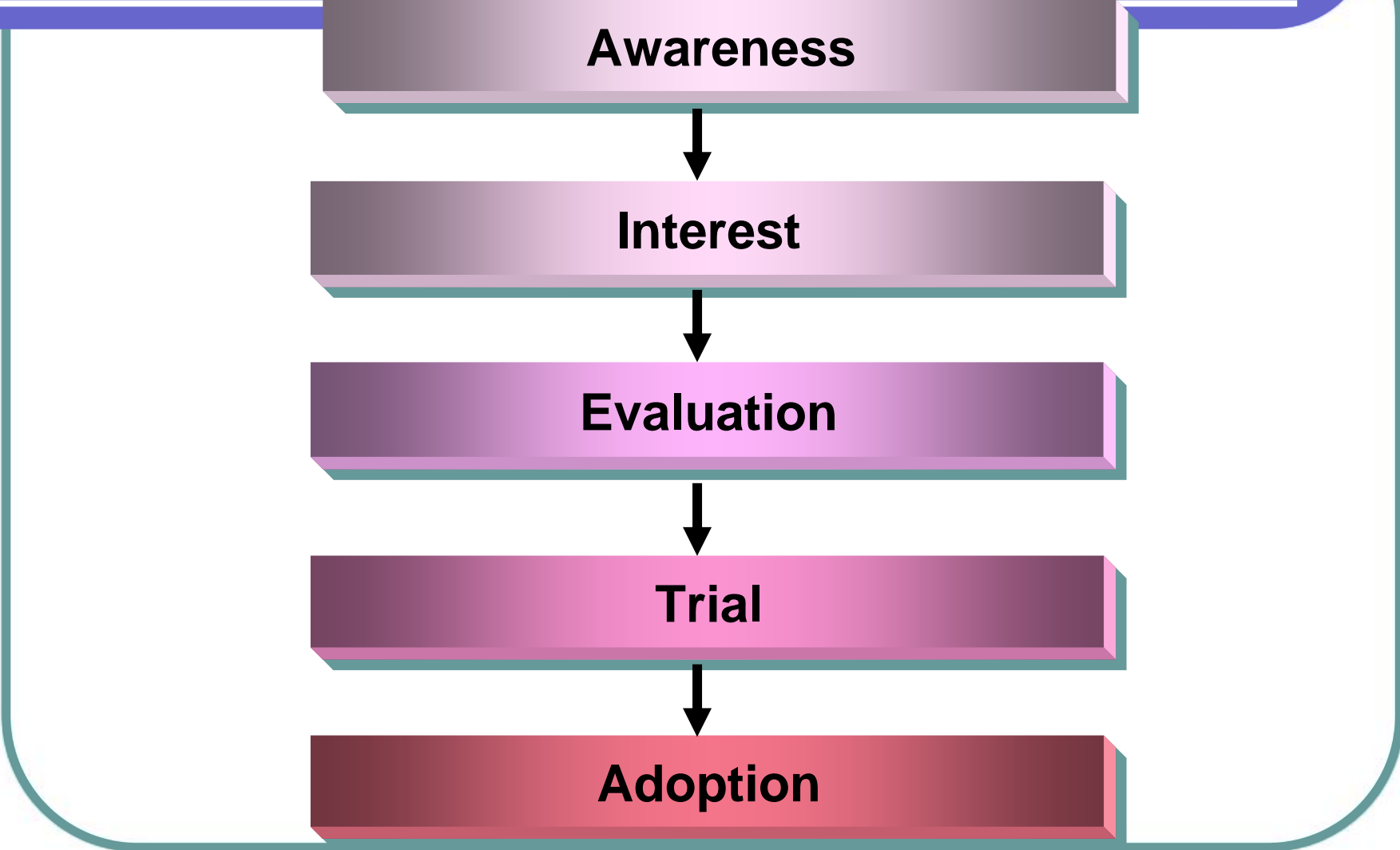
3-12



IV. The Buyer Decision Process for New Products

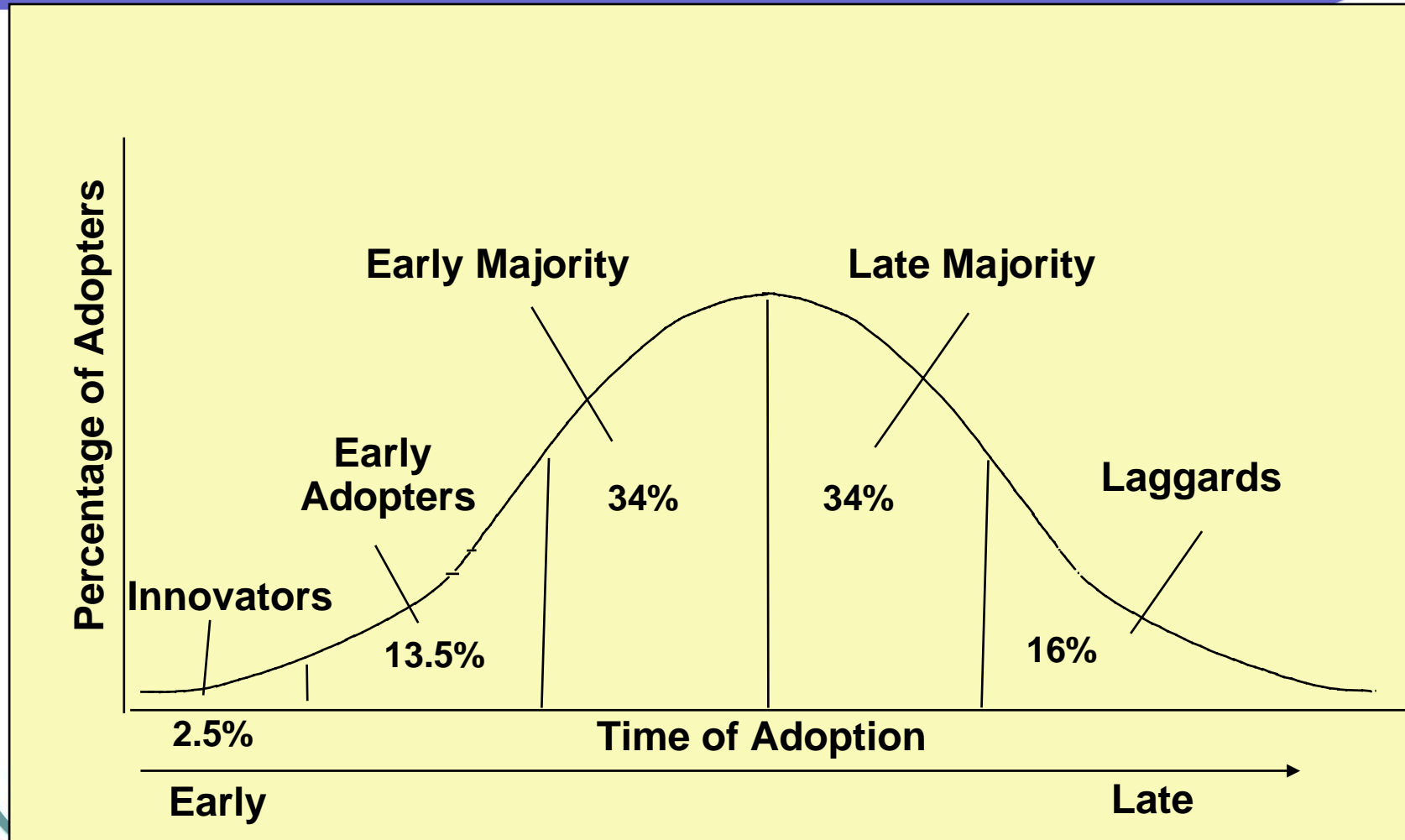


Stages in the Adoption Process



Adoption of Innovations

3-15



Influences on Rate of Adoption

3-16

- **Communicability**
- **Relative Advantage**
- **Divisibility**
- **Compatibility**
- **Complexity**



Questions

3-17

- 1. Which age-group, to your mind, is the major segment of Chinese cell-phone market?**
- 2. Which first three attributes do Chinese college students care after in selecting cell-phone models?**
- 3. Observe and describe the buying process of the college students, pointing out some helpful implications to the cell-phone marketers.**

