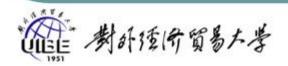
Session 3

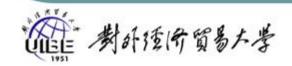
Consumer Buying Behavior

Text: Chapter 5



Outline

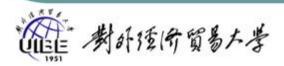
- I. Factors Affecting Consumer Behavior
- II. Types of Buying Decision Behavior
- III. The Buyer Decision Process
 - IV. The Buyer Decision Process for New Products



Model of Consumer Behavior

3-3

Marketing and Other Stimuli Buyer's Black Box Buyer's Response



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Factors Influencing Consumer Behavior 3-4

Cultural

- Culture
- Subculture
- Social Class

Social

- Family
- •Reference groups
- Roles & status

Psychological

- Motivation
- Perception
- Learning (memory)
- Beliefs & attitudes
- Personality & self-concept

Consumer

BUYER DECISION PROCESS

Lifestyle

Buyers' responses

- Product service & category selection
- Brand selection
- eseller selection urchase timing &
- repurchase intervals
- Purchase amount

Personal

- Age & lifecycle stage
- Occupation
- Education
- Economic situation

Marketing programs

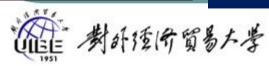
- Marketing objectives
- Marketing strategy
- Marketing mix

Environmental influences

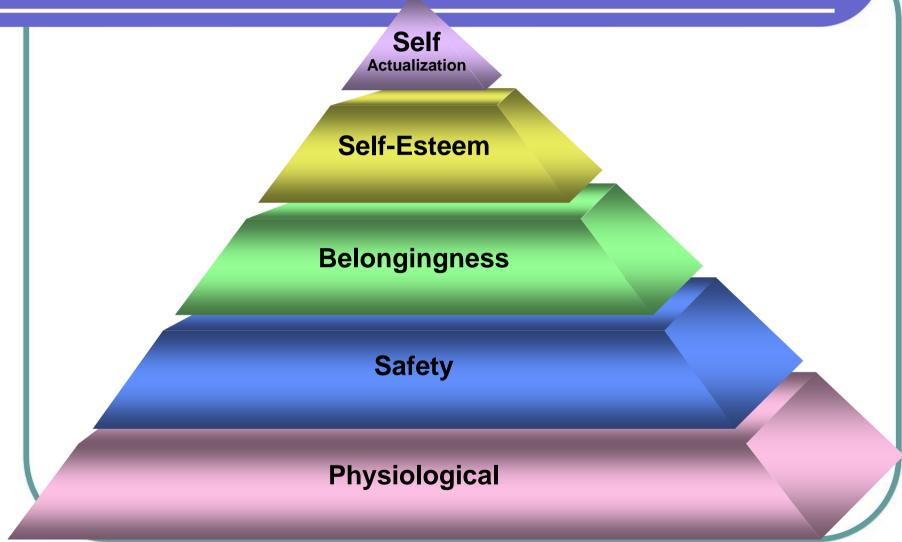
- •Economic
- Technological
- Political

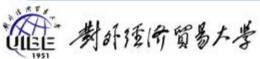
Experiences

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Maslow's Hierarchy of Needs 3-5



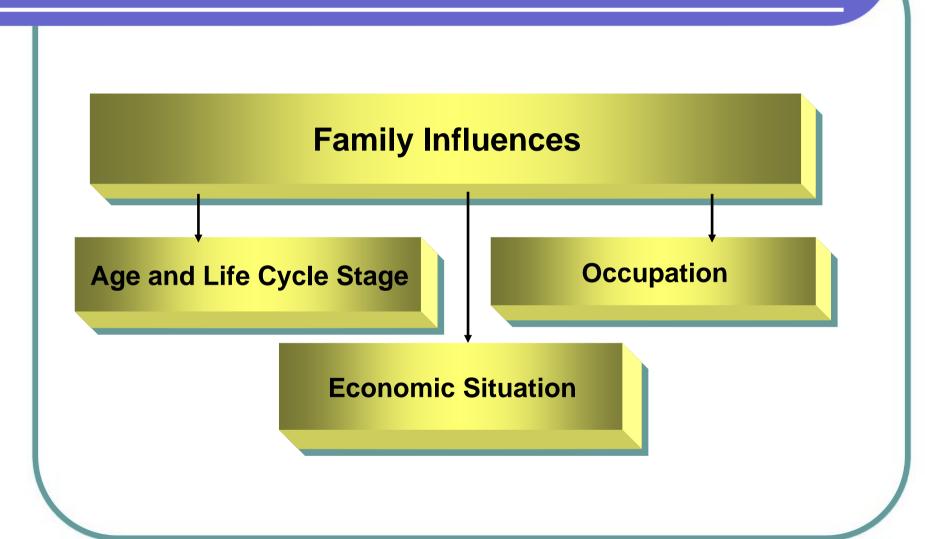


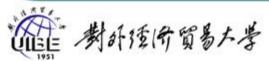
Social Factors



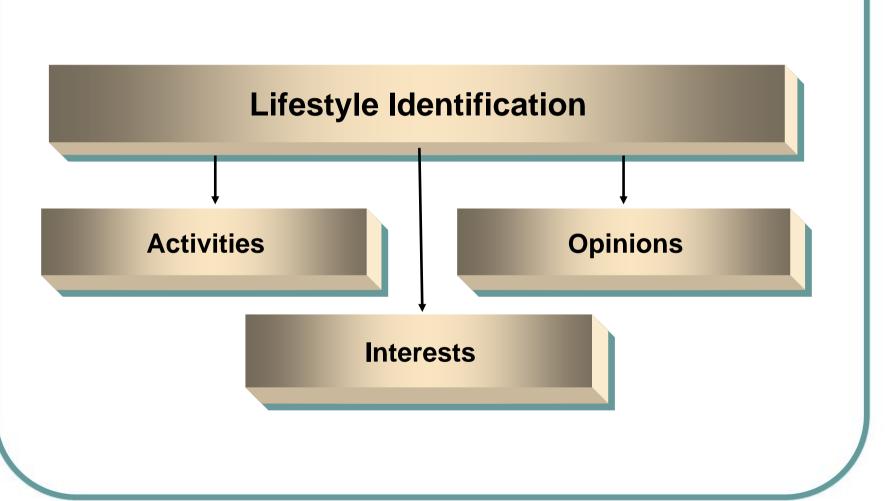
- > Family
- > Reference Groups
- > Roles and Status

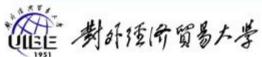
Family Influences





Lifestyle Influences





SRI Values & Lifestyles (VALS2)

High Resources

Actualizers

High Innovation

Fulfilleds

Believers

Achievers

Strivers

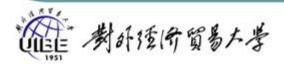
Experiencers

Makers

Low Resources

Strugglers

Low Innovation



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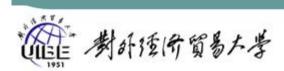
High Involvement

Complex
Buying
Behavior

Dissonance-Reducing Buying Behaviour Low Involvement

Variety-Seeking Behaviour

Habitual
Buying
Behaviour



Significant

between

brands

Few

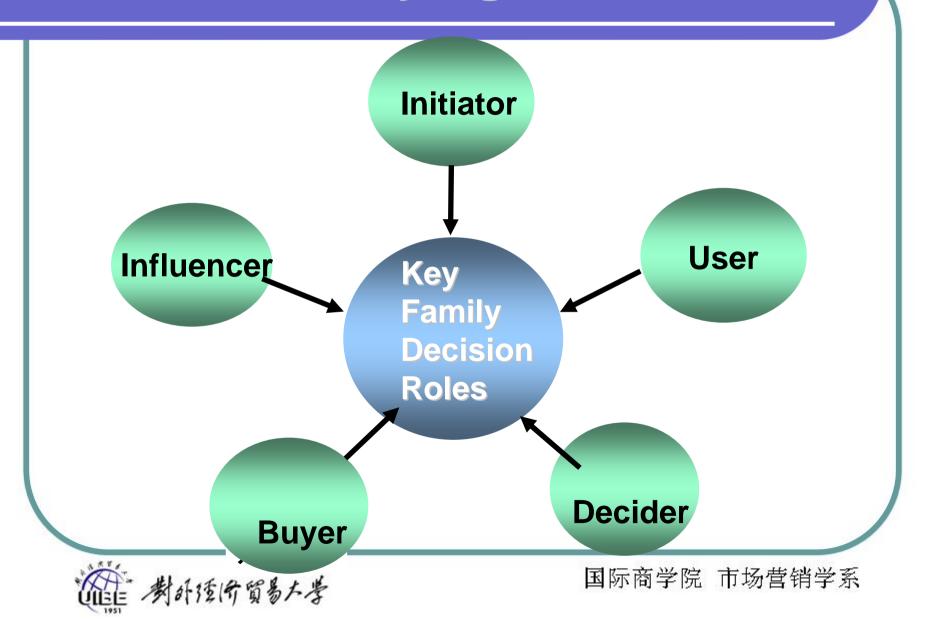
differences

differences

between

brands

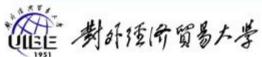
Consumer Buying Roles



III. The Buyer Decision Process

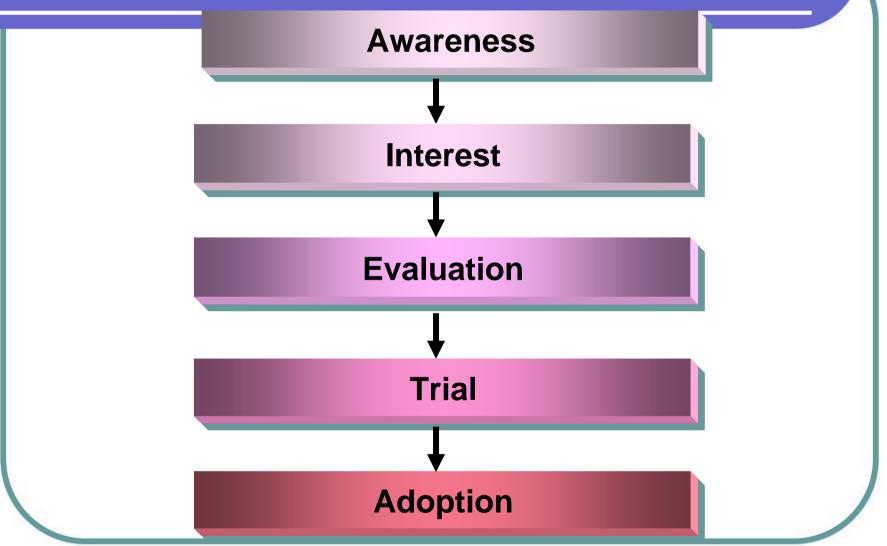
3-12

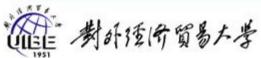




IV. The Buyer Decision Process for New Products

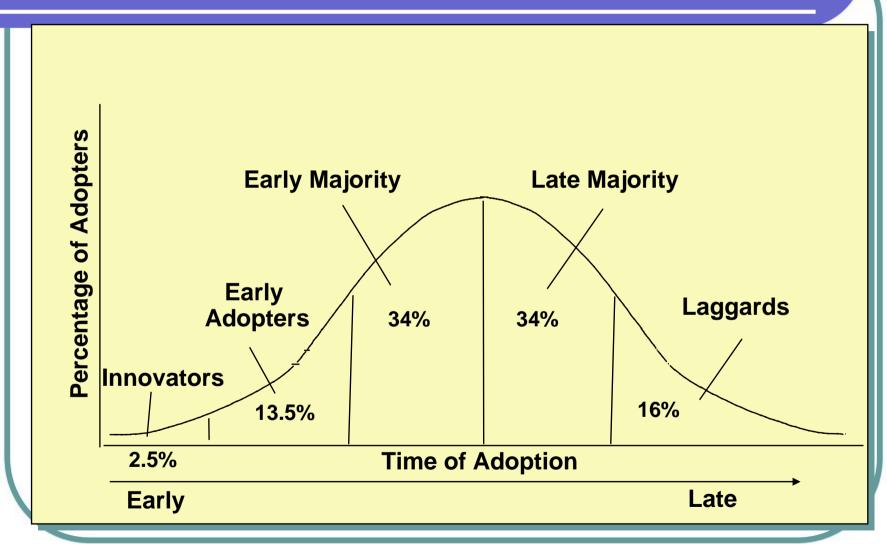
Stages in the Adoption Process

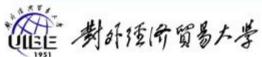




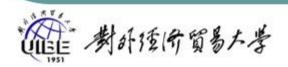
Adoption of Innovations

3-15





- > Communicability
- > Relative Advantage
- > Divisibility
- > Compatibility
- > Complexity



Questions

- 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 are after in selecting cell-phone models?
- 3. Observe and describe the buying process of the college students, pointing out some helpful implications to the cellphone marketers.

