Session 3

Consumer Buying Behavior

Text: Chapter 5





Outline

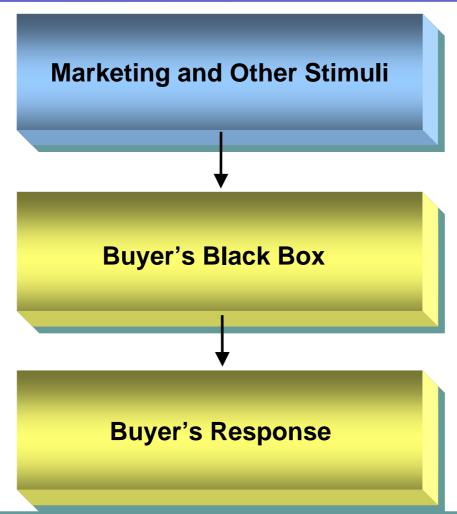
- I. Factors Affecting Consumer Behavior
- II. Types of Buying Decision Behavior
- III. The Buyer Decision Process
 - IV. The Buyer Decision Process for New Products





Model of Consumer Behavior

3-3





Factors Influencing Consumer Behavior 3-4

Cultural

- Culture
- Subculture
- Social Class

Psychological

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

Social

- •Family
- •Reference groups
- •Roles & status

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

Experiences

- Technological
- Political

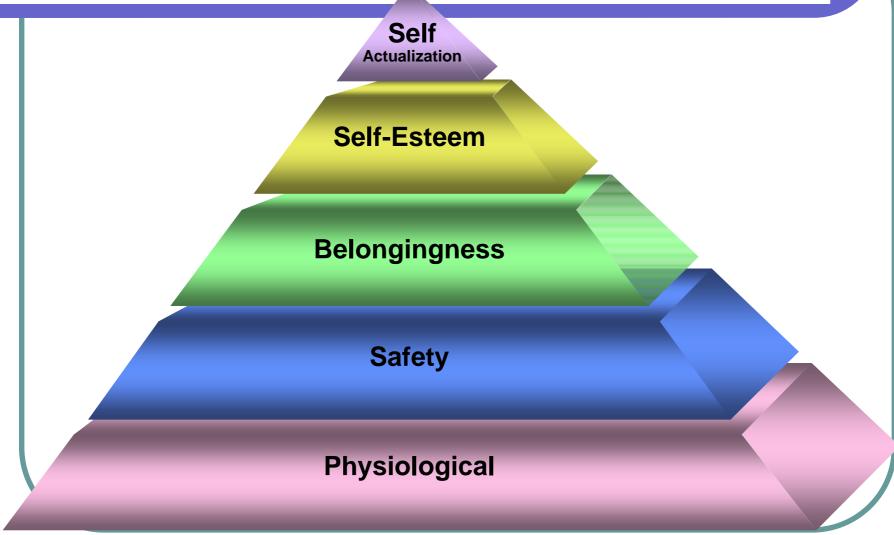




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Maslow's Hierarchy of Needs

3-5







Social Factors



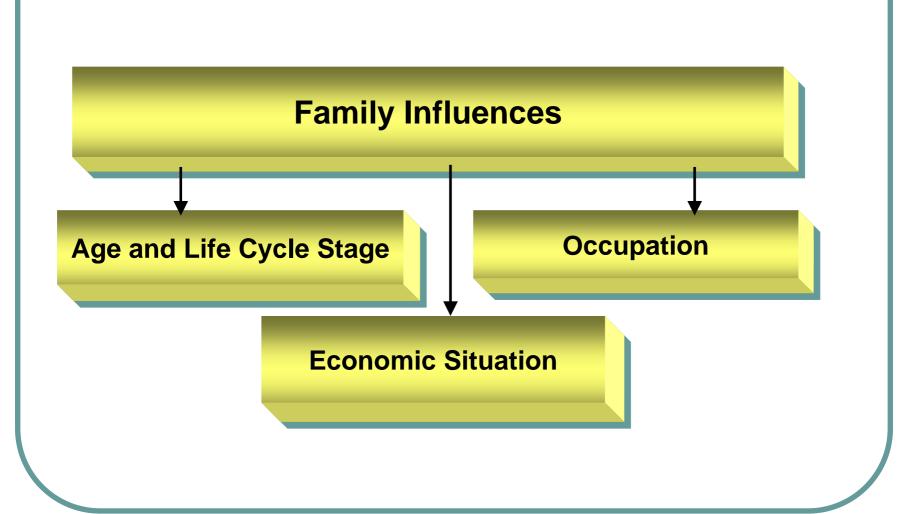
> Family

> Reference Groups

> Roles and Status

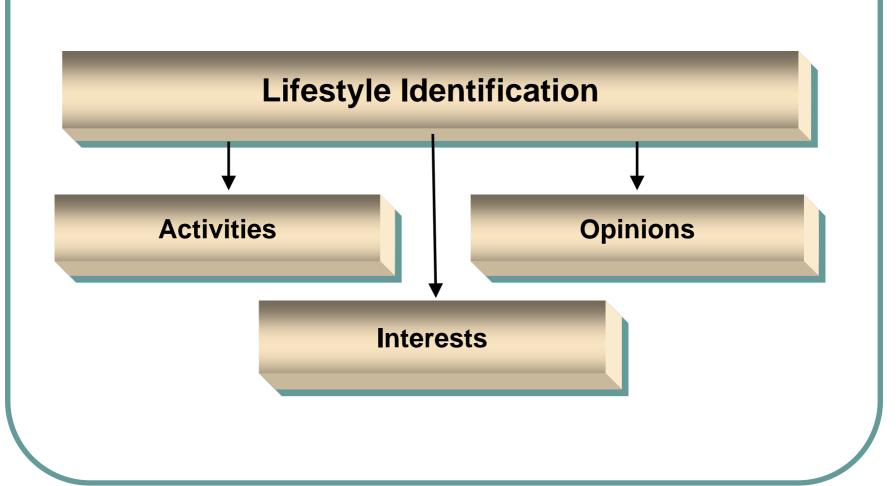


Family Influences





Lifestyle Influences





High Resources

Actualizers

High Innovation

Fulfilleds

Believers

Achievers

Strivers

Experiencers

Makers

Low Resources

Strugglers

Low Innovation





II. Types of Buying Decisions

High Involvement

Complex
Buying
Behavior

Dissonance-Reducing Buying Behaviour Low Involvement

Variety-Seeking Behaviour

Habitual
Buying
Behaviour

differences between brands

Significant

differences

between

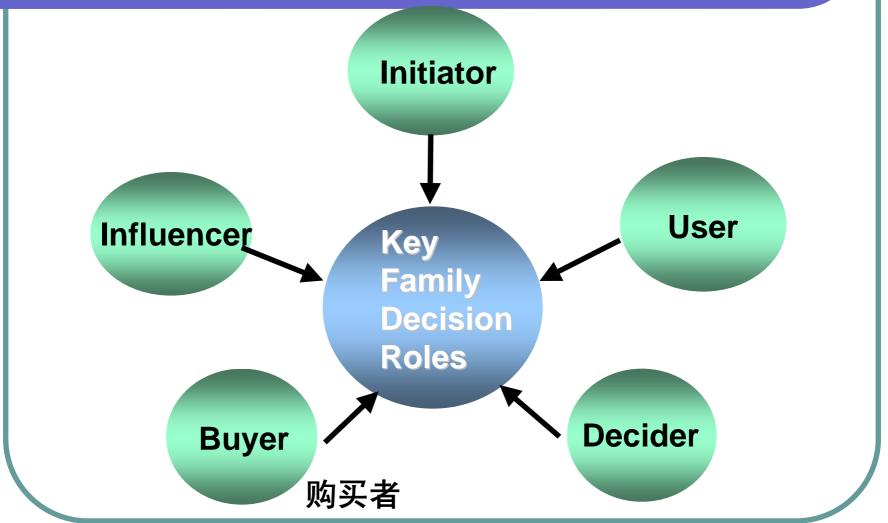
brands

Few





Consumer Buying Roles





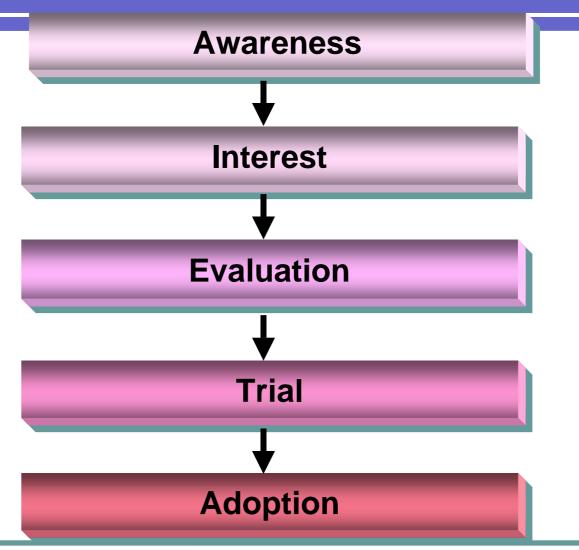






IV. The Buyer Decision Process for New Products

Stages in the Adoption Process

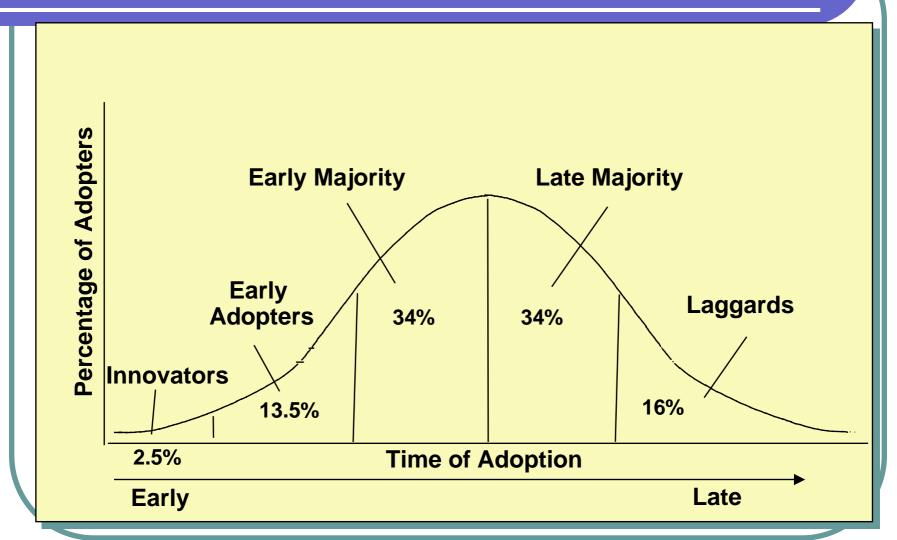






Adoption of Innovations

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.



