

Session 3

Consumer Buying Behavior

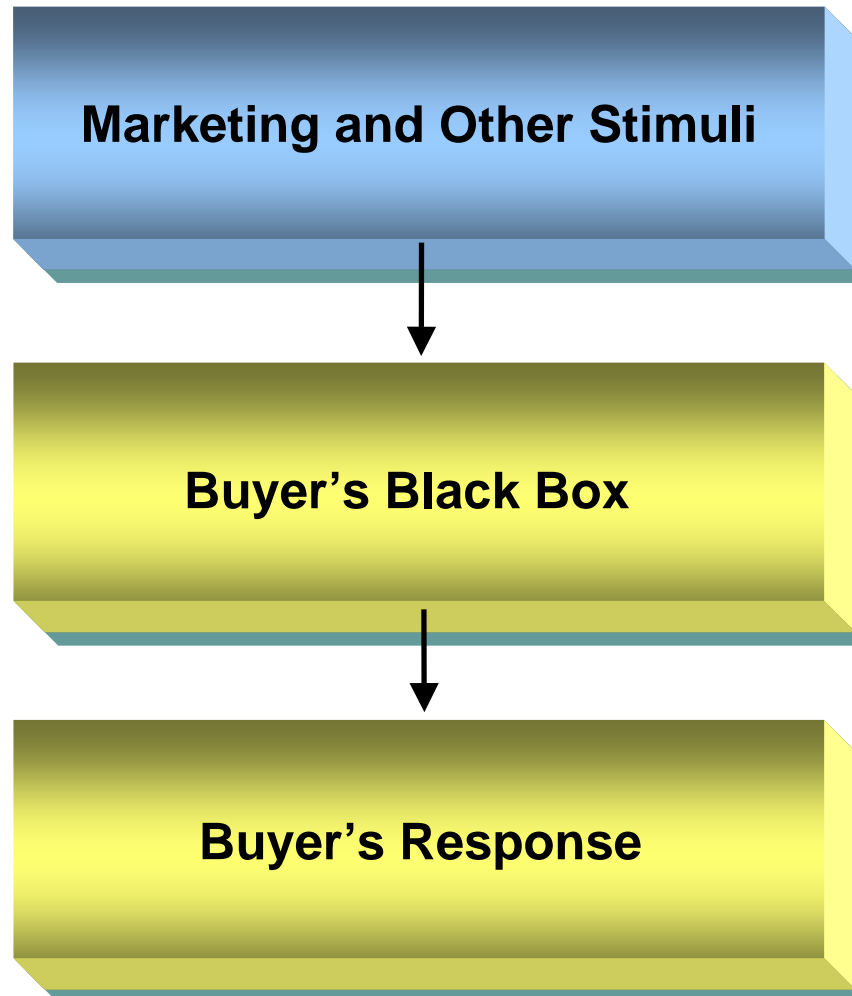
Text: Chapter 5



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

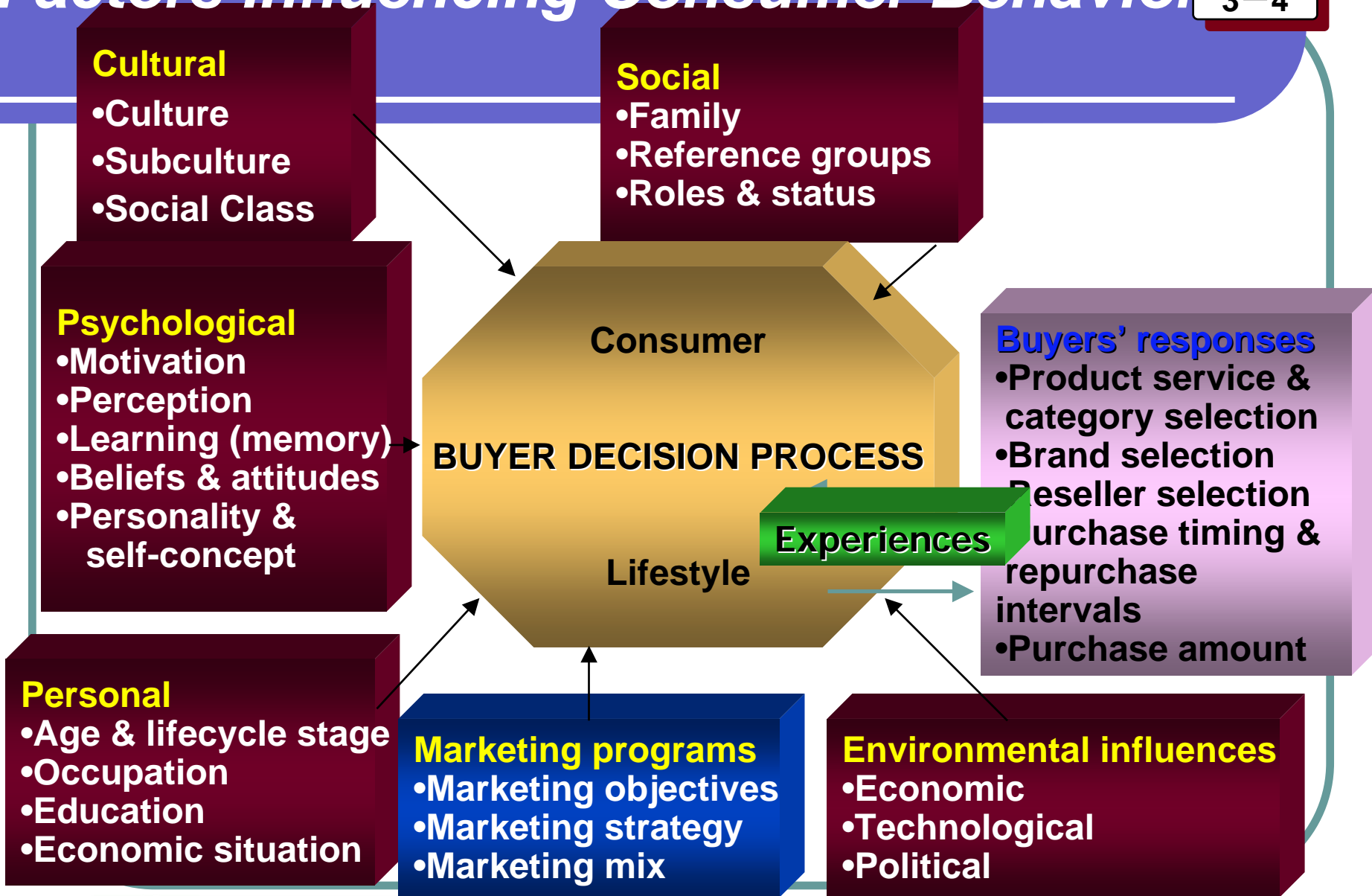
Model of Consumer Behavior

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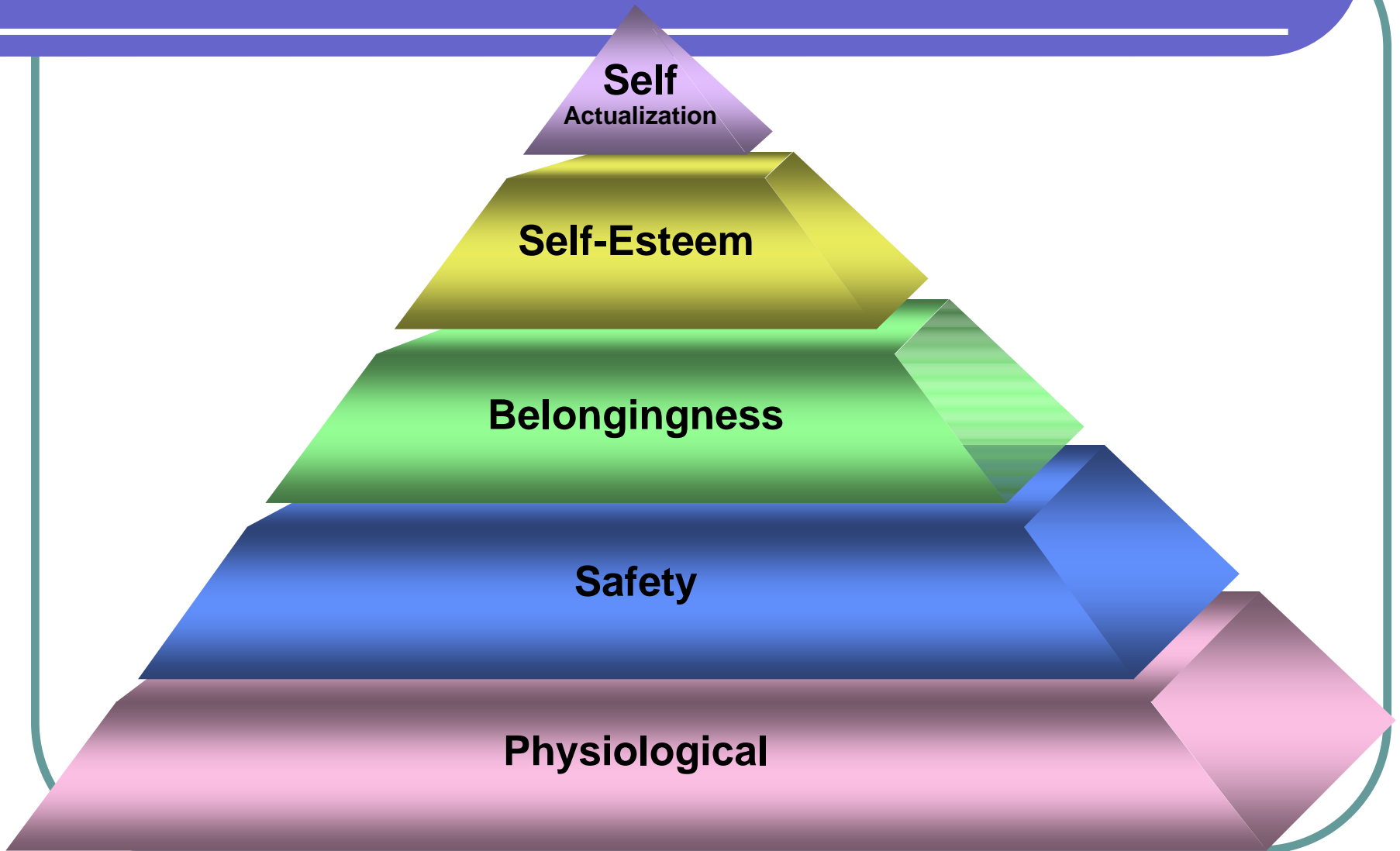
Factors Influencing Consumer Behavior

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Maslow's Hierarchy of Needs

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Social Factors

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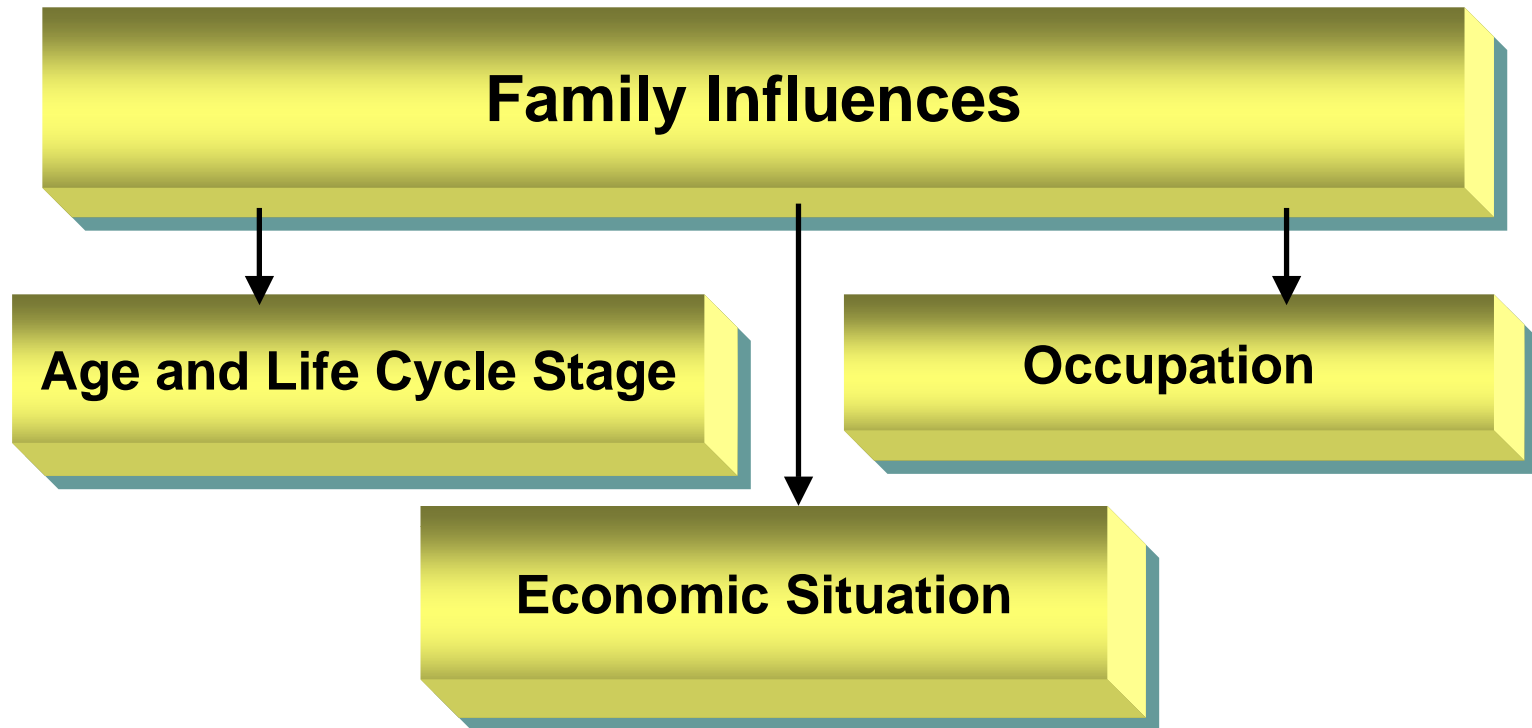
➤ **Family**

➤ **Reference Groups**

➤ **Roles and Status**

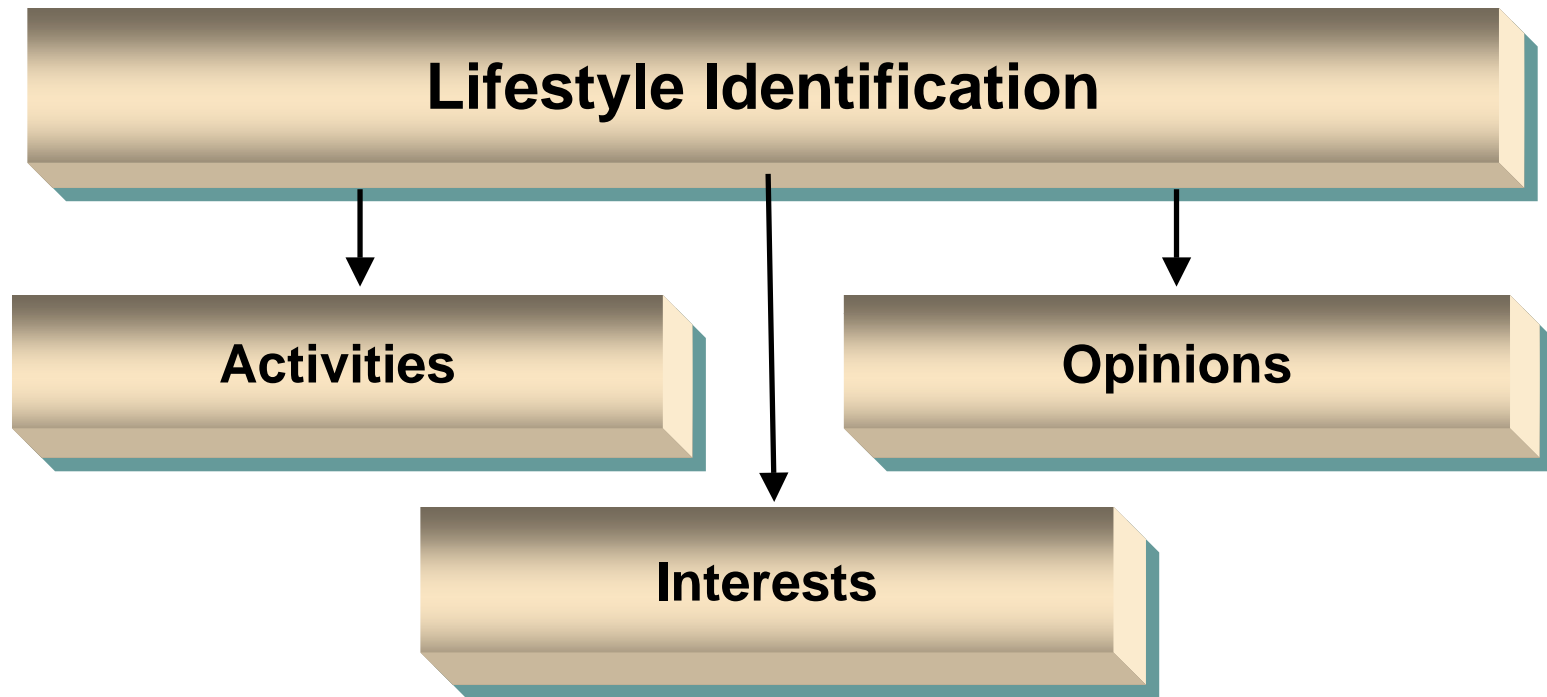
Family Influences

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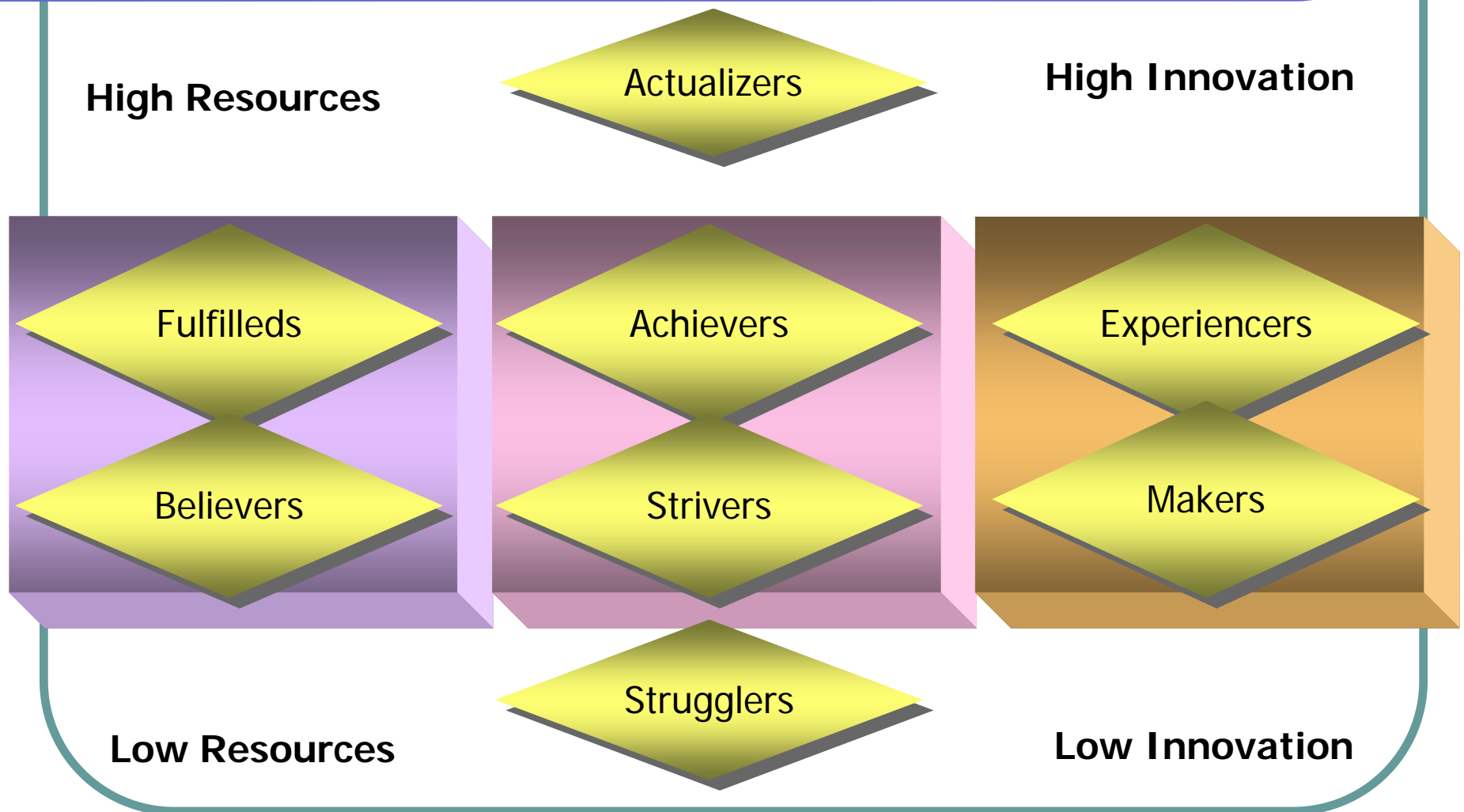
Lifestyle Influences

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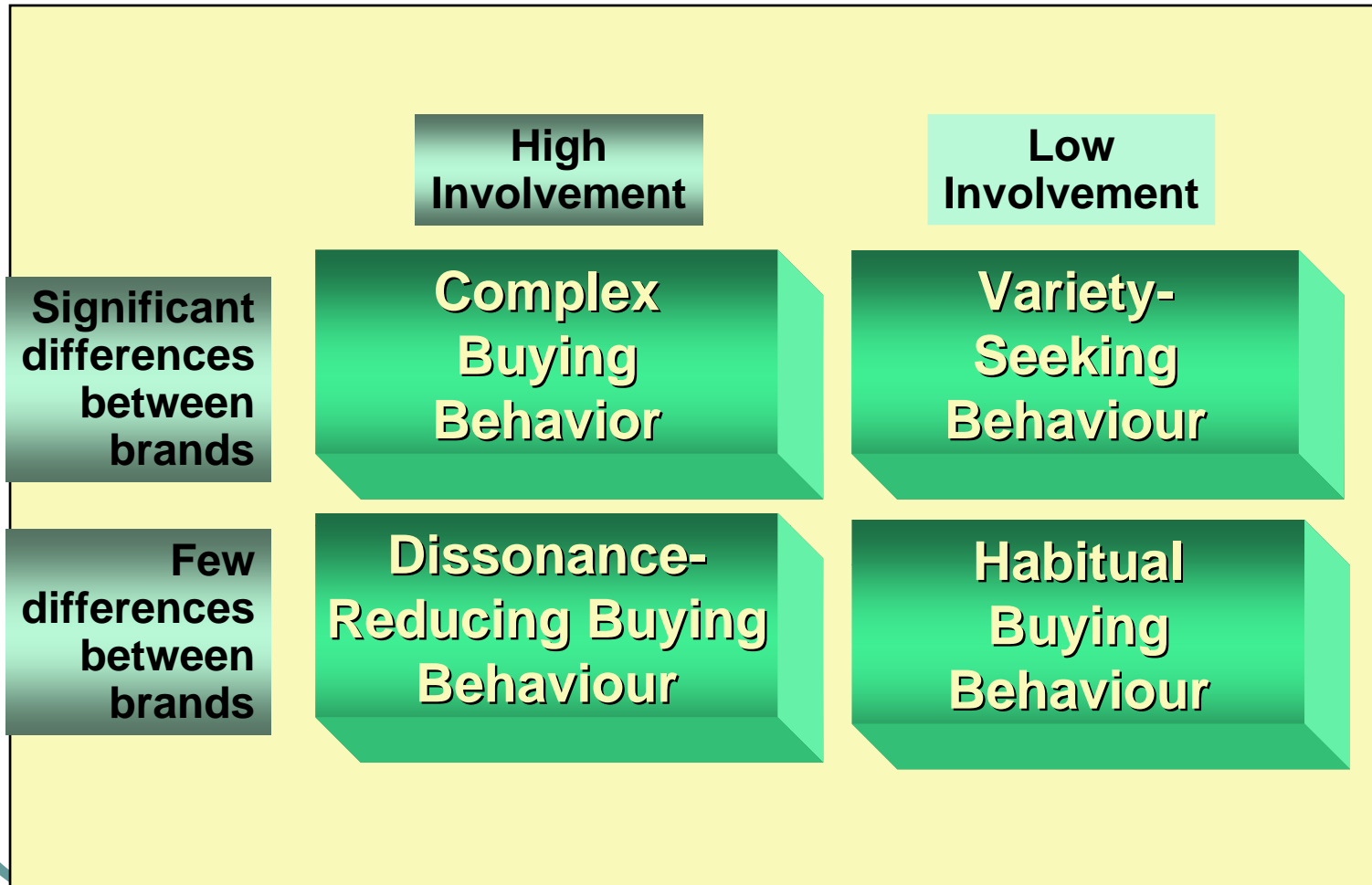
SRI Values & Lifestyles (VALS2)

3-9

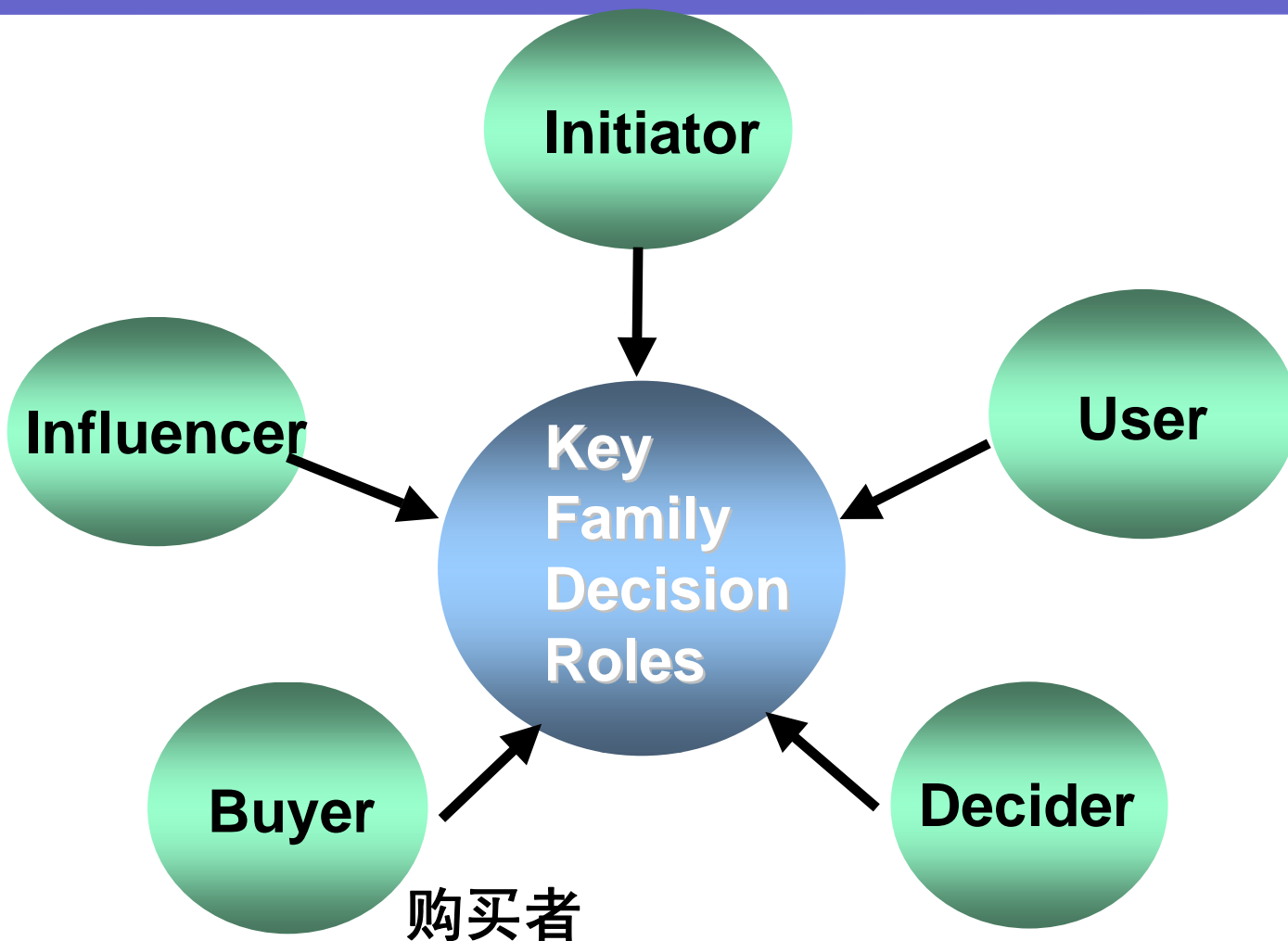


II. Types of Buying Decisions

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Consumer Buying Roles



III. The Buyer Decision Process

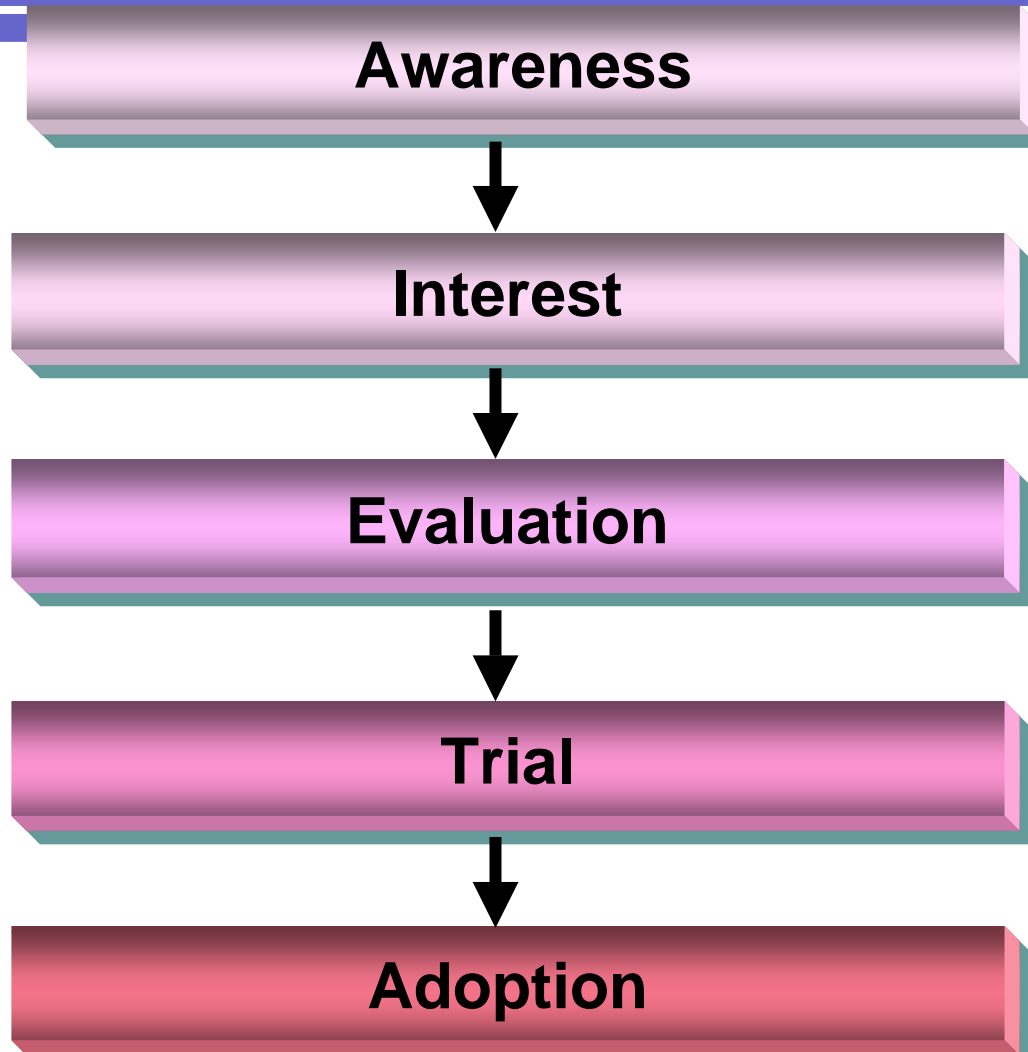
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IV. The Buyer Decision Process for New Products

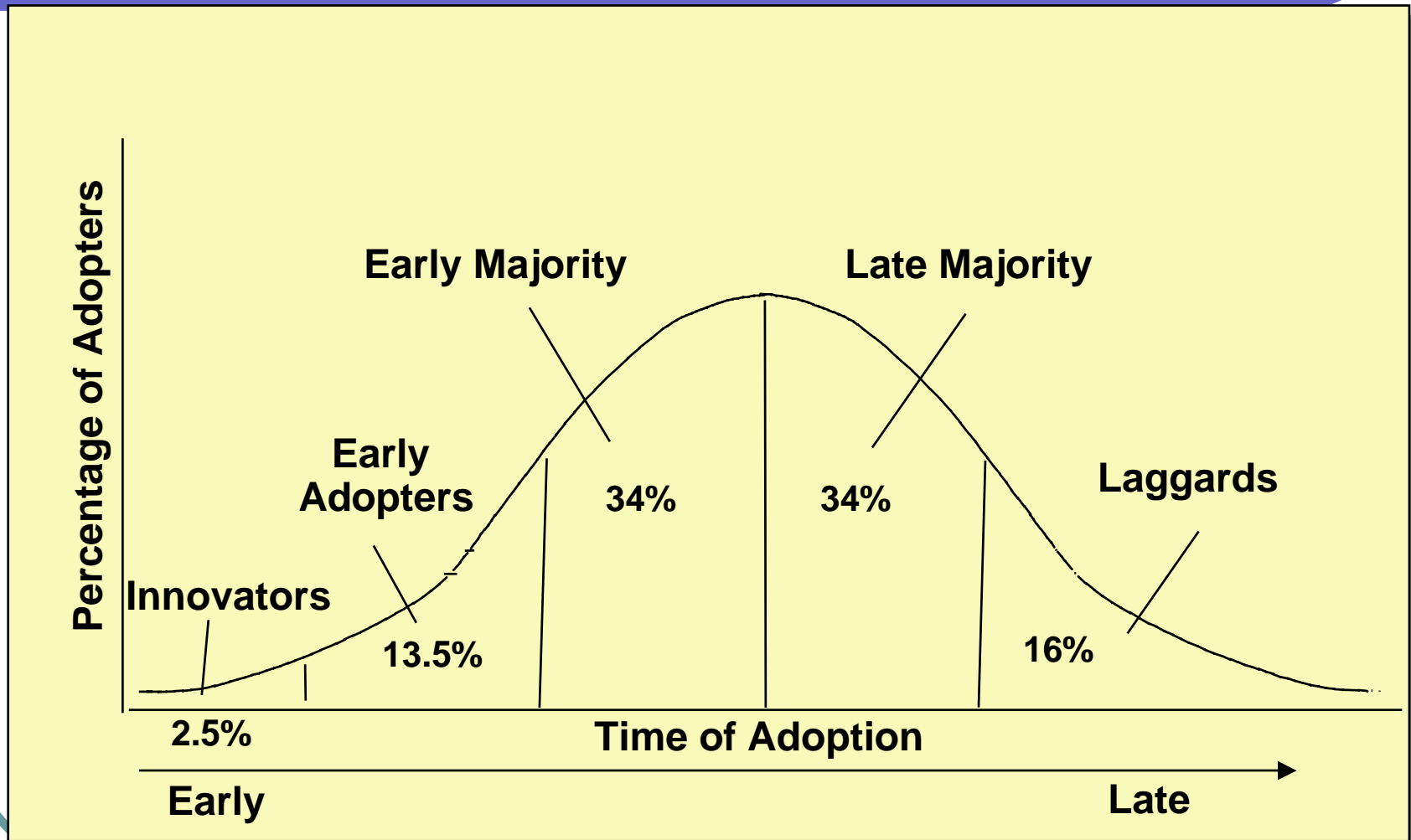


Stages in the Adoption Process



Adoption of Innovations

3-15



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

Questions

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.**

