



LECTURE

Theory of consumer behavior in
marketing

What Is Consumer Behavior?

Study of the decision process by which people buy and consume products



"MEET THE NEW CONSUMER

and smile when you do because she is your boss. Instead of choosing from what you have to offer, she tells you what she wants. You figure it out how to give it to her."

-Fortune Editor

Consumer Behavior

- Includes an understanding of consumer thoughts, feelings, and actions

Personal Consumer

The individual who buys goods and services for his or her own use, for household use, for the use of a family member, or for a friend.



Reasons for Studying Consumer Behavior

- To stay in business by attracting and retaining customers
- To benefit from understanding consumer problems
- To establish competitive advantage
- ...because it is interesting!



The Consumer Decision Process

Problem Recognition

Information Search

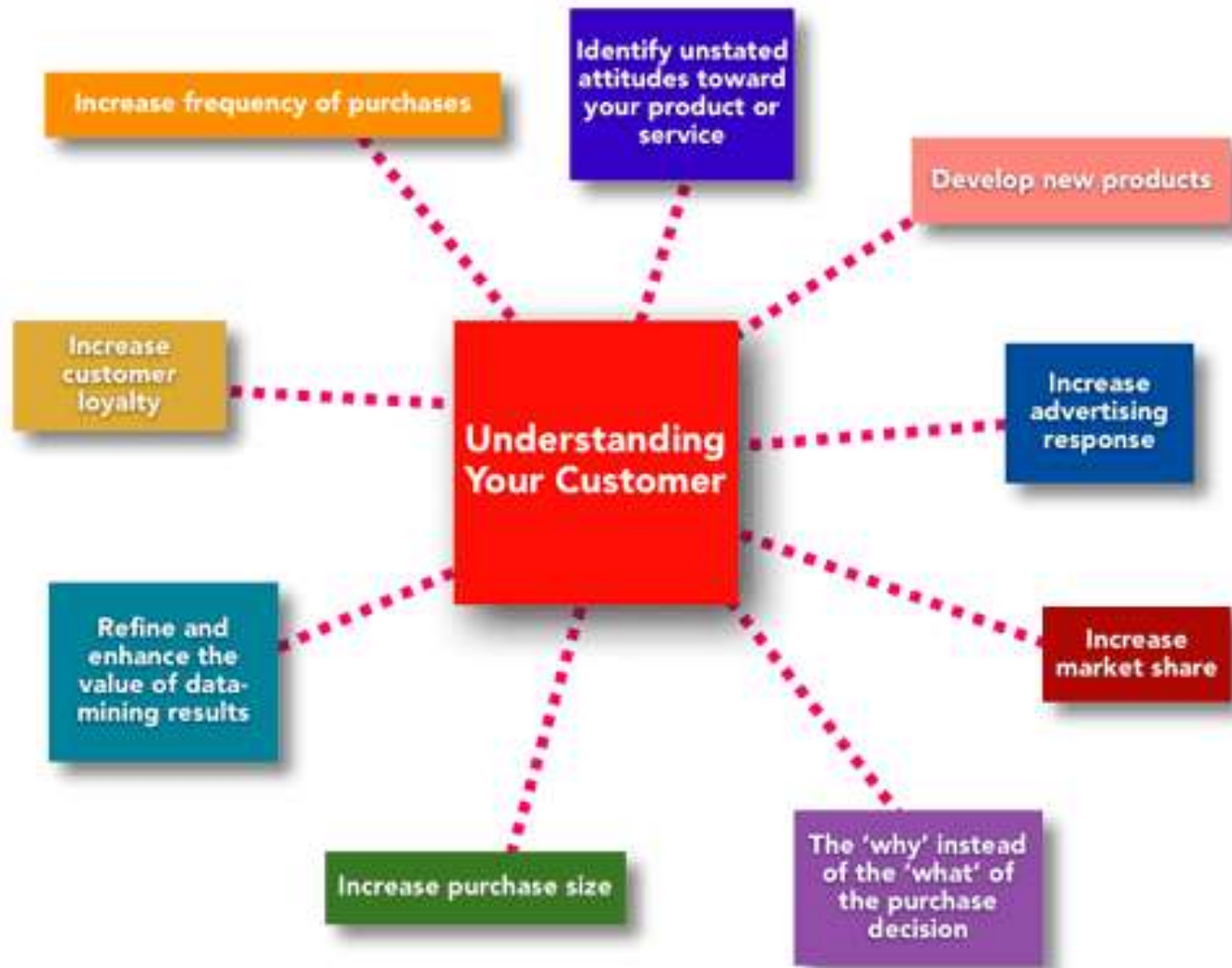
Alternative Evaluation

Product Choice

Post purchase Evaluation

Post purchase Evaluation

- How good a choice was it?
- Customer satisfaction/dissatisfaction – “buyer’s remorse”
- Ultimately affects future decisions and word of mouth communication



Consumer Research

The systematic and objective process of gathering, recording, and analyzing data for aid in understanding and predicting consumer thoughts, feelings, and behaviors.

In a global environment, research has become truly international.

- **Marketers want to know**
 - How consumers sense external information
 - How they select and use sources of information
 - How information is interpreted and given meaning

How does it cut tall, thick grass?

Will the neighbors be impressed with my lawn?

How close can I get to shrubs?

Will it still be fun later this summer?

Will it pull that trailer I saw at the store?

Will I have more time for golf?



Functional

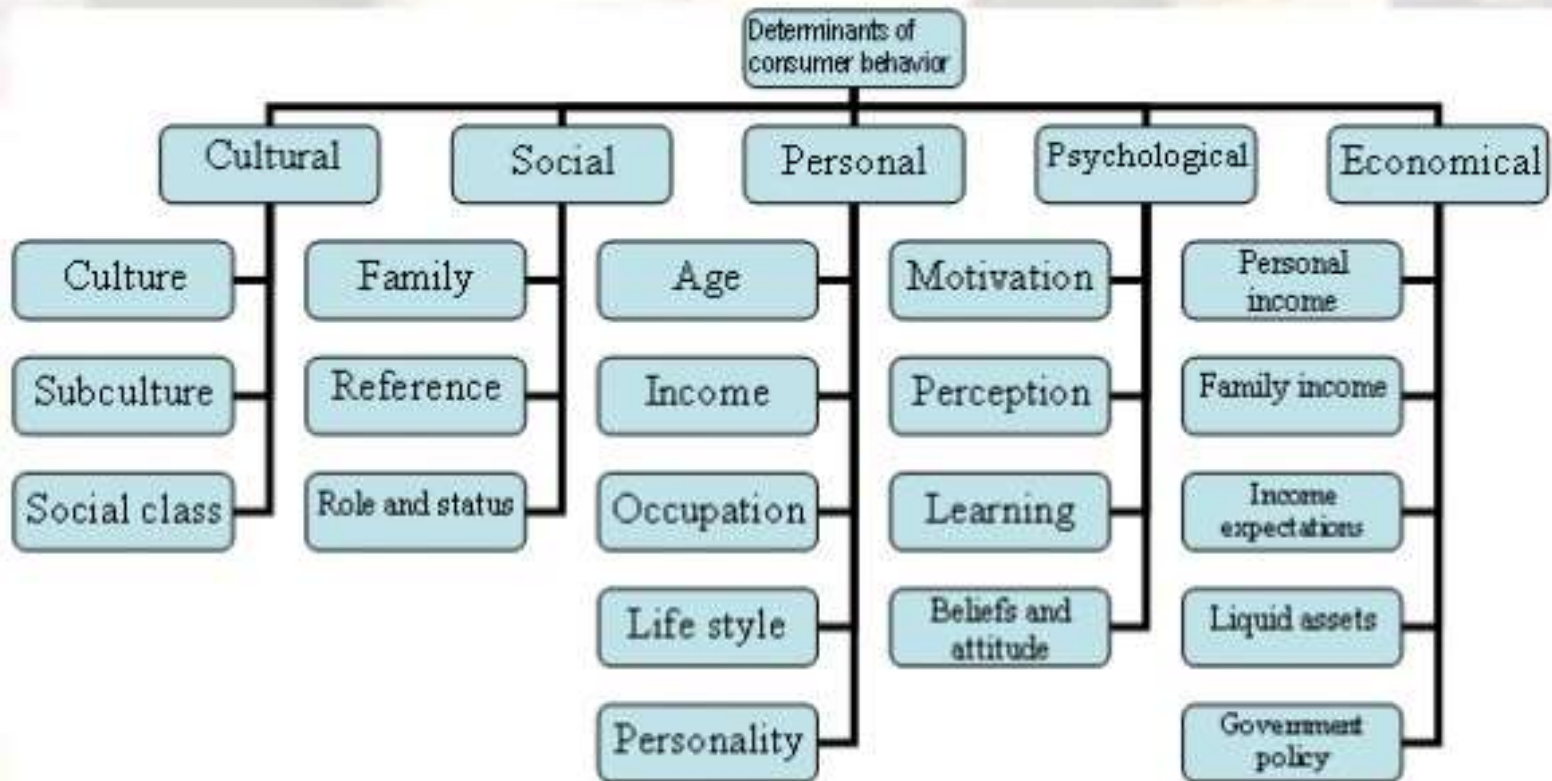
**Product Is Seen As
A Set of Outcomes**

Psychological

Types of Consumer Research

- Basic Research
 - To expand knowledge about consumers in general
- Applied Research
 - When a decision must be made about a real-life problem

Factors Affecting Consumer Behavior



Also

Personal sources



Market sources



Public sources



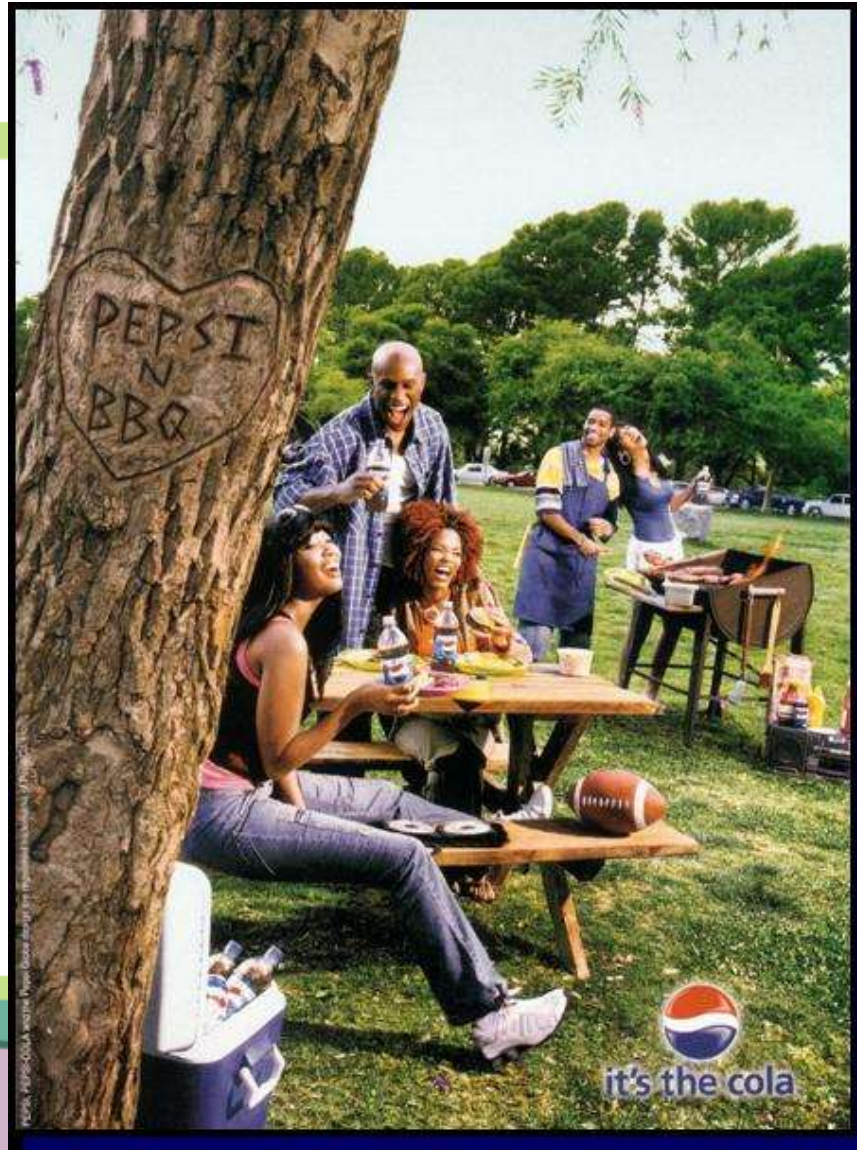
Personal experience



Behavioral Learning



Results



Jamaica
Antigua
St. Lucia
Bahamas



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如何可以找到他？

NOKIA 尋人最簡易方法



特大螢幕
更易閱讀

目標系統
增加下屏
使用簡便

數字鍵控
方便輕鬆

螢幕設計
外型簡潔

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DOES ANOTHER LITTLE GIRL REALLY HAVE TO SUFFER TODAY?

Each and every day, almost 33,000 children die from preventable causes. Children just as special as this little girl. A trusting, loving, fragile girl who looks to those around her to give her what she needs. To protect her.

Tragically for many of these children, their loved ones often lack the means to provide for their most basic needs. The ravages of disease ... of war ... of circumstances beyond their control have left them at the mercy of the world. Sorrowfully, help is too late for many children. But for others - many others - health and hope is just a Save the Children sponsor away.

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or return the coupon below.

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I prefer to sponsor a boy girl either in the area I've checked below. Please send my child's photo and personal history.

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Phone (_____) _____

Address _____ Apt. _____

City _____ State _____ Zip _____

- My first monthly sponsorship contribution is enclosed.
 Please charge my sponsorship contribution to my credit card automatically each month.
 Mastercard Visa Discover Amex

Account # _____

Exp. Date _____


Signature _____

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contribution of \$ _____

Please send me more information.

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 **Save the Children.**
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