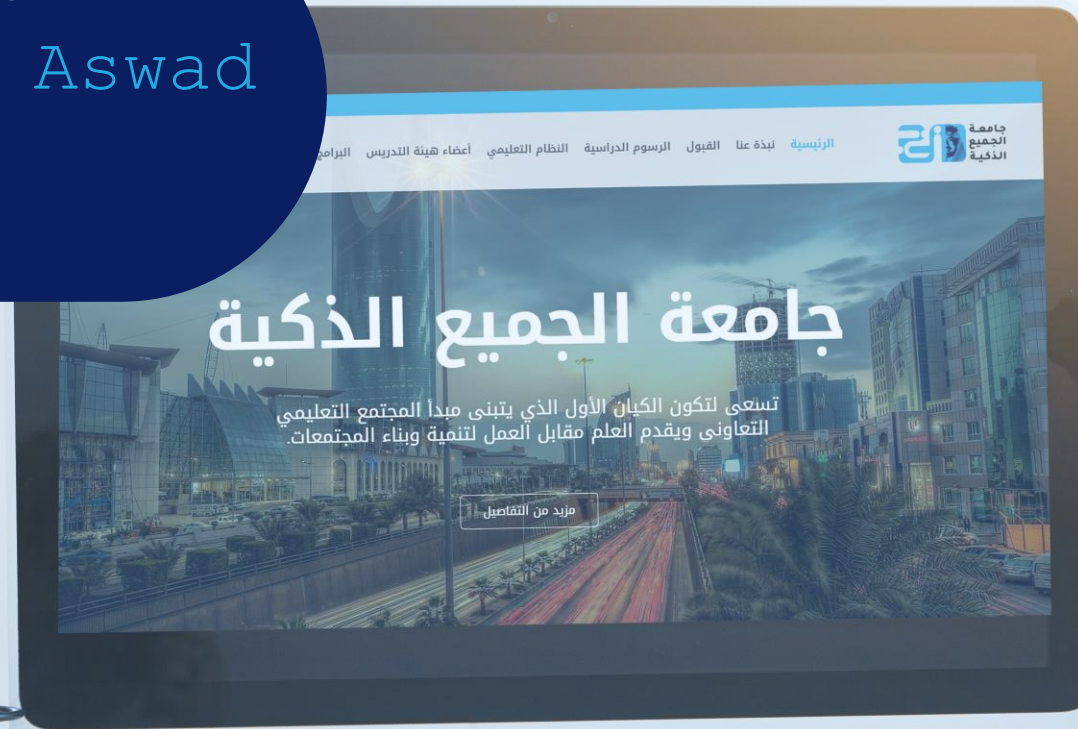


Digital Consumer Behavior

Prepared by Dr. Noha El Aswad

Lecture 5



MKT713

Master of Digital Marketing

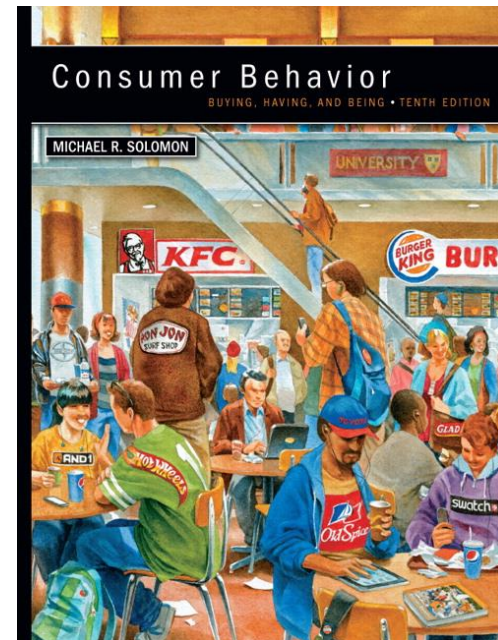


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Chapter 01

Buying, Having, Being

CONSUMER BEHAVIOR, 10e Michael R. Solomon



When you finish this chapter, you should understand why:

1. Consumers use products to help them define their identities in different settings.
2. Consumer behavior is a process.
3. Marketers need to understand the wants and needs of different consumer segments.

4. The Web is changing consumer behavior.
5. Consumer behavior relates to other issues in our lives.
6. Many different types of specialists study consumer behavior.
7. There are two major perspectives that seek to understand and study consumer behavior.

When you finish this lecture, you should understand:

The rest of Learning Objective 2

- Quick revision on Learning Objective 1&2
- Roles in the buying process
- Consumers' Impact
- The role of consumer behaviour in the marketing process
- The definitions of marketing

Learning Objective 3

- Quick revision on Learning Objective 1&2
- Segmenting Consumers: Demographics
- Popular Culture
- Consumer-Brand Relationships

Learning Objective 4

- Social Media

Learning Objective 5

- Marketing Ethics and Public Policy
- Do Marketers Create Artificial Needs?
- Do Marketers Promise Miracles?

Learning Objective 6

Many specialists study consumer behavior.

Disciplines in Consumer Research

Learning Objective 7

Major perspectives on consumer behavior:

Learning Objective 1

1. Consumers use products to help them define their identities
2. Consumers segmented by demographics and psychographics
3. Consumers understood in part based on their consumption communities and reference groups.
4. The concept of consumption community

Learning Objective 1

5. Consumer identity theory
6. Brands target consumers using market segmentation strategies.
7. Consumers may choose brands that match with their own identities.
8. Consumer behavior: the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

Learning Objective 2

1. Consumer behavior is a process.
2. Consumer behavior is an ongoing process
3. The exchange
4. Expanded view

Learning Objective 2

5. A consumer
6. The purchaser and the user of a product
7. Stages in the Consumption Process
8. Consumers' Impact on Marketing Strategy 1/3
9. Consumers Are Different! How We Divide them Up.1/2

Learning Objective 2

- 10. Factors and trends shaping consumer behavior
- 11. Types of Buying Decision Behavior
- 12. Adopter Categories for New Products
- 13. Types of buyers

Roles in the buying process 1/2

- A no. of **different individuals** might contribute in the consumer market in the buying decision. Marketers need to be aware of the change in-order to exert influence:

Roles in the buying process

- ❖ **Initiator** – suggests the purchase
- ❖ **Influencer** – has knowledge & personal authority influences the outcome
- ❖ **Decider** – decides what, where & how to buy.
- ❖ **Buyer** – makes the purchase
- ❖ **End user**

- Understanding consumer behavior is good business...
 - Understanding people/organizations to satisfy consumers' needs...
 - Knowledge and data about customers help to define the market...
 - Identify threats/opportunities to a brand...

- Marketing is concerned with the relationship between consumer or buyer and seller.
- Organizations often consider their consumer's wants and needs and persuading them to buy their products and services.

- 'A truly marketing minded firm tries to create value satisfying goods and services that consumers will want to buy'. This definition highlights the importance of consumer needs and wants as being central to the marketing function.

- ‘Identifying, anticipating, and satisfying customer requirements profitably’.
- So we can say that the deeper understanding of the consumer behaviour process will help with the marketing of products and services.

- Marketers need to understand the wants and needs of different consumer segments.



Demographics:

- Age
- Gender
- Family structure
- Social class/income
- Race/ethnicity
- Geography



- Music
- Movies
- Sports
- Books
- Celebrities
- Entertainment

Marketers influence preferences for movie and music heroes, fashions, food, and decorating choices.

- Self-concept attachment
- Nostalgic attachment
- Interdependence
- Love



Self-concept attachment

- The product helps to establish the user's identity.

Nostalgic attachment

The product serves as a link with a past self.

Interdependence

- The product is a part of the user's daily routine.

Love

- The product elicits emotional bonds of warmth, passion, or other strong emotion

- What kind of relationship do you have with your car?
- Do these feelings correspond to the types of relationships consumers may develop with products?
- How do these relationships affect your behavior?

- The Web is changing consumer behavior.



- Social media are the online means of communication, conveyance, collaboration, and cultivation among interconnected and interdependent networks of people, communities, and organizations enhanced by technological capabilities and mobility.

- Did you know
 - 80% of companies use LinkedIn as their primary recruiting tool?
 - More than 1.5 billion pieces of content are shared on Facebook daily?

- Our beliefs and actions as consumers strongly connect to other issues in our lives.

- Business ethics are rules of conduct that guide actions in the marketplace
- There are cultural differences in what is considered ethical.

Do Marketers Create Artificial Needs?

Objective of marketing: create awareness that needs exist, not to create needs

- Need: a basic biological motive
- versus**
- Want: one way that society has taught us that the need can be satisfied

Do Marketers Promise Miracles?

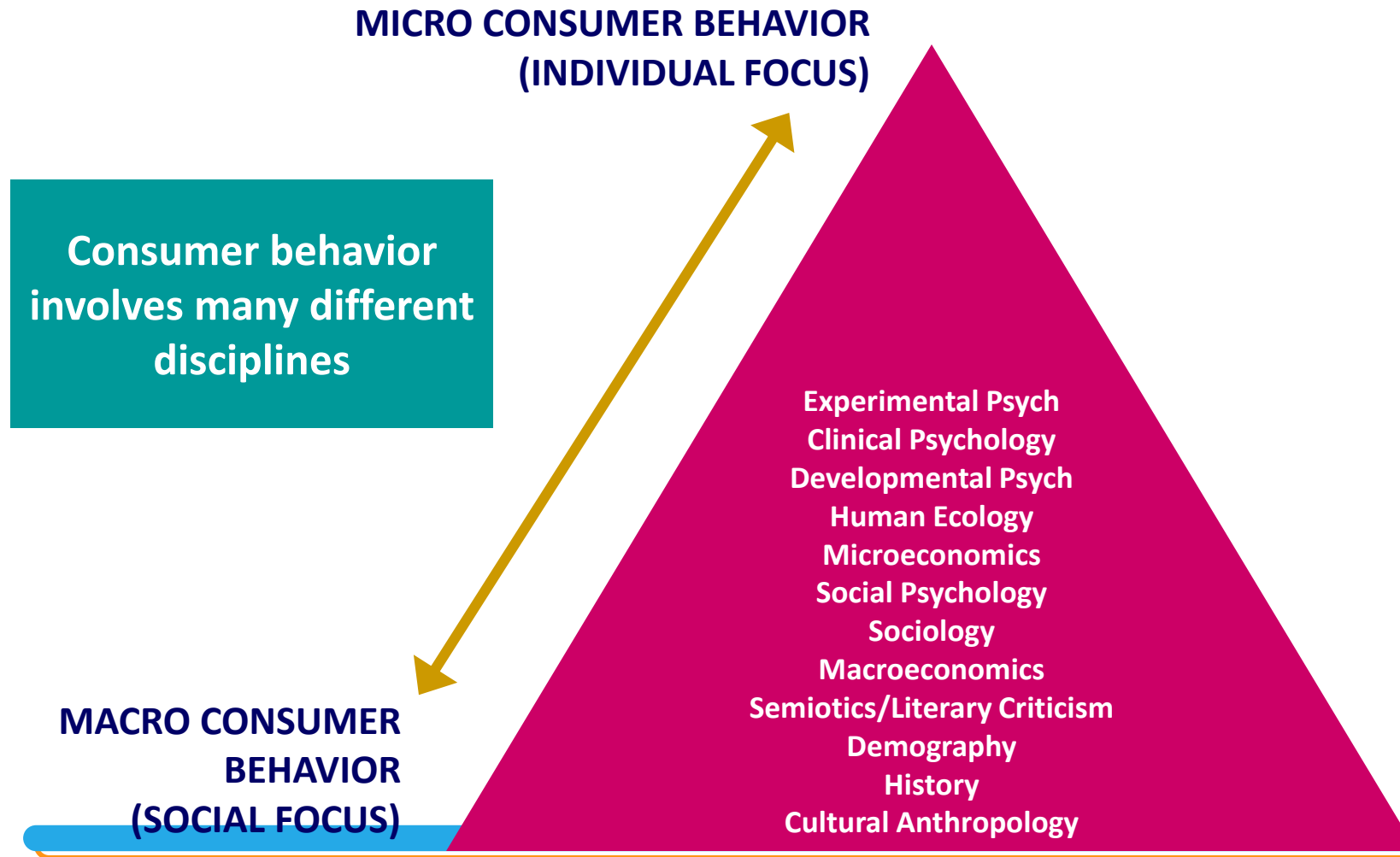
- Advertisers simply do not know enough about people to manipulate them



Many specialists study consumer behavior.

Disciplinary Focus	Product Role
Experimental Psychology	Perception, learning, and memory processes
Clinical Psychology	Psychological adjustment
Human Ecology	Allocation of individual or family resources
Social Psychology	Behavior of individuals as members of social groups
Sociology	Social institutions and group relationships
Macroeconomics	Consumers' relations with the marketplace
Demography	Measurable characteristics of a population
History	Societal changes over time
Cultural Anthropology	Society's beliefs and practices

Disciplines in Consumer Research



- There are two major perspectives on consumer behavior:
 - Positivist approach
 - Interpretivist approach

- Consumer behavior is a process.
- Consumer use products and brands to define their identity to others.
- Consumers from different segments have different needs and wants.
- Consumer behavior benefits from several fields.
- There are two major perspectives guiding our study of consumer behavior.



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Thank You!