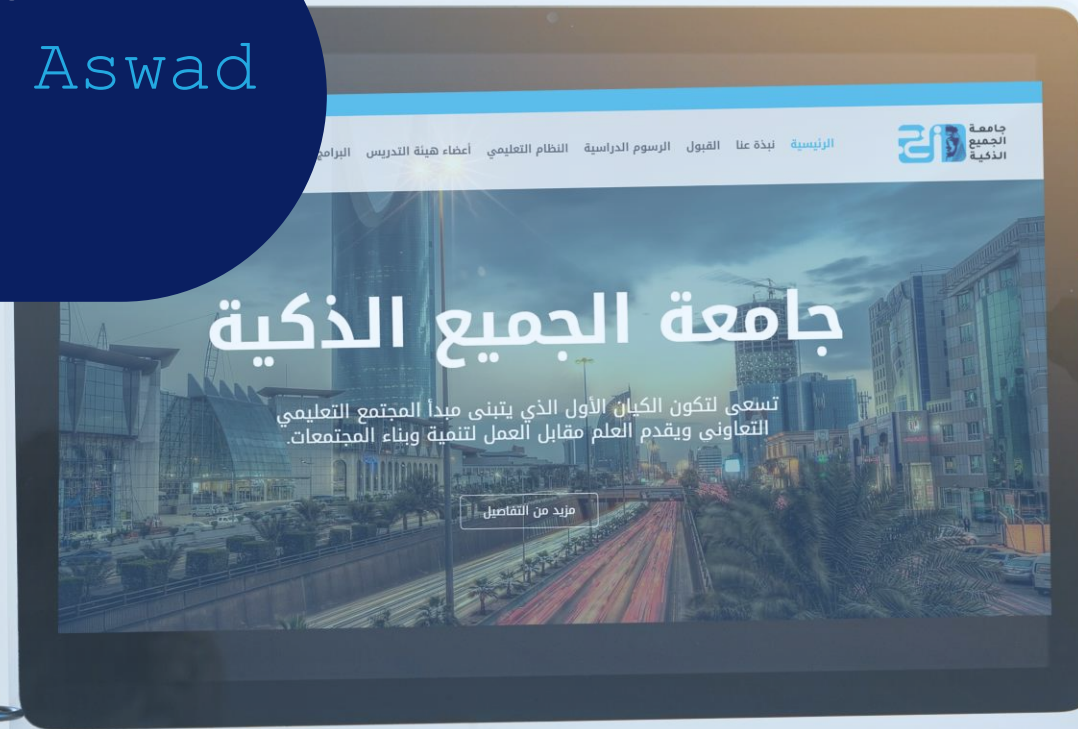


Digital Consumer Behavior

Prepared by Dr. Noha El Aswad

Lecture 1



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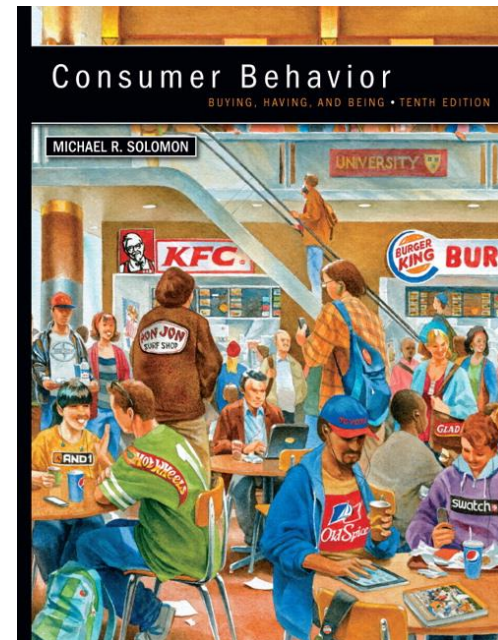
MKT713

Master of Digital Marketing

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.

- The appearance, taste, texture, or smell of the item influences our evaluations of products. A good Web site helps people to feel, taste, and smell with their eyes.

- Consumers take many forms, ranging from an 8-year-old child who begs her mother for an ice-cream to an executive in a large corporation who helps to decide on a multimillion-dollar computer system.

- The items we consume include anything from a massage, democracy, Juicy jeans, music, or a celebrity.

- The needs and desires we satisfy range from hunger and thirst to love, status, and even spiritual fulfillment.



- Consumers use products to help them define their identities

- Consumers segmented by demographics and psychographics.

- Age.
- Economic characteristics.
- Marital status.
- Race.
- Gender.

- Lifestyle.
 - ☐ Personality.
 - ☐ Social Status.
 - ☐ AIO (Activities, Interests, Opinions)
 - ☐ Attitudes.

- Consumers understood in part based on their consumption communities and reference groups.

- The concept of consumption community, claims that in the modern era of high mobility, people look not only to neighborhood as a basis for feelings of community but also to communality of consumption behavior (e.g. **give an example**).

- This theory **postulated that products and brands have symbolic meanings and display certain images.** Consumers' choices to purchase, display, and use the products or brands helped them communicate the symbolic meaning to themselves as well as to others.

- Brands target consumers using market segmentation strategies.

- Consumers may choose brands that match with their own identities.

- A marketer who segments a population by age and gender is using _____ to categorize consumers.
- A) demographics
- B) psychographics
- C) roles
- D) lifestyle

- Answer: A



- A consumer researcher who examines consumers' lifestyles and personalities is studying _____.
- A) demographics
- B) psychographics
- C) social class
- D) usage rates

- Answer: B



- In an online _____, members share opinions and recommendations about products.
- A) market segment
- B) consumption community
- C) marketing database
- D) culture jam

- Answer: B



- Which of the following is 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?
- A) lifestyle marketing
- B) role theory
- C) consumer behavior
- D) marketing research

- Answer: C



- A(n) _____ is a person who identifies a need or desire, makes a purchase, and then disposes of a product.
- A) marketer
- B) consumer
- C) influencer
- D) content generator

- Answer: B



- People who belong to the same social class are most likely to have which of the following in common?
- A) income level
- B) personality
- C) ethnicity
- D) family structure

- Answer: A



It is the study of why people buy the product, and how they make their decision.

- A. Marketing management.
- B. Consume Behavior.
- C. Marketing plan.
- D. Cross-functional teams.

- Answer: B



- True and False
- Consumers may choose brands that match with their own identities.

- True



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.



- Do your consumption choices differ depending upon the role you are playing at the time?
- Give examples from your own life.

- How do your choices as a consumer differ depending upon whether you are in the role of student, child, employee, and so on?

We have been learning

1. Introduction to consumer behavior
2. Learning Objective 1: Consumers use products to help them define their identities in different settings.
3. Definition of consumer behavior



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Thank You!