

A person's legs are visible from the knees down, standing on a light-colored tiled floor. In front of their feet, several pairs of women's shoes are lined up in a row. From left to right, there are: a pair of black Mary Jane shoes, a pair of brown leather loafers, a pair of light-colored Mary Jane shoes with a small bow, and a pair of black Mary Jane shoes. The text "Class 1" and "Introduction to Consumer Behavior" is overlaid on the image.

Class 1

Introduction to Consumer Behavior

**Buying, Having,
and Being**

Chapter Outline

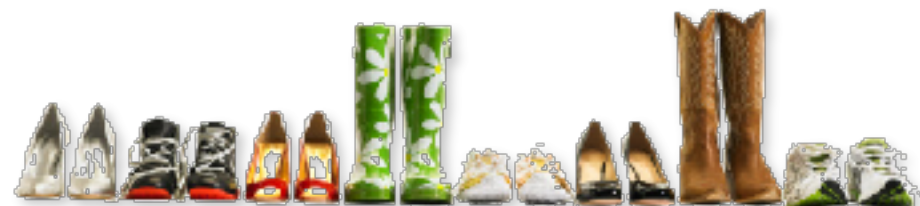
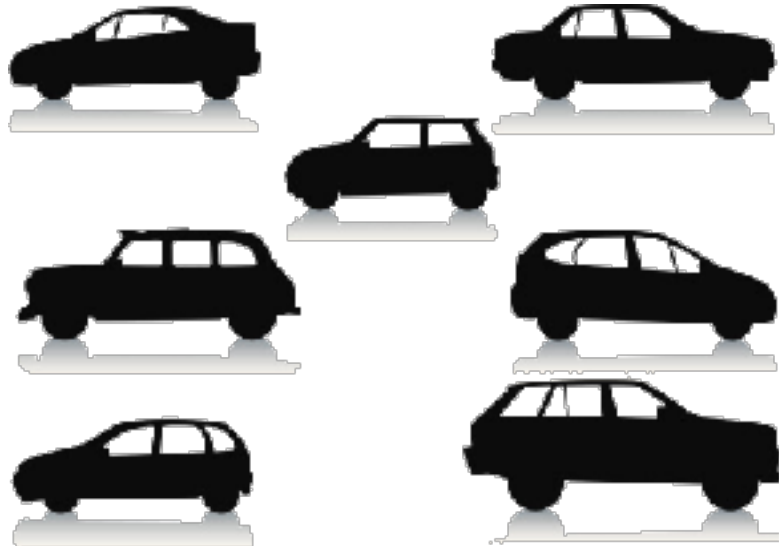
- **Who are consumer?**
 - Consumer behavior is a process
 - Consumers and their behavior
 - Marketers need to understand the wants and needs of different consumer segments.
 - Marketing impact on consumers and Vice Versa
 - Meaning of consumption: “Product attachment”
- **Motivation**
 - Consumer Need & Want
 - Classify consumer’s need
 - Hierarchy of Need



A woman with long brown hair, wearing a pink short-sleeved shirt, is shown in profile, reading a white book. She is standing in a library or bookstore, with shelves of books visible in the background. The text "Who are Consumers?" is overlaid in large, bold, dark red letters on the right side of the image.

Who are Consumers?

Purchaser, User, Influencer.





What is Consumer Behavior

Consumer Behavior

The study of the “process” involved **when individuals or groups select, purchase, use, and dispose** of products, services, ideas, or **experiences to satisfy needs and desires.**



Innovative way for cap



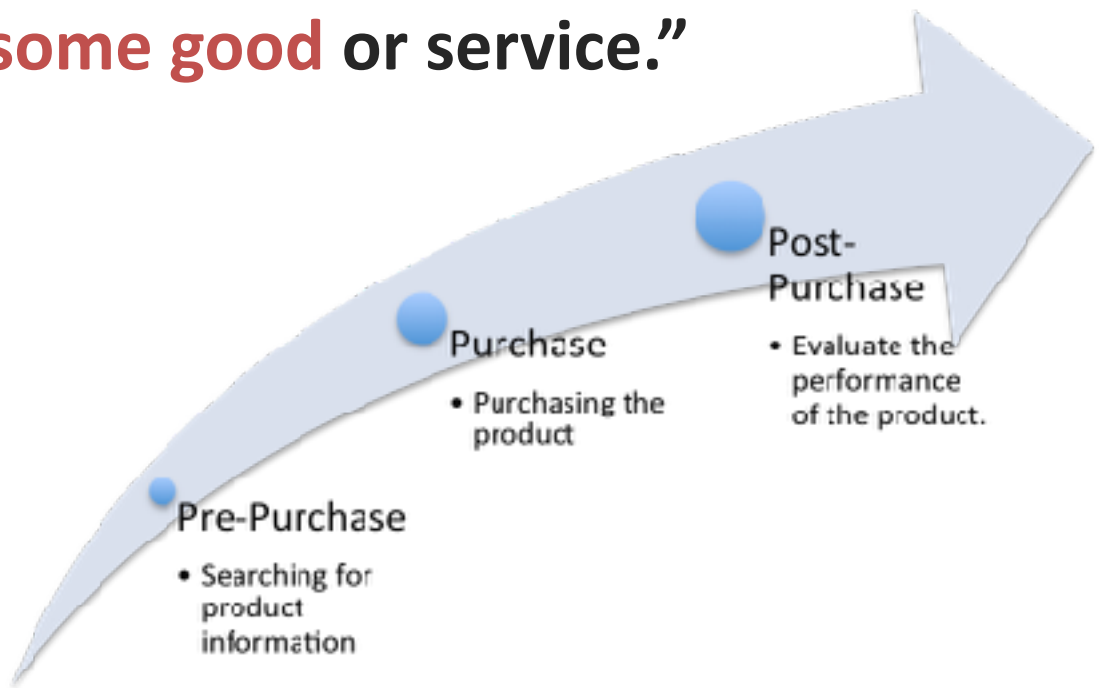
Consumer behavior

- Consumers behavior is **more than buying things**
 - It also embraces the study of **how having things affects our lives** and how **our possessions** influence the way we feel about ourselves and about each other.
- It is the study of people and the products that help to shape their identities.
- **We are all consumers.**
 - We must be a consumer in some ways.

To conclude.....

“Consumer Behavior is a Process”

“**It’s not** merely what happen at the moment a consumer **hands over money** or a credit card and in turn receives some **good** or service.”



Why we have to study consumer behavior?

- It helps to understand consumer habit
- As Basic principle of marketing
 - provide product or services to **satisfy consumer needs.**
 - How? To understand them. >>> **study the consumer behavior**
- Therefore... it leads to a successful marketing campaign



Segmentation

Consumers are different!!
How we divided them up



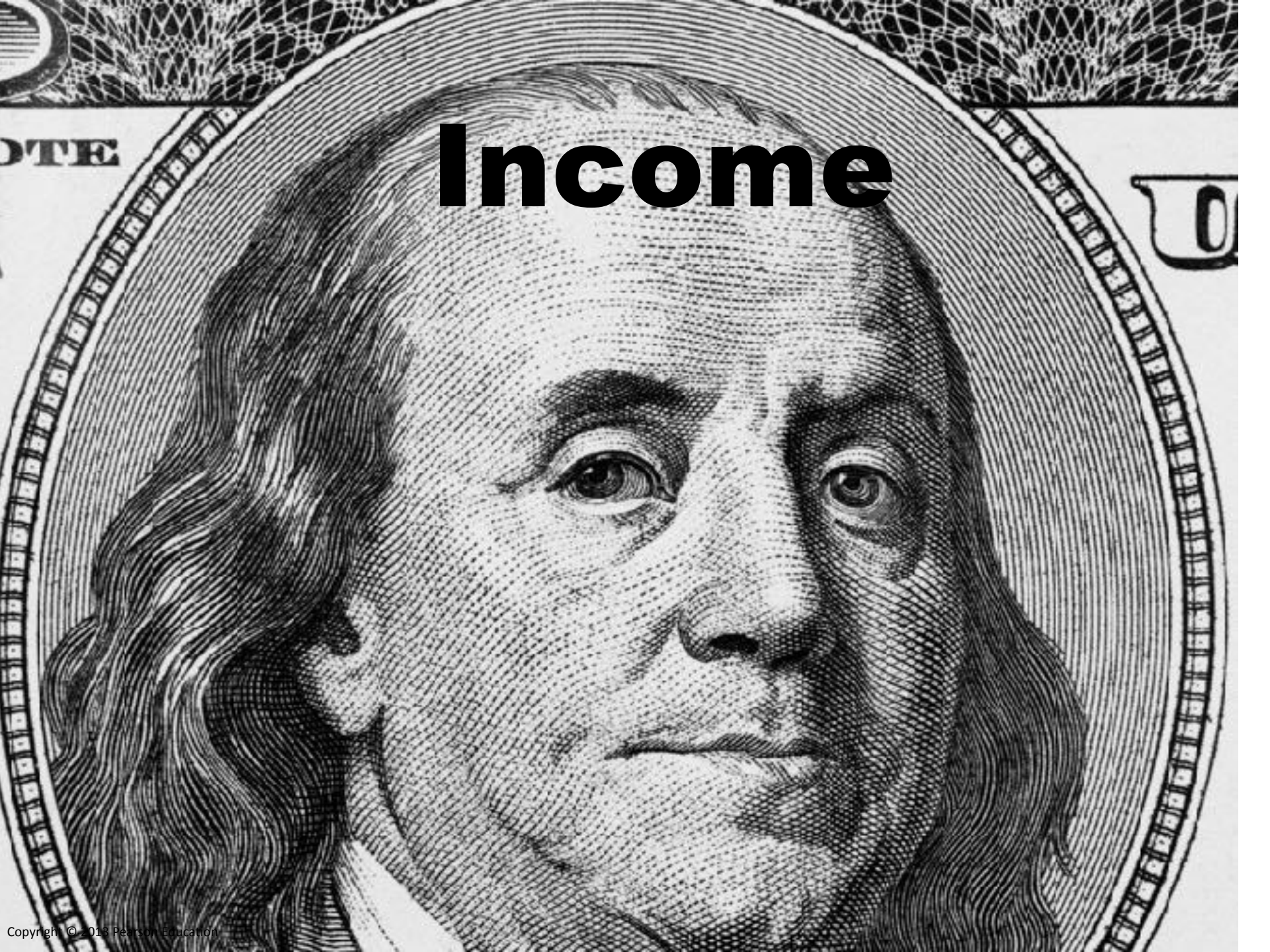
Age

Gender



Family





Income



Lifestyle

Marketing's Impact on Consumers : Pop Culture

- Marketing stimuli surround us as advertisements, stores and products compete for our attention and our money.



Popular culture

Music

Movies

Sports

Books

Celebrities

Entertainment

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

Consumers's Impact on Marketing : Consumer-Generated Content

- You are not just a consumer but also a trend producer.
- People easily tell other about products, brands on their social networking site such as **twitter**, **facebook**, and **Instagram**. Even film their own opinion and post it on YouTube.



Meaning of consumption



Type of relationships

a person might have with a product:

- **Self-concept attachment**
 - The product helps to establish the user's identity.
- **Nostalgic attachment**
 - The product serves as a link with 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.





Self-Concept attachment



Nostalgic attachment



Interdependence



Love

Motivation

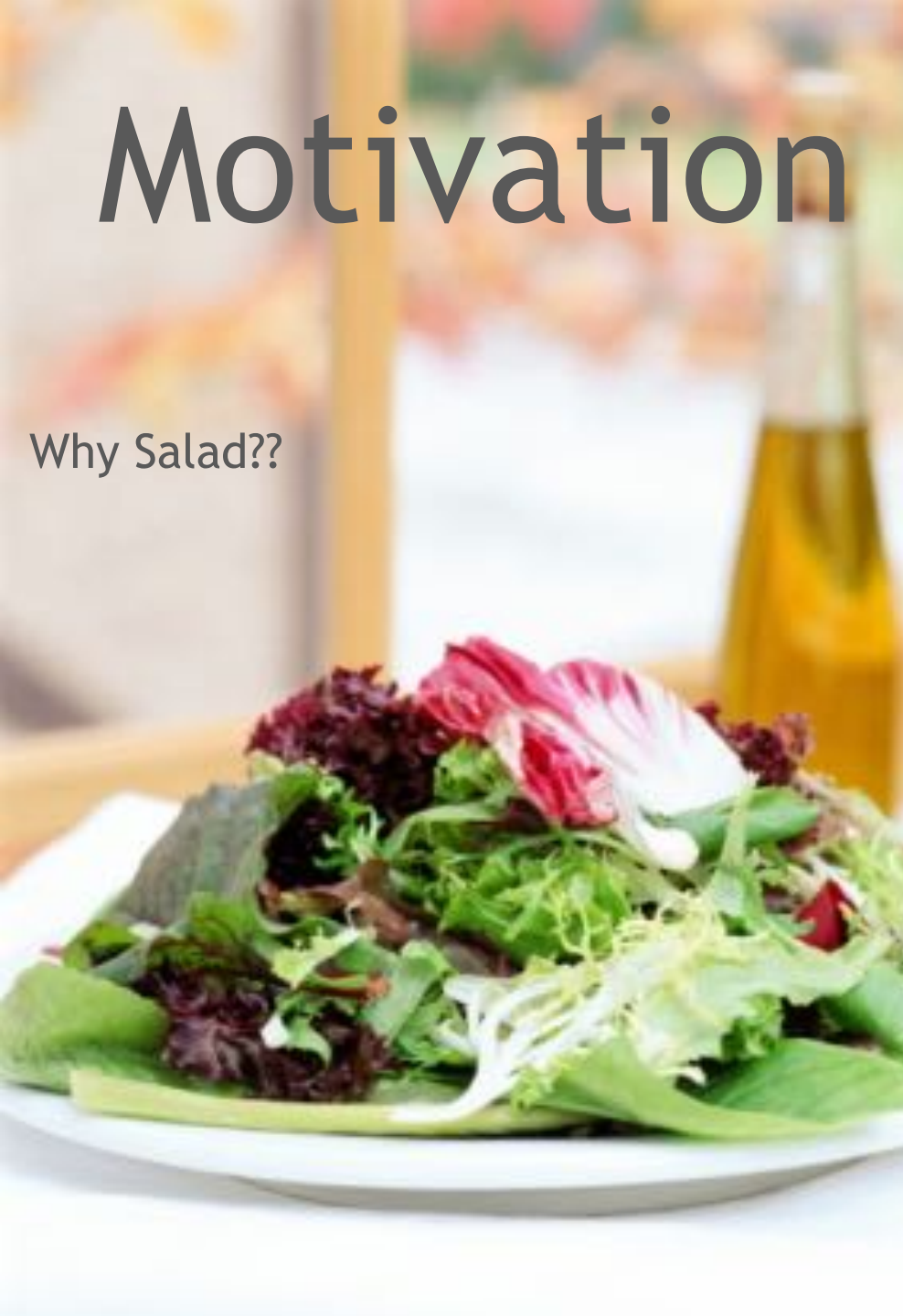
Why some people tend to go hiking rather than spending weekend at beach?

Our motivations to consume are complex and varied.



Motivation

Why Salad??



Why Hamburger??



A low-angle shot of a child swinging on a swing set. The child is wearing a light-colored shirt and dark pants, and is captured mid-swing, reaching up towards the chains. The background is a bright blue sky filled with soft, white clouds. The word 'Motivation' is overlaid on the left side of the image in a large, dark blue font.

Motivation

Refer to the **PROCESS** that lead people to behave as they do.

- . Once a **NEED** has been activated, a state of **TENSION** exists that drives the consumer to attempt to reduce or eliminate unpleasant state and return to balance (Homeostasis).

To understand motivation is to understand why consumers do what they do

Needs, Wants?

Need vs. Wants

A need is a basic biological motive

A want represents one way that society has taught to satisfy the need.



Needs



Classifying Consumer Need

– Utilitarian need

- a desire to achieve some functional or practical benefit.
- The objective, **tangible attributes of products**, such as miles per gallon in a car, the amount of fat, calories, and protein in the cheeseburger.

– Hedonic needs

- an experiential need, involving emotional responses or fantasies.
- **Subjective and experiential; look for a product that meet our needs for excitement, self-confidence, or fantasy.**

Classifying Consumer Needs

Some of other important needs that are relevant to consumer behavior includes:

- Need for affiliation
- Need for power
- Need for uniqueness



Need for affiliation (relationship)

- To be in the company with other people
 - Relevant to products that encourage group belonging
- Focus on products that are used in groups (alcoholic beverages, sports, bars)



Need for power

- To control and master one's environment
- products and services allow us to have mastery power over the surrounding;
 - “hopped-up” muscle car, loud boom boxes.



Need for uniqueness

- To assert one's individual identity
- Enjoy products that focus on their unique character (perfumes, clothing)



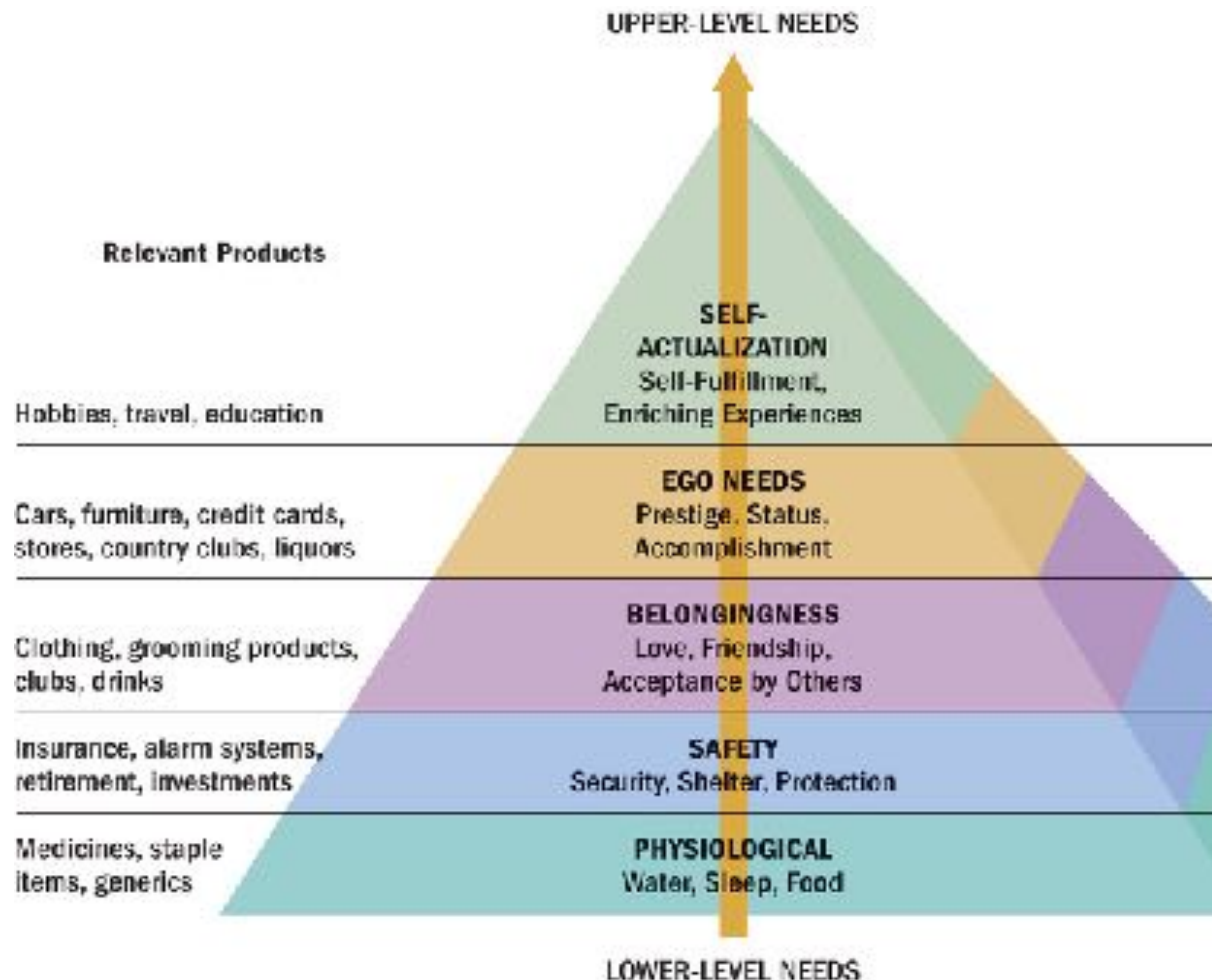
Maslow's Hierarchy of Needs

Abraham Harold

Maslow was an American psychologist who was best known for creating *Maslow's hierarchy of needs*, a theory predicated on fulfilling innate human needs in priority, progressing up to self-actualization.



Levels of Needs in the Maslow Hierarchy



Example of “Gardening”



Any Questions

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