

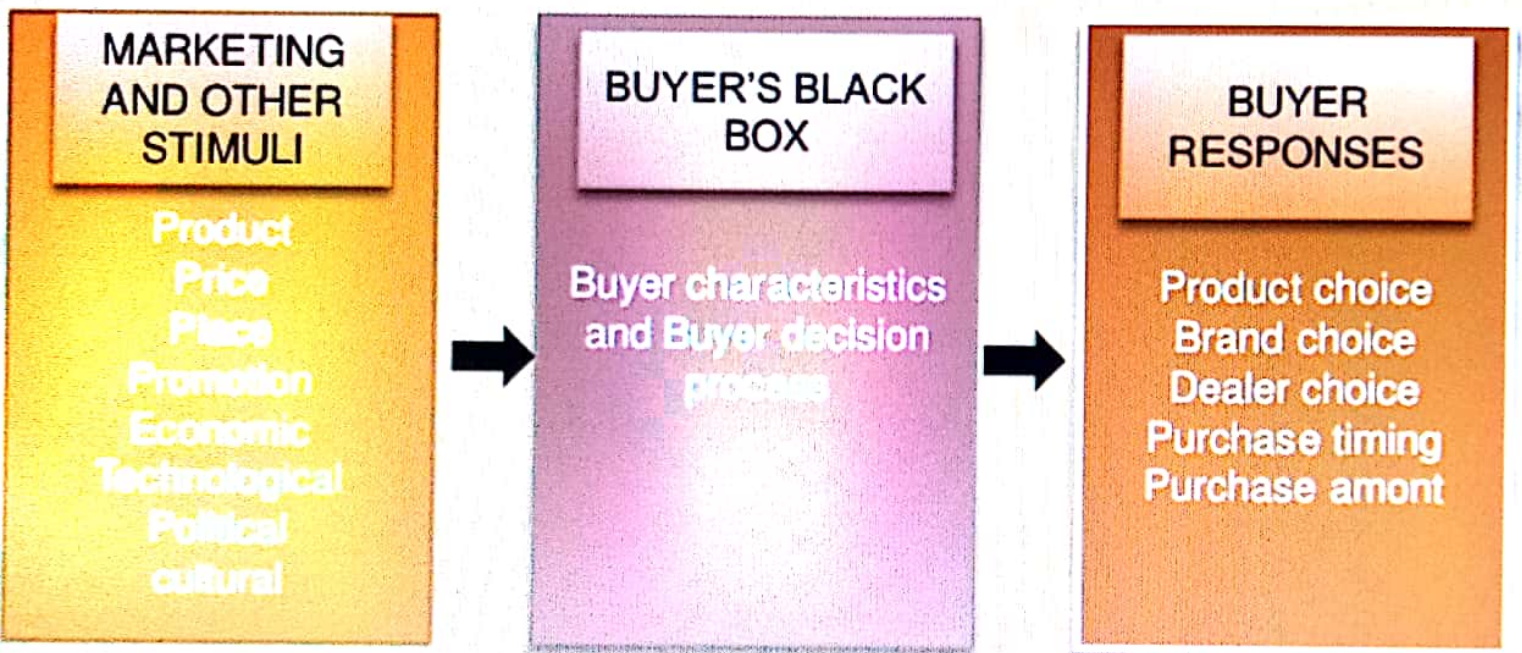
CONSUMER DECISION MAKING PROCESS

CONSUMER BEHAVIOR??

- ✗ Consumer behaviour is the study of *when, why, how, and where* people do or do not buy a product.
- ✗ It blends elements from psychology, sociology, social anthropology and economics.
- ✗ It attempts to understand the buyer decision making process, both individually and in groups.
- ✗ It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants.

- ✖ Consumer behaviour in management is a very young discipline and form an important part in both formulation and implementation of all marketing strategies .
- ✖ It was during the 1950s, that marketing concept developed, and thus the need to study the behaviour of consumers was recognised.
- ✖ Marketing starts with the needs of the customer and ends with their satisfaction.
- ✖ When every thing revolves round the customer, then the study of consumer behaviour becomes a necessity.

MODEL OF CONSUMER BEHAVIOR



CHARACTERISTIC AFFECTING CONSUMER BEHAVIOR

CULTURAL

Cultural
subculture
Social class

SOCIAL

Reference groups
Family
Roles and status

PERSONAL

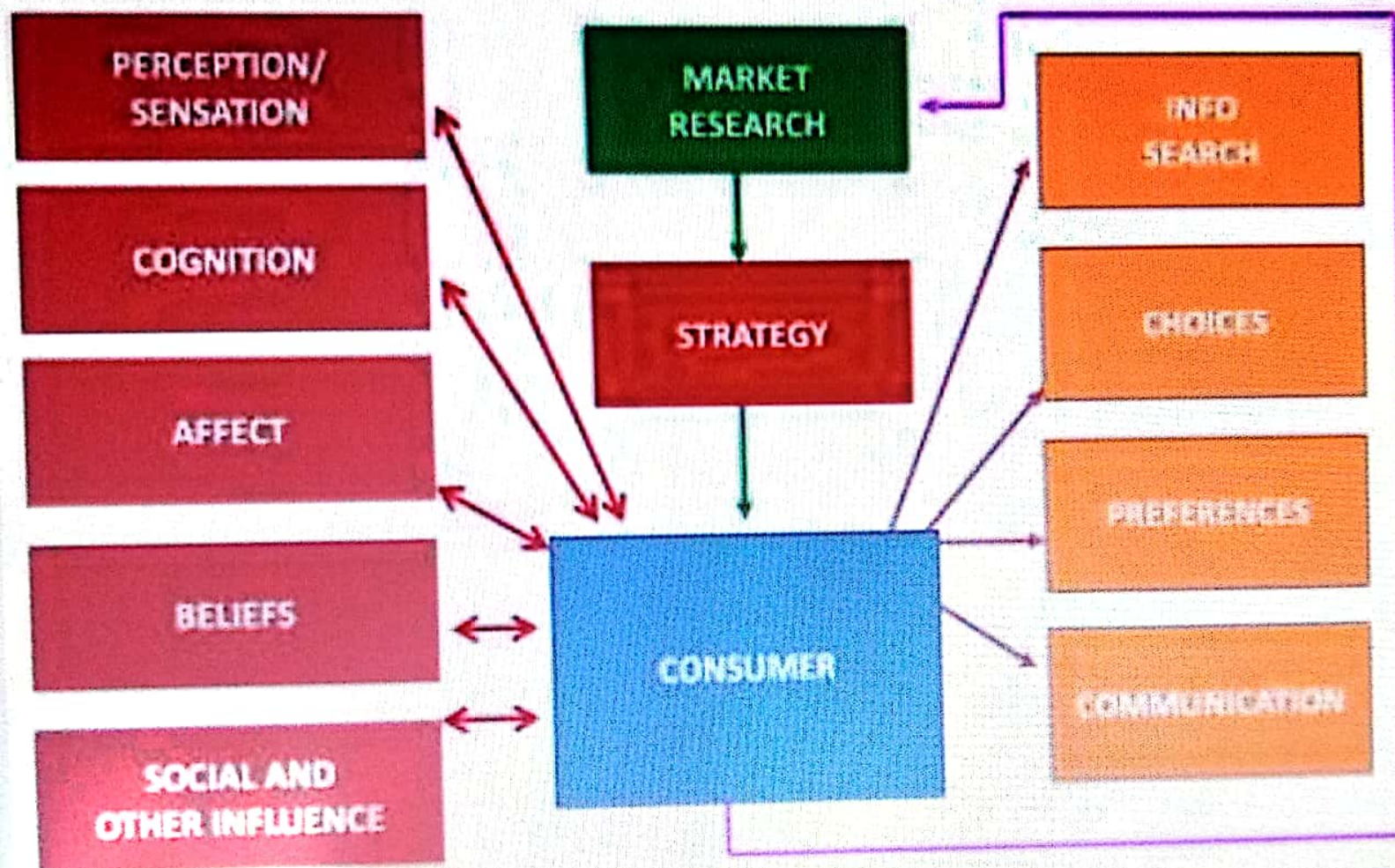
Age and life cycle stage
Occupation
Economic situation
Life style
Personality
Self concept

PSYCHOLOGICAL

Motivation
Perception
Learning
Beliefs and attitudes

BUYER

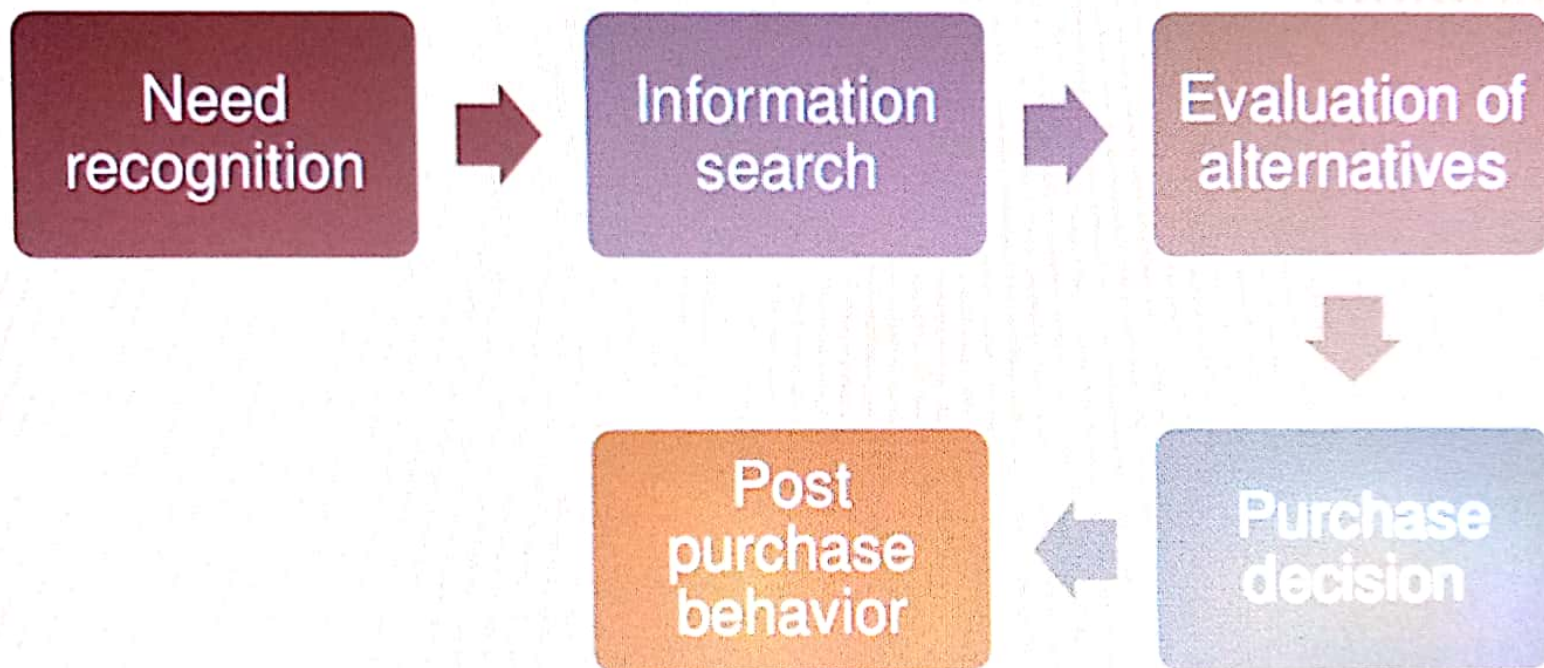
INFLUENCES ON AND OF CONSUMER BEHAVIOR



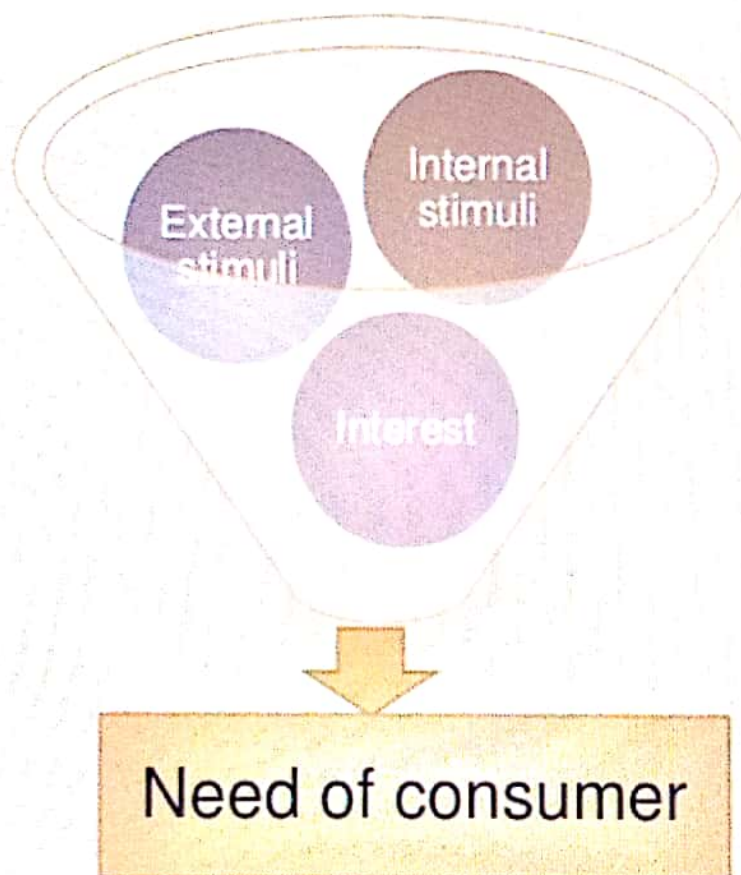
TYPES OF BUYING BEHAVIOR



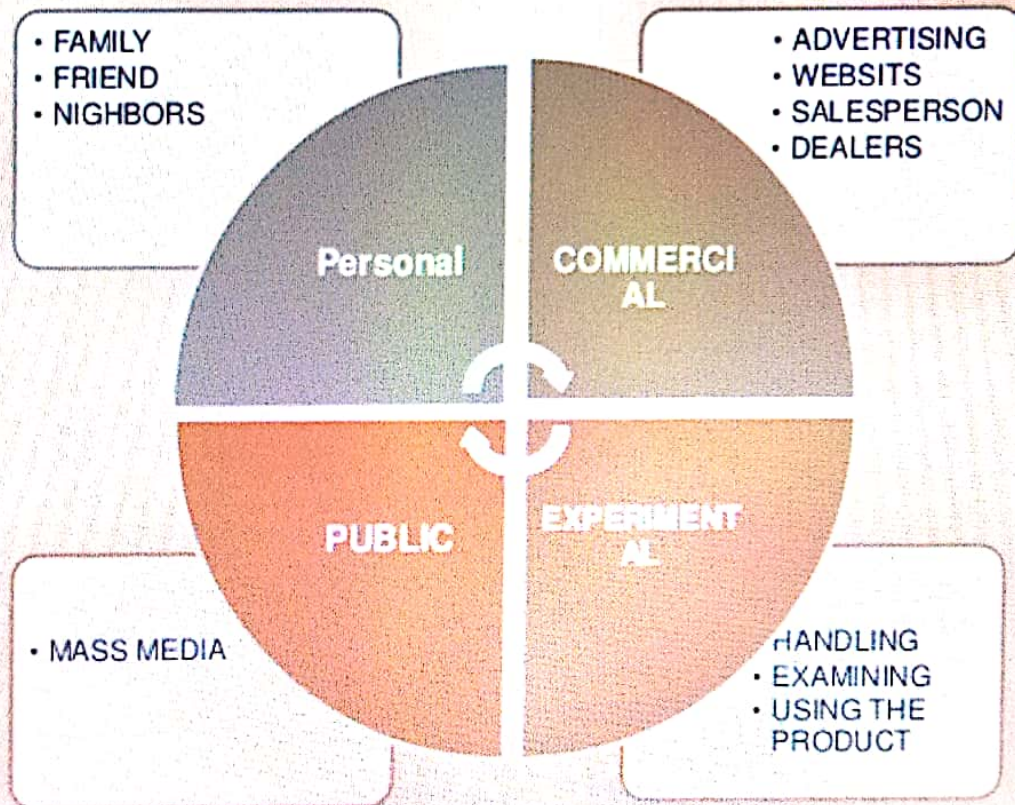
BUYERS DECISION PROCESS



NEED RECOGNITION



INFORMATION SEARCH



EVALUATION OF ALTERNATIVES

- ✗ No single process is used by all consumers, or by one consumer in all buying situations.
- ✗ The most current model see the consumer forming judgments largely on a conscious and rational basis.
- ✗ This evaluation depends on the individual consumer and specific buying situations



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BELEIF

PRICE

STYLING

WARRANTY

PURCHASE DECISION

DEALER

BRAND

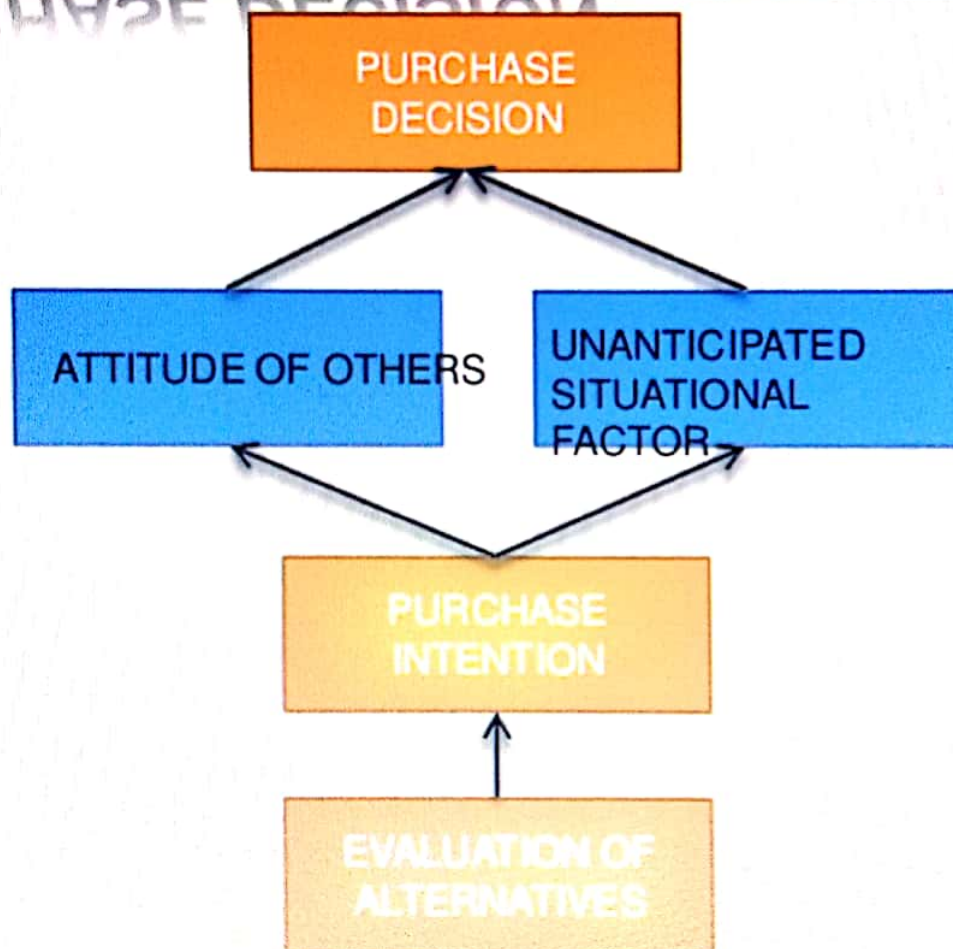
PAYMENT
METHOD

QUANTITY

TIMING

In executing a purchase intention the consumer make up to five subdivisions

INTERVENING FACTORS IN PURCHASE DECISION



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POST PURCHASE BEHAVIOUR

POST PURCHASE SATISFACTION

- DISAPPOINTED
- SATISFIED
- DELIGHTED

POST PURCHASE ACTION

- EXIT OPTION
- VOICE
OPTION

POST PURCHASE USE AND DISPOSAL

BUYER DECISION PROCESS FOR NEW PRODUCTS



No. of ads seen by shopper
Ads seen for competing brands
"Split cable"

TELEVISION
EXPOSURE

DEMOGRAPHIC
INFORMATION

Family size
Occupation
Family size
Income
Home ownership

RECORDED
PURCHASES

HOUSEHOLD
FILE

ANALYSIS

Purchase on occasion: Yes, no
Time since previous purchase
Previous purchases
Current price
Previous price
Current promotional status
Previous promotional status
Current display status
Previous display status
Display status of competing brands
Promotional status of competing brands
Coupon used: Yes, no
Coupon available: Yes, no
Coupon available for other brands? Yes, no
Amount of coupon