

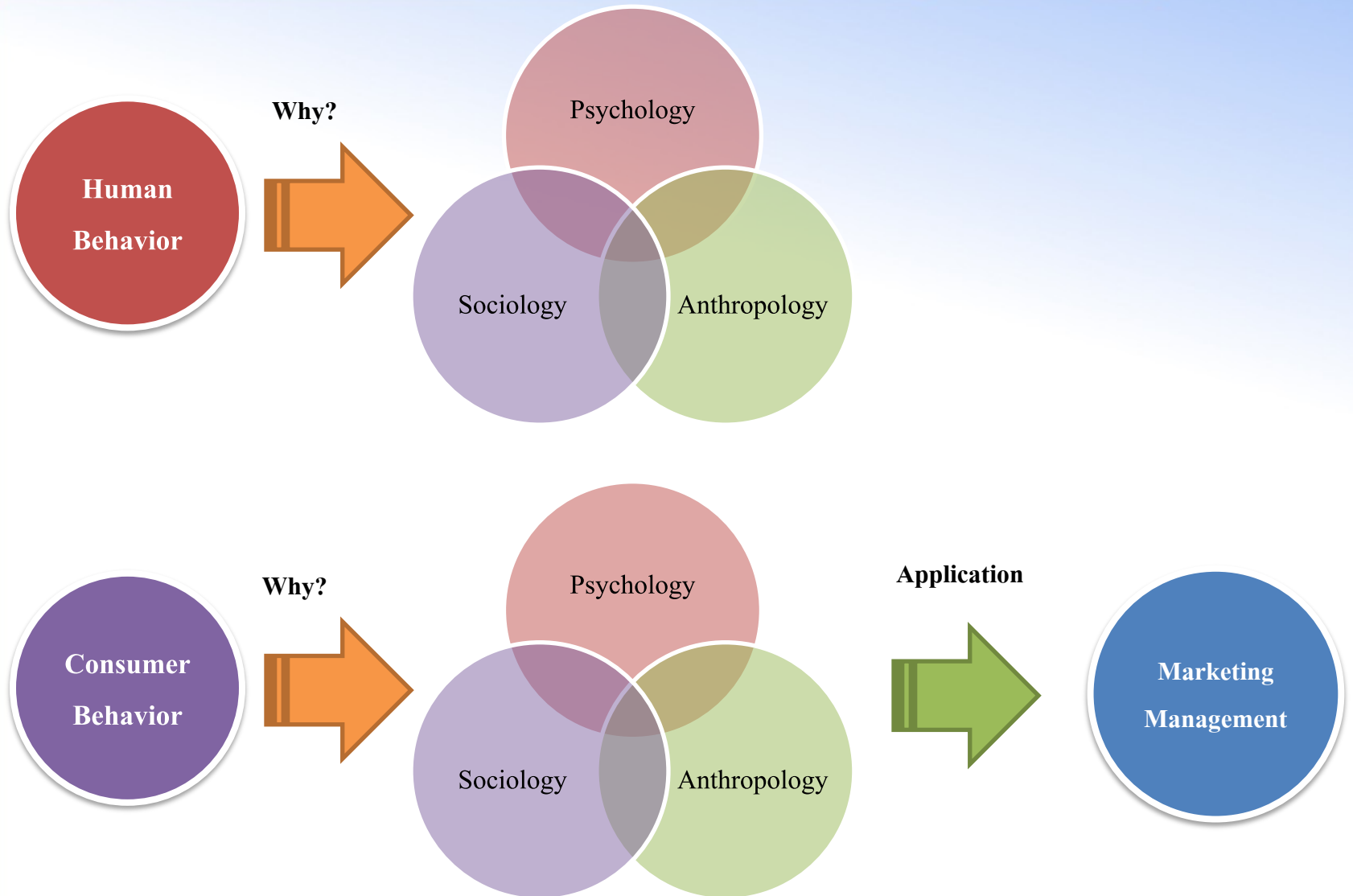
CONSUMER BEHAVIOR

Chapter 1: Concepts and Importance of Consumer Behavior

- What is Consumer Behavior
- Buyer, Customer and Consumer
- Types of Consumer
- Factors Influencing Consumer Behavior
- Models of Consumer Behavior
- Consumer Behavior Studies
- Consumer Behavior Trends
- The Importance of Consumer Behavior
- Consumer Behavior and Marketing Management

Concepts and Importance of Consumer Behavior

What is Consumer Behavior?



What is Consumer Behavior?

Schiffman and Kanuk (2010: 23) define consumer behavior as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of product and services that they expect will satisfy their needs.

พฤติกรรมผู้บริโภค (Consumer Behavior) หมายถึง พฤติกรรมซึ่งผู้บริโภคทำการค้นหา การซื้อ การใช้การประเมินผล การใช้สอยผลิตภัณฑ์ และการบริการ ซึ่งคาดว่าจะสนองความต้องการของเขา (Schiffman and Kanuk, 1994)

Concepts and Importance of Consumer Behavior

What is Consumer Behavior?

What is Consumer Behavior?

Consumer Behavior

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graph LR; CB[Consumer Behavior] --> CA[Consuming Activities]; CB --> AF[Affecting Factors]; CB --> CR[Consumer Responses]; CB --> E[Economics];
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Consuming Activities

Affecting Factors

Consumer Responses

Economics

Concepts and Importance of Consumer Behavior

Buyer, Customer and Consumer

Buyer, Customer and Consumer



“Buyer” is any person who contracts to acquire products or services.



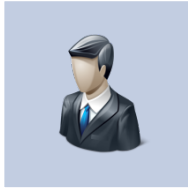
The term **“customer”** is typically used to refer to someone who regularly purchases from a particular store or company.



The term **“Consumer”** more generally refers to anyone engaging in any of the activities used in definition of consumer behavior.

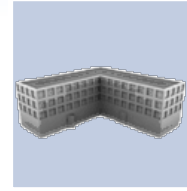
Types of Consumer

Personal consumers



- Initiators
- Influencers
- Deciders
- Buyer
- Uses

Organizational consumers



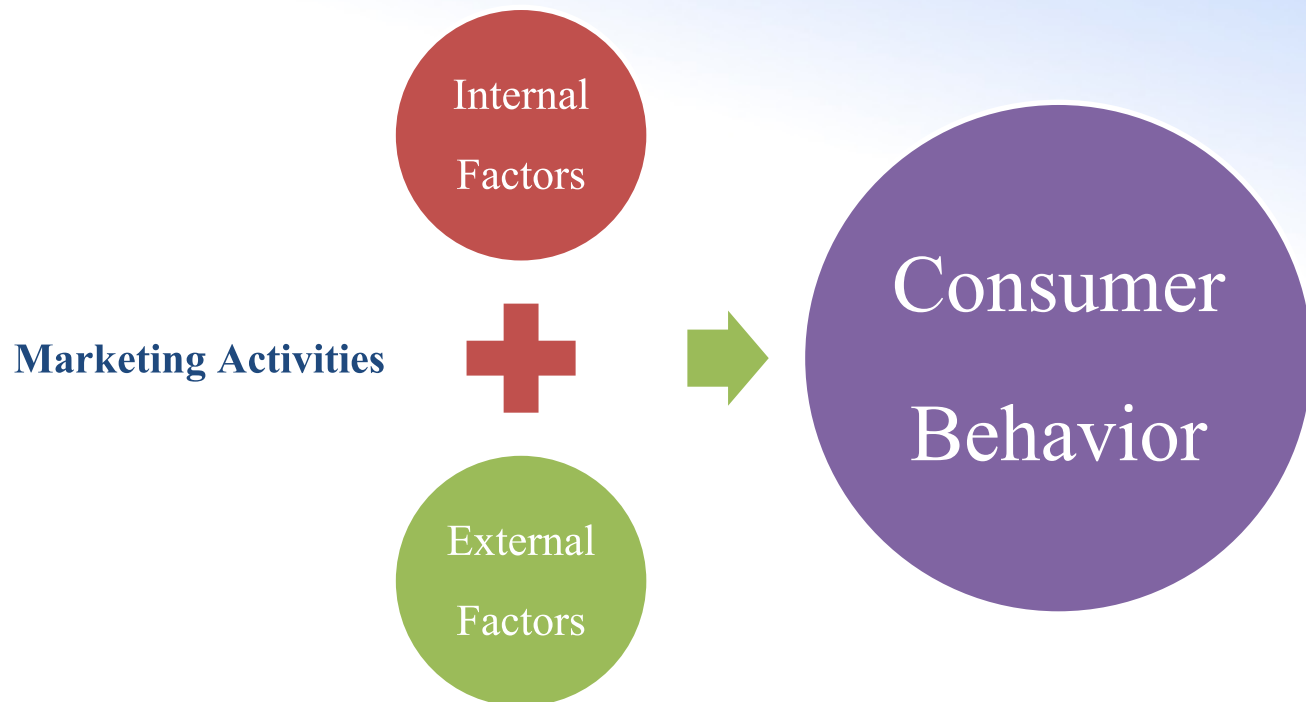
- Industrial consumers
- Institutional consumers
- State consumers

- Initiators
- Influencers
- Deciders
- Buyer
- User
- Approvers
- Gatekeepers

Concepts and Importance of Consumer Behavior

Factors Influencing Consumer Behavior

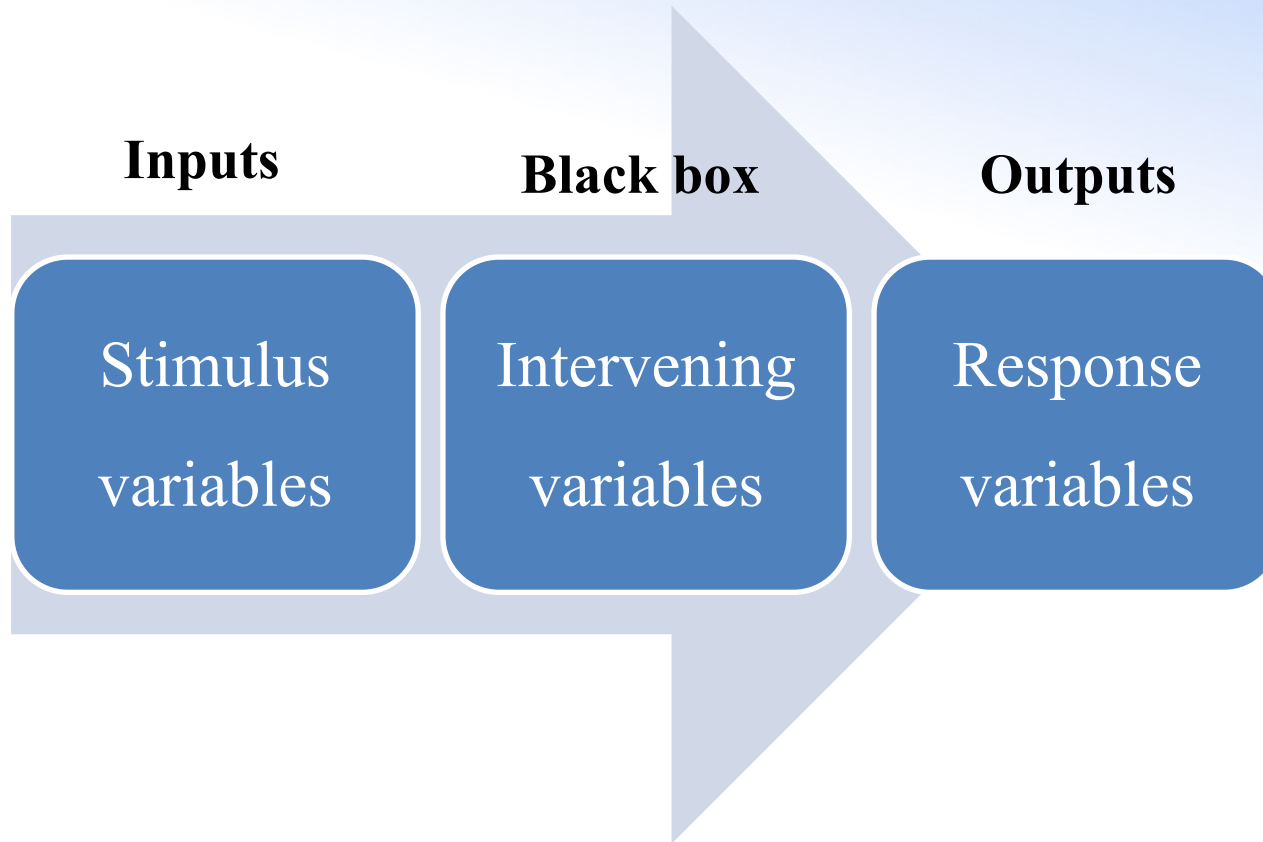
Factors Influencing Consumer Behavior



Concepts and Importance of Consumer Behavior

Models of Consumer Behavior

Smith and Taylor (Stimulus-response model or Black box model)



Concepts and Importance of Consumer Behavior

Models of Consumer Behavior

Meldrum and McDonald Model

External factors

- Economic condition
- New technology
- Media
- Law and politics
- Social culture
- Marketing mix



Buyer's black box

Characteristics

- Culture
- Social context
- Family values
- Psychology profile

Personal circumstances

- Socio-economic position
- Lifecycle stage
- Lifestyle
- Access to credit

Decision process

- Recognition of need
- Information search
- Evaluation
- Purchase intention
- Purchase
- Post-purchase perceptions



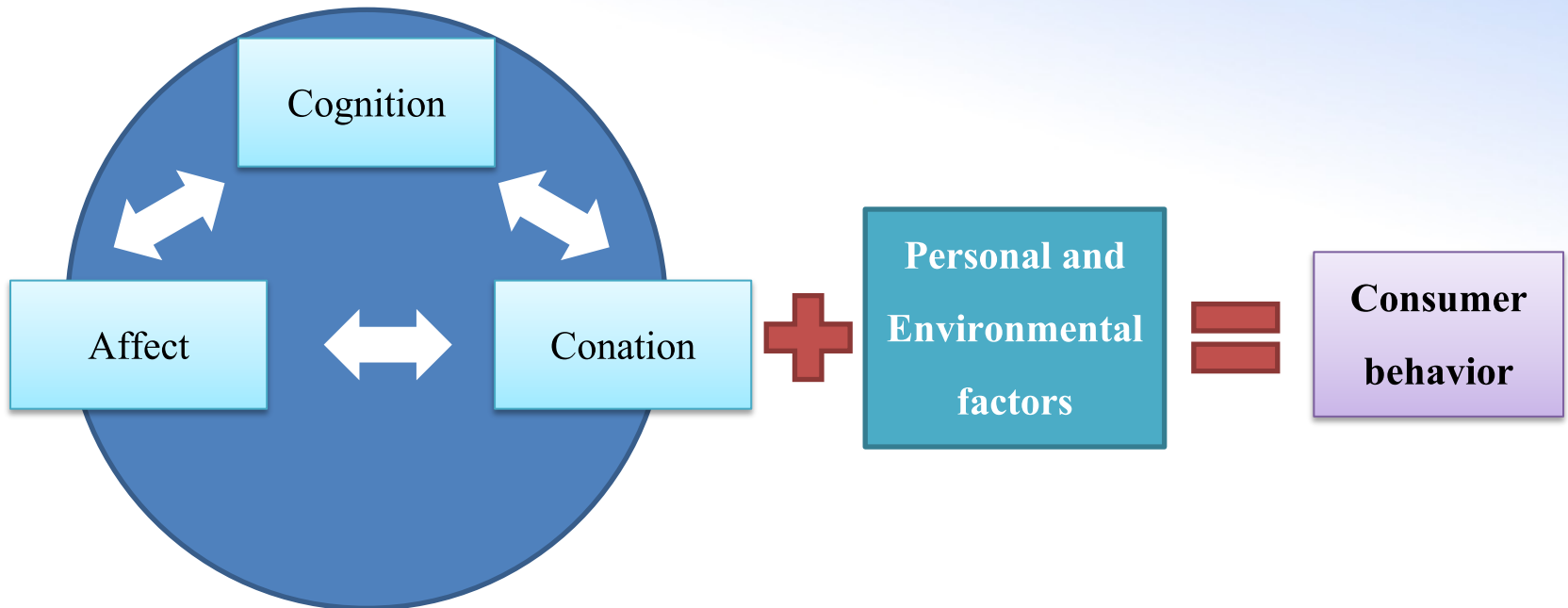
Outcomes

- Product form
- Brand
- Retail outlet
- Value
- Form of payment
- Timing of purchase

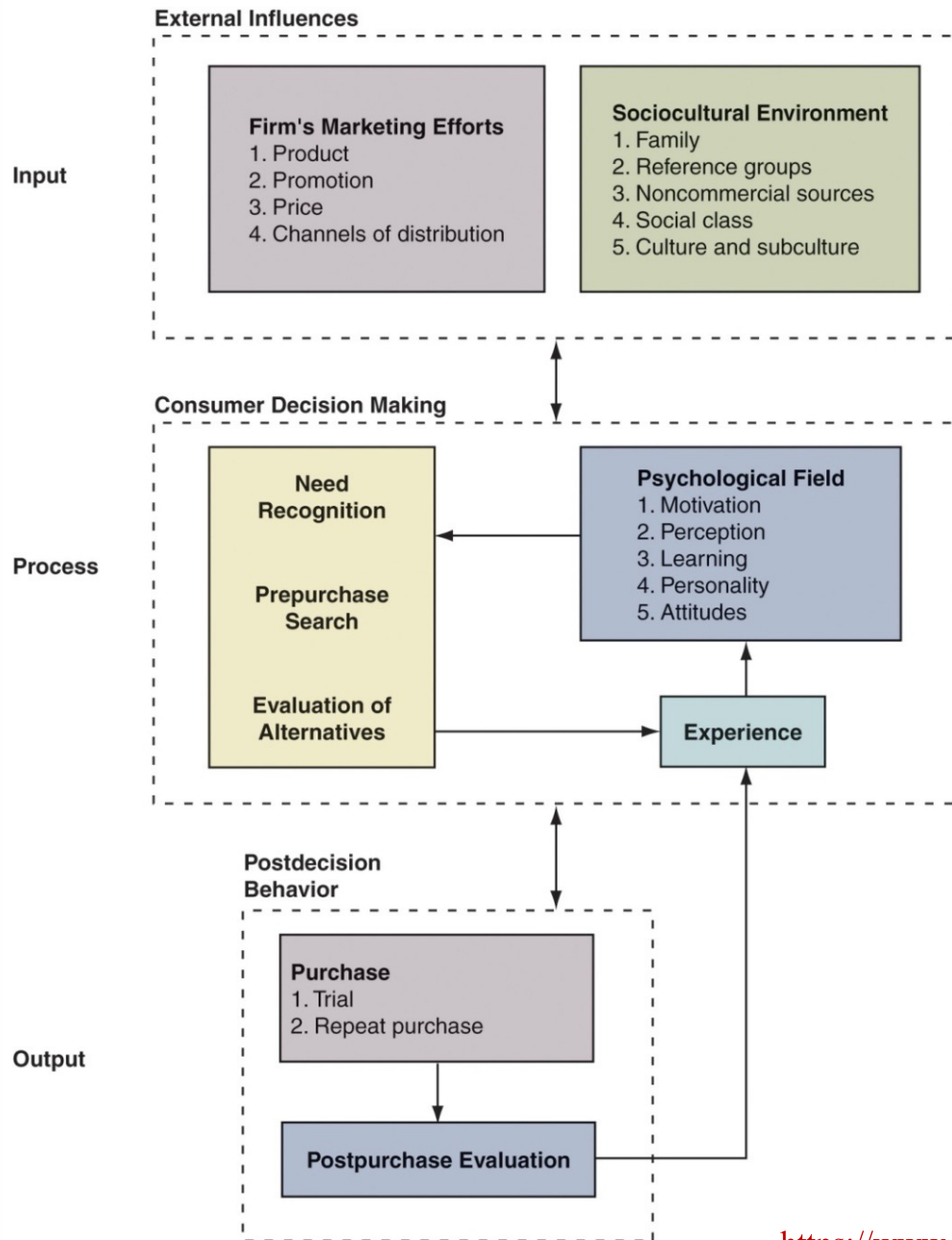
Concepts and Importance of Consumer Behavior

Models of Consumer Behavior

Blythe Model



Schiffman and Kanuk Model (10th Ed.)



Motivation = Drive (Fulfill Needs)

Perception = Image in Mind

Learning = Knowledge

Personality = Habit

Attitude = Like or Dislike

<https://www.batheories.com/schiffman-and-kanuks-model/>

Concepts and Importance of Consumer Behavior

Consumer Behavior Studies

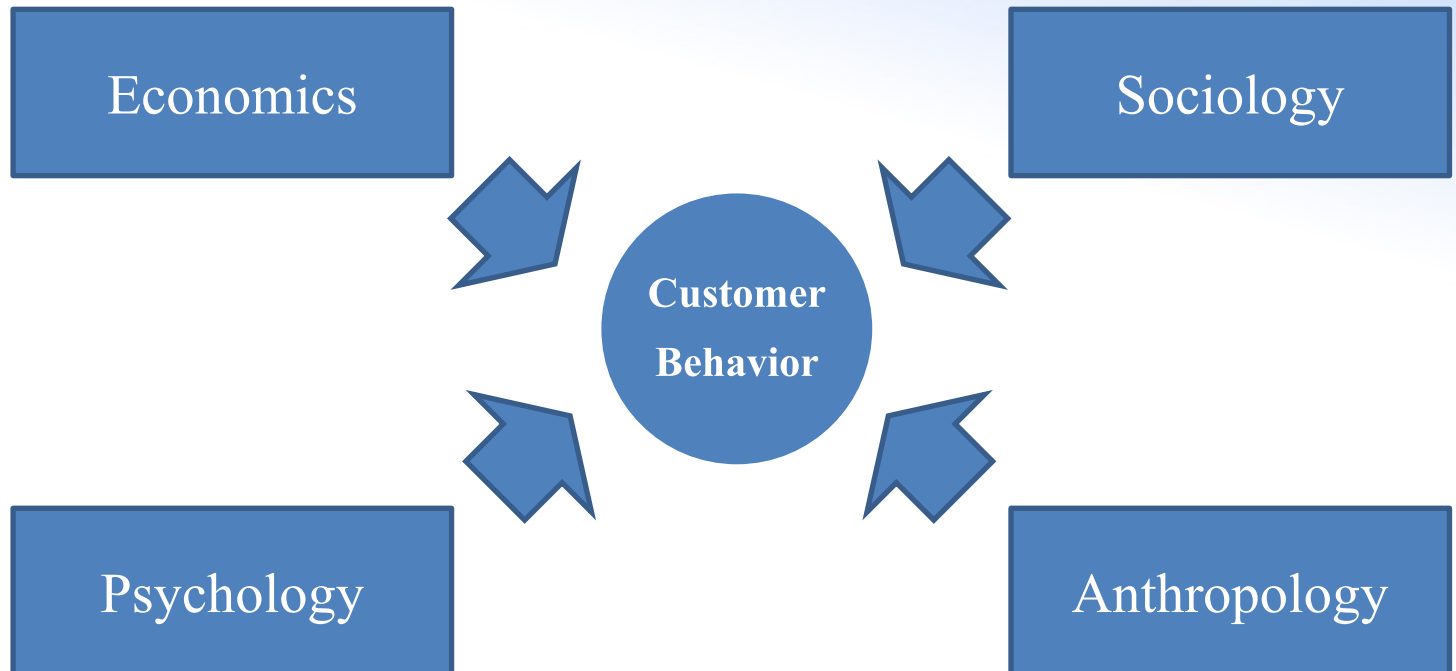
Study Topics



Concepts and Importance of Consumer Behavior

Consumer Behavior Studies

Consumer Behavior Studies



Consumer Trends

- **From Product Focus to Customer Focus**
- **Fragmented Market**
- **Time Value**
- **Customization**
- **Internet**

The Importance of Consumer Behavior

- **Marketing manager**
- **Ethicists and advocacy groups**
- **Public policy makers and regulators**
- **Academics**
- **Consumers and society**

Concepts and Importance of Consumer Behavior

Consumer Behavior and Marketing Management

Consumer Behavior and Marketing Management



CONSUMER BEHAVIOR

End of Chapter 1: Concept and Importance of Consumer Behavior