



SUAN SUNANDHA RAJABHAT UNIVERSITY

CONSUMER BEHAVIOR CONCEPTS



Course Content

Definitions and Importance

Consumers: Types and Roles

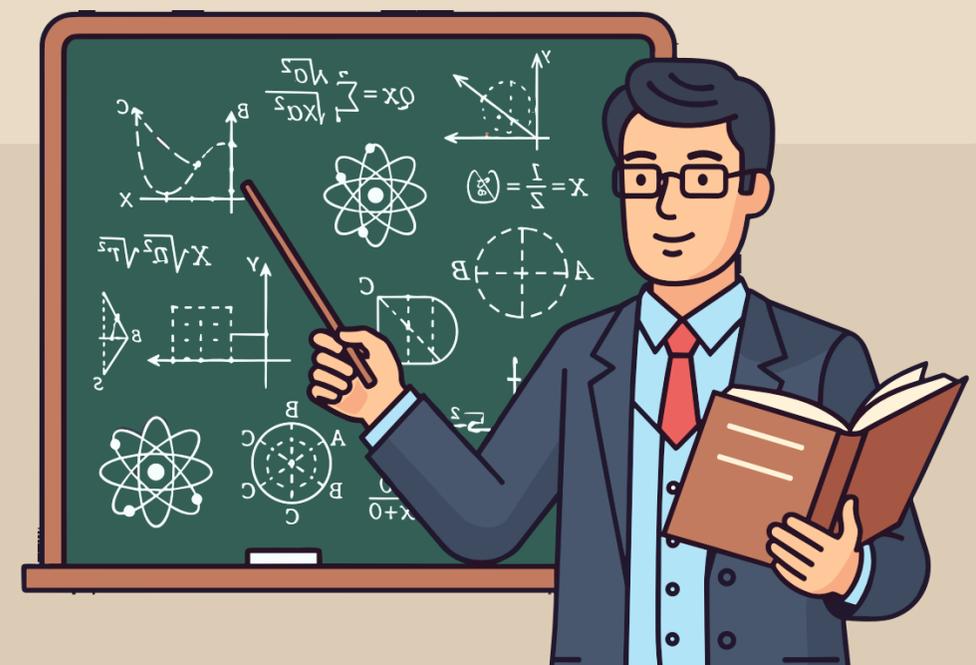
Consumer Behavior Models



Consumer Behavior

Schiffman and Kanuk (1987) Consumer behavior refers to the actions consumers display in searching for, purchasing, using, and evaluating products and services that they expect will satisfy their needs.

Engel Kollat and Blackwell (1968) It refers to the actions of an individual directly involved in obtaining and using products and services.





Consumer Behavior

All actions or activities related to the decision-making process, purchase, usage, and disposal of products or services to satisfy personal needs or desires.

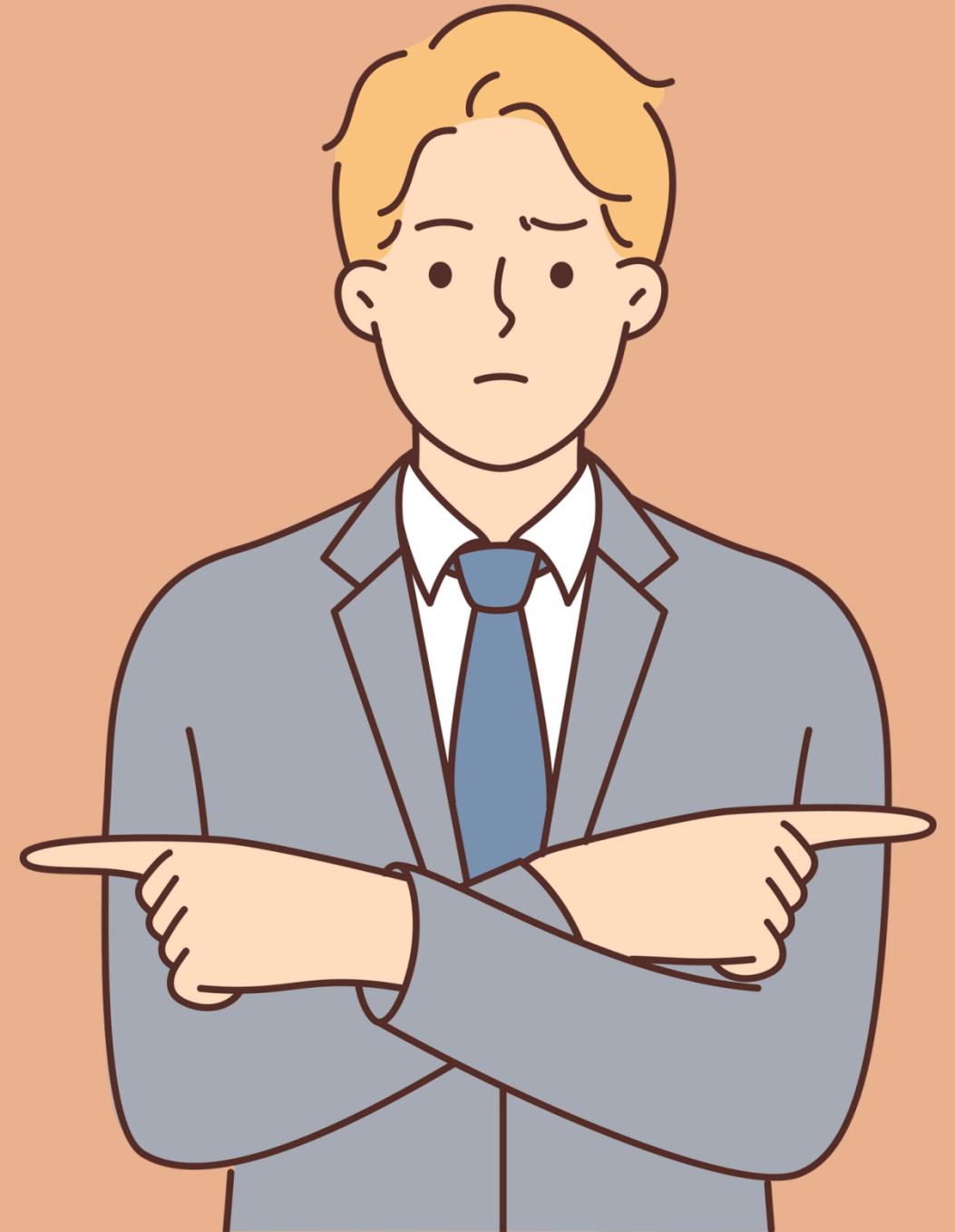
Coverage:

Includes processes before, during, and after the purchase.

Consumer Behavior Activities

Selection Decision

It is a consumer's mental process in making a decision to purchase products or services. This covers various behaviors, starting from need recognition, information search, evaluation of alternatives, and ultimately, the purchase decision.



Consumer Behavior Activities

Purchasing

It is the action taken to acquire the products or services that the consumer desires, ranging from selecting the purchase source to the payment process for those products or services.



Consumer Behavior Activities

Usage

It is the process where consumers utilize products or services to gain the intended benefits.



Consumer Behavior Activities

Disposal

It involves disposing of the remaining parts of products or services, which may include recycling, reselling, or donating.



Objectives of Studying Consumer Behavior

Describe

Predict

Understand

Control



Objectives of Studying Consumer Behavior

Describe

The study of consumer behavior enables us to explain which behaviors occur and in what manner they take place.

Understand

The study of consumer behavior makes it possible to understand the underlying causes of those various behaviors and what drives them.

Objectives of Studying Consumer Behavior

Predict

Understanding the causes and conditions of such behaviors allows for the formulation of behavioral principles, which can then be used to predict future behaviors.

Control

Once we understand behavior to the point of being able to predict it, we can manipulate or change certain conditions within the behavioral context to achieve the desired outcomes.

Consumers: Types and Roles

Types of Consumers

Personal Consumer

- Buying products or services for personal use or household use.
- Final consumer (end user)

Organizational Consumer

- Buying products or services for use in organizational operations.
- Whether for-profit or non-profit.
- Government agencies and various institutions.



Consumers: Types and Roles

Consumer Roles

Initiator

A person who perceives a need or desire and is the one to first suggest the idea regarding a particular product or service.

Influencer

A person who expresses themselves, whether intentionally or unintentionally, but influences the intention to select, purchase, and use various products or services.

Consumers: Types and Roles

Consumer Roles

Decider

A person who makes the decision or participates in deciding whether to buy, what to buy, how to buy, and where to buy.

Purchaser

A person who purchases a product or service, who may or may not be the user themselves.

User

A person who directly uses the product or service, who may not necessarily be the buyer.

Consumers: Types and Roles



The image shows a family where, out of nowhere, the son suggests that the household subscribe to a monthly NETFLIX service so that everyone can watch various programs according to their individual lifestyles. The father then calls a friend for advice on what to do, as all of his money is kept by the mother.

WHO IS??

INITIATOR

PURCHASER

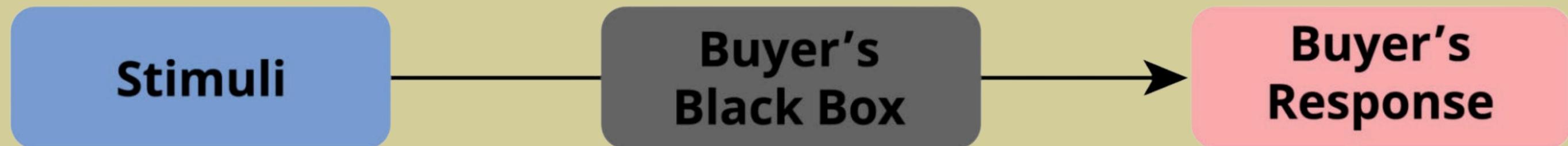
INFLUENCER

USER

DECIDER

Consumer Behavior Model

A marketing framework that views the consumer's mind as a 'black box,' where internal cognitive processes cannot be directly observed. Marketers study the inputs provided and the observable outputs to infer or understand what occurs within that black box leading to specific purchase decisions, in order to design more precise marketing strategies.



Consumer Behavior Model

Stimuli

An external factor or event that triggers a response or behavior.

- **Marketing Stimuli** (4Ps: Product Price Place Promotion)
- **Other Stimuli or Environmental Stimuli** (PESTEL: Political Economic Social Technological Environmental Legal)



Consumer Behavior Model

Buyer's Blackbox

The internal thinking and decision-making process within the buyer's mind, which cannot be known directly, is likened to an opaque box containing internal factors.

- **Buyer's characteristics** consist of three **main factors**: personal factors (gender, age, income, etc.), **external factors** (family, reference groups, culture, and social class), and **internal factors**, also known as psychological factors (motivation, perception, learning, attitudes, personality, and values).
- **Consumer Buying Decision Process**

Consumer Behavior Model

Buyer's Response

A concrete result that occurs after consumers have passed through various decision-making processes within their black box. These responses can be observed and measured from actual occurrences. Therefore, the response is like the answer consumers have toward our various marketing stimuli.

- **Product Decision**
- **Brand Decision**
- **Vendor Decision**
- **Purchase Timing**
- **Purchase Amount**
- **Payment Method**

Q & A

