

BUYER BEHAVIORS

CHAPTER 3

CHAPTER OBJECTIVES

What are the steps and issues associated with the consumer buying decision-making process?

How do attitudes and values influence buyer behaviors?

How can traditional factors and new trends affect consumer purchasing decisions?

CHAPTER OVERVIEW

Consumer
purchase
process



Consumer
buying
environment



Recent trends
in consumer
behavior

PRIMARY GOAL OF AN IMC PROGRAM

- Persuade customers to **buy** your product/service
- Need to **understand** how a consumer makes his purchase decision
 - Following purchase decision steps makes for a better marketing plans



CONSUMER PURCHASE PROCESS

1

Problem
Recognition

2

Information
Search

3

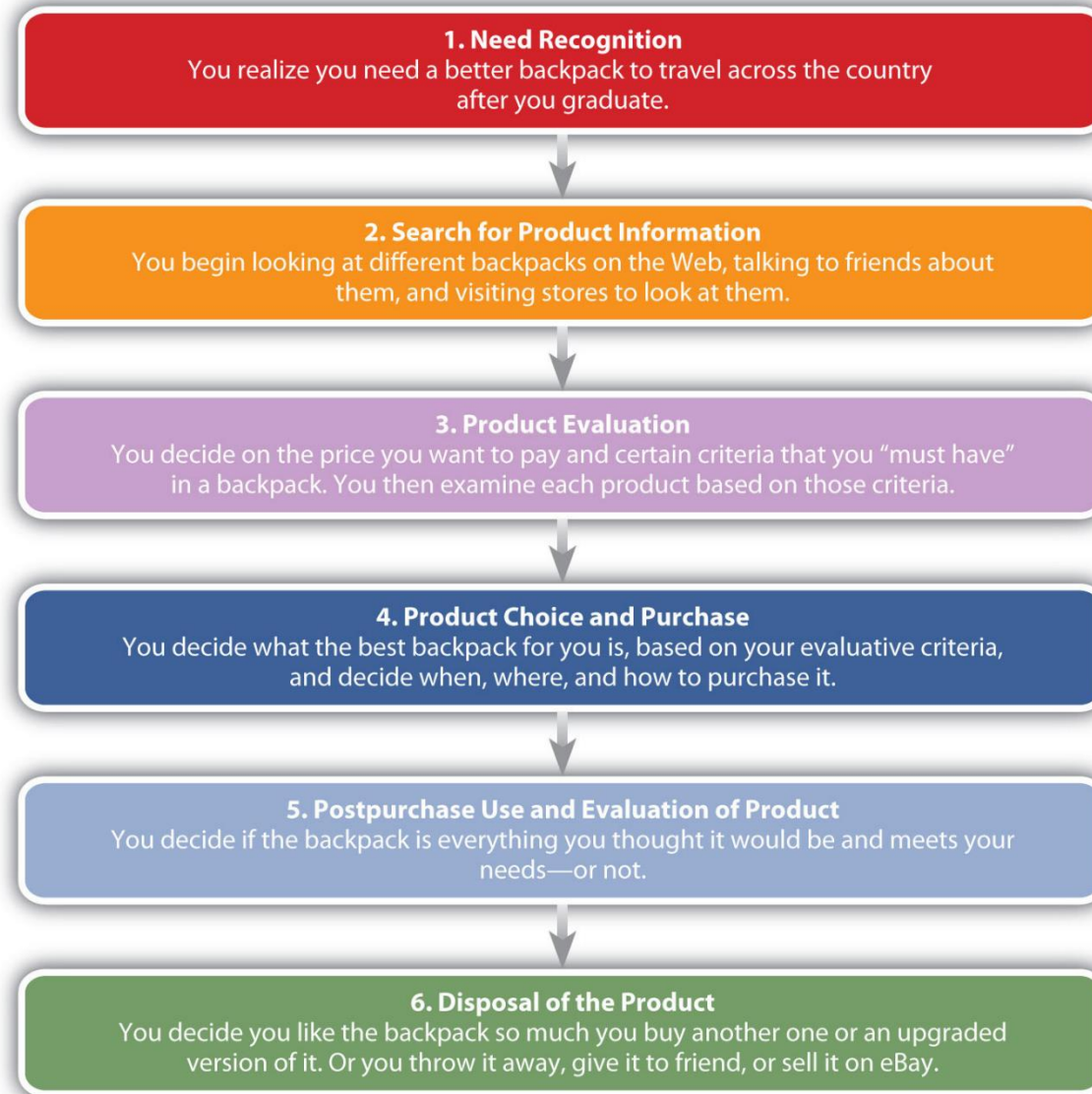
Evaluate
Alternatives

4

Purchase
Decision

5

Postpurchase
evaluation



PROBLEM RECOGNITION



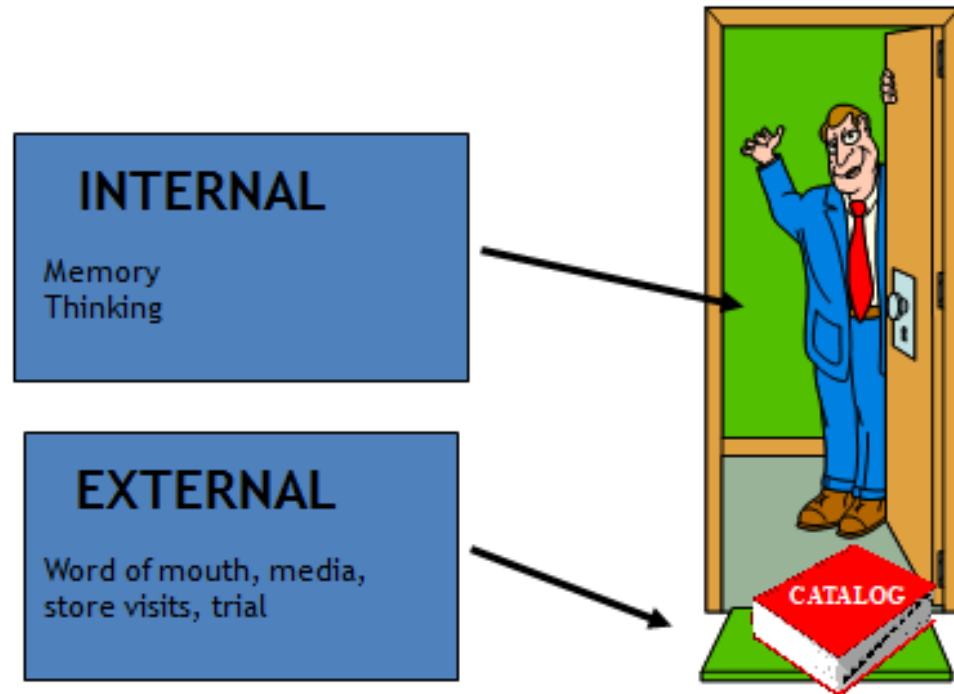
- The customer notices a need or want
 - I'm out of laundry detergent
 - I need a vacation
 - I got a new job with a 60 mile commute each way
 - I'm moving to a new apartment
 - My mother is getting old and can't take care of herself
 - My boyfriend moved to India
 - I want to celebrate my 21st birthday in Vegas



INFORMATION SEARCH

- I. Search for information for alternative ways to solve the problem
 - Dissatisfaction with the last purchase
 - Desire to try a new product for novelty or variety
 - Desire to expand an information search after hearing about a new brand

TWO TYPES OF INFORMATION SEARCHES



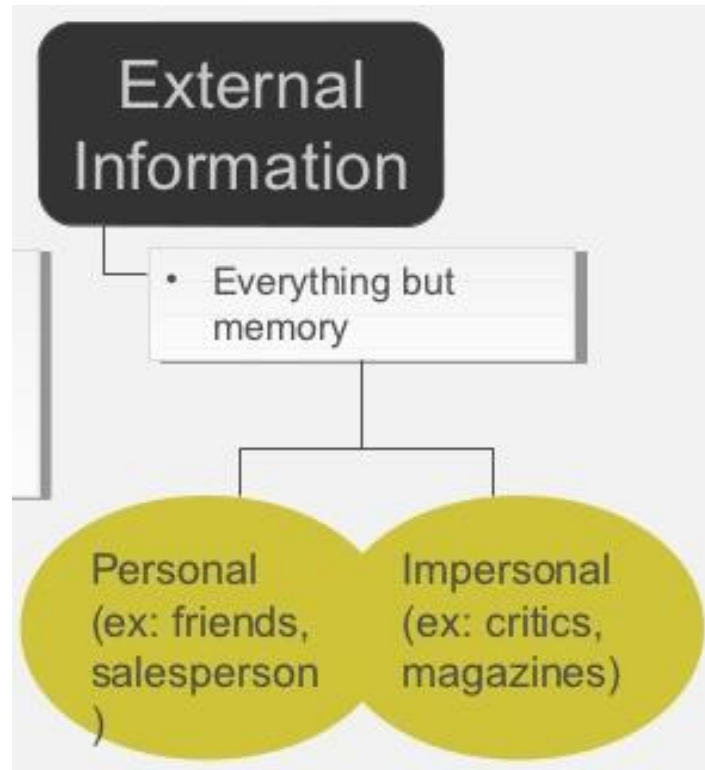
- Internal search
 - Recall of image or product that fulfill need
- External search
 - Insufficient internal information to make a purchase decision

INTERNAL SEARCH

- Marketers must build equity
 - So that the company's brand will be recalled during an internal search.
- Think about brands
- Quickly reduce options
- Choice based on past experience
 - *Brand awareness and brand equity important*



EXTERNAL SEARCH



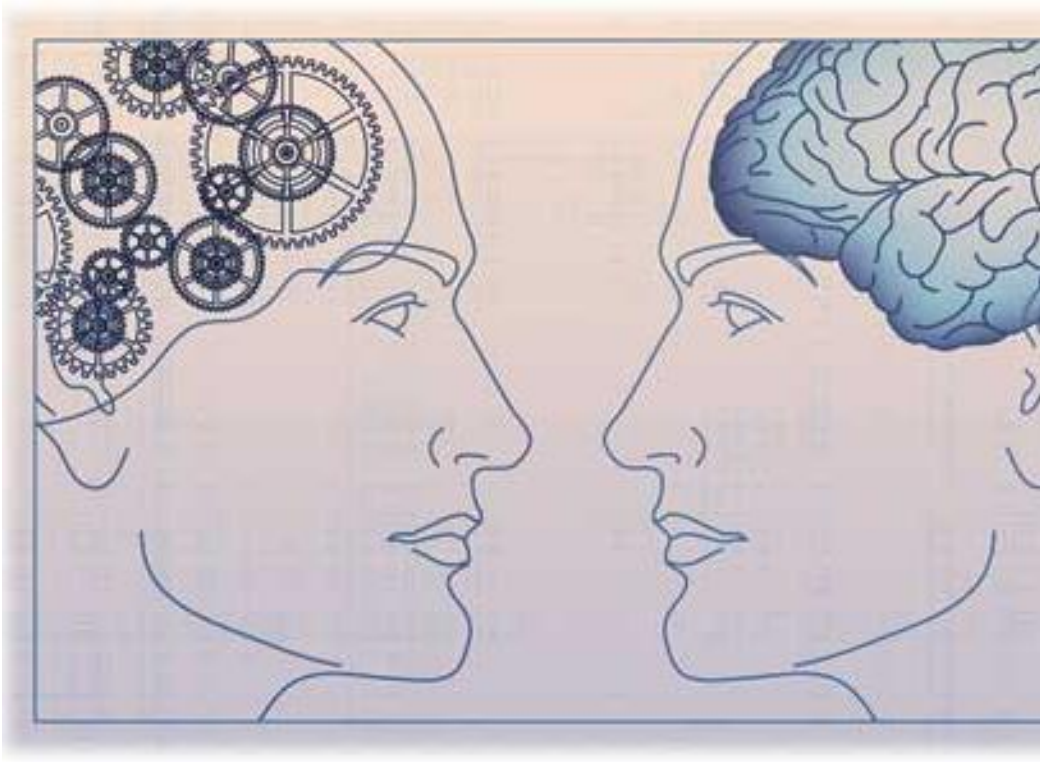
- Insufficient internal information to make a purchase decision
- Sources
 - Friends
 - Relatives
 - Magazines
 - Advertisement
 - In-store displays
 - Internet

FACTORS MAKING UP AN EXTERNAL SEARCH



1. Ability to search
2. Motivation
3. Costs
4. Perceived benefits of the search

DURING THE INFORMATION SEARCH, ADVERTISERS NEED TO UNDERSTAND...



1. Consumer attitudes
2. Consumer values
3. Cognitive mapping

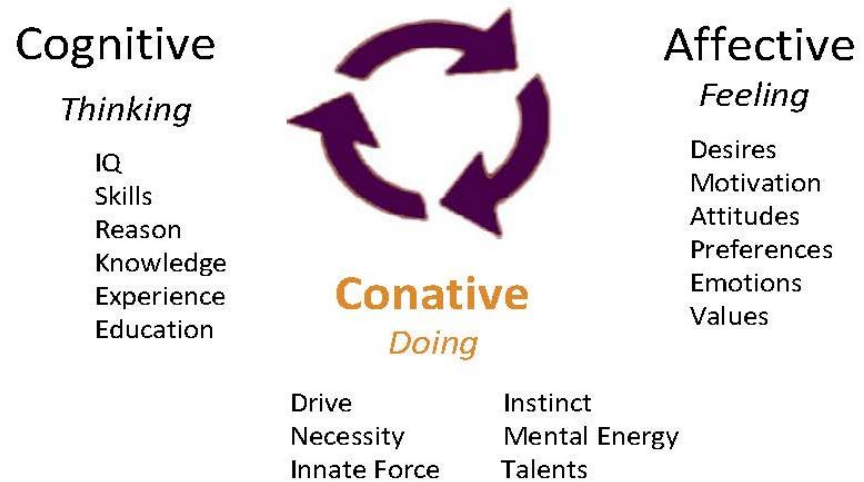
CONSUMER ATTITUDES

- **Mental position** taken toward a topic, a person or an event that influences the holder's feelings, perceptions, learning processes and behaviors.
- Definition. Attitude = a favorable or unfavorable evaluative reaction toward something or someone, exhibited in one's beliefs, feelings, or intended behavior.



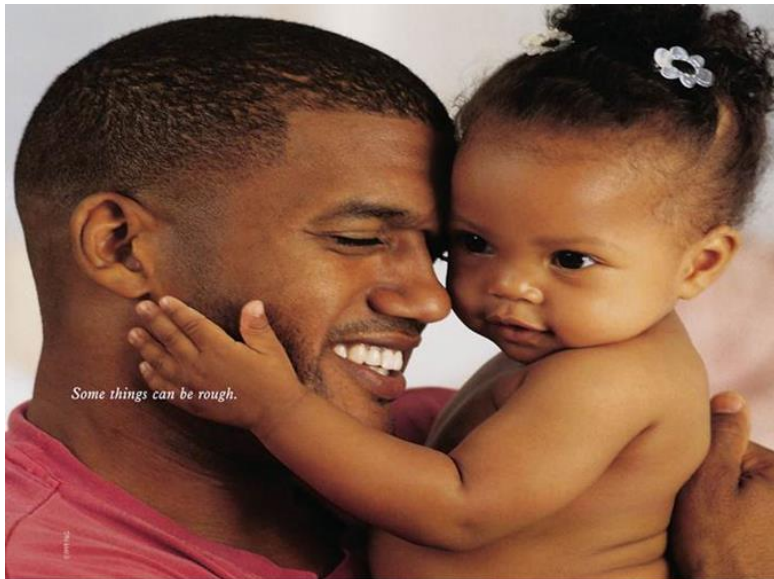
THREE PARTS OF ATTITUDE

Three Parts of the Mind



- **Cognitive** part of the brain has to do with intelligence, the **affective** deals with emotions and the **conative** drives how one acts on those thoughts and feelings.

ADS PERSUADE THE ATTITUDE THROUGH 3 COMPONENTS



- **Affective** - contains the feelings or emotions a person has about the brand
- **Cognitive** – The knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources
- **Conative** - is an individual's intentions, actions, or behavior to act in a certain way with regard to the attitude object

 *Her wipe shouldn't be one of them.*
Do you think your wipe is gentle enough? Pampers is.
You can count on Pampers wipes to always be just what you need.

Pamper the skin they're in.

DMB&B
©1999, Mastercard Bank, Inc.
Client: Pampers Baby Wipes
Product: Pampers Baby Wipes
Job #: 1000000000
Headline: Some things can be...
Positioning: Moisture
Space: Full Page, 10" x 10" (100 sq. in.)
Illustration: Illustration 100
Bleed: 0.125" (10 x 10 x 10)
Trim: 0.125" (10 x 10 x 10)
Safety: 0.125" (10 x 10 x 10)
Art Director: M. Gagne
Copywriter: J. Maitland
AE: C. Dantley
Printer: Pacific M. Brown
Computer Artist: J. Nigam

CONSUMER VALUES

- Strongly held beliefs about various topics or concepts and lead to the judgments that guide personal behaviors.
- By appealing to the basic values marketers hope to convince prospective customers that their products can help them achieve a desirable outcome.
- Values are those things that really matter to each of us
 - Strongly held beliefs
 - Enduring
 - Not easily changed
 - Brands tied to values (patriotism, health)



CONSUMER PERSONAL VALUES

- **Comfortable Life**
- **Equality**
- **Excitement**
- **Freedom**
- **Fun, exciting life**
- **Happiness**
- **Inner peace**
- **Mature love**
- **Personal accomplishment**
- **Pleasure**
- **Salvation**
- **Security**
- **Self-fulfillment**
- **Self-respect**
- **Sense of belonging**
- **Social acceptance**
- **Wisdom**

Which personal values does this ad target?





Regret Nothing.
no sugar, no calories

Diet
Coke

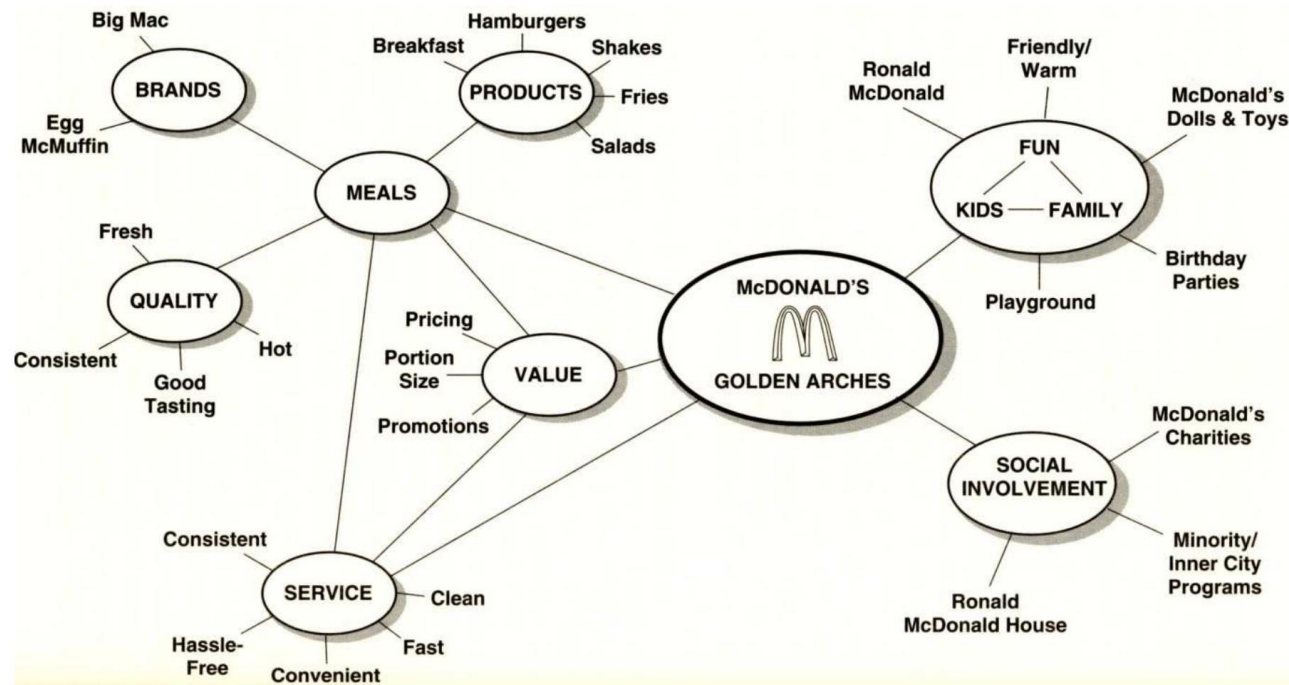
COGNITIVE MAPPING

- A **cognitive map** is a type of mental representation which helps us to acquire, code, store, recall, and decode information about products/services in our everyday environment.
- Assumptions
- Beliefs
- Interpretations of facts
- Feelings

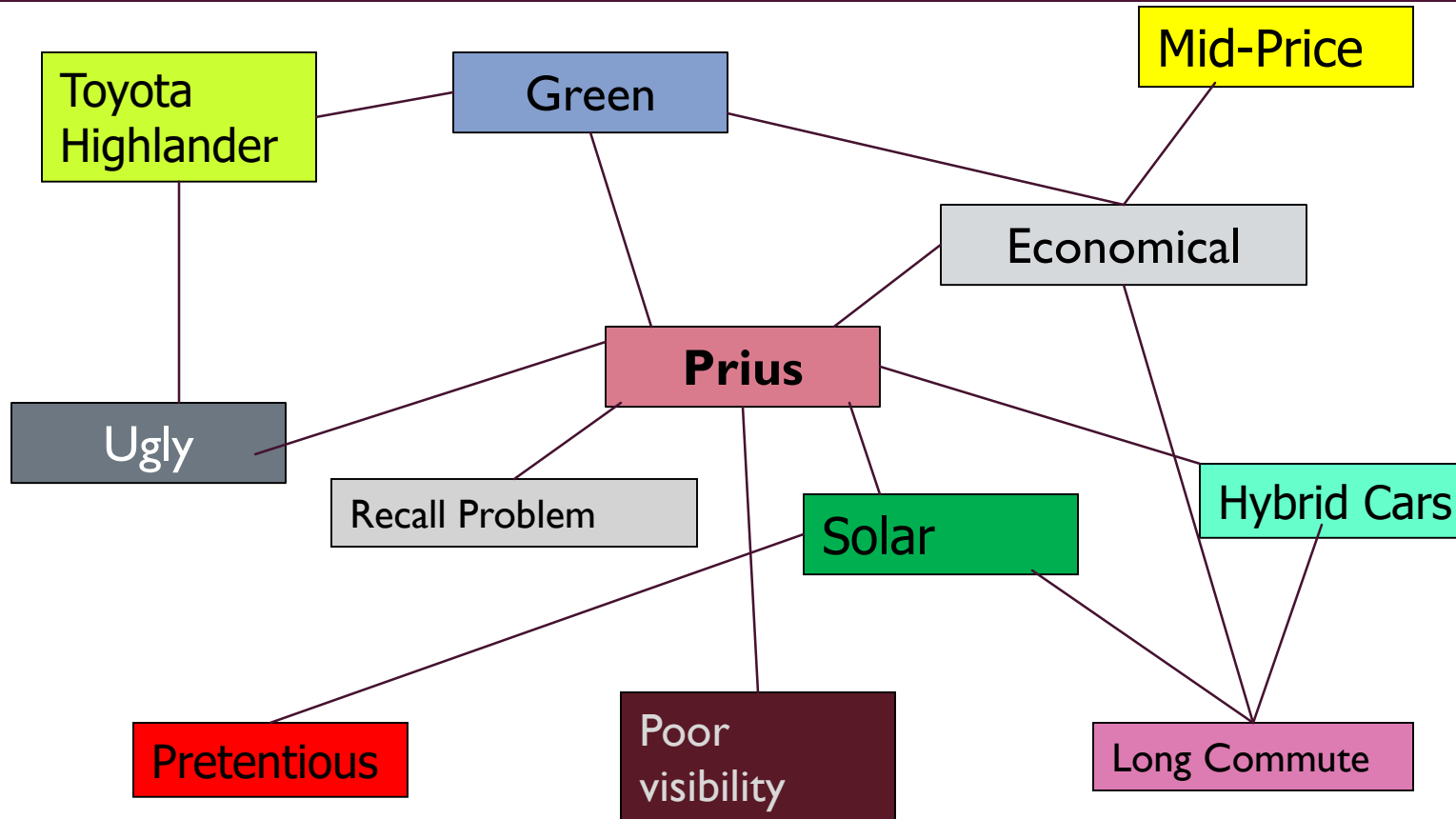


Cognitive - The knowledge and perceptions that are acquired by a combination of direct experience with product/service and related information from various sources

COGNITIVE MAP FOR MCDONALDS



PRIUS





COSTCO

Let's draw a cognitive map for Disneyland...

DISNEYLAND

- Product
- Value
- Brand
- Service
- Social
- Quality



What do these ads do to my cognitive map?
What is the role of marketing



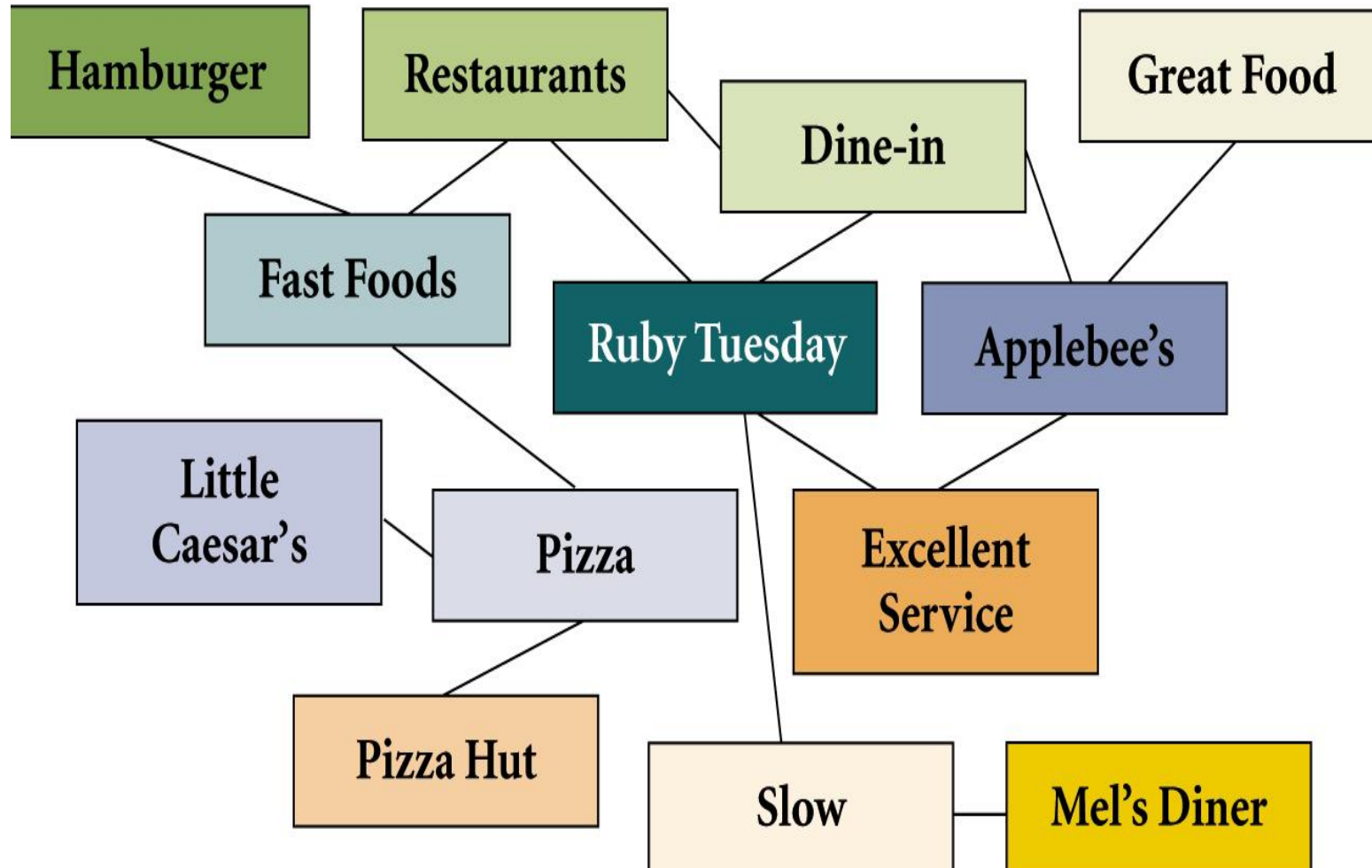
Marketing Message

Strengthen current linkage

Modify current linkage

Create new linkage

Cognitive Map for Ruby Tuesday



JOB OF THE CREATIVES



- Design ads that reach the linkages consumers already have
 - Volvo = safety
 - Nordstrom's = service
 - Walmart = value
 - Axe = sex
- Make sure the ad is processed into long term memory

PRINCIPLES CONCERNING PROCESSING OF INFORMATION AND COGNITIVE MAPPING

- FINAL WORD.....
- Cognitive mapping enhances the movement of messages from short-term to long-term memory.
- Most persuasive messages reinforce current linkages.
- Repetition is necessary to establish new linkages.
- Modifying or creating new linkages is difficult.

3. EVALUATION OF ALTERNATIVES

1

Problem
Recognition

2

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Search

3

Evaluate
Alternatives

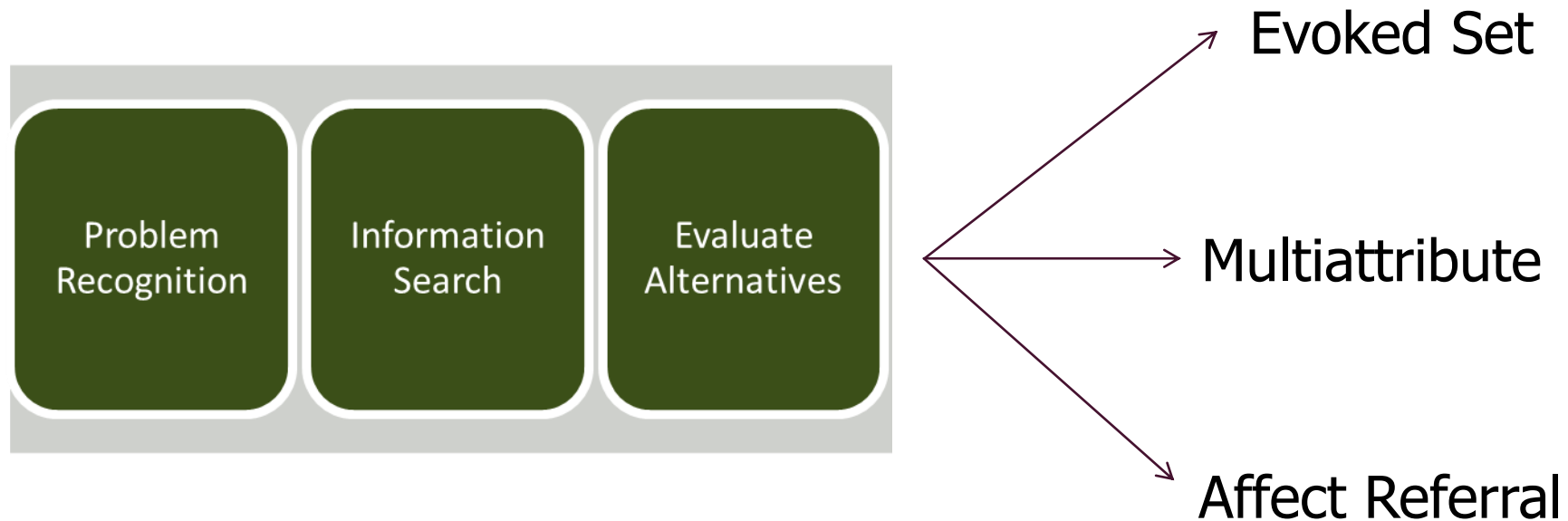
4

Purchase
Decision

5

Postpurchase
evaluation

EVALUATION OF ALTERNATIVES



Understanding how consumers evaluate choices helps the firm's marketing team develop materials that lead consumers to favor a given brand.

01

Problem
Recognition

02

Information
Search

03

Evaluate
Alternatives

04

Purchase
Decision

05

Postpurchase
evaluation

EVOKED SET METHOD

- **Evoked set** - brands that are considered in a purchasing situation
 - Often generated internally during the information search stage of the process
 - Consists of brands the consumer is aware of and would consider purchasing, often brands that the consumer has used in the past
- **Inept set** - brands the consumer **will not** purchase, either because of a bad personal experience or information received from another source
- **Inert set** - are brands the consumer does not know anything about or has so little information a judgment cannot be made.
 - Goal is to transfer the brand into the evoked set



CONSIDERING A FAST FOOD RESTAURANT

- Evoked Set

- McDonalds
- In and Out

- Inept Set

- Taco Bell – got sick last time ate there

- Inert Set

- Popeye's – heard about it from friends and ads
- KFC – offer grilled chicken now???



MULTIATTRIBUTE APPROACH



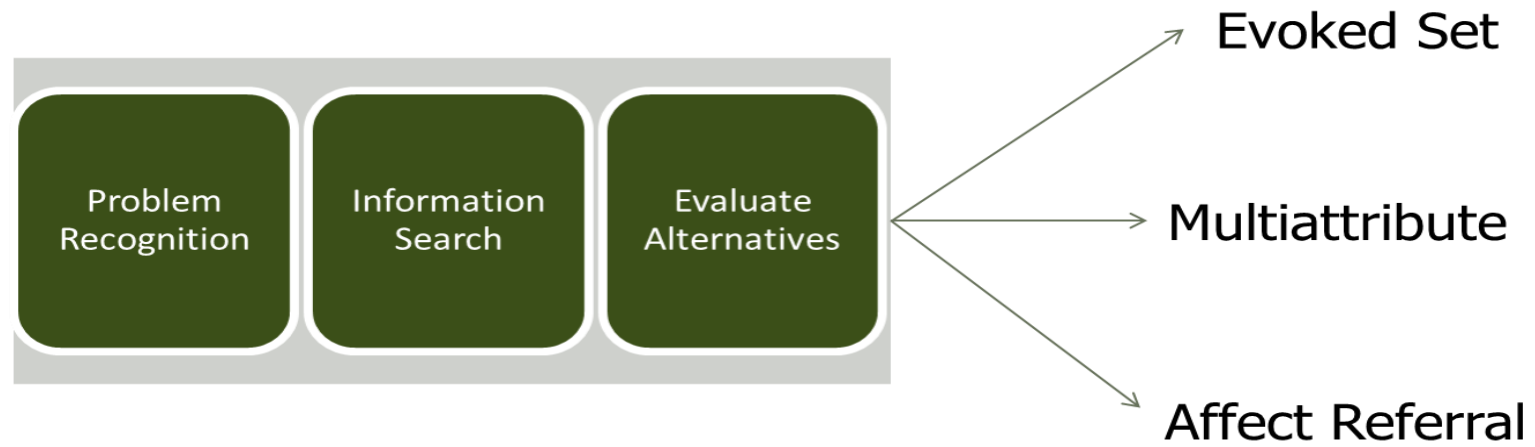
- Used for high end products consumers often examine sets of attributes across sets of products or brands.
- The multiattribute model assumes that a consumer's attitude toward a brand is determined by:
 1. The consumer's beliefs about a brand's performance on each attribute
 2. The importance of each attribute to the consumer

Multiattribute

- 6 cylinder
- 7,750 rpm
- Torque
- Performance/fuel consumption
- Maximum speed
- Electrical system
- Battery
- Power transmission
- Brakes
- Size/dimension
- Style
- Reputation
- Consumer report rankings
- Weight
- Material



Affect Referral



AFFECT REFERRAL

- Third model of consumer evaluations of purchase alternatives
- Suggests that consumers choose brands they like the **best** or ones with which they have emotional connections
 - No evaluation of attributes
 - Buys based on brand that gives a positive feeling



TRENDS IN THE CONSUMER BUYING ENVIRONMENT AFFECT PURCHASING PATTERNS

- Age complexity
- Gender complexity
- Individualism
- Active, busy lifestyles
- Communication Revolution
- Pleasure Binges
- Health Emphasis

AGE COMPLEXITY



Young people "growing up" more quickly. Older people refusing to "grow old."



There are journeys that turn into legends. Balinese Islands. 50-57

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LOUIS VUITTON

**MAYBE
NEVER
FOUND
A WAY**

BE 



Die Menge an Teer, Nikotin und Kohlenmonoxid, die Sie
inhallieren, variiert, je nachdem, wie Sie Ihre Zigarette rauchen.



GENDER COMPLEXITY

**MEN, ISN'T IT GOOD
TO KNOW COMFORT
HAS ARRIVED?**

NEW DOVE MEN+CARE
[BE COMFORTABLE IN YOUR OWN SKIN]









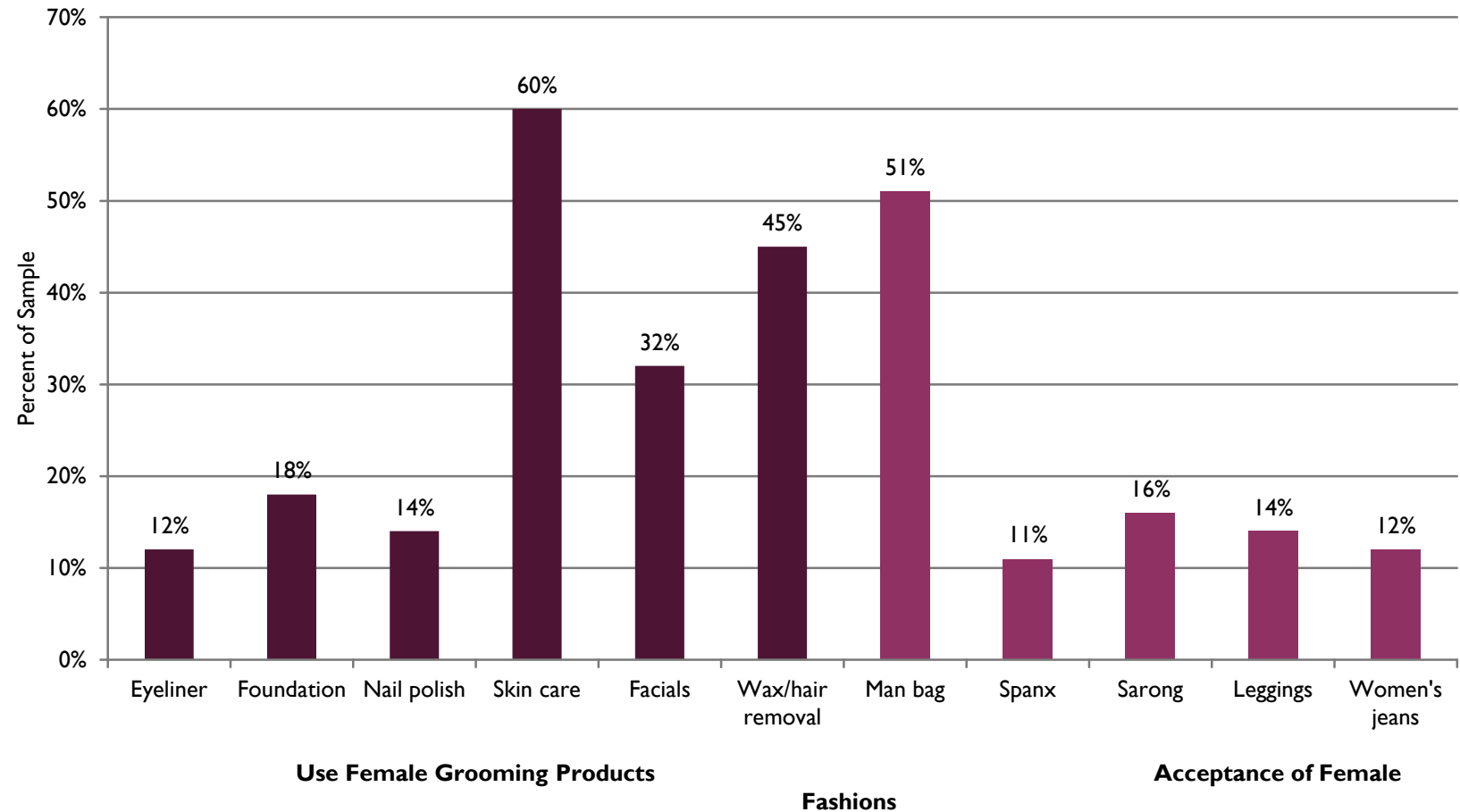
THE SHARPIE RETRACTABLE. ONE HAND IS ALL IT TAKES.



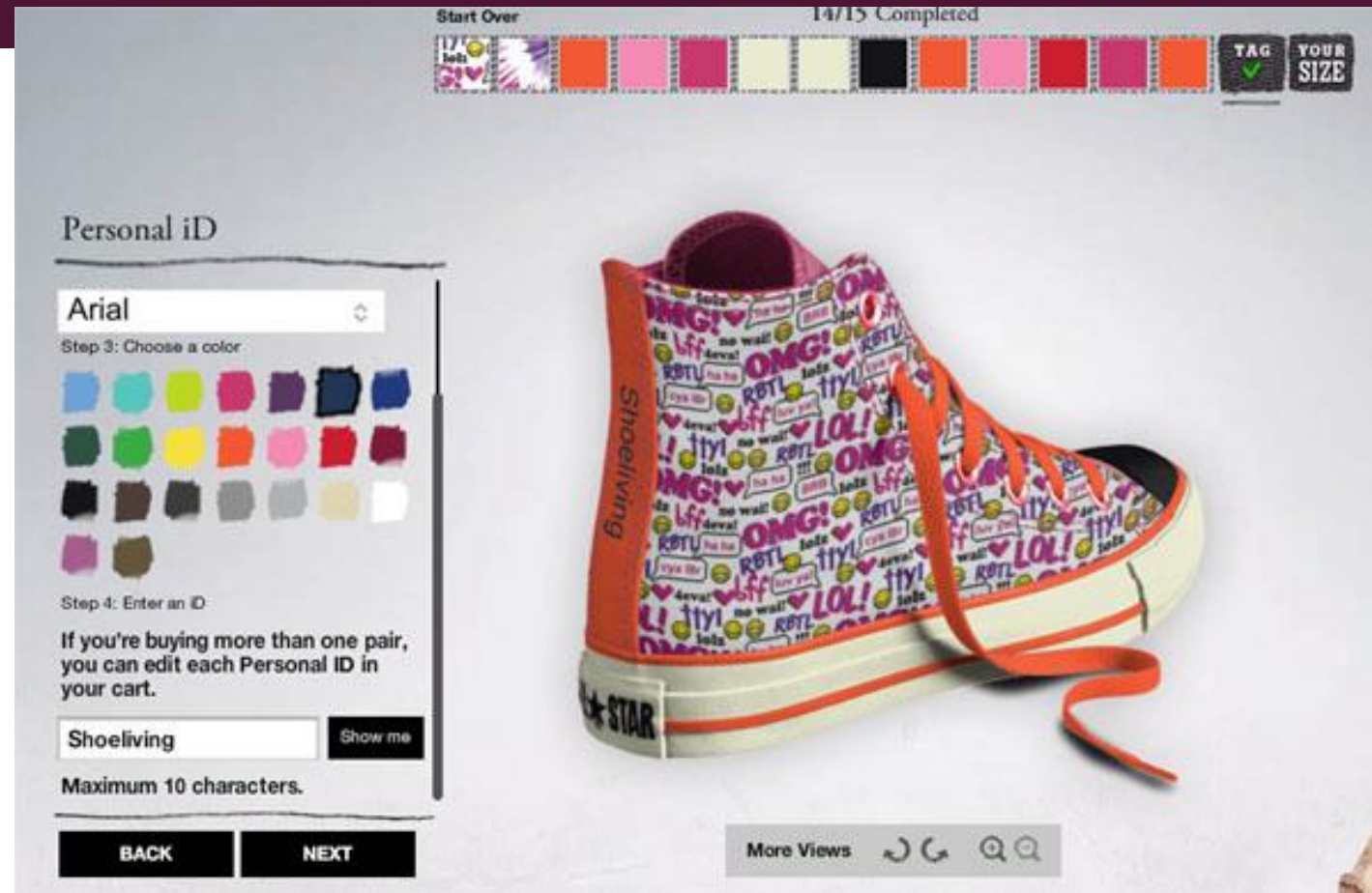
NOW AVAILABLE IN 12 COLORS.

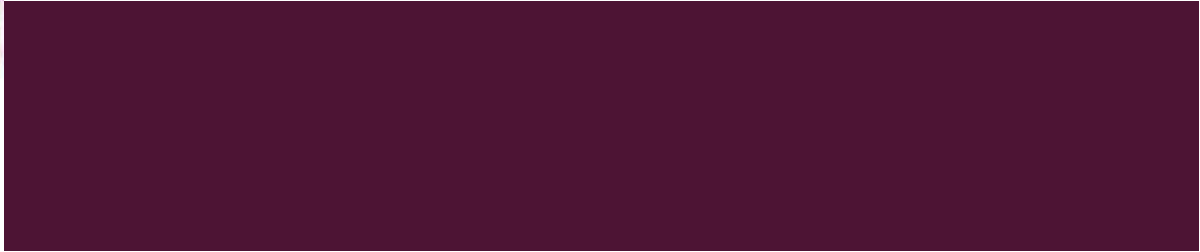


Acceptance of Female Products by Millennial Men



INDIVIDUALISM







Echo Charlie Pack

Main Color White Print

Contrast Color Redline

Webbing White

Trim Black

Logo White

Embroidery

Price **\$110.00** [ADD TO CART](#)

[VIEW 1](#) [VIEW 2](#) [VIEW 3](#) [INFO](#) [+ ENLARGE](#) [PRINT](#)

ACTIVE BUSY LIFESTYLES





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@waze

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Worldwide

waze.com

Joined April 2009

Tweets Tweets & replies Photos & videos



waze @waze · 19h

Truth



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Recipes



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per person/meal, incl. shipping

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Flexible
Subscription



Delicious
Recipes



Farm-Fresh
Ingredients

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per person/meal, incl. shipping

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Original Recipes Weekly



- Discover exciting, seasonal recipes created by our culinary team & renowned guest chefs
- Recipes never repeated in the same year
- Meals are 500-700 calories per serving and take 35 minutes to prepare



Pre-Portioned Ingredients



- Ingredients are perfectly pre-measured so there's no waste
- Cook with seasonal ingredients that are fresher than the supermarket
- Discover specialty products that are hard to find on your own



Convenient Delivery



- Free delivery nationwide
- Choose a delivery day that best fits your schedule
- Ingredients arrive in a refrigerated box so food stays fresh even if you're not home



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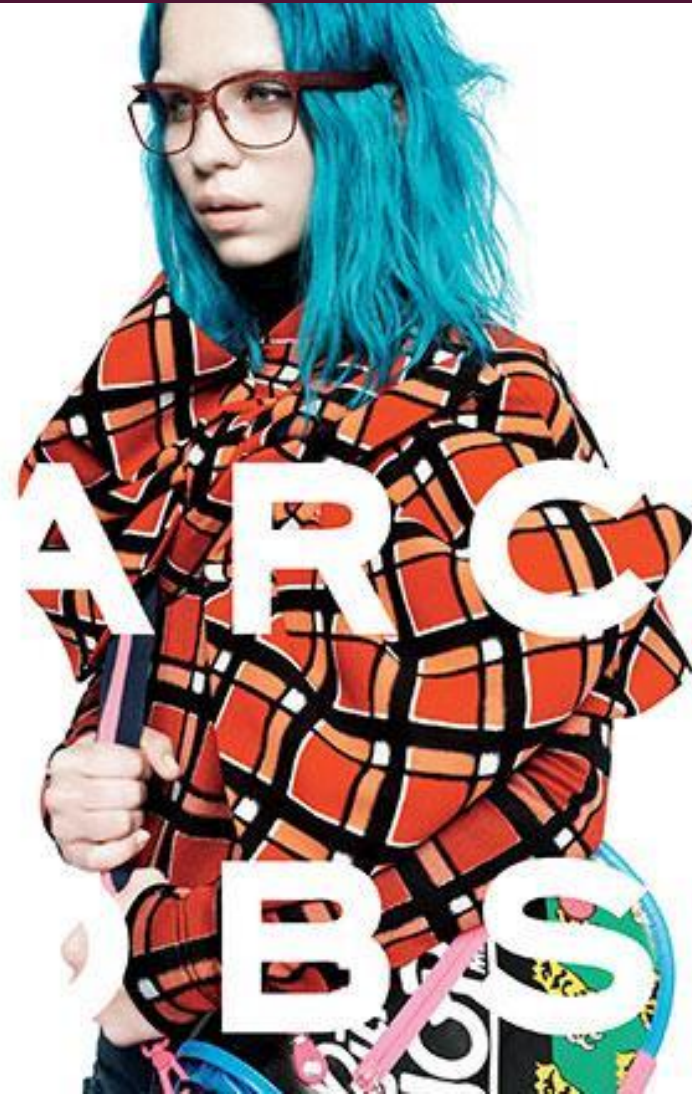
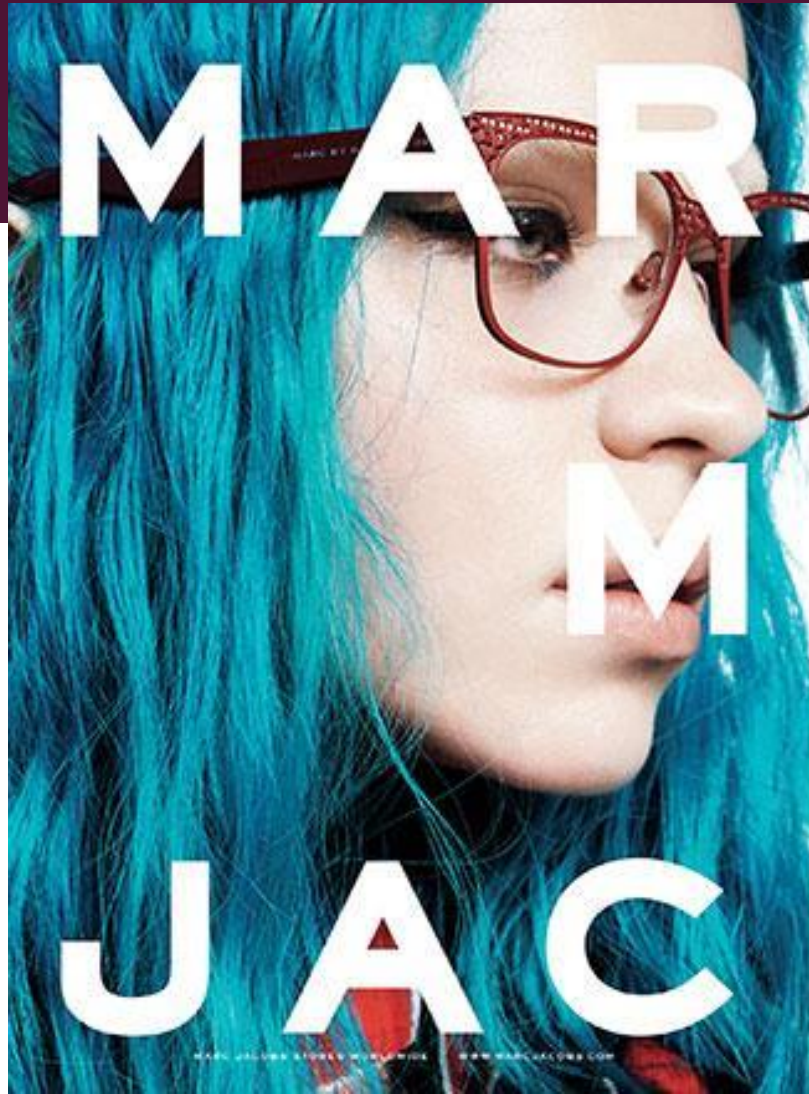
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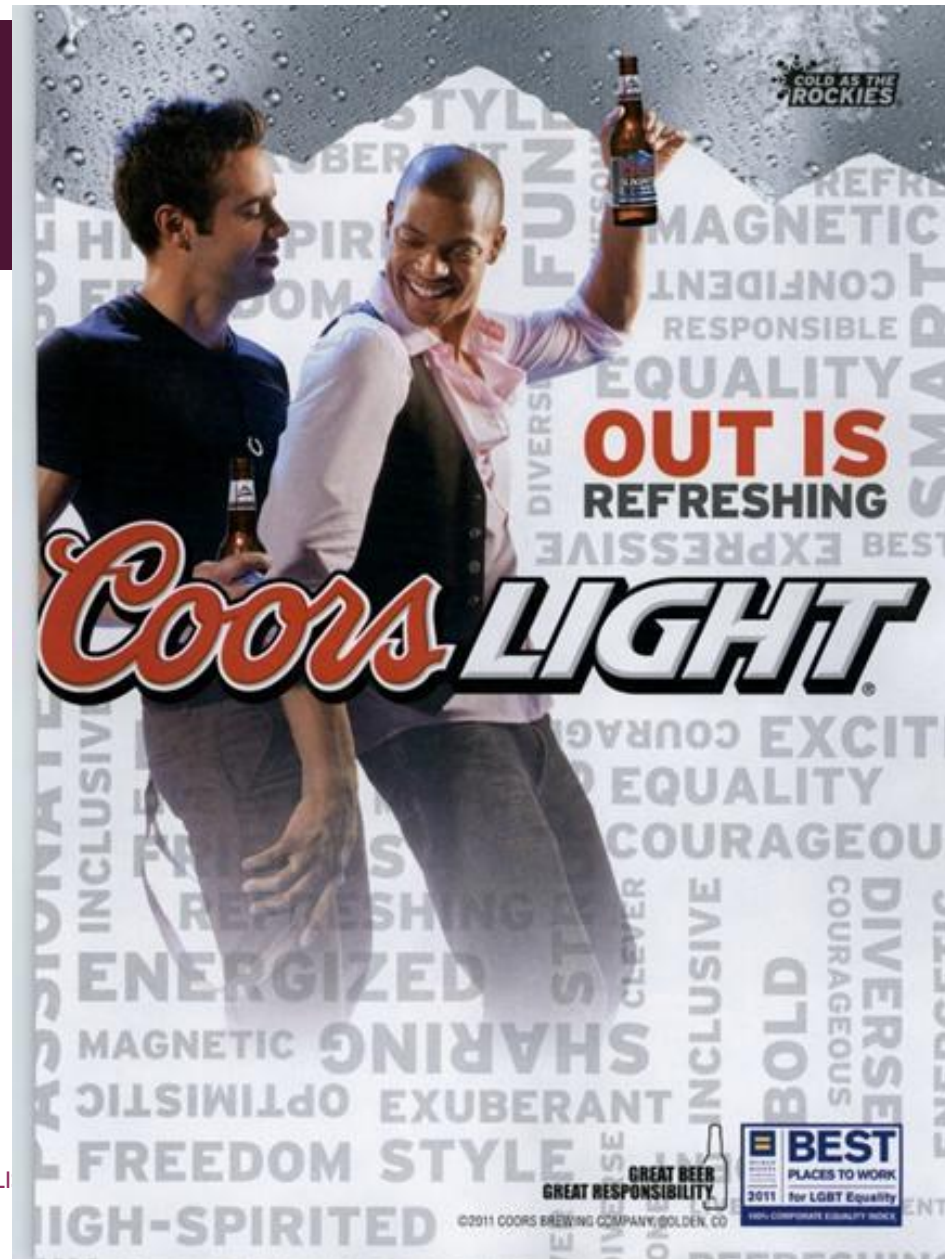
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RESIDENCE INN NEW YORK MANHATTAN/CENTRAL PARK



“I love wandering through Smithsonian museums, eating on H Street with friends, and going to shows at Howard Theatre.

I'm a
transgender woman
and I'm part of DC.

Please treat me the way any woman would want to be treated: with courtesy and respect.

Discrimination based on gender identity and expression is illegal in the District of Columbia.

If you think you've been the target of discrimination, visit www.ohr.dc.gov or call (202) 727-4559.



Show your support! Spread word of the **#TransRespect** campaign by photographing this ad and sharing on Twitter.



“Some think I should dress more like a woman. Some think I should dress more like a man.

I may not fit some
ideas about gender,
and I am a proud
part of DC.

Please treat me the same way any person would want to be treated: with courtesy and respect.

Discrimination based on gender identity and expression is illegal in the District of Columbia.

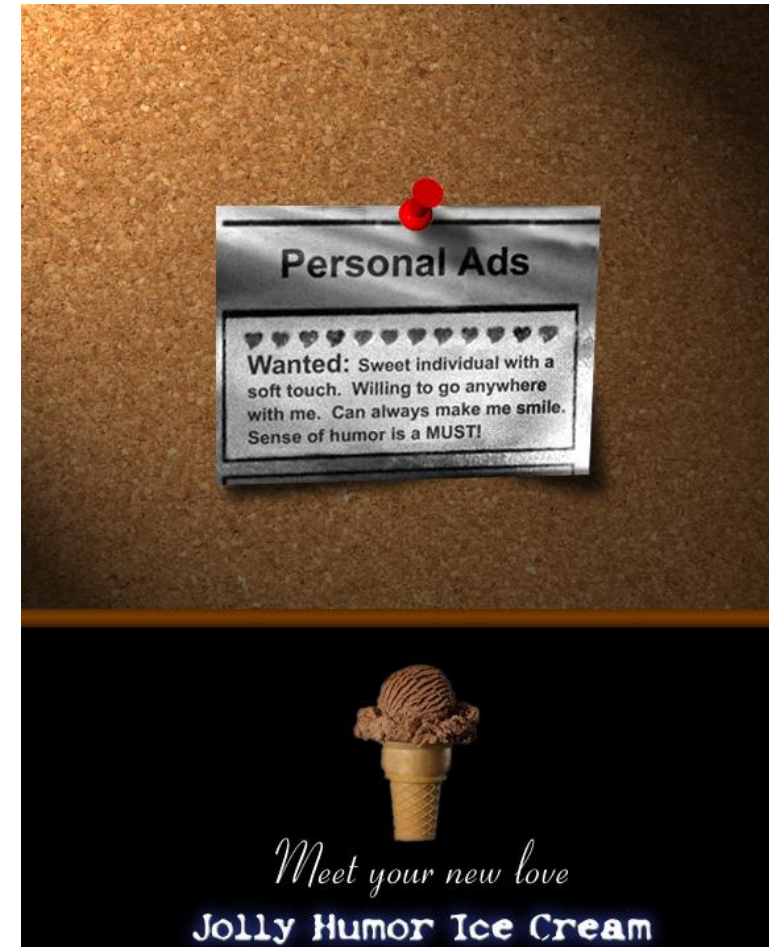
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EXPERIENCE PURSUITS: PLEASURE & HEALTH



THE REST OF THE WORLD
WILL SEEM SO ORDINARY.

There are moments in life that are better experienced than explained.
ARIA Resort & Casino opens 12.16.09 in the heart of CityCenter.
It will change your world the moment you arrive.
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CityCenter
LAS VEGAS

ARIA
RESORT & CASINO
LAS VEGAS

The Results are in and Your Bliss Is...

Double Caramel



MAGNUM
Double CARAMEL

MADE WITH BELGIAN CHOCOLATE

MAGNUM
For pleasure seekers

HEALTH EMPHASIS





STARBUCKS DRINKS UNDER 200 CALORIES

LIGHT CARAMEL FRAPPUCCINO.....	130
COFFEE FRAPPUCCINO.....	180
TAZO ICED PASSION TEA (w/o sugar).....	0
TAZO ICED BLACK TEA LEMONADE.....	100
NONFAT ICED VANILLA LATTE.....	120
NONFAT ICED CARAMEL MACHIATO.....	140
ICED SKINNY LATTE.....	60
NONFAT CAFFE LATTE.....	100
SKINNY VANILLA LATTE.....	90
CAFFE AMERICANO.....	10

**BASED ON THE TALL SIZE*
NINETYFIVE-LBS // TUMBLR



(100 calories or less)



caffe latte: 100 cal.
tall, non-fat milk



caramel macchiato: 100 cal.
skinny, tall, non-fat milk



cappuccino: 60 cal.
tall, non-fat milk



cinnamon dolce latte: 90 cal.
skinny, tall, non-fat milk



tazo lemonade: 100 cal.
black shaken tea, tall

all calories taken from Starbucks Nutrition Guide



Let us introduce
CHILDREN VOICE NAVIGATION

Although all know that higher speeds lead to more serious accidents, driving many of us still too fast - both professionally and privately. Not that we do not care, because of course we are. We only think about it, there and then.

To get more people to slow down, we have developed a GPS app where navigator voice changed to a child's voice when driving in areas where children frequently. A reminder of the moment, from those we care most about.

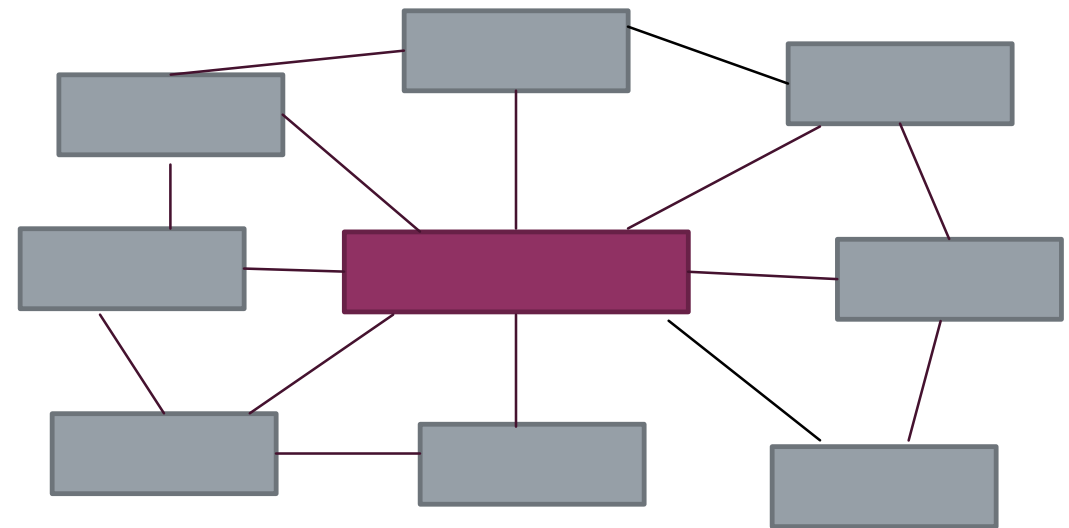
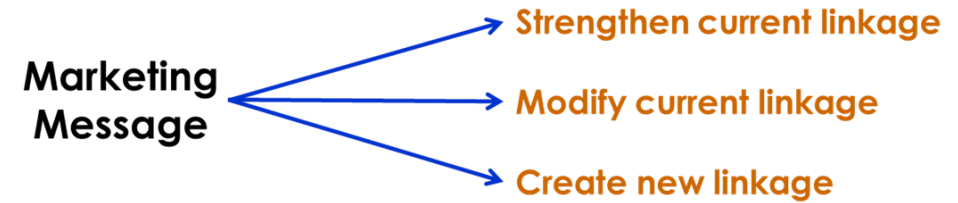
[About If](#) > [About us](#) > [Marketing](#) > [Slowdown GPS](#)

ABOUT THE INITIATIVE

GROUP EXERCISE

- In groups, draw a cognitive map for one of the following products/services
 - Uber
 - Lululemon
 - Twix Candy Bar
 - Apple
 - Target
 - Jordan
 - Gucci
 - Starbucks
 - Forever 21
- Fill in connections for the following linkages
 - Product
 - Value
 - Brand
 - Service
 - Social
 - Quality

Create an Instagram ad to:





- END

DRY BATH CASE STUDY