

AMB200 – Consumer Behaviour Lecture Notes

Lecture 1 – Consumer Behaviour

Lecture 2 – Individual Decision Making (Ch 8 of textbook)

Lecture 3 – Buying and Disposing (Ch 9 of textbook)

Lecture 4 – Motivation (Ch 5 of textbook)

Lecture 5 - Perception (Ch 2), Learning and Memory (Ch 3)

Lecture 6 – Attitudes and Attitude Change (Ch 7)

(No Lecture 7)

Lecture 8 – The Self (Ch 6) & Personality (Ch 4)

Lecture 9 – Groups and Social Connections (Ch 10)

Lecture 10 – Income and Social Class (Ch 12), Age (Ch 13)

Lecture 11 – Culture & the Culture of Consumption (Ch 11)

LECTURE 1

CONSUMER BEHAVIOUR

Is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. **IMPORTANT** to help marketers tailor their campaign to appeal to consumers based on their motivations and needs.

Three Phases

1. Pre-consumption
2. Consumption
3. Post-Consumption

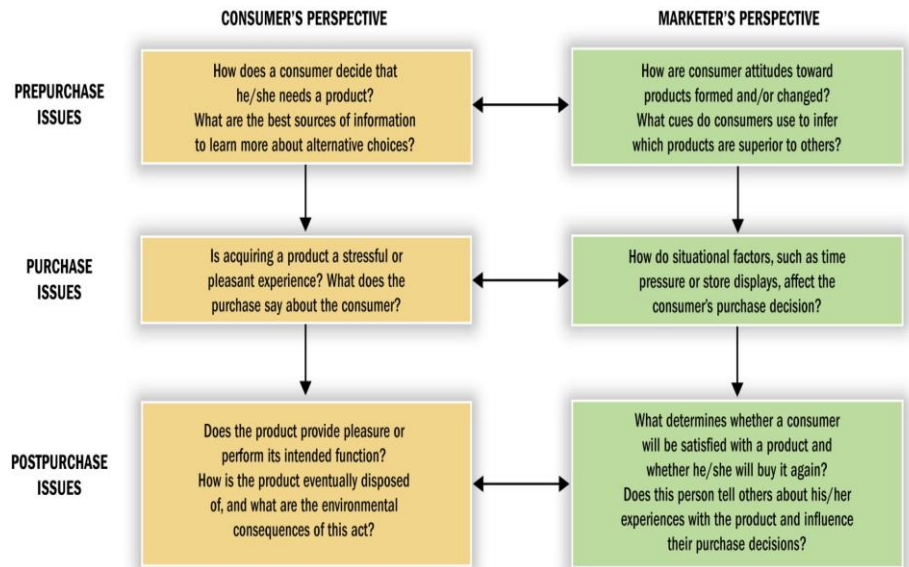
Factors in the Consumption Process

→ *Co-create value* – Consumers wish to co-create value through active involvement during the process (e.g. hairdresser)

→ *Crowdsourcing* – Where consumers become involved in ventures such as fundraising, innovation and even manufacturing. (eg funding)

→ *Value in use* – Recognises that value is not only created at the end of exchange. Value can be created in the consumption experience itself (social aspect, emotional value, did you have fun during the services?)

Example: Booking a hotel



ACTORS IN CB

Consumer: a person/organizations who identify a need/desire, makes purchase, and then disposes of the product.
Purchaser (person who buys)...User (person who uses if given as gift)...Influencer (if you asked a friend's opinion)

Consumers' Impact on Marketing

Why should we care?

- Understanding CB is good business
- Firms exist to satisfy consumers' needs

Knowledge about consumers should be incorporated into every aspect of a business and marketing.

It is important for marketers to be able to **identify products that reflect consumer needs in that market**

Examples of trends: moral consumerism, thrift, and buying and shopping online.

→ Apple have done this well in re-designing their products based on consumer needs (lighter, more portable)

Marketing's Impact on Consumers

Marketers play a significant role in our view of the world and how we live in it (Advertisements)

Popular Culture:

- Music, movies, sports, books, celebrities and other forms of entertainment consumed by the mass market. ("pop-culture" Louis the Fly, not happy Jan!)

Marketing Ethics and Public Policy

Business Ethics: Rules of conduct that guide actions in the marketplace. They are the standards against which most people in a culture judge what is right and wrong, good or bad.

- Notions of right and wrong differ between people, organisations and cultures.
- Using fear appeals to change behaviour

TO CONSUME...

People often buy products not for what they do, but for what they mean.

Four types of relationships a person may have with a product:

- Self-concept attachment – helps establish a user's identity (have apple phone to be hip/up-to-date, team jersey)
- Nostalgic attachment – Pandora have beads that represent memories
- Interdependence
- Love – product creates an emotional bond