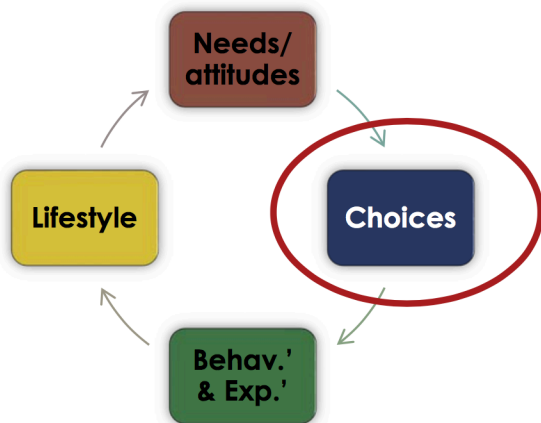


## WEEK 1

### WHAT IS CONSUMER BEHAVIOUR?

1. A **consumer** is a human being.
2. **Consumption** refers to the interactions of people with the material and virtual world.
3. **Consumers** are problem-solvers (a decision-making unit), attempting to develop, maintain and/or change their lifestyle
4. **Consumer Behaviour:** behaviour that consumers display/enact when searching for, purchasing, using, evaluating and disposing of products, services and ideas that they seek to satisfy their needs Consumer 'behaviour' encapsulates how consumers: think, feel and behave.
5. **What leads to consumer behaviour?**

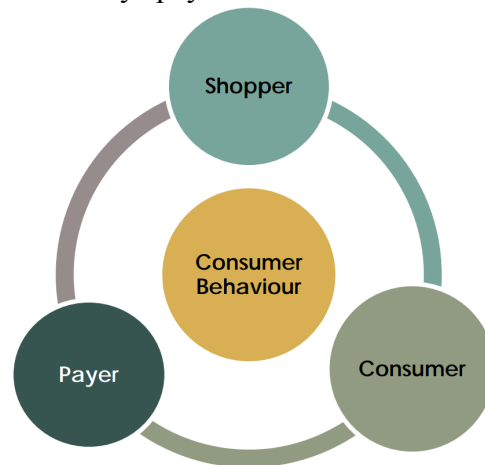


### UNDERSTANDING CONSUMER BEHAVIOUR: MARKETERS NEED TO UNDERSTAND THE BELOW THINGS

6.



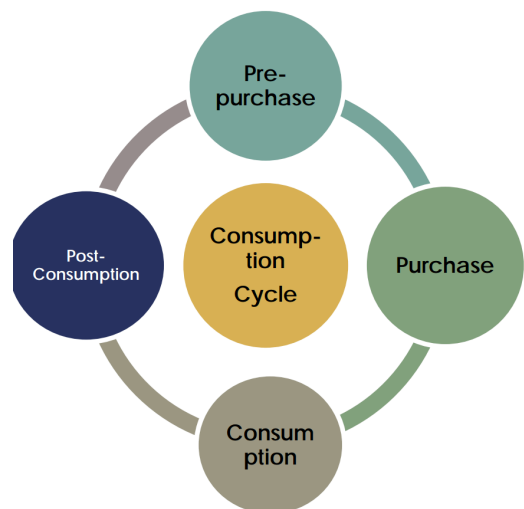
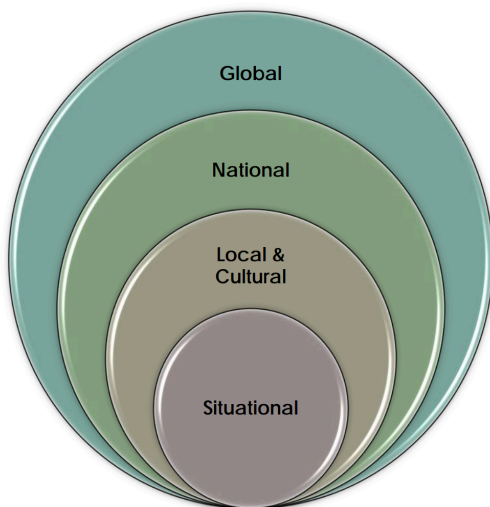
7. **3 Roles**: Consumers are not always payers:



8. **Segmentation** of market into different categories. This enables marketers to design marketing strategies that target specific consumers and position their brands.
9. Marketers need to



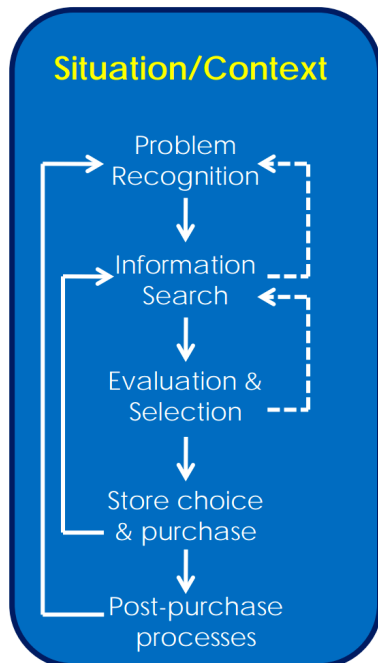
10. Consumers act and are influenced by **CONTEXT**. They are influenced by individual or societal factors.



11. Consumers construct their identity and advertise their values and beliefs from the products that they buy. They we gain a sense of meaning, satisfaction and self from what/how we shop, spend, buy and consume.

## HOW DO CONSUMERS DECIDE?

### 12. Consumer Decision Process



**Problem Recognition:** simply a disparity between our desired state and our current state. The resulting decision-making can be low (habitual) or high involvement (Lecture 1).

**Information search:** internal or external, low or high involvement (Lecture 2).

**Evaluation & Selection:** individual evaluation criteria (Lecture 2).

**Store choice & purchase:** the moment of truth (Lecture 2).

**Post-purchase:** use, evaluation, disposal & re-purchase (Lecture 3).

### 13. Model of Consumer Behaviour

