

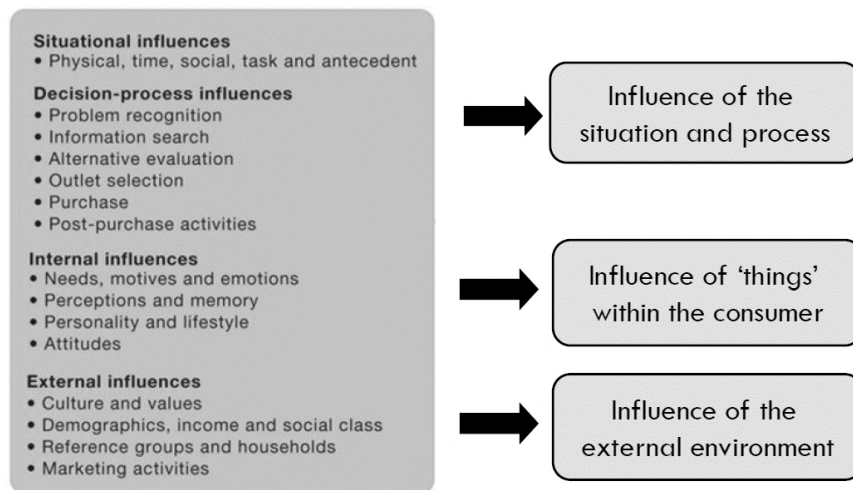
MKTG2112 – CONSUMER BEHAVIOUR

W1. INTRODUCTION TO CB

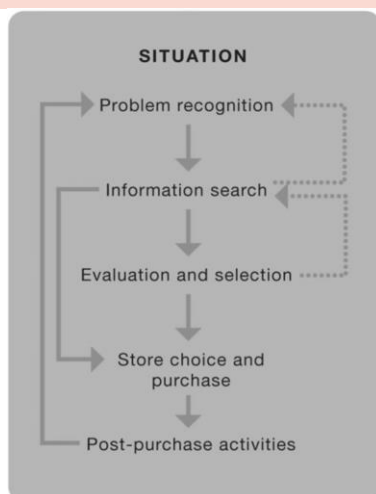
OVERVIEW OF CONSUMER BEHAVIOUR

- "a discipline dealing with how and why consumers purchase (or do not purchase) goods and services"
(Quester et al, 2014)
- "The dynamic interaction of affect (thinking), cognition (feeling), behaviour (doing), and the environment by which human beings conduct the exchange aspects of their lives."
(American Marketing Association)

INFLUENCES ON CB



THE CONSUMER DECISION PROCESS (WEEK 2-4)



- Problem recognition → identifying that there is something better than what you have (example: it's raining, and I don't have an umbrella)
 - Information search & Evaluation and selection → drawing on what you know, speak to friends, go browsing, research
 - Store choice & purchase → whether people enjoy the process of buying
 - Post-purchase activities → what happens beyond the checkout? How do they use it? Do they talk about it? Will they come back and buy again? Disposal options and wastage
 - **Situation and level of involvement**
 - Perceived level of risk (slows the decision)
 - Familiarity of the situation (quickens the decision)
- Lifestyles where people consciously reject globalisation and continuous consumption → simplify your life
 - Marketers are still interested in these people

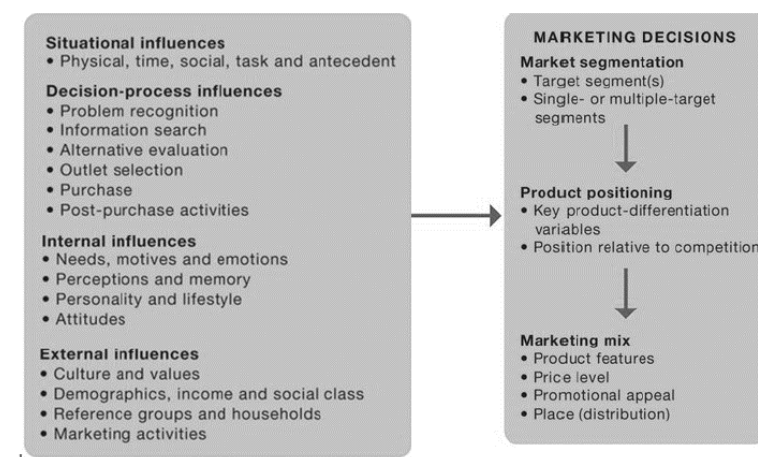
INTERNAL INFLUENCES (WEEK 6-9)

- Perception
 - Receiving, processing and interpreting stimuli
- Learning & Memory
 - Acquiring, storing, and retrieving knowledge
- Attitude
 - Nature, formation, change, and measurement
- Motivation and Personality
 - Psychological and psychosocial drivers of behaviour

EXTERNAL INFLUENCES (WEEK 10-12)

- Demographics and Lifestyle → aging populations, shifts in lifestyle (changing levels of home ownership)
- Households and Reference Groups → power of others in people making buying decisions
- Social Stratification and Culture → cultural frameworks influencing consumption patterns and attitudes

INFLUENCE OF MARKETING DECISIONS



VIDEO CASE – ACTIVEWEAR

Link: <https://www.youtube.com/watch?v=CYRENWT8lz8>

What prompted this parody & why did it attract millions of viewers?

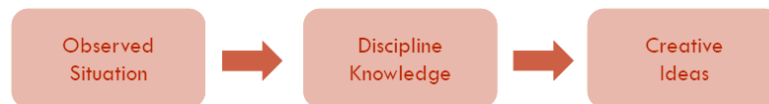
- Guilty of doing it yourself → relate to it and it resonates
- A very true observation of a societal trend
- Growing number of activewear stores

What's driving & influencing the active wear trend?

- People want to appear to be fit – social media, etc.
- Trend towards wellness

What opportunities or risks does the trend present for marketers?

- Opportunities
 - Existing brands to broaden market
 - Activewear is fashion → constant updating of wardrobes
- Risks
 - Discouraging to wear activewear after being made fun of



APPLIED CREATIVITY: THE CREATIVE BREAKTHROUGH MODEL

Titus (2007), Applied Creativity: The Creative Marketing Breakthrough Model, *Journal of Marketing Education*, V29 (3), p.262-272

- The model, referred to as the creative marketing breakthrough (CMB) model, views creative marketing as a systematic problem-solving activity undertaken with the express purpose of producing creative marketing breakthroughs.
- A creative marketing breakthrough consists of any novel and valuable marketing idea, product, process, strategy, or tactic.

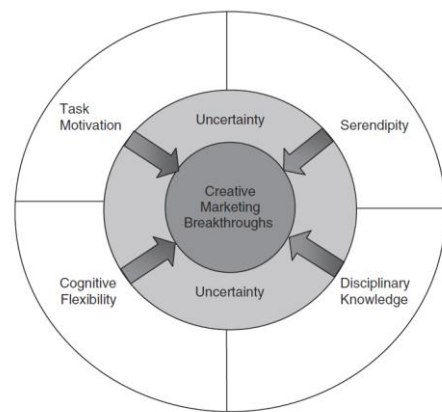


FIGURE 1: The Creative Marketing Breakthrough Model