

# Strategic Marketing

## Unit Three – Consumer Behavior



# Course Layout and Overview

- ▶ Five units
  - ▶ Unit One: Marketing Planning Process
  - ▶ Unit Two: Marketing Research
  - ▶ **Unit Three: Consumer Behavior**
  - ▶ Unit Four: Brand Strategy
  - ▶ Unit Five: Marketing Communications



# Unit Three Learning Outcomes

- ▶ Explain the importance of consumer behavior for developing marketing strategies
- ▶ Assess cultural, social, and personal factors that influence consumer behavior
- ▶ Relate the motivation theories of Freud, Maslow, and Herzberg to consumer behavior
- ▶ Explain the five steps in the consumer buying decision process
- ▶ Differentiate low, limited, and high levels of consumer involvement in the buying process
- ▶ Recommend four marketing strategies for influencing consumer behavior



# Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



# Unit Three Overview Topics

- ▶ Consumer behavior and marketing strategies
- ▶ Assess cultural, social, and personal factors
- ▶ Motivational theories of Freud, Maslow, and Herzberg
- ▶ The consumer buying decision process
- ▶ Consumer involvement in the buying process
- ▶ Influencing consumer behavior



# Consumer Behavior Vocabulary

- Casual design
- Data validity
- Descriptive research
- Exploratory research
- Interpreting research results
- Marketing research
- Marketing research problem
- Marketing research process
- Primary research
- Qualitative research
- Quantitative research
- Secondary research

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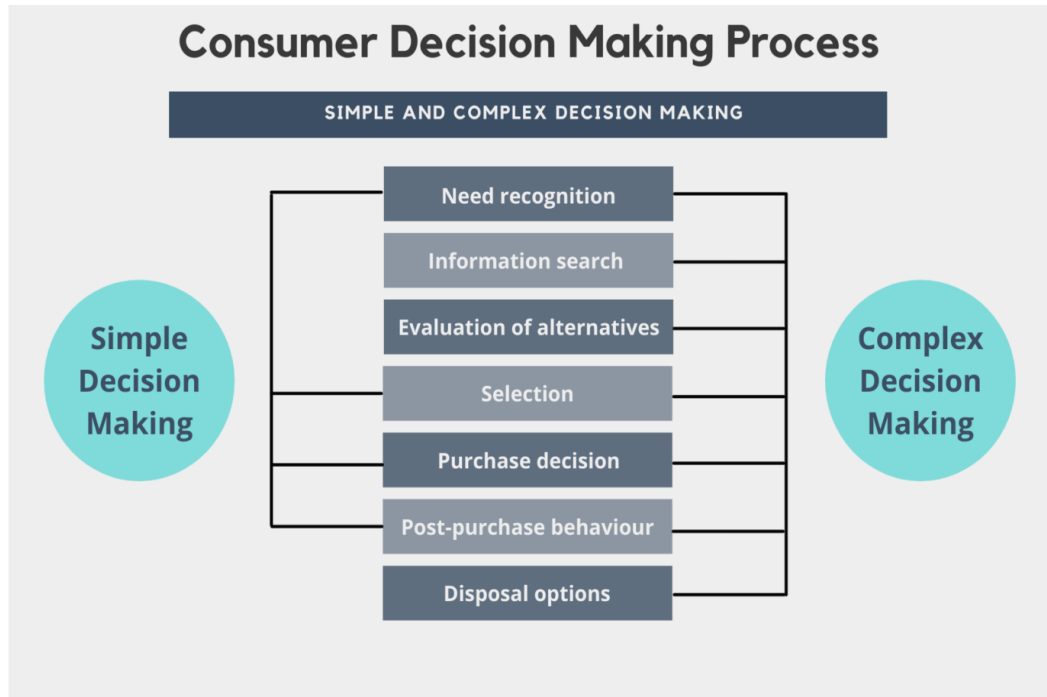


# Consumer Behavior and Marketing Strategy

- Developing marketing strategies
- Determining consumer wants and needs
  - Interviews
  - Surveys
  - Pilot studies
  - Observations



# Consumer Decision Making Process





# Assess Cultural, Social, and Personal Factors

- ▶ Consumer behavior
- ▶ Social factors
- ▶ Cultural factors
- ▶ Personal factors

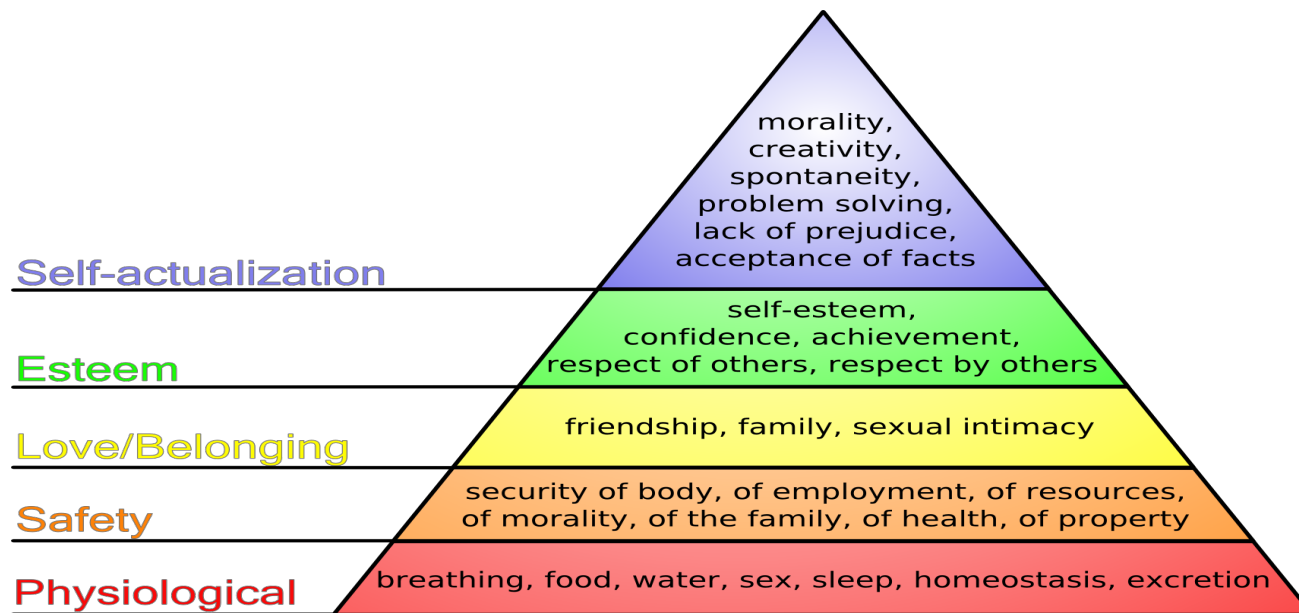


# Motivational Theories of Freud, Maslow, and Herzberg

- ▶ How motivational theories related to consumer behavior
- ▶ Maslow's Hierarchy of Needs
- ▶ Herzberg's Two Factor Theory
- ▶ Freud's Motivational Theory



# Maslow's Hierarchy of Needs



# The Consumer Buying Process

- ▶ Five stages in the consumer buying process
  - ▶ recognizing a problem
  - ▶ completing research about the problem
  - ▶ reviewing potential alternatives
  - ▶ making a purchasing decision
  - ▶ evaluating the product after purchase



# Consumer Involvement and Influencing Behavior

- ▶ Consumer buying process
- ▶ Low, limited and high level of involvement
- ▶ The higher the risk - the higher the involvement



# Conclusion

## ▶ Unit Three Learning Outcomes

- ▶ Explain the importance of consumer behavior for developing marketing strategies
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- ▶ Explain the five steps in the consumer buying decision process
- ▶ Differentiate low, limited, and high levels of consumer involvement in the buying process
- ▶ Recommend four marketing strategies for influencing consumer behavior



# What's Next?

- ▶ Unit Four: Brand Strategy

