



Consumer Behavior

Unit One – Introduction to Consumer Behavior



Course Layout and Overview

- ▶ Ten units
 - ▶ **Unit One: Introduction to Consumer Behavior**
 - ▶ Unit Two: The Consumer Learning Process
 - ▶ Unit Three: Understanding the Consumer
 - ▶ Unit Four: Influencing Consumer Attitudes
 - ▶ Unit Five: The Purchasing Process
 - ▶ Unit Six: Consumer Analysis and Marketing Strategy
 - ▶ Unit Seven: The Effects of Consumer Groups
 - ▶ Unit Eight: The Influences of Class, Ethnicity and Age
 - ▶ Unit Nine: Cultural Influences
 - ▶ Unit Ten: Informing Marketing Strategy



Unit One Learning Outcomes

- ▶ Explain how consumer behavior is a process
- ▶ Assess how consumers use products to help them define their identities in various settings
- ▶ Identify why marketers need to understand the wants, needs, and desires of different consumer segments
- ▶ Explain why the design of a product is a key driver of its success or failure



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 One Overview Topics

- ▶ The consumer behavior process
- ▶ Defining consumer identities
- ▶ Understanding wants, needs, and desires of the consumer
- ▶ Product design success and failure



Consumer Behavior Vocabulary

- Buying behavior
- Consumer behavior
- Consumer identity
- Good product design
- Information processing
- Marketing process
- Perceptual process
- Product design failures
- Self-concept

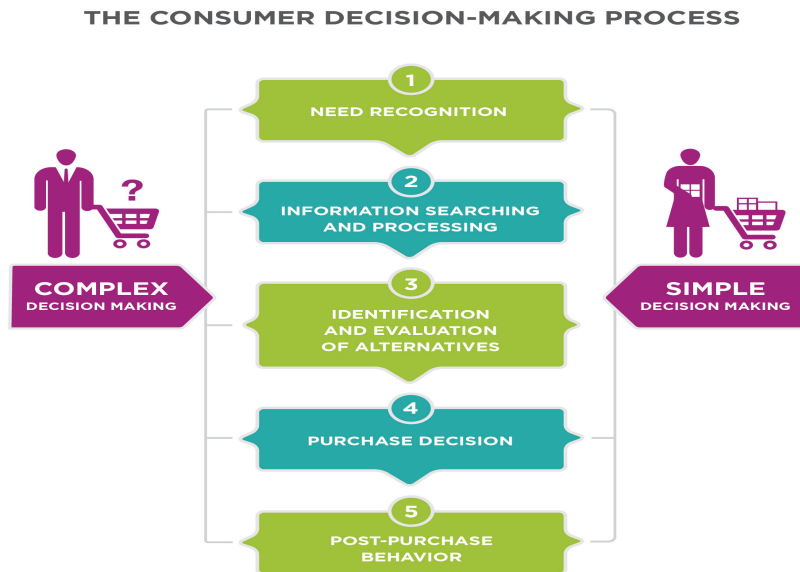


The Consumer Behavior Process

- Understanding consumer behavior
- Consumer buying behavior
- Information processing



Consumer Decision Making Process



Defining Consumer Identities

- Understanding how a consumer feels about themselves
- A consumer's identity
- The marketing process
 - Collecting data
 - Analysis
 - Planning
 - Implementation



Understanding Wants, Needs, and Desires of the Consumer

- Self concept
 - Self-image
 - Self complexity
 - Self esteem
- Consumer identity

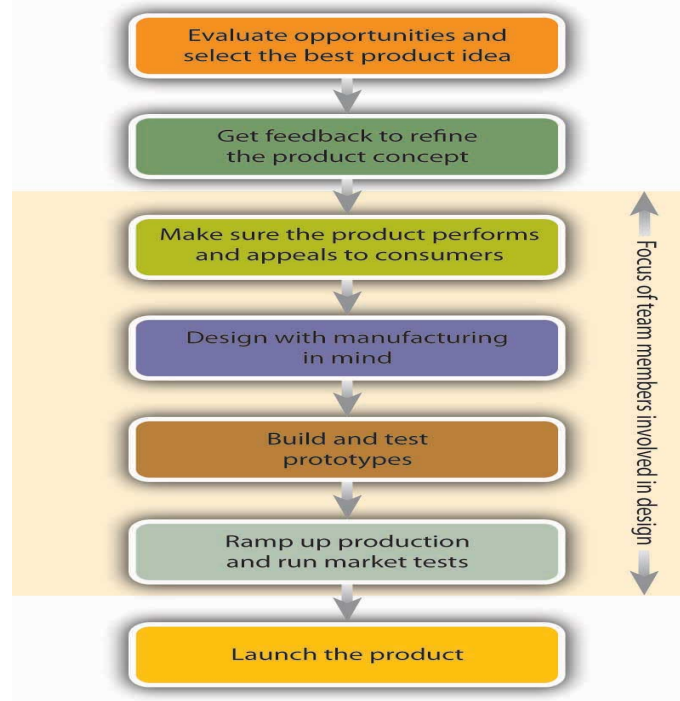


Product Design Success and Failure

- Perpetual process
- Good product design
- Product design failures
 - Example: Hoverboard



Good Product Design



Conclusion

Unit One Learning Outcomes:

- ▶ Explain how consumer behavior is a process
- ▶ Assess how consumers use products to help them define their identities in various settings
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- ▶ Explain why the design of a product is a key driver of its success or failure



What's Next?

Unit Two: The Consumer Learning Process

