



Unit Three: Understanding the Consumer

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 Three Learning Outcomes

- ▶ Identify how the self-concept strongly influences consumer behavior
- ▶ Explain why products often play a pivotal role in defining the self-concept
- ▶ Explain how consumers' lifestyles are key to developing marketing strategies
- ▶ Assess how psychographics augment demographics, enabling marketers to understand and reach different consumer segments



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

- ▶ Self-concept and consumer behavior
- ▶ Products and self-concept
- ▶ Consumers' lifestyles and marketing
- ▶ Psychographics, demographics, and consumer segments



Understanding the Consumer Vocabulary

- Actual self
- Consumer lifestyle
- Consumer segments
- Demographics
- Ideal self
- Private self
- Psychographics
- Social self



Self-concept and Consumer Behavior

- Self concept types
 - Actual (who you are now)
 - Ideal (who you would like to be)
 - Private (how you see yourself)
 - Social (how others see you)



Products and Self-concept

- Why consumers are attracted to certain brands
- How products are related to our self concept
- As are self concept changes so do our favorite brands



Consumers' Lifestyles and Marketing

- Consumer lifestyles change over time
- Focus marketing on changing needs
- Focus on target market



Psychographics, Demographics, and Consumer Segments

- Psychographics
 - Personality
 - Lifestyle
 - Traits
 - Values
- Demographics
 - Education level
 - Age
 - Sex
 - Race
 - Homeowners



Segmentation

Main Bases of Segmentation			
Geographic	Demographic	Behavioural	Psychographic
e.g. "Customers 10 miles or more outside of a major metropolitan area."	e.g. "College students ages 18-24."	e.g. "Customers wanting a competitive edge on graduate admissions applications."	e.g. "Students who are interested in sustainability and environmental issues."
Location Region City/Town/State	Age Gender Occupation Socio-economic Group	Benefits sought Loyalty status Ready to buy Early adopters	Lifestyle Attitude Education Level Class Personality



Conclusion

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What's Next?

Unit Four: Influencing Consumer Attitudes

