

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 Seven Learning Outcomes

- ▶ Explain how we are motivated to buy or use products in order to be consistent with what other people do
- ▶ Explain how consumers' word-of-mouth (both positive and negative) is often more influential than advertising campaigns
- ▶ Assess how online technologies are accelerating the impact of word-of-mouth communication
- ▶ Identify how social networking is changing the way companies and consumers interact
- ▶ Identify the demographic factors that relate to family and household structure



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 Seven Overview Topics

- ▶ Consumer buying motivations
- ▶ Consumer word-of-mouth vs. advertising campaigns
- ▶ Social networking and communication
- ▶ Demographic factors



Effects of Consumer Groups Vocabulary

- Family demographics
- Online consumer interaction
- Social circles
- Social media influencers
- Social networking
- Word-of-mouth marketing



Consumer Buying Motivations

- Consumer buying decision process influences
 - Family
 - Friends
 - Coworkers
 - Social media
 - Online reviews
 - Culture
 - Social class



Consumer Buying Process

1. Need Recognition

You realize you need a better backpack to travel across the country after you graduate.

2. Search for Product Information

You begin looking at different backpacks on the Web, talking to friends about them, and visiting stores to look at them.

3. Product Evaluation

You decide on the price you want to pay and certain criteria that you “must have” in the backpack. You then examine each product based on those criteria.

4. Product Choice and Purchase

You decide what the best backpack for you is, based on your evaluative criteria, and decide when, where, and how to purchase it.

5. Postpurchase Use and Evaluation of Product

you decide if the backpack is everything you thought it would be and meets your needs – or not.

6. Disposal of the Product

You decide you like the backpack so much you buy another one or an upgraded version of it. Or you throw it away, give it to a friend, or sell it on eBay.



Consumer Word-of-Mouth vs. Advertising Campaigns

- Word of mouth advertising
 - Efficient and inexpensive
 - Social media influencers
- Advertising campaigns
 - Expensive and time consuming

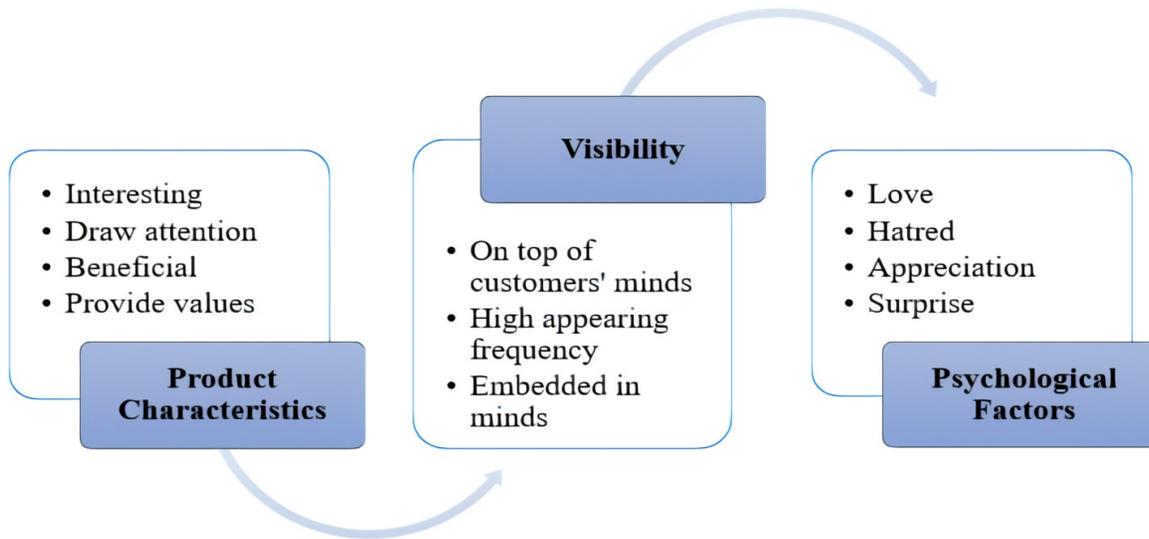


Social Networking and Communication

- Social circles
- Social networking
- Online consumer interaction



Consumer Buying



Demographic Factors

- Basic and family demographics
 - Age
 - Sex
 - Race
 - Education level
 - Homeowners
 - Family size
 - Head of household



Conclusion

➤ Unit Seven Learning Outcomes

- ▶ Explain how we are motivated to buy or use products in order to be consistent with what other people do
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What's Next?

Unit Eight: The Influences of Class, Ethnicity and Age

