



Konsumen & STP

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The Consumer Buying Process

Need Recognition

- Consumer needs and wants are not the same.
- An understanding of consumer wants is essential for market segmentation and the development of the marketing program.
- Marketers must create the appropriate stimuli to foster need recognition.

Information Search

- Consumers trust internal and personal sources of information more than external sources.
- The amount of time, effort, and expense dedicated to the search for information depends on (1) the degree of risk involved in the purchase, (2) the amount of experience the consumer has with the product category, and (3) the actual cost of the search in terms of time and money.
- Consumers narrow their potential choices to an evoked set of suitable alternatives that may meet their needs.

Evaluation of Alternatives

- Consumers translate their needs into wants for specific products or brands.
- Consumers evaluate products as bundles of attributes that have varying abilities to satisfy their needs.
- Marketers must ensure that their product is in the evoked set of potential alternatives.
- Marketers must take steps to understand consumers' choice criteria and the importance they place on specific product attributes.

Purchase Decision

- A consumer's purchase intention and the actual act of buying are distinct concepts. Several factors may prevent the actual purchase from taking place.
- Marketers must ensure that their product is available and offer solutions that increase possession utility.

Postpurchase Evaluation

- Postpurchase evaluation is the connection between the buying process and the development of long-term customer relationships.
- Marketers must closely follow consumers' responses (delight, satisfaction, dissatisfaction, cognitive dissonance) to monitor the product's performance and its ability to meet customers' expectations.

EXHIBIT 5.2 Common Situational Influences in the Consumer Buying Process

Situational Influences	Examples	Potential Influences on Buying Behavior
Physical and spatial influences	Retail atmospherics Retail crowding Store layout and design	A comfortable atmosphere or ambience promotes lingering, browsing, and buying. Crowded stores may cause customers to leave or buy less than planned.
Social and interpersonal influences	Shopping in groups Sales people Other customers	Consumers are more susceptible to the influences of other consumers when shopping in groups. Rude sales people can end the buying process. Obnoxious “other” customers may cause the consumer to leave or be dissatisfied.
Temporal (time) influences	Lack of time Emergencies Convenience	Consumers will pay more for products when they are in a hurry or face an emergency. Lack of time greatly reduces the search for information and the evaluation of alternatives. Consumers with ample time can seek information on many different product alternatives.
Purchase task or product usage influences	Special occasions Buying for others Buying a gift	Consumers may buy higher quality products for gifts or special occasions. The evoked set will differ when consumers are buying for others as opposed to themselves.
Consumer dispositional influences	Stress Anxiety Fear Fatigue Emotional involvement Good/bad mood	Consumers suffering from stress or fatigue may not buy at all or they may indulge in certain products to make themselves feel better. Consumers who are in a bad mood are exceptionally difficult to please. An increase in fear or anxiety over a purchase may cause consumers to seek additional information and take great pains to make the right decision.



Buyer Behavior in Business Markets

- **Commercial Markets.** These markets buy raw materials for use in producing finished goods, and they buy facilitating goods and services used in the production of finished goods. Commercial markets include a variety of industries, such as aerospace, agriculture, mining, construction, transportation, communication, and utilities.
- **Reseller Markets.** These markets consist of channel intermediaries such as wholesalers, retailers, or brokers that buy finished goods from the producer market and resell them at a profit. As we will see in Chapter 6, channel intermediaries have the responsibility for creating the variety and assortment of products offered to consumers. Therefore, they wield a great deal of power in the supply chain.
- **Government Markets.** These markets include federal, state, county, city, and local governments. Governments buy a wide range of finished goods ranging from aircraft carriers to fire trucks to office equipment. However, most government purchases are for the services provided to citizens, such as education, fire and police protection, maintenance and repair of roads, and water and sewage treatment.
- **Institutional Markets.** These markets consist of a diverse group of non-commercial organizations such as churches, charities, schools, hospitals, or professional organizations. These organizations primarily buy finished goods that facilitate their ongoing operations.



Market Segmentation

Understanding the processes that consumers and businesses use to make purchase decisions is critical to the development of long-term, mutually beneficial relationships with customers. It is also a necessary first step in uncovering similarities among groups of potential buyers that can be used in market segmentation and target marketing decisions. From a strategic perspective, we define *market segmentation* as the process of dividing the total market for a particular product or product category into relatively homogeneous segments or groups. To be effective, segmentation should create groups where the members within the group have similar likes, tastes, needs, wants, or preferences; but where the groups themselves are dissimilar from each other. As noted in *Beyond the Pages 5.2*, the increasing diversity of the U.S. population creates a number of opportunities and challenges when it comes to segmenting markets.

Traditional Market Segmentation Approaches

Many segmentation approaches are traditional in the sense that firms have used them successfully for decades. It is not our intention to depict these approaches as old or out-of-date, especially when compared to individualized segmentation strategies that we discuss later. In fact, many of today's most successful firms use these tried-and-true approaches. Some organizations actually use more than one type of segmentation, depending on the brand, product, or market in question.

Differentiated Marketing Most firms use some form of market segmentation by: (1) dividing the total market into groups of customers having relatively common or homogeneous needs, and (2) attempting to develop a marketing program that appeals to one or more of these groups. This approach may be necessary when customer needs are similar within a single group, but their needs differ across groups. Through well-designed and carefully conducted research, firms can identify the particular needs of each market segment to create marketing programs that best match those needs and expectations. Within the differentiated approach there are two options: the multisegment approach and the market concentration approach.

Niche Marketing Some companies narrow the market concentration approach even more and focus their marketing efforts on one small, well-defined market segment or niche that has a unique, specific set of needs. Customers in niche markets will typically pay higher prices for products that match their specialized needs. One example of successful niche marketing is found in the gym industry. For example, Curves—a health club for women—now has 10,000 locations in 85 countries around the world. Other niche gyms for children and the over-55 age group are popping up around the U.S. The Little Gym—designed for kids ages four months through 12 years—has over 300 locations worldwide. The goal of these gyms is to create highly customized workout experiences for niche markets that don't fit the profile of a typical health club member.⁸ As the gym industry has learned, the key to successful niche marketing is to understand and meet the needs of target customers so completely that, despite the small size of the niche, the firm's substantial share makes the segment highly profitable. An attractive market niche is one that has growth and profit potential, but is not so appealing that it attracts competitors. The firm should also possess a specialization or provide a unique offering that customers find highly desirable.

Criteria for Successful Segmentation

It is important to remember that not all segmentation approaches or their resulting market segments are viable in a marketing sense. For example, it makes little sense to segment the soft drink market based on eye color or shoe size, as these characteristics have nothing to do with the purchase of soft drinks. Although markets can be segmented in limitless ways, the segmentation approach must make sense in terms of at least five related criteria:

- **Identifiable and Measurable.** The characteristics of the segment's members must be easily identifiable. This allows the firm to measure identifying characteristics, including the segment's size and purchasing power.
- **Substantial.** The segment must be large and profitable enough to make it worthwhile for the firm. The profit potential must be greater than the costs involved in creating a marketing program specifically for the segment.
- **Accessible.** The segment must be accessible in terms of communication (advertising, mail, telephone, etc.) and distribution (channels, merchants, retail outlets, etc.).
- **Responsive.** The segment must respond to the firm's marketing efforts, including changes to the marketing program over time. The segment must also respond differently than other segments.
- **Viable and Sustainable.** The segment must meet the basic criteria for exchange, including being ready, willing, and able to conduct business with the firm. The segment must also be sustainable over time to allow the firm to effectively develop a marketing strategy for serving the needs of the segment.



Common Segmentation Variables Used in Consumer Markets

Category	Variables	Examples
Behavioral Segmentation	Benefits sought	Quality, value, taste, image enhancement, beauty, sportiness, speed, excitement, entertainment, nutrition, convenience
	Product usage	Heavy, medium, and light users; nonusers; former users; first-time users
	Occasions or situations	Emergencies, celebrations, birthdays, anniversaries, weddings, births, funerals, graduation
	Price sensitivity	Price sensitive, value conscious, status conscious (not price sensitive)
Demographic Segmentation	Age	Newborns, 0–5, 6–12, 13–17, 18–25, 26–34, 35–49, 50–64, 65+
	Gender	Male, female
	Income	Under \$15,000, \$15,000–\$30,000, \$30,000–\$50,000, \$50,000–\$75,000, \$75,000–\$100,000, over \$100,000
	Occupation	Blue collar, white collar, technical, professional, managers, laborers, retired, homemakers, unemployed
	Education	High school graduate, some college, college graduate, graduate degree
	Family life cycle	Single, married no children, married with young children, married with teenage children, married with grown children, divorced, widowed
	Generation	Generation Y, Generation X, baby boomers, seniors
	Ethnicity	Caucasian, African American, Hispanic, Asian
	Religion	Protestant, Catholic, Muslim, Hindu
	Nationality	American, European, Japanese, Australian, Korean
Social class	Upper class, middle class, lower class, working class, poverty level	

Psychographic Segmentation	Personality	Outgoing, shy, compulsive, individualistic, materialistic, civic minded, anxious, controlled, venturesome
	Lifestyle	Outdoor enthusiast, sports-minded, homebody, couch potato, family-centered, workaholic
	Motives	Safety, status, relaxation, convenience
Geographic Segmentation	Regional	Northeast, Southeast, Midwest, New England, Southern France, South Africa
	City/county size	Under 50,000; 50,000–100,000; 100,000–250,000; 250,000–500,000; 500,000–1,000,000, over 1,000,000
	Population density	Urban, suburban, rural

“VALS” Values and Lifestyle

Innovators

These consumers have abundant resources and high self-esteem. Innovators are successful, sophisticated consumers who have a taste for upscale, innovative, and specialized goods and services. Innovators are concerned about image as an expression of self, but not as an expression of status or power.

Example products: fine wines, upscale home furnishings, lawn maintenance services, recent technology, luxury automobiles

Thinkers

Thinkers are well-educated consumers who value order, knowledge, and responsibility. These consumers like to be as well informed about the products they buy as they are about world and national events. Although Thinkers have resources that give them many choices or options, they tend to be conservative consumers who look for practicality, durability, functionality, and value.

Example products: news and information services, low-emission vehicles, conservative homes and home furnishings

Achievers

The lifestyle of an Achiever is focused and structured around family, a place of worship, and career. Achievers are conventional, conservative, and respect authority and the status quo. These individuals are very active consumers who desire established, prestigious products and services that demonstrate their success. Achievers lead busy lives; hence, they value products that can save them time and effort.

Example products: SUVs, family vacations, products that promote career enhancement, online shopping, swimming pools

Experiencers

Experiencers are young, enthusiastic, and impulsive consumers who are motivated by self-expression. These consumers emphasize variety, excitement, the offbeat, and the risky. Experiencers enjoy looking good and buying “cool” products.

Example products: fashion, entertainment, sports/exercise, outdoor recreation and social activities

Believers

Believers are conservative, conventional consumers who hold steadfast beliefs based on traditional values related to family, religion, community, and patriotism. These consumers are predictable in that they follow established routines centered on family, community, or organizational membership. Believers prefer familiar and well-known American brands and tend to be very loyal customers.

Example products: membership in social, religious, or fraternal organizations; American made products; charitable organizations

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Strivers

Strivers are motivated by achievement, yet they lack the resources to meet all their desires. As a group, Strivers are trendy, fun loving, and concerned with the opinions and approval of others. These consumers see shopping as a social activity and an opportunity to demonstrate their purchasing power up to the limits imposed by their financial situations. Most Strivers think of themselves as having jobs rather than careers.

Example products: stylish products, impulse items, credit cards, designer “knock-offs,” shopping as entertainment

Makers

Makers, like Experiencers, are motivated by self-expression. However, these consumers experience the world by engaging in many do-it-yourself activities such as repairing their own cars, building houses, or growing and canning their own vegetables. Makers are practical consumers who value self-sufficiency and have the skills to back it up. Makers are also unimpressed by material possessions, new ideas, or big business. They live traditional lives and prefer to buy basic items.

Example products: Auto parts, home-improvement supplies, gardening supplies, sewing supplies, discount retailers

Survivors

Survivors live narrowly focused lives and have few resources with which to cope. They are primarily concerned with safety, security, and meeting needs rather than fulfilling wants. As a group, Survivors are cautious consumers who represent a fairly small market for most products. They are loyal to favorite brands, especially if they can buy them on sale.

Example products: Basic necessities and staples; old, established brands

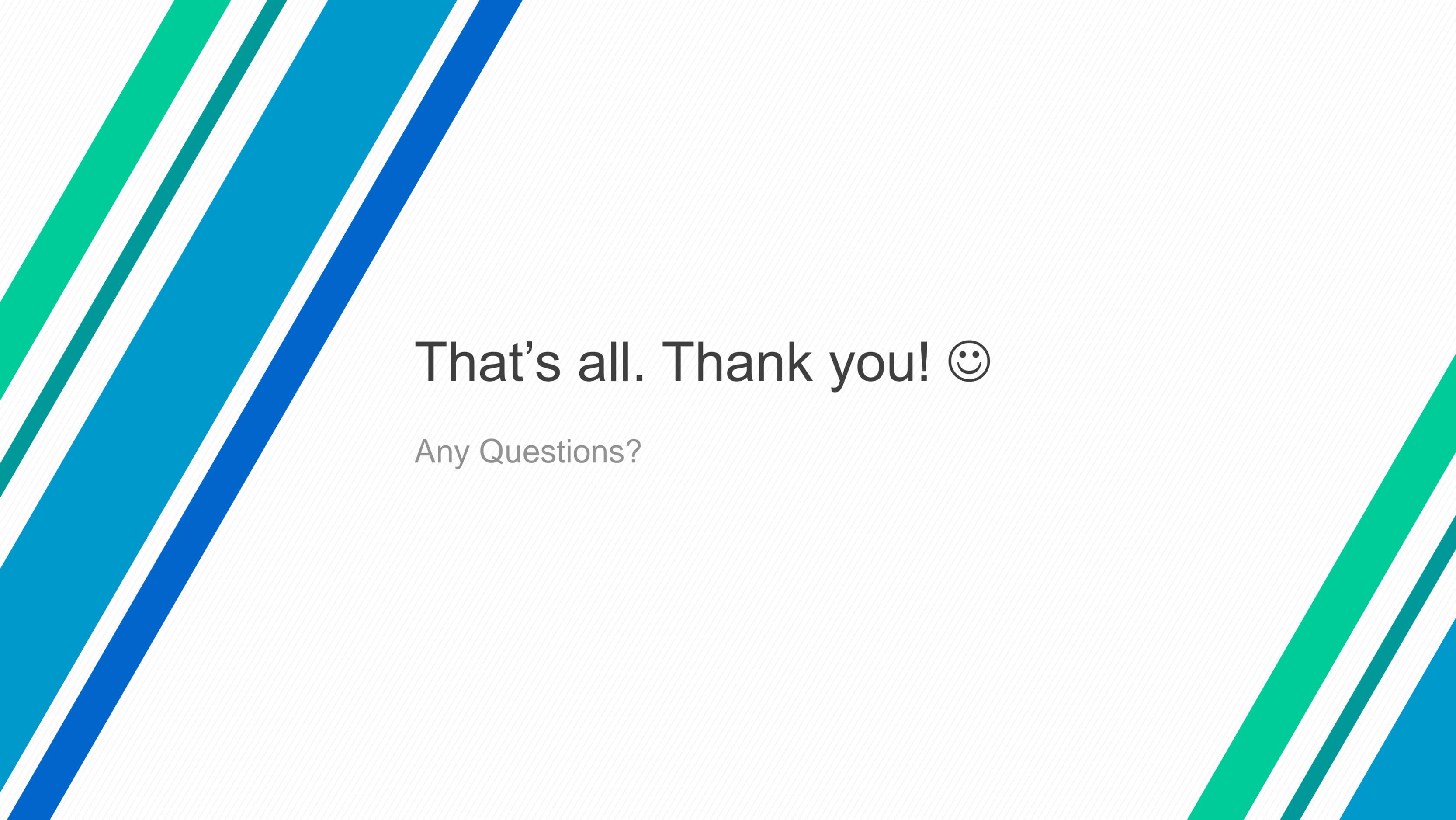


To Be Continued



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That's all. Thank you! 😊

Any Questions?