



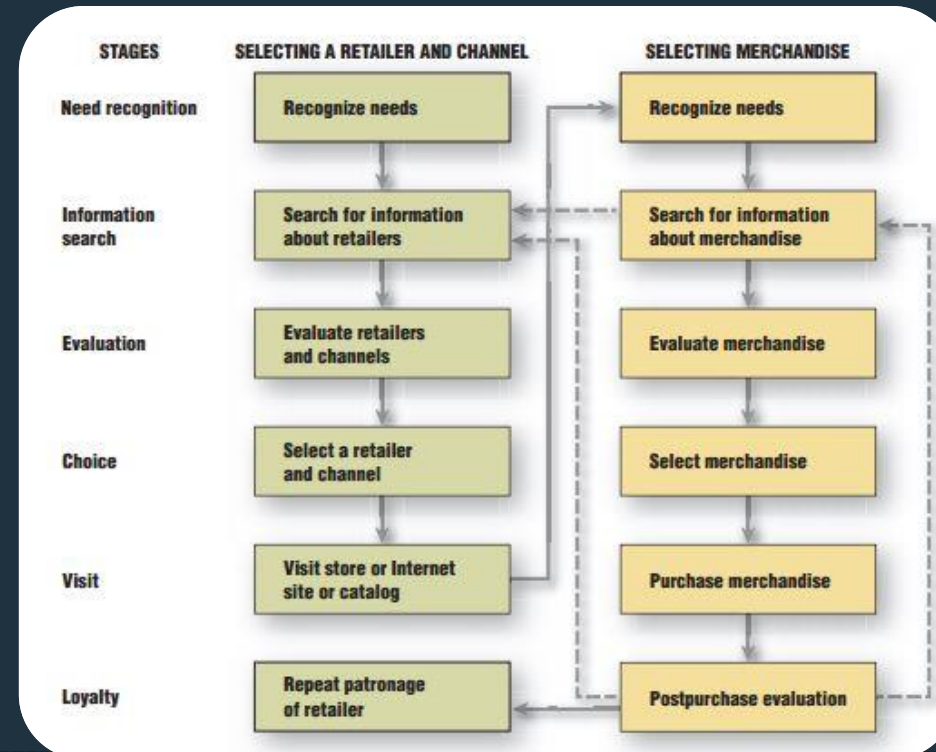
Customer Buying Behavior

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THE BUYING PROCESS





The buying process—the steps consumers go through when buying a product or service—begins when customers recognize an unsatisfied need



Types of Needs The needs that motivate customers to go shopping can be classified as utilitarian or hedonic.


When consumers go shopping for pleasure, they are seeking to satisfy their hedonic needs—their needs for entertaining, emotional, and recreational experiences.

Thus, from the consumer's perspective, utilitarian needs are associated with work, whereas hedonic needs are associated with pleasure



Information Search

Sources of Information Customers have two sources of information: internal and external. Internal sources are information in a customer's memory, such as names, images, and past experiences with different stores.



External sources consist of information provided by a host of sources. People search for products and information using search engines such as Google, visit the websites maintained by manufacturers and retailers, acquire information from traditional media (e.g., advertising), read blogs, watch product demonstrations on YouTube, and ask friends, in person and through social media.

A. INFORMATION ABOUT STORES SELLING GROCERIES			
Store Characteristics	Supercenter	Supermarket	Internet Grocer
Grocery prices	20% below average	Average	10% above average
Delivery cost (\$)	0	0	10
Total travel time (minutes)	30	15	0
Typical checkout time (minutes)	10	5	2
Number of products, brands, and sizes	40,000	30,000	40,000
Fresh produce	Yes	Yes	Yes
Fresh fish	Yes	Yes	No
Ease of finding products	Difficult	Easy	Easy
Ease of collecting nutritional information about products	Difficult	Difficult	Easy
B. BELIEFS ABOUT STORES' PERFORMANCE BENEFITS*			
Performance Benefits	Supercenter	Supermarket	Internet Grocer
Economy	10	8	6
Convenience	3	5	10
Assortment	9	7	5
Availability of product information	4	4	8

*10 = excellent, 1 = poor.

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Availability of product information	4	4	8
Assortment	9	7	5
Convenience	3	5	10
Economy	10	8	6



TYPES OF BUYING DECISIONS

Extended problem solving is a purchase decision process in which customers devote considerable time and effort to analyze their alternatives.



Limited Problem Solving

Limited problem solving is a purchase decision process involving a moderate amount of effort and time. Customers engage in this type of buying process when they have had some prior experience with the product or service and their risk is moderate.



Habitual Decision Making

Habitual decision making is a purchase decision process involving little or no conscious effort. Today's customers have many demands on their time. One way they cope with these time pressures is by simplifying their decision-making process.



SOCIAL FACTORS INFLUENCING THE BUYING PROCESS

- The Economy
- Family
- Reference Groups
- Culture

MARKET SEGMENTATION

Segmentation Descriptor	Example of Categories
GEOGRAPHIC	
Region	Pacific, Mountain, Central, South, Mid-Atlantic, Northeast
Population density	Rural, suburban, urban
Climate	Cold, warm
DEMOGRAPHIC	
Age	Under 6, 6–12, 13–19, 20–29, 30–49, 50–65, over 65
Gender	Male, female
Family life cycle	Single, married with no children, married with youngest child under 6, married with youngest child over 6, married with children no longer living at home, widowed
Family income	Under \$19,999; \$20,000–29,999; \$30,000–49,999; \$50,000–\$74,999; over \$75,000
Occupation	Professional, clerical, sales, craftsperson, retired, student, homemaker
Education	Some high school, high school graduate, some college, college graduate, graduate degree
Religion	Catholic, Protestant, Jewish, Muslim
Race	Caucasian, African-American, Hispanic, Asian
Nationality	American, Japanese, British, French, German, Italian, Chinese
PSYCHOSOCIAL	
Social class	Lower, middle, upper
Lifestyle	Striver, driver, devoted, intimate, altruist, fun seeker, creative
Personality	Aggressive, shy, emotional
FEELINGS AND BEHAVIORS	
Attitudes	Positive, neutral, negative
Benefit sought	Convenience, economy, prestige
Stage in decision process	Unaware, aware, informed, interested, intend to buy, bought previously
Perceived risk	High, medium, low
Innovativeness	Innovator, early adopter, early majority, late majority, laggard
Loyalty	None, some, completely
Usage rate	None, light, medium, heavy
Usage situation	Home, work, vacation, leisure
User status	Nonuser, ex-user, potential user, current user



Multichannel

Digital Anatomy of the Affluent Male

There are 19 million affluent males on the Internet and they are shopping online and spending more than ever before. Forty percent of them are shopping online 2x a week or more and spending over \$30K annually.

Who is the affluent male?:



He is connected on all devices daily:



He is a captive audience for advertisers:



Favorite luxury brands:

Bolton
Louis Vuitton
BMW
Lexus
Mercedes-Benz

What he's searching for:

Travel
Apparel
Automotive
Sports

Top websites visited:



He's social:



He is buying online frequently:



On his phone he's checking:



On tablet:



www.iprospect.com

iProspect

Data provided by COMSCORE



CASE



TASK

All Indonesian consumers want in their shopping carts this holiday season - Academia - The Jakarta Post

Berikan penjelasan atas informasi tersebut dan kaitkan dengan materi pada perilaku pembelian pelanggan !



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



THANK YOU!

Do you have any questions?

