

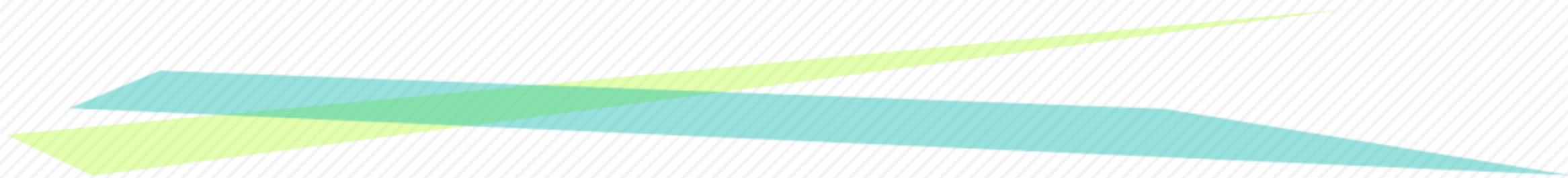
# Dinamika Pembelian Konsumen & Bisnis



Aryan Eka Prastya Nugraha  
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# Marketing Management at Cisco

*At the height of the dot-com boom, Cisco Systems was briefly the most valuable company in the world, with a valuation of \$500 billion. Since those heady days, Cisco has faced a number of challenges to its market leadership—but it has also taken bold steps to reinvent itself, reflecting shifts in the global marketing environment. The company prides itself on staying close to its business customers and sees its core competency as helping them get through big transitions by breaking down their corporate silos. Its CEO cites compact and efficient blade servers as a good example of how Cisco helps companies form a common technological vision, noting that Cisco's is the only computing technology that can handle data, voice, and video. The firm spends \$6 billion annually on research and development, and it generates 55 percent of its revenue and 70 percent of its growth from overseas.<sup>1</sup>*



# What Influences Consumer Behavior?

Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Marketers must fully understand both the theory and the reality of consumer behavior. A consumer's buying behavior is influenced by cultural, social, and personal factors. Of these, cultural factors exert the broadest and deepest influence.



# Cultural Factors

Culture, subculture, and social class are particularly important influences on consumer buying behavior. Culture is the fundamental determinant of a person's wants and behavior. Through family and other key institutions, a child growing up in the United States is exposed to values such as achievement and success, activity, efficiency and practicality, progress, material comfort, individualism, freedom, external comfort, humanitarianism, and youthfulness. A child growing up in another country might have a different view of self, relationship to others, and rituals.

Social classes are relatively homogeneous and enduring divisions in a society, hierarchically ordered and with members who share similar values, interests, and behavior. One classic depiction of social classes in the United States defined seven ascending levels: (1) lower lowers, (2) upper lowers, (3) working class, (4) middle class, (5) upper middles, (6) lower uppers, and (7) upper uppers.<sup>4</sup> Social class members show distinct product and brand preferences in many areas.

# Social Factors

In addition to cultural factors, social factors such as reference groups, family, and social roles and statuses affect our buying behavior.



Reference Groups A person's reference groups are all the groups that have a direct (face-to-face) or indirect influence on his or her attitudes or behavior. Groups having a direct influence are called membership groups. Some of these are primary groups with whom the person interacts fairly continuously and informally, such as family, friends, neighbors, and coworkers. People also belong to secondary groups, such as religious, professional, and trade-union groups, which tend to be more formal and require less continuous interaction.

- Cliques
- Family
- Roles and Status



# Personal Factors

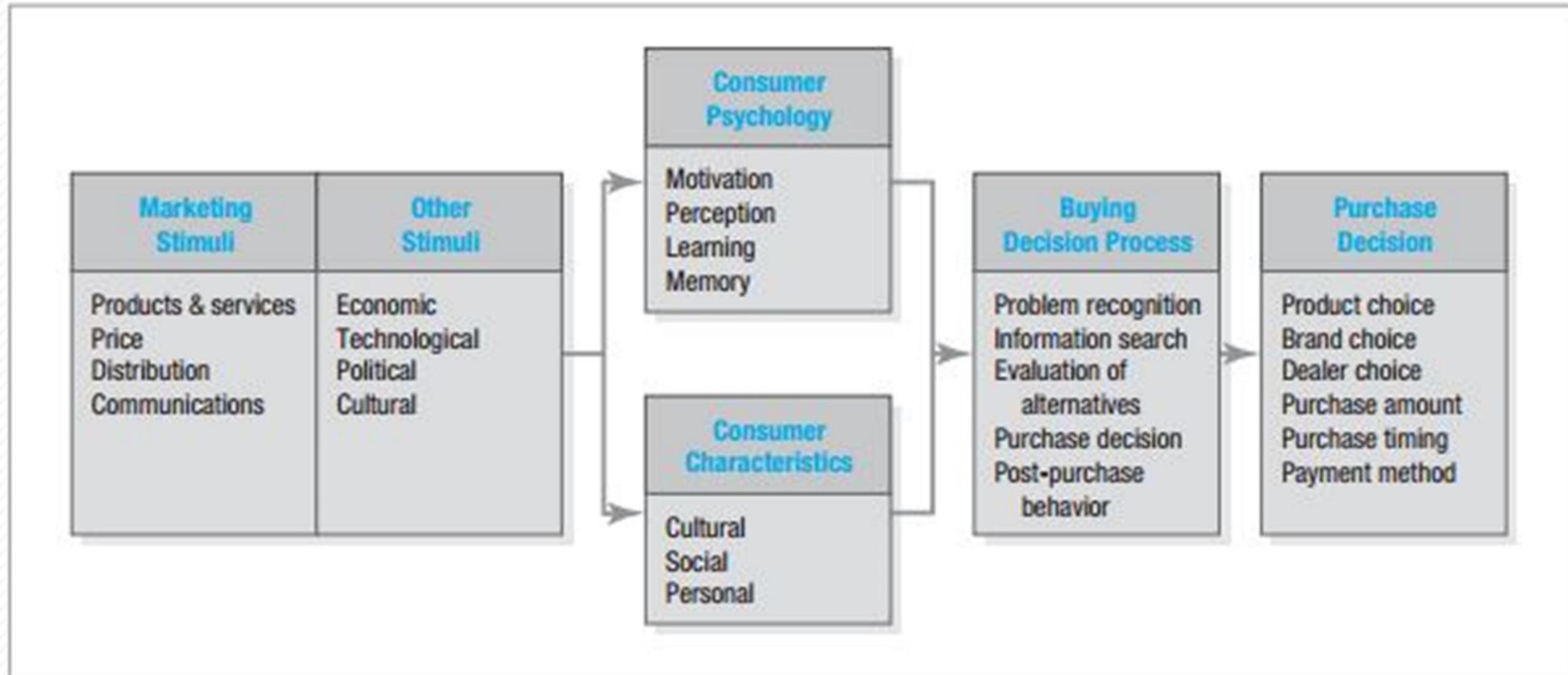
Personal characteristics that influence a buyer's decision include age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values.



- Age and Stage in the Life Cycle
- Occupation and Economic Circumstances
- Personality and Self-Concept
- Lifestyle and Values



# Motivation



# Perception

A motivated person is ready to act—how is influenced by his or her perception of the situation.

In marketing, perceptions are more important than reality because they affect consumers' actual behavior. Perception is the process by which we select, organize, and interpret information inputs to create a meaningful picture of the world. Consumers perceive many different kinds of information through sight, sound, smell, taste, and feel.



# Learning

When we act, we learn. Learning induces changes in our behavior arising from experience. Most human behavior is learned, though much learning is incidental. Learning theorists believe learning is produced through the interplay of drives, stimuli, cues, responses, and reinforcement. A drive is a strong internal stimulus impelling action. Cues are minor stimuli that determine when, where, and how a person responds.



# Emotions

Consumer response is not all cognitive and rational; much may be emotional and invoke different kinds of feelings. A brand or product may make a consumer feel proud, excited, or confident. An ad may create feelings of amusement, disgust, or wonder

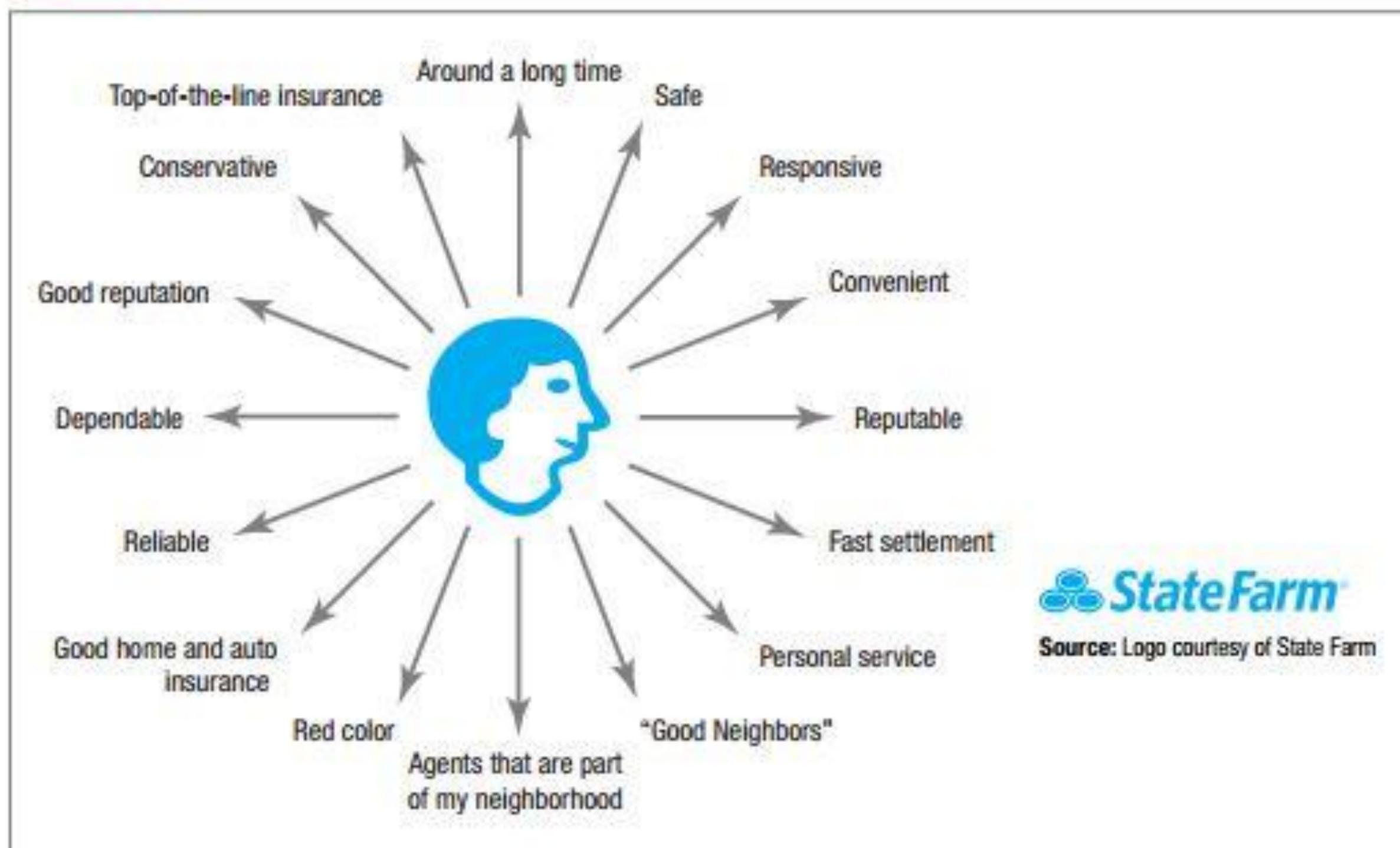


# Memory

Cognitive psychologists distinguish between short-term memory (STM)—a temporary and limited repository of information—and long-term memory (LTM)—a more permanent, essentially unlimited repository. Most widely accepted views of long-term memory structure assume we form some kind of associative model. For example, the associative network memory model views LTM as a set of nodes and links

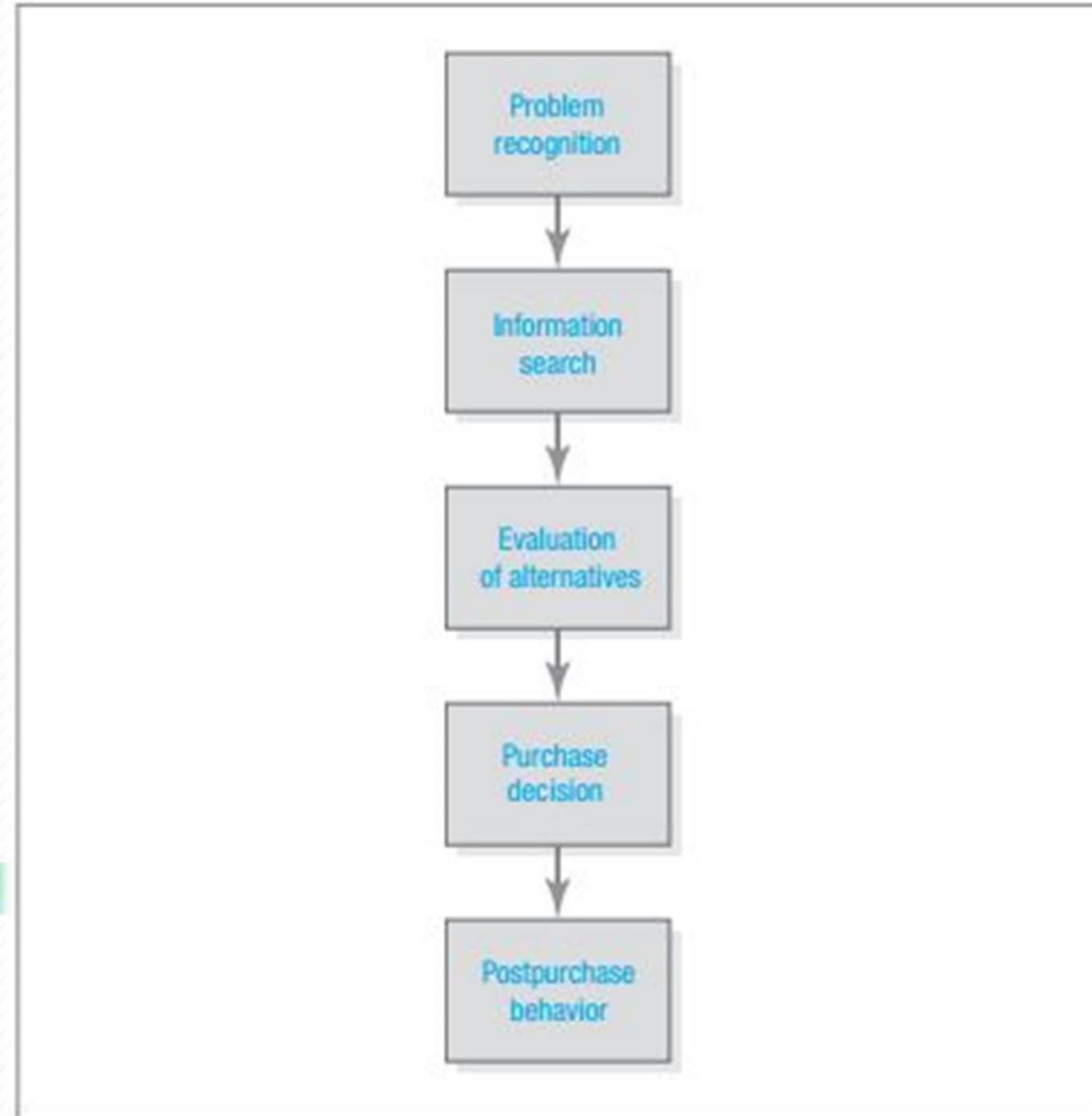


**FIGURE 5.2** Hypothetical Mental Map

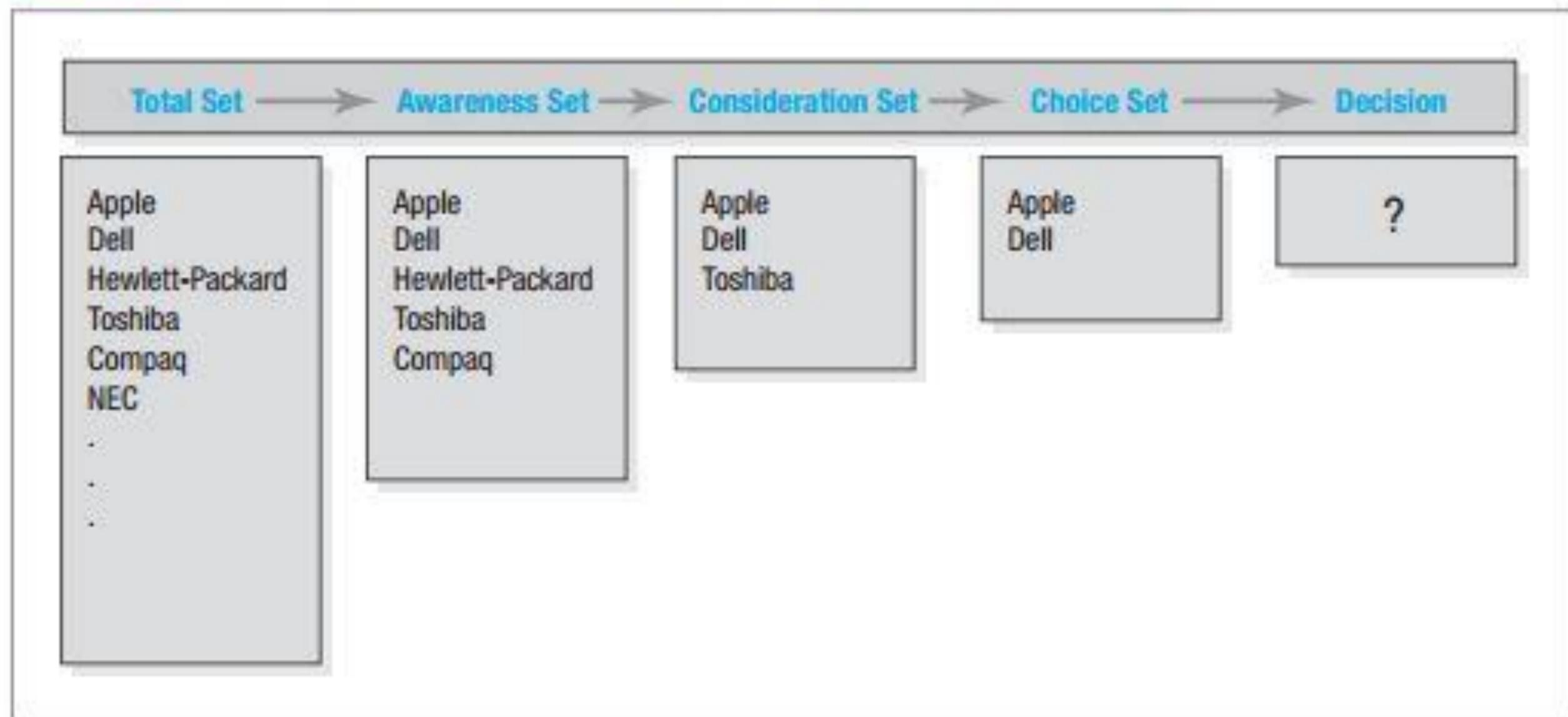


# The Consumer Buying Decision Process

**FIGURE 5.3** Five-Stage Model of the Consumer Buying Process



**FIGURE 5.4** Successive Sets Involved in Consumer Decision Making



# What is Organizational Buying?

Many marketers sell not to consumers but to organizational buyers.

Frederick E. Webster Jr. and Yoram Wind define organizational buying as the decision-making process by which formal organizations establish the need for purchased products and services and identify, evaluate, and choose among alternative brands and suppliers. The business market differs from the consumer market in a number of ways.



# The Business Market versus the Consumer Market

**TABLE 5.1** Characteristics of Business Markets

Characteristic	Description
Fewer, larger buyers	Business marketers normally deal with far fewer, much larger buyers than consumer marketers.
Close supplier-customer relationships	Because of the smaller customer base and the importance and power of larger customers, suppliers are frequently expected to customize offerings to individual customer needs.
Professional purchasing	Trained purchasing agents follow formal purchasing policies, constraints, and requirements. Many of the buying instruments, such as proposals and purchase contracts, are not typically part of consumer buying.
Multiple buying influences	More people influence business buying decisions. Business marketers must send well-trained sales representatives and teams to deal with well-trained buyers and with buying committees.
Multiple sales calls	Because more people are involved, it takes multiple sales calls to win most business orders during a sales cycle often measured in years.
Derived demand	Demand for business goods is ultimately derived from the demand for consumer goods, so business marketers must monitor the buying patterns of end users.
Inelastic demand	Total demand for many business offerings is inelastic—that is, not much affected by price changes, especially in the short run, because producers cannot make quick production changes.
Fluctuating demand	Demand for business offerings tends to be more volatile than demand for consumer offerings. An increase in consumer demand can lead to a much larger increase in demand for plant and equipment necessary to produce the additional output.
Geographically concentrated buyers	More than half of U.S. business buyers are concentrated in seven states: New York, California, Pennsylvania, Illinois, Ohio, New Jersey, and Michigan. The geographical concentration of producers helps to reduce selling costs.
Direct purchasing	Business buyers often buy directly from manufacturers rather than through intermediaries, especially items that are technically complex or expensive.

# Participants in the Business Buying Process

- Initiators—Users or others in the organization who request that something be purchased.
- Users—Those who will use the product or service. In many cases, the users initiate the buying proposal and help define the product requirements.
- Influencers—People who influence the buying decision, often by helping define specifications and providing information for evaluating alternatives.
- Deciders—People who decide on product requirements or on suppliers.

- Approvers—People who authorize the proposed actions of deciders or buyers.
- Buyers—People who have formal authority to select the supplier and arrange the purchase terms. Buyers may help shape product specifications, but they play their major role in selecting vendors and negotiating. In more complex purchases, buyers might include high-level managers.
- Gatekeepers—People such as purchasing agents and receptionists who have the power to prevent sellers or information from reaching members of the buying center.

**TABLE 5.3** Electronic Marketplaces for Business Buying

- **Catalog sites.** Companies can order thousands of items through electronic catalogs, such as W. W. Grainger's, distributed by e-procurement software.
- **Vertical markets.** Companies buying industrial products such as plastics or services such as media can go to specialized Web sites called e-hubs, including Plastics.com.
- **"Pure Play" auction sites.** Online auctions can serve business buyers and sellers worldwide. Ritchie Bros. operates the multilingual rbauction.com site, enabling businesses in many nations to buy or sell.
- **Spot (or exchange) markets.** On spot electronic markets, prices change by the minute. IntercontinentalExchange (ICE) is an electronic energy marketplace and soft commodity exchange, for example.
- **Private exchanges.** Hewlett-Packard, IBM, and Walmart operate private online exchanges to link with specially invited groups of suppliers and partners.
- **Barter markets.** In barter markets, participants offer to trade goods or services.
- **Buying alliances.** Several companies buying the same goods can join together to form purchasing consortia and gain deeper discounts on volume purchases. TopSource is an alliance of firms in food-related businesses.



# REFLEKSI

- Informasi penting hari ini
- Manfaat penting dari informasi penting hari ini
- Tindak lanjut yang dapat saudara lakukan





Thank You! 😊

Any Questions?