



KEPUTUSAN KONSUMEN

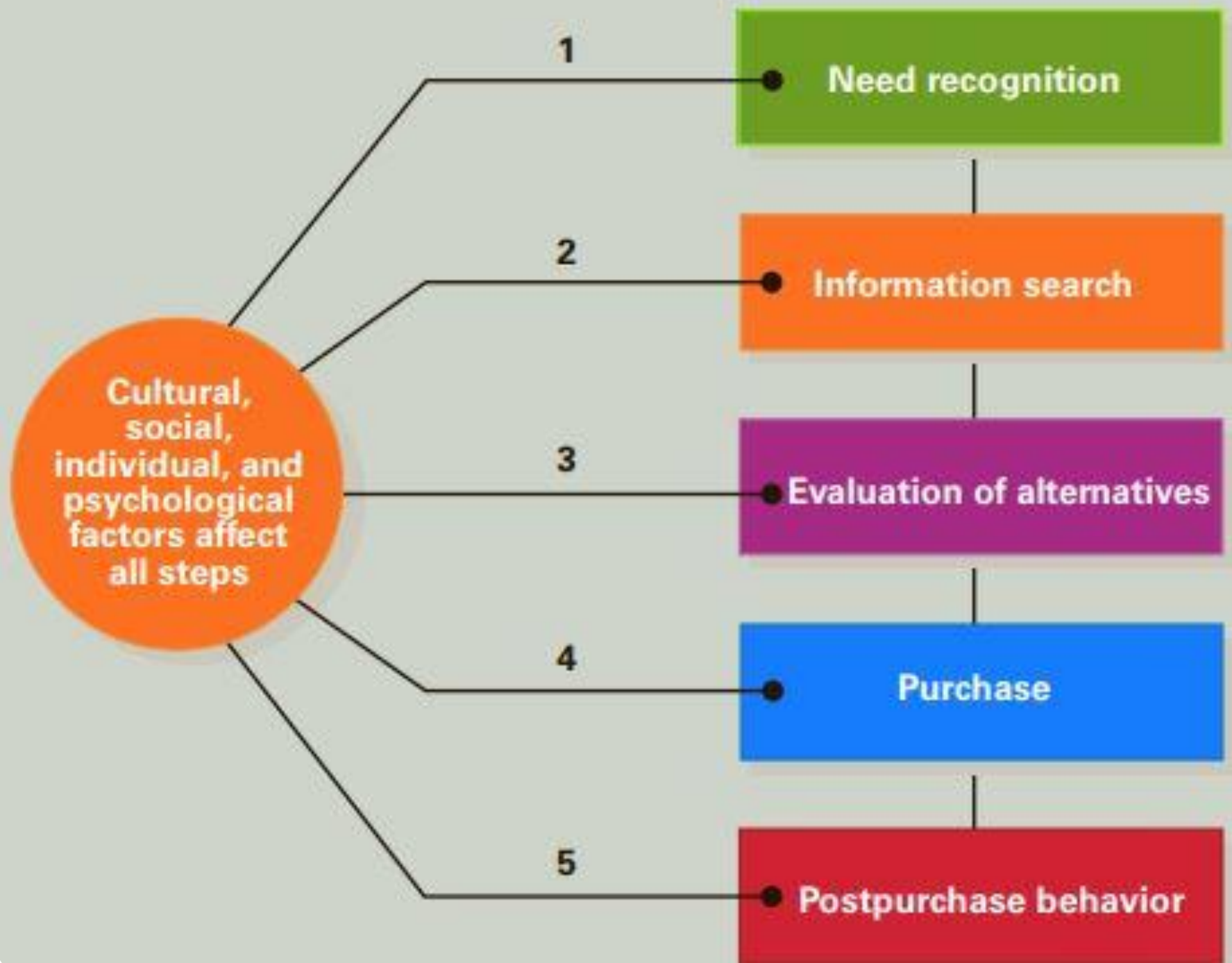
Aryan Eka Prastya Nugraha

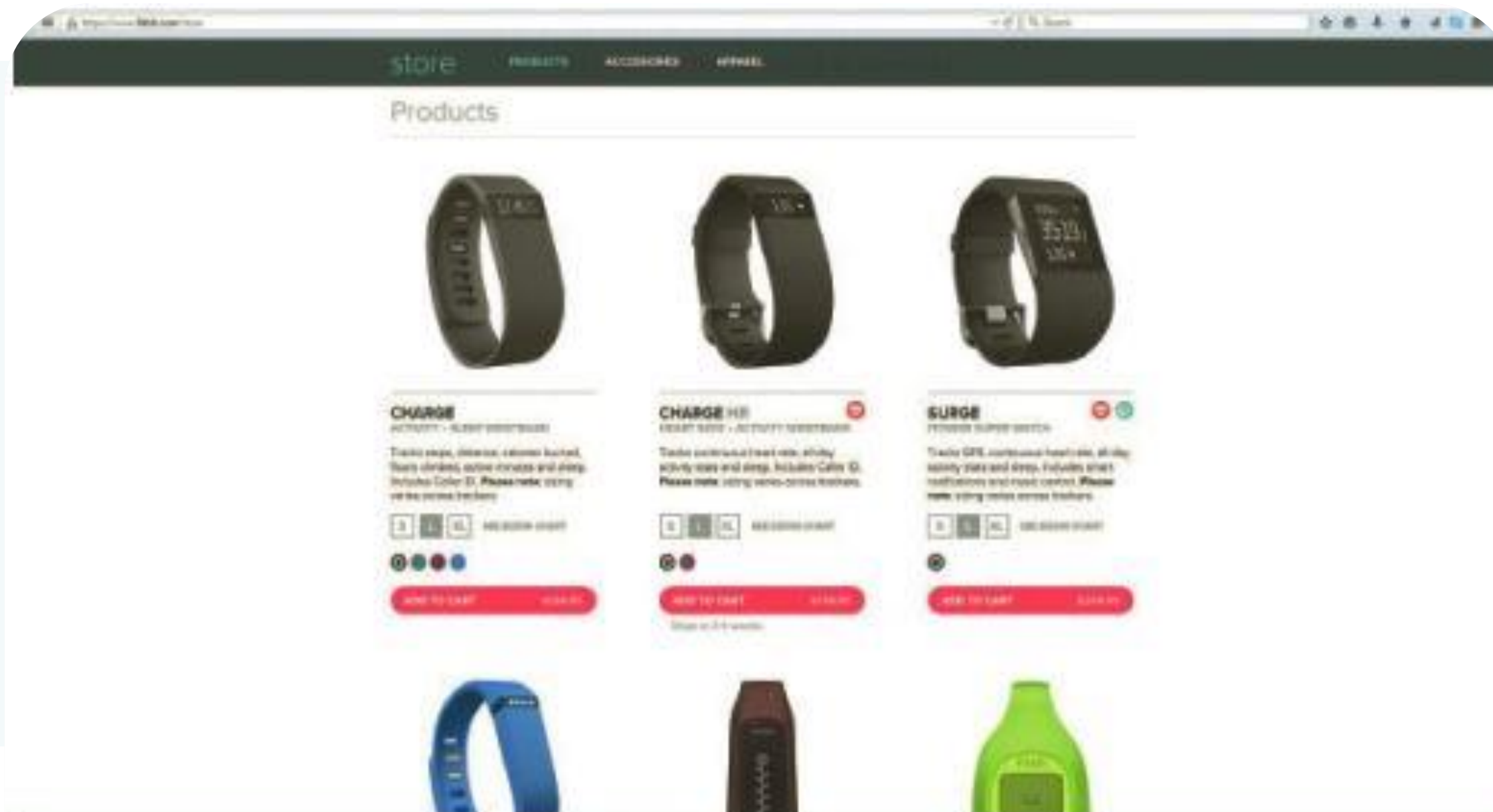
2018

Consumers' product and service preferences are constantly changing. Marketing managers must understand these desires in order to create a proper marketing mix for a well-defined market. So it is critical that marketing managers have a thorough knowledge of consumer behavior.

Consumer behavior describes how consumers make purchase decisions and how they use and dispose of the purchased goods or services. The study of consumer behavior also includes factors that influence purchase decisions and product use.

EXHIBIT 6.1 THE CONSUMER DECISION-MAKING PROCESS





A want can be for a specific product, or it can be for a certain attribute or feature of a product.

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The Internet has changed the quality of information available to make purchase decisions.

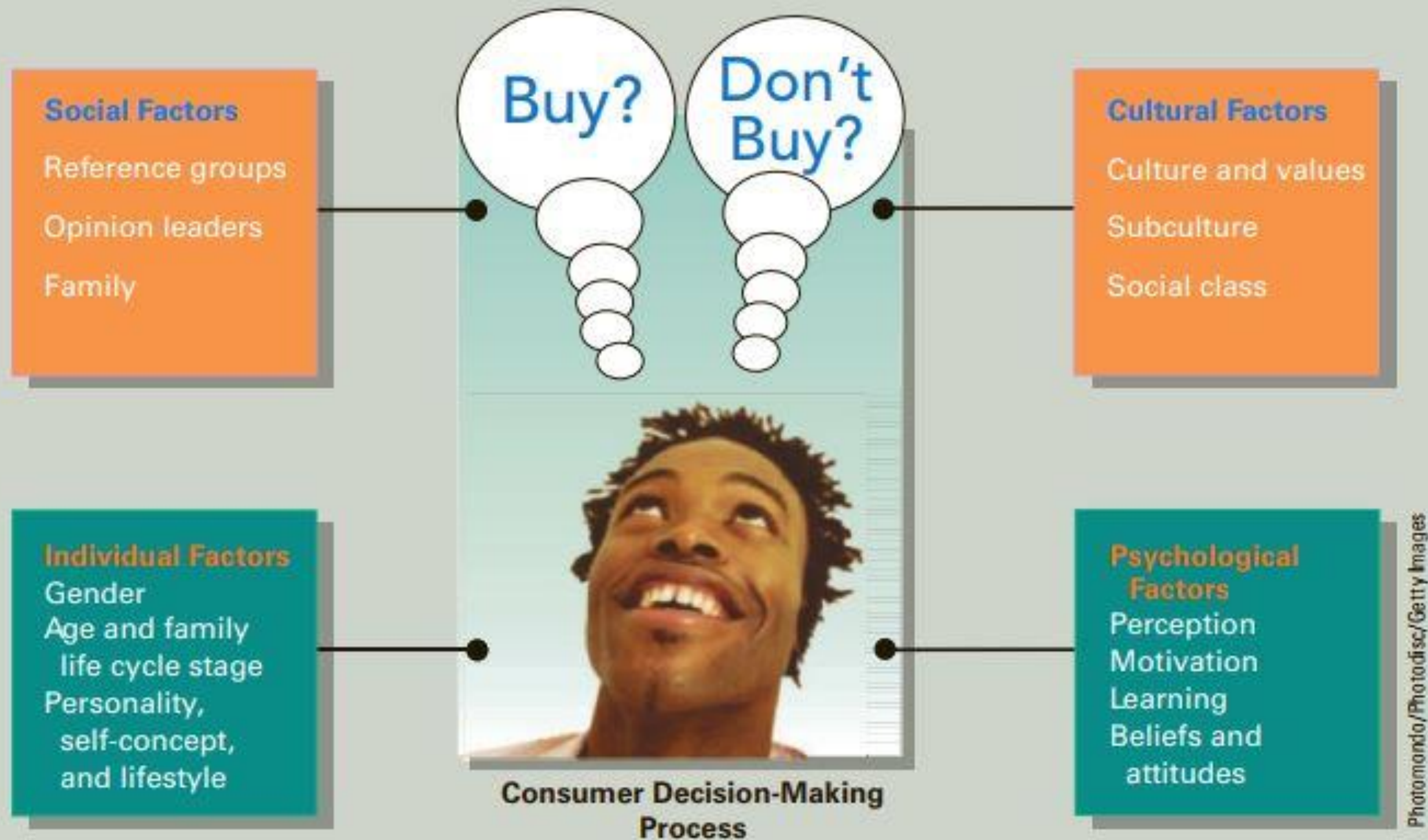
available to make purchase decisions.



Purchase involvement depends on level of interest. If this shopper is looking to use a bike as her main mode of transportation, then she is highly involved in this purchase decision.

EXHIBIT 6.4

FACTORS THAT AFFECT THE CONSUMER DECISION JOURNEY



Upper Classes

Capitalist class	1%	People whose investment decisions shape the national economy; income mostly from assets, earned or inherited; university connections
Upper middle class	14%	Upper-level managers, professionals, owners of medium-sized businesses; well-to-do, stay-at-home homemakers who decline occupational work by choice; college educated; family income well above national average

Middle Classes


Middle class	33%	Middle-level white-collar, top-level blue-collar; education past high school typical; income somewhat above national average; loss of manufacturing jobs has reduced the population of this class
Working class	32%	Middle-level blue-collar, lower-level white-collar; income below national average; largely working in skilled or semi-skilled service jobs

Lower Classes

Working poor	11–12%	Low-paid service workers and operatives; some high school education; below mainstream in living standard; crime and hunger are daily threats
Underclass	8–9%	People who are not regularly employed and who depend primarily on the welfare system for sustenance; little schooling; living standard below poverty line

YOUR TASK !

Buat PAPER (WAJIB) maksimal 5 halaman dari materi yang sudah dijelaskan

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THANK YOU!

ANY QUESTIONS?