## Consumer Behavior

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## Final Consumer vs. Business Consumer

## Final consumer- buy products or services for

 personal use- Examples: X-Box, PS3, iPad, iPod, shoes, furniture, etc.


## Business consumer- buy goods and services to produce and market other goods and services for resale

- Examples: QuickBooks, computer, groceries (retail), etc.


## Hierarchy of Needs

## Self-actualization- to realize your potential

Esteem- respect and recognition

Social- friends, love, belonging

Security- physical safety and economic security

Physiological-food, sleep, water, air

Examples: career, self-aware, talents

Examples: academic awards, hobbies, sports trophy

Examples: family, religious groups, sports teams

Examples: having a job, health, personal safety

Examples: meals, house, other requirements for life

## Buying Motives

## Emotional motives

- Definition- purchases based on feelings, beliefs, or attitudes


## Rational motives

- Definition- buying based on facts or logic
- Examples: computer, automobile


## Patronage motives

- Definition- based on loyalty
- Examples: restaurant, clothing


## Consumer Decision-Making Process

Definition- the process by which consumers collect and analyze information to make choices among alternatives

Example: New car

1. Problem recognition- you need a new car for transportation to work
2. Information research- you must find different dealerships that satisfy your needs
3. Evaluate alternatives- you could decide on public transportation or a used car
4. Purchase- you purchase the product with the correct payment method based on financial situation
5. Post purchase evaluation- you should reflect on your choice to help yourself out for next time

## Individual Characteristics

Personal identitycharacteristics and character that make a person unique

Self-concept- an individuals belief about his or her identity, image, and capabilities

Personality- an enduring pattern of emotions and behaviors that define an individual

Lifestyle- the way a person lives as reflected
by material goods, activities, and relationships

Attitude- the frame of mind developed from a person's values, beliefs, and feelings

Ethnicity- a set of characteristics uniting a group based on ancestry, country of origin, language, and traditions

Gender- dress, social relationships, activities, and career choices are often different

Age- indicates types of products and services that they are interested in and brands and features

## Types of Decision-Making

## Routine decision making

## Limited decision making

## Extensive decision making

- Frequent purchases that require little thought
- Snacks
- Personal supplies
- More time than routine decision making
- Clothes
- Some food
- Incorporates decision making process
- Automobile
- House

