



Consumer Markets and Consumer Buying Behavior

Dewi Pancawati N.,M.M.

Consumer Buying Behavior

- **Consumer Buying Behavior** berhubungan dengan perilaku pembelian oleh konsumen akhir(individu&rumah tangga) yang membeli barang &jasa pada untuk pemakaian secara personal
- The central question for marketers is:
“Bagaimana konsumen merespon berbagai usaha pemasaran yang digunakan perusahaan?”

We believe furniture
can be designed to
guide human behavior.
Example A:



Let's face it. There's a little Pavlov dog in each of us. So it should come as no real great revelation that your furniture and office space can affect the way coworkers act and interact.

You can bring people together as teams instead of keeping them



apart. Or isolate them for intense, thoughtful work. Encourage the sharing of ideas between disciplines and departments. Create an environment so flexible that meetings can happen anywhere, even hallways. In short, build smarter workplaces that are more productive and more profitable. And no one knows how to do it better than Steelcase and its dealers. Visit our Web site, <http://www.steelcase.com>.

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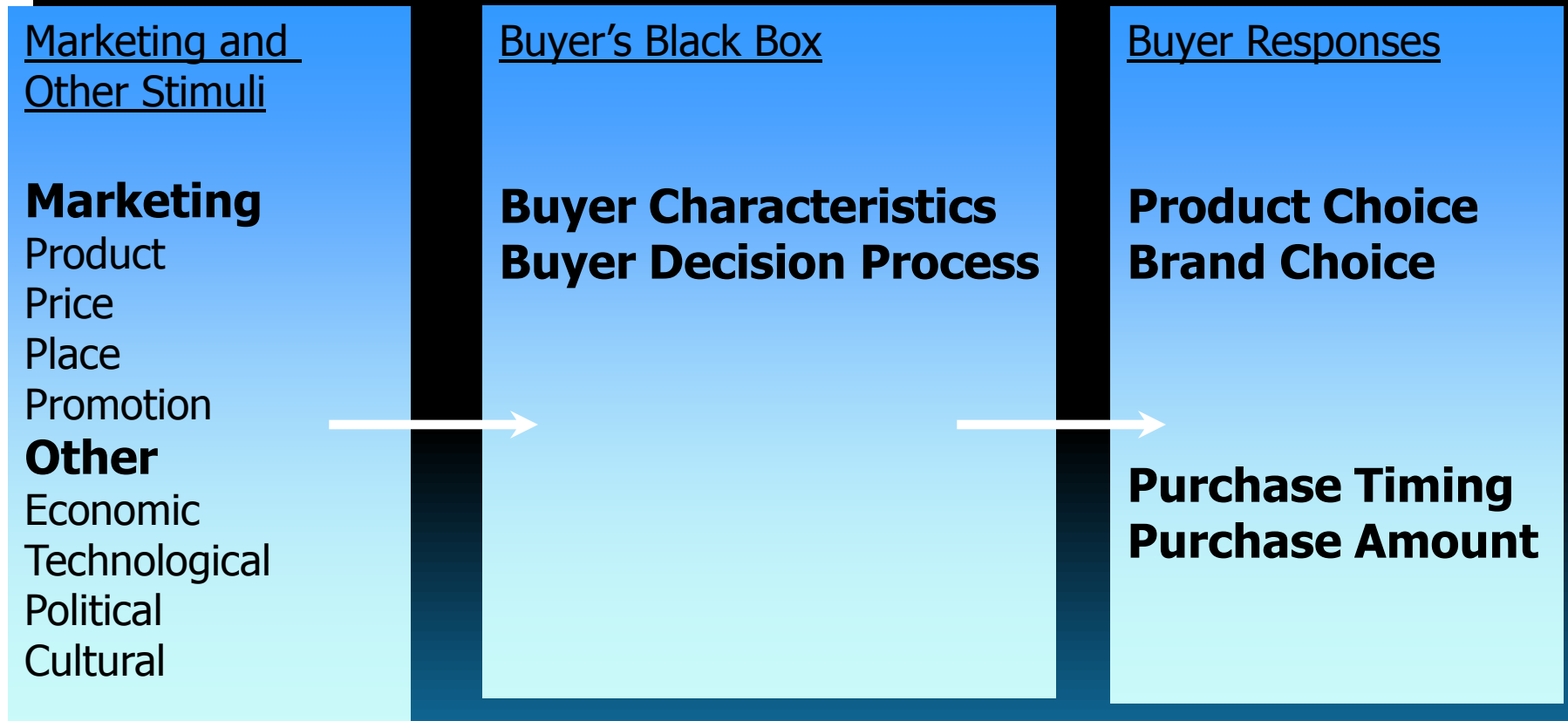
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Model Respon Sederhana



Model of Buyer Behavior



Model Perilaku Pembelian

Stimulus Pemasaran

**Produk
Harga
Tempat
Promosi**

Stimulus Lain

**Ekonomi
Teknologi
Politik
Budaya**

Karakteristik Pembeli

**Budaya
Sosial
Pribadi
Psikologis**

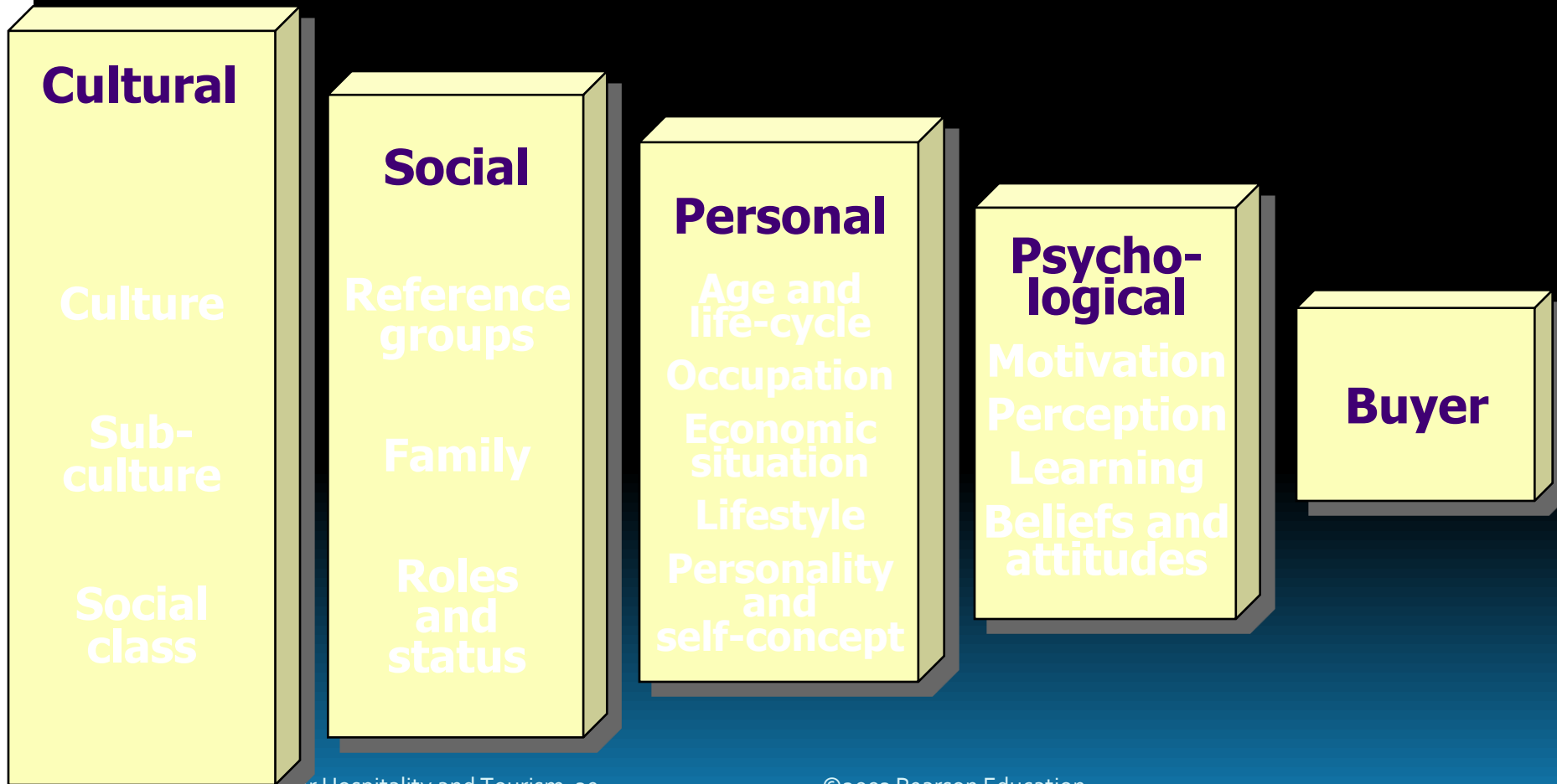
Proses Keputusan Membeli

**Pemahaman masalah
Pencarian Informasi
Evaluasi
Keputusan
Perilaku pasca-
Pembelian**

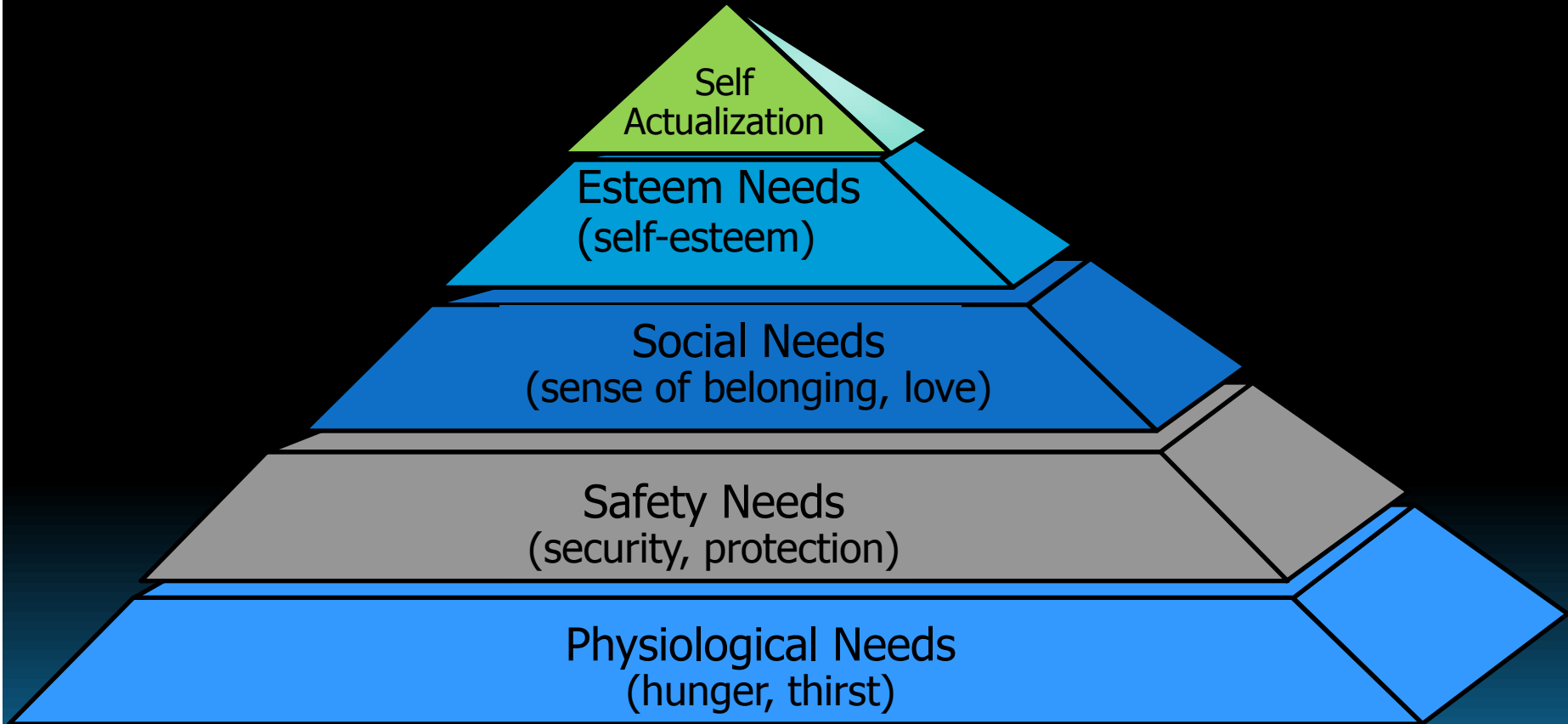
Keputusan Membeli

**Memilih Produk
Memilih Merek
Memilih Toko
Memilih waktu
Memilih jumlah**

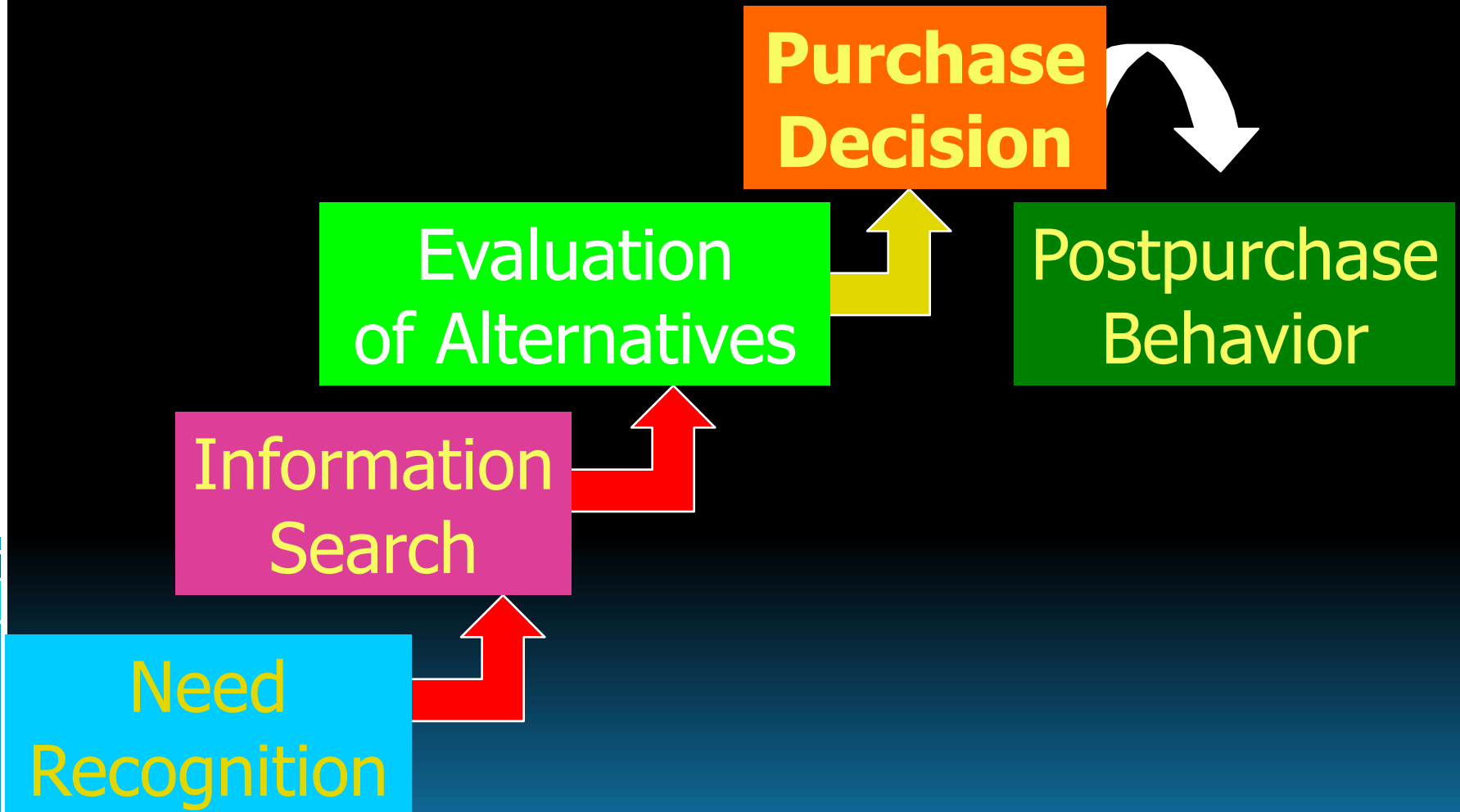
Factors Influencing Consumer Behavior



Maslow's Hierarchy of Needs



Buyer Decision Process



Consumer Behavior and Services



Bagaimana Pelanggan Menggunakan atau Membuang Produk

