

MARKETING MANAGEMENT

12th edition



Pertemuan 6 Pasar Konsumen dan Pasar Bisnis



Emerging Trends in Consumer Behavior



Metrosexual –
Straight urban man
who enjoys shopping
and using grooming
products

Apa yang Mempengaruhi Perilaku Konsumen?



Faktor Budaya

Faktor Sosial

Faktor Personal



Budaya



Determinan dasar dari keinginan dan perilaku seseorang yang diperoleh dari proses sosialisasi dengan keluarga dan institusi kunci lainnya

Sub budaya



Nasionalitas

Agama

Kelompok Rasial

Wilayah Geografis

Minat Khusus



Kelas Sosial



Upper uppers
Lower uppers
Upper middles
Middle class
Working class
Upper lowers
Lower lowers

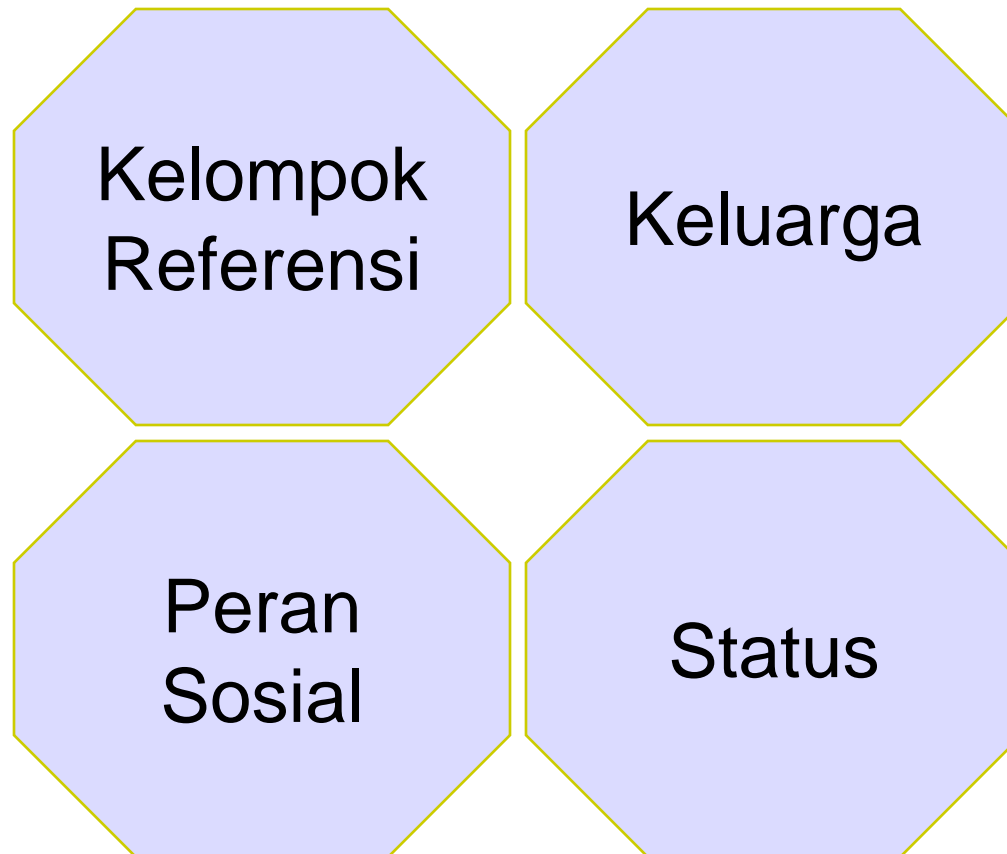


Karakteristik dari Kelas Sosial



- Memiliki perilaku yang cenderung sama
- Menentukan posisi yang superior atau inferior
- Bisa dikategorikan ke dalam suatu kelompok atau variabel (pekerjaan, penghasilan, kemakmuran)
- Berubah sepanjang waktu

Faktor Sosial



Kelompok Referensi



Membership groups

Primary groups

Secondary groups

Aspirational groups

Dissociative groups



Keluarga



- Orientasi Keluarga
 - Agama
 - Politik
 - Ekonomi
- Kebiasaan Keluarga
 - Perilaku Pembelian Harian

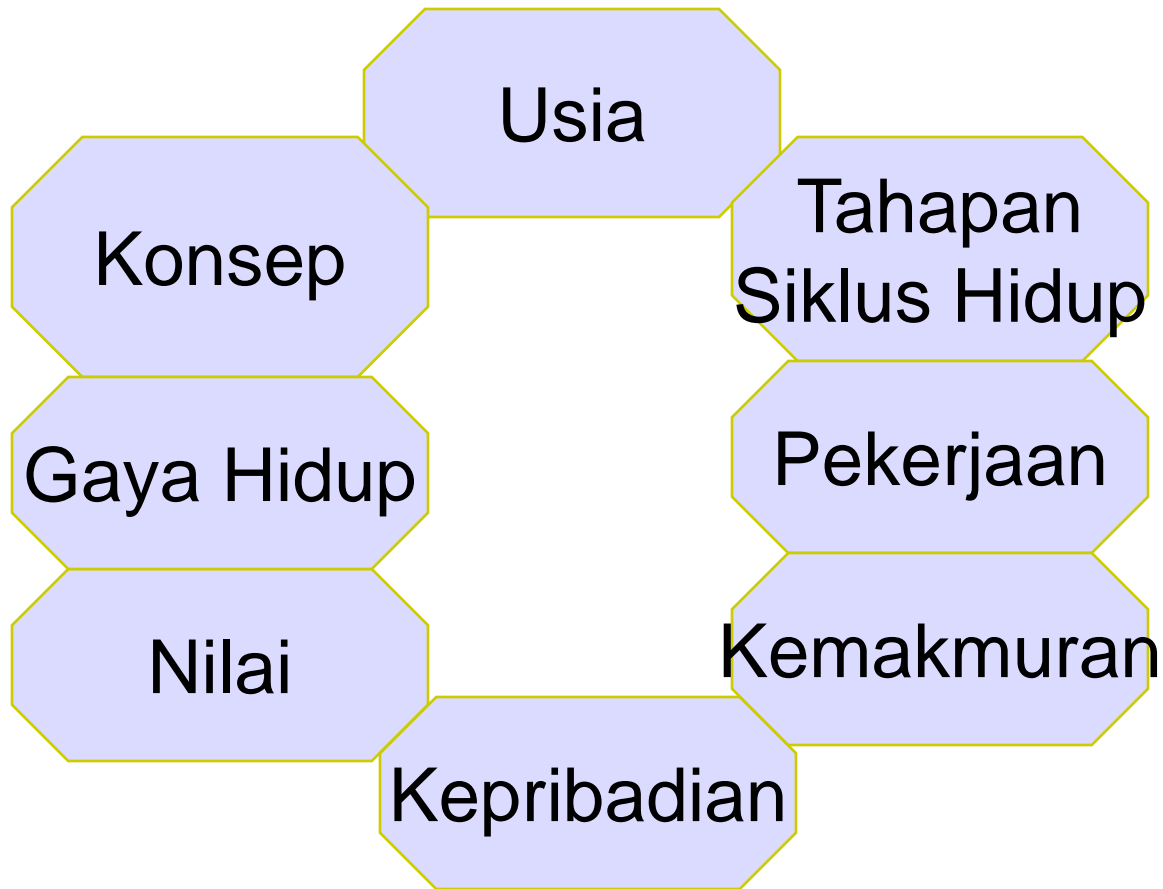


Peran dan Status

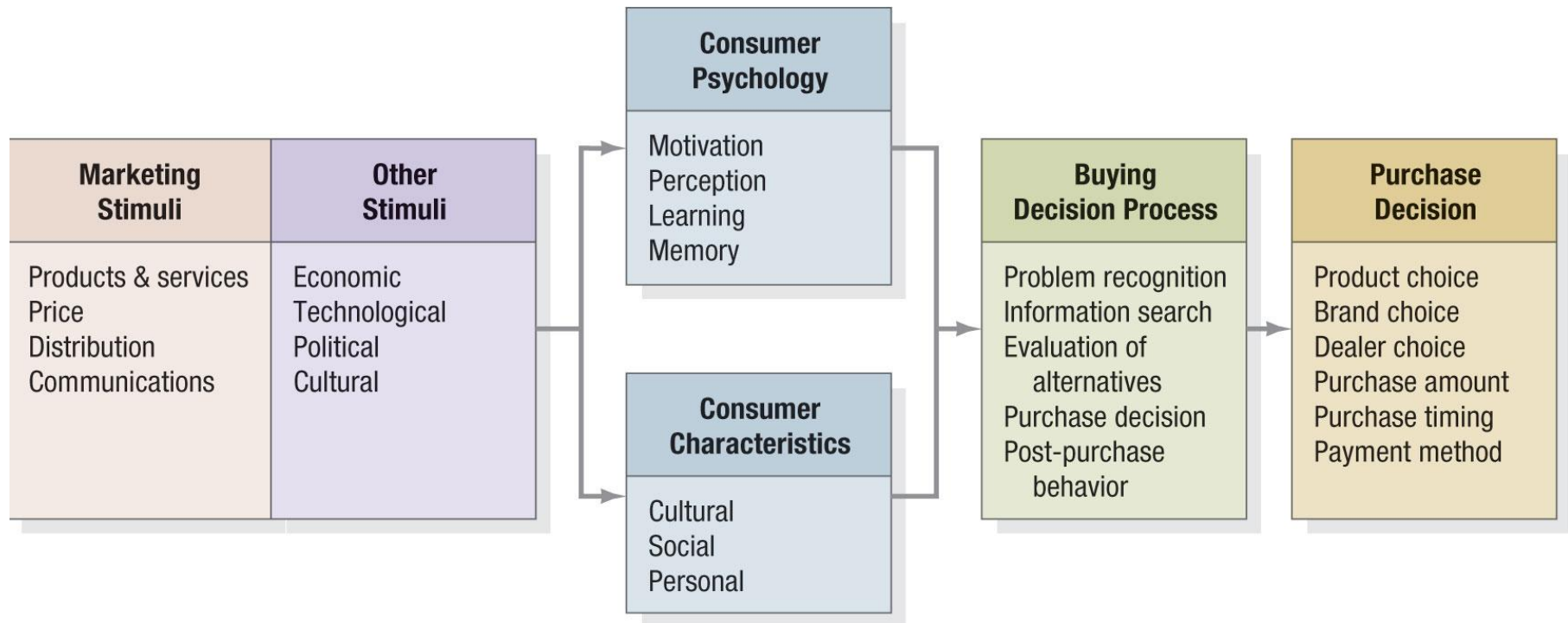


Sejauhmana status seseorang dikaitkan dengan berbagai pekerjaan yang berbeda?

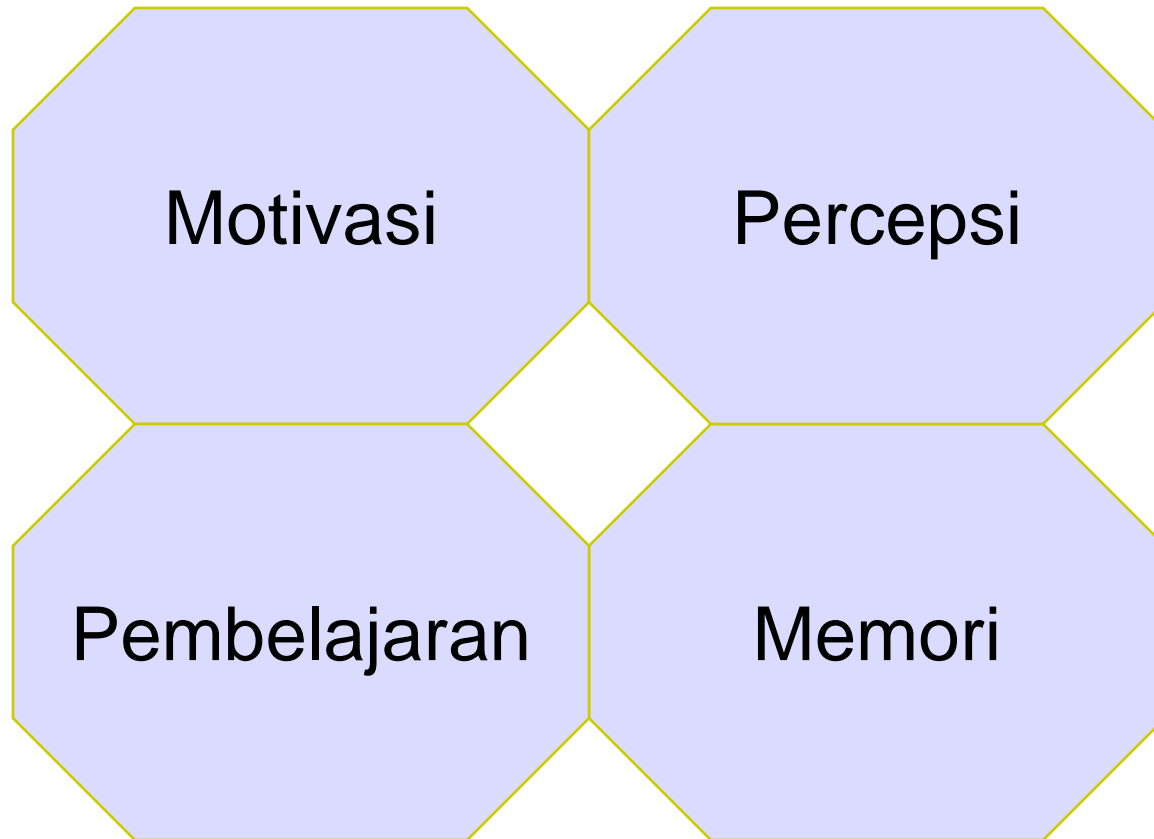
Faktor Personal



Model Perilaku Konsumen



Proses Kunci Psikologis



Motivasi



Freud's Theory

Perilaku didorong oleh motivasi dibawah alam sadar

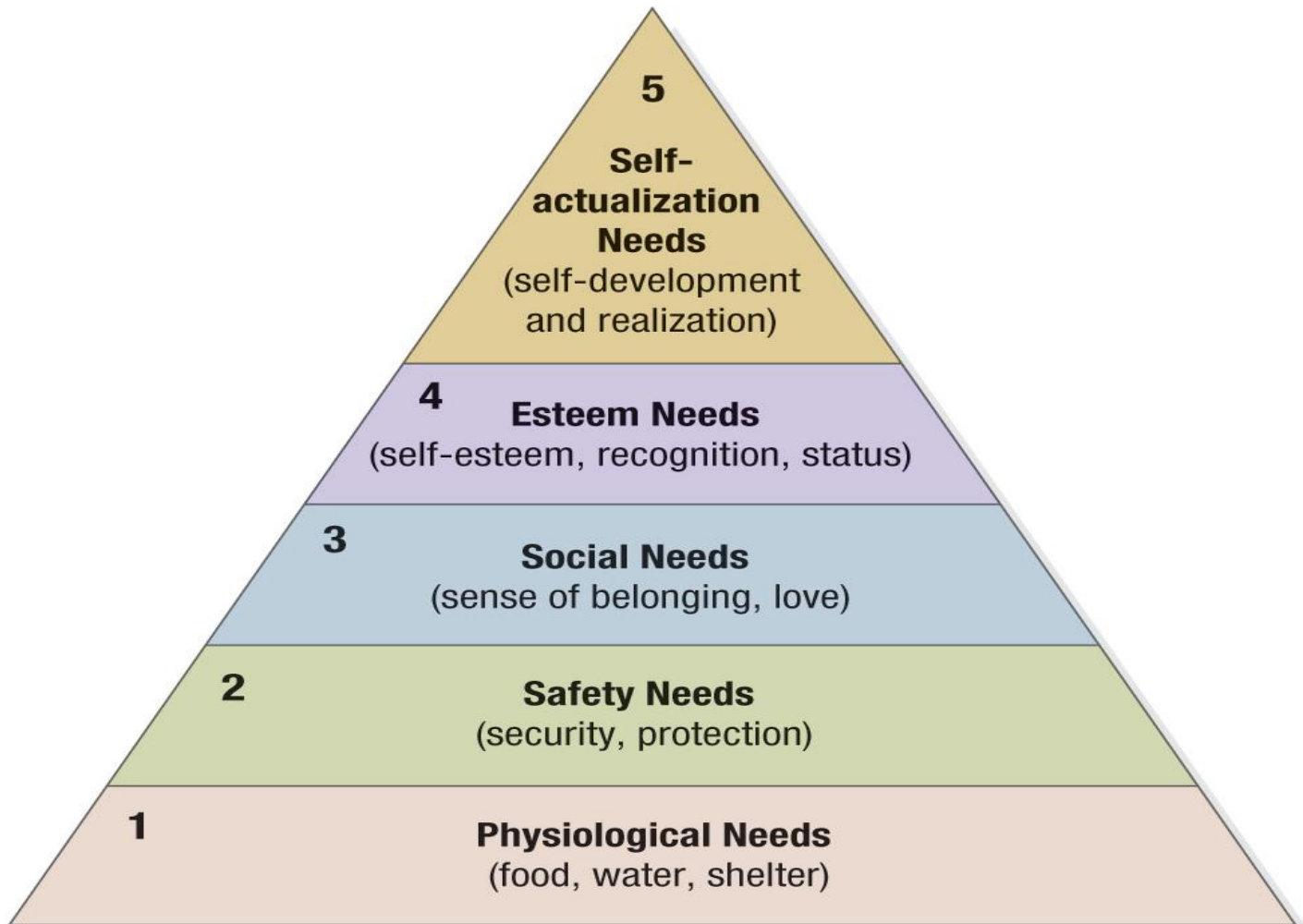
Maslow's Hierarchy of Needs

Perilaku dipacu oleh kebutuhan yang terendah, dan tidak terpenuhi

Herzberg's Two-Factor Theory

Behavior is guided by satisfiers and dissatisfiers

Maslow's Hierarchy of Needs



Herzberg's Two-Factor Theory



Perception



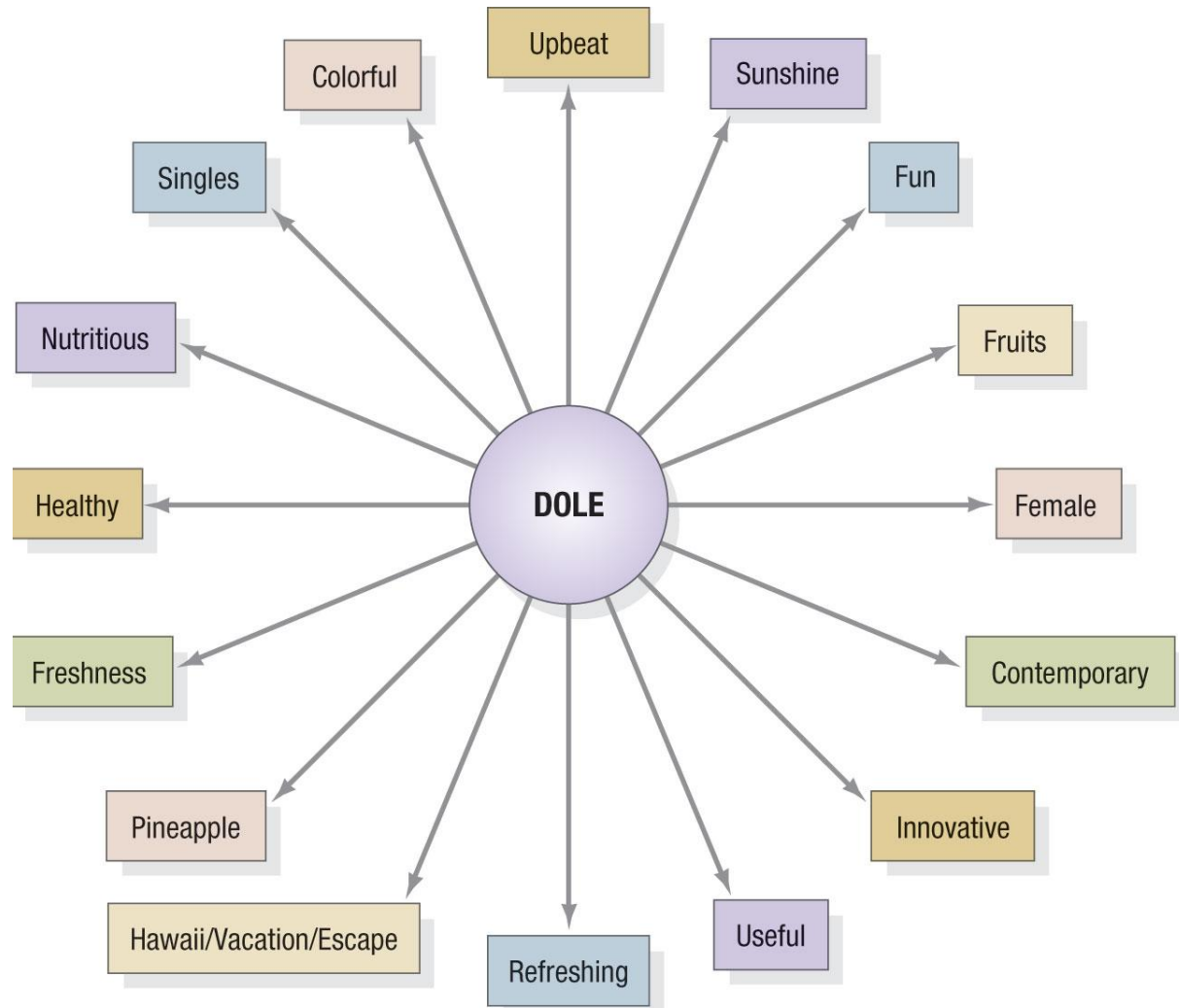
Selective Attention

Selective Retention

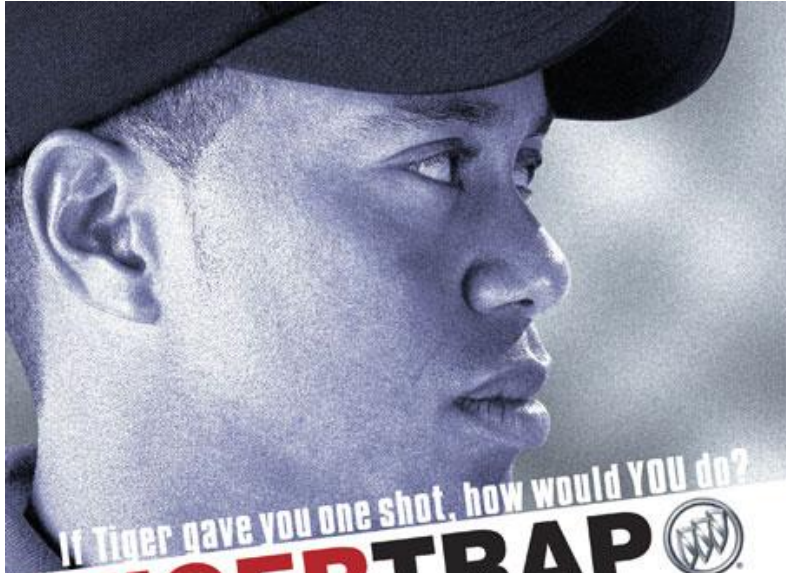
Selective Distortion

Subliminal Perception

Figure 6.3 Dole Mental Map





Encoding Brand Associations



If Tiger gave you one shot, how would YOU do?

TIGERTRAP



The brand new 2004 Buick®
winning the ball.

29 UNSUSPECTING GOLFERS. 4 BRAND-NEW BUICK RAINIER SUVs. AND 1 TIGER ON THE PROWL.

NOW PLAYING AT BUICK.COM

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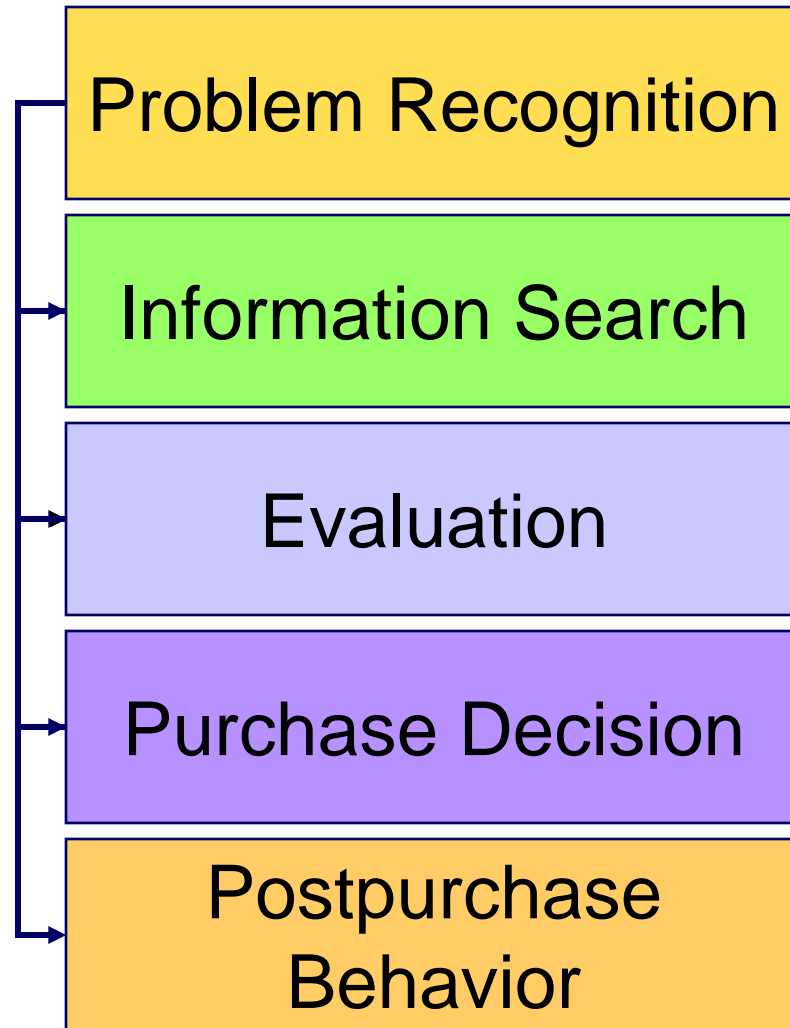


Figure 6.4 Consumer Buying Process



Problem Recognition



Sources of Information



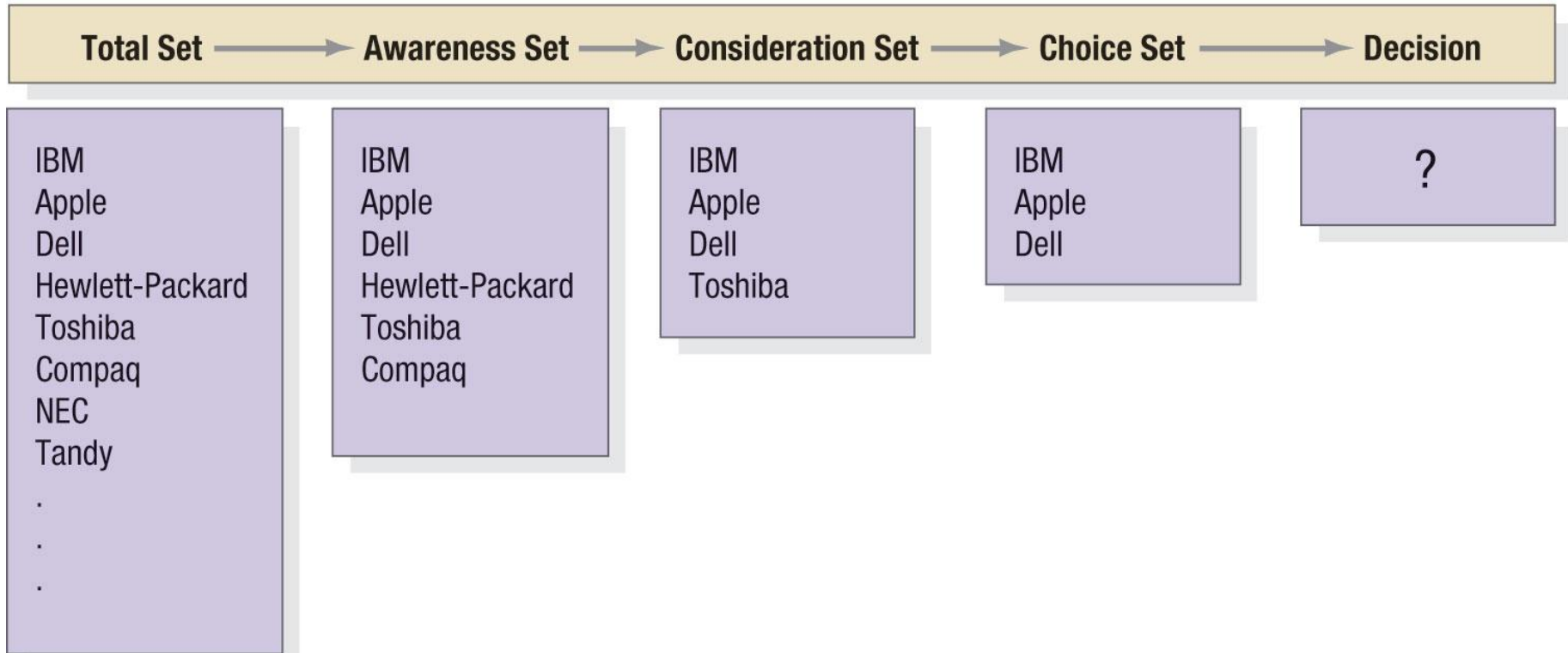
Personal

Commercial

Public

Experiential

Figure 6.5 Successive Sets



Evaluation of Attributes

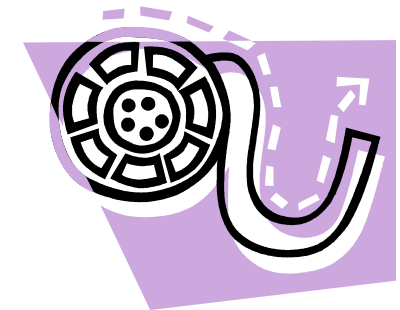
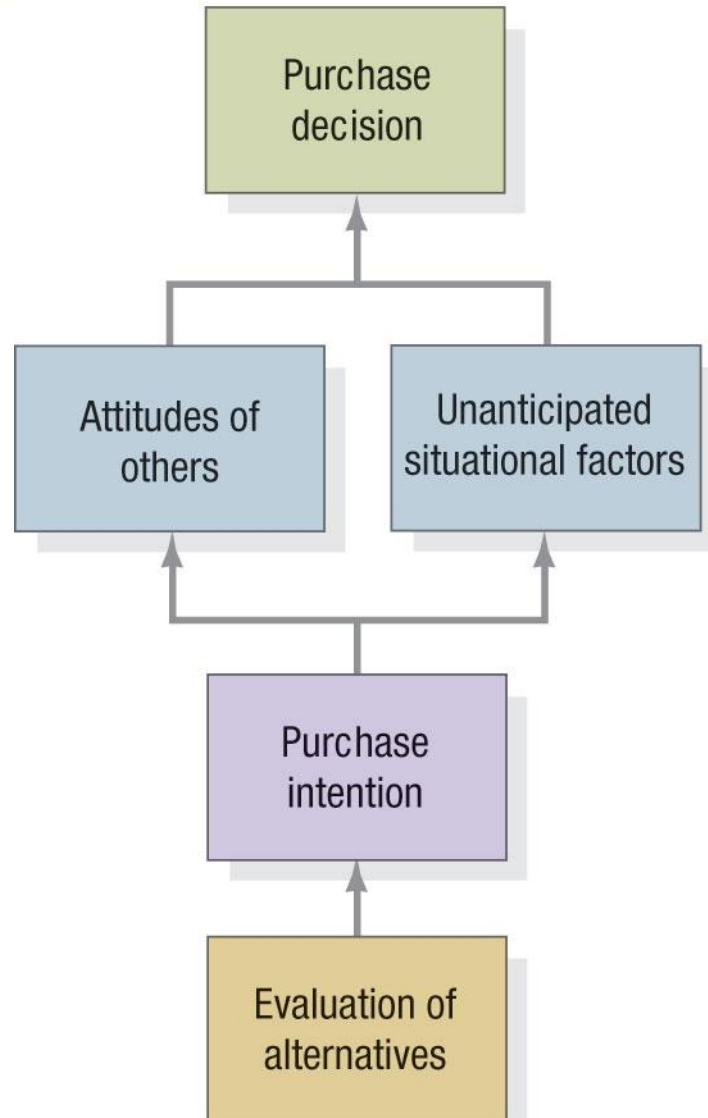
Table 6.3



Computer	Attribute			
	Memory Capacity	Graphics Capability	Size and Weight	Price
A	10	8	6	4
B	8	9	8	3
C	6	8	10	5
D	4	3	7	8

Note: Each attribute is rated from 0 to 10, where 10 represents the highest level on that attribute. Price, however, is indexed in a reverse manner, with a 10 representing the lowest price, because a consumer prefers a low price to a high price.

Figure 6.6 Stages between Evaluation of Alternatives and Purchase



Non-compensatory Models of Choice



- Conjunctive
 - Each brand must meet minimum cutoff standard on attribute *A and attribute B and attribute C, etc.*
- Lexicographic
 - Chose brand that has the best performance on most important criterion.
- Elimination-by-aspects
 - Eliminate brands that do not meet minimum standards of performance.

Perceived Risk



Functional

Physical

Financial

Social

Psychological

Time

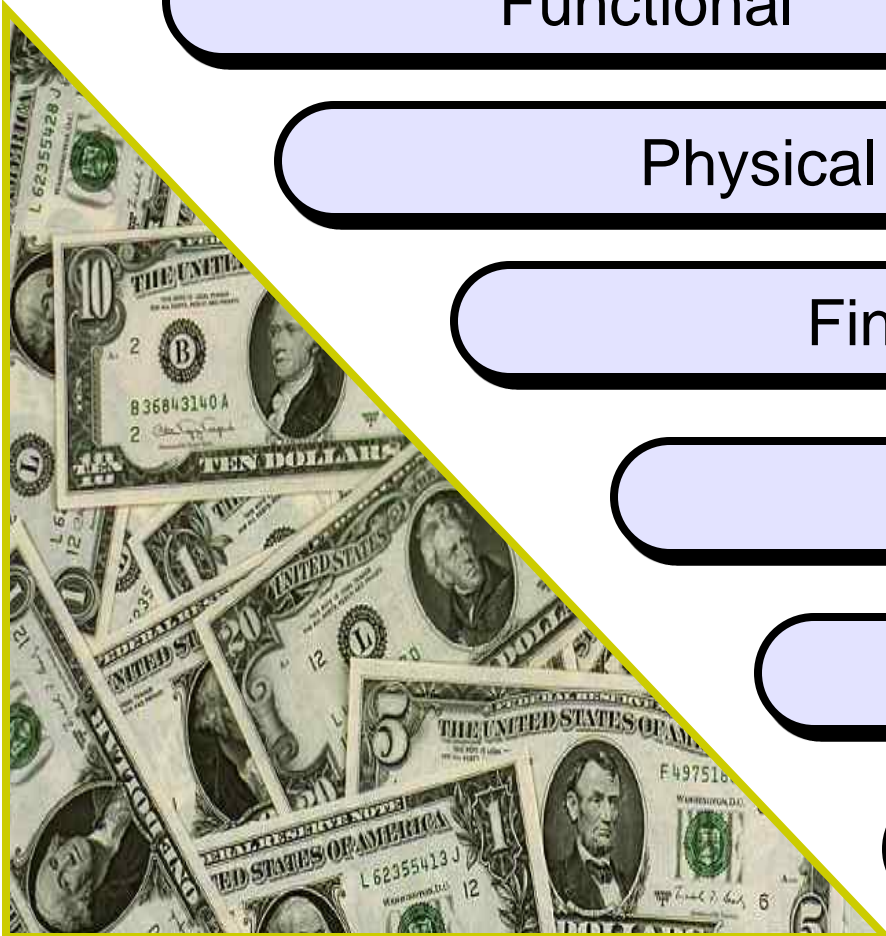
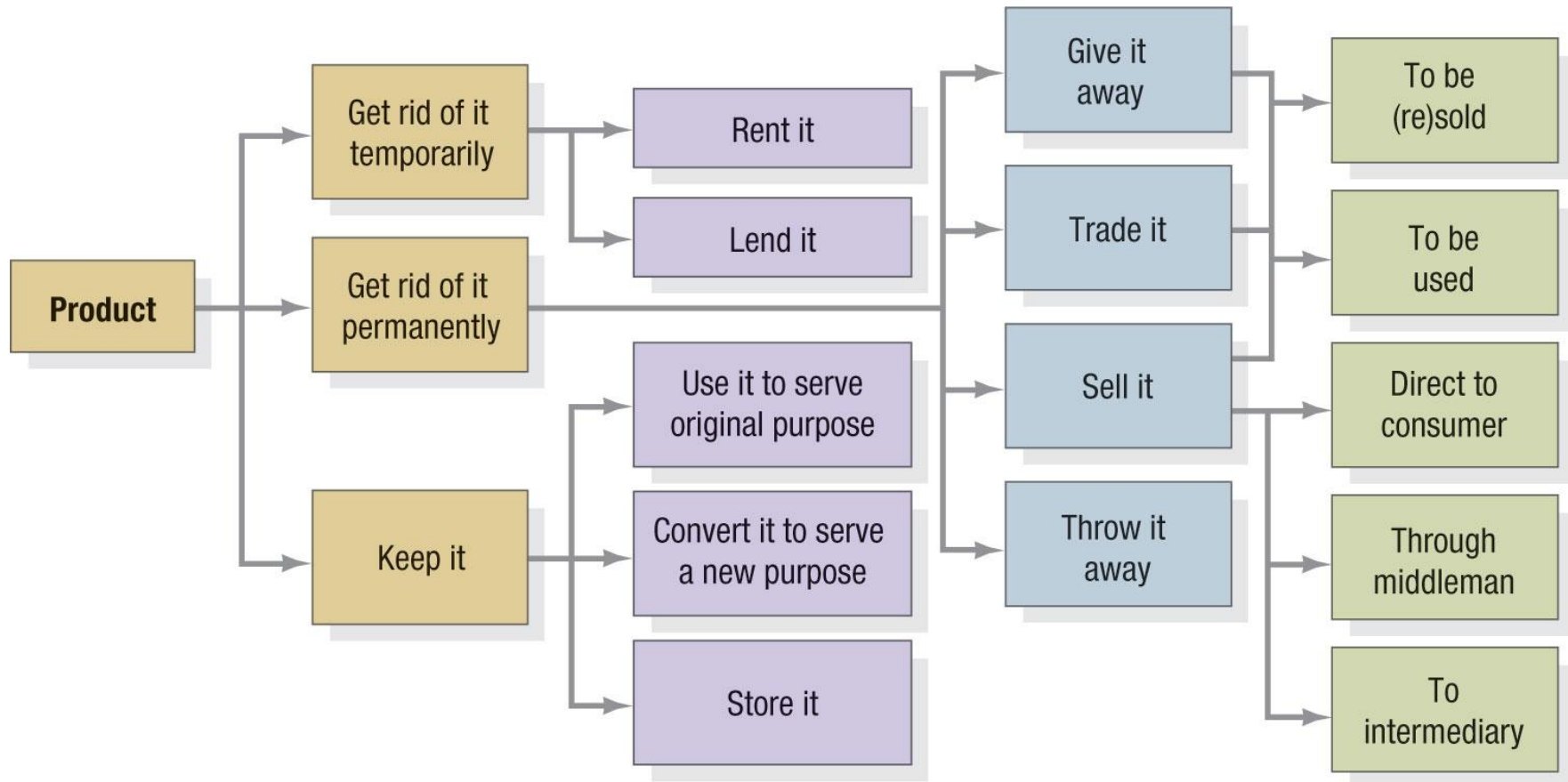


Figure 6.7 How Customers Use and Dispose of Products



Other Theories of Consumer Decision Making



Involvement

- Elaboration Likelihood Model
- Low-involvement marketing strategies
- Variety-seeking buying behavior

Decision Heuristics

- Availability
- Representativeness
- Anchoring and adjustment

Mental Accounting



- Consumers tend to...
 - Segregate gains
 - Integrate losses
 - Integrate smaller losses with larger gains
 - Segregate small gains from large losses

Marketing Debate

✓ Is Target Marketing Ever Bad?

Take a position:

1. Targeting minorities is exploitative.
2. Targeting minorities is a sound business practice.

Marketing Discussion



✓ What are your mental accounts?

Do you have rules you employ in spending money?

Do you follow Thaler's four principles in reacting to gains and losses?