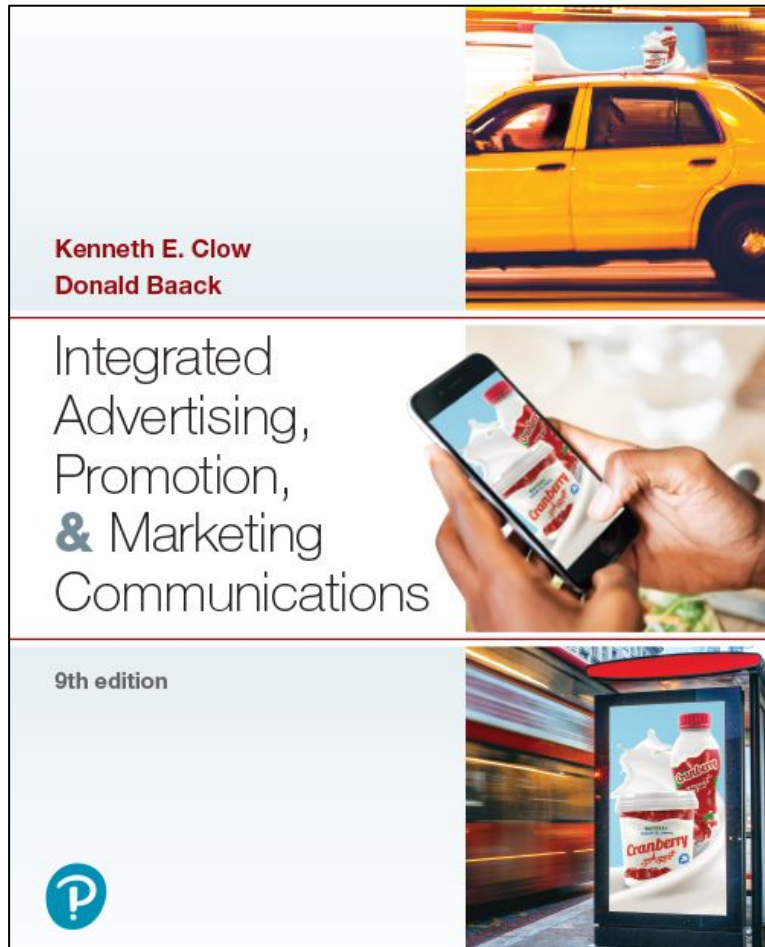


Integrated Advertising, Promotion, and Marketing Communications

Ninth Edition



Chapter 3

Buyer Behaviors

Chapter Objectives (1 of 2)

3.1 Which elements are involved in internal and external information searches by consumers, as part of the purchasing process?

3.2 What three models explain how individuals evaluate purchasing alternatives?

3.3 What trends are affecting the consumer buying environment?

3.4 How do the roles played by various members of the buying center and the factors that influence them impact business purchases?

Chapter Objectives (2 of 2)

3.5 What types of business-to-business sales are made?

3.6 What are the steps of the business-to-business buying process?

3.7 How does dual channel marketing expand a company's customer base and its sales?

3.8 How can a company overcome international differences when adapting to buying processes?

Chapter Overview

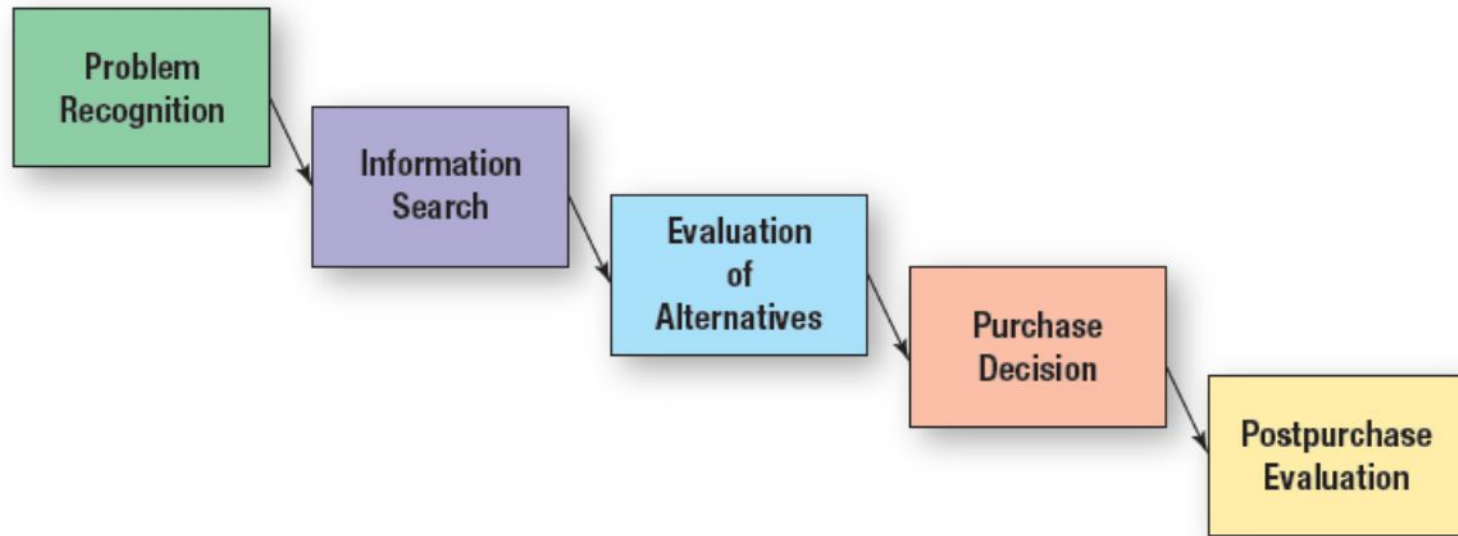
- Consumer purchase process
- Consumer buying environment
- Recent trends in consumer behavior
- Business buying center
- B-to-B purchasing process
- Dual channel marketing

Nescafé



- Goal: to change coffee consumption habits in China
- Nescafé instant coffee – market leader
- E-commerce and social media including Weibo
- White Valentine's Day and focus on younger consumers

Figure 3.1: Consumer Decision-Making Process



Information Searches and the Consumer Purchasing Process

- Internal search: consumer thinks about brands to consider
- External search: consumer gathers information from friends, relatives, influencers, other sources

Consumer Purchasing Process

- Consumers recognize a need or want:
 - Physical
 - Social
 - Psychological
- Can be triggered by advertising

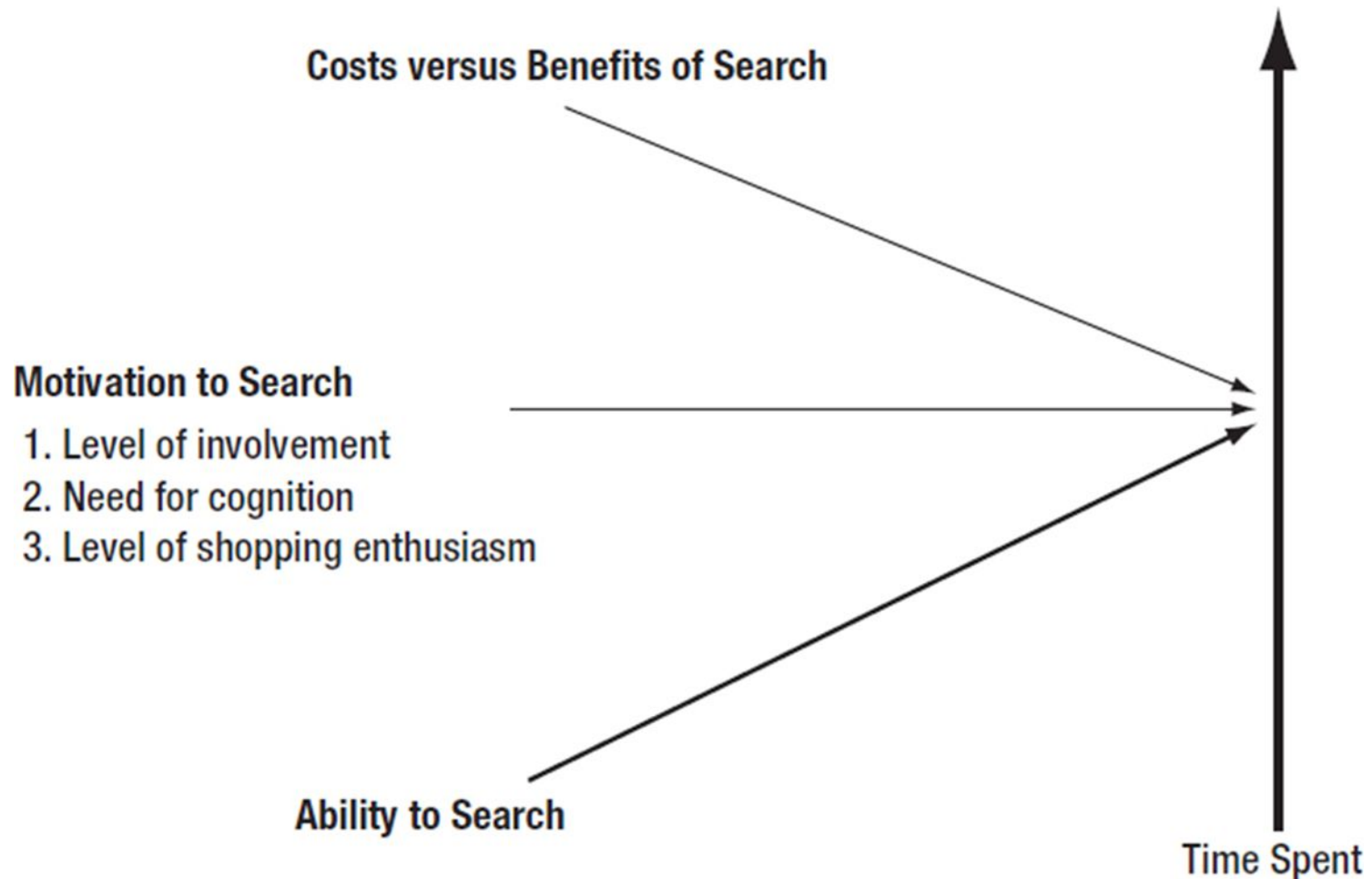


Internal Search

- Think about brands
- Quickly reduce options
- Choice based on past experience
- Brand awareness and brand equity are important



Figure 3.2: Factors Affecting the Consumer's External Search

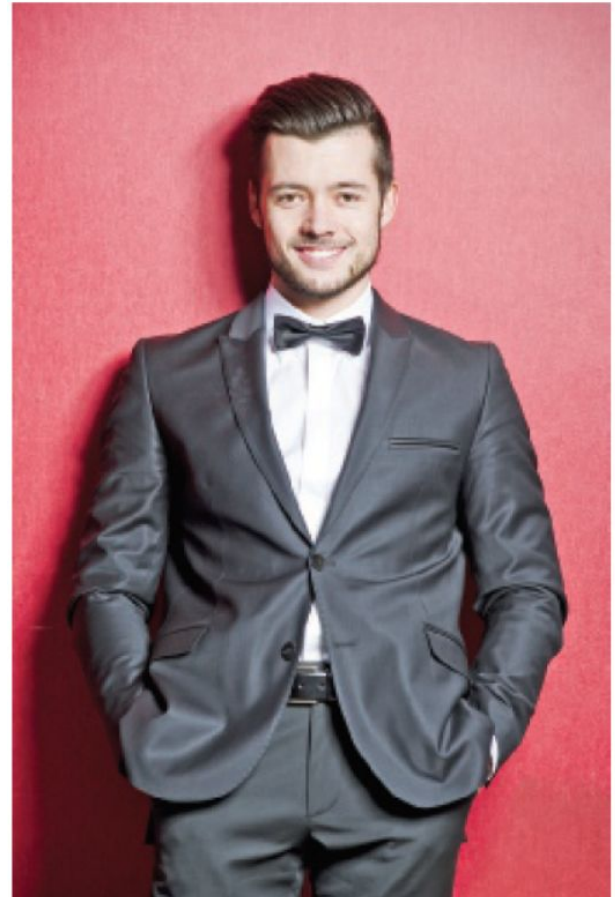


Ability to Search

- Determines extent of search
- Education level increases search time
- Knowledge of product and brands affects ability
- Experts may conduct extensive searches
- Those who know little spend less time searching

Level of Motivation

- Level of involvement
- Need for cognition
- Level of shopping enthusiasm



Rus S/Shutterstock

Cost versus Benefits



- Actual cost
- Subjective cost
 - Time
 - Anxiety
- Opportunity cost

Consumer Attitudes

- Cognitive: mental images, understanding, interpretations of person, object, or issue
- Affective: feelings or emotions about object, topic, or idea
- Conative: intentions, actions, or behavior

Common Attitude Sequences

- Cognitive → Affective → Conative
- Affective → Conative → Cognitive
- Conative → Cognitive → Affective

Consumer Values

- Attitudes reflect personal values
- Values are strongly held beliefs about topics or concepts
- Values frame attitudes and lead to judgments that guide personal action
- Values are enduring, often formed in childhood

Figure 3.3: Personal Values

- Comfortable life
- Equality
- Excitement
- Freedom
- Fun, exciting life
- Happiness
- Inner peace
- Mature love
- Personal accomplishment
- Pleasure
- Salvation
- Security
- Self-fulfilment
- Self-respect
- Sense of belonging
- Social acceptance
- Wisdom

Questions to Consider (1 of 2)

- Looking at Figure 3.3: Personal Values, which values best describe you?
- How could your personal values influence a purchase of:
 - An automobile?
 - A mobile phone?
 - Clothing?
 - A travel destination?

Cognitive Mapping

- Simulates knowledge structures and memories
- Shows cognitive linkages
- Process new information
- Retaining information
- New concepts
- Marketing messages

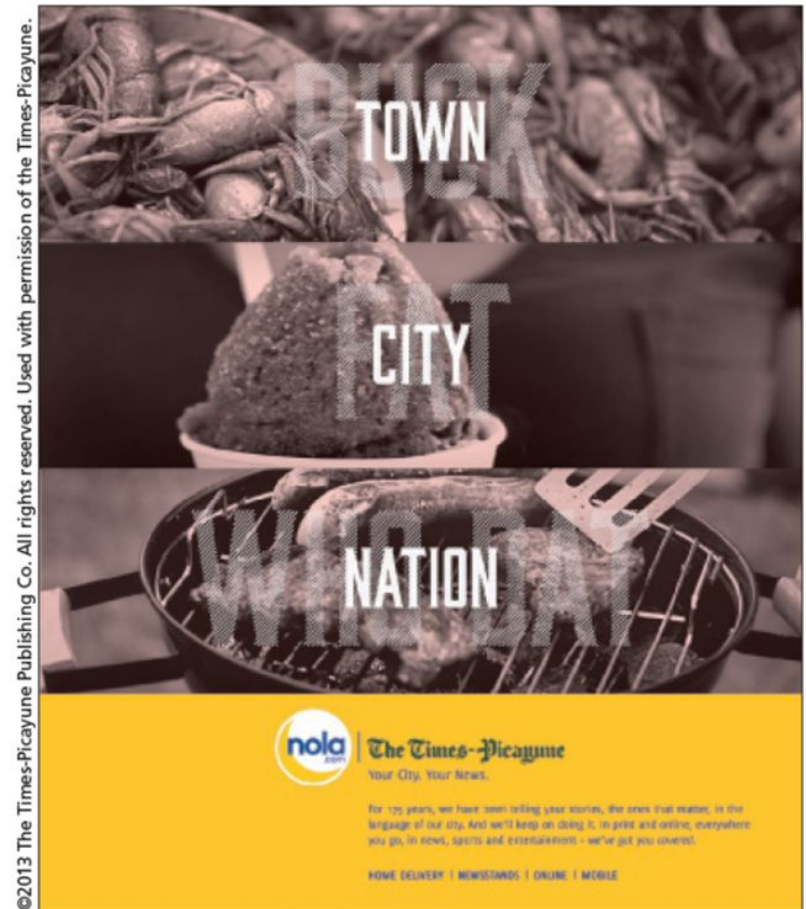


Figure 3.4: A Hypothetical Cognitive Map for Ruby Tuesday

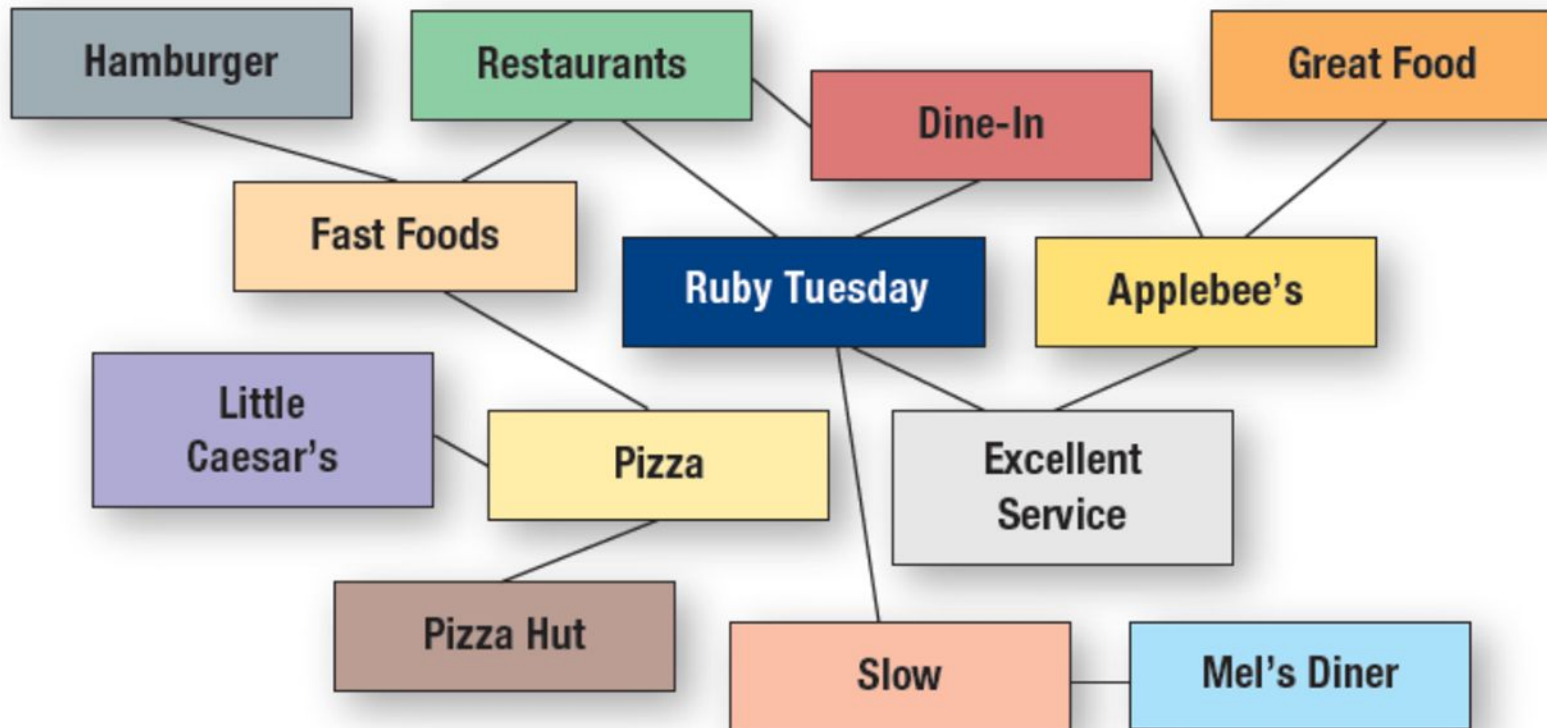
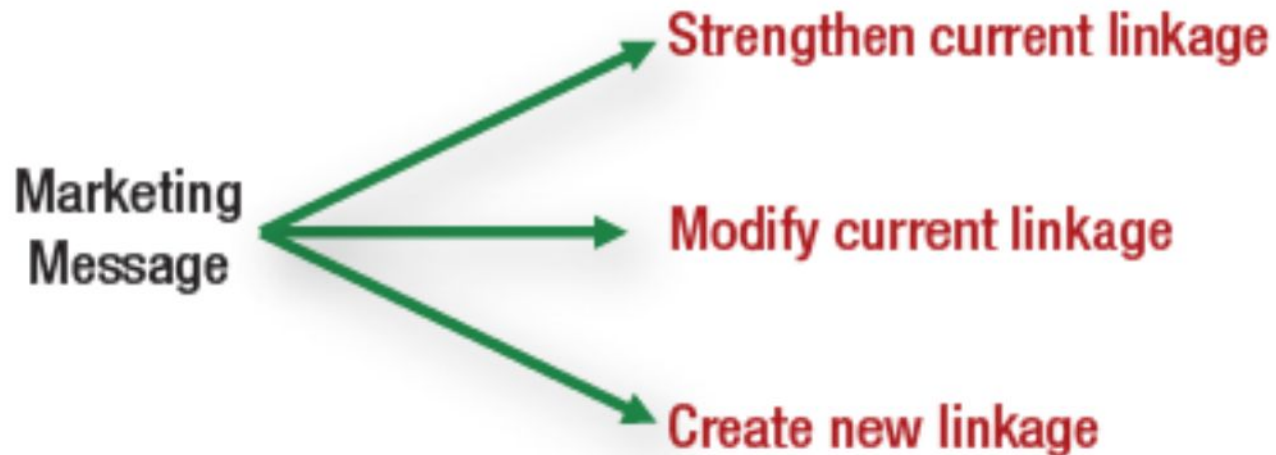


Figure 3.5: The Role of Marketing Messages in Cognitive Mapping



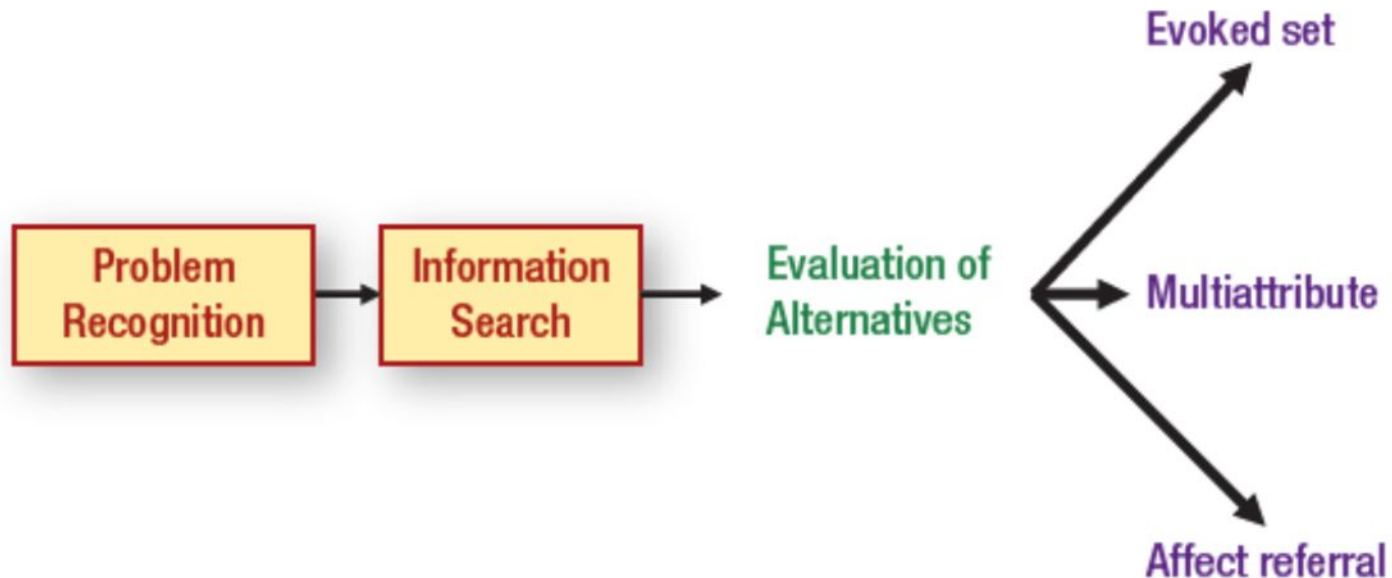
Principles of Cognitive Mapping

- Cognitive mapping enhances movement of messages from short-term to long-term memory
- Most persuasive messages reinforce current linkages
- Repetition necessary to establish new linkages
- Modifying or creating new linkages is difficult

Evaluation of Alternatives

- The Evoked Set Method
- The Multiattribute Approach
- Affect Referral

Figure 3.6: Methods of Evaluating Alternatives



The Evoked Set Method

- Evoked set
- Inept set
- Inert set



Questions to Consider (2 of 2)

How important is it for each of the following brands to be a part of a consumer's evoked set?

- Guess (jeans)
- Advil (pain medicine)
- Head & Shoulders (shampoo)
- Black & Decker (power tools)
- C & H (sugar)
- Smith & Kline (attorneys)
- Halls (cough drops)
- Song Li (neurosurgeon)

The Multiattribute Approach

- Used for high-involvement purchases
- Consumer attitude is determined by:
 - brand's performance for each attribute
 - Importance of each attribute to consumer
- The higher a brand rates on important attributes, the more likely it will be purchased

Figure 3.7: Product Attributes That May Be Important in a Multiattribute Approach

Product	Characteristics				
Computer	Price	Style	Service contract	Software	Memory storage
Telephone	Price	Style	Speed dial	Caller ID	Cordless feature
Car	Price	Style	Safety	Room	Other features
T-bone steak	Price	Age	Fat content	Degree cooked	Seasonings
Sunglasses	Price	Style	UV protection	Durability	Prescription lenses
Sofa	Price	Style	Foldout bed	Stain resistance	Color
Credit card	Interest rate	Fees	Billing cycle	Access to ATM	Credit limit

Consider each item. Which characteristic is most important to you personally? Least important?

Affect Referral

- Saves mental energy
- Multiattribute approach might have been used for previous purchases
- Consumers often develop emotional bonds with brands



Figure 3.8: Trends Affecting Consumer Buyer Behaviors

- Age complexity
- Gender complexity
- Active, busy lifestyles
- Diverse lifestyles
- Communication revolution
- Experience pursuits
- Health emphasis

Figure 3.9: Marketing Responses to Changing Trends in the Consumer Buying Environment

- Monitor consumer environment for changes
- Create goods and services that are compatible with the changes
- Design messages that reflect the changes

Business-to-Business Buyer Behaviors and Influences

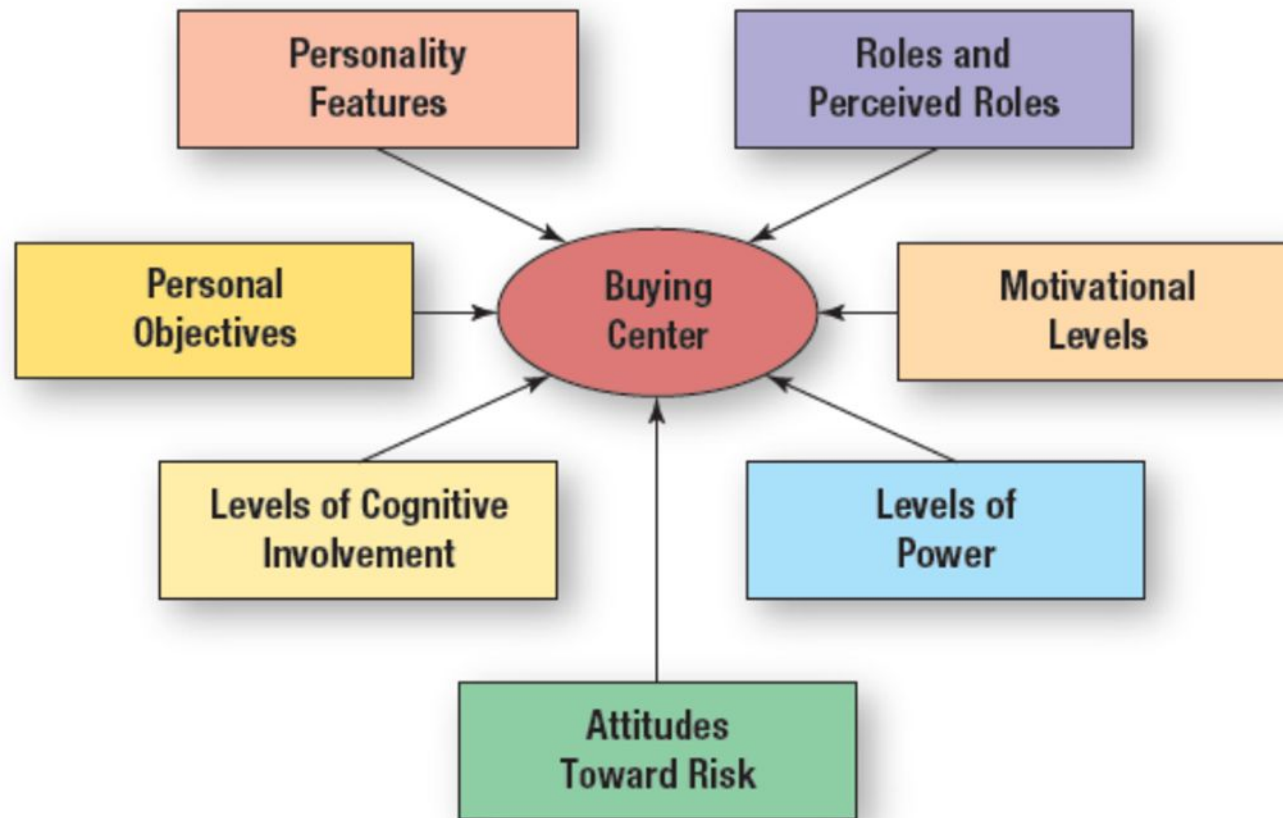
- Buying center: a group of individuals making a purchase decision on behalf of a business
- Purchasing roles:
 - Users
 - Buyers
 - Influencers
 - Deciders
 - Gatekeepers

Organizational Influences

- Company goals and operating environment
- Finances, capital assets, market position
- Quality of human resources
- Country in which the firm operates



Figure 3.10: Individual Factors Affecting Members of the Buying Center



Individual Factors Affecting Buying Centers (1 of 2)

- **Personality**
 - Decisive person
 - Extrovert
 - Introvert
- **Roles**
 - Individual's age, heredity, ethnicity, gender
 - Socially constructed
- **Motivation**
 - Match individual's goals to organization's goals

Individual Factors Affecting Buying Centers (2 of 2)

- **Level of power**
 - Role in buying center
 - Official position
 - Impact of decision on personal performance
- **Risk**
 - Risk avoiders
- **Levels of cognitive involvement**
 - Cognitive capacity
- **Personal objectives**

Types of Business-to-Business Sales

- Straight rebuy: firm previously chose a vendor and places a reorder
- Modified rebuy: buying team considers and evaluates alternatives
- New task buy:
 - Considering purchase for first time
 - Time passed since previous purchase
 - Buyers have little or no experience

Figure 3.11: Types of Business-to-Business Buying Situations

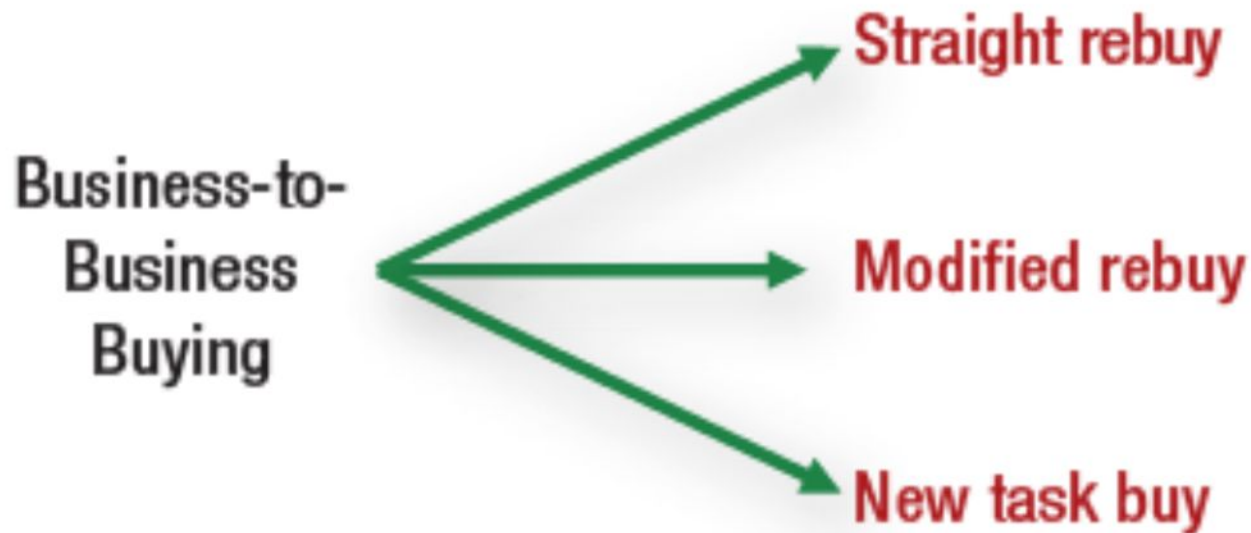


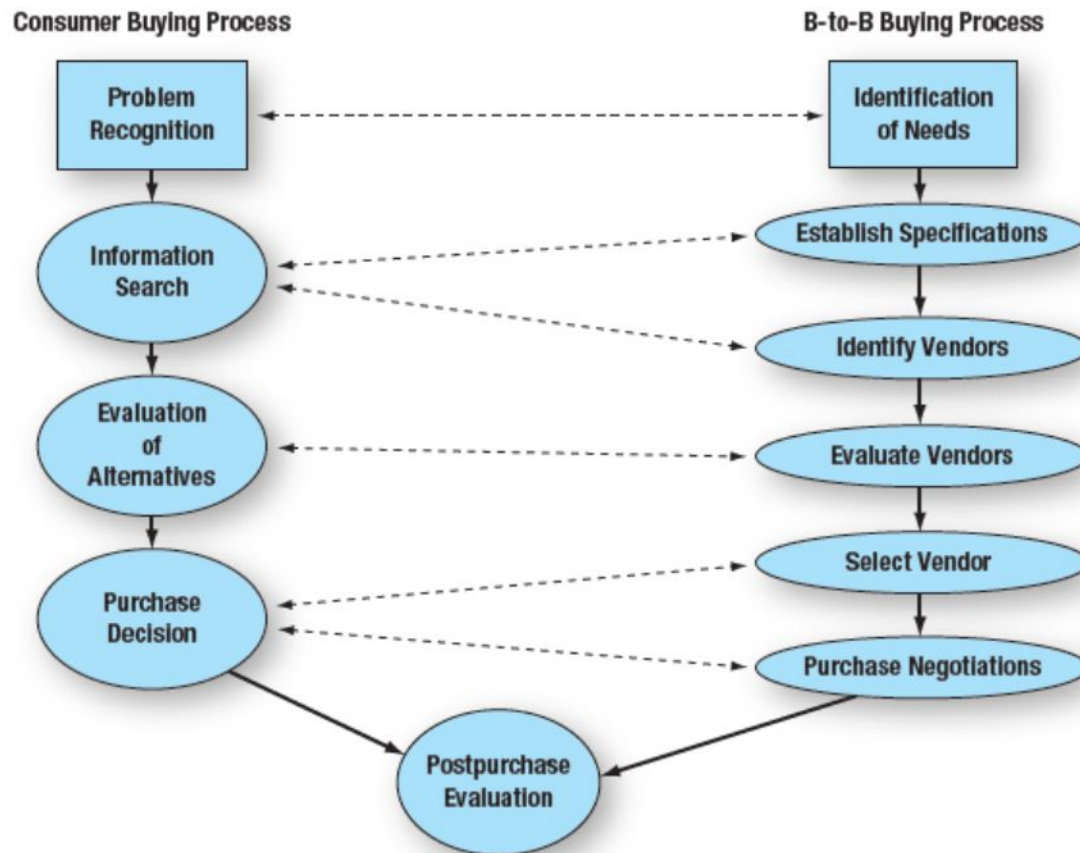
Figure 3.12: Reasons to Make a Modified Rebuy

- Dissatisfaction with current vendor
- A different vendor makes an attractive offer
- End of contractual arrangement with current vendor
- Individuals involved in decision process have little or no experience with the product

The Business-to-Business Buying Process

1. Identification of needs
2. Establishment of specifications
3. Identification of vendors
4. Vendor evaluation
5. Vendor selection
6. Negotiation of terms
7. Postpurchase evaluation

Figure 3.13: A Comparison of the Business-to-Business Buying Process to the Consumer Buying Process



Dual Channel Marketing

- Products sold in both consumer and business markets
- Spin-off sales can occur
- Marketing decisions: how to represent product in each channel?



The advertisement is divided into two main sections. The top section features a large image of a white and red twin-engine propeller aircraft parked in front of the Alpha Air Center Executive Terminal. The terminal has a sign that reads "ALPHA AIR CENTER EXECUTIVE TERMINAL" and a logo with a stylized 'A' and wings. Below the image, there is a list of services: Charter Services, Flight School, Fuel Stop, and Maintenance/Avionics. To the right of this list, a text block describes the "red carpet difference" and lists amenities like low fuel prices and quick turn times. At the bottom of this section are icons for the website (AlphaAirCenter.com), phone (555.555.5555), and Facebook, along with the address: 5509 N. Dennis Weaver Dr. Webb City, MO 64870.

The bottom section is titled "ALPHA AIR ONE" with the subtitle "Fixed Wing Medical Transport". It describes the service as "Locally Based Aircraft" and "On Call 24/7". It highlights the medical staff's experience (over 85 years combined, 150 years medical) and the aircraft's capabilities (All Weather, New, State-of-the-Art Medical Equipment). The phone number 555.555.5555 is prominently displayed. To the right of the text are three small images: a twin-engine turboprop aircraft in flight, the interior of the aircraft showing medical equipment, and the exterior of the aircraft with the cabin door open.

Courtesy of Garrett Ramsey/Ramsey Media/works

Figure 3.14: Dual Channel Marketing Strategies

- Use different communication messages
- Create different brands
- Use multiple or different channels

International Implications

- A cultural assimilator is a valuable team member
- Must understand nuances of purchasing process
- Build a powerful brand
- Create a visible global brand presence

Your Career: Buyer Behaviors and Career Choices

- Time and effort spent on external search related to:
 - Motivation to search
 - Ability to search
 - Cost versus benefits of search process
- Organizational, individual factors in the B-to-B buying process are important
- Consider your level of cognitive involvement and personal objectives

Blog Exercises

- Buyer Behaviors for New and Adapted Services
- Millennials and Buyer Behaviors
- Lingerie and Buyer Behaviors

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