# September 19, 2012

* Marketing and Consumer Behavior: The Foundations of Advertising
  + Customers
    - 3 Types of Customers/Consumers
      * Current
      * Prospective
      * Centers of Influence
  + Consumer Decision Process
    - What is consumer behavior?
      * The study of a consumer’s mental, emotional, and physical processes when buying goods to satisfy specific needs and wants
      * Copy diagram that has Interpersonal Influences, Nonpersonal influences, and personal processes from the book (Chapter 5)
  + Customers and Perception
    - Perception is everything
      * Personalized way we sense, interpret, and comprehend various stimuli (‘Your’ Reality)
      * *Levels of Perception*
        + Customer’s perception of the product or service
        + Seller’s perception of the customer’s needs, wants, and objectives (Understand the consumer)
        + Alter or reinforce consumer perception through advertising

E.g. British Petroleum (BP)

* + Personal Processes
    - Consumer Perception Process (Copy from book)
      * Self concept, how you view yourself
    - Selective Perception (Perceptual Screens)
      * Focus on some and ignore the rest. E.g. Bally Health and Fitness
  + Cognition
    - Coca-Cola -> New Coke -> Coca-Cola Classic
      * Example: v=uQQyFHXCGus