

Chapter 1 : PowerPoint slideshow for chapter 6

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May not be scanned, copied or duplicated, or posted to a publicly accessible website, in whole or in part. Understand the activities involved in the consumer decision-making process. Describe the three major decision-making research perspectives. Explain the three major decision-making approaches. Understand the importance of the consideration set in the decision-making process. Understand the factors that influence the amount of search performed by consumers. Rational Perspective Considered to be the traditional approach. Consumers diligently gather information about purchases, compare alternatives, and make informed decisions. Human beings are rational. Fits well with the concept of utilitarian value. Experiential and Behavioral Perspectives Experiential perspective assumes that consumers often make purchases and reach decisions based on the affect, or feeling, attached to the product or behavior under consideration. Perceived risk the perception of the negative consequences that are likely to result from a course of action and the uncertainty of which course of action is best to take. Internal and external sources Lengthy process Occurs when involvement and risk are high. Influences on desired states: Awareness set brands or alternatives to which a consumer is aware. Inert set alternatives to which consumers are indifferent. Ease of obtaining information from the source. Objectivity of the source. Trustworthiness of the source. How timely the information can be obtained. Two that are used across almost all consumer decisions: Negative view of price lower price is more desirable. Positive view of price price signals how desirable a product is and how much prestige may be associated with it. Quality from a consumer perspective, it represents the perceived overall goodness or badness of some product. Consumers do not always seek high quality. Can lower search costs and make the process more productive. Search process can deliver hedonic value. Consumers can control information flow.

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babin / harris consumer behavior + report.

Distinguish the concepts of unplanned, impulse, and compulsive consumer behavior. Use the concept of atmospherics to create consumer value Source: Chapter 13 explains how some subcultures affect us as consumers especially ethnic affiliations and age. Chapter 11 begins the final section of the text. This section focuses on the subcultures of consumer groups. Segmenting Consumers by Demographic Dimensions An Introduction to Consumer Behavior Source: Consumer Choice and Behavioral Economics. Such models sometimes incorrectly predict consumer behavior, by ignoring the social aspects of Source: Discuss the relative importance of satisfaction and value in consumer Source: Chapter 3 Market Segmentation Author: What is Consumer Behavior? College of Business Last modified by: College of Business Created Date: HP Authorized Customer Last modified by: Other examples include visualization methods, geographic information systems, and virtual reality. Chapter 11 Last modified by: Chapter 7 Analyzing Behavior Change Last modified by: Pam Bennett Created Date: Marketing Processes and Consumer Behavior. As we saw earlier in Chapter 11, the consumer and industrial Source: Courtesy Pepsi Cola Company. Ownership utility refers to an orderly transfer of goods and services from the

Chapter 3 : BABIN / HARRIS CONSUMER BEHAVIOR

Chapter 6 Personality, Lifestyles, and the Self-Concept. BABIN / HARRIS. Learning Outcomes. LO 1. Define personality and know how various approaches to studying personality can be applied to consumer behavior.

Chapter 4 : CHAPTER 2 “ Cengage Learning | Many PPT

Malicious envy occurs when the consumer believes that the superior other does not deserve their status. In this case, consumers do not desire the focal product (iPhone), but were instead willing to pay more for a different product in the same category (a BlackBerry).

Chapter 5 : Chapter 11 Consumer Behavior PPT | Xpowerpoint

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Chapter 6 : Chapter 6 Personality and Lifestyles - [PPT Powerpoint]

Consumer behaviour: Book Required Read Chapter 6 Read status Add note Babin/Harris - CB 5 Consumer Relationships.

Chapter 7 : PPT - Chapter 6 Personality, Lifestyles, and the Self-Concept PowerPoint Presentation - ID

10/30/18 MKT2CBE - Consumer Behaviour | La Trobe University Personality, Lifestyles, Attitudes and the Self Concept (2 items) CB8: consumer behavior - Barry J. Babin, Eric G. Harris,

Chapter 8 : AD Consumer Behaviour - Group Presentations

1 “E, High-involvement hierarchy - also called as 'standard learning hierarchy,' occurs when a consumer faces a high involvement decision. High-involvement decisions are important to a consumer and often contain significant risk.