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Chapter Three

Buyer Behaviors

3

Secret Recipe Cakes & Café

- First café opened 1997
- Trendy Westernised food targeted at younger Malaysian consumers
- Brand identity carefully developed and designed from start
- Now around 200 cafés throughout Asia



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Buyer Behaviors

Chapter Objectives

1. What elements are involved in internal and external information searches by consumers, as part of the purchase process?
2. What three models explain how individuals evaluate purchasing alternatives?
3. What trends are affecting the consumer buyer environment?
4. How do the roles played by various members of the buying center and the factors that influence them impact business purchases?

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Buyer Behaviors

Chapter Objectives

5. What types of business-to-business sales are made?
6. What are the steps of the business-to-business buying process?
7. How does dual channel marketing expand a company's customer base and its sales?
8. How can a company overcome international differences when adapting a buying process?

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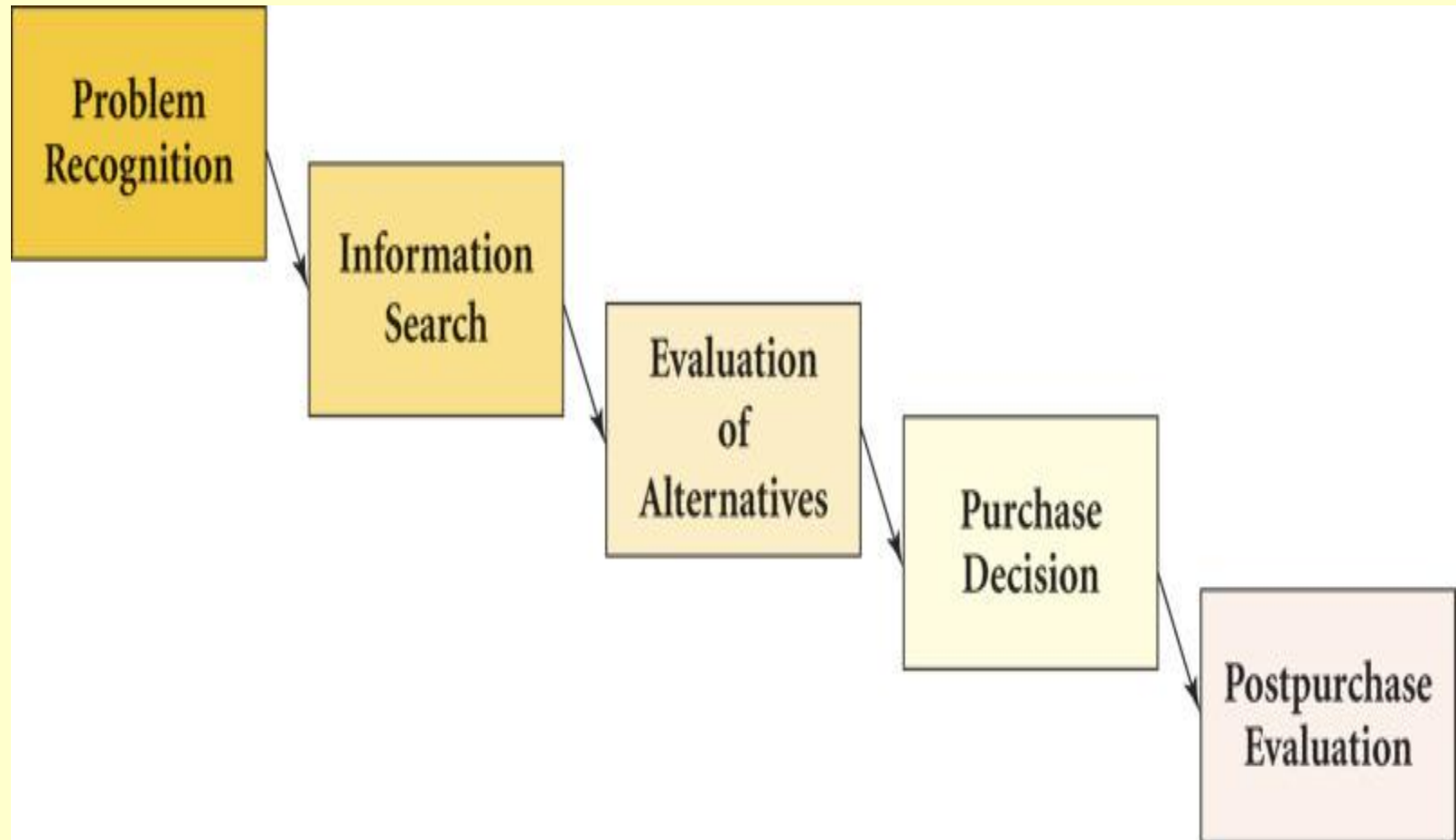
Buyer Behaviors

Chapter Overview

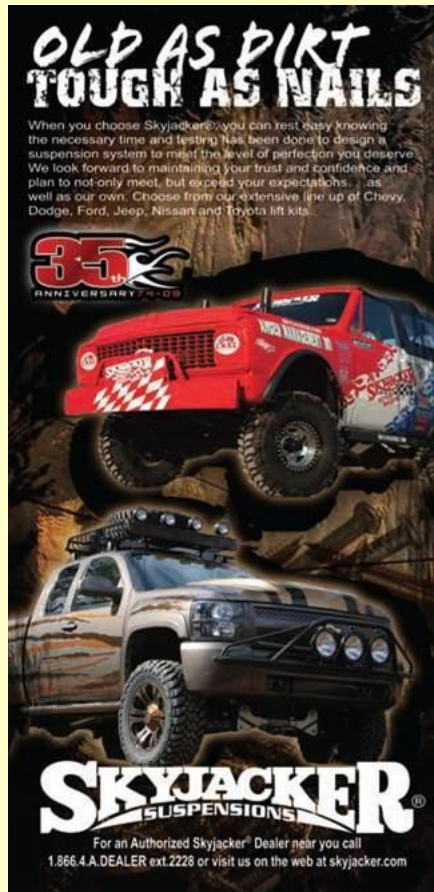
- Consumer purchase process
- Consumer buying environment
- Recent trends in consumer behavior
- Business buying center
- B-to-B purchasing process
- Dual channel marketing

FIGURE 3.1

Consumer Decision-Making Process



Consumer Purchasing Process



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

Information Search

- Internal search
- External search

Internal Search

- Think about brands
- Quickly reduce options
- Choice based on past experience

Brand awareness and brand equity important



External Search

- Ability to search
- Level of motivation
- Perceived cost versus benefit

Ability to Search

- Determines extent of search
- Education level
 - Increases search
- Knowledge of product and brands
 - Moderate level – most likely to search

Level of Motivation

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




Cost versus Benefits

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

Consumer Attitude

- Affective
- Cognitive
- Conative




**Imaging Technology that
Transcends Former Standards**

**Providing brain imaging with uncompromised
image quality, even with patient motion due to
young age or uncontrollable tremors.**

St. Francis North Hospital is pleased to announce that we now offer a state-of-the-art high definition magnetic resonance (HDMR) system, the Signa® EXCITE 1.5T. Similar to high definition television, HDMR provides physicians with highly detailed pictures to help them evaluate a wide range of patient conditions, including stroke, musculoskeletal, abdominal, breast and vascular disease. This system provides outstanding image quality for a confident diagnosis, and less likelihood of patient rescans, even in the most challenging circumstances.

Once again, St. Francis leads the way in our region with its continual effort to make the most advanced diagnostic equipment available to your doctor, and provide the best healthcare for you.



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First in Technology.
Foremost in Care.

Attitude Sequence

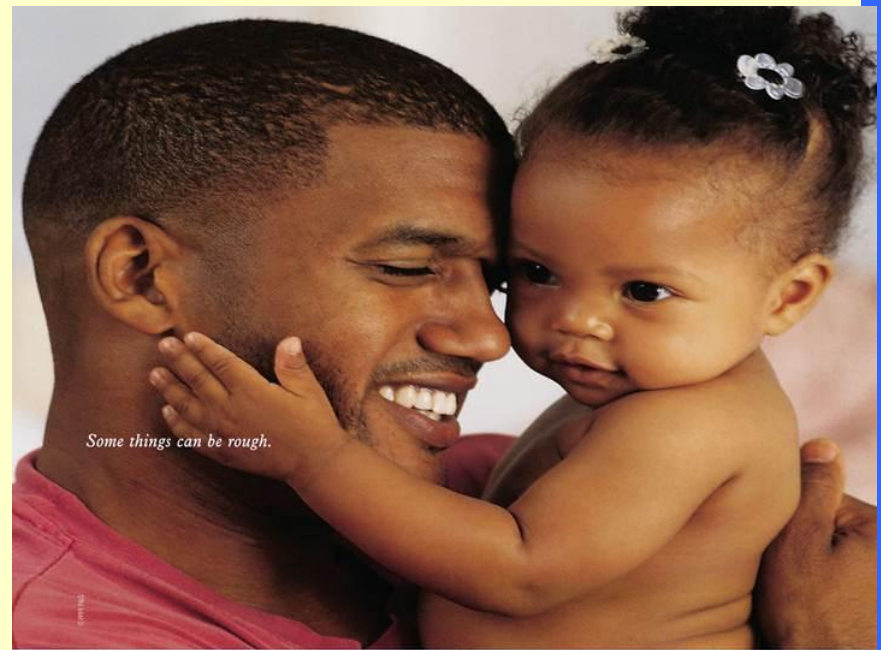
Cognitive → Affective → Conative

Affective → Conative → Cognitive

Conative → Cognitive → Affective

What emotion does this Pampers Wipes advertisement solicit?

Which attitude sequence would be the most likely for this product?



Some things can be rough.



Her wipe shouldn't be one of them.
Do you think your wipe is gentle enough? Pampers is.
You can count on Pampers wipes to always be feather soft.

Pamper the skin they're in.

DMB&B

© 1999 DMB&B, a division of Omnicom, Inc.
Client: Procter & Gamble
Product: Pampers Baby Wipes
Job#: PGM066
Headline: Some things can be

Publications: Magazine
Space Units: Page: 40: 1x2x2
Insertion Date: November 99
Block: 10: 10 x 11: 3x3
Title: N/A
Sales: 1.0 x 10: 1/2

Art Director: M. Crago
Copywriter: L. Miraldi
M.E.C. Partners
Print: Traffic M. Bennett
Computer Artist: L. Neigam

Date: September 29, 1999 11:03 AM
File Name: PGM066_MOME_AP.R3

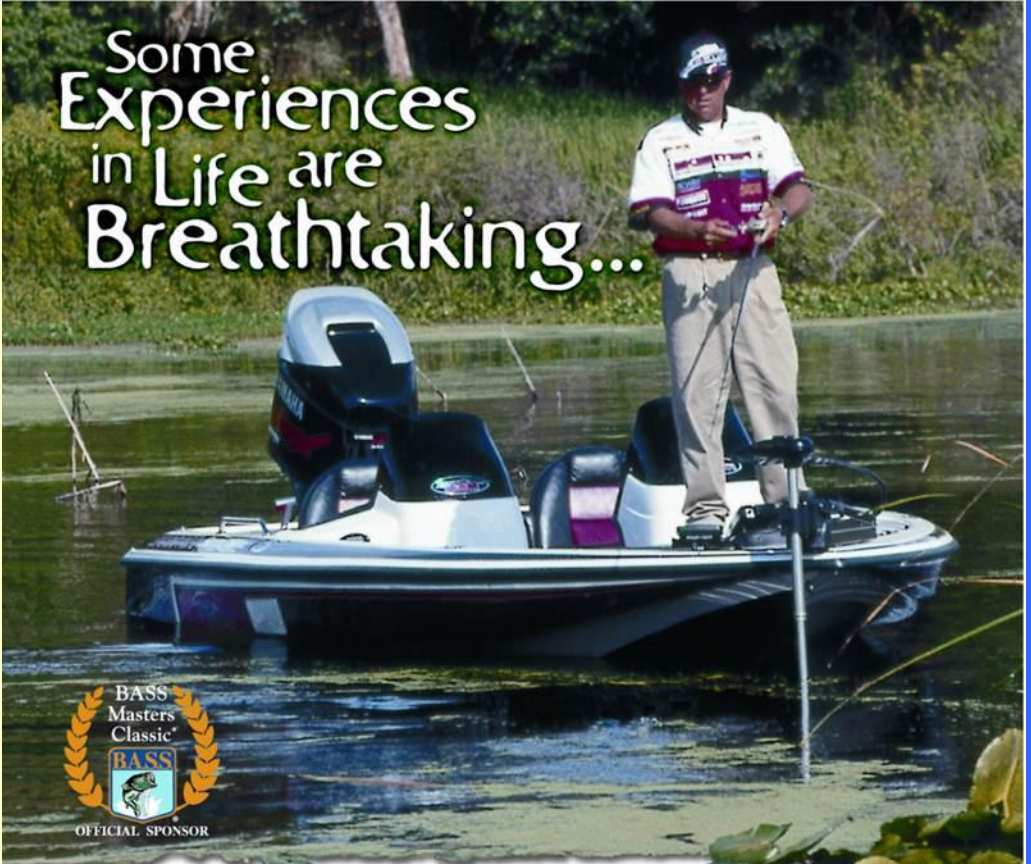
“Some things can be rough.”
“Her wipe shouldn’t be one of them.”

FIGURE 3.3

Personal Values

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

Which personal values does this Skeeter ad target?



Some Experiences in Life are Breathtaking...

BASS Masters Classic
OFFICIAL SPONSOR

...Owning a Skeeter is One of Them.

Every angler knows the feeling of that moment when a big bass smashes your lure and takes it for a ride. You carefully battle the fish into open water and finally into your boat — and you smile, knowing that your lures, rods, reels and tackle box aren't what got you to this special place and moment in time. It was your reliable Skeeter ZX.

From the massive forward fishing platform to the mighty X-CEL transom with a powerful Yamaha bolted to it,

you know it was built tough. Designed for tournament bass fishing, it features oversized storage and rod organizing systems, optional dual console, two livewells up to 16-gallons each with a four-pump control system, built-in coolers and ergonomically perfected cockpits with backlit controls. Yep, the ZX Performance Series has it all. Hey, you can breathe now.

Eat. Sleep. Fish.

SKEETER
PERFORMANCE FISHING BOATS

www.skeeterboats.com

YAMAHA Call 1-800-SKEETER to order a catalog, or visit your local Skeeter dealer.


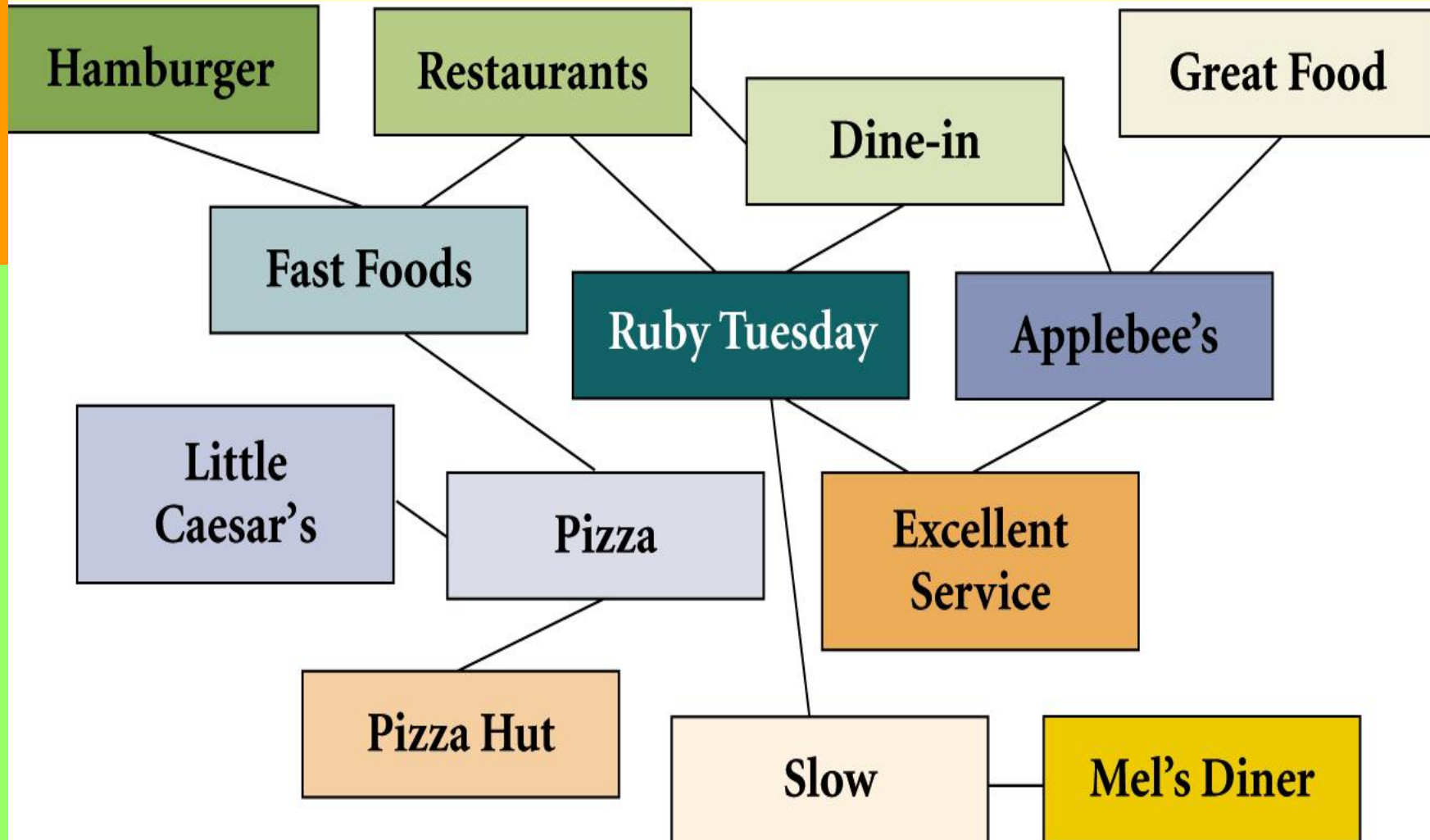


FIGURE 3.4

Cognitive map for Ruby Tuesday



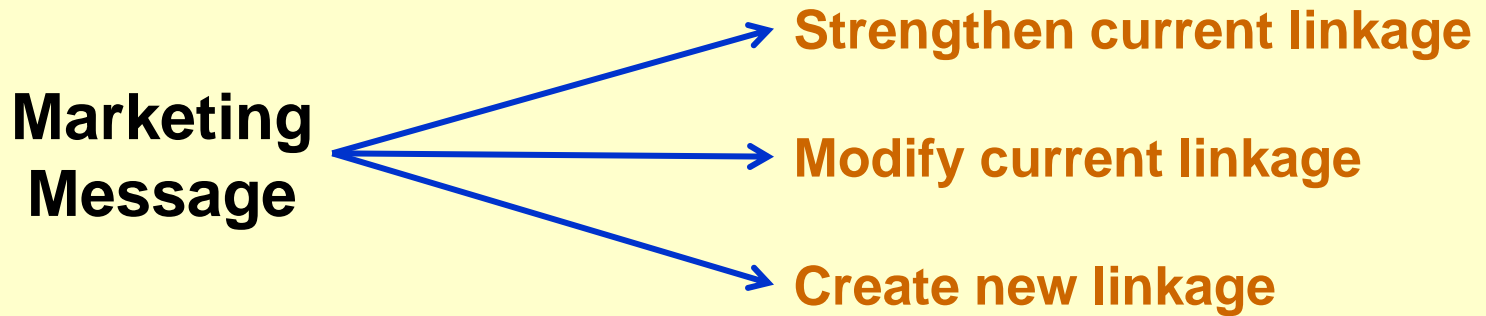
Cognitive Mapping

- Cognitive linkages
- Processing new information
- Retaining information
- New concepts



FIGURE 3.5

Role of Marketing Messages in Cognitive Mapping

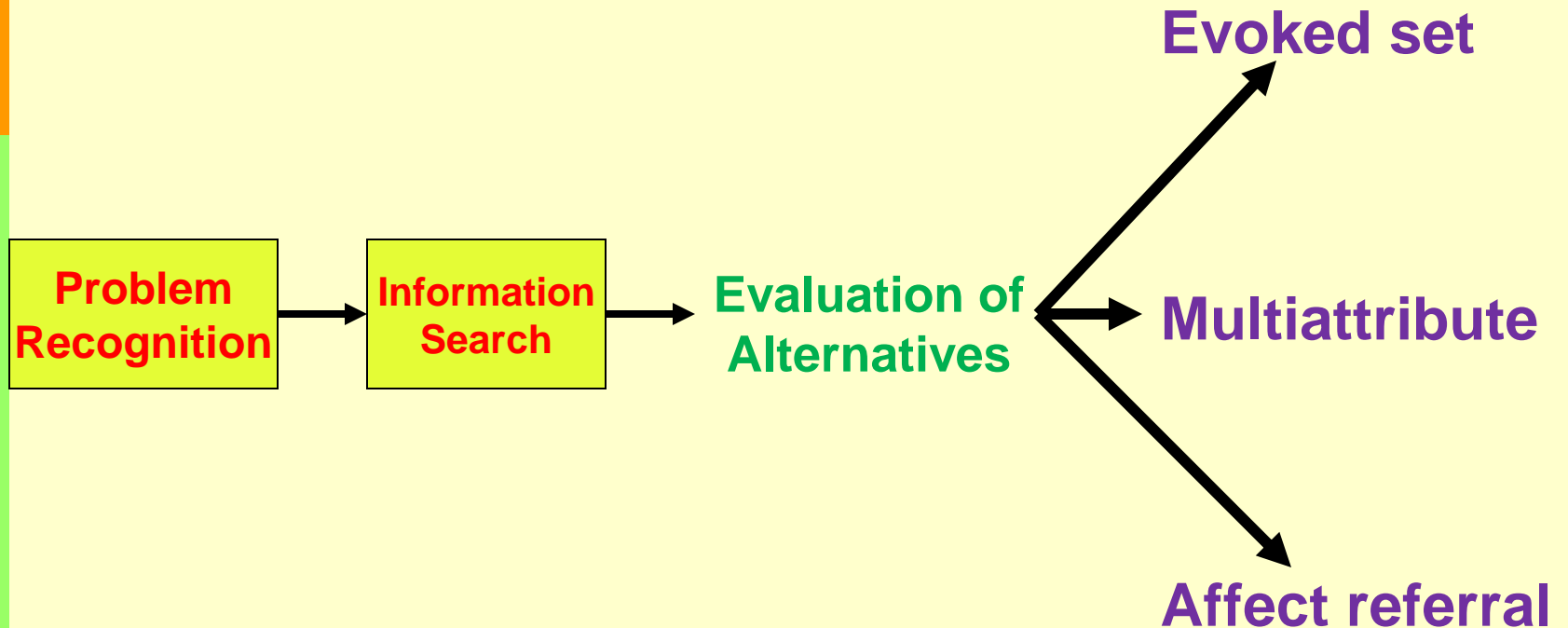


Principles Concerning Processing of Information and Cognitive Mapping

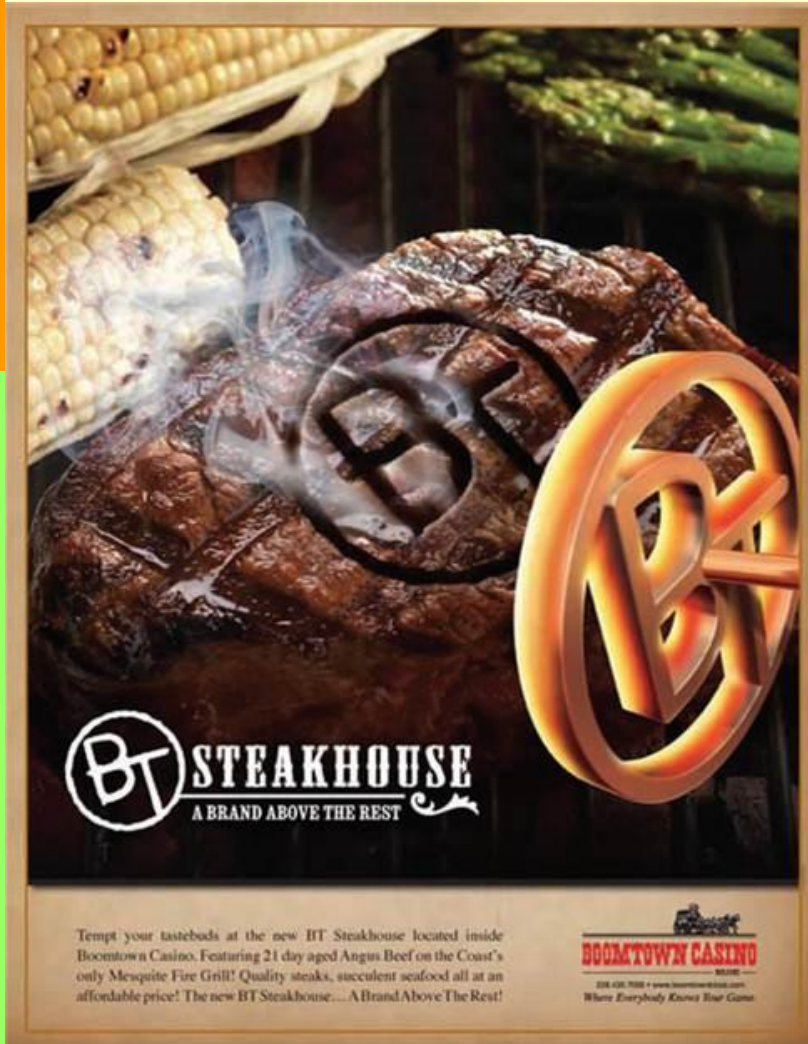
- Cognitive mapping enhances movement of messages from short-term memory to long-term memory
- Most persuasive messages reinforce current linkages
- Repetition is necessary to establish new linkages
- Difficult to modify or create new linkages

FIGURE 3.6

Methods of Evaluating Alternatives



The Evoked Set Method



- Inept set
- Inert set
- **Evoked set**



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)
- Hall's (cough drops)
- Blockbuster (video rentals)
- Dr. Nelson (neurosurgeon)
- Pearle Vision (optical)

The Multiattribute Approach

High-Involvement Products



- **Brand's performance for each attribute**
- **Importance of each attribute**

Affect Referral



- Saves mental energy
- Multiattribute approach may have been used previously
- Consumers often develop emotional bonds with brands

FIGURE 3.8

Trends Affecting Consumer Buyer Behavior

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

FIGURE 3.9

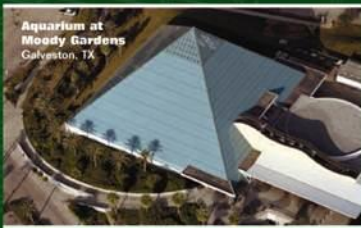
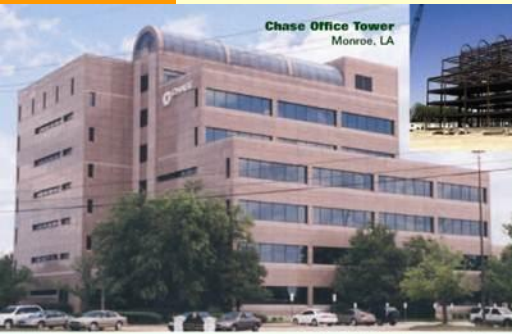
Responding to New Consumer Buying Trends

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



The advertisement features a photograph of a construction worker in a blue shirt and tool belt, looking at blueprints in a field. A small inset image shows a person's knee. The text on the right side of the ad reads: **First** in Orthopedics. **Foremost** in Knee Replacement. Below this, it states: "When injury or arthritis changes the simple act of walking or bending into chronic pain, routine work can become a difficult task. At St. Francis, restoring pain-free movement and independence is our commitment and our mission." It further notes: "Our doctors and staff are experts at knee replacement and other orthopedic surgeries, performing these procedures almost daily. Even more importantly, we understand the value of compassionate care. Technology, expertise, and inspired dedication - St. Francis Medical Center... a higher standard." The St. Francis Medical Center logo is at the bottom, with the text "ST. FRANCIS MEDICAL CENTER" and "Franciscan Ministries of Our Lady Health System". Contact information at the bottom reads: "309 Jackson Street • Monroe, Louisiana • (318) 327-4000 • www.atfran.com".

Business-to-Business Buyer Behavior



2101 Booth Street • P.O. Box 4830 • Monroe, LA 71211
318.387.9426 • FAX 318.322.0178 • www.steelfab.com



FIGURE 3.10

The Buying Center

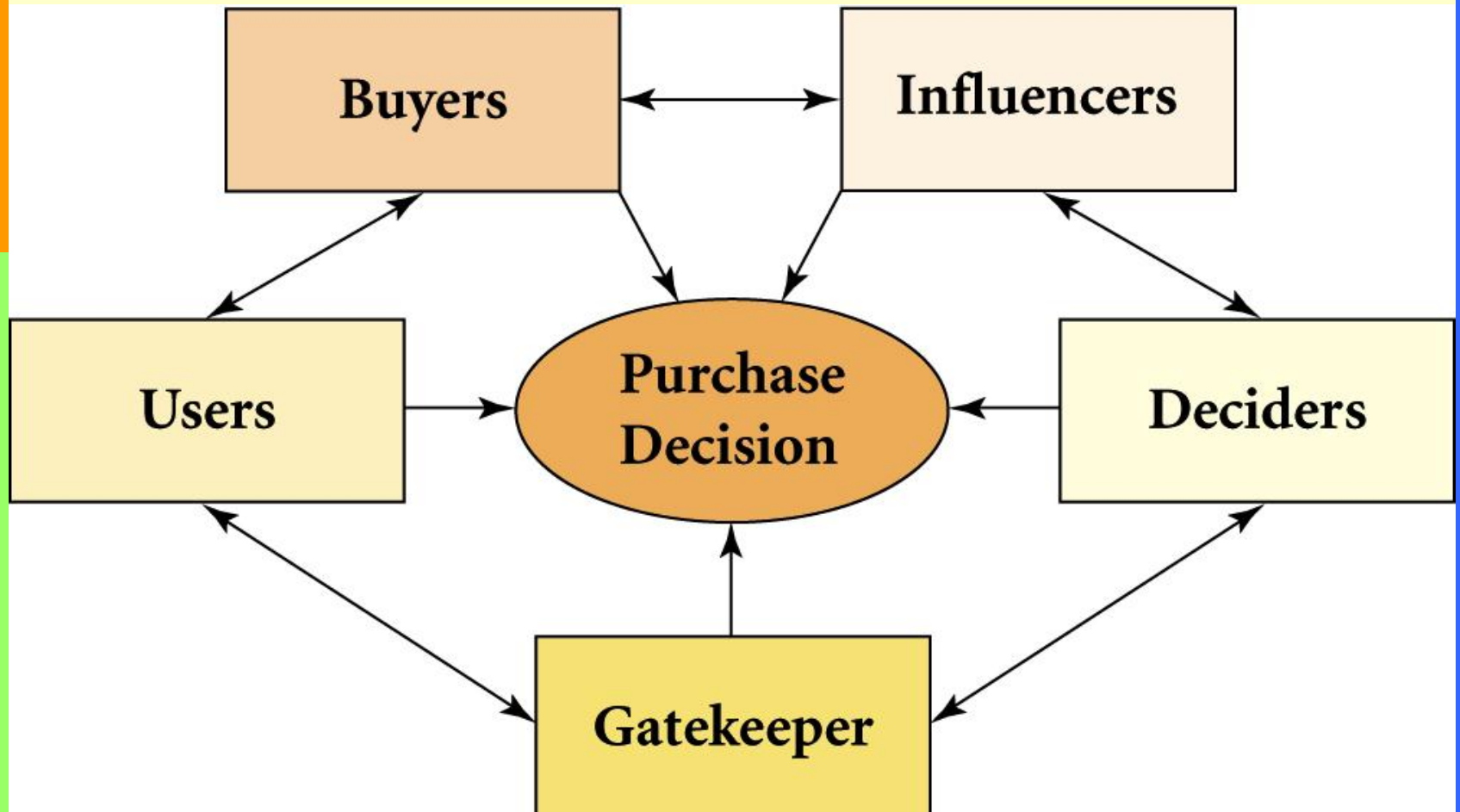
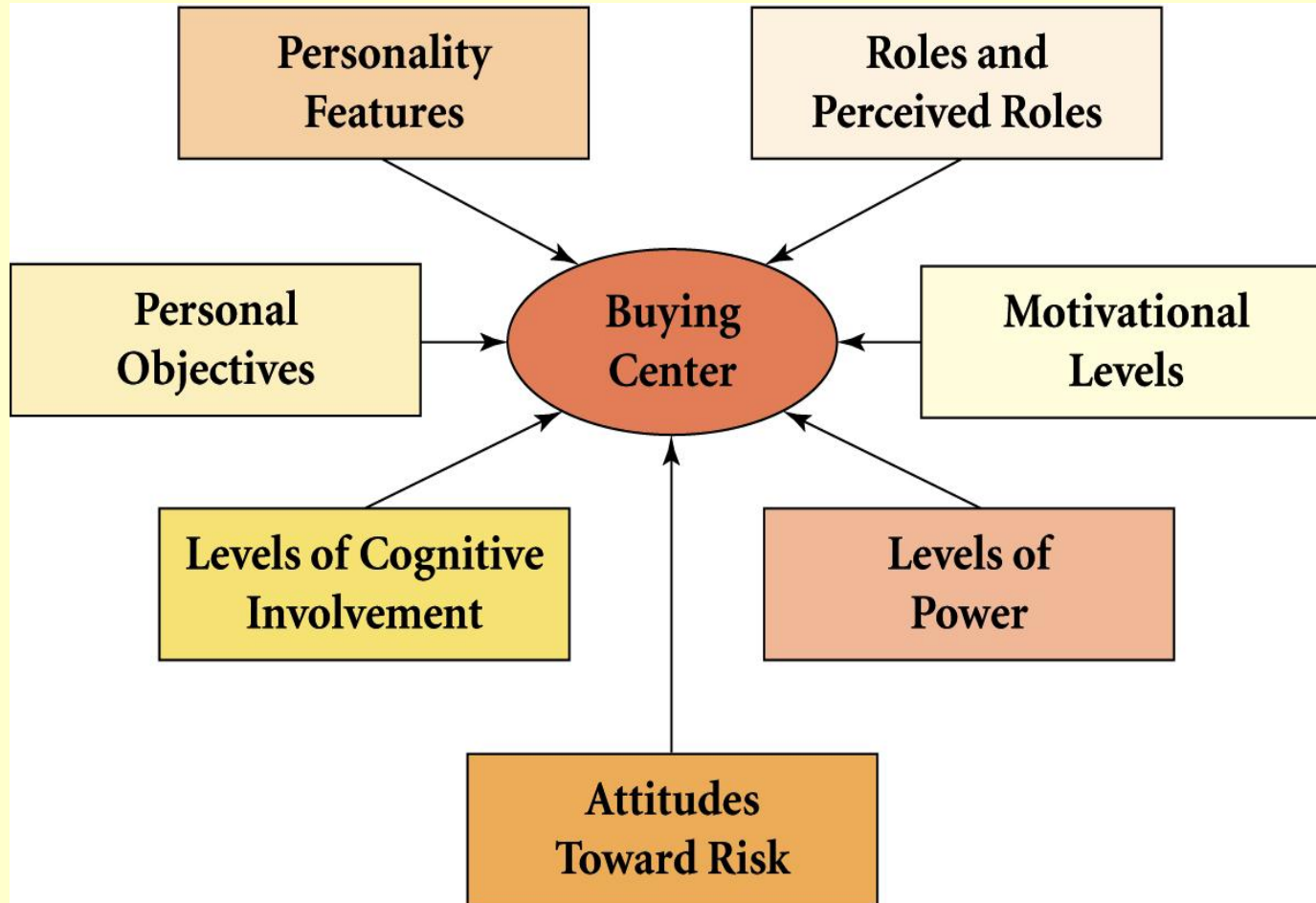


FIGURE 3.11

Individual Factors Affecting the Behaviors of Buying Center Members



Individual Factors

Affecting Business Buying Centers

- **Personality**

- Decisive person
- Extrovert
- Introvert

- **Roles**

- Individual's age, heredity, ethnicity, gender
- Socially constructed

- **Motivation**

- Match individual goal's to organizational goal

Individual Factors

Affecting Business Buying Centers

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

Types of Business-to-Business Sales

- Straight rebuy
- Modified rebuy
- New task



3M

Solutions for the
Global Economy

In today's global marketplace, efficient and reliable shipping is more important than ever. Scotch® Premium-Performance Packaging Tape is clear-to-the-core and tough enough to protect the heaviest packages for mailing, moving and shipping. Businesses around the world rely on Scotch® for dependable packaging solutions.



Scotch **Post-it**

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FIGURE 3.12

Reasons for Modified Rebuy

- Dissatisfaction with current vendor
- A different vendor makes an attractive offer
- End of contract with current vendor
- Individuals have no or little experience

B-to-B Buying Process



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

Consumer Buying Process

B-to-B Buying Process

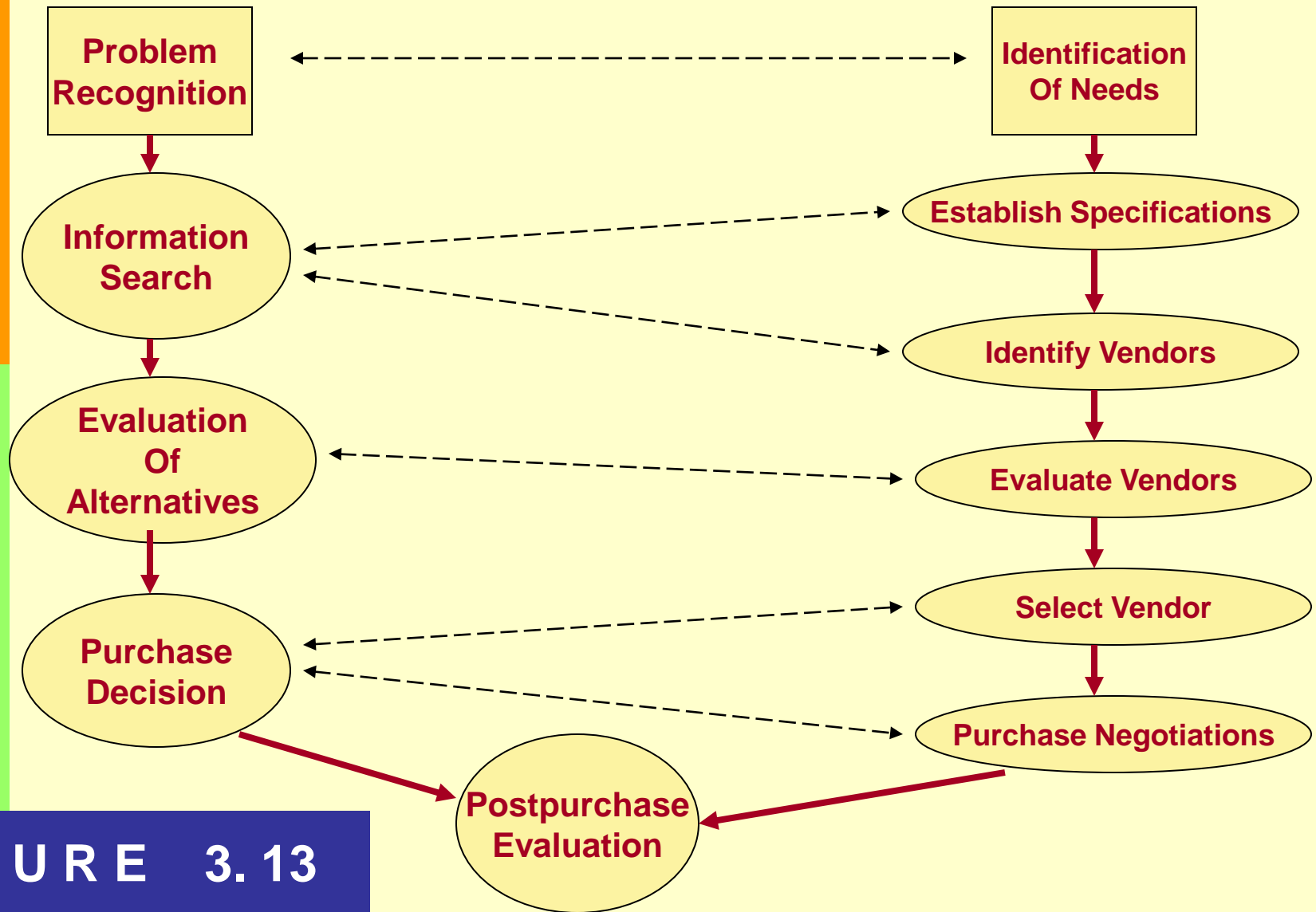


FIGURE 3.13

Dual Channel Marketing

- Consumer and B-to-B markets
- Spin-off sales
- Image concerns

FIGURE 3.14

Dual Channel Marketing Strategies

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

International Implications

- Cultural assimilator
- Understand purchasing process
- Strong brand
- Visible global brand for B-to-B

Ouachita Independent Bank

(Part 3)

Criteria in Choosing a Bank

- Location (near home or work)
- Recommendation from someone
- Range of products
- Image and reputation of bank
- Incentives offered to open account
- Competitive interest rates
- Low fees/charges
- Operating hours

Ouachita Independent Bank

(Part 3)

Theme of campaign - Local people, local trust

Discussion Question



Watch this television advertisement. Review the criteria consumers use in selecting a bank. How does this television ad reflect an understanding of those criteria as well as understanding the buyer decision process?

Integrated Campaigns in Action

Argent Financial



Campaign Objective: Define and promote a single brand