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CONSUMER BEHAVIOR

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INTRODUCTION

You go to the mall and you want to buy something, any thing, what will you do at first?



THE CONSUMER BEHAVIOR

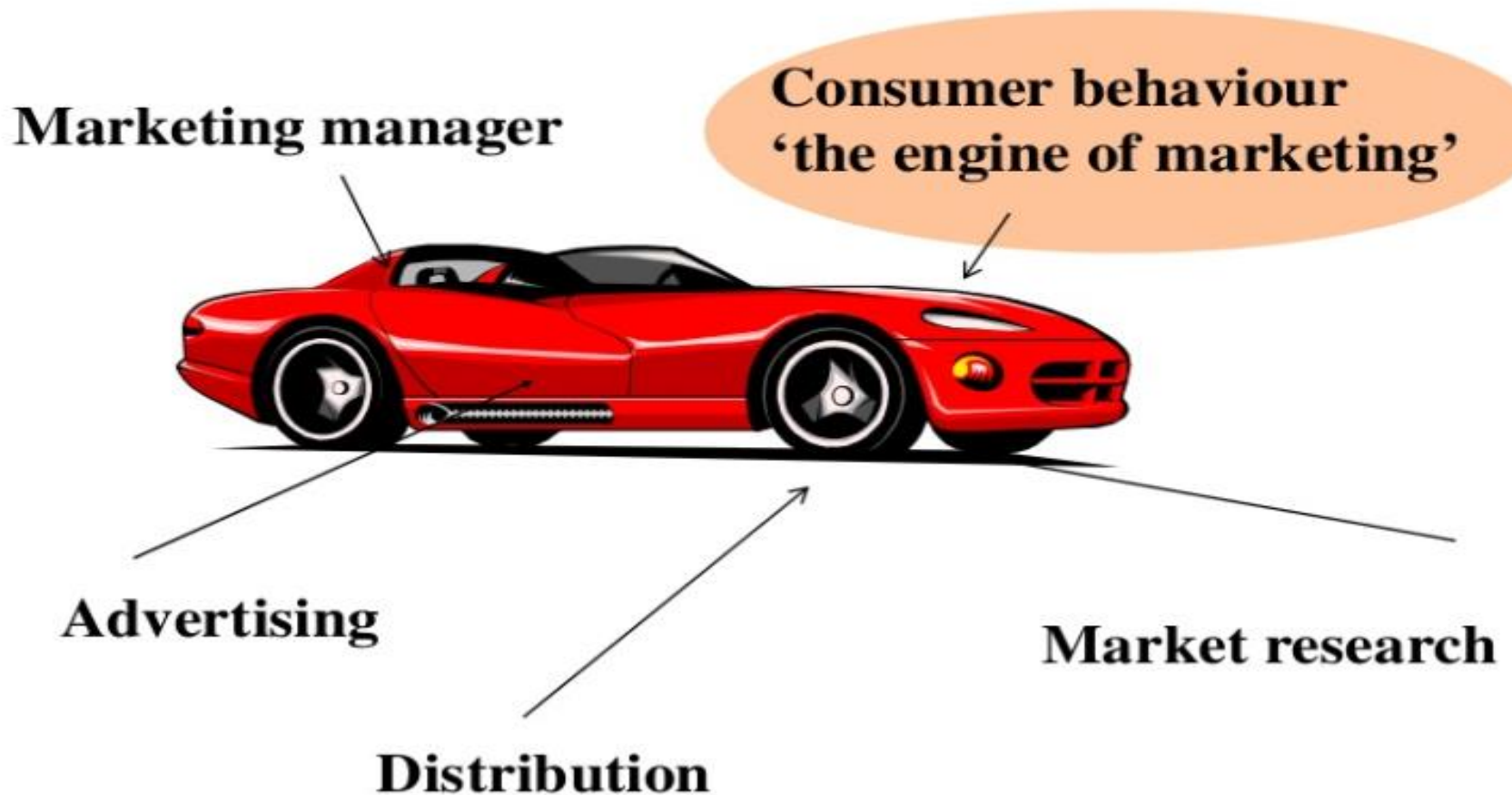
- According to Engel, Blackwell, and Mansard, ‘consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption’.
- According to Louden and Bitta, ‘consumer behavior is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services’.

“Knowing who your customers are is great, but knowing how they behave is even better.”

Jon Miller



The marketing car



The Nature of Consumer Behavior

External Influences

The following are the major external influences:

- Culture
- Demographics and social stratification
- Ethnic, religious, and regional subcultures
- Families and households
- Groups



The Nature of Consumer Behavior

Internal Influences

Internal influences include:

- Perception
- Learning
- Memory
- Motives
- Personality
- Emotions
- Attitudes



THE NATURE OF CONSUMER BEHAVIOR

The various factors that influence the consumer behavior are as follows:

- a. Marketing factors such as product design, price, promotion, packaging, positioning and distribution.
- b. Personal factors such as age, gender, education and income level.
- c. Psychological factors such as buying motives, perception of the product and attitudes towards the product.
- d. Situational factors such as physical surroundings at the time of purchase, social surroundings and time factor.
- e. Social factors such as social status, reference groups and family.
- f. Cultural factors, such as religion, social class.

CONCLUSION



Psychological:

- Motivation
- Perception
- Beliefs and attitudes



Personal:

- Age
- Occupation
- Education



Culture:

- Social status
- Social class
- Subculture



Social:

- Reference groups
- Social roles
- Status
- Household type



Social Media:

- Youtube
- Facebook
- twitter



Environment:

- Technology
- Economics
- Inflation
- Politics



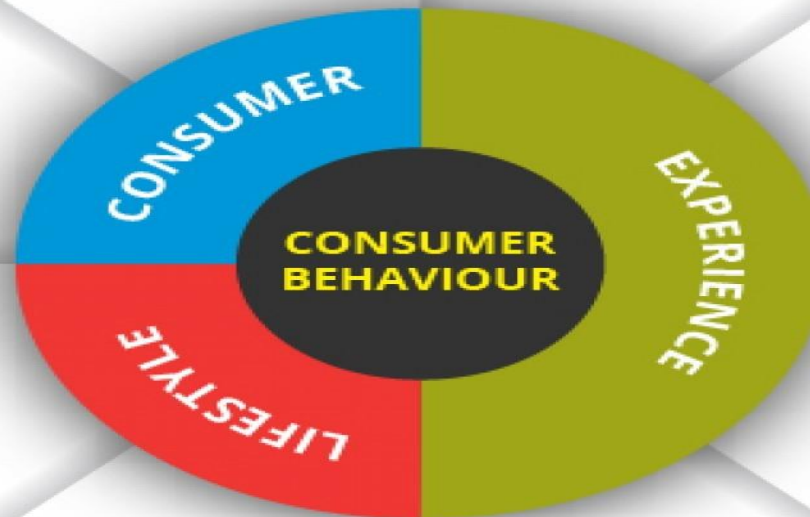
Marketing:

- Strategies
- Promotions
- Advertising
- Communications



Customers' Response:

- Selecting Brand
- Buying time
- Repurchasing
- Buying intervals



EXAMPLES FOR THE NEW WORDS

1. **GLOBALIZATION**: some cars use parts from other countries. A car being assembled in USA may import parts from japan, Germany or Korea.
2. **MULTINATIONAL** :multinational corporations operate on global scale, with offices and branches in numerous locations.
3. **ANALYSIS**: examining blood in a lab to discover all of its components.
4. An example of **IMPLICATION** is the policeman connecting a person to a crime even though there is no evidence.
5. **REVENUE** : service revenue, fees earned, interest revenue, interest income.

RESOURCES

REFERENCES : -

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THANK YOU