

COURSE 4

CONSUMER BEHAVIOR & THE COMMUNICATION AGENDA

Lincoln's Gettysburg Address

268 words

196 One Syllable Words

52 Two Syllable Words

20 More Than Two Syllable Words



Small words work! - Buzz Words Don't work

Consumer Behavior

Consumer behavior

You, the seller must be able to determine

The set of actions that make up an individual's consideration, purchase and use of products and services.

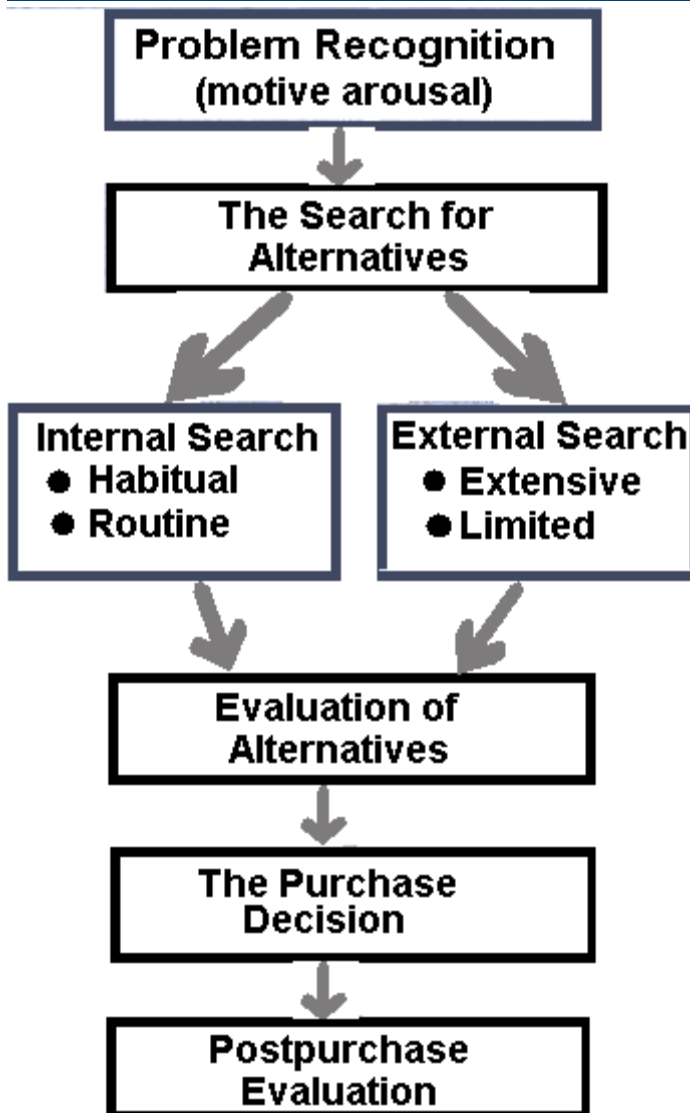
Includes the purchase as well as consumption of the products and services.

What is motivating the customer to buy. This enables you to convert features into benefits for that particular individual

In which step of the purchase decision process is the buyer.



Problem Recognition



May occur when the consumer receives information from advertising or from conversation with friends that causes awareness of a need.

In consultative selling sometimes hinges on the seller's ability to uncover a need.

May occur when the consumer reevaluates the current situation and perceives an area of void or dissatisfaction.

No matter what kind of need exists some prospects do not consciously recognize it until the seller brings it out into the open.

Search for Alternatives - Limited By

Time and cost - Experience and urgency.

Value of purchase - risk involved in the purchase

Evaluation of Alternatives

Evoked Set is the list of alternatives

Salient attributes are used to evaluate products.

Determinate attributes are motives used to make a decision.

Purchase Decision



Several alternatives may seem equally acceptable;

Can be made easier by a professional seller

Involves a set of related decisions.

Decision criteria

Tangible features of the product.

Financial considerations such as price, discounts, credit policies, etc.

Intangible factors: reputation, past performance of the seller, possible delivery dates, etc.

Postpurchase

Cognitive Dissonance

Evaluation

post-purchase anxiety

**Cognitive Dissonance
aka "Buyers Remorse"**

Depends upon the importance of the decision and the attractiveness of rejected alternatives.

by selling products that meet needs,

by reinforcing the buyer's belief that the right decision was made

Minimize

by demonstrating the capabilities and quality of the product,

By post purchase follow-up to be sure that deliveries are prompt, quantities are correct, and the product is functioning as expected.

Business to Business Buying

Some Fundamental Differences	Decision Maker	May be a buying center
	Buying Criteria	More complex
	Buying Motivation	rational economic emotional
Characteristics of Organizational Buyers	Fewer in number, Purchases involve larger dollar volume Less freedom of decision	
Categories of Organizational Buyers	Industrial Wholesale & Retail Government	
Purchase policies	set by companies provide guidelines concerning performance, service, quality etc. Product or service must meet these criteria	
Multiple Buying Influence	Several people involved directly or indirectly in the decision making process. Many times dollar limits are set and exceeding these limits requires the approval of higher level executives.	
The Buying Center	Users. Buyers. Influences. Gatekeepers. Decision Makers.	
Buying Motives	More of the decisions are based on rational buying motives rather than emotional motives. Research and analysis concerning the product and the company selling it is often conducted prior to purchase.	

Ultimate Consumer Buying Motives

Increase wealth
Alleviate fear
Secure social approval
Satisfy bodily needs
Experience happiness or pleasure
Gaining an advantage
Imitating
Dominating others
Recreation
Improving health

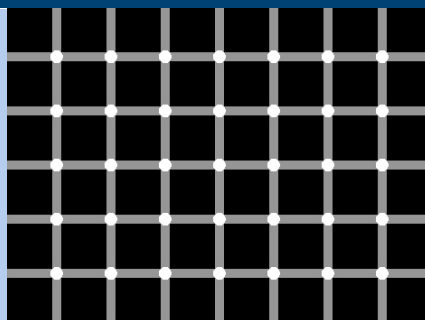
Ultimate Organizational Buying Motives

Profit
Economy
Flexibility
Uniformity of output
Salability
Protection
Utility
Guarantees
Delivery
Quality

ENVIRONMENTAL INFLUENCES ON THE PURCHASE DECISION PROCESS

Psychological Influences

The Role of Perception Illusions



Mood of the Moment

Attitudes

Buyer is not always consciously aware of attitudes. Attitudes are habitual patterns of response to previous experiences.

Preconceived attitudes do not always make the selling process difficult.

A negative attitude must be overcome before a sale can be made.

Self-image

Attitudes are the mind's paintbrush. They can color or affect any situation.

self-image impacts the problem recognition phase of consumer behavior

Many of our permanent beliefs about our self-image are developed in our childhood.

Our concept of self-image can change through our lives. Advertisements that are consistent with our self-image are more persuasive.

Self-image and public-image are not always the same. Much behavior can be explained if the self-image is understood.

Sociocultural Influences

Culture is an influence that is completely learned and handed down way of life.

Cross-Culture Business Considerations

Physical Environment

Social Class

Might impact the information search phase of consumer behavior

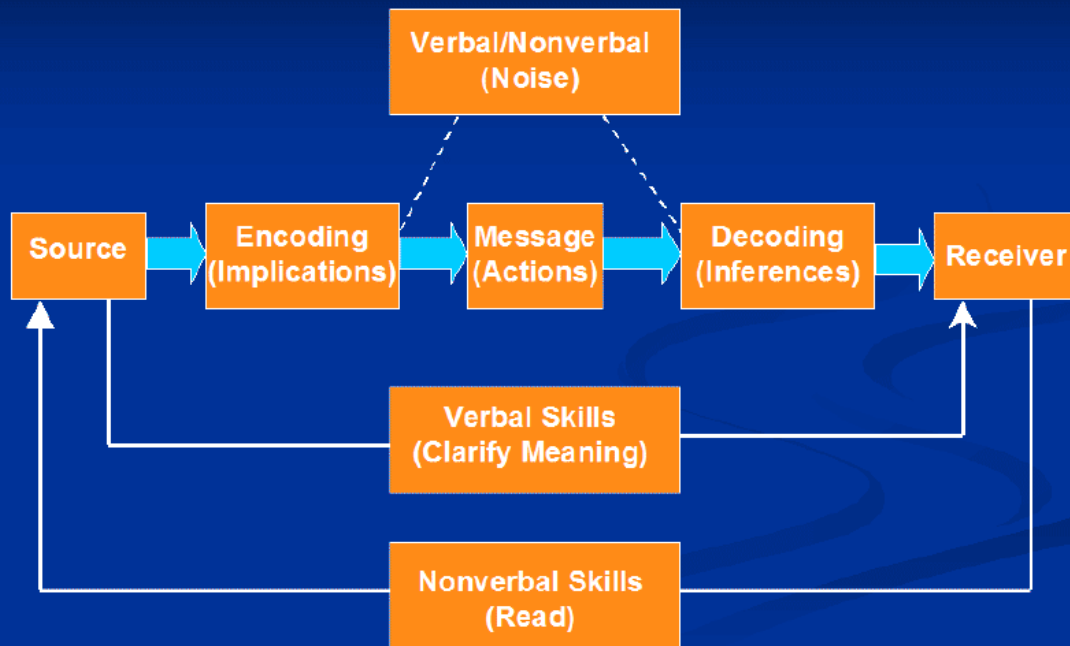
Marketing and advertising campaigns must differ in their attempts to reach the various social classes.

Reference Groups

THE COMMUNICATION AGENDA

to be sure that the prospect understands the message, accepts it, and makes a commitment to take action.

The Communication Model for Verbal and Nonverbal Messages



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Source

Encoding

the Message Encoding and decoding of messages are often achieved through the use of symbols

The Message Itself

Evaluating the Prospect's Decoding

Barriers to Effective Communication

Words

Distractions

Timing

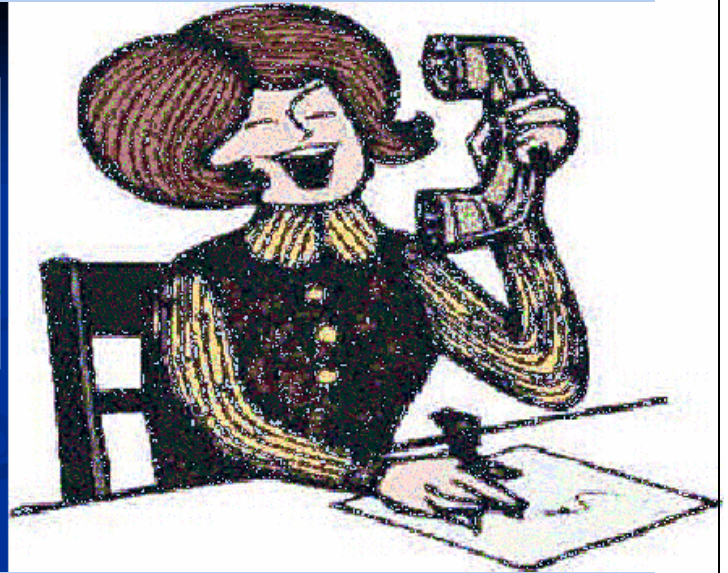
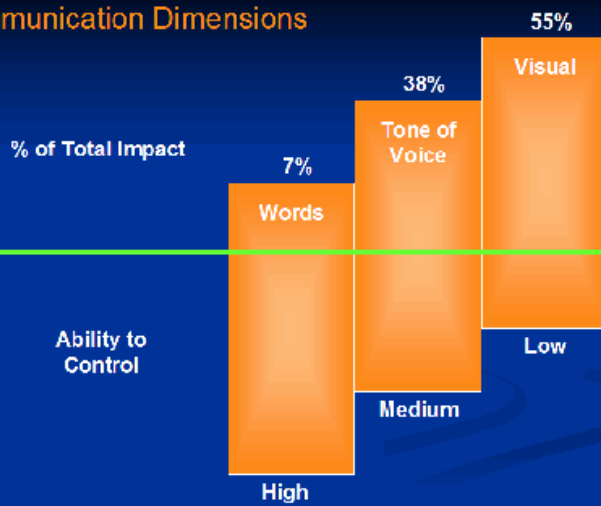
Interruptions

Technical Erudition

Poor Listening Habits

Make Use of Feedback - your message has been transmitted successfully when the prospect's understanding of the message is the same as yours.

The Ability to Manage Communication Dimensions



Use of the Voice

- Clarity or Articulation
- Volume
- Uniqueness
- Silence
- Rhythm
- Rate of Speech

SELLING WITHOUT WORDS (NONVERBAL COMMUNICATION)



Body Language

Visual communication expresses majority of a person's feelings and emotions

Kinesics

Body language includes facial expressions, shifts in posture and stance, as well as the movement of body limbs.

Understand the Body Language of Gestures

Body Signals

Hand Movements

Your mannerisms should be calm and unhurried.

Facial expressions convey a larger percentage of the nonverbal message than body movement does.

If you can read a prospect's body language and control your own body signals then you are more likely to be understood.

Warning signals that the prospect is either not understanding or not accepting the message.

Rubbing the nose.

Leaning back in the chair with hands behind the head.

Resting the head in the hands with elbows on the desk.

Finger under collar or rubbing back of neck.

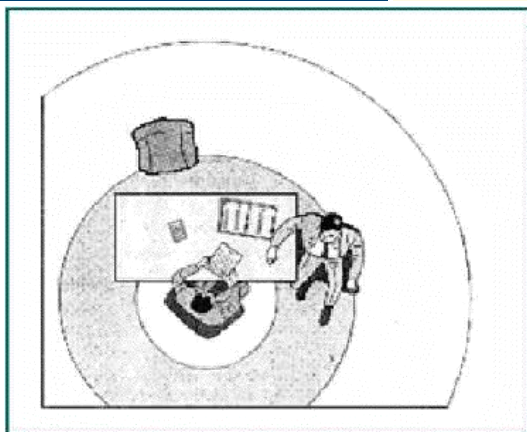
The Non Verbal Dictionary

Analyzing the walk

Biomotion Lab

Proxemics

concerned with the physical distance individuals prefer to maintain between themselves and others.



1. Successful sellers tend to move closer to a client when closing a sale.

2. It is best to carefully test for a prospect's comfort zone.

3. Comfort zones tend to change with sex, status, or age.



4. Four to twelve feet from the client could be a good distance in which to begin a sales interview.

5. In a selling situation, the intimate zone should be entered only by invitation or during a handshake.

Cultural Proxemics



HAND SHAKE

- Americans use a firm, solid grip;
- Middle Easterners and Asians prefer a gentle grip a firm grip to them suggests unnecessary aggressiveness



EYE CONTACT

- Americans are taught to look directly
- Japanese and Koreans are taught to avoid direct eye contact, direct eye contact to them is considered a weakness, and may indicate sexual overtones



O.K. GESTURE

- For Americans, forming a circle with thumb and forefinger to signal O.K.
- Means "zero" or worthless in France
- Means money in Japan
- Means calling someone a very bad name in Germany.

NODDING YES OR NO

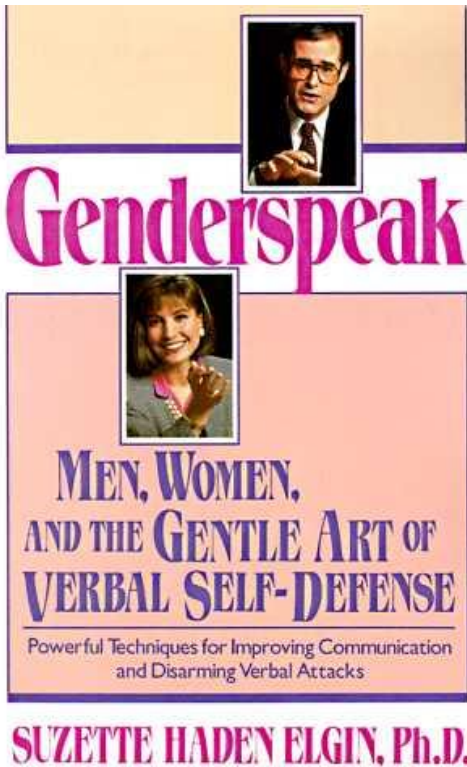
- For Americans, up and down means yes, side to side means no
- in Bulgaria, the nods are reversed in meaning.



PUTTING FEET ON TABLE

- An American gesture is found to be offensive to nearly every other country around the globe
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GENDERSPEAK: SEPARATED BY COMMON LANGUAGE Relating to the Opposite Sex



Body language does not mean exactly the same between a man and a woman as it means between two men or two women

Websites Genderspeak

<http://www.adrr.com/lingua/12lwma.htm>

Genderspeak: Men, Women, and the Gentle Art of Verbal Self Defense

A woman's smile may be interpreted as an attempt to substitute personal charm for competence. If she doesn't smile, she may be considered cold and impersonal.

Both men and women may unconsciously join in a game of talking business but using body language that says, "Let's flirt."

	Women	Men
Personal Space	Tend to surrender more quickly May feel vaguely uncomfortable about having done so.	Tend to surrender less quickly
Interruptions	interrupt men less often they do other women.	interrupt both sexes
Networking	Tend to use more	Tend to use less
Patience	More	Less
Use of Humor	Less	More
questioning and listening	Tend to be better	Tend to be worse