

COMPORTAMENTO DO CONSUMIDOR

Lisboa, Setembro de 2007

OBJECTIVOS

- Factores que influenciam o comportamento de compra
- Processo de decisão de compra

Definição

Dibb, Simkin, Pride and Ferrell

Comportamento de Compra do consumidor:

“Os processos de decisão e comportamentos de indivíduos envolvidos na compra e utilização de produtos”

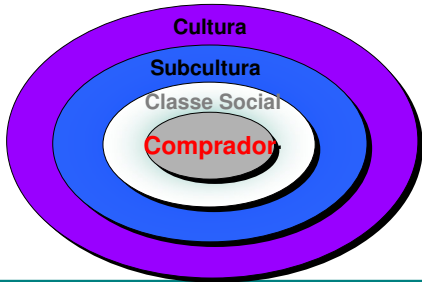
MODELO DE RESPOSTA SIMPLES



MODELO DE COMPORTAMENTO DE COMPRA

Estímulo Marketing	Outros Estímulos	Características Comprador	Processo Decisão Compra
Produto Preço Distribuição Comunicação	Económico Tecnológico Político Cultural	Culturais Sociais Pessoais Psicológicas	Reconhecimento Problema Pesquisa Informação Avaliação Decisão Comportamento Pós compra
			Decisões Comprador
			Escolha produto Escolha marca Escolha ponto venda Momento compra Quantidade comprada

FACTORES CULTURAIS



Why I Instituted Family Game Night

I really love my family... but they're all very busy people! We don't get to see each other as much as we'd like. That's why I instituted Family Game Night! It's a special night once a week when we all get together as a family. We play really fun games! And we laugh a lot!

← Me

Cool Games

Institute your own Family Game Night™ with these fun Family Game Night games from Milton Bradley® and Parker Brothers®!

It just might become your favorite night of the week.

Weeknights are Rich with Ritual

Selected Rituals and Associated Artifacts

SELECTED RITUALS	TYPICAL ARTIFACTS
Wedding	White gown (something old, something new, something borrowed, something blue)
Birth of child	U.S. Savings Bond, silver baby spoon
Birthday	Card, present, cake with candles
50th Wedding anniversary	Catered party, card and gift, display of photos of the couple's life together
Graduation	Pen, U.S. Savings Bond, card, wristwatch
Valentine's Day	Candy, card, flowers
New Year's Eve	Champagne, party, fancy dress
Thanksgiving	Prepare a turkey meal for family and friends

You don't sleep like everybody else. Why wake up like everybody else?

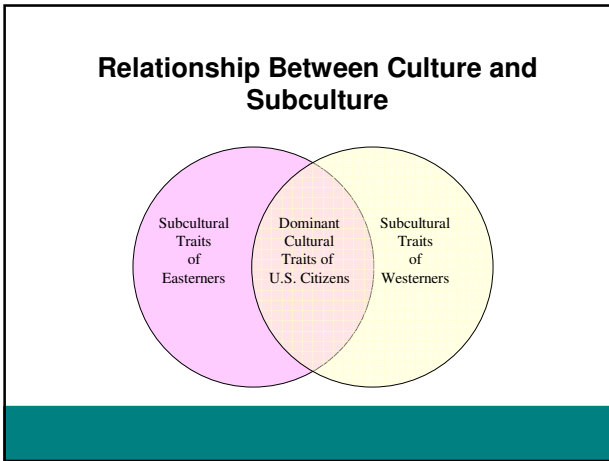
Ad Featuring the Freedom of Choice

If you are what you eat, don't be a four-day-old burrito.

Do something good for yourself!

It's something good for yourself with this Burrito Pasta Salad. Enjoy every bite. Fresh, healthy, and delicious. Your good life. It's cuisine.

"You Are What You Eat"



EL GRAN SABOR DE LA ENERGÍA

Sunny Delight

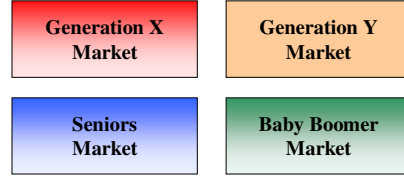
Light & IC Sabor. Llévate Sunny Delight.

Targeting Hispanic-American Consumers

Ad Containing Kosher Indicator



Major Age Subcultures



Social Class and Social Status

- Status is frequently thought of as the relative rankings of members of each social class
 - wealth
 - power
 - prestige

Social Comparison Theory states that individuals compare their own possessions against those of others to determine their relative social standing.



Targeting Upscale Customers

Percent Distribution of Five-Category Social-Class Measure

SOCIAL CLASSES	PERCENTAGE
Upper	4.3
Upper-middle	13.8
Middle	32.8
Working	32.3
Lower	16.8
Total percentage	100.0



Appealing to Upward Mobility

Consumer Behavior and Social Class

- Clothing, Fashion, and Shopping
- The Pursuit of Leisure
- Saving, Spending, and Credit
- Social Class and Communication

FACTORES SOCIAIS

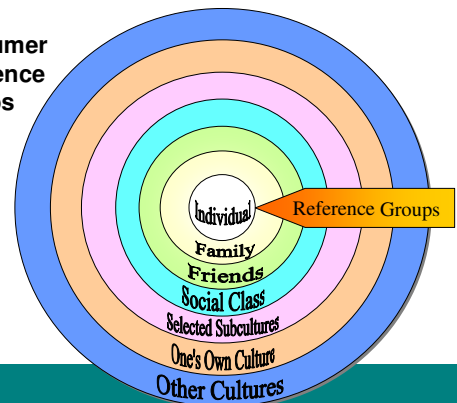


Broad Categories of Reference Groups

- Normative Reference Groups
- Comparative Reference Groups



Major Consumer Reference Groups

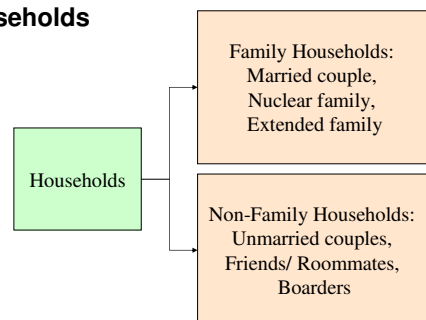


Selected Consumer-Related Reference Groups

- Friendship groups
- Shopping groups
- Work groups
- Virtual groups or communities
- Consumer-action groups



Households



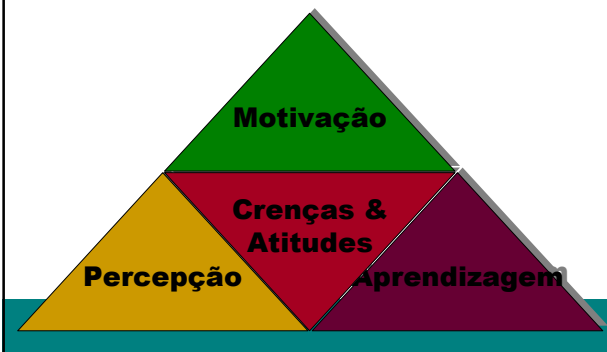
The Typical Household?

- Canada: Nuclear family
- Thailand: Extended family
- USA: Not married, no children

FACTORES PESSOAIS



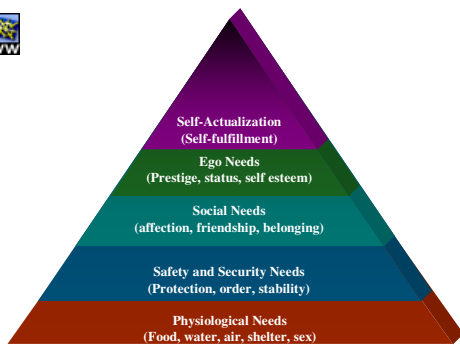
FACTORES PSICOLÓGICOS



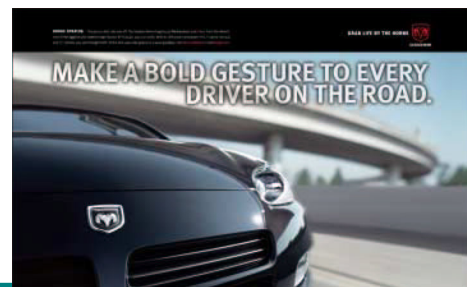
Hierarquia das Necessidades de Maslow

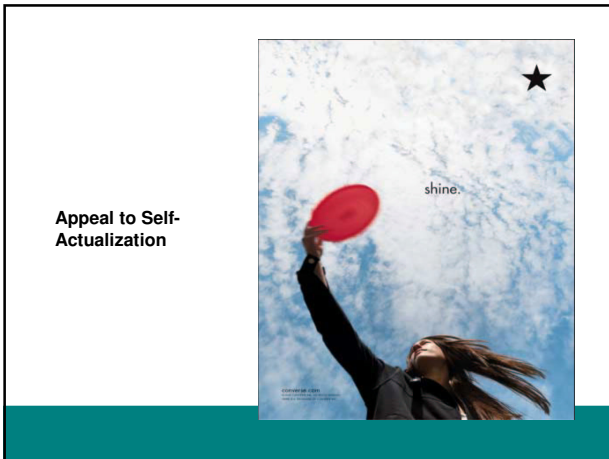


Maslow's Hierarchy of Needs



Appeal to Egoistic Needs





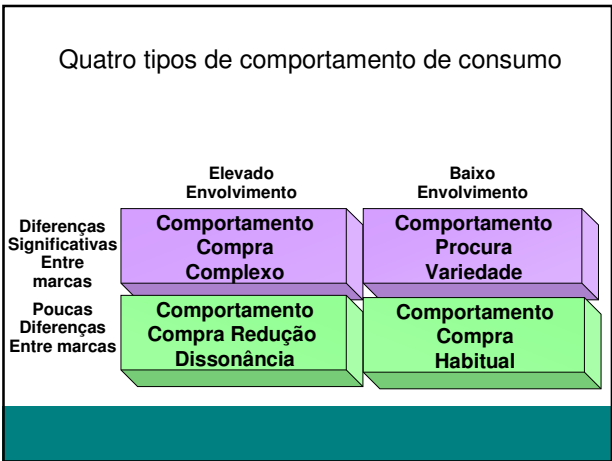
Porque é que os consumidores compram produtos?

Perfuradora Vs Buracos

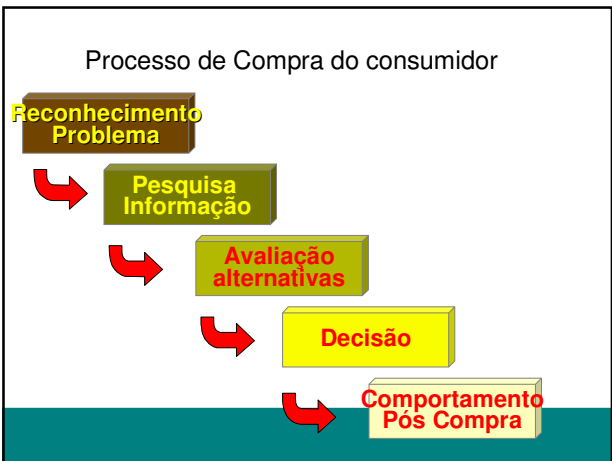
Consumidores compram produtos pelos benefícios que percebem poder obter.

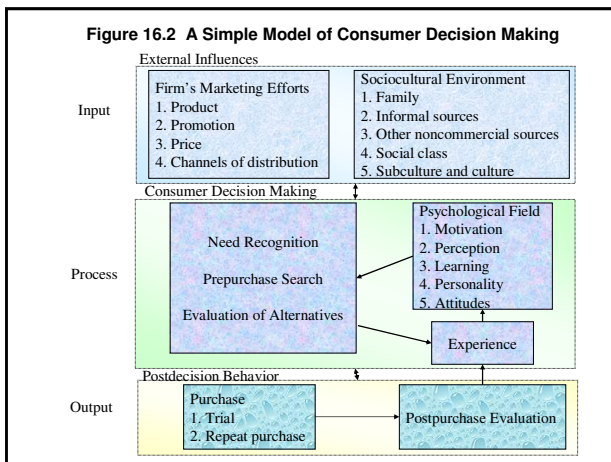
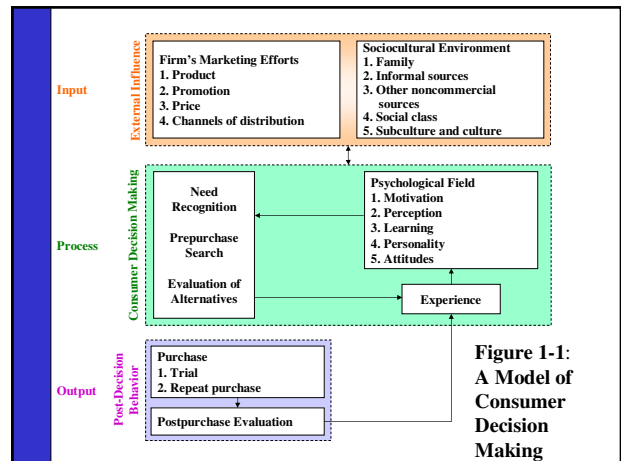
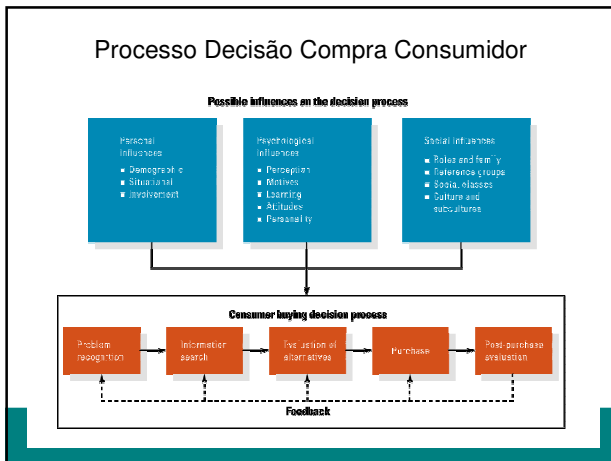
IMPLICAÇÃO

O gestor deverá concentrar-se no grau em que o seu produto providencia benefícios ao consumidor e na capacidade de outras propostas concorrentes providenciarem esses mesmos benefícios.



- Iniciador
- Influenciador
- Decisor
- Comprador
- Consumidor/Utilizador





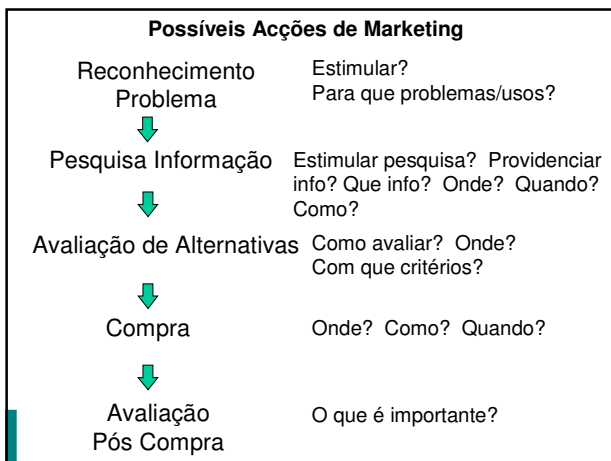
REAL LOVE!

Ad Suggesting Criteria for Decision Making

REAL SCIENCE. Hartz® Advanced Care® shows the extra love and extra care.

Zack was an only child... until Buster came along.

HARTZ



O grau de envolvimento do Consumidor influencia a duração do proceso de compra

- Grau de risco
- Importância para a pessoa
- Tempo disponível

Envolvimento