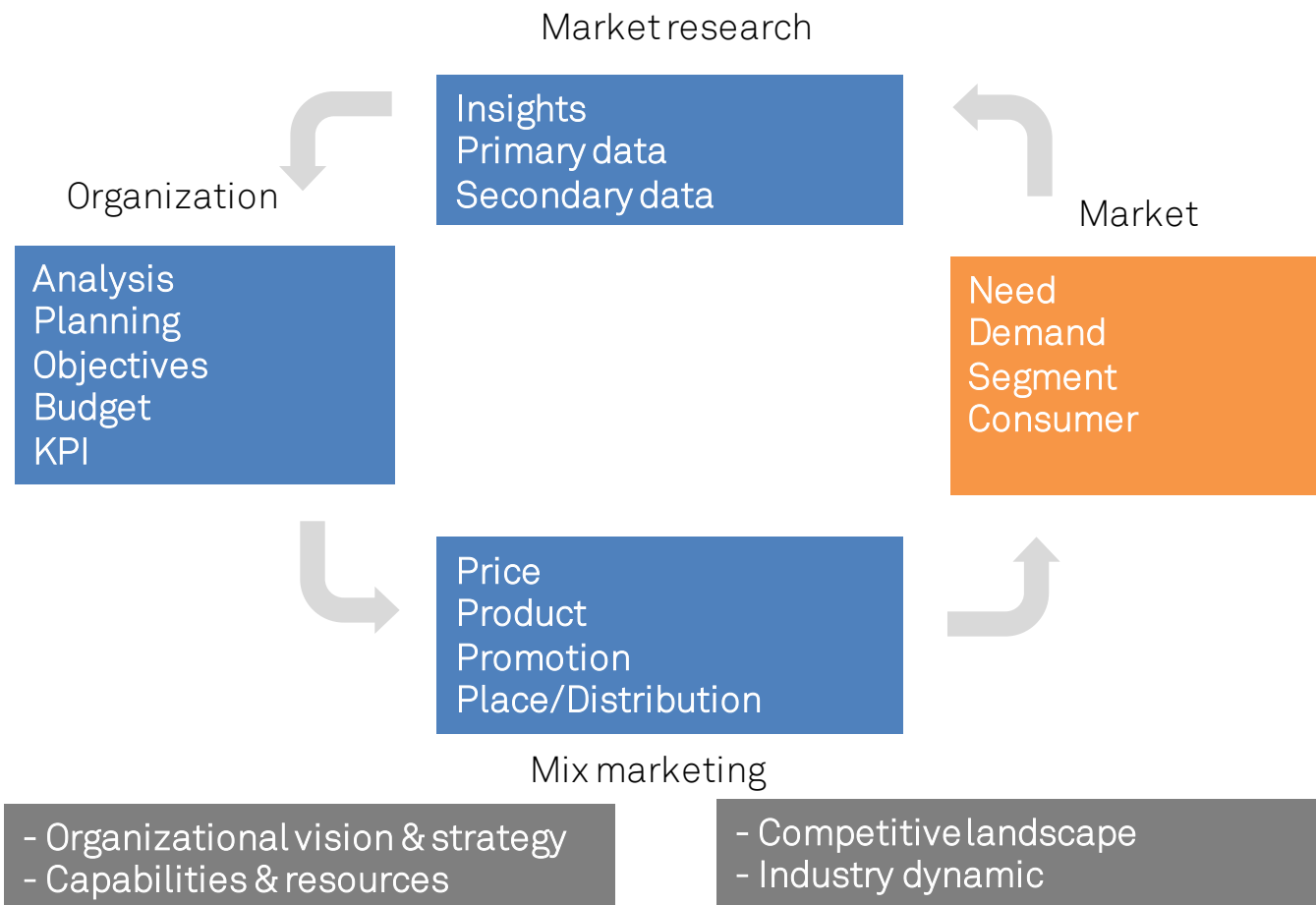




## **The consumer behavior**

## The consumer behavior > **Definition**



## The consumer behavior > **Definition**

Consumer behavior is the process that a group of individuals follow to choose, to buy and to consume a good, a service, an idea or an experience, in order to fulfill their need and desire.





## The consumer behavior > **Need**

### **Need**

Feeling of lack with regard to overall satisfaction

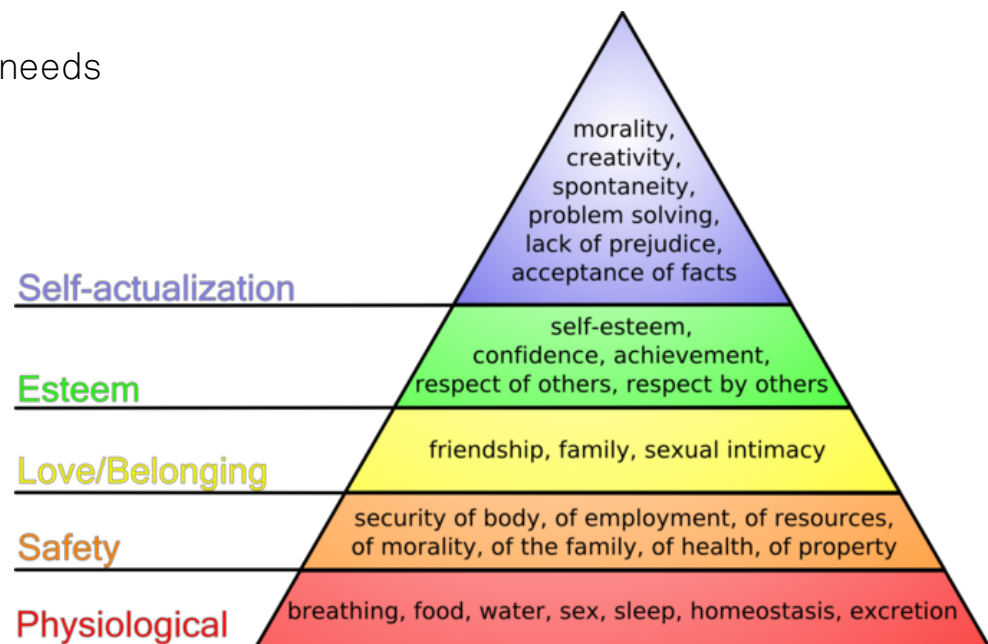
### **Desire**

Motive for the satisfaction of fundamental needs

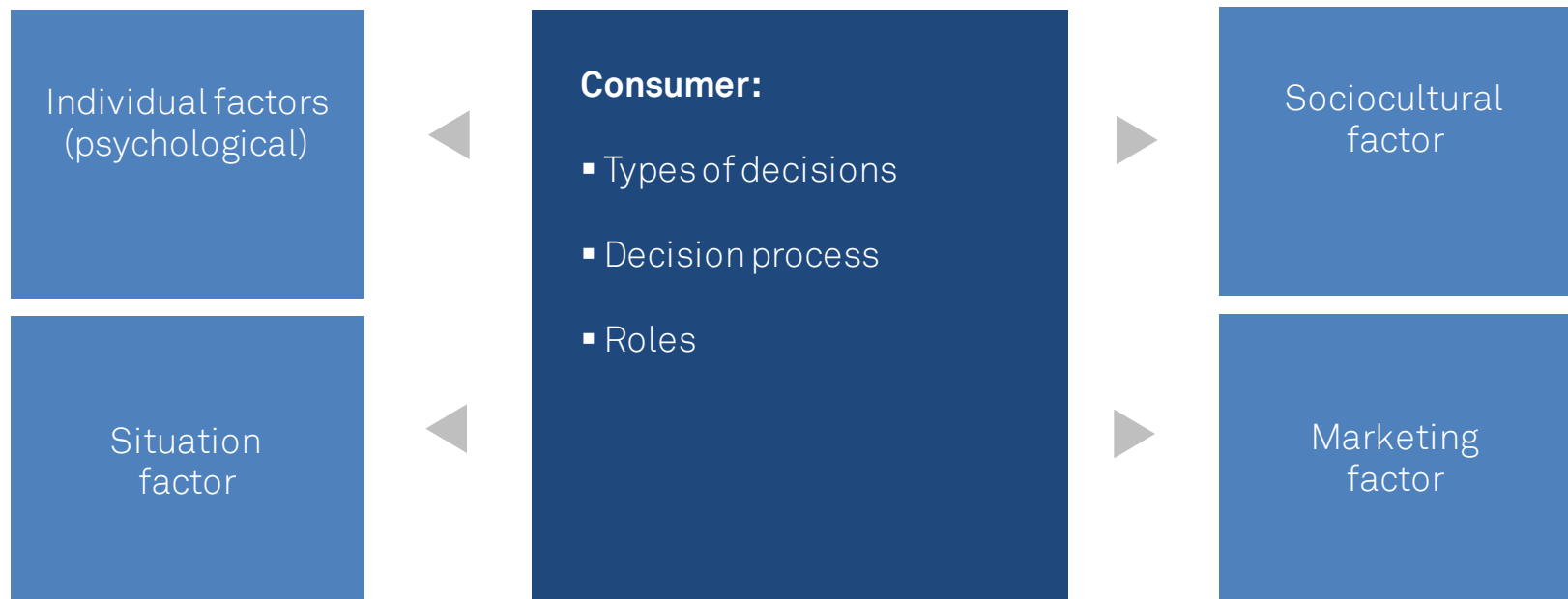
### **Demand**

Desire motivated by purchasing power

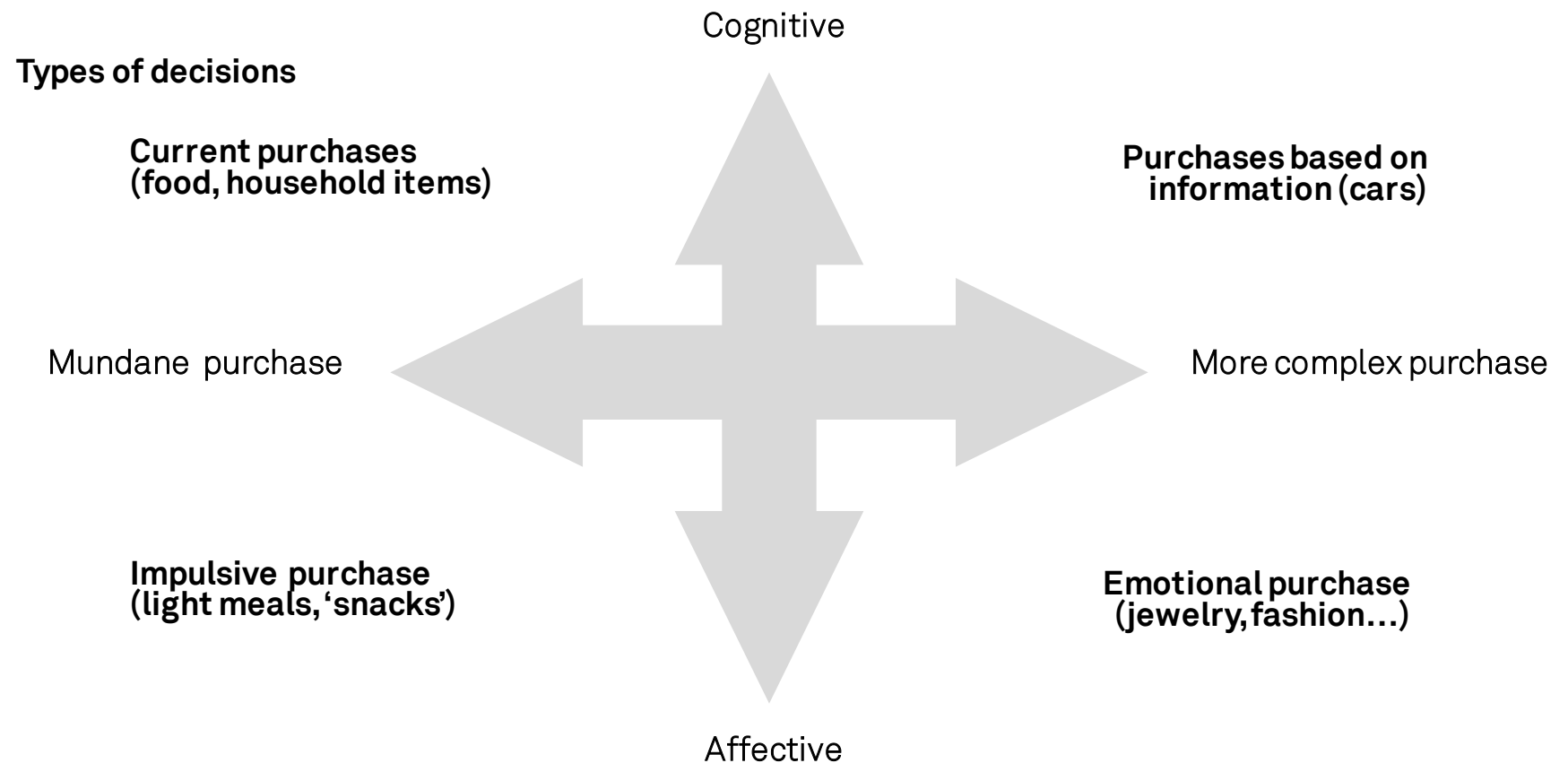
Maslow's Hierarchy of Needs



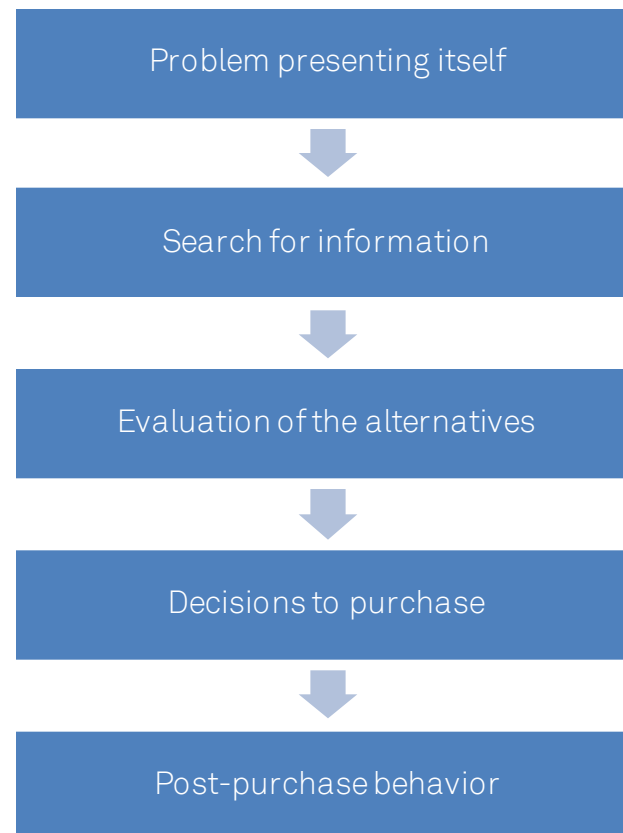
## The consumer behavior > **Model**



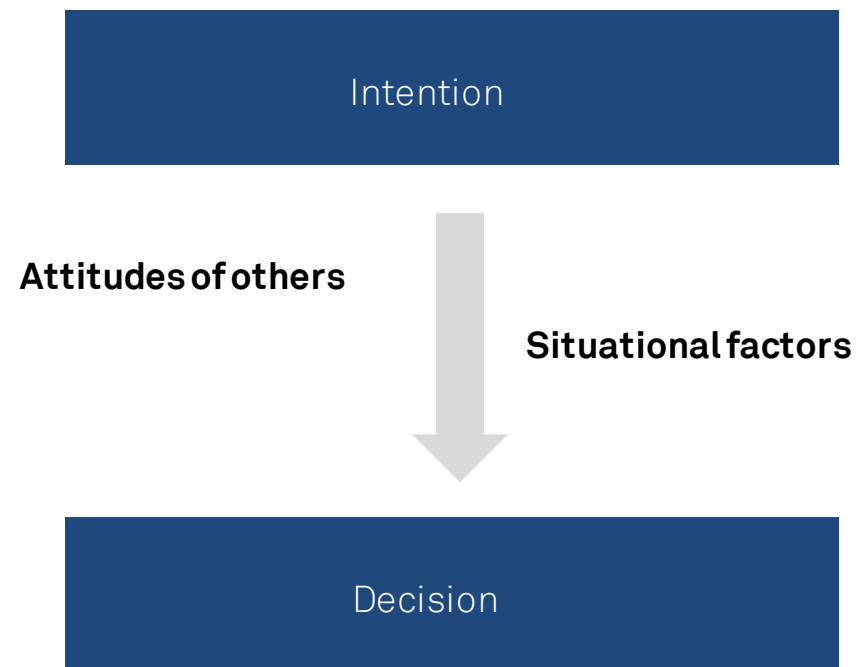
## The consumer behavior > **Types of decisions**



## The consumer behavior > **Purchase decision making process**



## The consumer behavior > **Decision to purchase**





## Factors influencing consumer behavior > **Sociocultural factors > Sub-culture**

### **Demographic platform**

- Ethnic origin

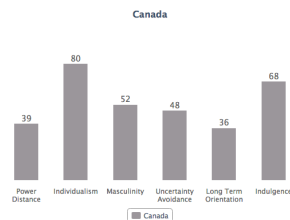
### **Consumption platform**

- Harley-Davidson Owners Group (HOG)
- Fans of Star Trek (Trekkies)



Tools:

<https://geert-hofstede.com/usa.html>



## Factors influencing consumer behavior > **Individual and psychological > Individual**

<https://www.youtube.com/watch?v=yRqUTA6AegA>

- Age
- Life cycle stage
- Occupation
- Economic situation
- Personality and life

### **Mesuring the AIO dimensions**

- Activities (work, hobbies, shopping, sports...)
- Interests (food, fashion, family...)
- Opinions (of one-self, social issues, business, products...)





## **Thank you**

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