

# Consumer Behavior Theory

## Electronic Commerce Marketing



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- 01. Consumer Behavior
- 02. Motivation and Conflict of Consumer Behavior
- 03. Factors Affecting Consumer Behavior
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# 01. Consumer Behavior

- Consumer Behavior
  - Cognitive judgments and physical activities that are related to how to explore, evaluate, acquire, use, and dispose merchandises (that is, when, where, what, how, and from whom)

# 01. Consumer Behavior

- Research Goals of Consumer Behavior
  - Effective understanding and satisfying customer needs
  - Creating and Commercializing new potential customer needs

## 02. Motivation and Conflict of Consumer Behavior

- Motivation
  - Goal-directed active vitality to ease tensions that are precipitated by needs
  - Positive and active drives to ease inner tensions

## 02. Motivation and Conflict of Consumer Behavior

- Motivation Factors
  - Physiological factors
  - Cognitive factors
  - Environmental factors

## 02. Motivation and Conflict of Consumer Behavior

- Conflict
  - Stress among positive motivations
  - Stress among negative motivations
  - Stress among positive and negative motivations

## 03. Factors Affecting Consumer Behavior

- Factors Affecting Consumer Behavior
  - Inner factors
    - Perception
      - Selective perception, perceptual organization, perceptual interpretation
    - Memory
      - Sensible information storage, short-term memory, long-term memory
    - Attitude
    - Learning
      - Classical conditioning, operant conditioning

## 03. Factors Affecting Consumer Behavior

- Factors Affecting Consumer Behavior
  - Outer factors
    - Social/cultural factors
    - Individual features of consumer
      - Personality, life style
    - Personal effect factors
      - Reference group, opinion leader, word of mouth
  - Situational factors
    - Consumer propensity, purchasing situation, communication situation

## 04. Purchasing Decision Process

- Involvement
  - The degree of cautions in comparison shopping when a consumer purchases a merchandise

## 04. Purchasing Decision Process

- Purchasing Decision Process of High-Involvement
  - Recognizing problems
  - Exploring Information
  - Evaluating alternatives
  - Selecting an alternative
  - Actions after the purchase

## 04. Purchasing Decision Process

- Purchasing Decision Process of Low-Involvement
  - Recognizing problems
  - Selecting an alternative
  - Evaluating the alternative