

Advertising

Chestnut Hill College



- The consumer audience is varied & thus has varied behaviors
- Understanding consumer behavior, it's commonalities and it's differences is key to running a successful campaign
- CONSUMER BEHAVIOR is how people (as groups or individuals) purchase, use and dispose of products.
- Remember, the buyer is not necessarily the user, the user is not necessarily the buyer & disposing does not necessarily mean 'Throwing it out'

- Influences of Consumer Behavior

- Social & Cultural

- Culture
- Social Class
- Reference Groups
- Family
- Demographics

- Psychological

- State of Mind
- Need & Wants
- Selective Perception
- Satisfaction
- Motivations
- Attitudes & Values
- Personality
- Psychographics

- Behavioral

- Quantity of Use
- Brand Relationship
- Innovation

- Cultural Influences
 - Norms: The Cultures Rules/Boundries
 - Values: Values affect norms. They are the underlying belief systems
 - Understanding the consumer's core values can help you match a brand to the consumer. Family friendly brands would target a different person than the independence enhancing brands.
 - Core Values can conflict in some cases – few values are universal
 - Family Friendly vs. Individualism
 - Personal Freedom vs. Group Safety
 - Subcultures: Different and occasionally opposing cultures within a culture
 - Teens vs. Baby Boomer Americans
 - NYC Hispanic population vs. Texas Hispanic population

- Cultural Influences (cont)
 - Corporate Culture: The personality of the business or industry
 - Financial Industry is very rigid and conservative
 - Academia is progressive & liberal, but can still be rigid and political
 - An ad agency can be liberal and casual
 - The corporate culture often affects how purchases are made

- Social Class
 - Influenced by-
 - Family
 - Income & wealth
 - Education (both level and place)
 - Occupation & position
 - Neighborhood & home value
 - Free Moving in the US, but can be rigid in other locations, such as India.
 - Remember that the US does have cultures from other places, and may carry social class expectation with them

- Reference Groups: Life's Clubs & Cliques
 - Political Parties (Republican club, Democrat club)
 - Ethic Clubs (NAACP)
- They provide 3 main functions
 - Provide Information
 - Serve to compare
 - Offer guidance

- Family
 - Family: Blood relation
 - Household: Sharing the same dwelling

- Demographics
 - Age
 - Gender
 - Sexual Orientation
 - Race/Ethnicity
 - Education
 - Occupation (White collar vs. blue collar vs. No Collar)
 - Income

- Psychological Influences
 - State of Mind & Perception
 - Would you fly after 9/11
 - Would you buy an SUV with fuel prices rumored to rise above \$4/g
 - Needs & Wants
 - Innate Needs: food, water, air, shelter, sex - Maslow's Needs (p138)
 - Acquired Needs: Classy car, really nice shirt – social needs
 - Selective Perception
 - How we filter information
 - How our minds may distort information when there is “cognitive dissonance” (good term to know)
 - How we chose what to remember and what to discard
 - Because of this, repetitive advertising is more effective.
 - The rule of 7 (That's a ‘professor DiPasquale-ism’, but an accepted idea)

- Psychological Influences (cont)
 - Satisfaction: Yours or the collective's
 - Motivations: The internal/driving force that affects our daily choices. WHY do you do what you do.
 - Attitudes & Values
 - Attitude – the attitude regarding the environment & cost of gas is changing how we buy cars. Changing attitudes about smoking has affected how tobacco companies operate
 - Values: they can affect attitudes, temporarily or permanently
 - Personality: Often affected by your family and social groups. Your personality has a huge influence on how you purchase and live life.

- Psychographic Influences
 - Psychographics are lifestyle and psychological characteristics of a person or group.
- Activities: Work & Hobbies
- Opinions: Social issues, political leanings, culture
- Interests: Family, home, job, recreation

- VALS system of classification

- Segmentation (see chart on p149)
 - Demographic: Using Demographics to segment
 - Geographic: Location Segmentation
 - Psychographic: Using VALS, for example
 - Behavioral: Brand Loyal, Early Adopters
 - Benefit: What is the benefit of buying, who will it appeal to
 - Sociodemographic
 - Gen X, Gen Y/Millennials, Baby Boomers
 - Niche Markets: Have a very distinctive trait (new)
- **BLOG:** How do you feel about being part of the Millennial Generation. There are a variety of terms used for your generation. How do you feel about that. Do you identify? How would you advertise to yourself and does that differ from what's being done.

- **TARGETING: Ready, aim, fire... RUN!**
 - Targeting is one of the most difficult aspects
 - Profile your audience
 - TEST to ensure your efforts are on the right tract
 - EVALUATE to ensure you were right after and during the campaign

- **PROJECT SUBMISSION**
 - For next week, define your brand's target market:
 - Try and figure out the company's angle
 - What would yours be, how is it different and/or similar