

BM62G3 – PERILAKU KONSUMEN

PROSES KEPUTUSAN KONSUMEN: PEMILIHAN OUTLET DAN PEMBELIAN

OSA OMAR SHARIF

S1 MBTI – FAKULTAS EKONOMI DAN BISNIS



Learning Objectives

1. Understand that a critical part of the consumer decision process is outlet selection, which can occur before or after brand evaluation, or simultaneously with it.
2. Recognize that the selection of retail outlets, while based on unique attributes (evaluative criteria), uses decision rules similar to those used in brand selection.
3. Know the primary attributes consumers use in selecting retail outlets and how to build marketing strategy based on this knowledge.
4. Understand the nature of in-store influences that affect product and brand choices and be able to develop marketing strategy based on them.



Outlet Selection and Purchase

➤ **Decision Sequence**

- Outlet First, Brand Second
- Brand First, Outlet Second
- Simultaneous

➤ **Influences on store evaluative criteria**

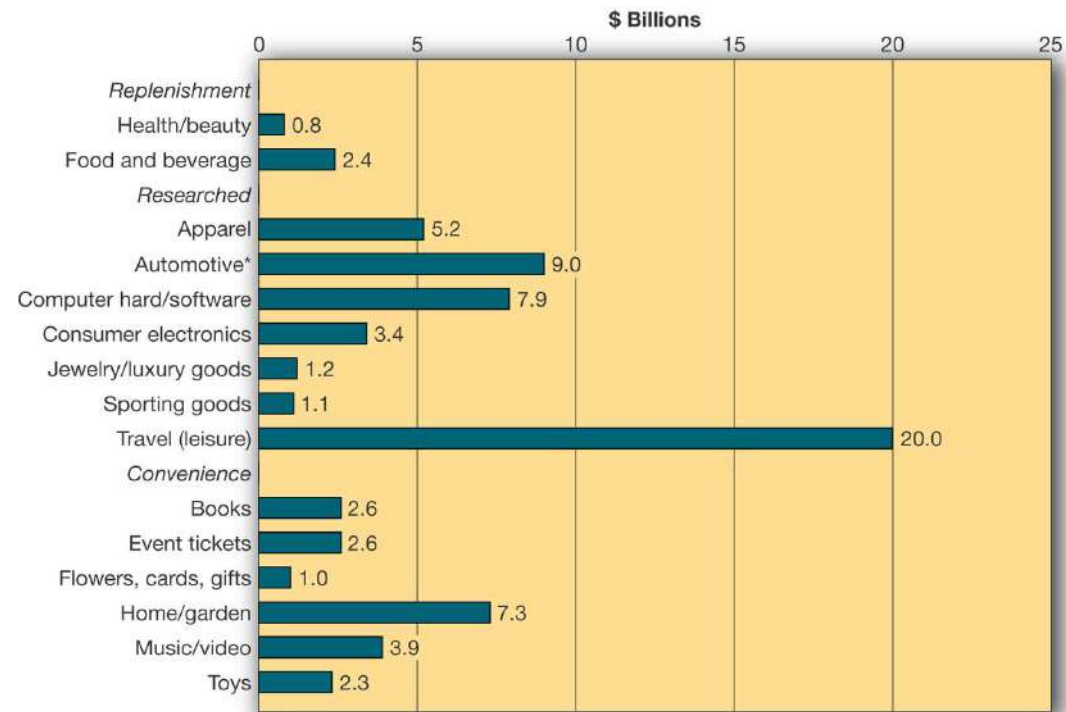
List and rank evaluative criteria (characteristics) when shopping for:

- major grocery shopping trip
- buying a quart of milk in a hurry
- buying a suit
- buying a watch
- buying a newspaper

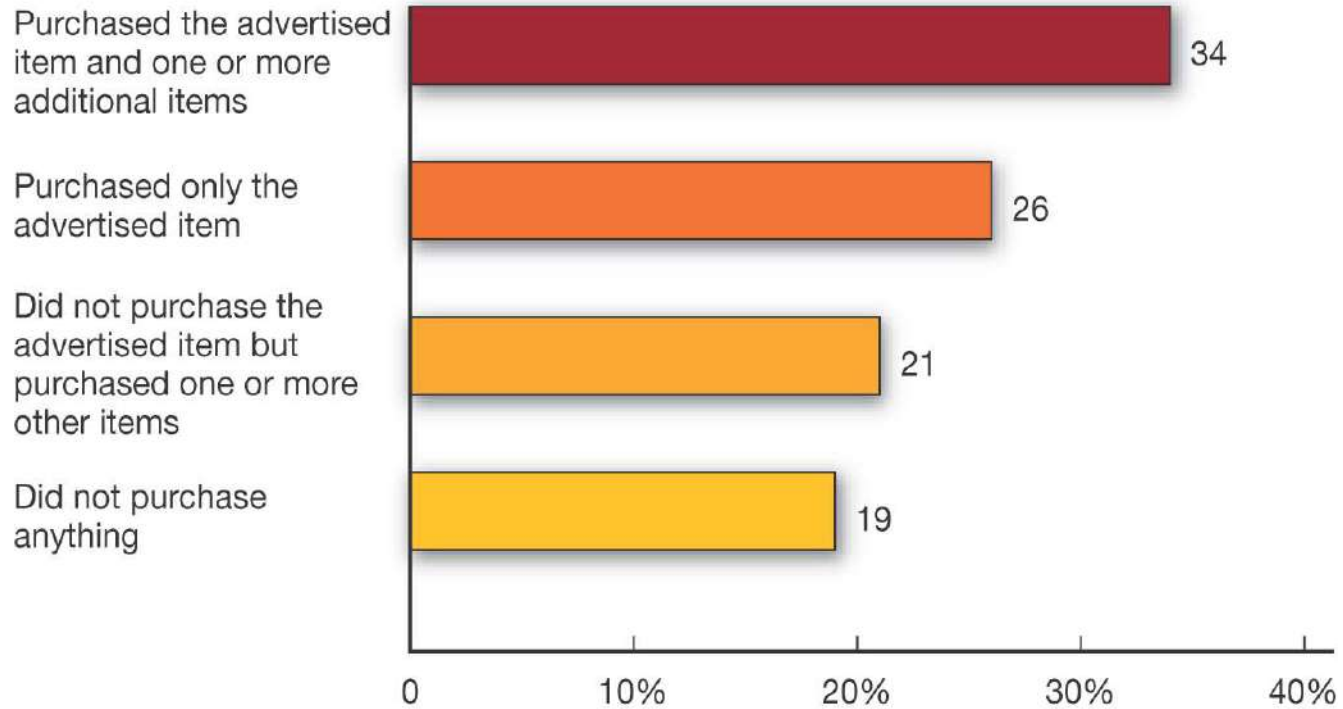


<i>Decision Sequence</i>	<i>Level in the Channel</i>	
	<i>Retailer</i>	<i>Manufacturer</i>
1. Outlet first, brand second	<ul style="list-style-type: none"> Image advertising Margin management on shelf space, displays Location analysis Appropriate pricing 	<ul style="list-style-type: none"> Distribution in key outlets Point-of-purchase, shelf space, and position Programs to strengthen existing outlets
2. Brand first, outlet second	<ul style="list-style-type: none"> Many brands or key brands Co-op ads featuring brands Price specials on brands Yellow Pages listings under brands 	<ul style="list-style-type: none"> More exclusive distribution Brand availability advertising (Yellow Pages) Brand image management
3. Simultaneous	<ul style="list-style-type: none"> Margin training for sales personnel Multiple brands/key brands High-service or low-price structure 	<ul style="list-style-type: none"> Programs targeted at retail sales personnel Distribution in key outlets Co-op advertising

Marketing Strategy Based on Decision Sequence



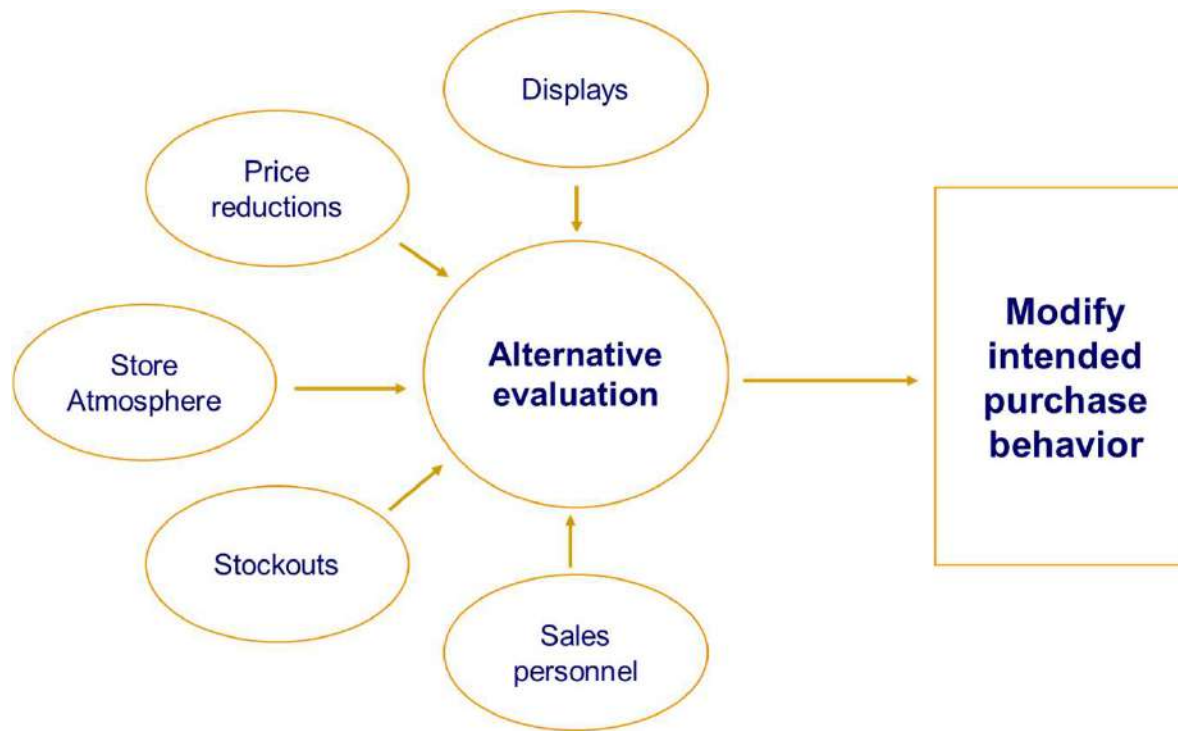
The Internet: Online Sales by Categories



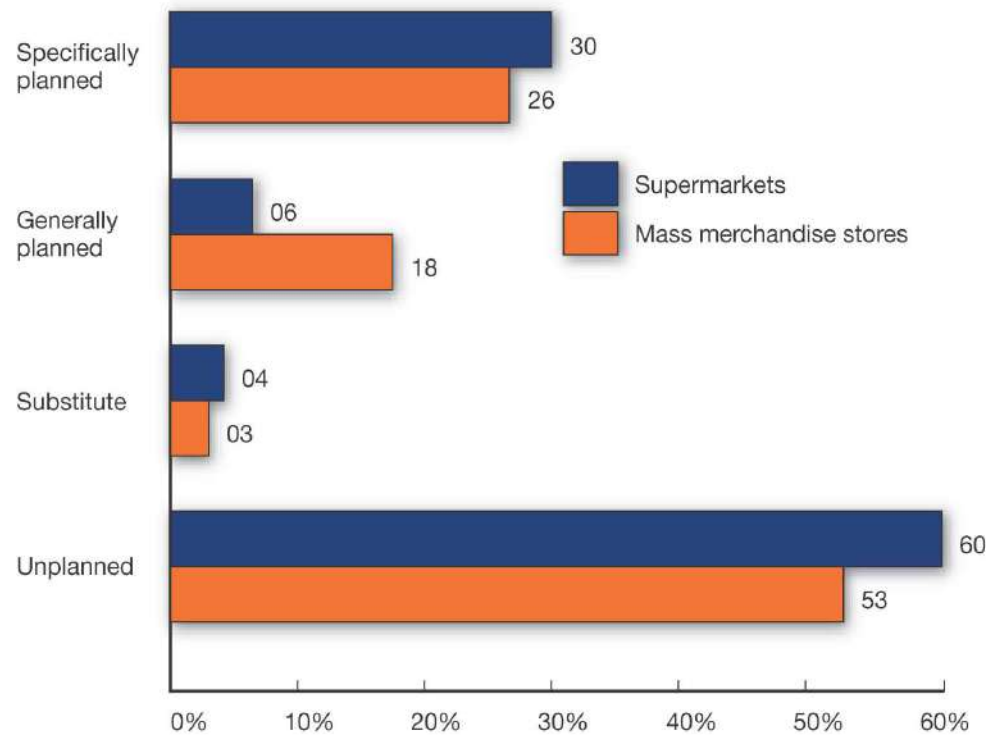
Expenditures of Individuals Drawn to a Store
by an Advertised Item

<i>Social Risk</i>	Economic Risk	
	<i>Low</i>	<i>High</i>
Low	Wine (personal use) Stocks Kitchen supplies Pens/pencils Gasoline	Personal computer Auto repairs Clothes washer Insurance Doctor/lawyer
High	Fashion accessories Hairstyles Gifts (inexpensive) Wine (entertaining) Deodorant	Business suits Living room furniture Automobile Snowboard Ski suit

The Economic and Social Risk of Various Types of Products



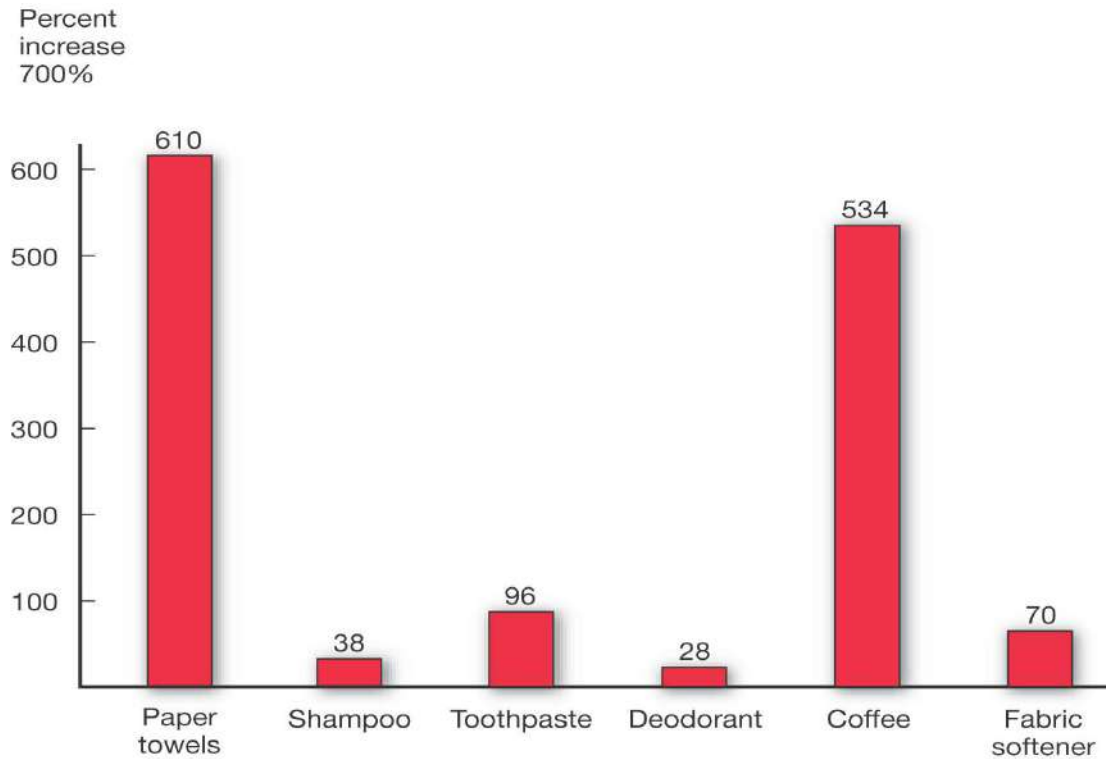
In-Store Influences that Impact
Alternative Evaluation and Purchase



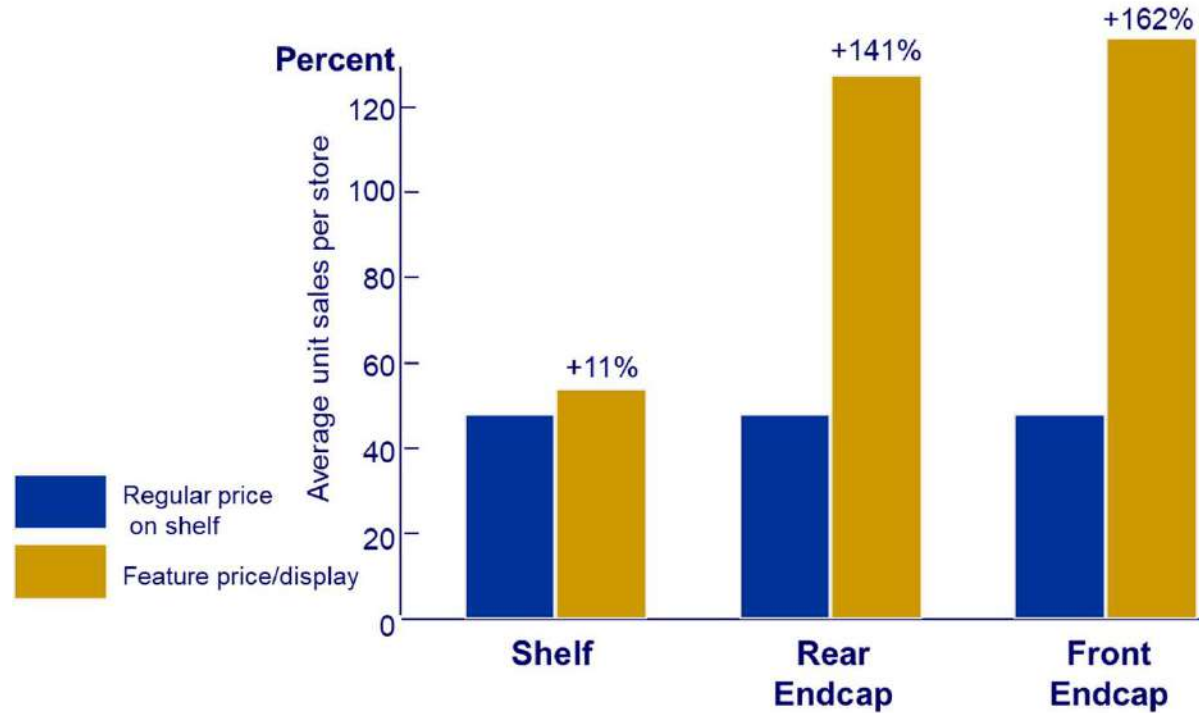
Supermarket Decisions

<i>Product</i>	<i>Specifically Planned</i>	<i>Generally Planned</i>	<i>+ Substituted</i>	<i>+ Unplanned</i>	<i>= Decisions</i>	<i>In-Store</i>
Total study average*	30%	61%	4%	60%	70%	
Hair care*	23	4	5	68	77	
Magazines/newspapers*	11	3	1	84	89	
Oral hygiene products*	30	5	5	61	71	
Automotive oil*	21	—	—	79	79	
Tobacco products*	32	6	—	61	68	
Coffee*	42	5	6	47	58	
First aid products*	7	10	—	83	93	
Cereal*	33	9	6	52	67	
Soft drinks*	40	3	5	51	60	
Mixers	23	6	4	68	77	
Fresh fruits, vegetables*	67	7	1	25	33	
Cold remedies [†]	28	35	19	18	72	
Toothpaste/toothbrushes [†]	38	31	16	15	62	
Antacids/laxatives [†]	39	37	12	12	61	
Facial cosmetics [†]	40	34	11	15	60	

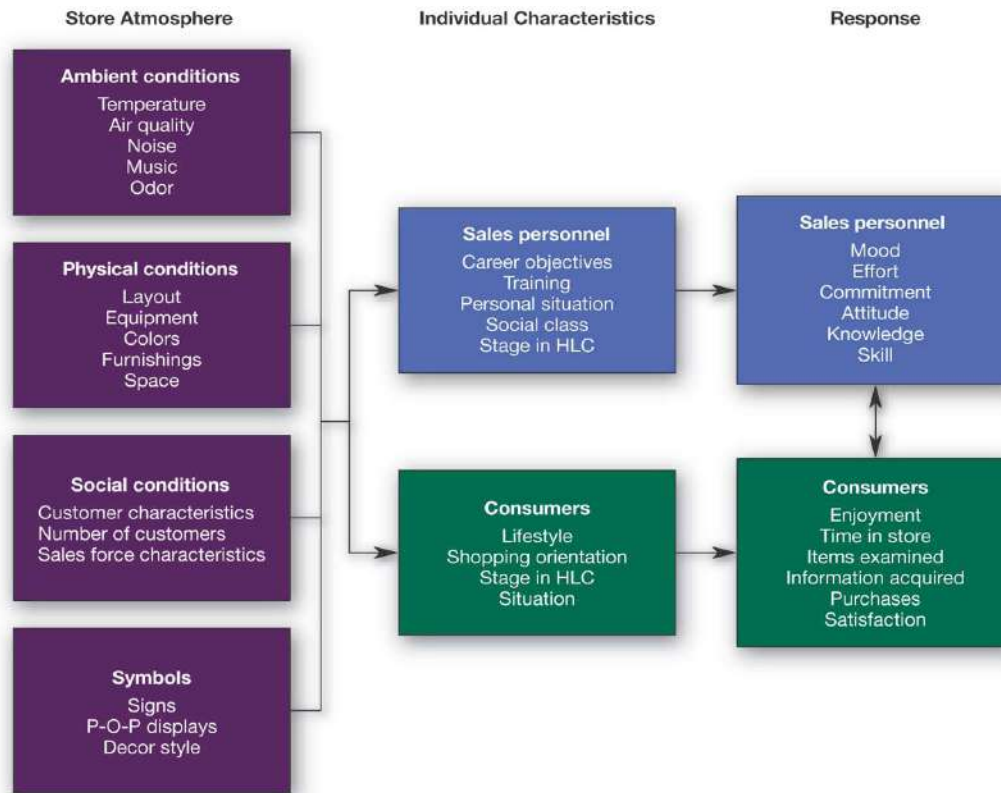
In-Store Purchase Behavior



Sales Impact of
Point-of-Purchase Displays



The Effect of P-O-P Display Location
on Sales of Listerine Mouthwash



Store Atmosphere



I. Purchase behavior

- A. Purchase a substitute size, brand, or product at the original store. The substitute brand/product may or may not replace the regular brand in future purchases.
- B. Delay the purchase until the brand is available at the original store.
- C. Forgo the purchase entirely.
- D. Purchase the desired brand at a second store. All of the items initially desired may be purchased at the second store or only the stockout items. The second store may or may not replace the original store on future shopping trips.

II. Verbal behavior

- A. The consumer may make negative comments to peers about the original store.
- B. The consumer may make positive comments to peers about the substitute store.
- C. The consumer may make positive comments to peers about the substitute brand/product.

III. Attitude shifts

- A. The consumer may develop a less favorable attitude toward the original store.
- B. The consumer may develop a more favorable attitude toward the substitute store.
- C. The consumer may develop a more favorable attitude toward the substitute brand/product.



Impact of a Stockout Situation

TERIMA KASIH