

MARKETING AND CONSUMER BEHAVIOUR

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What is Marketing?

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- Like language its various elements shape-shift with time
- New concepts arise and others sunset
- Constant terms like 'product', 'customer' take new meaning.
- Effects of technology, demographics, industry and economy

Market Orientation

"Marketing is the distinguishing, the unique function of business...Actually, marketing is so basic that it is not just enough to have a strong sales department and to entrust marketing to it. Marketing is not only much broader than selling, it is not a specialised activity at all. *It is the whole business seen from the point of view of its final result, that is, from the customer's point of view.* Concern and responsibility for marketing must therefore permeate all areas of the enterprise".

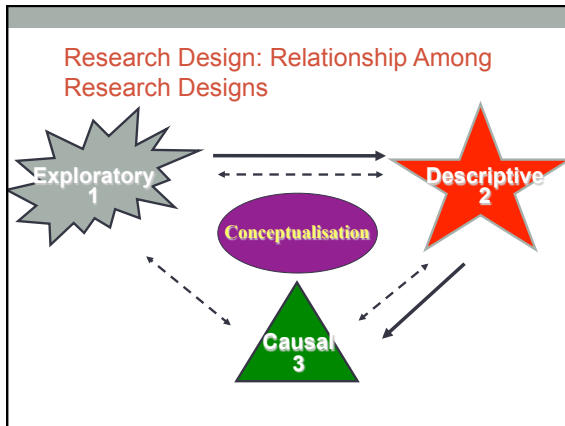
Peter Drucker *The Practice of Management* (1954, pp.35-36)

Market Orientation: The Concept

- Looking at the organisation from the customers point of view.
 - Understanding the customer
 - Coordination of effort

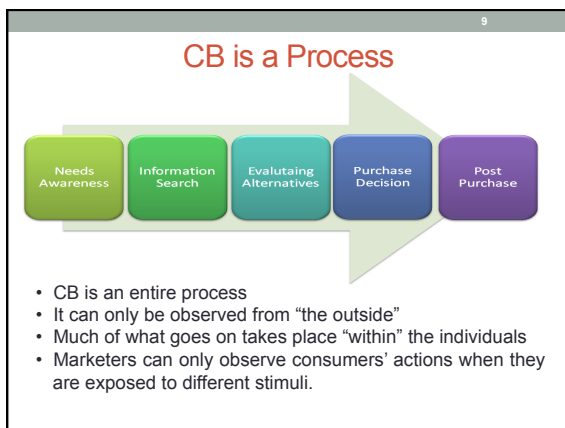
Research Process

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- **Information Required**
 - Theory / Practice
 - Problem Formulation
 - Hypotheses
 - **Research Design**
 - Data collection method
 - Questionnaire design
 - Sampling Plan
 - **Data Collection**
 - **Data Analysis**
 - **Communicates Findings**



Understanding the Customer

- Marketing Research
- Consumer Behaviour
- Organisational Buying Behaviour



Extra- and Intra-Personal Variables

- Extra-personal variables
 - Culture
 - Sub-Culture
 - Social Class
 - Family
- Intra-Personal variables
 - Learning
 - Motivation
 - Personality
 - Perception
 - Attitudes

Stages in the Buying Process: Buyphases

- Problem recognition
- General need description
- Product specification
- Supplier search
- Proposal solicitation
- Supplier selection
- Order-routine specification
- Performance review

