

MBA 610: Marketing Management

— Winter 2014 —

LECTURE 4: Analyzing Markets

In this session, we'll examine how consumers and businesses (time permitting) make decisions and what marketers can do about it.

By the end of this session, you should:

- Appreciate how consumers make purchasing decisions;
- Know the major influences that bear on consumers' decision making process
- Develop a sense of how marketers can influence consumers' decisions
- Understand how marketers analyze consumer decision making.

Your To-Do List for Next Lecture

- Textbook: Chapter 5
- Read "Should You Listen To the Customer?" by T. J. DeLong, V. Vijayaraghavan, M. D'Amico, J. M. Skibsted, Harvard Business Review, Sept 2012, pp 129-133.
- Read "Creating Shared Value: How to reinvent capitalism and unleash a wave of innovation and growth," by M. Porter and M. R. Kramer, Harvard Business Review, Jan/Feb 2011, pp. 63-77.
- Read "Rethinking Marketing" by R. T. Rust, C. Moorman, G. Bhalla, Harvard Business Review, Jan/Feb 2010, pp. 94-101.

Thought Questions:

1. Think of a recent important purchase (i.e., a "high involvement" purchase). Think of the steps you went through in making that purchase. Now imagine you are marketing one of the products/brand you did not select... what could you have done to influence the outcome of the buying process? As a consumer, how might you have felt about this marketer's intrusion in the process?
2. How, specifically and concretely, have new media and new technology influenced and changed consumers' decision making processes?
3. What sources of information do you consult when making a purchase? Could any of those sources represent an opportunity to better reach you? How so?
4. Trust between partners is a critical ingredient when selling in a B2B context. Do you agree or disagree?

Review Questions:

The following review questions are representative of the types of questions you might be facing on the mid-term and/or quizzes.

1. What is the first stage in the consumer decision making or buying process? How can marketers influence that stage? In what way(s) does this model change if you think of it as a journey?
2. How does risk influence consumers' decision process? What can marketers do to help consumers deal with these risks? How does risk influence the buying process in a business context?
3. How might marketers circumvent the selective attention of consumers?
4. What are the stages in the business buying process?
5. What key influences play into the consumer decision process (or journey)? How might these influences vary from a routine purchase to a specialty good purchase?



This section contains a brief list of websites, publications titles and other resources that could add significant value to your MBA 610 experience. You need not explore each one in depth but you may want to familiarize yourself with the information these websites or publications have to offer.

example of a B2B web-solution provider: <http://www.htc.ca/>

Two popular CRM implementation software providers:

www.maximizer.com and www.crmsoftwaresolutions.ca

Implementation: How to Transform Strategic Initiatives into Blockbuster Results. By Alan P. Brache and Sam Bodley Scott. McGraw-Hill (2006).

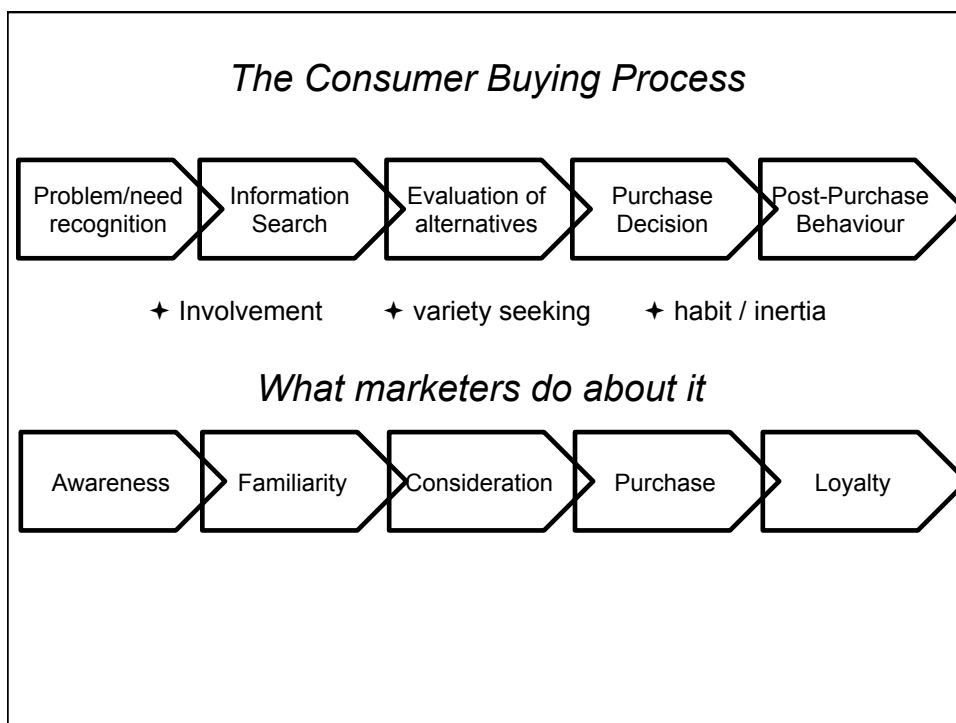
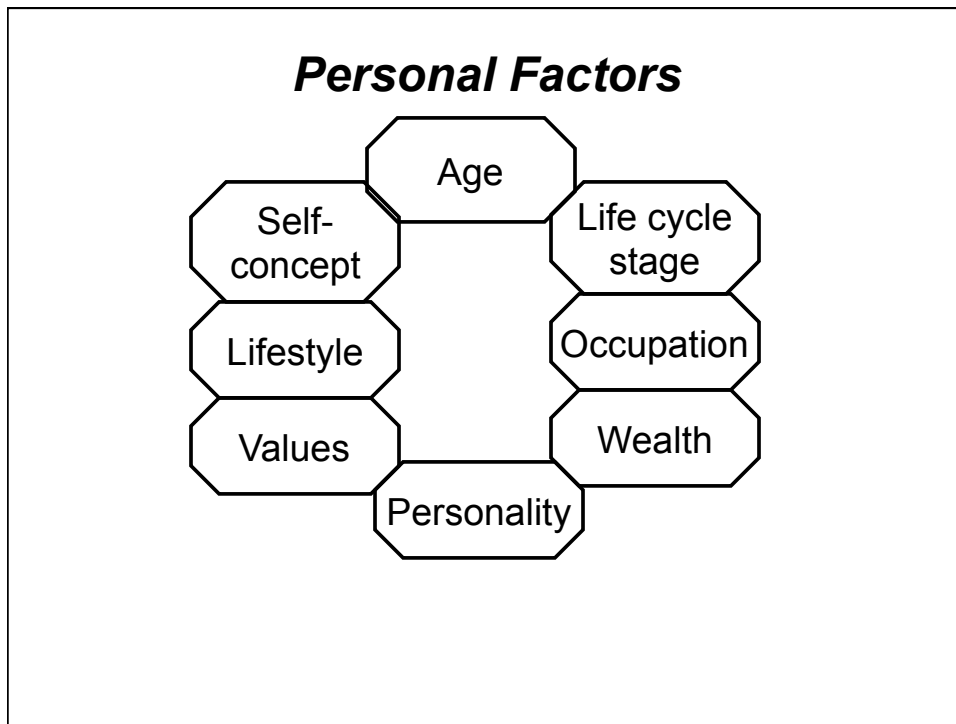
for news and information about the retail industry: <http://retailindustry.about.com>

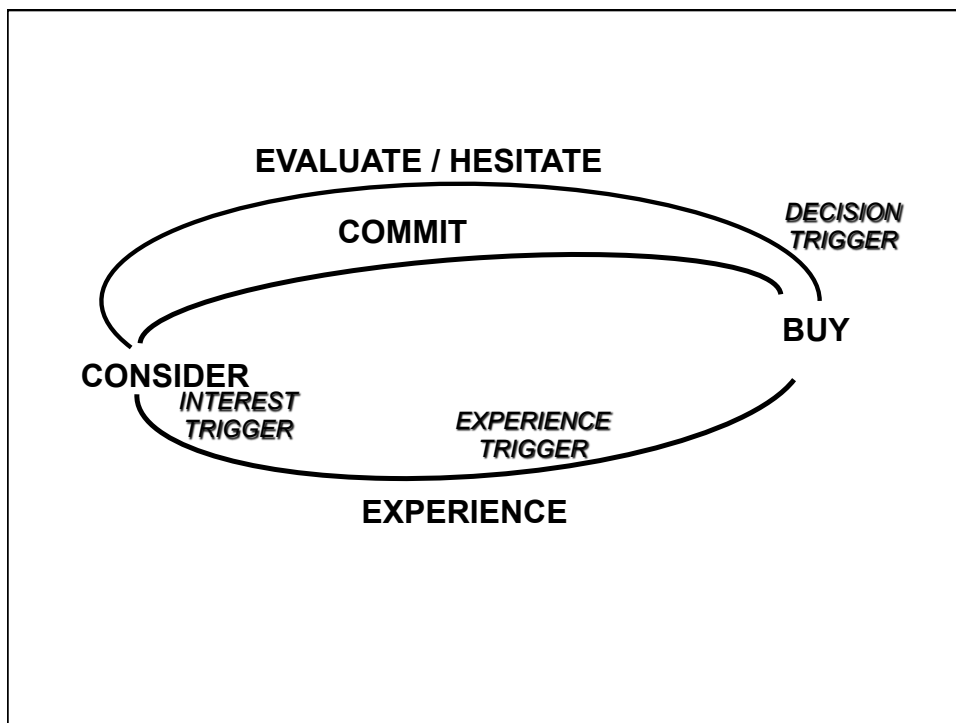
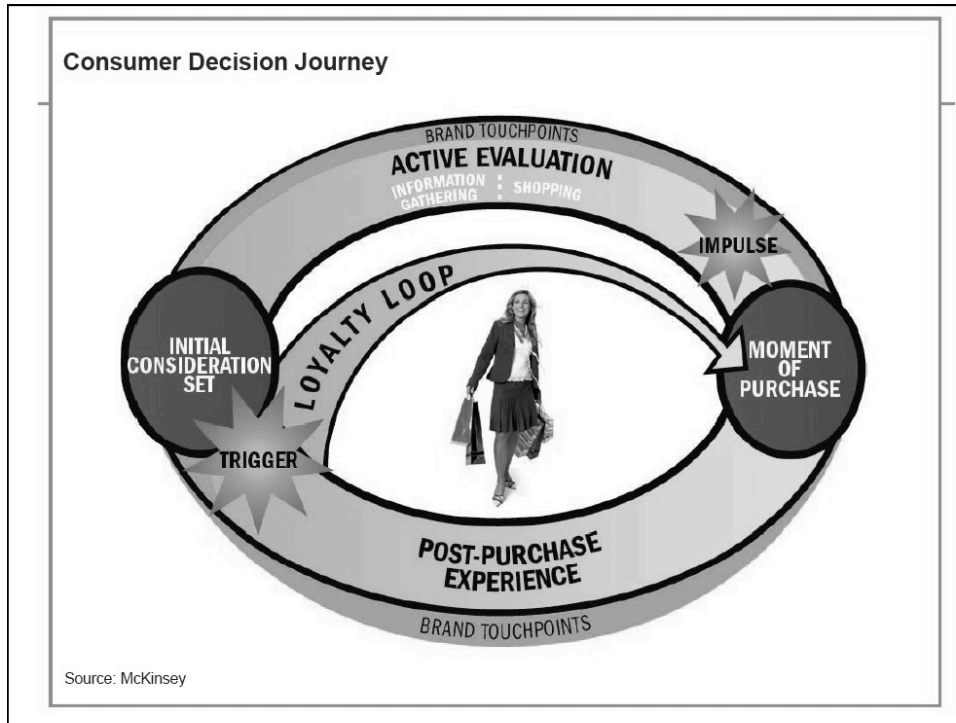
online magazine for B2B marketing: <http://www.btobonline.com>

Consultancy of Professor Zaltman, author-developer of ZMET:

<http://www.olsonzaltman.com>

see also, Marketing Metaphoria by G. Zaltman & L. Zaltman





Perceived Risk

- Functional
- Physical
- Financial
- Social
- Psychological
- Time

Heuristics

