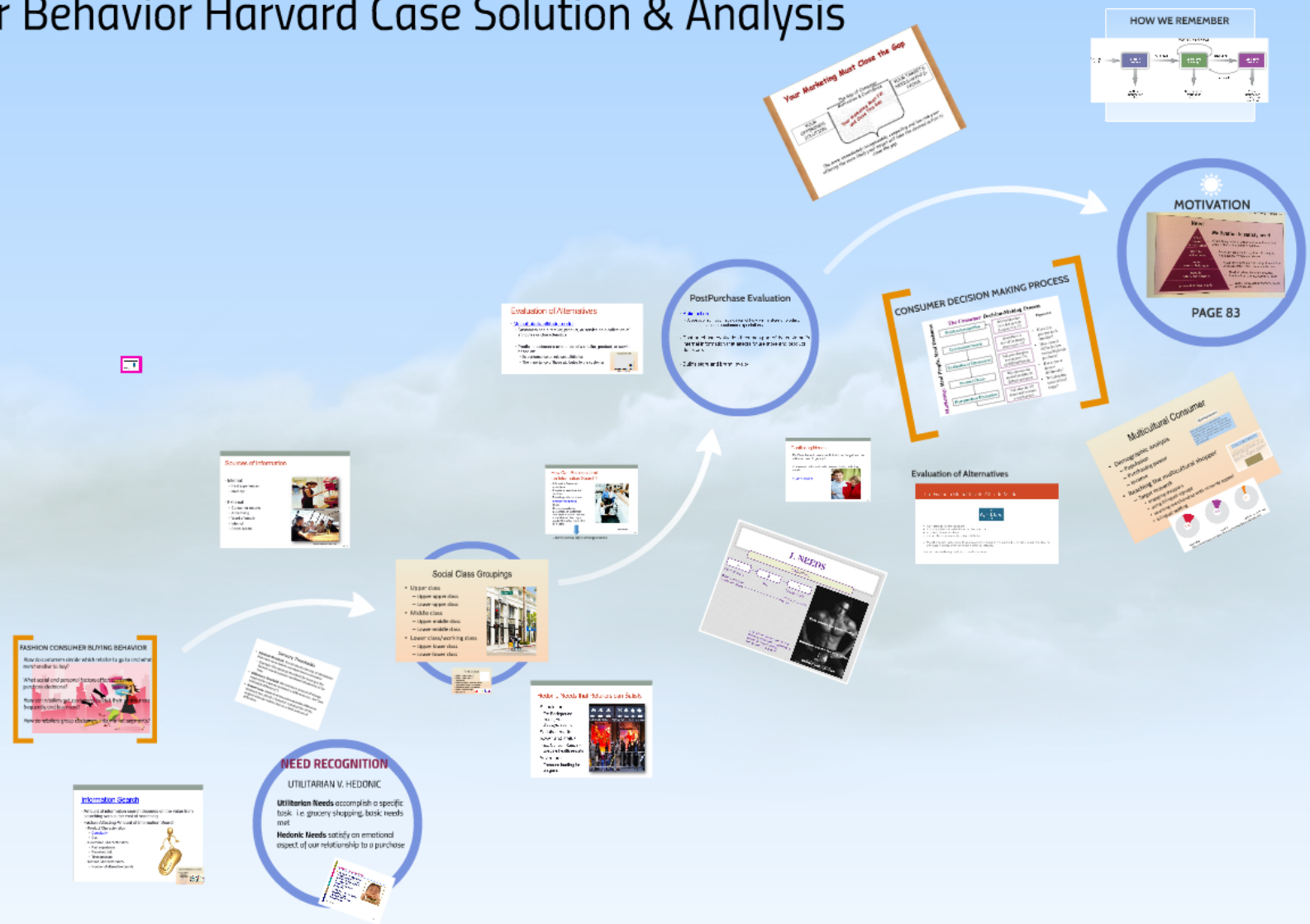
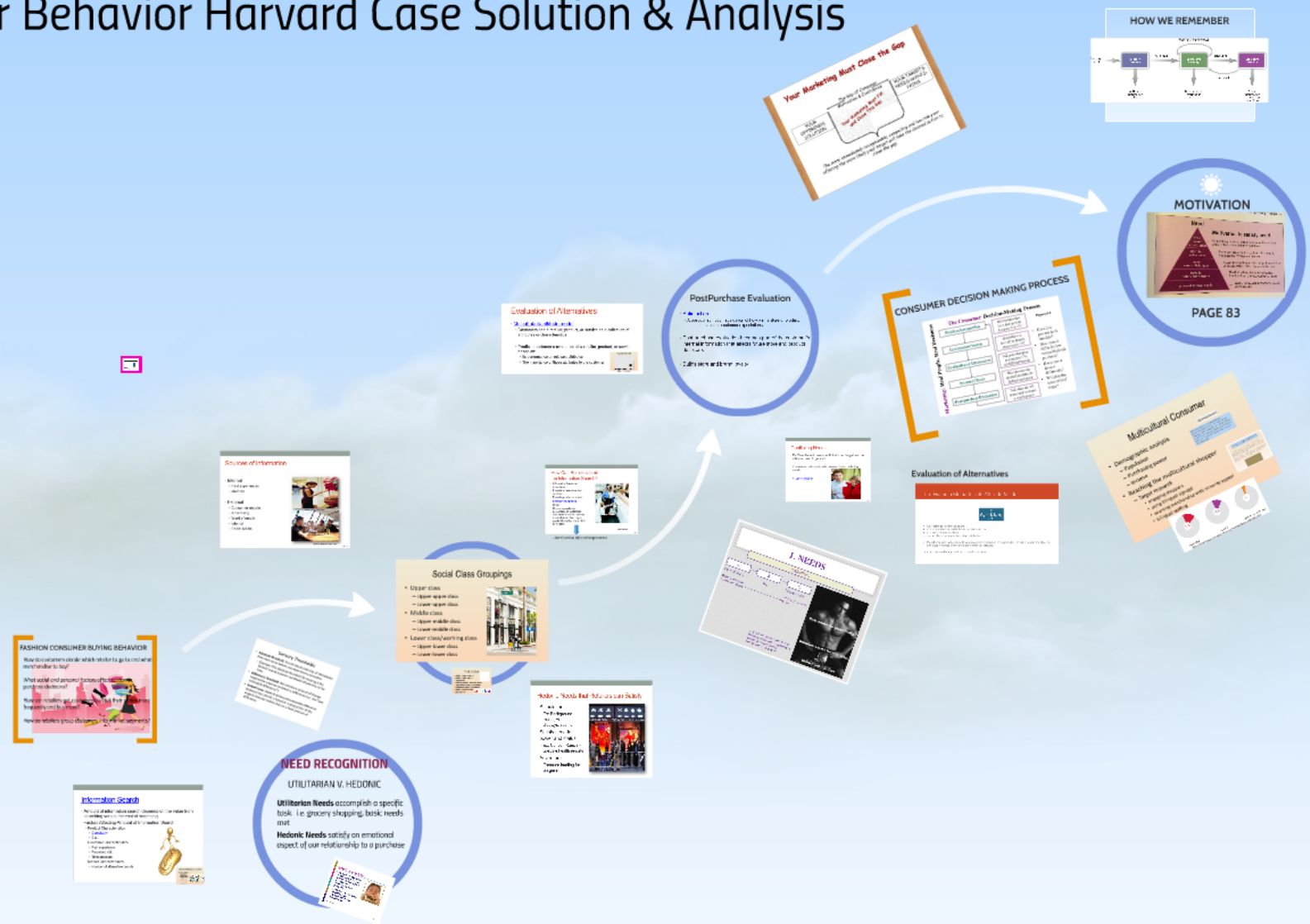


Consumer Behavior Harvard Case Solution & Analysis



Consumer Behavior Harvard Case Solution & Analysis



FASHION CONSUMER BUYING BEHAVIOR

How do customers decide which retailer to go to and what merchandise to buy?

What social and personal factors affect customer purchase decisions?

How can retailers get customers to visit their stores more frequently and buy more?

How do retailers group customers into market segments?



CONSUMER DECISION MAKING PROCESS

Marketing: Real People, Real Decisions

The Consumer Decision-Making Process

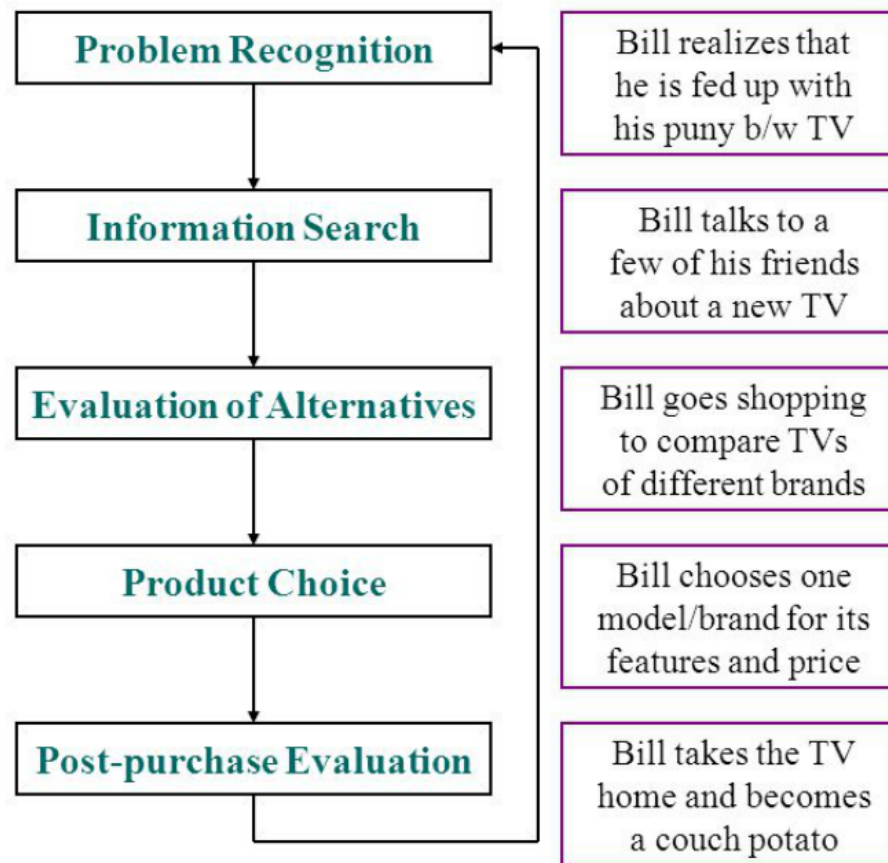


Figure 6-1

- Does this process look familiar?
- How does it differ for low versus high risk products?
- Has anyone done it differently?
- Which is the most critical stage?

NEED RECOGNITION

UTILITARIAN V. HEDONIC

Utilitarian Needs accomplish a specific task. i.e. grocery shopping, basic needs met

Hedonic Needs satisfy an emotional aspect of our relationship to a purchase



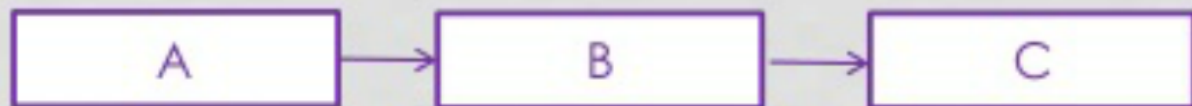
Hedonic Consumption

- **Hedonic consumption: multisensory, fantasy, and emotional aspects of consumers' interactions with products**
- **Marketers use impact of sensations on consumers' product experiences**



1. NEEDS

Definitions



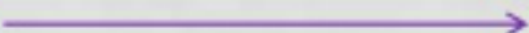
Current state

Gap

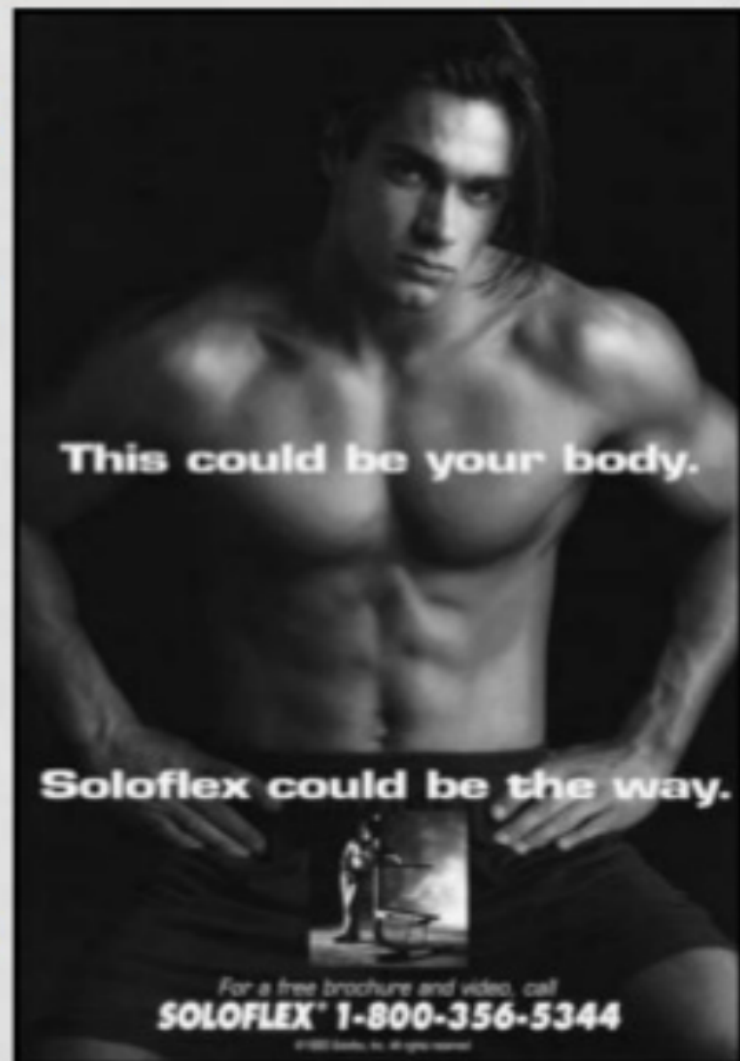
Desired state

Where are you
at the moment

Where you want
to be



The ad shows a man in the desired state and suggests a solution (purchasing equipment) to get fit



Your Marketing Must Close the Gap



The more immediately recognizable, compelling and low risk your offering the more likely your target will take the desired action to close the gap.