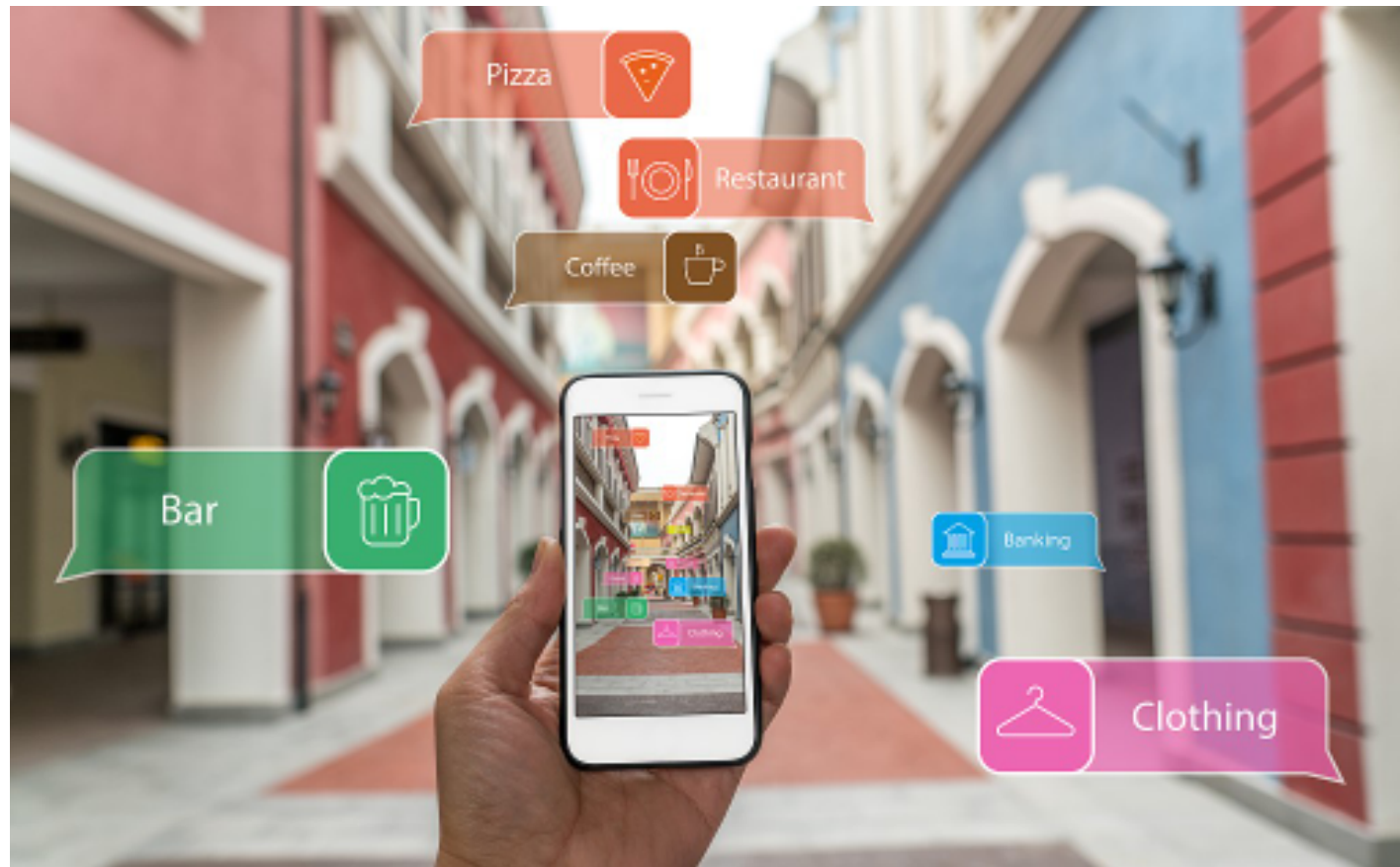




Workshop 4 understand Consumer











Workshop style class

- **Workshop style** – meaning that you should **ask questions** and **proactively participate**. Interact, network and learn.
- **Ask questions**
- **Proactively participate** – draw from examples in your own life and don't be afraid to question what you are learning.
- Remember to **justify and explain** what you say.
- Please be **courteous to students and the lecturer** when they are speaking.



Activity Icon

Icon	Meaning	Activity
	Take notes	These are important points and you should take notes. You will be required to know this information.
	Individual Activity	Students complete an individual task.
	Group Activity	Students discuss/ complete activities in groups and report back to the class.
	Research required	You will need to research this and do some reading before the next class.
	Important Concept	You MUST understand this concept to successfully complete the subject. Seek help if you don't understand.
	Practice Questions	Students will complete these questions as practice.



Today's Big Idea

- 攻心为上，攻城为下，
——孙子兵法



Defining Consumer Behaviour

The totality of consumers' decisions with respect to the acquisition, consumption and disposition of goods, services, time and ideas by human decision-making units (over time).

- ✓ You do this multiple times a day
- ✓ Consciously and unconsciously
- ✓ Rationally and emotionally
- ✓ Influenced by advertising, social media, friends/family, celebrity, and marketing communications.



Marketing Implications

1. Developing and implementing customer-oriented strategy
2. Selecting the target market
3. Developing products
4. Positioning
5. Promotions and marketing communication decisions
6. Pricing decisions
7. Distribution decisions



Workshop activity



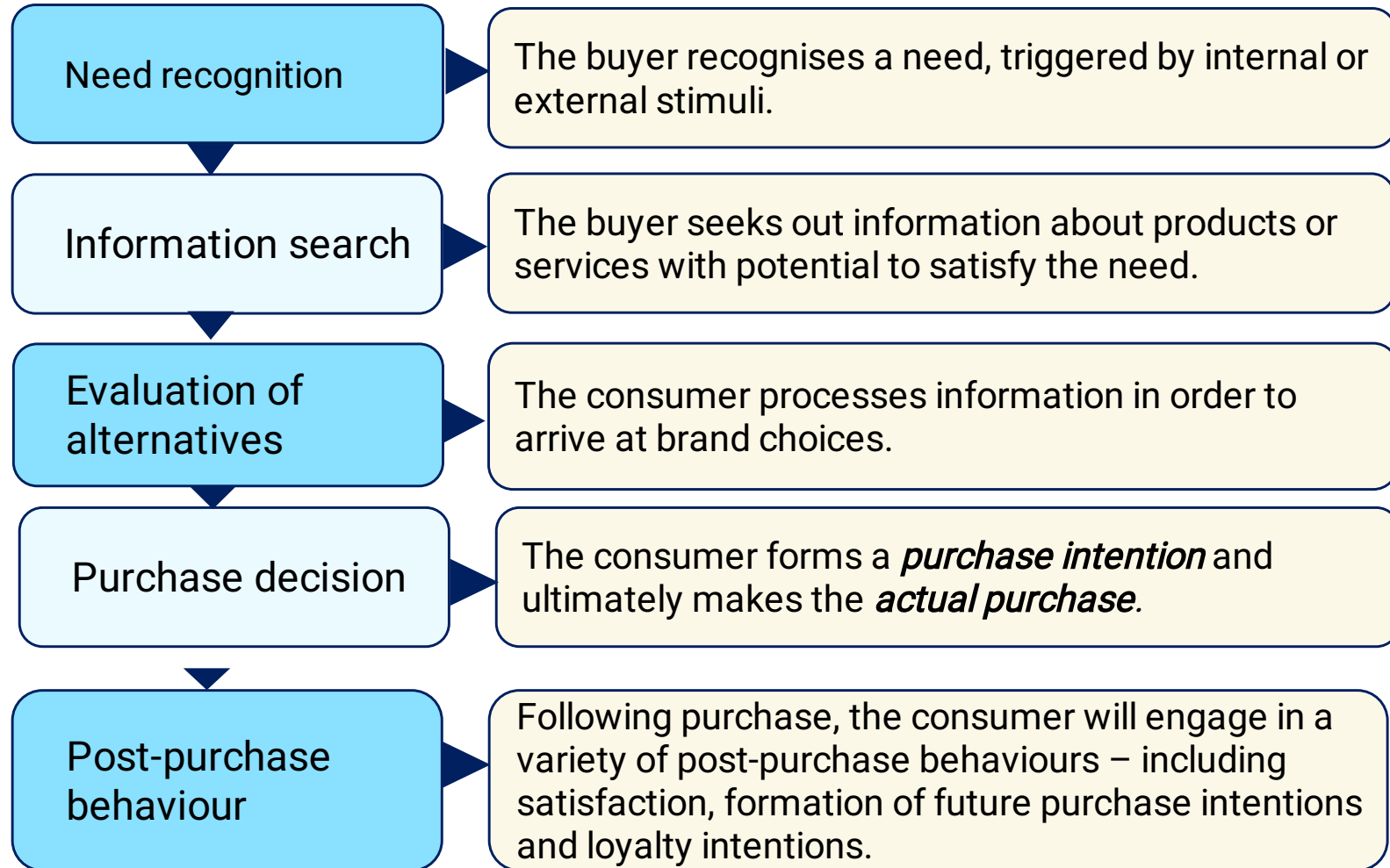
Brainstorm Session

Think about a product or service that you have purchased in the last 24 hours.

Using the consumer behaviour process outlined in the Lecture 4, explain your purchase to the rest of the class.



The buyer decision process





Workshop activity



Brainstorm Session

Using the same product or service from previous activity, identify the people and emotions that contributed to your decision to purchase it.

Share your thoughts with the rest of the class.



Consumer Behaviour



- Involve many people:
- Involves many decisions, emotions and coping.

Whether?

What?

Why?

Why not?

Ways?

How?

When?

Where?

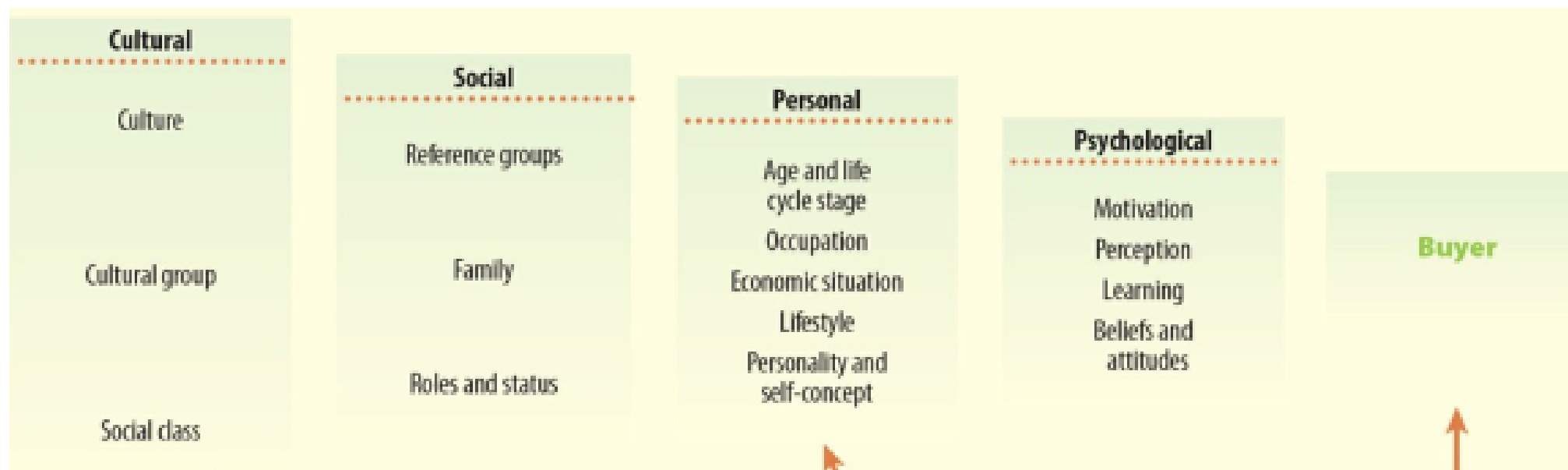
How
much?

How
often?

How
long?



Buyer characteristics





What affects Consumer Behaviour?

- **The consumer's culture**

- External processes and/or influences;
- Reference groups and other social influences;
- Consumer diversity;
- Household and social class;
- Values, personality and lifestyles.

- **The consumer behaviour outcomes**

- Symbolise who we are – external signs used to express identity;
- Diffuse through a market
 - – influence others' decision making;
- Ethics and social responsibility (CSR).



What affects Consumer Behaviour?

The psychological core

- Motivation, ability and opportunity;
- Exposure, attention, perception and comprehension;
- Memory and knowledge
- Forming and changing attitudes.

The process of making decisions

- Problem recognition and the search for information;
- Making judgements and decisions;
- Making post-decision evaluations.



Workshop activity



Case Study

Form pairs or small groups, and let's watch the following advertisement clip about new LYNX Australia campaign:
<https://campaignbrief.com/lynx-reignites-trans-tasman-ri>

Which of the four external processes in the consumer's culture do you think have been the most important to the success of this campaign?

Share your thoughts with the rest of the class



Consumer Behaviour in Australia

Australia has a high standard of living, and a population among which there is a strong demand for high value products from Asia, North America and Europe.

Australians value healthy products and are willing to pay more for these goods.

The decision to buy is principally determined by:

- the price;
- quality;
- the growing impact of fashion phenomena;
- 'authentic' products;
- brand names and top of the range goods;

Adopted from: Australia: Reaching the Consumer 2018, TradePortal, viewed 24th of August
<https://en.portal.santandertrade.com/analyse-markets/australia/reaching-the-consumers>



Statistics Overview



Adopted from: Trading Economics 2018, viewed 24th of August 2018, <https://tradingeconomics.com/australia/consumer-spending>



Workshop activity

Brainstorm Session

- What are the differences between Chinese culture and other cultures?
- Intercultural Consumption Differences (report)
- <https://mp.weixin.qq.com/s/TW8SxSSci1ueq0J1tRFiKg>



Workshop activity



Marketing Practice

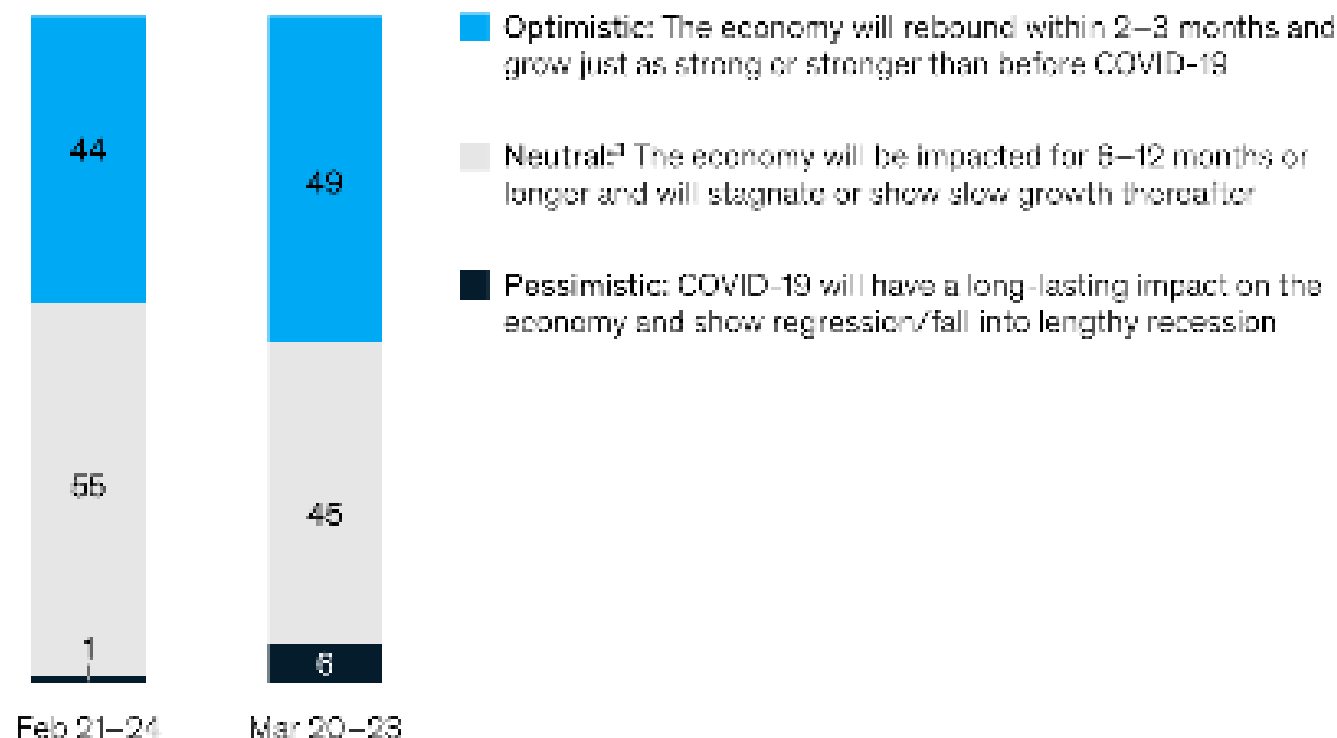
How will Chinese consumer behave post-
COVID-19?

Share your thoughts with the rest of the class.



Chinese consumers are slightly more optimistic about the economy.

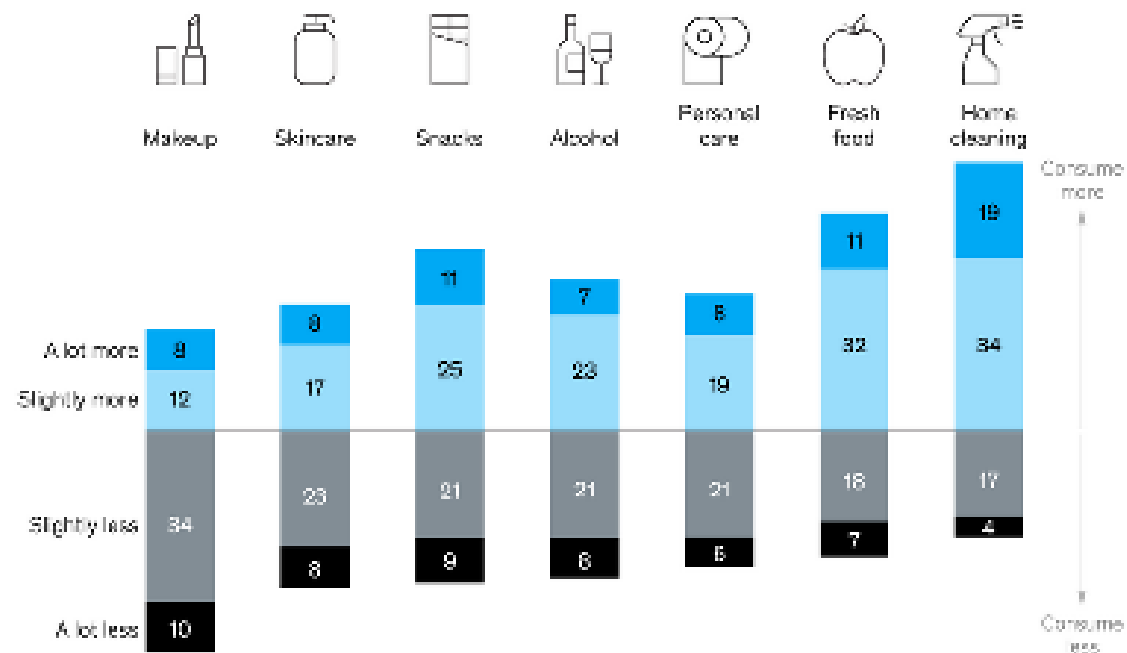
Confidence in China's economic conditions post-COVID-19,¹ % of respondents²





During COVID-19, consumption of discretionary categories was more heavily affected.

How has the coronavirus situation impacted your family's overall consumption in the following categories?¹ % of respondents (n = 1,250)²



¹ Respondents who answered "Remained the same" or "Does not use" are not shown.

² Mar 20–Sep, 2020; n = 1,250, including Hubei province. Sampled and weighted to match China demographic characteristics.

Source: NBS COVID-19 China Consumer Pulse Survey

McKinsey
& Company



- Find More in the Amazing China



Amazing China



- Chinese Consumer Behavior: An Analysis
• <https://www.daytranslations.com/blog/chinese-consumer-behavior/>
- 疫情之下：中国消费者的四大趋势性变化(麦肯锡)
• https://mp.weixin.qq.com/s/88t-J3lr2Z_uy0nHigZEaw
- Cautiously optimistic: Chinese consumer behavior post-COVID-19
• <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/cautiously-optimistic-chinese-consumer-behavior-post-covid-19>
- 疫情后，全球50%的奢侈品或由中国消费者购买（Drizzie LADYMAX）
• <https://mp.weixin.qq.com/s/9gQ4ZL-RroUKvpIV1lm8wQ>
- 2020新冠疫情消费者行为态度影响与趋势报告
• <http://www.199it.com/archives/1017335.html>



Assignment 3 Report on Chinese Consumers

- Do some market research.
- Write a report.



Thank You.

