

BM62G3 – PERILAKU KONSUMEN

# PROSES KEPUTUSAN KONSUMEN: PENGENALAN MASALAH

OSA OMAR SHARIF

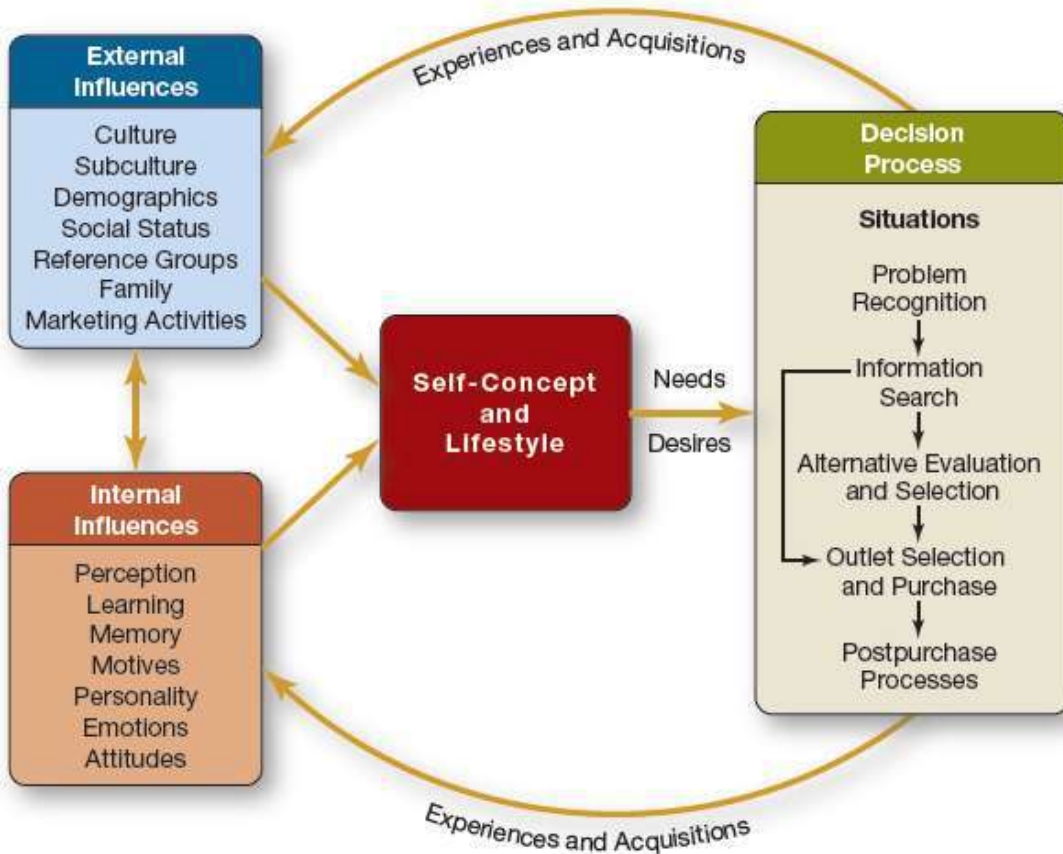
S1 MBTI – FAKULTAS EKONOMI DAN BISNIS



# Learning Objectives

1. Understand the impact of purchase involvement on the decision process and be able to differentiate purchase involvement from product involvement.
2. Know the various types of decision making used by consumers.
3. Know what problem recognition is, how it occurs and how it fits into the consumer decision-making process.
4. Understand how the importance of a recognized problem and the degree of discrepancy between the desired and actual state each contributes to the motivation to solve the problem.
5. Understand how marketing strategy can be developed based on problem recognition and its effect on the consumer decision process.





Sumber Referensii: Hawkins & Motherbaugh (2016)

# Overall Model of Consumer Behavior



# Involvement

➤ **What is Purchase Involvement?**

Purchase involvement is the level of concern for, or interest in, the purchase process triggered by the need to consider a particular purchase.

➤ **What factors influence purchase involvement?**

- Individual Characteristics
- Product Characteristics
- Situational Characteristics

➤ **How does purchase involvement differ from product involvement?**

Product Involvement (Enduring Involvement) is a high level of involvement with a brand or a product category.



# Problem Recognition

➤ **What is problem recognition?**

Problem recognition is the result of a discrepancy between a desired state and an actual state that is sufficient to arouse and activate the decision process.

➤ **Consumer problems can be:**

1. Active
2. Inactive

➤ **What factors determine a consumer's level of motivation to solve a particular problem?**

1. The magnitude of the discrepancy between the desired and actual states.
2. The relative importance of the problem.



# Active vs. Inactive Problem



Too many business owners put off doing their Morning meeting. Check voicemail. Get coffee. Email. Sales call. Make copies. Organize planner. Interview prospect. Email. Afternoon meeting disaster plan.

Whether natural or man-made, at least one in four businesses affected by a disaster never recovers. Though emergency services are indispensable, when you have a plan in place, you can adapt, recover and stay in control.

It's never too late to protect your business with a plan.

Make a plan.

NEW FEBREZE SPORT MAKES OLD GEAR SMELL GOOD AS NEW

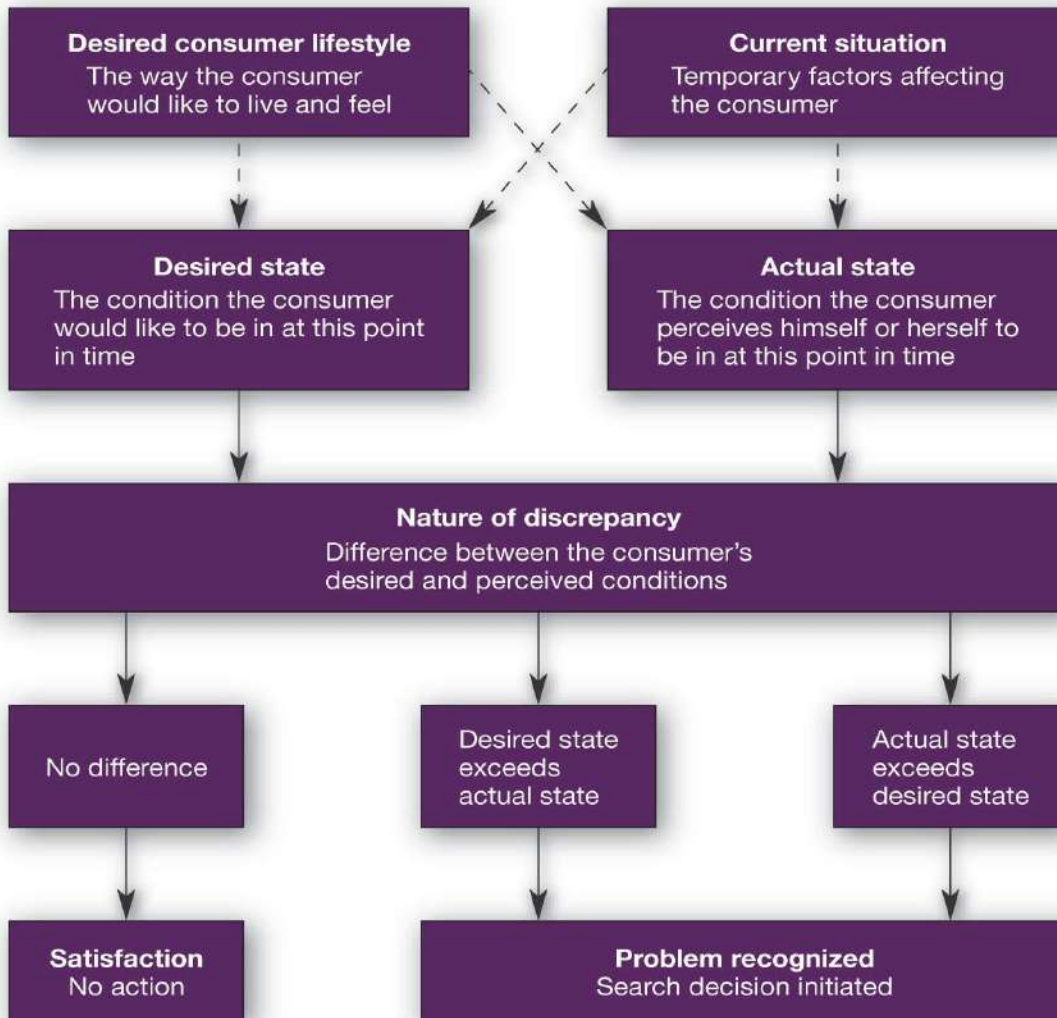


**Febreze** It's a breath of fresh air.

**SPORT**

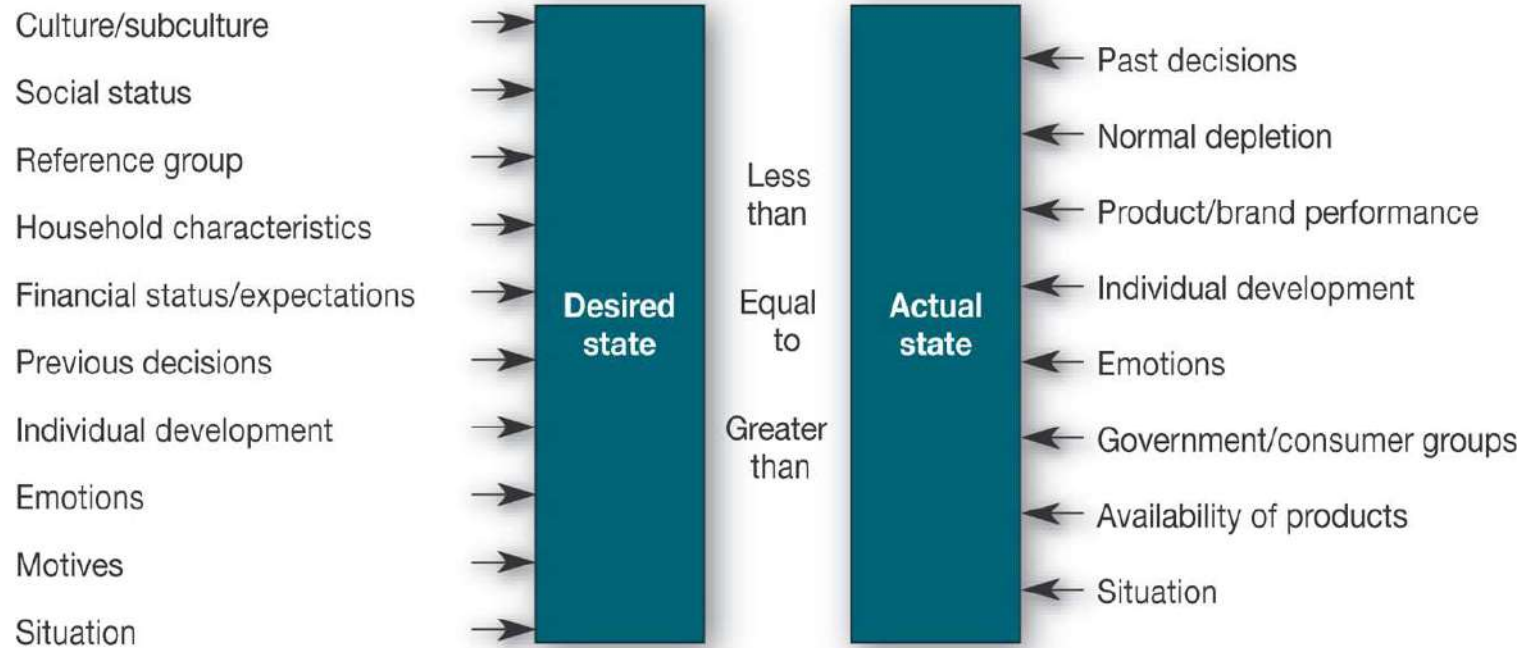
Sumber Referensii: [Hawkins & Motherbaugh \(2016\)](#)





# The Process of Problem Recognition





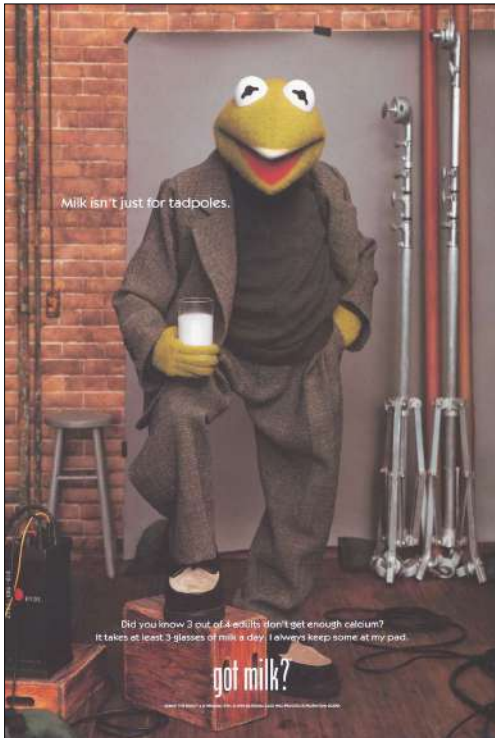
## Non-marketing Factors Affecting Problem Recognition



# Impact on Marketing Strategy

- **Measuring Consumer Problems**
  - Activity Analysis
  - Product Analysis
  - Problem Analysis
  - Human Factors and Emotion Research
  
- **Reacting to Problem Recognition**
  
- **Activating Problem Recognition**
  - Generic versus Selective
  - Approaches:
    1. Increase Discrepancy
    2. Increase Perceptions of Importance of Discrepancy
    3. Influence Timing of Problem Recognition
  
- **Suppressing Problem Recognition**





# Generic versus Selective





She goes  
two blocks to  
pre-school.  
But college is  
just around  
the corner.

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# Activating Problem Recognition



**TERIMA KASIH**