

BM62G3 – PERILAKU KONSUMEN

# PROSES KEPUTUSAN KONSUMEN: PENCARIAN INFORMASI

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# Learning Objectives

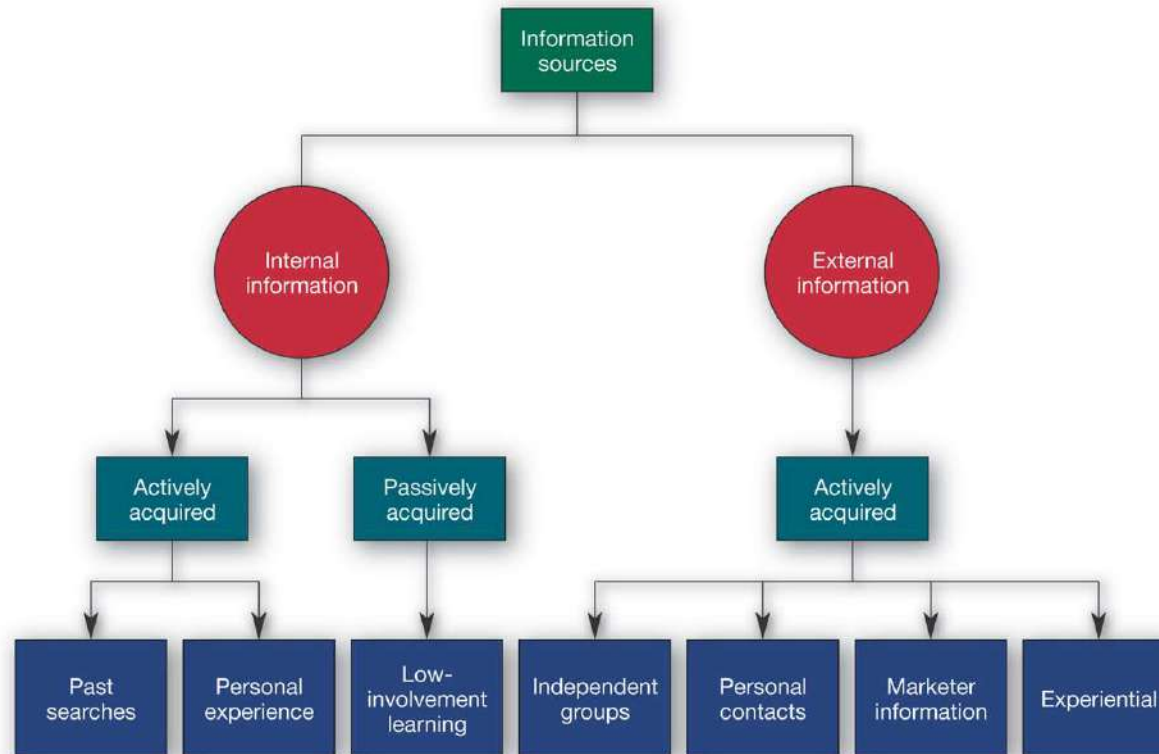
1. Understand the nature of information search, the differences between internal and external information search, when each occurs and why.
2. Understand the nature of the awareness, evoked, inert and inept sets and the implications these concepts have for marketing strategy.
3. Understand the "economics" of search in terms of the perceived benefits versus perceived costs of search.
4. Understand the conditions that lead to greater or lesser amounts of external search.
5. Understand how marketing strategies can be developed based on the information search patterns associated with habitual, limited and extended decision making coupled with the brand's position in or out of the evoked set.



# Nature of Information Search

- **Internal Search**  
Informasi yang relevan dari long-term memory.
  
- **External Search** melibatkan:
  - independent sources
  - personal sources
  - marketer-based information
  - product experience
  
- **Ongoing Search**  
Untuk memperoleh informasi untuk kemungkinan penggunaan nanti dan karena prosesnya sendiri menyenangkan.



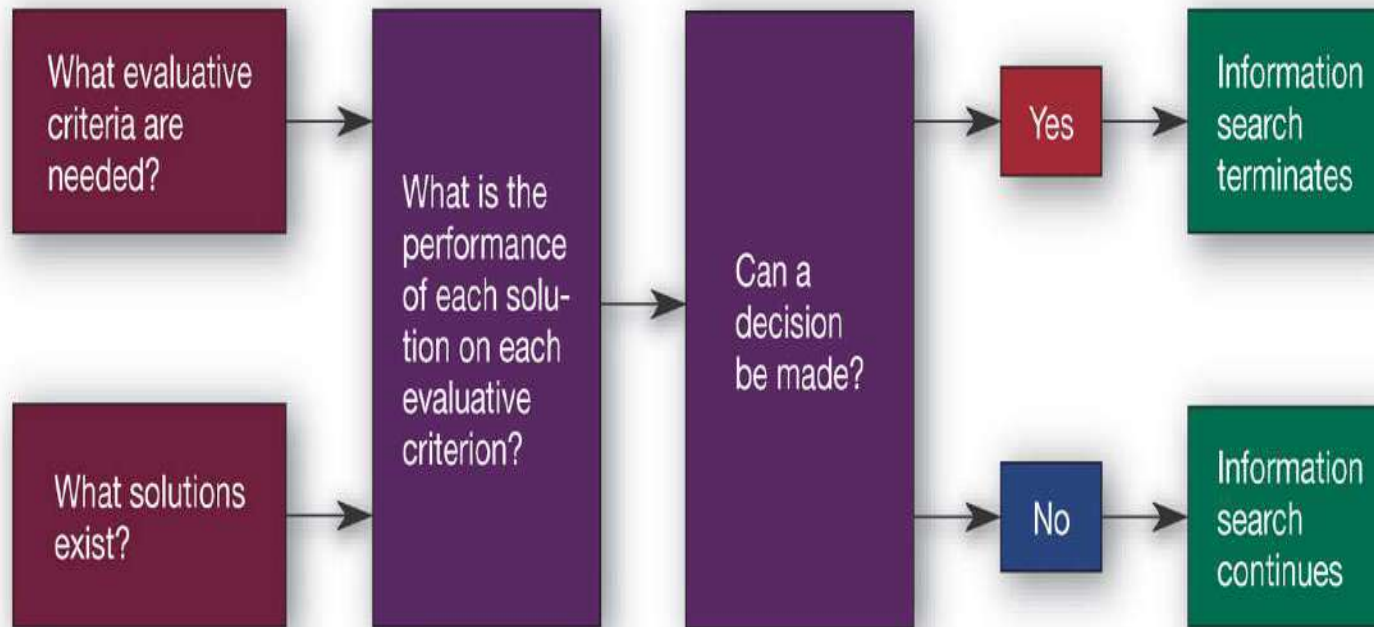


## Information Sources for a Purchase Decision

# Types of Information Sought

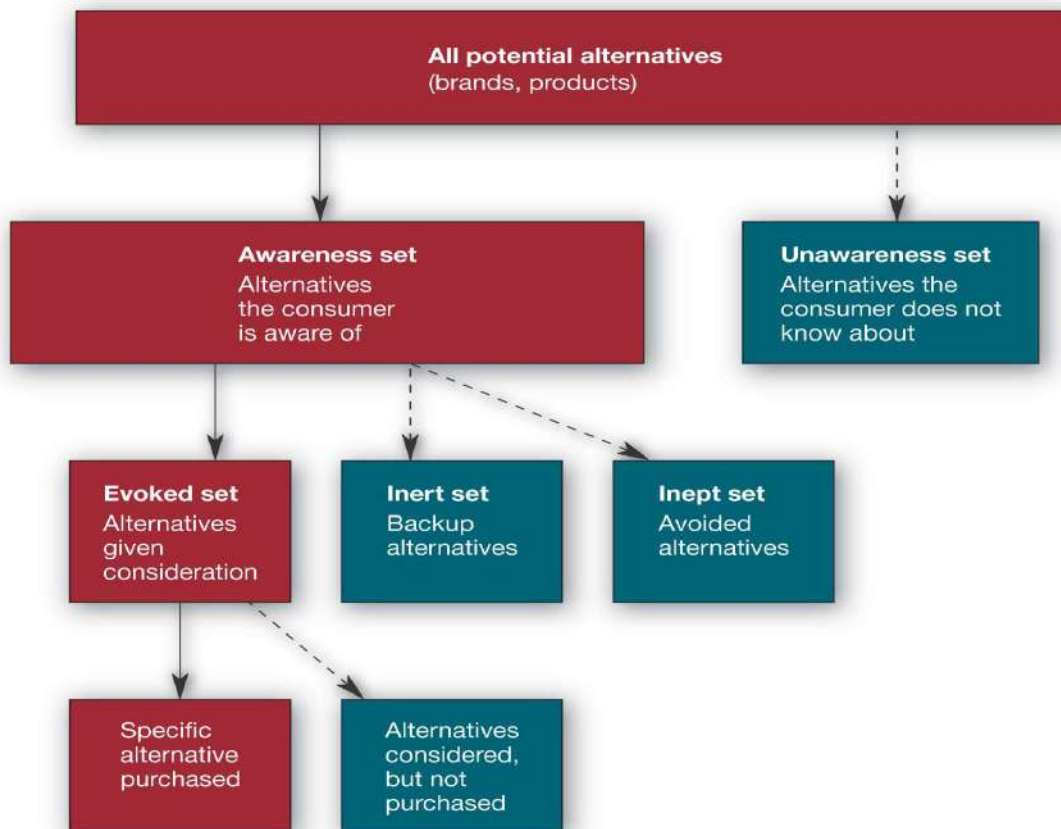
- **The Appropriate Evaluative Criteria:** factors or features that are used to base a decision
- **Existence of Various Alternative Solutions**
- **The Performance Level of Each Alternative Solution on Each Evaluative Criteria**

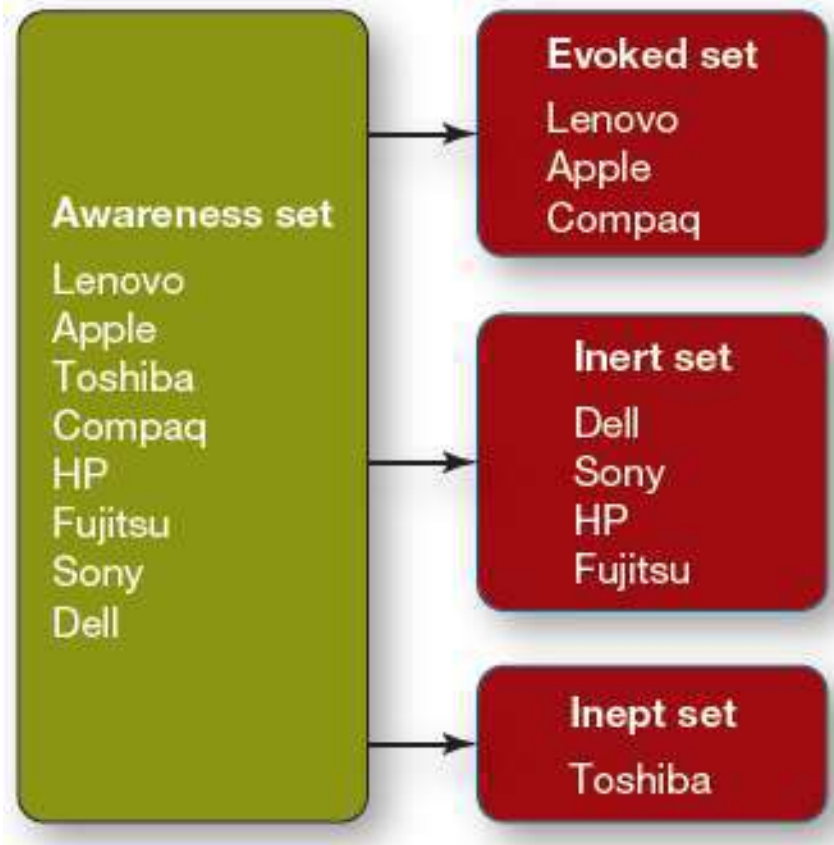




## Information Search in Consumer Decisions

# Categories of Decision Alternatives

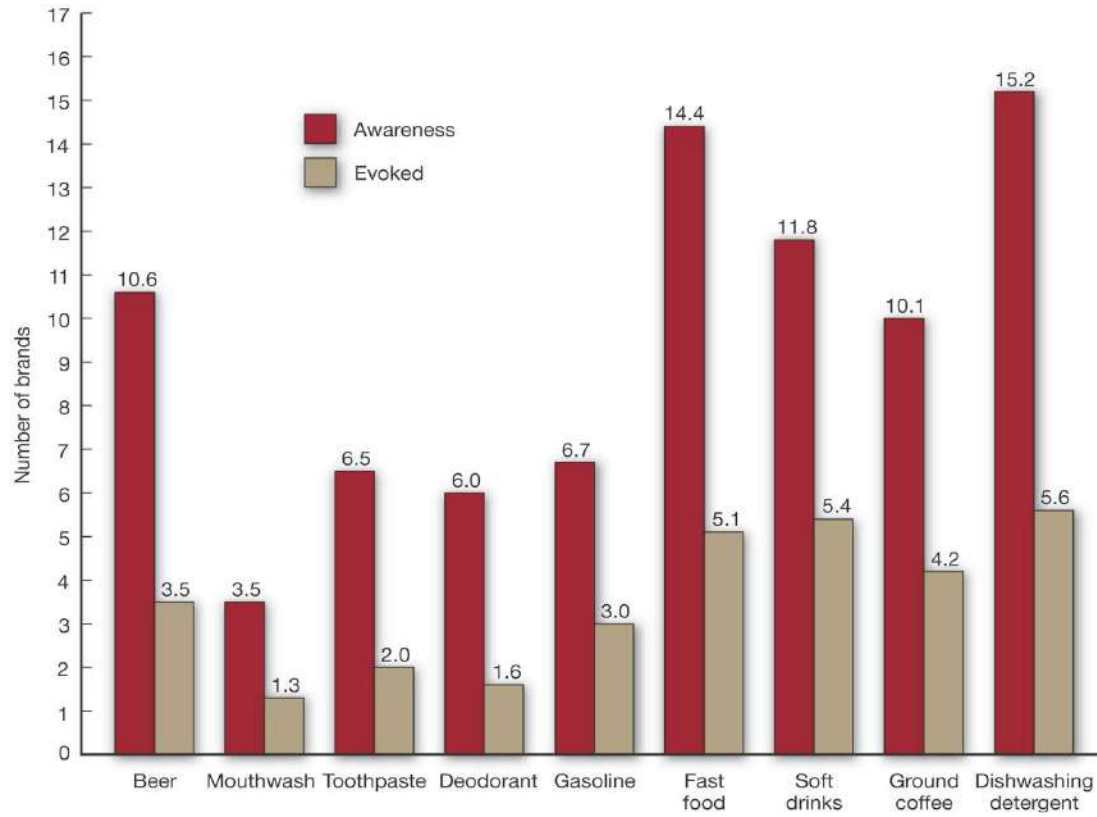




# Example of Decision Alternatives for Laptop Computers







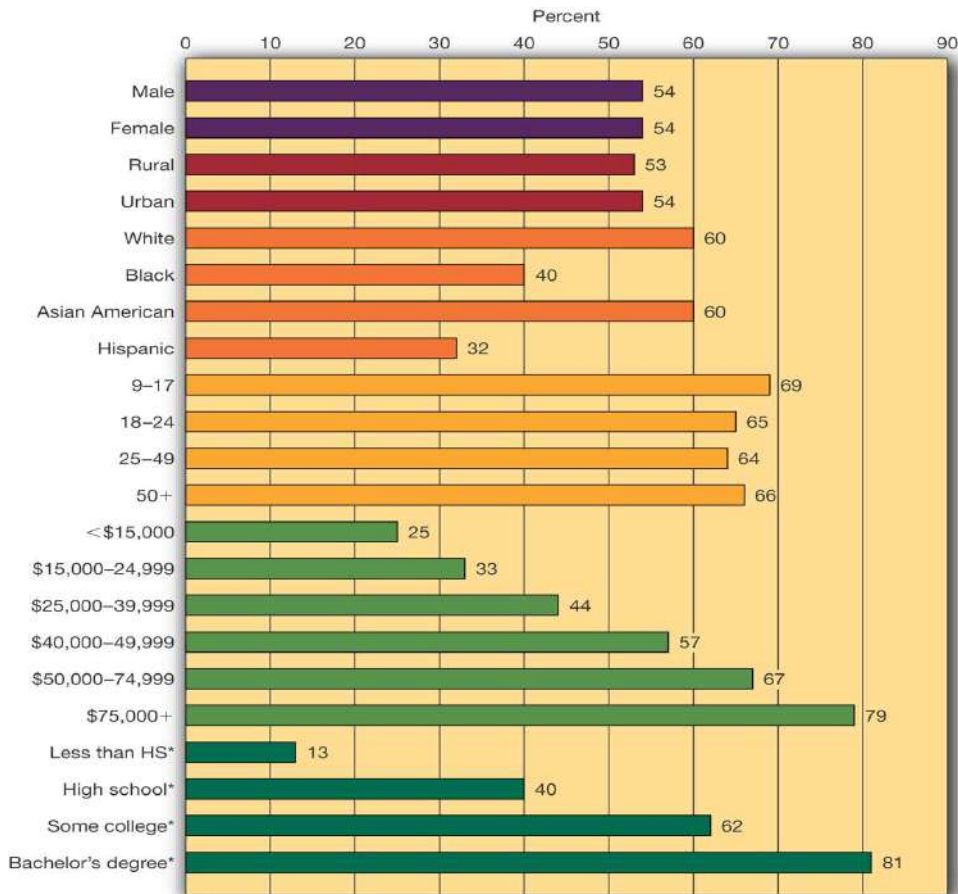
# Awareness & Evoked Sets



# The Power of the Internet

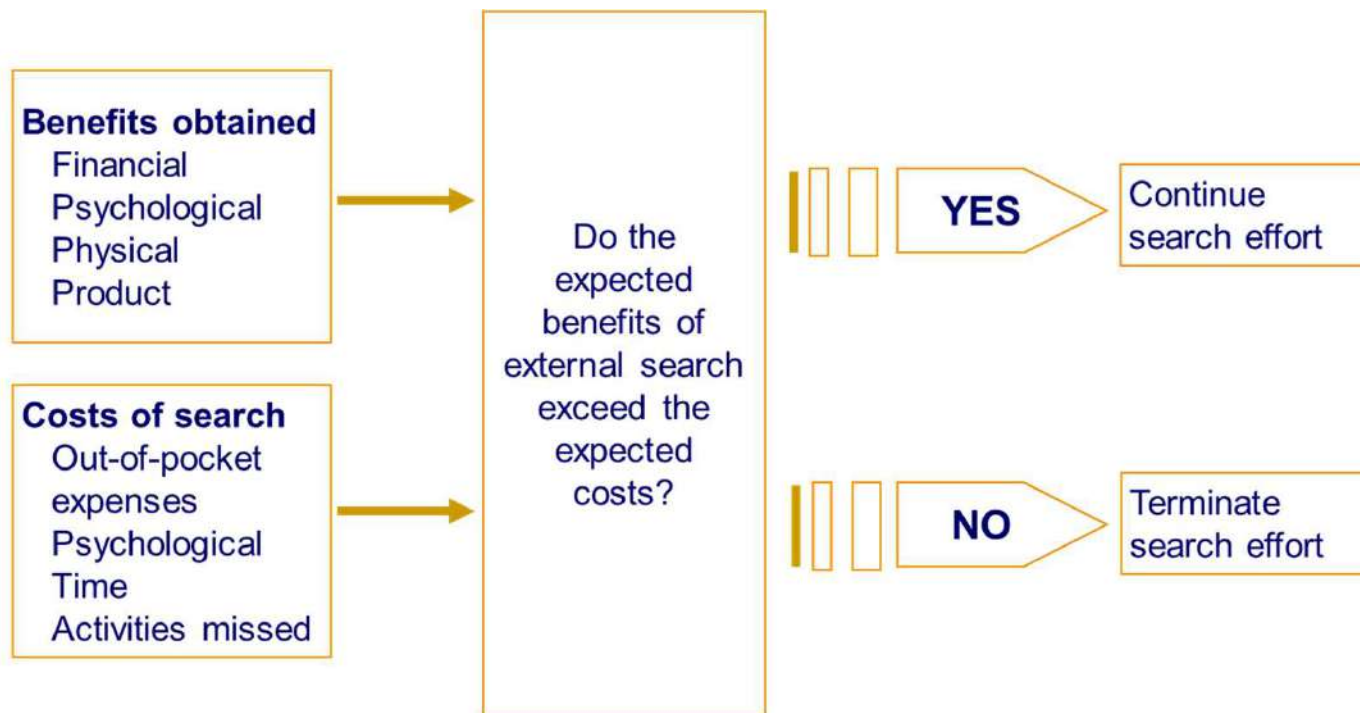
- 236 Million Internet Users by 2007 Projected
- 1/2 the People in US Use the Internet
- 2/3 of Internet Users Use for Information Search About Products and Services
- More than 1/3 of All Consumers Use for Information Search About Products and Services
- Traditional Media Used to Drive Traffic
- Buying at a Store is the Norm for Internet Shoppers
- Not Used Equally by All Segments
- But, Differences Are Rapidly Decreasing





# Demographics of Internet Users





Perceived Costs and Benefits of  
Consumer Search Guide Search Effect



## Influencing Factor

### *I. Market characteristics*

- A. Number of alternatives
- B. Price range
- C. Store concentration
- D. Information availability
  - 1. Advertising
  - 2. Point-of-purchase
  - 3. Sales personnel
  - 4. Packaging
  - 5. Experienced consumers
  - 6. Independent sources

### *II. Product characteristics*

- A. Price
- B. Differentiation
- C. Positive products

## Increasing the Influencing Factor Causes the Search to:

Increase  
Increase  
Increase  
Increase

Increase  
Increase  
Increase



Factors Affecting External Search



### Influencing Factor

- III. Consumer characteristics
  - A. Learning and experience
  - B. Shopping orientation
  - C. Social status
  - D. Age and household life cycle
  - E. Product involvement
  - F. Perceived risk
  
- IV. Situation characteristics
  - A. Time availability
  - B. Purchase for self
  - C. Pleasant surroundings
  - D. Social surroundings
  - E. Physical/mental energy

### Increasing the Influencing Factor Causes the Search to:

Decrease  
Mixed  
Increase  
Mixed  
Increase  
Increase

Increase  
Decrease  
Increase  
Mixed  
Increase

Factors Affecting External Search

### Target Market Decision-Making Pattern

<i>Position</i>	<i>Nominal Decision Making (no search)</i>	<i>Limited Decision Making (limited search)</i>	<i>Extended Decision Making (extensive search)</i>
Brand in Evoked Set	Maintenance strategy	Capture strategy	Preference strategy
Brand Not in Evoked Set	Disrupt strategy	Intercept strategy	Acceptance strategy

Marketing Strategies Based on Information Search Patterns

**TERIMA KASIH**

