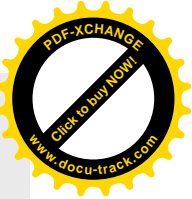
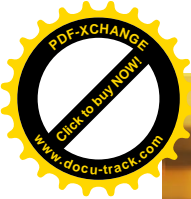


THE CONSUMER AUDIENCE

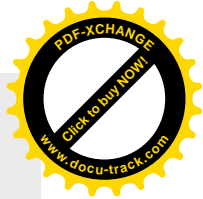
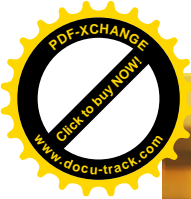
MUSTHOFA HADI, SE
cak_must@yahoo.com



ADVERTISING

Consumers ?

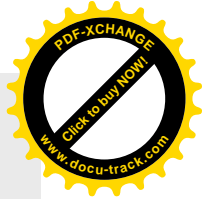
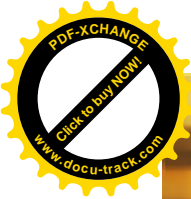
Consumers are people who buy or use products to satisfy needs and wants.



ADVERTISING

Some complicated factors dealing with consumers ?

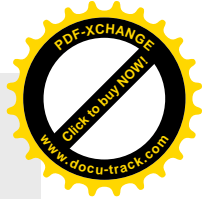
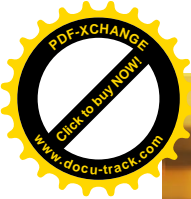
- Consumers are affected by many internal and external influences.
- Every pattern of human behavior has exceptions.
- As businesses move into foreign markets, finding general patterns of consumer behavior becomes more difficult.



ADVERTISING

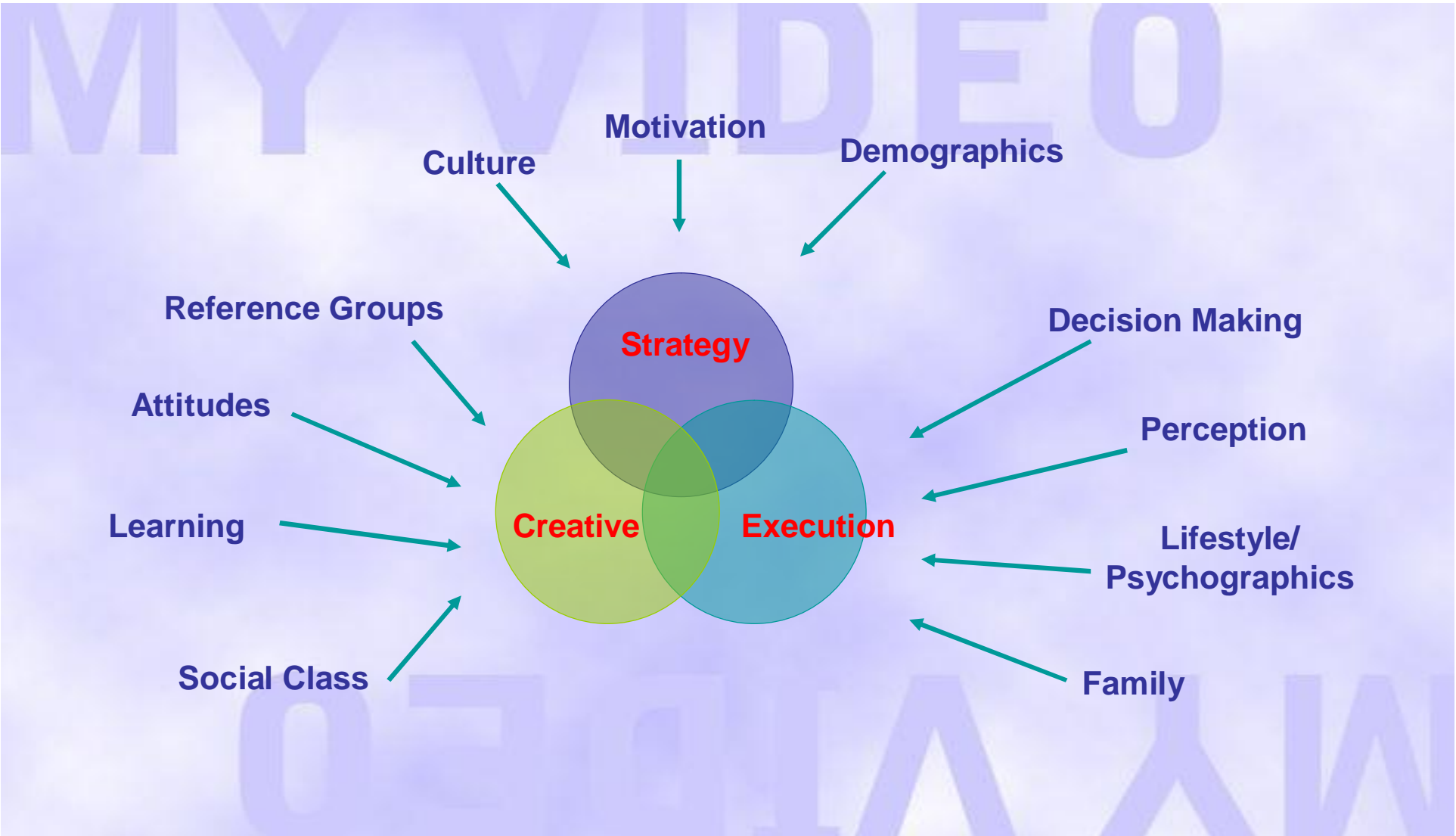
Some Other Things

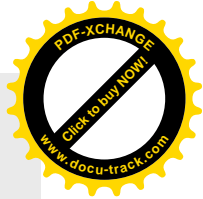
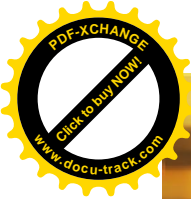
- The advertisers must consider are in constant flux.
- Advertisers study the influences on customer behavior and how they play into customers` decision making.



ADVERTISING

Effective Ads and Consumer Behavior





ADVERTISING

The Consumer Decision Process





Thank You

