

Kentucky Class Notes

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MKT 310 Kidwell
Spring 2012
Test 1

1-17-11

Introduction to Consumer Behavior

Chapter 1

Today's Objectives

- Marketing History in Perspective!
 - Take a stroll down marketing past...
 - Evolution of Consumer Behavior
- Understand consumer orientation
- Define consumer behavior
- Discuss what gets exchanged
- Talk about how consumer behavior is studied

Brief History

- Marketing and consumer behavior are linked.
 - A brief history...
- Pre-Industrial Age (up to 1850's)
- The Industrial Revolution (1850's to 1920's)
 - Machine power (nature as a resource)



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- Developed a "manufacturing orientation"
- Mass Communications (1920 to 1960's)
 - Radio & Television
 - Shift to a "selling orientation"
- The Information Revolution (1960's to 2000)
 - Rise of interactive media (e.g. the internet)
 - Watched a short clip about what they thought the internet would be like in 1969 (They had no idea what it would be like).
- A digital economy
- Shift toward a "marketing orientation"
 - What is the internet (1994)? Who invented it?
 - Joseph M. McKlin
 - WWW, Apple, Microsoft
 - Tim Berners Lee invented the World Wide Web.
 - Netscape, Business.com

Brief History: 2000 and Beyond

- What are today's consumers like?
 - News ways to consume? (Online)



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