

Come pensano i consumatori. G. Zaltman.

G. Zaltman è un sociologo dell'università di Harvard, nella quale nel 2000 il rettore ed i direttori dei vari dipartimenti scientifici si rendono consapevoli di non avere compreso appieno il funzionamento del comportamento umano. Per studiare il comportamento umano vi erano troppe discipline, diverse tra di loro ed a causa di ciò non si riusciva ad arrivare ad una sintesi.

Di conseguenza, Zaltman ed altri ricercatori, decidono di creare un centro inter-dipartimentale universitario, che coinvolgesse proprio i dipartimenti di diverse facoltà, il quale prende il nome di Mind, Brain, Behaviour (MBB), nel quale convergono i contributi dei principali studiosi statunitensi ed internazionali sul funzionamento della mente. Attraverso le attività di ricerca di questo centro inter-dipartimentale dell'università di Harvard, Zaltman inizia ad interrogarsi in maniera scientifica sul comportamento dell'essere umano.

Il tema del comportamento dell'essere umano è centrale per molte discipline. In particolare, Zaltman si concentra sul comportamento dell'uomo nelle attività economiche. Nella sua attività di ricerca ha cercato di approfondire la dimensione psicologica dei comportamenti economici, con particolare riferimento all'acquisto ed alla comunicazione esterna di prodotti e servizi.

Il sociologo inizia, dunque, ad analizzare il comportamento dei consumatori. La sua analisi parte dal customer mind che influenza il customer behaviour. Il centro di ricerca si chiede dunque come funziona la mente umana e come agisce.

Grazie alle ricerche condotte dall'MBB, Zaltman scrive una delle opere più famose sul tema del comportamento dei consumatori, sia a livello professionale che manageriale ("*How Customer Think*"). Si tratta del libro di marketing di maggiore successo negli ultimi 10 anni.

Attraverso questo studio riusciamo a capire come funziona la mente umana nel momento in cui il consumatore acquista. Lo studio della mente inconscia, come vedremo, ricopre una larga parte dell'analisi del comportamento del consumatore.

In particolare, Zaltman propone questa teoria non tanto per offrire strumenti di manipolazione del consumatore, ma per fornire gli strumenti utili ad offrirlo il più validamente possibile.

Zaltman è sostenitore del marketing relazionale e ripone un certo scetticismo verso le logiche tradizionali di marketing, ormai obsolete. In particolare, egli cerca di proporre un nuovo approccio di studi, che effettua una commistione tra psicologia ed economia, con la necessità di mediare tra "*customer thinking*" e "*company thinking*".

Come approccio a sostegno del marketing relazionale, l'idea di Zaltman non deve essere confusa con il neuro-marketing, che si occupa dello studio delle modalità che permettono di spremere il cliente ed ottenere tramite illusioni la sua preferenza.

Vocabolario di riferimento

- Pensare: utilizzo dei processi mentali. Insieme di attività del cervello che intervengono quando si immagazzinano, richiamano o utilizzano informazioni;
- Pensiero: risultato che deriva dall'atto del pensare;
- Pensiero conscio: insieme dei pensieri che siamo in grado di articolare perché siamo completamente consapevoli di noi stessi;
- Pensiero inconscio: risultato dei processi mentali dei quali abbiamo una consapevolezza solo parziale o dei quali non siamo consapevoli;
- Costrutte: etichetta o targhetta di riconoscimento che un manager applica ad un pensiero conscio o inconscio dopo averlo identificato;
- Mappa di consenso: modello mentale che individui differenti utilizzano in modo simile e viene condiviso da un gruppo di persone. Rappresenta la convergenza del modo di pensare;
- Metafora: rappresentazione di un concetto facendo ricorso ad un altro. Si fa riferimento al termine in senso lato, includendo anche la similitudine e molti altri strumenti comunicativi non retorici. Le metafore hanno il potere di portare i pensieri inconsci alla loro consapevolezza;
- Linguaggio figurato: uso della metafora con lo scopo di trasmettere i pensieri e favorire l'interpretazione dei pensieri e dei sentimenti più profondi condivisi dai consumatori.

La mente umana

Nell'analisi di Zaltman, come vedremo, è fondamentale lo studio della mente umana. Come si sviluppa la mente umana?

Cap 1 2 3 4 Zaltman Come Pensano I Consumatori

Gerald Zaltman



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Table of Contents Cap 1 2 3 4 Zaltman Come Pensano I Consumatori

1. Understanding the eBook Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
 - The Rise of Digital Reading Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
 - Advantages of eBooks Over Traditional Books
2. Identifying Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
 - User-Friendly Interface
4. Exploring eBook Recommendations from Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
 - Personalized Recommendations
 - Cap 1 2 3 4 Zaltman Come Pensano I Consumatori User Reviews and Ratings
 - Cap 1 2 3 4 Zaltman Come Pensano I Consumatori and Bestseller Lists
5. Accessing Cap 1 2 3 4 Zaltman Come Pensano I Consumatori Free and Paid eBooks
 - Cap 1 2 3 4 Zaltman Come Pensano I Consumatori Public Domain eBooks
 - Cap 1 2 3 4 Zaltman Come Pensano I Consumatori eBook Subscription Services
 - Cap 1 2 3 4 Zaltman Come Pensano I Consumatori Budget-Friendly Options
6. Navigating Cap 1 2 3 4 Zaltman Come Pensano I Consumatori eBook Formats

- ePub, PDF, MOBI, and More
 - Cap 1 2 3 4 Zaltman Come Pensano I Consumatori Compatibility with Devices
 - Cap 1 2 3 4 Zaltman Come Pensano I Consumatori Enhanced eBook Features
7. Enhancing Your Reading Experience
- Adjustable Fonts and Text Sizes of Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
 - Highlighting and Note-Taking Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
 - Interactive Elements Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
8. Staying Engaged with Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
- Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
9. Balancing eBooks and Physical Books Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
- Benefits of a Digital Library
 - Creating a Diverse Reading Collection Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
- Setting Reading Goals Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
- Fact-Checking eBook Content of Cap 1 2 3 4 Zaltman Come Pensano I Consumatori
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
- Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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