

# Chapter 6

## Consumer Markets and Consumer Buying Behavior

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# Chapter Objectives

- Name the elements of the stimulus–response model of consumer behavior
- Outline the major characteristics affecting consumer behavior
- Explain the buyer decision process

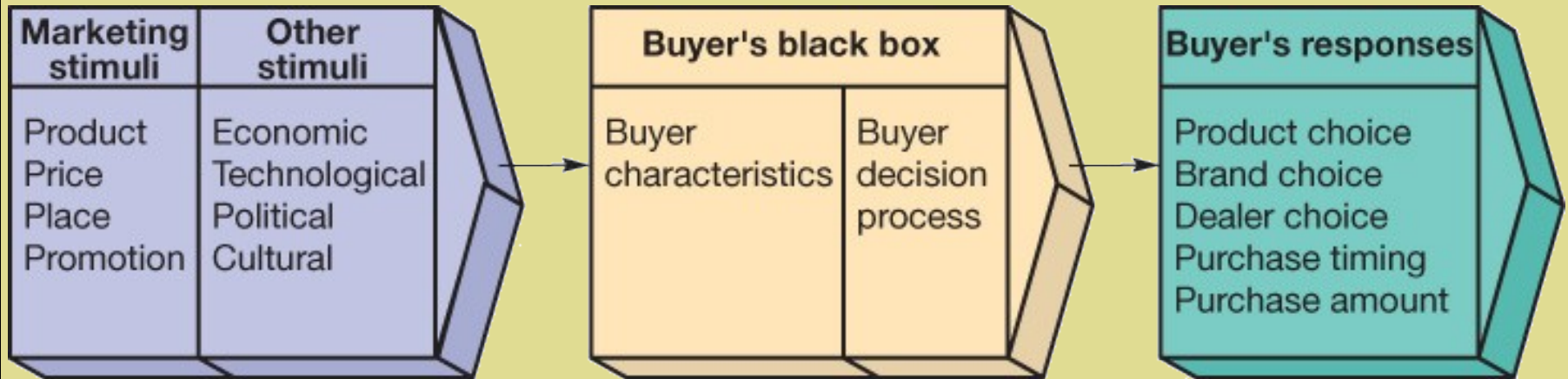
# Consumer Buying Behavior

- Consumer buying behavior refers to the buying behavior of final consumers – individuals & households who buy goods and services for personal consumption
- The central question for marketers is: **“How do consumers respond to various marketing efforts the company might use?”**

# Five Premises of Consumer Behavior

- Consumer behavior is purposeful and goal oriented
- The consumer has free choice
- Consumer behavior is a process
- Consumer behavior can be influenced
- There is a need for consumer education

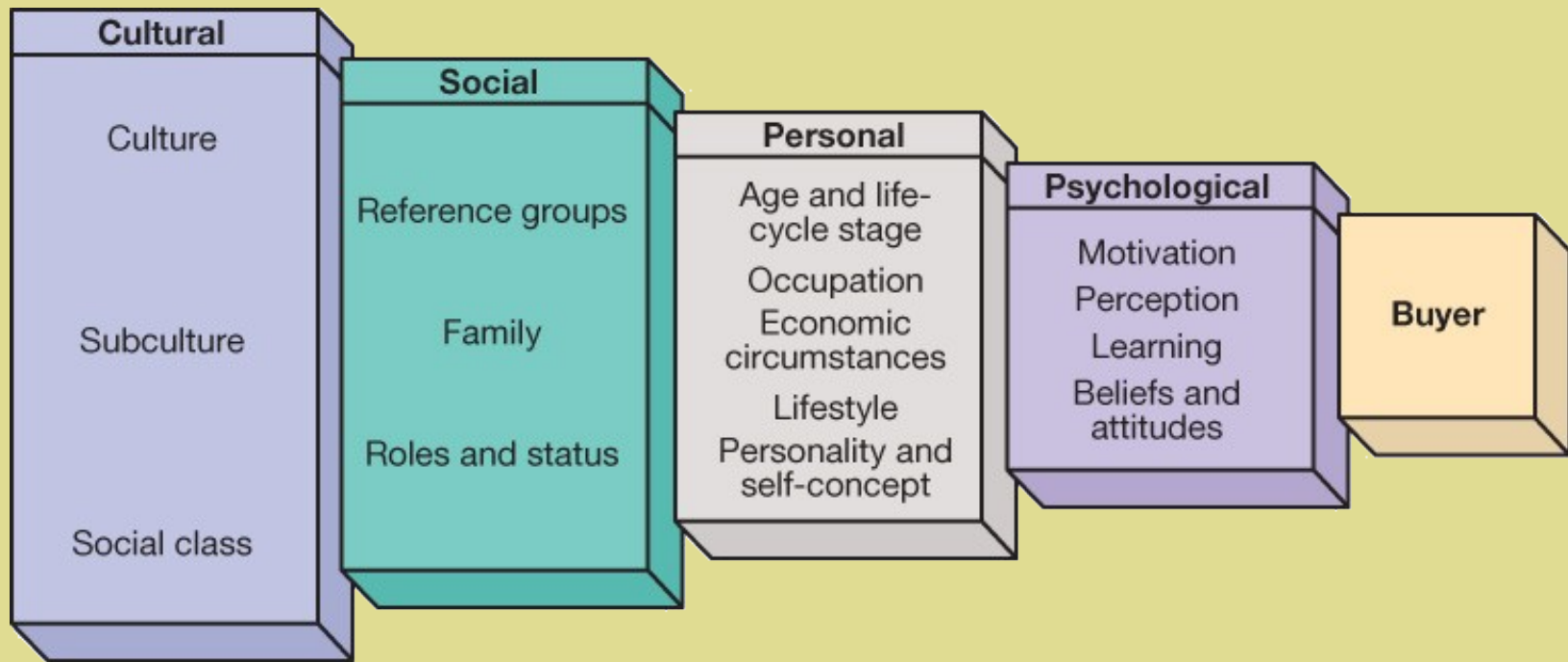
# A Model of Consumer Behavior



# Personal Characteristics Affecting Consumer Behavior

- Cultural Factors
- Social Factors
- Personal Factors
- Psychological Factors

# Factors Influencing Consumer Behavior



# Cultural Factors

- **Culture** is the most basic determinant of a person's wants and behavior
- **Subcultures** are groups of people with shared value systems based on common life experiences and situations
- **Social classes** are relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviors



# Social Factors

- Consumer behavior is influenced by:
  - Consumers' groups
  - Family
  - Social roles
  - Status

# Consumer Groups

- An individual's attitudes and behavior are influenced by many small groups
- Types of groups
  - Membership groups
  - Reference groups
  - Aspirational groups
- Opinion leaders

# Personal Factors

- Age and Life-Cycle Stage
- Occupation
- Economic Situation
- **Lifestyle** – a person's pattern of living as expressed in his or her activities, interests, and opinions

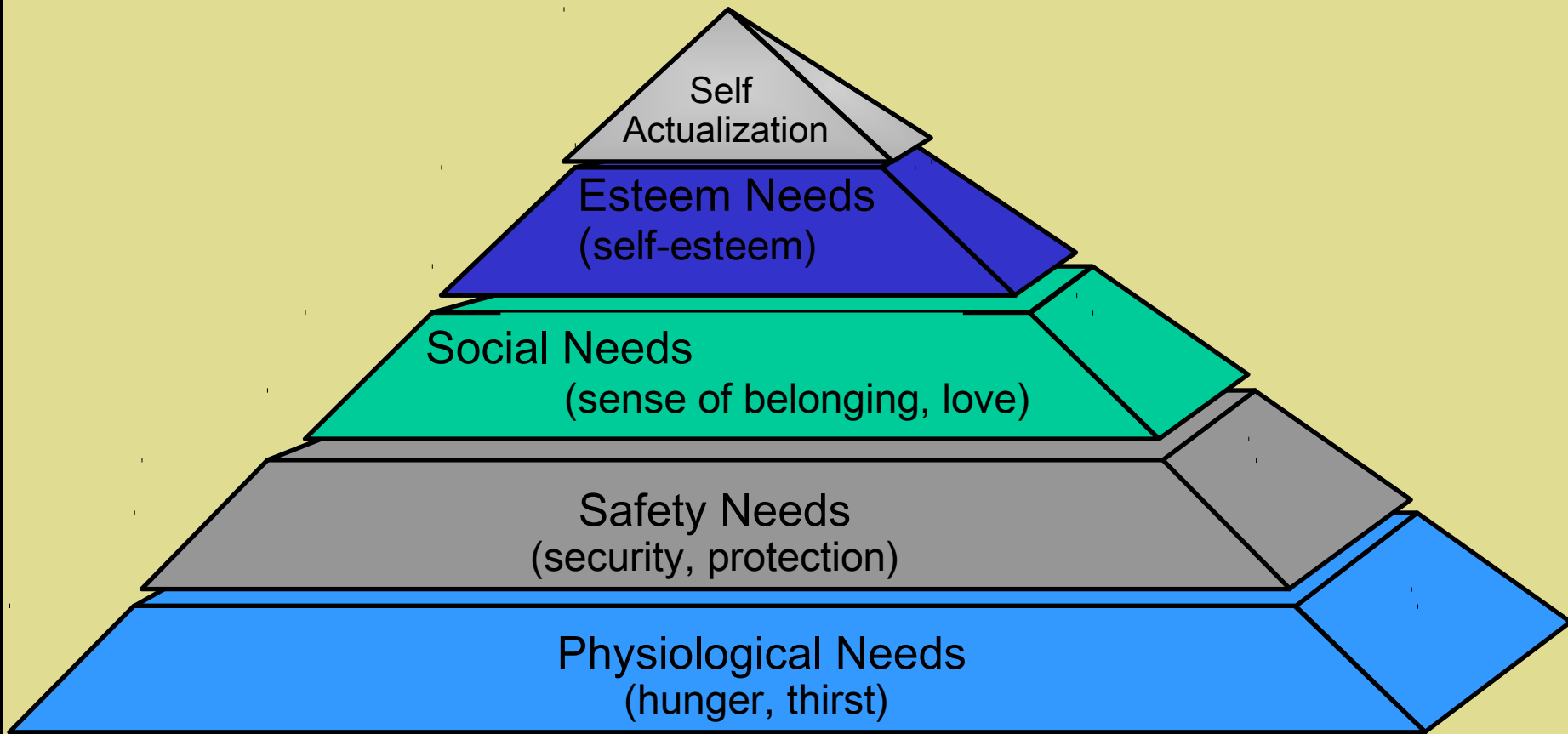
# Personal Factors

- **Personality** is a person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to his or her environment
- **Self-Concept** is the complex mental pictures people have of themselves, also known as self-image

# Psychological Factors

- Motivation
  - Maslow's Theory of Motivation
    - Sought to explain why people are driven by particular needs at particular times
  - Herzberg's Theory
    - A two-two factor theory that distinguishes dissatisfiers (factors that cause dissatisfaction) and satisfiers (factors that cause satisfaction)

# Maslow's Hierarchy of Needs



# Psychological Factors

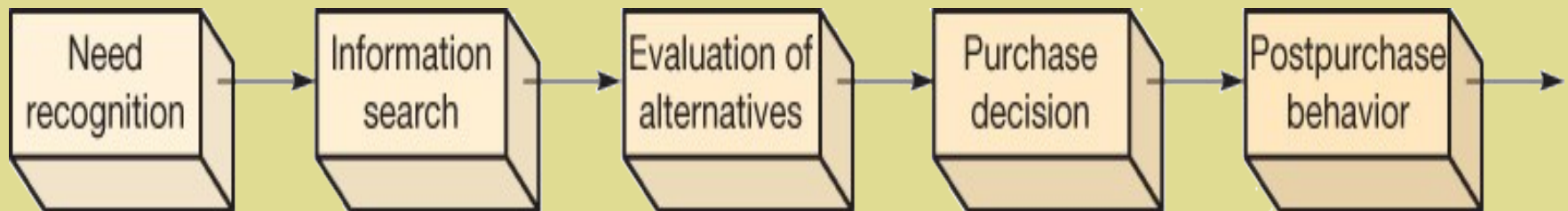
- Perception
  - Selective Attention
    - Consumers are constantly bombarded with information and will screen out stimuli
  - Selective Distortion
    - Messages do not always come across in the same way the sender intended.
  - Selective Retention
    - People will forget much that they learn but will tend to retain information that supports their attitudes and beliefs

# Psychological Factors

- **Learning** describes changes in an individual's behavior arising from experience
- A **belief** is a descriptive thought that a person holds about something
- An **attitude** describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or an idea



# Buyer Decision Process



# Need Recognition

- For the decision process to begin, a potential buyer must first recognize a problem or need
- Can be caused by internal or external stimuli

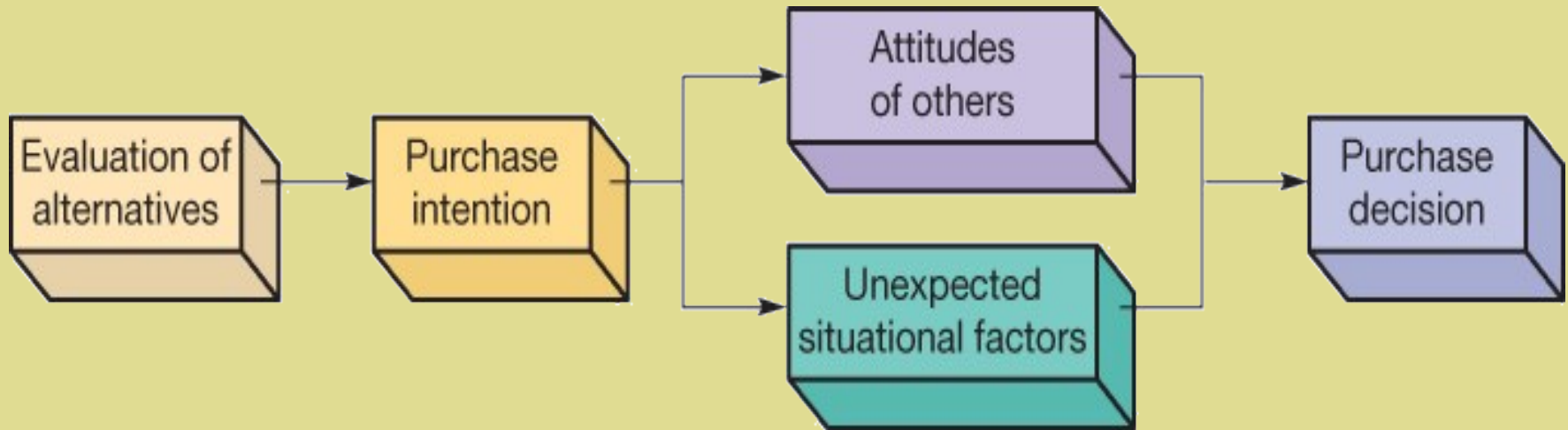
# Information Search

- Information can be obtained from:
  - Personal Sources
    - Family, friends, neighbors, and acquaintances
  - Commercial Sources
    - Advertising, salespeople, dealers, packaging, and displays
  - Public Sources
    - Restaurant reviews, editorials in the travel section, consumer-rating organizations

# Evaluation of Alternatives

- Products are seen as bundles of product attributes
- Customers rank attributes and form purchase intentions

# Purchase Decision



# Post Purchase Behavior

- The smaller the gap between customer expectations and perceived performance, the greater the customer's satisfaction
- **Cognitive dissonance** is buyer discomfort caused by post purchase conflict