Lesson 4:

Behavioral
Dimensions of the
Consumer Market



Objectives



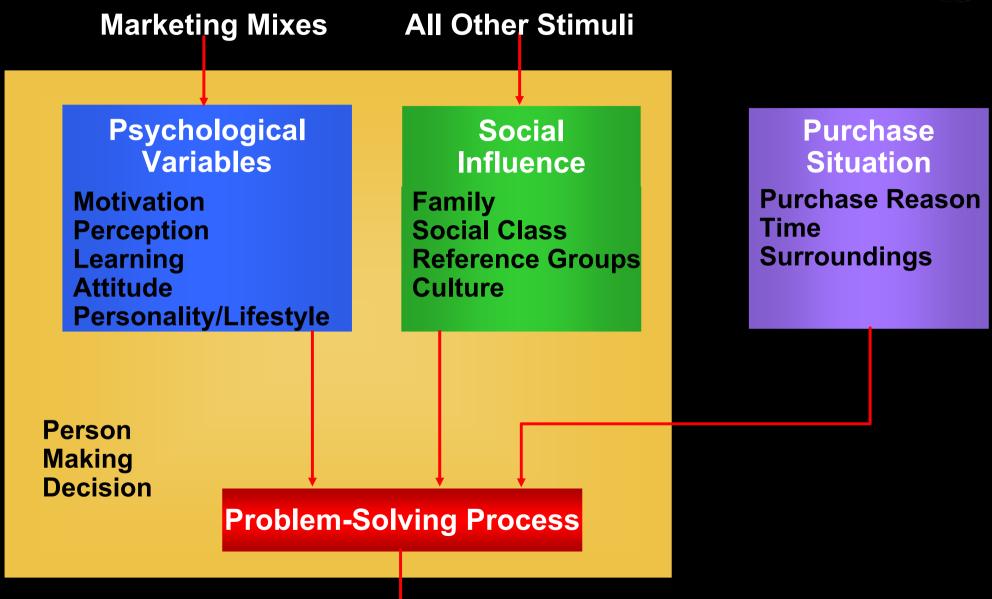
When you finish this chapter, you should

- 1. Understand the economicbuyer model of buyer behavior.
- 2. Understand how psychological variables affect an individual's buying behavior.
- 3. Understand how social influences affect an individual's and household's buying behavior.
- 4. See why the purchase situation has an effect on consumer behavior.

- 5. Know how consumers use problem-solving processes.
- 6. Have some feel for how a consumer handles all the behavioral variables and incoming stimuli.
- 7. Understand the important new terms.

A Model of Buyer Behavior





The PSSP Hierarchy of Needs



Personal Needs

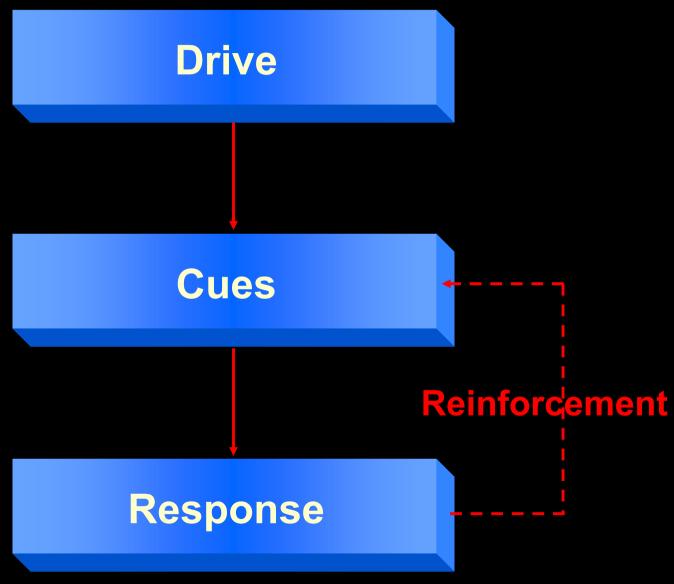
Social Needs

Safety Needs

Physiological Needs

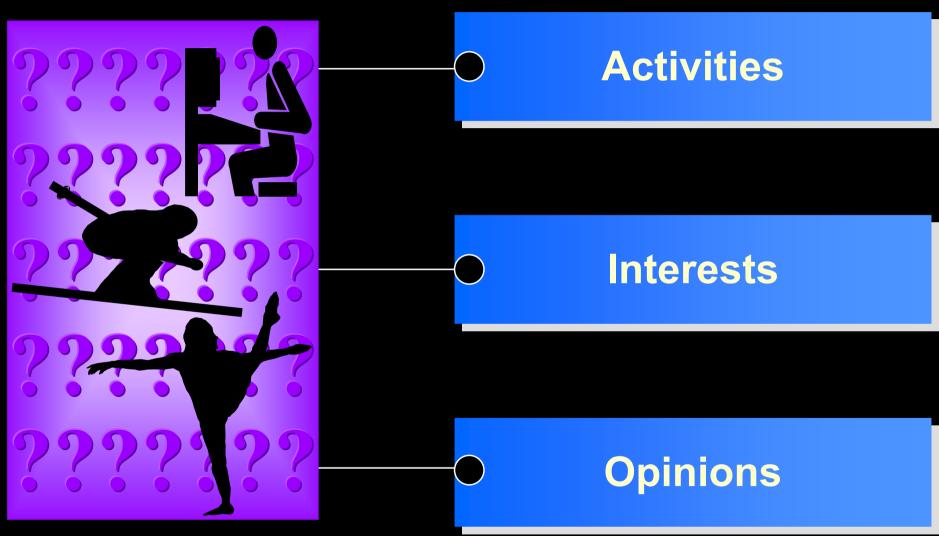
The Learning Process





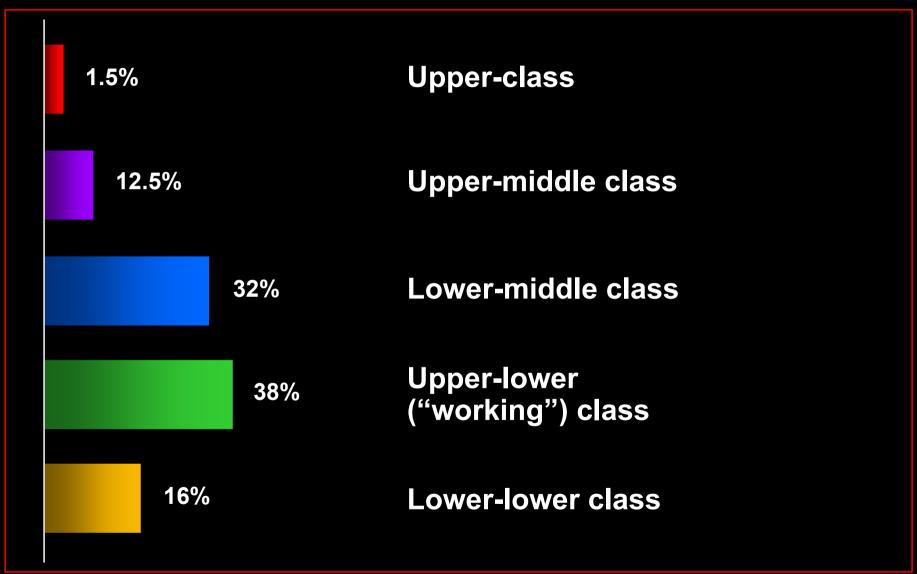
Lifestyle Dimensions



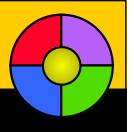


Social Class Dimensions





Reference groups/opinion leader



- REFERENCE GROUP PEOPLE TO WHOM AN INDIVIDUAL LOOKS WHEN FORMING ATTITUDES ABOUT A PARTICULAR TOPIC
- OPINION LEADER A PERSON WHO INFLUENCES OTHERS (EACH SOCIAL CLASS AND AGE GROUP TENDS TO HAVE ITS OWN OPINION LEADER)
- CULTURE BELIEFS, ATTITUDES AND WAYS OF DOING THINGS

Family as a Purchasing Unit



Kategorie R		1961	Rok 1970		Rok 1980		Rok 1991		Rok 2001	
	vtis.	%	vtis.	%	v tis.	%	vtis.	%	vtis.	%
Úplné rodiny	2 405,40	74,8	2 487,50	71	2 556,80	66	2 512,90	62	2 333,60	54,6
Neúplné rodiny	249,6	7,8	306,7	8,8	325,1	8,4	434,4	10,7	576,4	13,5
Nerodinné domácnosti	44,6	1,4	39,9	1,1	55	1,4	14,7	0,4	84,5	2
Domácnosti jednotlivců	514,7	16	6,668	19,1	938,8	24,2	1 089,60	26,9	1 276,20	29,9
Rodiny a domácnosti										
celkem	3 214,30	100	3 502,70	100	3 875,70	100	4 051,60	100	4 270,70	100

- Úplné rodiny = mother-and-father families
- Neúplné rodiny = single parent families
- Nerodinné domácnosti = unmarried couples
- Domácnosti jednotlivců = singles

The Consumer Problem Solving Process Marketing mixes **Purchase Psychological Social Influences Situation Variables** Person making decision **Need-want Awareness Routinized Response Information Search** Feedback of information **Set Criteria** as attitudes **Decide on Solution Purchase Product Postpone Decision Postpurchase Evaluation**

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Exhibit 6-7

Types of Buying Decisions



- •Expensive
- Risky
- •Infrequent
- •Self-Expressive

High Involvement

Low Involvement

- •Low cost
- •Low risk
- •Frequent

Significant differences between brands

Complex
Buying
Behaviour

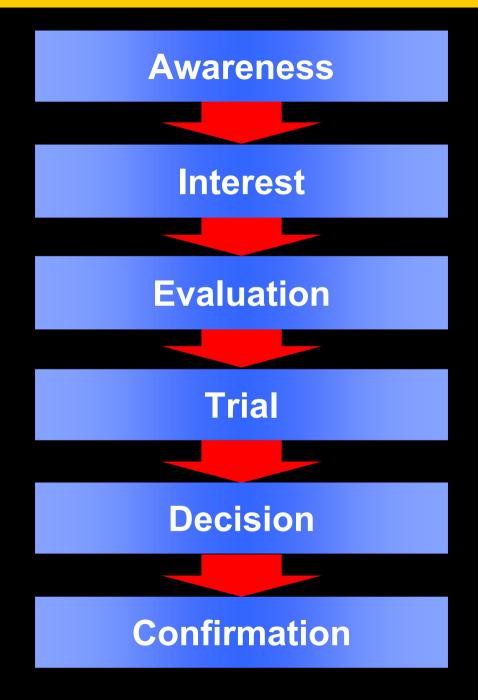
Variety-Seeking Behaviour

Few differences between brands

Dissonance-Reducing Buying Behaviour Habitual
Buying
Behaviour

The Adoption Process





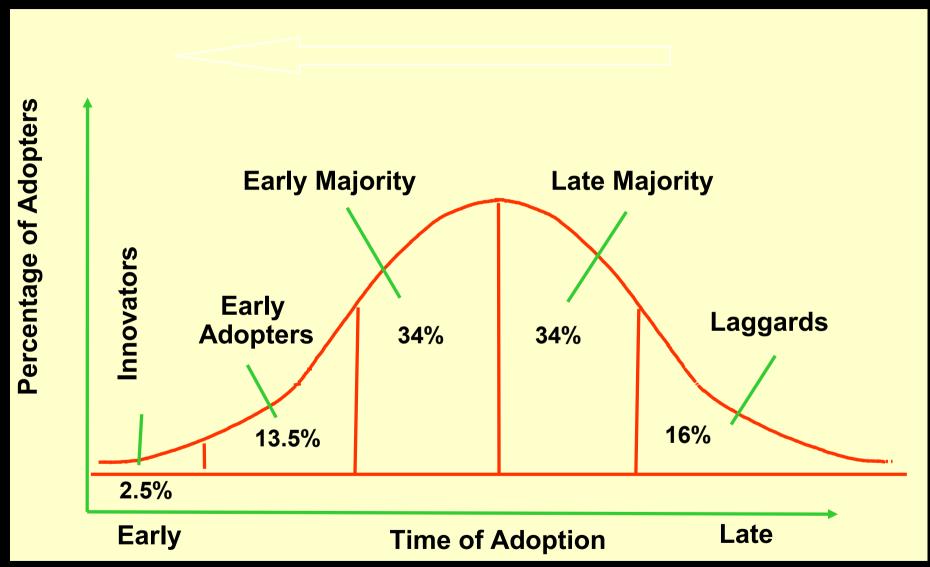
Relating the Processes



 Becoming aware of or interested in the problem Gathering information about possible solutions Evaluating alterative solutions Deciding on the appropriate solution Evaluating the decision Awareness and interest Drive Cues Evaluation, maybe trial Reinforcement Response Response	Problem-solving steps		Adoption process steps	Learning steps			
 information about possible solutions Evaluation, maybe trial solutions Deciding on the appropriate solution Evaluation maybe trial Reinforcement Evaluation Response 		or interested in the	Awareness and interest	Dr	ive		
 3. Evaluating alterative solutions 4. Deciding on the appropriate solution 5. Evaluating the Evaluation, maybe trial Decision Reinforcement Response		information about	Interest and evaluation	C			
 4. Deciding on the appropriate solution 5. Evaluating the Confirmation Response		\mathbf{e}	Evaluation, maybe trial				
S Commination		\mathbf{c}	Decision		Keint	orcement	
		\mathbf{e}	Confirmation	Resp	onse		

Adoption of Innovations





Behavioural Influencers

Psychological

- Motivation
- Perception
- Learning (memory)
- Beliefs & attitudes
- Personality & self-concept

Personal

- Age & lifecycle stage
- Occupation
- Education
- Economic situation

Social

Experiences

- Household type
- Reference groups
- Roles & status

Marketing programs

- Marketing objectives
- Marketing strategy
- Marketing mix

Consumer

BUYER DECISION PROCESS

Lifestyle

Buyers' responses

- Product service & category selection
- Brand selection
- Reseller selection
- Purchase timing & repurchase intervals
- Purchase amount

Environmental influences

- •Economic
- Technological
- Political

Cultural

- Culture
- Subculture
- Social Class