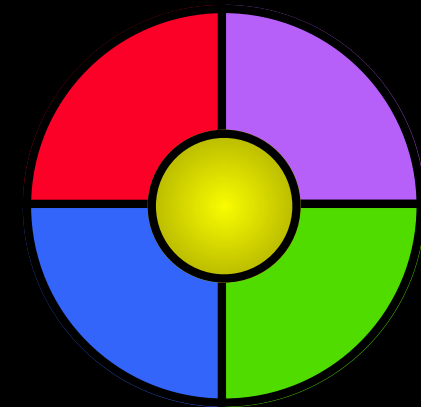
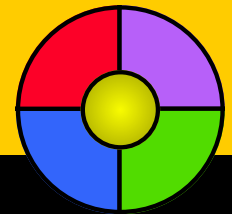


# Lesson 4:

## Behavioral Dimensions of the Consumer Market



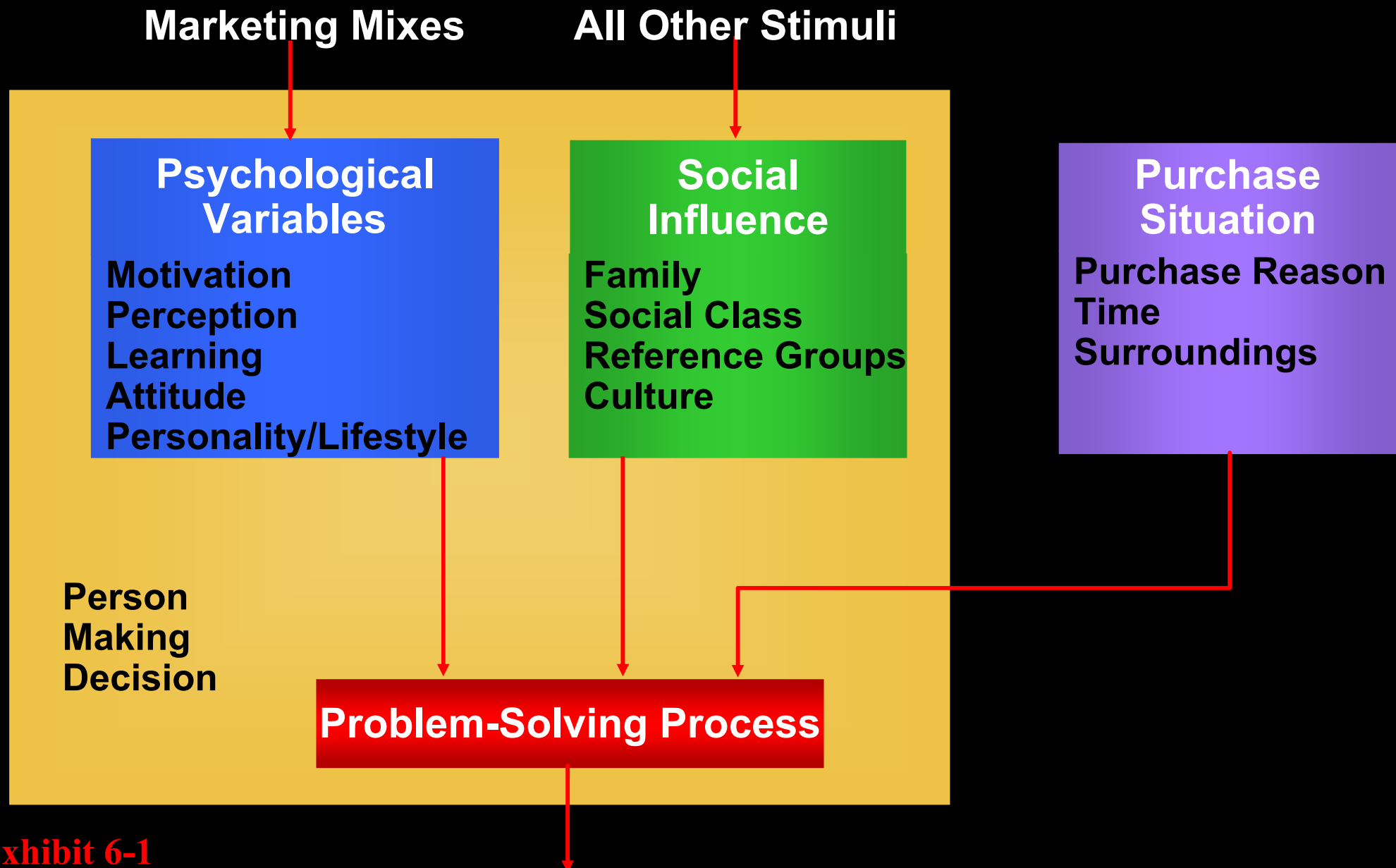
# Objectives



## When you finish this chapter, you should

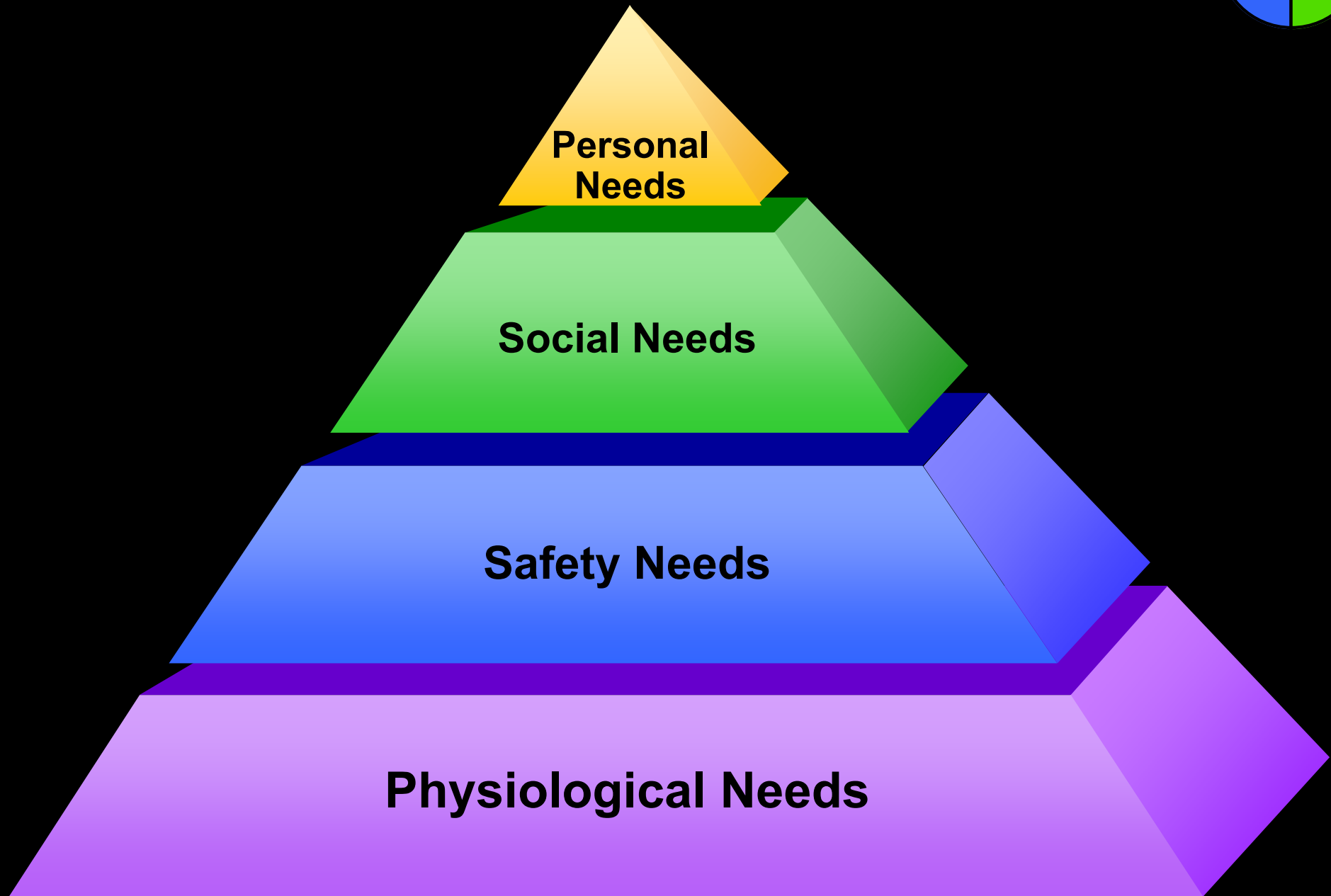
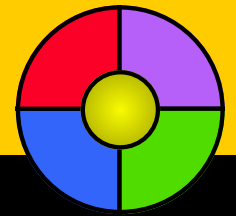
1. Understand the economic-buyer model of buyer behavior.
2. Understand how psychological variables affect an individual's buying behavior.
3. Understand how social influences affect an individual's and household's buying behavior.
4. See why the purchase situation has an effect on consumer behavior.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

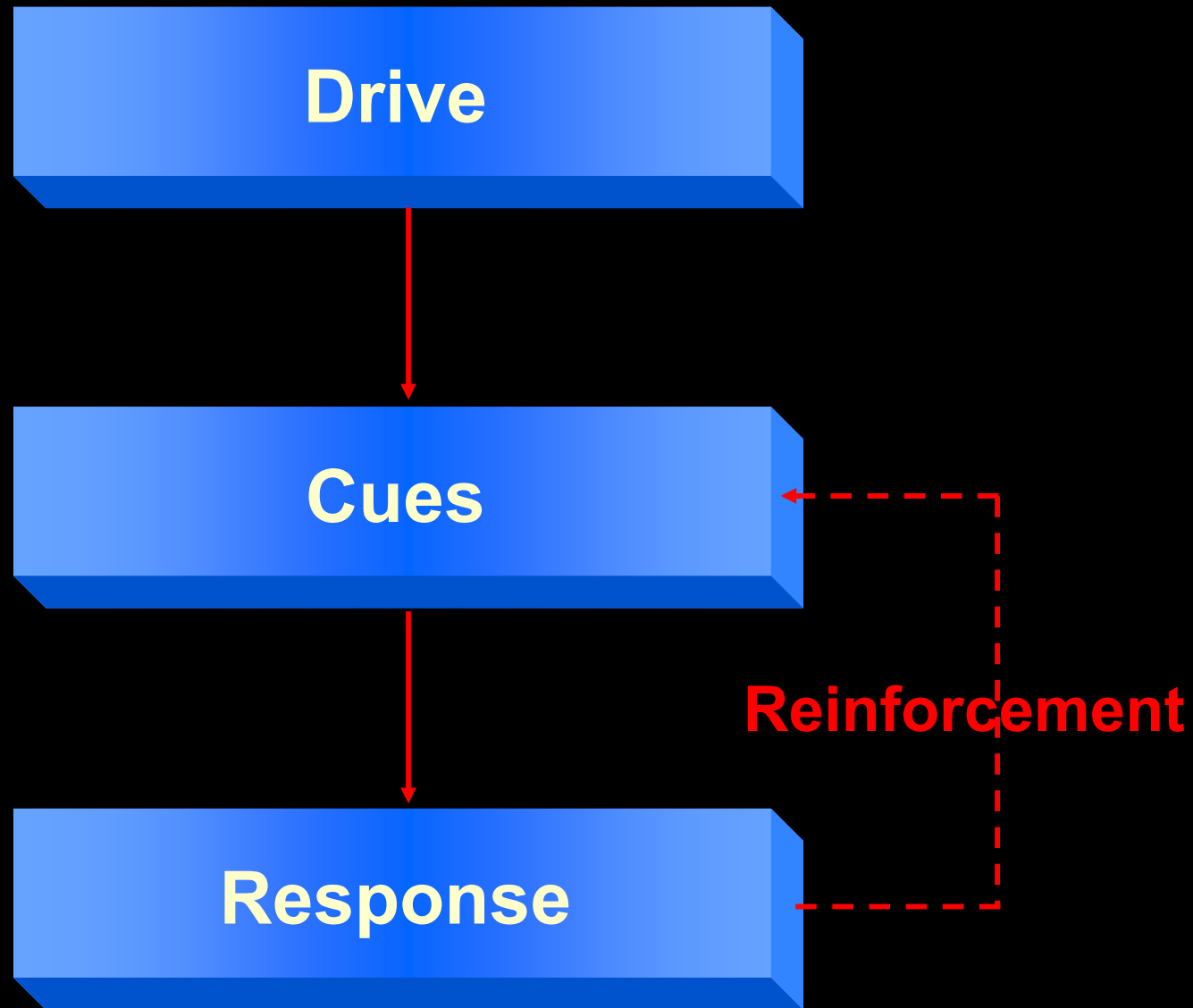
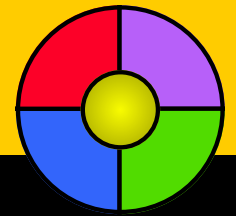


**Exhibit 6-1**

# The PSSP Hierarchy of Needs



# The Learning Process



# Lifestyle Dimensions

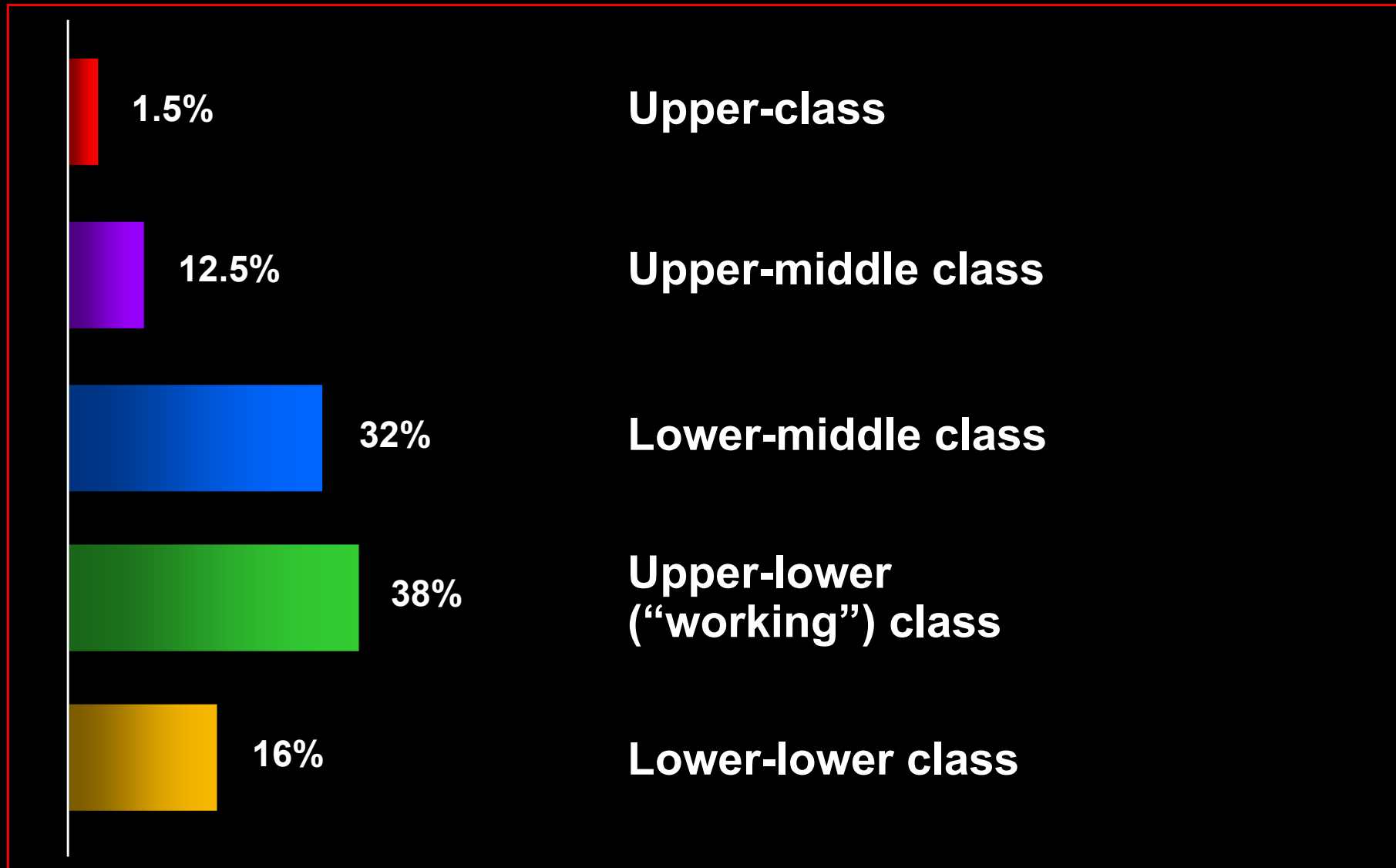
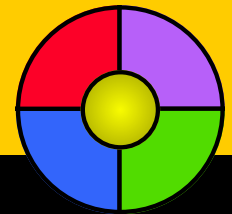


● **Activities**

● **Interests**

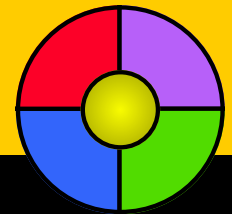
● **Opinions**

# Social Class Dimensions



**Exhibit 6-6**

# Reference groups/opinion leader

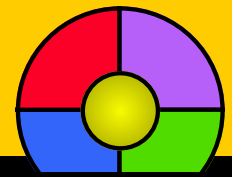


- **REFERENCE GROUP** – PEOPLE TO WHOM AN INDIVIDUAL LOOKS WHEN FORMING ATTITUDES ABOUT A PARTICULAR TOPIC
- **OPINION LEADER** – A PERSON WHO INFLUENCES OTHERS (EACH SOCIAL CLASS AND AGE GROUP TENDS TO HAVE ITS OWN OPINION LEADER)
- **CULTURE** – BELIEFS , ATTITUDES AND WAYS OF DOING THINGS

## Exhibit 6-6



# Family as a Purchasing Unit



Kategorie	Rok 1961		Rok 1970		Rok 1980		Rok 1991		Rok 2001	
	vtis.	%	vtis.	%	vtis.	%	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	668,6	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

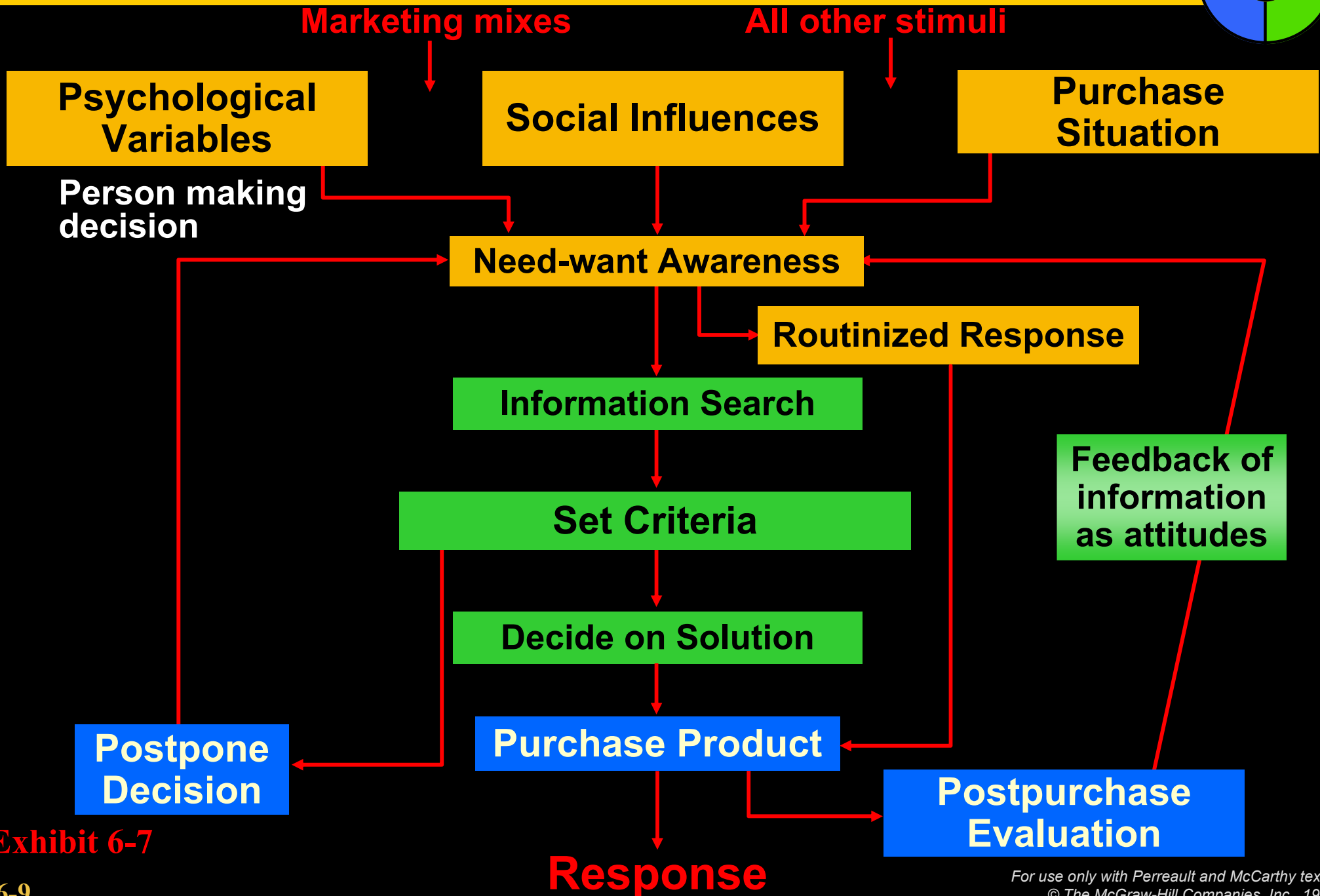


Exhibit 6-7

# Types of Buying Decisions



- Expensive
- Risky
- Infrequent
- Self-Expressive

**High  
Involvement**

**Complex  
Buying  
Behaviour**

**Significant  
differences  
between  
brands**

**Few  
differences  
between  
brands**

**Dissonance-  
Reducing Buying  
Behaviour**

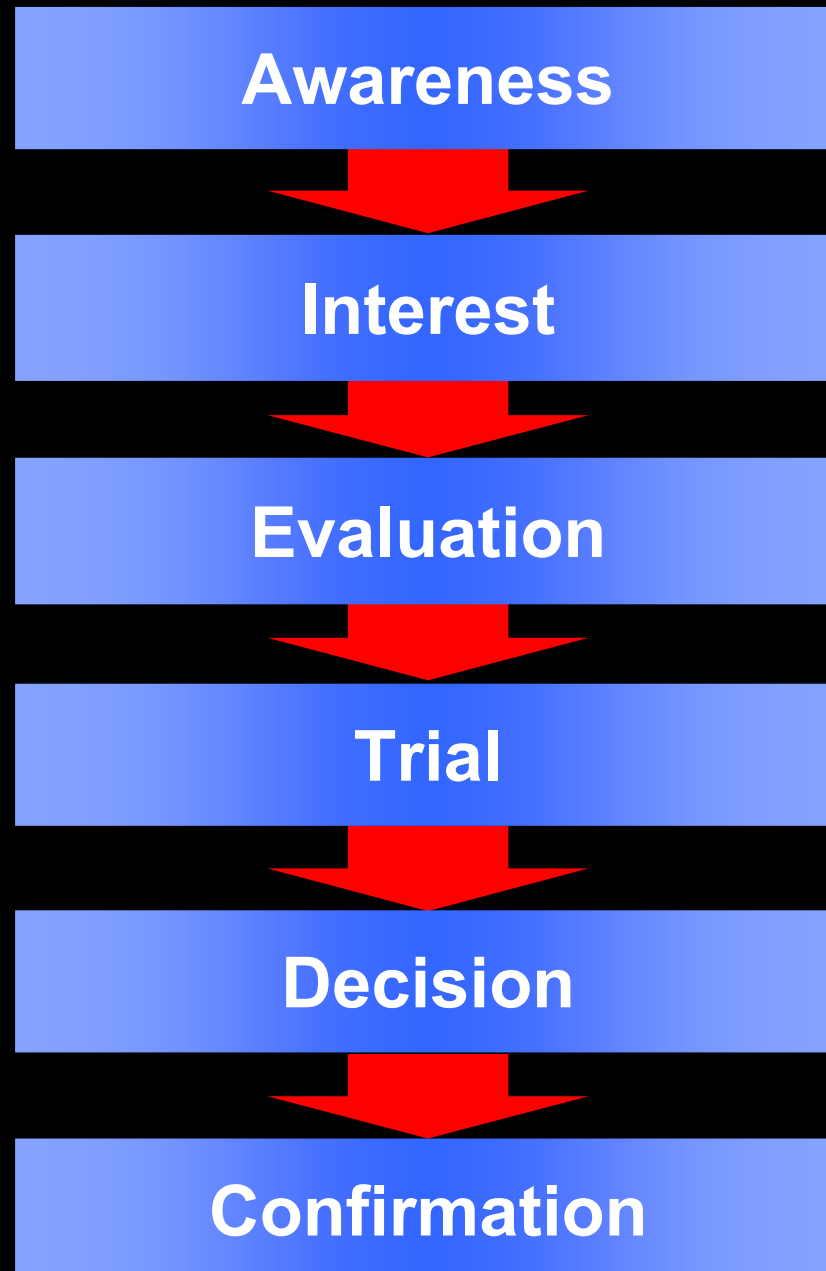
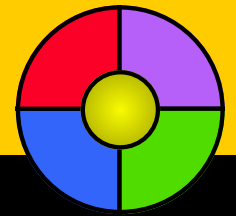
**Low  
Involvement**

**Variety-  
Seeking  
Behaviour**

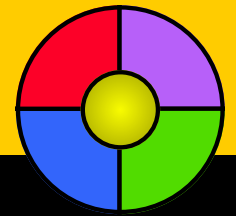
**Habitual  
Buying  
Behaviour**

- Low cost
- Low risk
- Frequent

# The Adoption Process

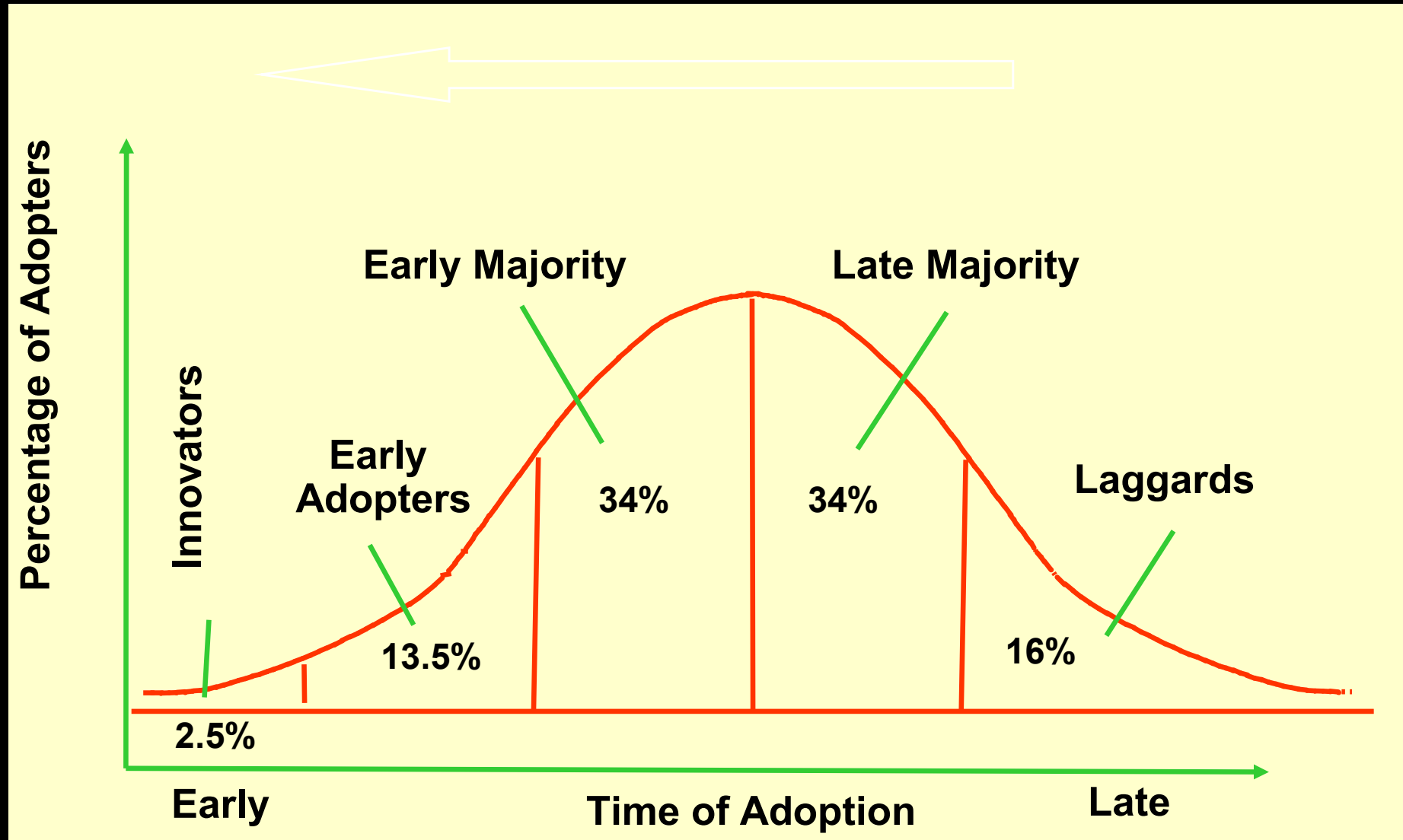
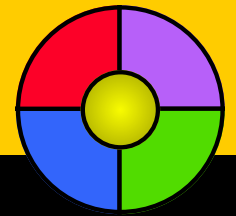


# Relating the Processes



Problem-solving steps	Adoption process steps	Learning steps
<p>1. <b>Becoming aware of or interested in the problem</b></p>	<p><b>Awareness and interest</b></p>	
<p>2. <b>Gathering information about possible solutions</b></p>	<p><b>Interest and evaluation</b></p>	
<p>3. <b>Evaluating alternative solutions</b></p>	<p><b>Evaluation, maybe trial</b></p>	
<p>4. <b>Deciding on the appropriate solution</b></p>	<p><b>Decision</b></p>	
<p>5. <b>Evaluating the decision</b></p>	<p><b>Confirmation</b></p>	

# Adoption of Innovations



# Behavioural Influencers

