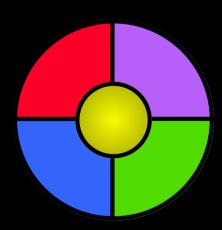
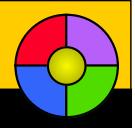
# Lesson 17th March:

Behavioral
Dimensions of the
Consumer Market



### **Objectives**



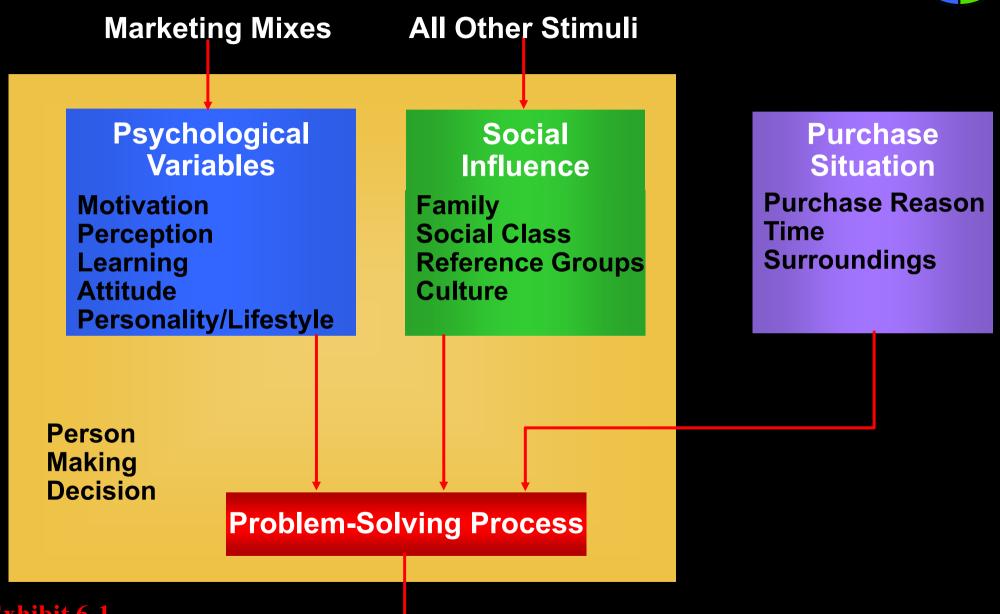
#### When you finish this chapter, you should

- 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

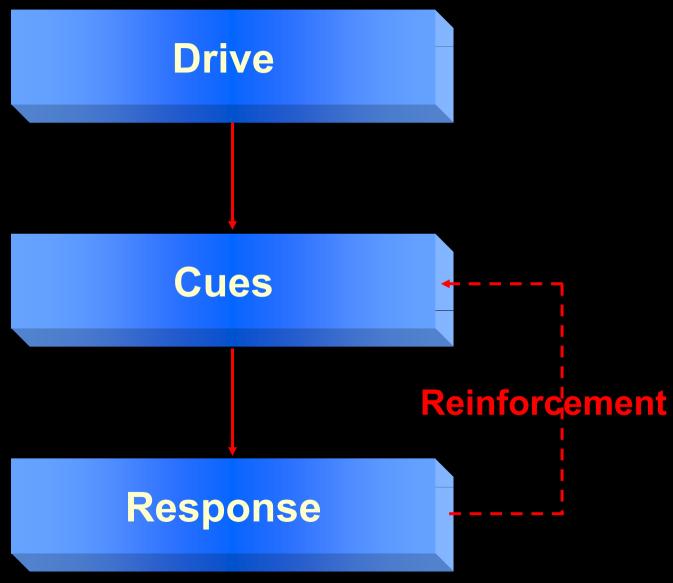
**Social Needs** 

**Safety Needs** 

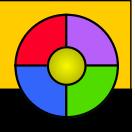
**Physiological Needs** 

# **The Learning Process**





# **Lifestyle Dimensions**





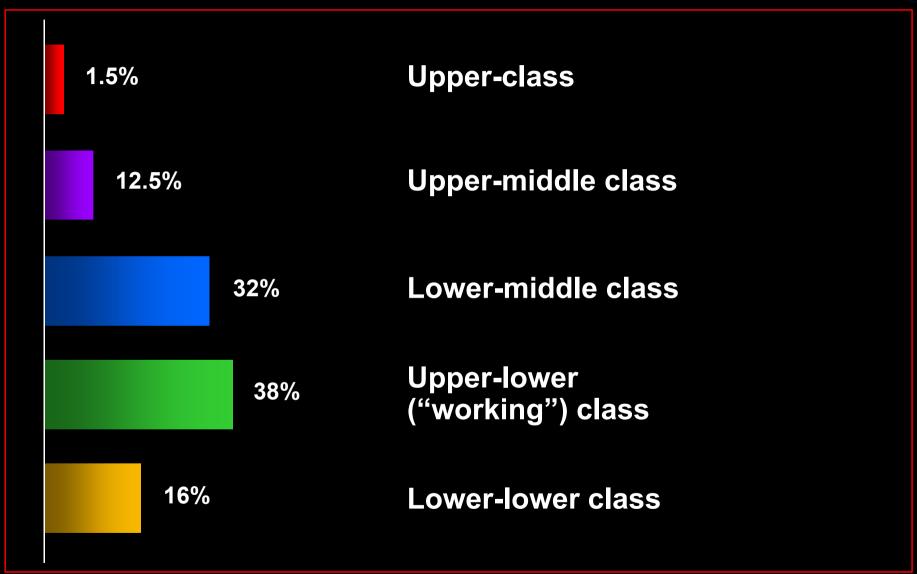
Activities

Interests

**Opinions** 

### **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	Rok	1961	Rok	1970	Rok	1980	Rok	1991	Rok	2001
	vtis.	%	vtis.	<b>%</b>	v tis.	%	vtis.	%	vtis.	- %
Úplné rodiny	2 405,40	74,8	2 487,50	71	2 556,80	66	2512,90	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 jednotlivoů	<del>514,7</del>	16	660,6	19,1	930,0	24,2	1 009,60	<del>26,9</del>	1 276,20	29,9
Rodiny a domácnosti										
œlkem	3 214 <sub>,</sub> 30	100	3 502,70	100	3 875,70	100	4 051 <sub>,</sub> 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**

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**Postpurchase** 

**Evaluation** 

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

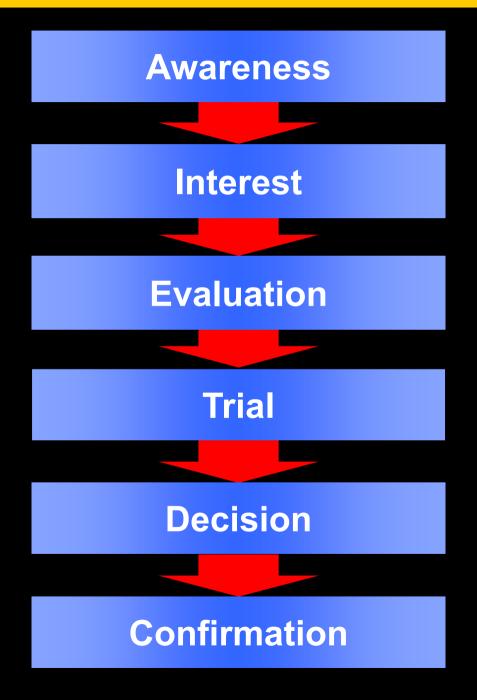
Few differences between brands

DissonanceReducing Buying
Behaviour

Habitual
Buying
Behaviour

## **The Adoption Process**





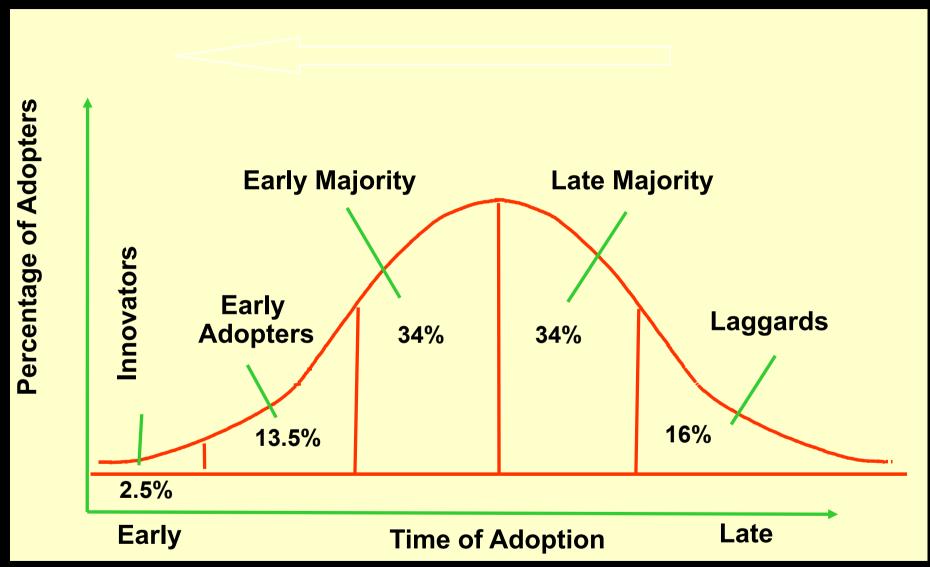
# Relating the Processes



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

### **Adoption of Innovations**





### **Behavioural Influencers**

#### **Psychological**

- Beliefs & attitudes

#### **Marketing programs**

- Marketing objectives
- Marketing strategy

#### Personal

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

#### Social

**Experiences** 

#### Consumer

**BUYER DECISION PROCESS** 

Lifestyle

#### **Buyers' responses**

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

- Marketing mix

#### **Environmental influences**

- Economic
- Technological
- Political

#### Cultural

- Culture
- Subculture
- Social Class