

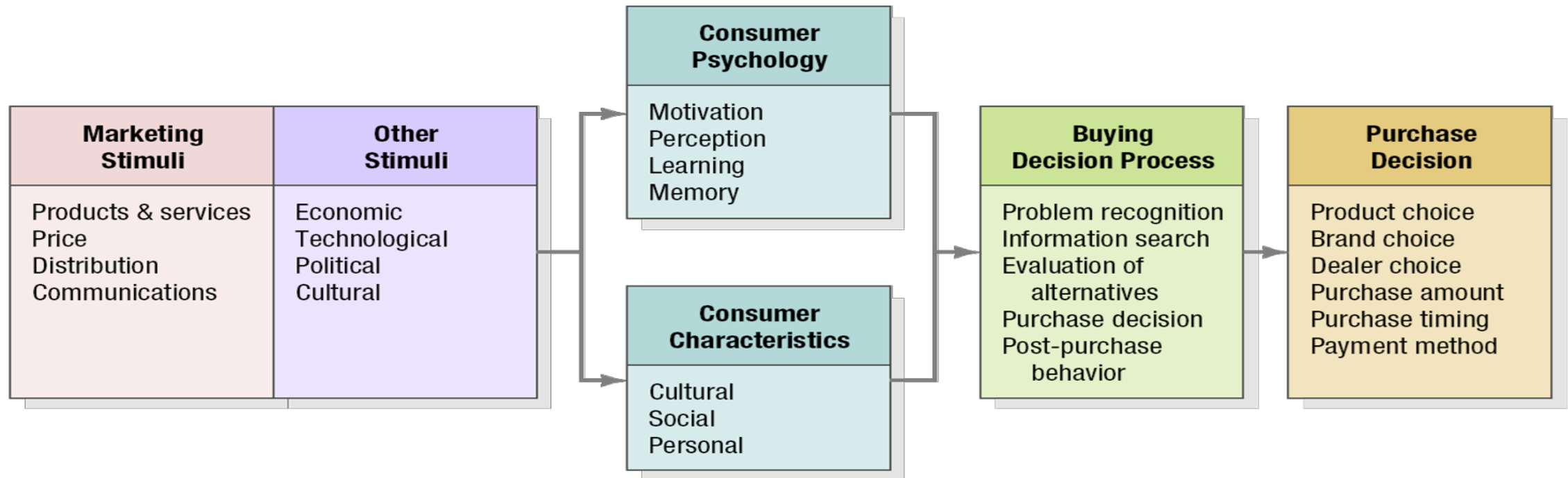
Chapter 5

CONSUMER MARKETS & CONSUMER BUYER BEHAVIOR

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Model of Consumer Behavior



What Influences Consumer Behavior?



Cultural Factors

Social Factors

Personal Factors

Cultural Factors

- Cultural factors exert the broadest and deepest influence on consumer behavior.
- The marketer needs to understand the role played by the buyer's culture, sub- culture, and social class.

- *Culture* is the set of basic values, perceptions, wants, and behaviors learned by a member of society from family and other important institutions.
- Culture is the most basic cause of a person's wants and behavior
- Marketers are always trying to spot cultural shifts in order to imagine new products that might be wanted.

Subcultures

Nationalities

Religions

Racial groups

Geographic regions



Social Factors

Reference
groups

Family

Social
roles

Status

Influencing Buyer Behavior

- Social Factors
 - Reference Groups
 - Membership groups
 - Primary groups
 - Secondary groups
 - Aspirational groups
 - Dissociative groups
 - Opinion leader



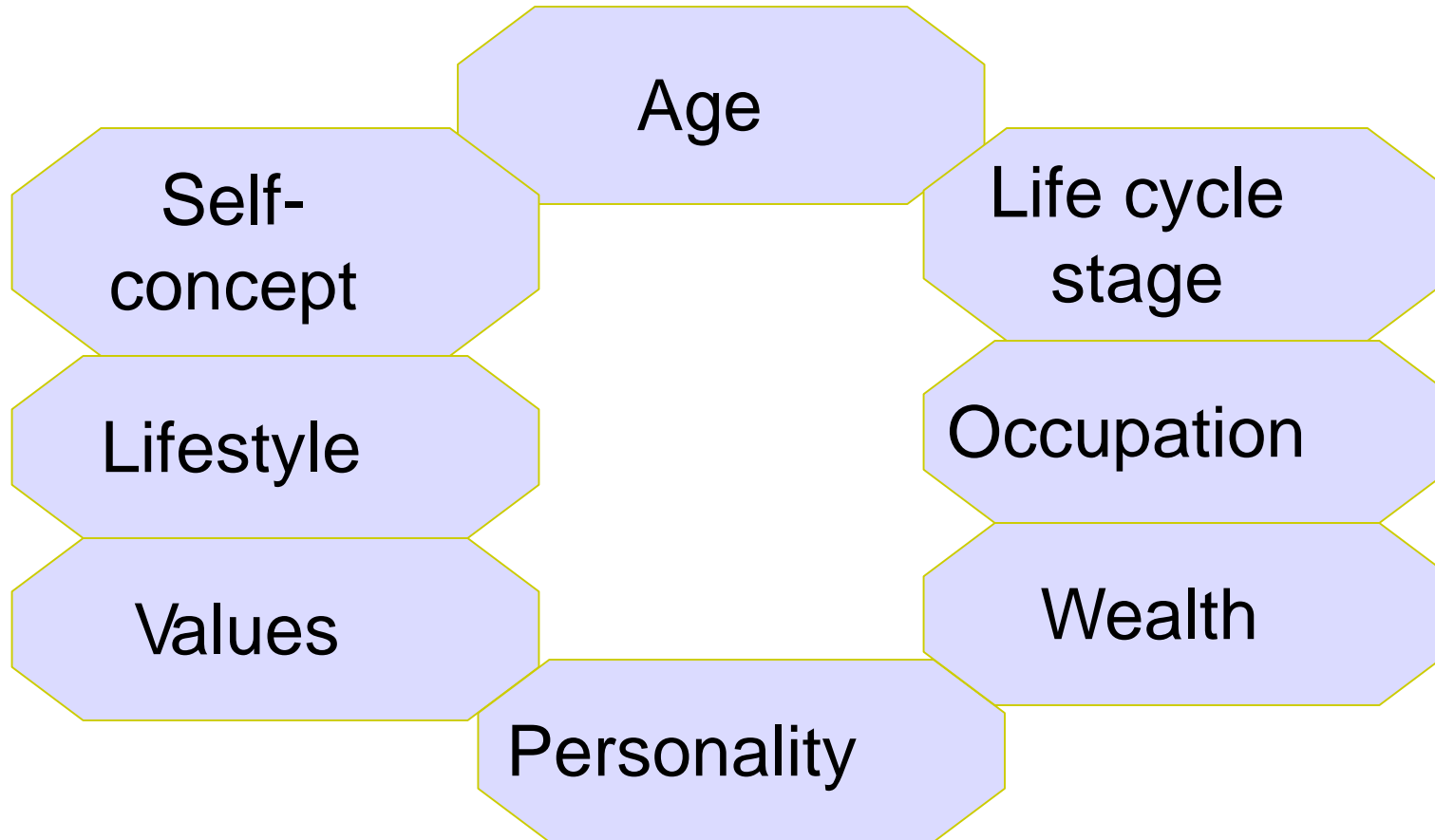
Family

- Marketers are interested in the roles and influence of the husband, wife, and children in the purchase of different products and services. Buying roles change with evolving lifestyles (such as more females working outside the home). Marketers try to identify the influencer role in a family unit (such as children).

Roles and Statuses

- A person belongs to many groups and the person's position within each group can be defined in terms of both role and status. A role is the activities a person is expected to perform according to the people around him or her. Status is the general esteem given to a role by society. People often choose products that show their status in society.

Personal Factors



Brand Personality



Sincerity

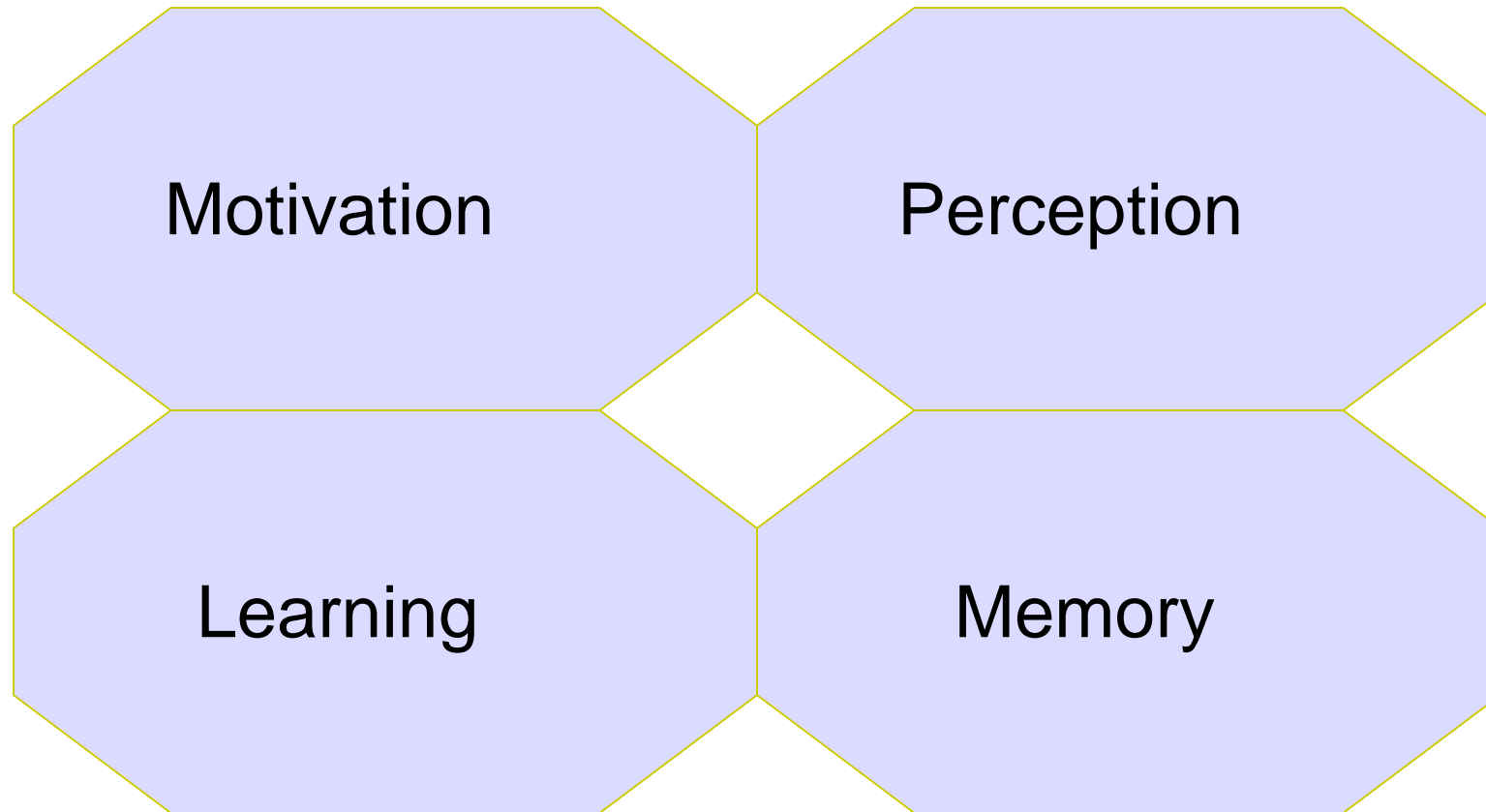
Excitement

Competence

Sophistication

Ruggedness

Key Psychological Processes



Motivation

Freud's Theory

Behavior is guided by subconscious motivations

Maslow's Hierarchy of Needs

Behavior is driven by lowest, unmet need

Herzberg's Two-Factor Theory

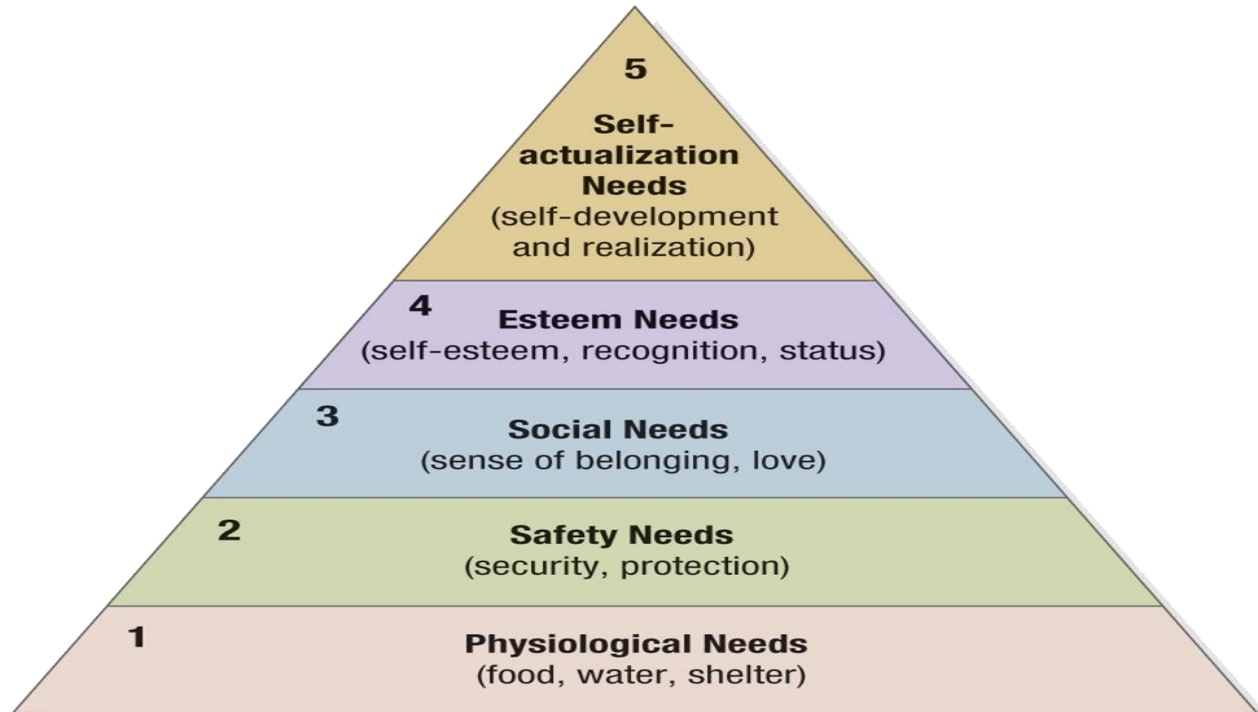
Behavior is guided by motivating and hygiene factors

Freud's Theory - Example

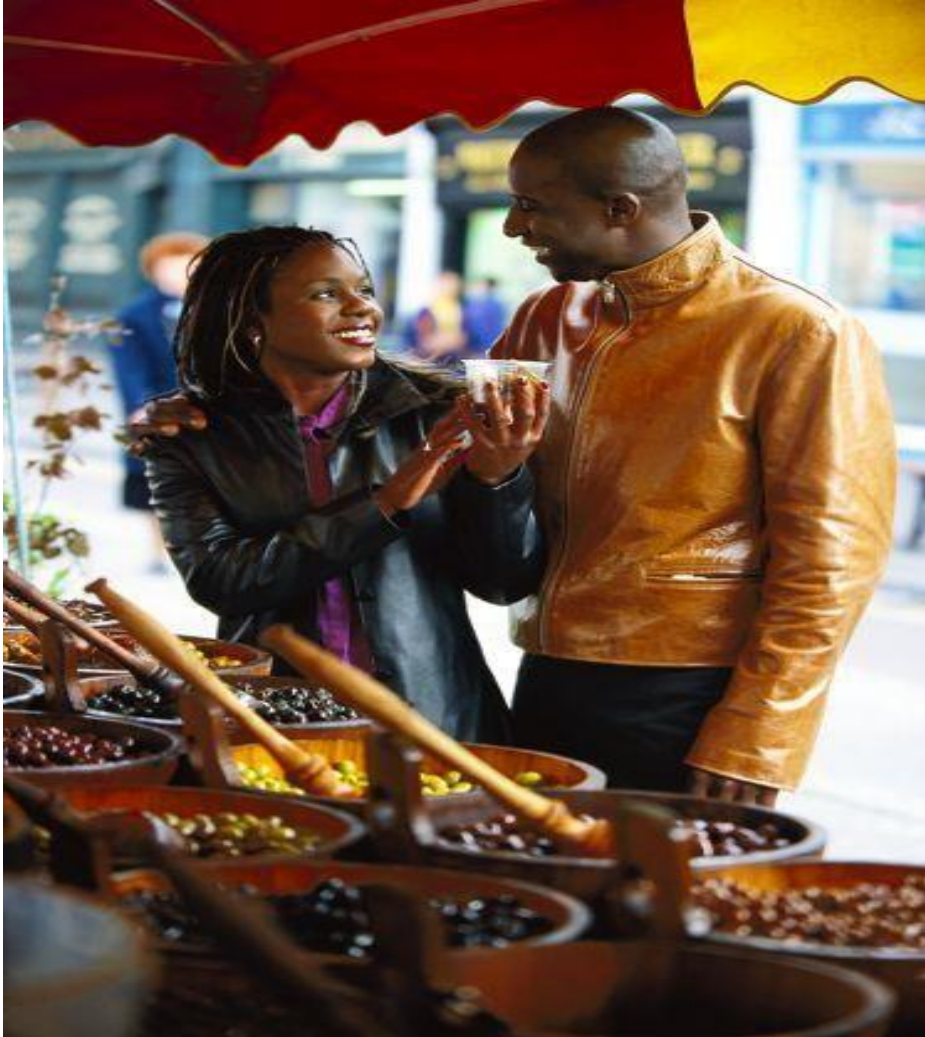


Thus, an aging baby boomer who buys a sporty BMW convertible might explain that he simply likes the feel of the wind in his thinning hair. At a deeper level, he may be trying to impress others with his success. At a still deeper level, he may be buying the car to feel young and independent again.

Maslow's Hierarchy of Needs



Perception



Selective Attention

Selective Retention

Selective Distortion

Subliminal Perception

Learning

- *Learning involves changes in an individual's behavior arising from experience.*

Memory

- *All information and experiences individuals encounter as they go through life can end up in their long-term memory.*

Beliefs and Attitudes

- *Belief*—a descriptive thought that a person holds about something.
- *Attitude*—a person's enduring favorable or unfavorable evaluation, emotional feeling, and action tendencies toward some object or idea.

Types of Buying Decision Behavior

Four Types of Buying Behavior

	High involvement	Low involvement
Significant differences between brands	Complex buying behavior	Variety-seeking buying behavior
Few differences between brands	Dissonance-reducing buying behavior	Habitual buying behavior

The Buyer Decision Process

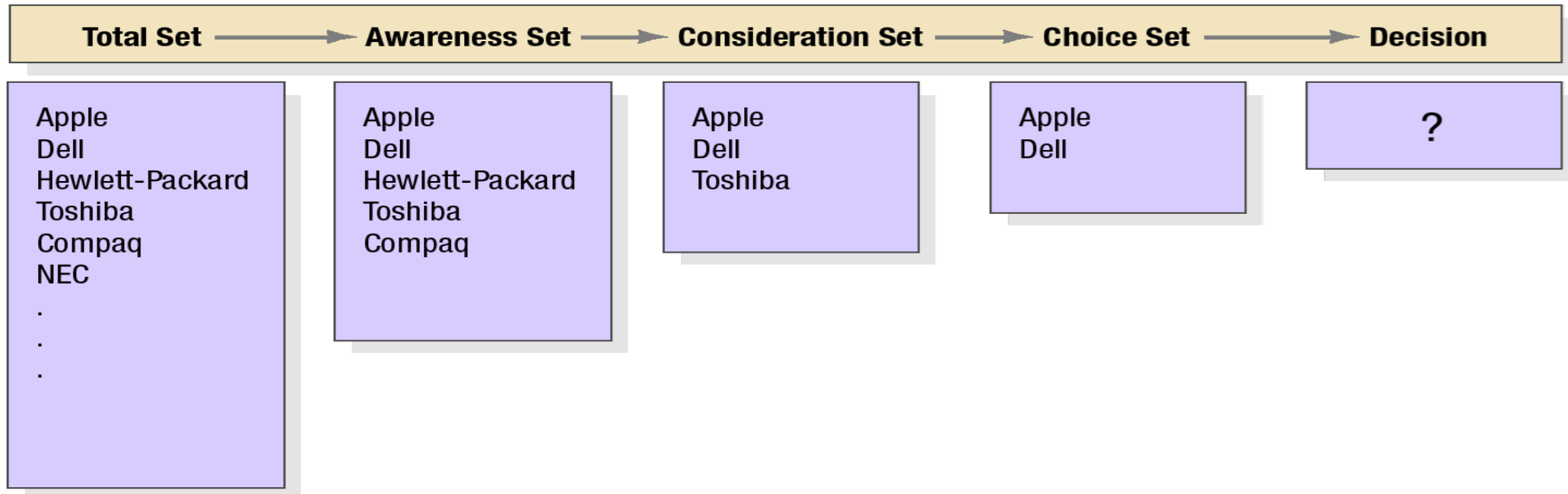
Buyer Decision Making Process



Purchase Decisions

- *In the evaluation stage, the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand. In executing a purchase intention, the consumer may make up to five sub decisions:*

Successive Sets Involved in Consumer Decision Making

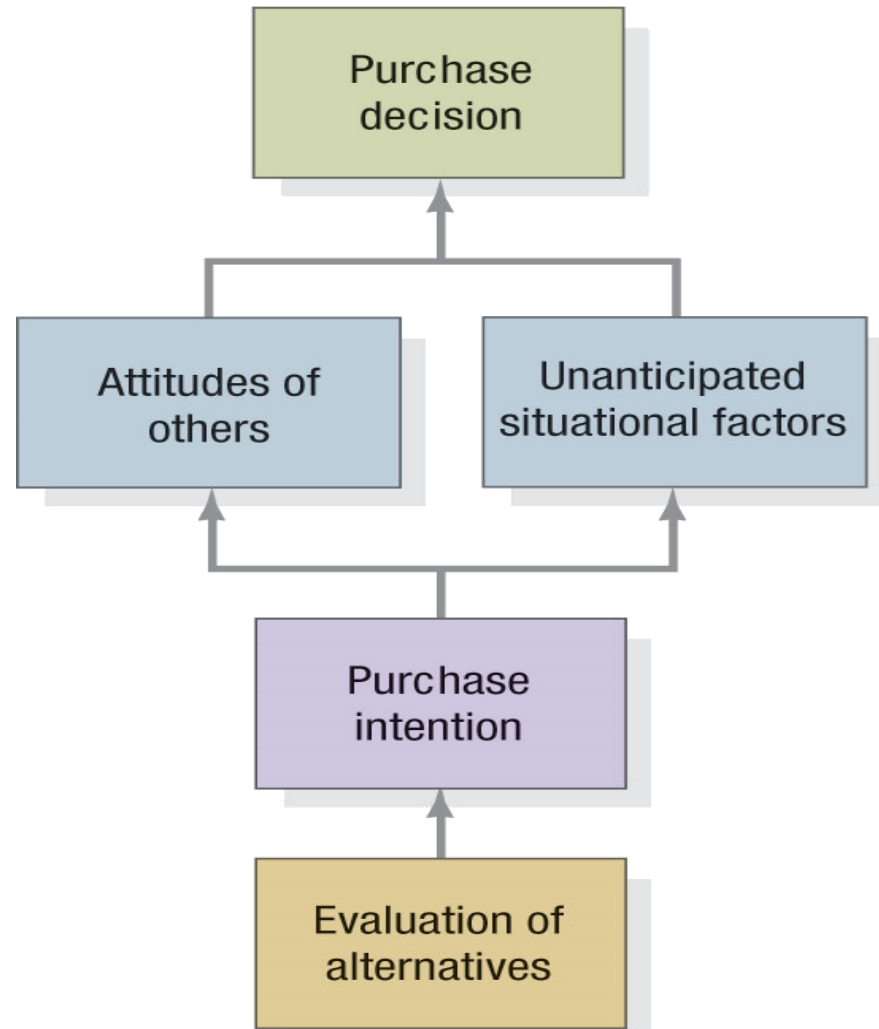


A Consumer's Evaluation of Brand Beliefs About Laptops

Computer	Attribute			
	Memory Capacity	Graphics Capability	Size and Weight	Price
A	8	9	6	9
B	7	7	7	7
C	10	4	3	2
D	5	3	8	5

Note: Each attribute is rated from 0 to 10, where 10 represents the highest level on that attribute. Price, however, is indexed in a reverse manner, with a 10 representing the lowest price, because a consumer prefers a low price to a high price.

Stages between Evaluation of Alternatives and Purchase



Perceived Risk



Functional

Physical

Financial

Social

Psychological

Time

Thank
You