Chapter 5
Analyzing Consumer Markets

Chapter Questions
• How do cultural, social, and personal factors influence consumer behavior buying?
• What major psychological processes influence consumer behavior to marketing stimuli?
• How do consumers make purchasing decisions?

What Influences Consumer Behavior?
• Cultural factors
• Social factors
• Personal factors

Culture Influences Buyer Behavior
Culture is the most fundamental determinant of a person’s wants and behaviors

Social Classes
• Lower lowers
• Upper lowers
• Working class
• Middle class
• Upper middles
• Lower uppers
• Upper uppers

Characteristics of Social Classes
• Within a class people tend to behave alike
• Social class conveys perceptions of inferior or superior position
• Class may be indicated by a cluster of variables (occupation, income, wealth)
• Class designation is mobile over time
Social Factors
- Reference groups
- Family
- Roles and statuses

Reference Groups
- Membership groups
- Primary groups
- Secondary groups
- Aspirational groups
- Dissociative groups

Personal Factors
- Age
- Life cycle stage
- Occupation
- Wealth
- Personality
- Values
- Lifestyle
- Self-concept

Lifestyle influences
- Multitasking
- Time-starved
- Money-constrained

Key Psychological Processes
- Motivation
- Perception
- Learning
- Memory

Motivation
- Freud's Theory
  - Behavior is guided by subconscious motivations
- Maslow’s Hierarchy of Needs Theory
  - Behavior is driven by lowest unmet need
- Herzberg’s Two-Factor Theory
  - Behavior is guided by motivating and hygiene factors
Perception
- Selective attention
- Selective retention
- Selective distortion

Consumer Buying Process
- Problem recognition
- Information search
- Evaluation
- Purchase decision
- Postpurchase behavior

Sources of Information
- Personal
- Commercial
- Public
- Experiential

Successive Sets
- Total set
- Awareness set
- Consideration set
- Choice set
- Decision

Basic Concepts Underlying the Consumer Evaluation Process
- Consumer seeks to satisfy a need
- Consumer is looking for specific benefits
- Each product is viewed as a bundle of attributes with varying abilities to deliver benefits that satisfy needs
- Attributes of interest vary by product

Evaluations Influence Behavior
- Beliefs
- Attitudes
Factors Affecting Purchase Decisions

- Consumer’s own preferences
- Attitudes of others
- Unanticipated situational factors

Postpurchase Behavior

- Postpurchase satisfaction
- Postpurchase actions
- Postpurchase product uses

How Customers Use and Dispose of Products

- Get rid of it temporarily
- Get rid of it permanently
- Keep it