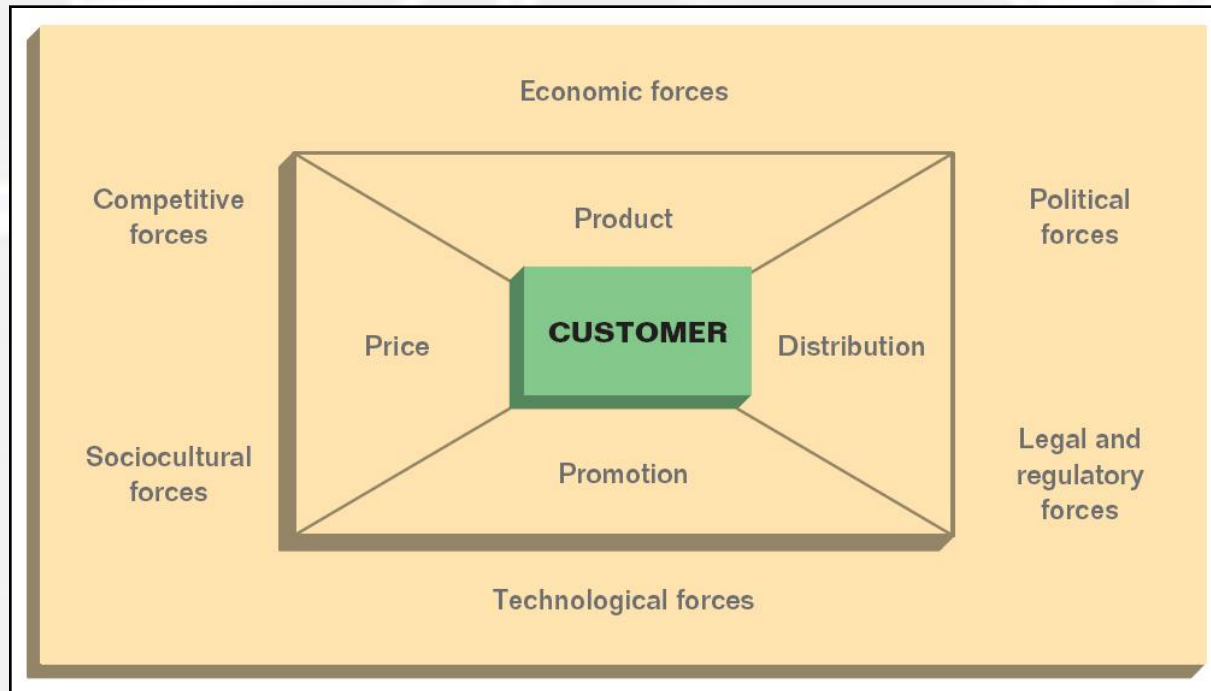


Part Three

Markets and Consumer Behavior



Chapter 5

Consumer Buying Behavior

Objectives

- Understand consumers' level of involvement with product & describe consumer problem-solving processes
- Recognize stages of consumer buying decision process
- Explore situational influences of consumer buying process
- Understand psychological influences of consumer buying process
- Examine social influences of consumer buying process

Types Of Markets

- 1) Consumer
- 2) Business

Consumer Market

Purchasers and household members who intend to consume or benefit from the purchased products and do not buy products to make products.

Buying Behavior

The decision processes and acts of people involved in buying and using products.

Consumer Buying Behavior

The decision processes and purchasing activities of people who purchase products for personal or household use and not for business purposes.

Level Of Involvement

An individual's intensity of interest in a product and the importance of the product for that person.

Levels Of Involvement

- Enduring
- Situational

Consumer Problem Solving

table 5.1 CONSUMER PROBLEM SOLVING

	Routinized Response	Limited	Extended
Product cost	Low	Low to moderate	High
Search effort	Little	Little to moderate	Extensive
Time spent	Short	Short to medium	Lengthy
Brand preference	More than one is acceptable, although one may be preferred	Several	Varies; usually many

Routinized Response Behavior

The consumer problem-solving process used when purchasing frequently purchased, low-cost items needing very little search-and-decision effort.

Limited Problem Solving

The consumer problem-solving process employed when buying occasionally or when they need to obtain information about an unfamiliar brand in a familiar product category.

Extended Problem Solving

A consumer problem-solving process employed when purchasing unfamiliar, expensive, or infrequently bought products.

Impulse Buying

An unplanned buying behavior resulting from a powerful urge to buy something immediately.

Consumer Buying Decision Process

A five-stage purchase decision process that includes problem recognition, information search, evaluation of alternatives, purchase, and postpurchase evaluation.

Consumer Buying Decision Process/Possible Influences on the Process

Possible influences on the decision process

Situational influences

- ▶ Physical surroundings
- ▶ Social surroundings
- ▶ Time
- ▶ Purchase reason
- ▶ Buyer's mood and condition

Psychological influences

- ▶ Perception
- ▶ Motives
- ▶ Learning
- ▶ Attitudes
- ▶ Personality and self-concept
- ▶ Lifestyles

Social influences

- ▶ Roles
- ▶ Family
- ▶ Reference groups
- ▶ Opinion leaders
- ▶ Social classes
- ▶ Culture and subcultures

Consumer buying decision process

Problem recognition

Information search

Evaluation of alternatives

Purchase

Postpurchase evaluation

Problem Recognition

Difference between desired state and actual condition.

Aspects Of Information Search

- Internal Search
- External Search

Internal Search

An information search in which buyers search their memories for information about their products that might solve their problem.

External Search

An information search in which buyers seek information from sources other than memory.

Evaluation Of Alternatives

- ✓ Consideration Set
- ✓ Evaluative Criteria
- ✓ Framing Alternatives

Cognitive Dissonance

A buyer's doubts shortly after a purchase about whether the decision was the right one.

[Sample ads of cognitive dissonance](#)

Situational Influences

Influences resulting from circumstances, time, and location that affect the consumer buying decision process.

Categories Of Situational Factors

- ❖ Physical Surroundings
- ❖ Social Surroundings
- ❖ Time Perspective
- ❖ Reason For Purchase
- ❖ Buyer's Mood/Condition

Psychological Influences

Factors that in part determine people's general behavior, thus influencing their behavior as consumers.

Types Of Perception

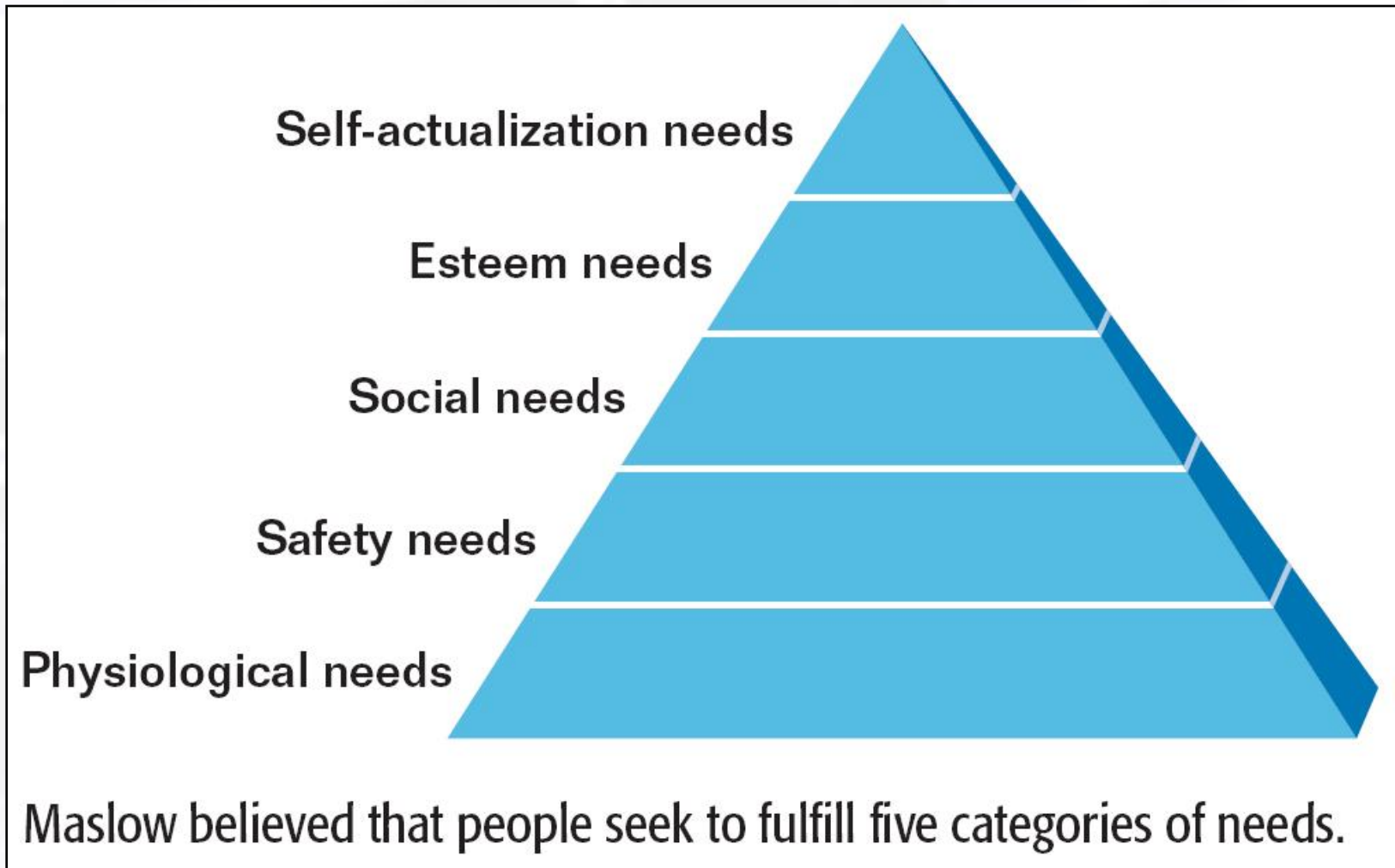
- 😐 Information Inputs
- 😐 Selective Exposure
- 😐 Selective Distortion
- 😐 Selective Retention

Motives

An internal energizing force that directs a person's behavior toward satisfying needs or achieving goals.

Motive for buying organic foods

Maslow's Hierarchy Of Needs



Sources Of Learning

-] Behavior Consequences
-] Information Processing
-] Experience

Attitude

An individual's enduring evaluation of feelings about and behavioral tendencies toward an object or idea.

Components Of Attitude

- ❖ Cognitive- knowledge or information
- ❖ Affective- feelings or emotions
- ❖ Behavioral- actions regarding object or idea

Personality And Self-Concept

- Personality – internal traits and behavioral tendencies
- Self-Concept – perception or view of oneself

Lifestyle

An individual's pattern of living expressed through activities, interests, and opinions.

Consumer lifestyles

Lifestyle Affected By:

- Age
- Education
- Income
- Social Class

Role

Actions and activities that a person in a particular position is supposed to perform based on expectations of the individual and surrounding persons.

Consumer Socialization

The process through which a person acquires the knowledge and skills to function as a consumer.

Types Of Family Decisionmaking

table 5.2 TYPES OF FAMILY DECISION MAKING

Decision Making Type	Decision Maker	Types of Products
Husband-dominant	Male head-of-household	Lawn mowers, hardware and tools, stereos, refrigerators, washer and dryer
Wife-dominant	Female head-of-household	Children's clothing, women's clothing, groceries, pots and pans, toiletries, home decoration
Autonomic	Equally likely to be made by the husband or wife, but not by both	Men's clothing, luggage, toys and games, sporting equipment, cameras
Syncratic	Made jointly by husband and wife	Vacations, TVs, living room furniture, carpets, financial planning services, family cars

Reference Group

A group that a person identifies with so strongly that he or she adopts the values, attitudes, and behavior of group members.

Volvo and women's market

Types Of Reference Groups

1. Membership
2. Aspirational
3. Disassociative

Opinion Leader

A member of an informal group who provides information about a specific topic to other group members.

Examples Of Opinion Leaders And Topics

table 5.3 EXAMPLES OF OPINION LEADERS AND TOPICS

Opinion Leader	Possible Topics
Local religious leader	Charities to support, political ideas, lifestyle choices
Sorority president	Clothing and shoe purchases, hair styles, nail and hair salons
"Movie buff" friend	Movies to see in theater or rent, DVDs to buy, television programs to watch
Family doctor	Prescription drugs, vitamins, health products
"Techie" acquaintance	Computer and other electronics purchases, software purchases, Internet service choices, video game purchases

Social Class

An open group of individuals with similar social rank.

Social Class Behavioral Traits/Purchasing Characteristics

table 5.4 SOCIAL CLASS BEHAVIORAL TRAITS AND PURCHASING CHARACTERISTICS

Class (% of Population)	Behavioral Traits	Buying Characteristics
Upper (14%); includes upper-upper, lower-upper, upper-middle	Income varies among the groups, but goals are the same Various lifestyles: preppy, conventional, intellectual, etc. Neighborhood and prestigious schooling important	Prize quality merchandise Favor prestigious brands Products purchased must reflect good taste Invest in art Spend money on travel, theater, books, tennis, golf, and swimming clubs
Middle (32%)	Often in management Considered white collar Prize good schools in a well-maintained neighborhood Often emulate the upper class Enjoy travel and physical activity Often very involved in children's school and sports activities	Like fashionable items Consult experts via books, articles, etc., before purchasing Spend for experiences they consider worthwhile for their children (e.g., ski trips, college education) Tour packages, weekend trips Attractive home furnishings
Working (38%)	Emphasis on family, and especially for economic and emotional supports (e.g., job opportunity tips, help in times of trouble) Blue collar Earn good incomes Enjoy mechanical items and recreational activities Enjoy leisure time after working hard	Buy vehicles and equipment related to recreation, camping, and selected sports Strong sense of value Shop for best bargains at off-price and discount stores Purchase automotive equipment for making repairs Enjoy local travel, recreational parks
Lower (16%)	Often unemployed due to situations beyond their control (e.g., layoffs, company takeovers) Can include individuals on welfare and homeless individuals Often have strong religious beliefs May be forced to live in less desirable neighborhoods In spite of their problems, often good-hearted toward others Enjoy everyday activities when possible	Most products purchased are for survival Ability to convert discarded goods into usable items

Source: Adapted with permission from Richard P. Coleman, "The Continuing Significance of Social Class to Marketing," *Journal of Consumer Research*, Dec. 1983, pp. 265–280. Data from Wayne D. Hoyer and Deborah J. MacInnis, *Consumer Behavior*, 3rd ed. (Boston: Houghton Mifflin, 2004), p. 333.

Culture

The accumulation of values, knowledge, beliefs, customs, objects, and concepts of a society.

Subcultures

A group of individuals whose characteristic values (religion, etc.) and behavior patterns are similar and different from those of the surrounding culture.

U.S. Ethnic Subcultures

- African American
- Hispanic
- Asian American