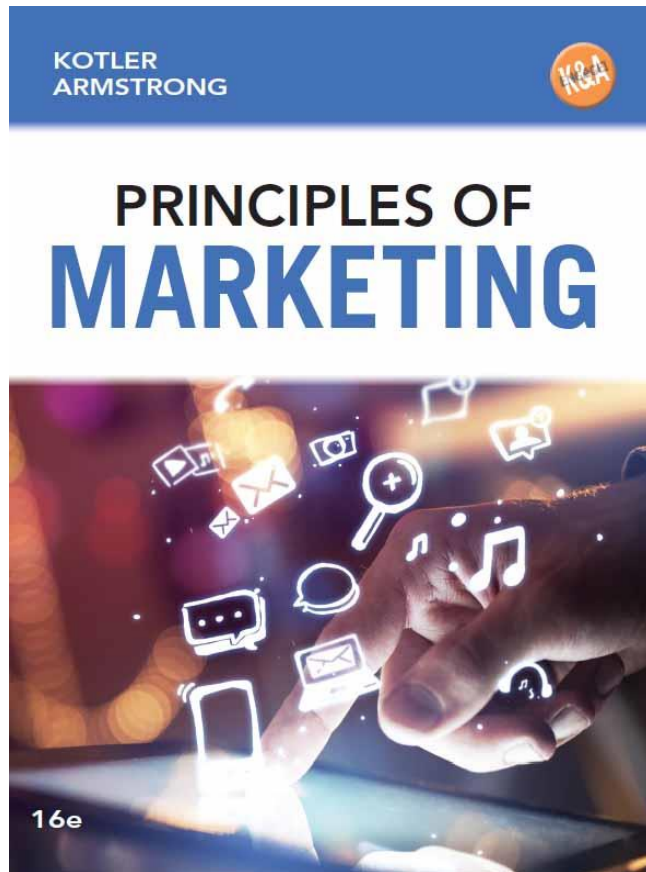


Principles of Marketing

Sixteenth Edition



Chapter 5

Consumer Markets and Buyer Behavior

Consumer Markets and Buyer Behavior (1 of 2)



GoPro's amazing little cameras let even the rankest video amateurs take stunning videos, giving them a way to celebrate the action-charged moments and emotions of their lives with others.

GoPro

Learning Objectives

5.1 Define the consumer market and construct a simple model of consumer buyer behavior.

5.2 Name the four major factors that influence consumer buyer behavior.

5.3 List and define the major types of buying decision behavior and the stages in the buyer decision process.

5.4 Describe the adoption and diffusion process for new products.

Learning Objective 5.1 (1 of 2)

- Define the consumer market and construct a simple model of consumer buyer behavior.

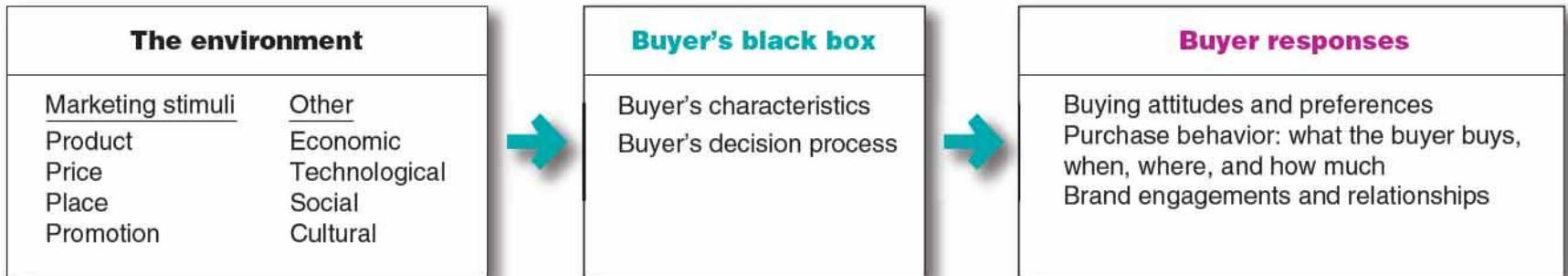
Model of Consumer Behavior

Consumer Markets and Buyer Behavior

- **Consumer buyer behavior** is the buying behavior of final consumers—individuals and households that buy goods and services for personal consumption.
- **Consumer markets** are made up of all the individuals and households that buy or acquire goods and services for personal consumption.

Model of Consumer Behavior

Figure 5.1 The Model of Buyer Behavior



Learning Objective 5.1 (2 of 2)

- Define the consumer market and construct a simple model of consumer buyer behavior.

Model of Consumer Behavior

Learning Objective 5.2 (1 of 2)

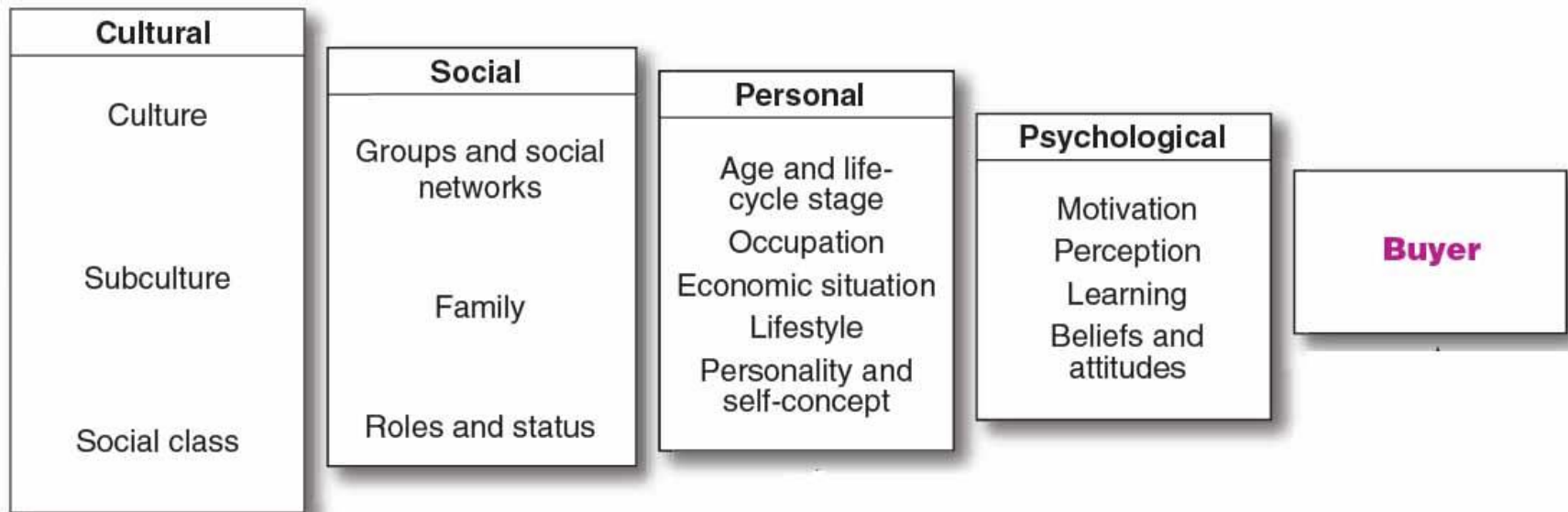
- Name the four major factors that influence consumer buyer behavior.

Characteristics Affecting Consumer Behavior

Characteristics Affecting Consumer Behavior (1 of 20)

Cultural Factors

Figure 5.2 Factors Influencing Consumer Behavior



Characteristics Affecting Consumer Behavior (2 of 20)

Cultural Factors

- **Culture** is the set of basic values, perceptions, wants, and behaviors learned by a member of society from family and other important institutions.

Characteristics Affecting Consumer Behavior (3 of 20)

Cultural Factors

- **Subcultures** are groups of people within a culture with shared value systems based on common life experiences and situations.



Characteristics Affecting Consumer Behavior (4 of 20)

Cultural Factors

- **Social classes** are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.
- Measured as a combination of occupation, income, education, wealth, and other variables

Characteristics Affecting Consumer Behavior (5 of 20)

Cultural Factors

- Major American Social Classes
 - Upper Class
 - Middle Class
 - Working Class
 - Lower Class

Characteristics Affecting Consumer Behavior (6 of 20)

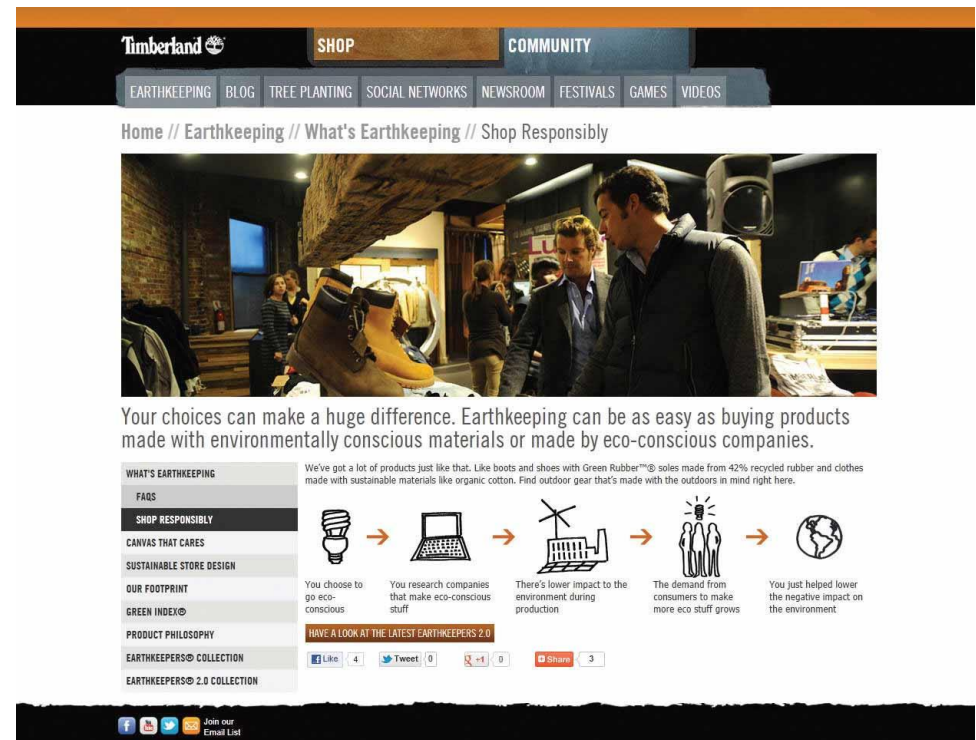
Social Factors

- Groups and Social Networks
 - Membership Groups
 - Groups with direct influence and to which a person belongs
 - Aspirational Groups
 - Groups an individual wishes to belong to
 - Reference Groups
 - Groups that form a comparison or reference in forming attitudes or behavior

Characteristics Affecting Consumer Behavior (7 of 20)

Social Factors

- **Groups and Social Networks**
 - Online social networks
 - Buzz marketing
 - Social media sites
 - Virtual worlds
 - Word of mouth
 - Opinion leaders



Characteristics Affecting Consumer Behavior (8 of 20)

Social Factors

- **Family** is the most important consumer-buying organization in society.
- **Role and status** can be defined by a person's position in a group.

Characteristics Affecting Consumer Behavior (9 of 20)

Personal Factors

- Age and life-cycle stage
- PRIZM Lifestage Groups system
 - 66 segments
 - 11 life-stage groups

Characteristics Affecting Consumer Behavior (10 of 20)

Personal Factors

- **Occupation** affects the goods and services bought by consumers.
- **Economic** situations include trends in:
 - Spending
 - Personal income
 - Savings
 - Interest rates

Characteristics Affecting Consumer Behavior (11 of 20)

Personal Factors

- **Lifestyle** is a person's pattern of living as expressed in his or her psychographics.



Characteristics Affecting Consumer Behavior (12 of 20)

Personal Factors

- **Personality** refers to the unique psychological characteristics that distinguish a person or group.



Characteristics Affecting Consumer Behavior (13 of 20)

Personal Factors

- Brand Personality Traits
 - Sincerity
 - Excitement
 - Competence
 - Sophistication
 - Ruggedness

Characteristics Affecting Consumer Behavior (14 of 20)

Psychological Factors

- Motivation
- Perception
- Learning
- Beliefs and attitudes



Characteristics Affecting Consumer Behavior (15 of 20)

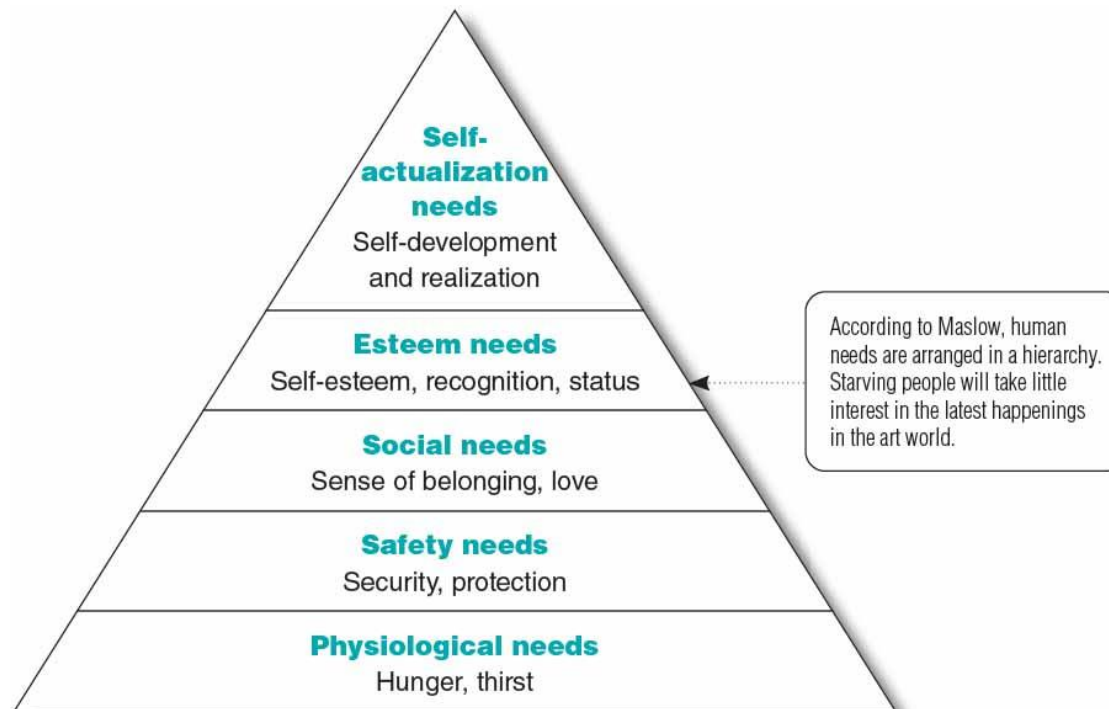
Psychological Factors

- A **motive** (or **drive**) is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.
- **Motivation research** refers to qualitative research designed to probe consumers' hidden, subconscious motivations.

Characteristics Affecting Consumer Behavior (16 of 20)

Psychological Factors

Figure 5.4 Maslow's Hierarchy of Needs



Characteristics Affecting Consumer Behavior (17 of 20)

Psychological Factors

- **Perception** is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

Perceptual Processes

- Selective attention
- Selective distortion
- Selective retention

Characteristics Affecting Consumer Behavior (18 of 20)

Psychological Factors

- **Selective attention** is the tendency for people to screen out most of the information to which they are exposed.
- **Selective distortion** is the tendency for people to interpret information in a way that will support what they already believe
- **Selective retention** is the tendency to remember good points made about a brand they favor and forget good points about competing brands.

Characteristics Affecting Consumer Behavior (19 of 20)

Psychological Factors

- **Learning** is the change in an individual's behavior arising from experience and occurs through the interplay of:
 - Drives
 - Stimuli
 - Cues
 - Responses
 - Reinforcement

Characteristics Affecting Consumer Behavior (20 of 20)

Psychological Factors

- A **belief** is a descriptive thought that a person has about something based on:
 - knowledge
 - opinion
 - faith
- An **attitude** describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea.

Learning Objective 5.2 (2 of 2)

- Name the four major factors that influence consumer buyer behavior.

Characteristics Affecting Consumer Behavior

Learning Objective 5.3 (1 of 2)

- List and define the major types of buying decision behavior and the stages in the buyer decision process.

Types of Buying Decision Behavior

The Buyer Decision Process

Types of Buying Decision Behavior (1 of 2)

- Complex buying behavior
- Dissonance-reducing buying behavior
- Habitual buying behavior
- Variety-seeking buying behavior

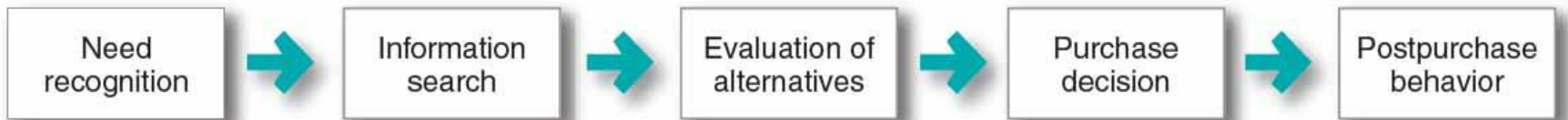
Types of Buying Decision Behavior (2 of 2)

Figure 5.5 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 (1 of 7)

Figure 5.6 Buyer Decision Process



The Buyer Decision Process (2 of 7)

Need Recognition

- **Need recognition** is the first stage of the buyer decision process, in which the consumer recognizes a problem or need triggered by:
 - Internal stimuli
 - External stimuli

The Buyer Decision Process (3 of 7)

- **Information Search**

- **Information search** is the stage of the buyer decision process in which the consumer is motivated to search for more information.

- **Sources of information:**

- Personal sources
- Commercial sources
- Public sources
- Experiential sources

The Buyer Decision Process (4 of 7)

Evaluation of Alternatives

- **Alternative evaluation** is the stage of the buyer decision process in which the consumer uses information to evaluate alternative brands in the choice set.

The Buyer Decision Process (5 of 7)

- **Purchase Decision**
 - **Purchase decision** is the buyer's decision about which brand to purchase.
- The purchase **intention** may not be the purchase **decision** due to:
 - Attitudes of others
 - Unexpected situational factors

The Buyer Decision Process (6 of 7)

Postpurchase Behavior

- **Postpurchase behavior** is the stage of the buyer decision process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction.

The Buyer Decision Process (7 of 7)

Postpurchase Behavior

- **Cognitive dissonance** is buyer discomfort caused by postpurchase conflict.



Learning Objective 5.3 (2 of 2)

- List and define the major types of buying decision behavior and the stages in the buyer decision process.

Types of Buying Decision Behavior

The Buyer Decision Process

Learning Objective 5.4 (1 of 2)

- Describe the adoption and diffusion process for new products.

The Buyer Decision Process for New Products

The Buyer Decision Process for New Products (1 of 4)

The **adoption process** is the mental process an individual goes through from first learning about an innovation to final regular use.

Stages in the adoption process include:

- Awareness
- Interest
- Evaluation
- Trial
- Adoption

The Buyer Decision Process for New Products (2 of 4)

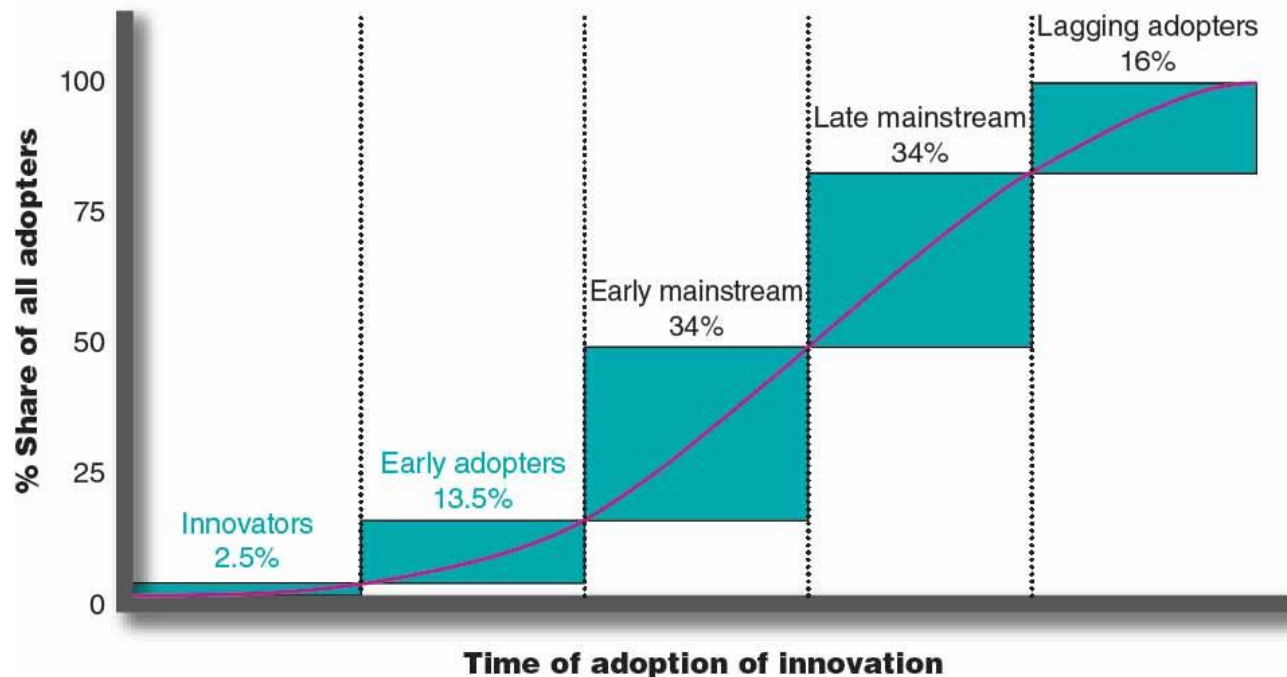
Individual Differences in Innovativeness

- Innovators
- Early Adopters
- Early Mainstream
- Late Mainstream
- Lagging Adopters

The Buyer Decision Process for New Products (3 of 4)

Individual Differences in Innovativeness

Figure 5.7 Adopter Categories Based on Relative Time of Adoption of Innovations



The Buyer Decision Process for New Products (4 of 4)

Influence of Product Characteristics on Rate of Adoption

- Relative advantage
- Compatibility
- Complexity
- Divisibility
- Communicability

Learning Objective 5.4 (2 of 2)

- Describe the adoption and diffusion process for new products.

The Buyer Decision Process for New Products

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