

Marketing

Lecture 5

“Consumer buyer behavior”

Lecturer:

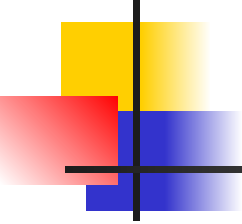
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Content

- Consumer's market. Consumer buyer behavior.
- Consumer decision process.

Consumer's market. Consumer buyer behavior.

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- ***Consumer's market*** is all the individuals and households who buy or acquire goods and services for personal consumption.
 - ***Consumer buying behavior*** is the buying behavior of final consumers- individuals and households who buy goods and services for personal consumption.

Factors influencing on behavior



Cultural factors

Social factors

Personal factors

Psychological factors



Culture

- **Culture** is the set of basic values, perceptions, wants and behavior learned by a member of society from family and other important institutions.
- American society- individualism, material comfort, freedom, super-yang appearance.
- *Cross- culture influence*- differences between cultural values of different countries.
- *Sub- culture*- subgroups within the larger, or national, culture with unique values, ideas, and attitudes. Each of group exhibits sophisticated social and cultural behaviors that affect their buying patterns

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- *Social classes*- relatively permanent and ordered divisions in a society whose members share similar values, interests and behaviors.

Socioeconomic classification in the USA:

- Higher class
- Lower- higher class
- Middle- higher class
- Middle class
- Working class
- Higher- lower class
- The lowest class



Social factors

- Reference groups
- Family
- Roles and status



Reference groups

- **Reference groups**- people to whom an individual looks as a basis for self- appraisal or as a source of personal standards. Reference groups affect consumer purchases because they influence the information, attitudes, and aspiration levels that help set a consumer's standards.
- *Primary groups*- groups, with whom there is regular but informal interaction- family, friends, neighbors and fellow workers.
- *Secondary groups*- which are more formal and have less-regular interaction- religious groups, professional associations, etc.
- *Aspiration group*- is one that a person wishes to be a member of or wishes to be identified with, such as a professional society



Family

- Family members can strongly influence buyer behavior.
- *Family of orientation* are parents and relatives. They provide a person with an orientation towards religion, politics and economics, sense of personal ambition.
 - *Family of procreation* are spouse and children.



During decision making process people can play the following roles:

- *Initiator or information gatherer*- the person who first suggests or thinks of the idea of buying a particular product or service.
- *Influencer*- a person whose view or advice influences buying decisions.
- *Decision maker*- the person the person who ultimately makes a buying decision or any part of it-whether to buy, what to buy, how to buy, or where to buy.
- *Purchaser*- the person who makes an actual purchase.
- *User*- the person who consumers or uses a product or service.



Roles and status.

- A person belongs to many groups- family, clubs, organizations. The person's position in each group can be defined in terms of both role and status.
- **A role** consists of the activities that people are expected to perform according to the people around them.
- Each role carries **a status** reflecting the general esteem given to it by society. People often choose products that show their status in the society.