

Lecture 4_ consumer behavior

Chapter

5

CONSUMER BEHAVIOR

Associate professor of Plekhanov REA marketing department
Irina I.Skorobogatykh (Ph.D)

AFTER THIS LECTURE YOU SHOULD BE ABLE TO:

- **Understand Stages in the consumer decision process.**
- **Evaluate three variations of the consumer decision process: routine, limited, and extended problem solving.**

AFTER THIS LECTURE YOU SHOULD BE ABLE TO:

- **Know the psychological influences affect on consumer behavior, particularly purchase decision processes.**
- **Explain major sociocultural influences on consumer behavior and their effects on purchase decisions.**

AFTER THIS LECTURE YOU SHOULD BE ABLE TO:

- **Recognize how marketers can use knowledge of consumer behavior to better understand and influence individual and family purchases.**

CONSUMER PURCHASE DECISION PROCESS

- **Consumer Behavior**
- **Purchase Decision Process**
- **Problem Recognition:
Perceiving a Need**

Consumer Behavior

Consumer behavior is the actions a person takes in purchasing and using products and services, including the mental and social processes that come before and after these actions.



Purchase decision process



Purchase Decision Process

The stages a buyer passes through in making choices about which products and services to buy is the **purchase decision process.**



CONSUMER PURCHASE DECISION PROCESS

- **Information Search: Seeking Value**
 - **Internal Search**
 - **External Search**
 - **Personal Sources**
 - **Public Sources**
 - **Market-Dominated Sources**

CONSUMER PURCHASE DECISION PROCESS

- **Alternative Evaluation: Assessing Value**
 - **Evaluative Criteria**
 - **Evoked Set**
- **Purchase Decision: Buying Value**
- **Post-purchase Behavior:
Value in Consumption or Use**

CONSUMER PURCHASE DECISION PROCESS

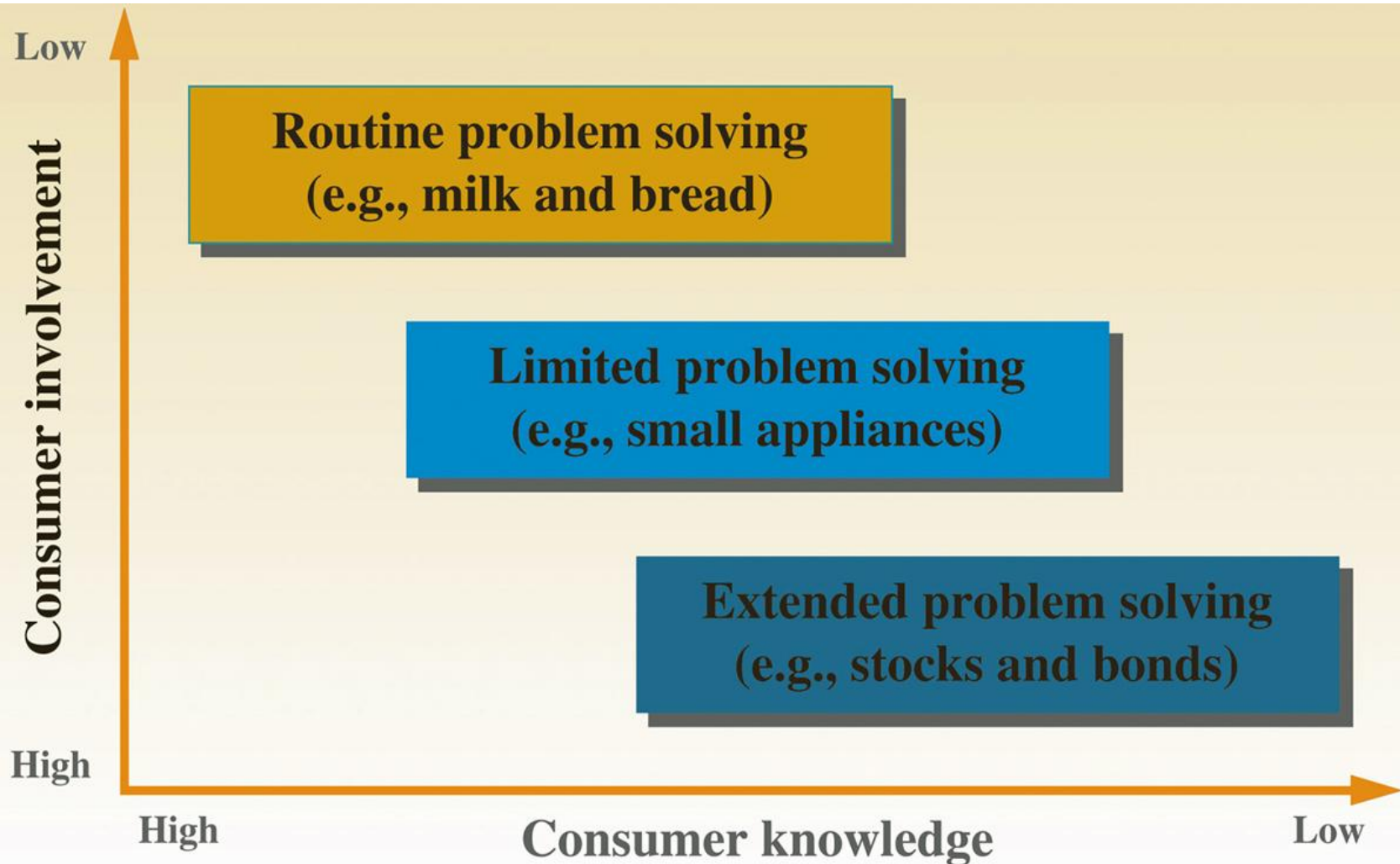
- **Involvement and Problem-Solving Variations**
 - **Involvement**
 - **Routine Problem Solving**
 - **Limited Problem Solving**
 - **Extended Problem Solving**
- **Situational Influences**

Involvement

The level of **involvement** a consumer has in a particular purchase depends on the personal, social, and economic consequences of that purchase to the consumer.



Consumer involvement, knowledge, and problem-solving variations



Influences on the consumer purchase decision process



PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR

- **Motivation and Personality**

- **Motivation**

- **Physiological Needs**
- **Safety Needs**
- **Social Needs**
- **Personal Needs**
- **Self-Actualization Needs**

- **Personality**

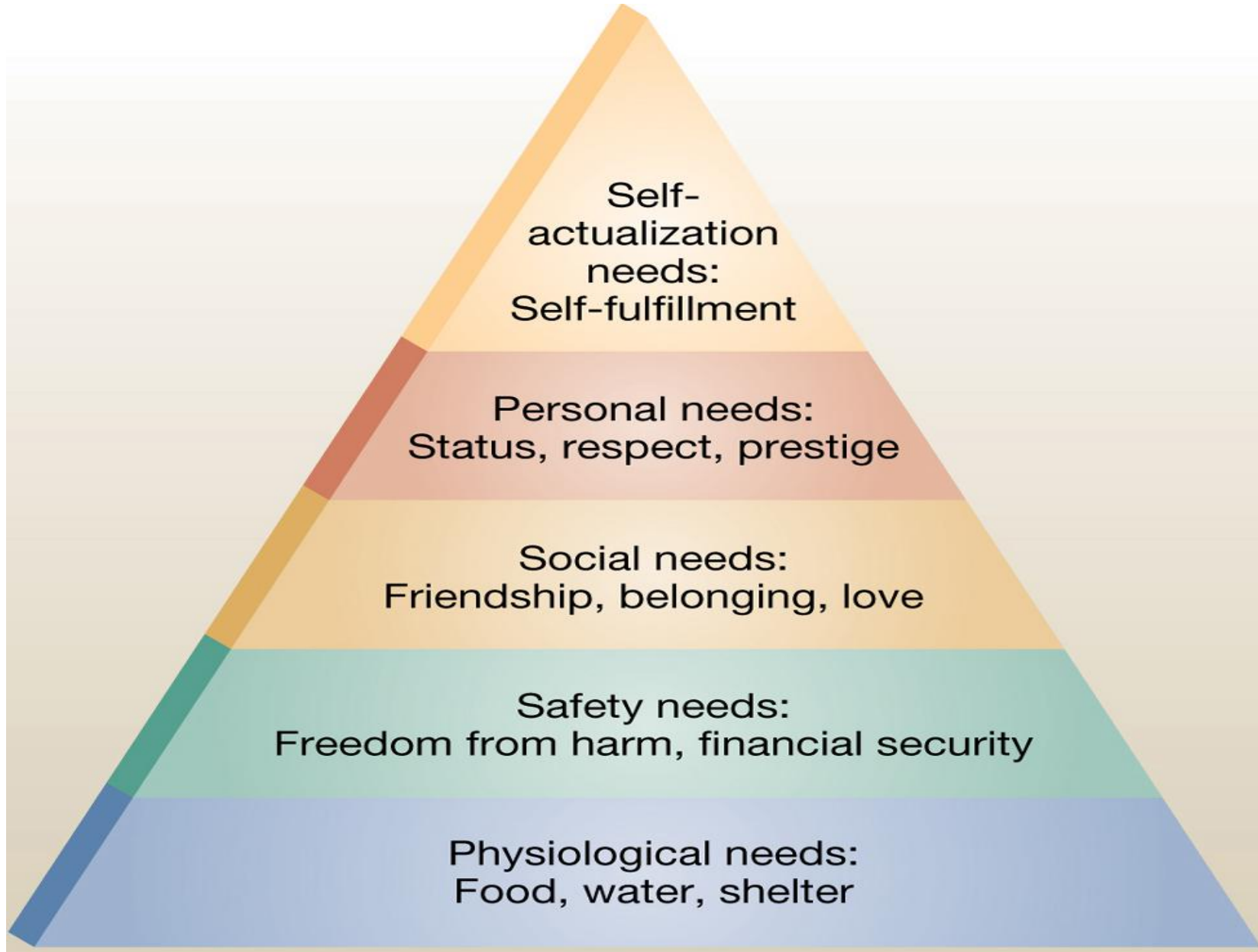
- **Self-Concept**

Motivation

Motivation is the energizing force that stimulates behavior to satisfy a need.



Maslow's Hierarchy of needs



PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR

- **Perception**

- **Selective Perception**

- **Selective Perception**
- **Selective Exposure**
- **Selective Comprehension**
- **Selective Retention**

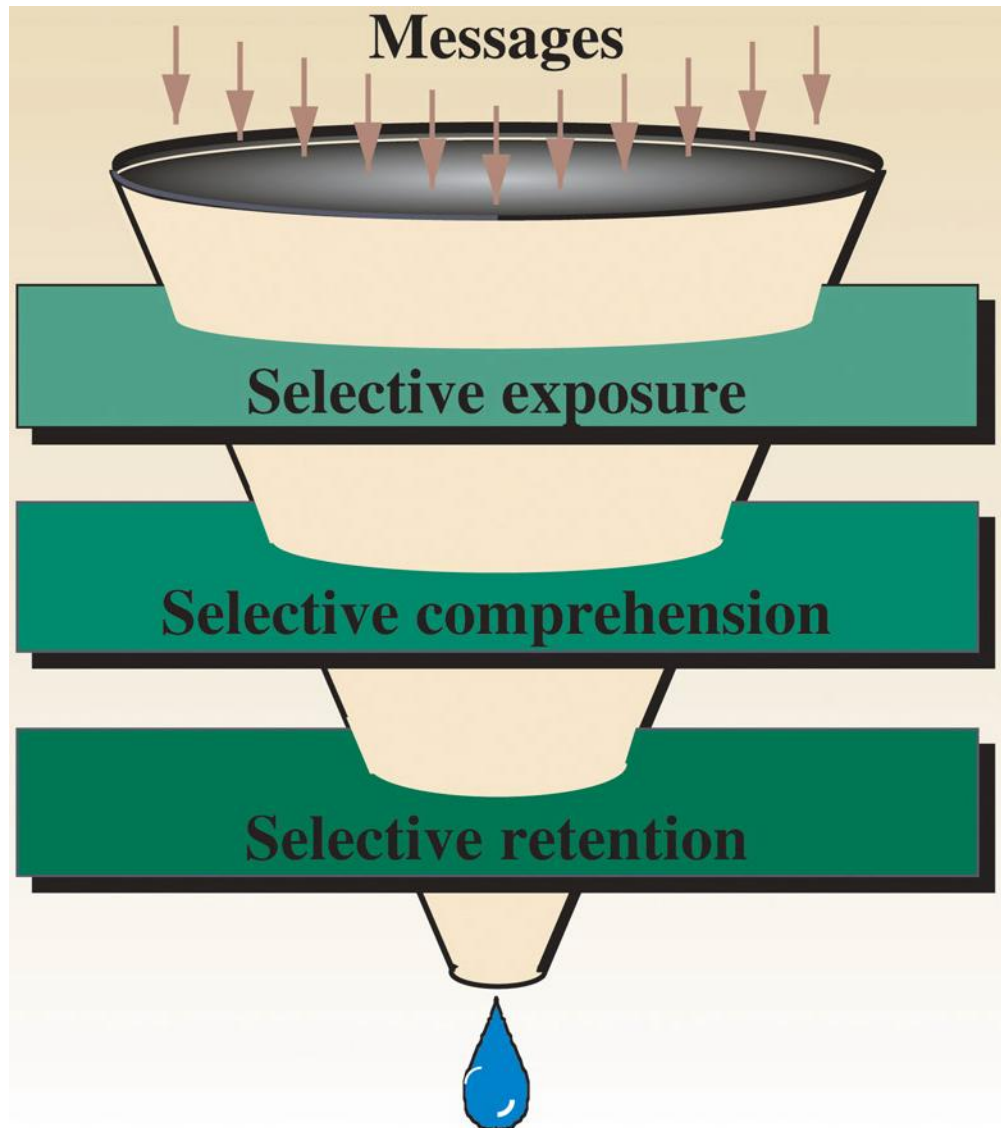
- **Perceived Risk**

Perception

Perception is the process by which an individual selects, organizes, and interprets information to create a meaningful picture of the world.



Selective perception filters



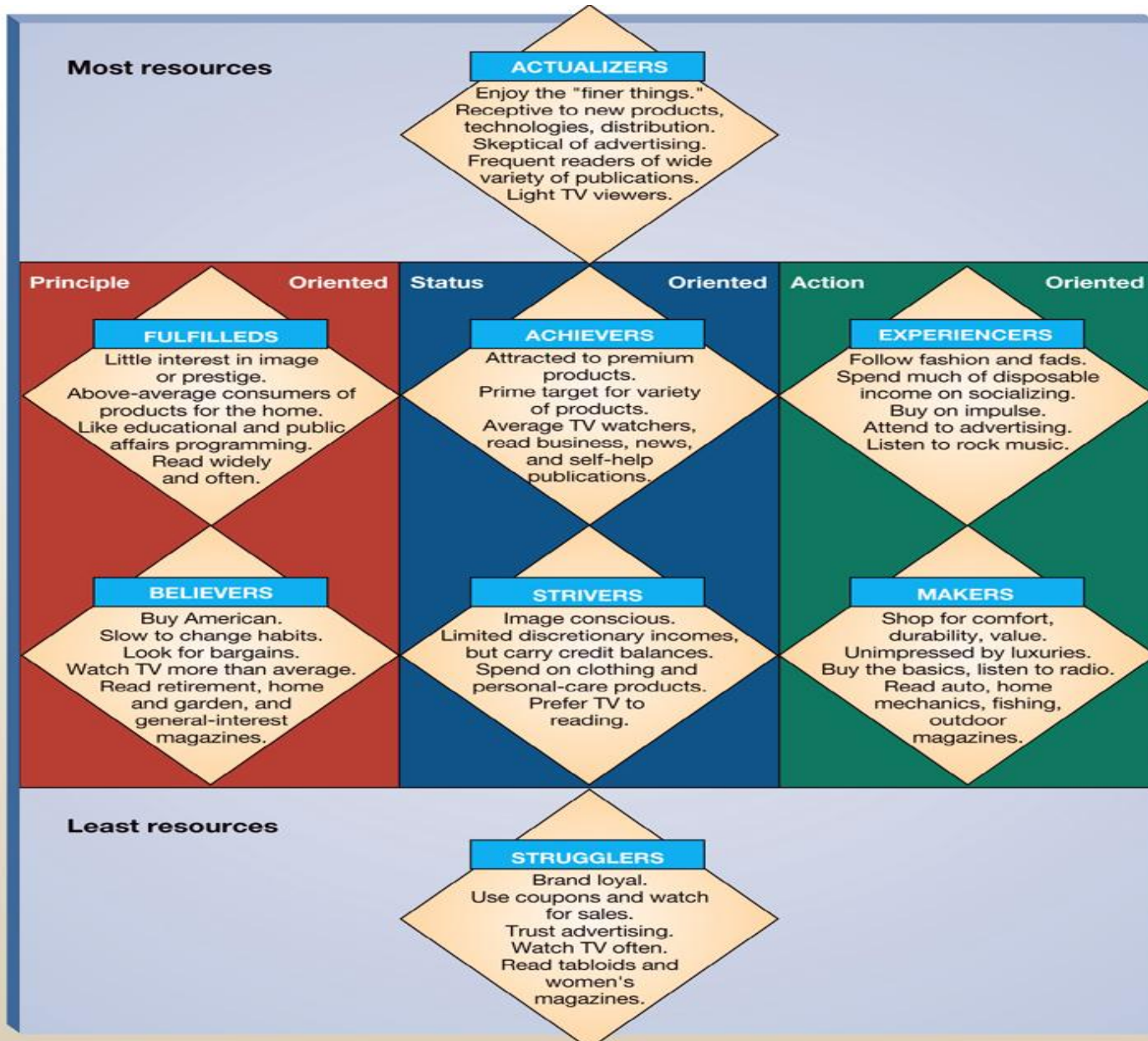
PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR

- **Values, Beliefs, and Attitudes**
 - **Attitude Formation**
 - **Attitude**
 - **Beliefs**
 - **Attitude Change**

PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR

- **Lifestyle**
 - **Psychographics**
 - **VALS™**

VALS™ psychographic segments



SOCIOCULTURAL INFLUENCES ON CONSUMER BEHAVIOR

- **Personal Influence**
 - **Opinion Leaders**
 - **Word of Mouth**
- **Reference Groups**
 - **Membership Group**
 - **Aspiration Group**
 - **Dissociative Group**

Opinion Leaders

Opinion leaders individuals who have social influence over others.



Word of Mouth

People influencing each other during conversations is called **word of mouth.**



Reference Groups

Reference groups are people to whom an individual looks as a basis for self-appraisal or as a source of personal standards.



SOCIOCULTURAL INFLUENCES ON CONSUMER BEHAVIOR

- **Family Influence**
 - **Consumer Socialization**
 - **Family Life Cycle**
 - **Family Decision Making**

Family Life Cycle

The **family life cycle** concept describes the distinct phases that a family progresses through from formation to retirement, each phase bringing with it identifiable purchasing behaviors.



SOCIOCULTURAL INFLUENCES ON CONSUMER BEHAVIOR

- **Culture and Subculture**
 - **Subcultures**
 - **African-American Buying Patterns**
 - **Hispanic Buying Patterns**
 - **Asian-American Buying Patterns**
 - **What subcultures in RF do you know?**

Subcultures

Subgroups within the larger, or national, culture with unique values, ideas, and attitudes are referred to as **subcultures**.



Personality

Personality refers to a person's consistent behaviors or responses to recurring situations.



Perceived Risk

Perceived risk represents the anxieties felt because the consumer cannot anticipate the outcomes of a purchase but believes that there may be negative consequences.



Learning

Learning refers to those behaviors that result from (1) repeated experience and (2) reasoning.



Brand Loyalty

Brand loyalty is a favorable attitude toward and consistent purchase of a single brand over time.



Attitude

An **attitude** is a “learned predisposition to respond to an object or class of objects in a consistently favorable or unfavorable way.”



Beliefs

Beliefs are one's perception of how a product or brand performs on different attributes.

