

Lecture 4

Chapter 6

Analyzing Consumer Markets

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WHAT INFLUENCES CONSUMER BEHAVIOR?



Cultural Factors

Social Factors

Personal Factors

What Influences Consumer Behavior?

- Cultural factors
 - Culture
 - Subcultures
 - Social classes



WHAT IS CULTURE?

Culture is the fundamental determinant of a person's wants and behaviors acquired through socialization processes with family and other key institutions.



SUBCULTURES

Nationalities

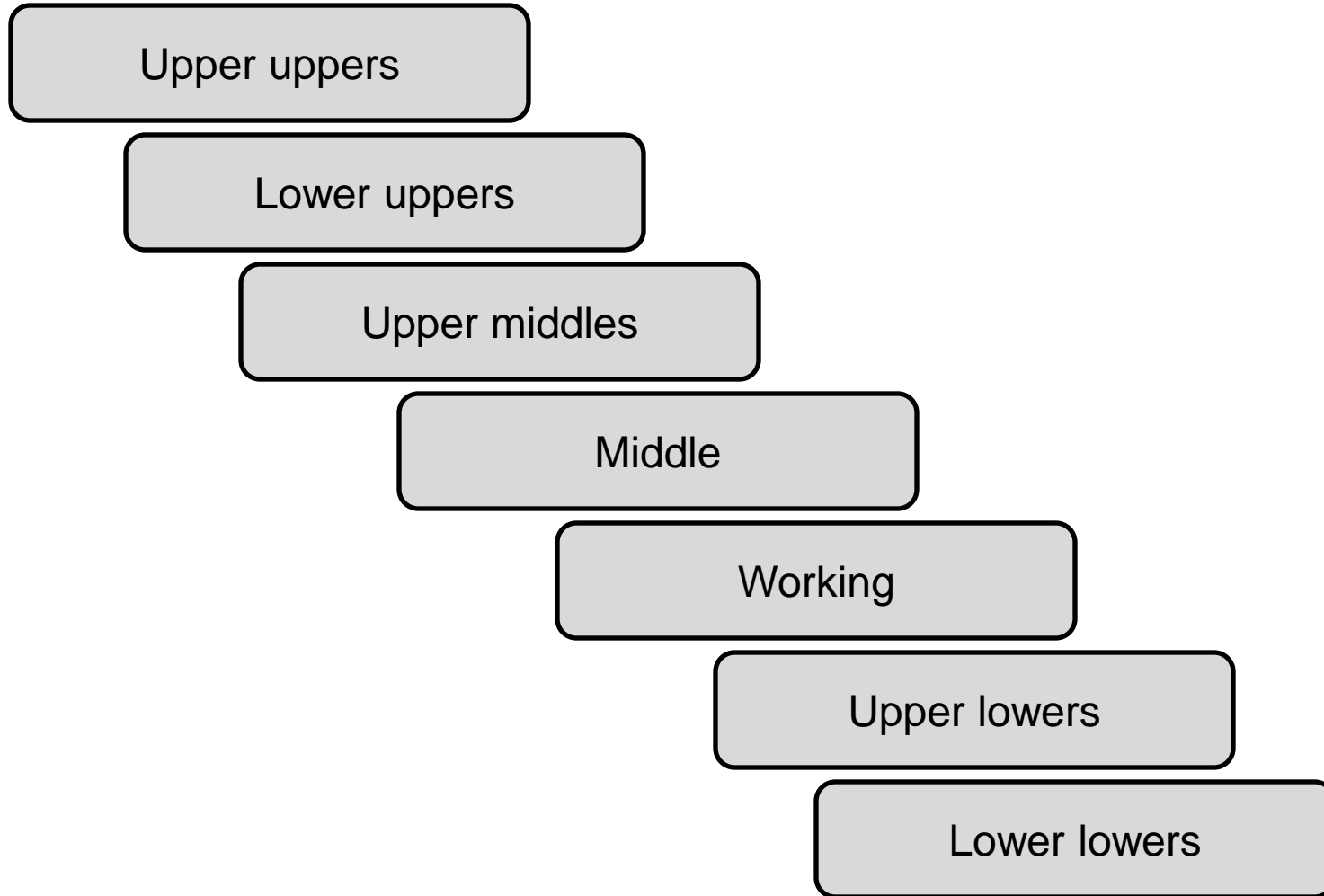
Religions

Racial groups

Geographic regions



SOCIAL CLASSES



What Influences Consumer Behavior?

- Social factors

Reference groups

Cliques

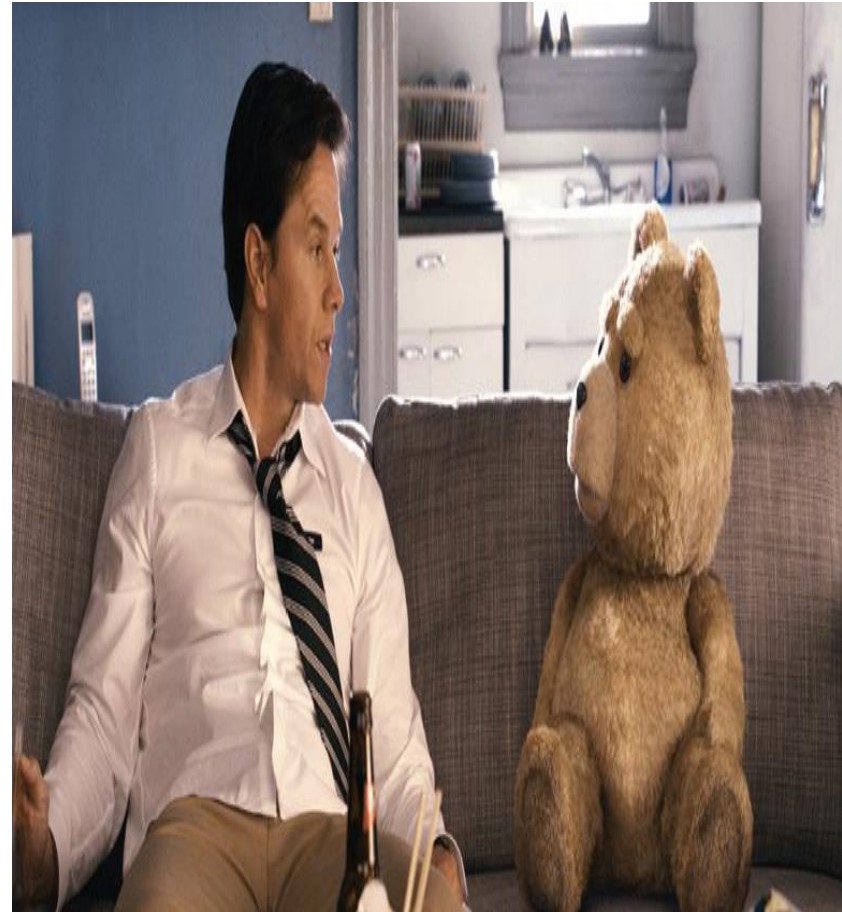
Family

Roles and status



Reference Groups

- Membership groups
 - Primary vs. secondary
- Aspirational groups
- Dissociative groups
- Opinion leader



Family

- Family of orientation vs. family of procreation



What Influences Consumer Behavior?

- Personal factors
 - Age/stage in life cycle
 - Occupation and economic circumstances
 - Personality and self-concept
 - Lifestyle and values



Key Psychological Processes

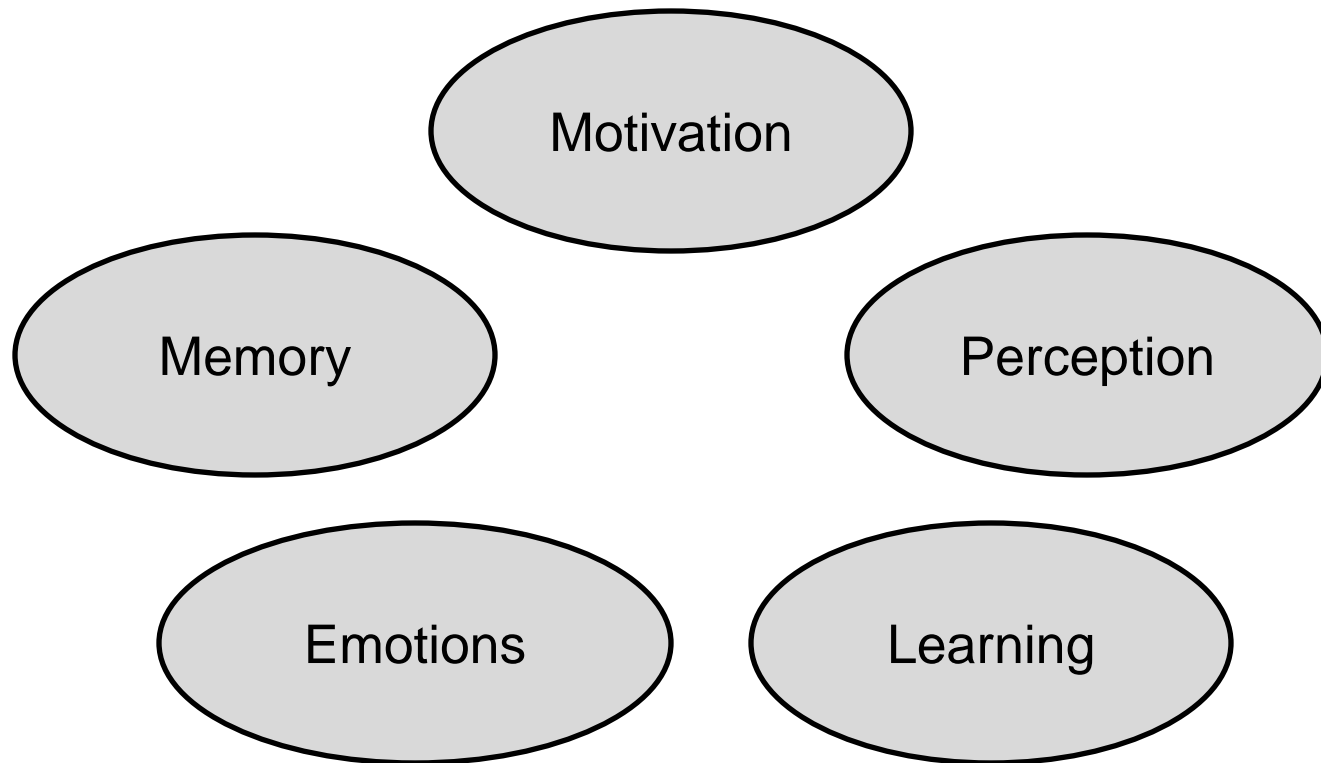
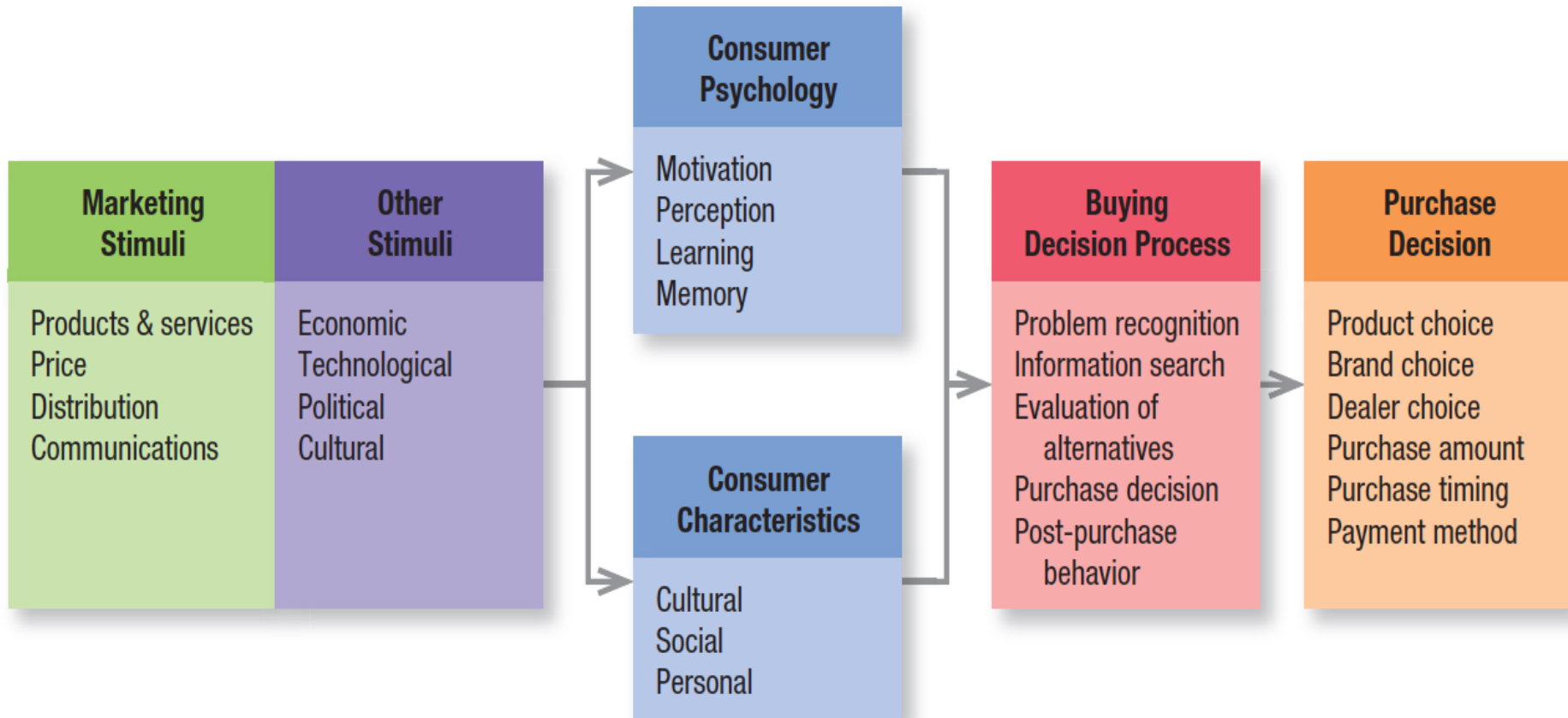


Figure 6.1

Model Of Consumer Behavior



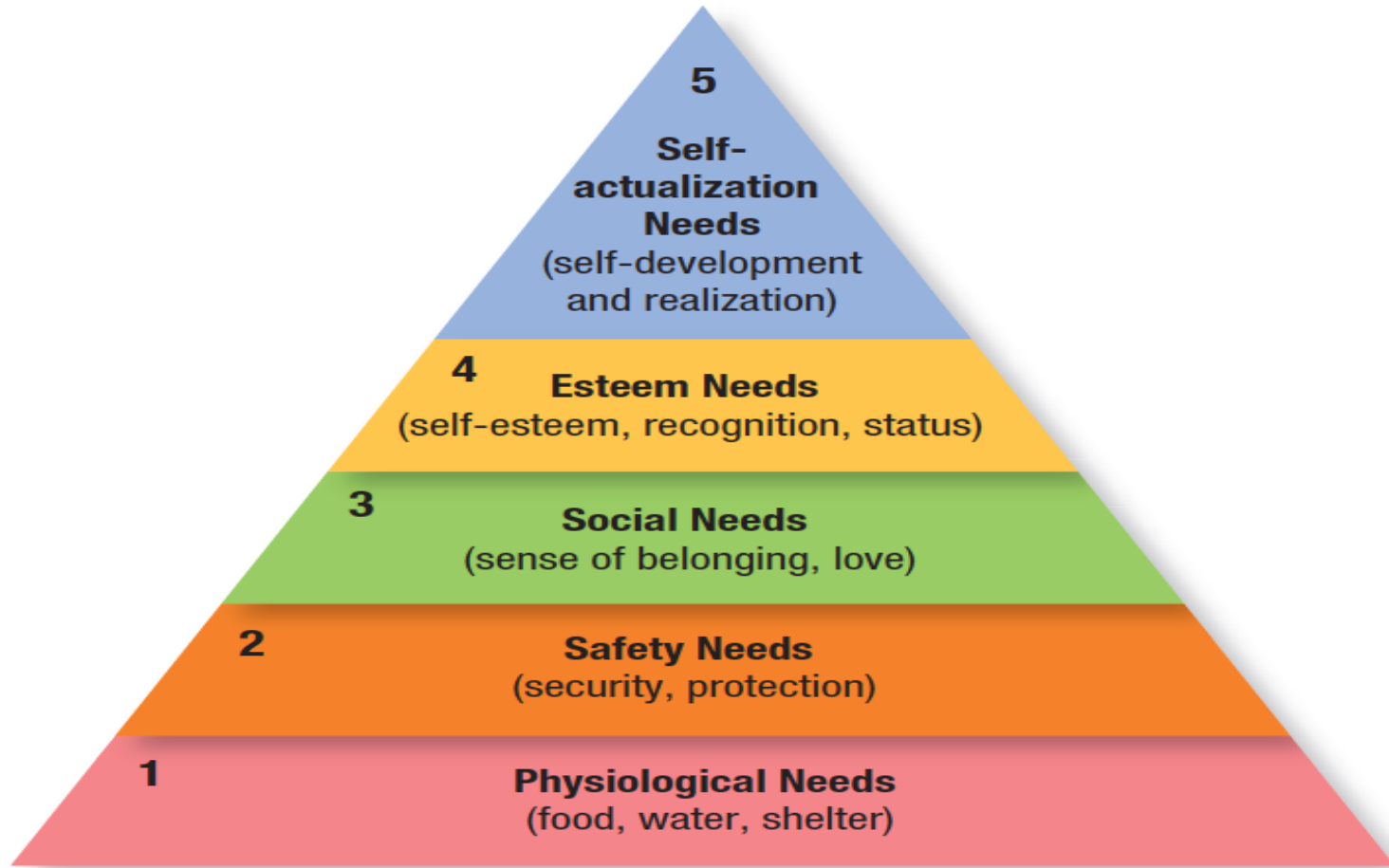
Key Psychological Processes

- Motivation
 - A need becomes a motive when it is aroused to a sufficient level of intensity to drive us to act



Figure 6.2

Maslow's Hierarchy Of Needs



Key Psychological Processes

- Perception
 - The process by which we select, organize, and interpret information inputs to create a meaningful picture of the world



perception

Selective attention

Selective distortion

Selective retention

Subliminal perception



Key Psychological Processes

- Learning
 - Induces changes in our behavior arising from experience
 - Drive and cues
 - Generalization and discrimination



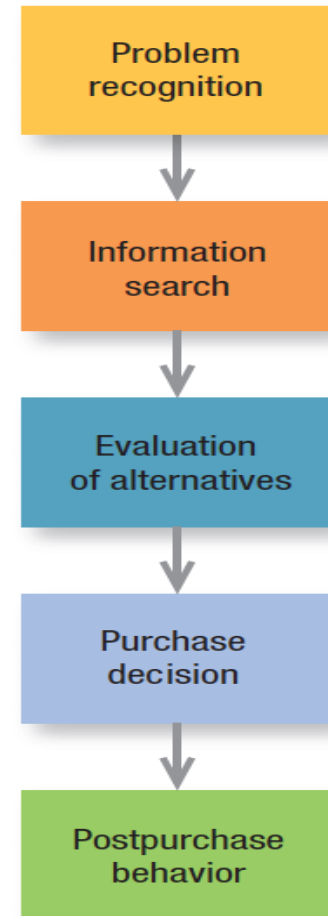
Key Psychological Processes

- Emotions
 - Many different kinds of emotions can be linked to brands



The Buying Decision Process

- The consumer typically passes through five stages
 - Problem recognition
 - Information search
 - Evaluation of alternatives
 - Purchase decision
 - Postpurchase behavior



The Buying Decision Process

- Information search

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



The Buying Decision Process

- Postpurchase behavior
 - Postpurchase satisfaction
 - Postpurchase actions
 - Postpurchase uses and disposal

