

# **Consumer Markets and Consumer Buyer Behavior**



## ● Chapter 6

## **Objectives**

- Influences on Buying Behavior
- Buyer Decision Making
- Types of buying-decision behavior

2

## **Harley-Davidson**

- Harley “Hogs” account for 1/5 of U.S. cycle sales
- Sales have exceeded supply for years
- 1986-2000: Four stock splits, increase of 7,100%
- Fiercely loyal clientele revolves around 7 core customer types
- Harley owners use their bikes to express their lifestyle and attitudes
- Advertising reflects the Harley mystique

3

## **Why to Study Consumer Behavior?**

- Marketing concept
- What is consumer behavior?
  - Consumer behavior is the study of the process by which consumers make decisions.

4

## Marketing Issues

- High-low promotional pricing or everyday low price?
- Can a product satisfy the needs of consumers around the world?
- Brand extension or establishing a new brand?
- Distributing products through e-tailers?

5

## Simple Response Model



6

## Two Research Approaches

- Behavior approaches
- Cognitive approaches

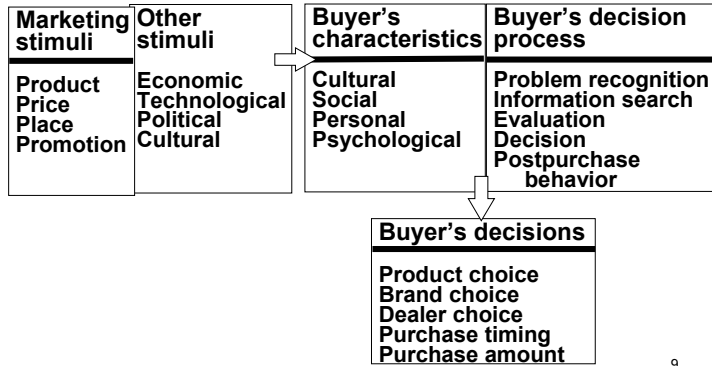
7

## Diversity of Consumer Behavior

- Consumers are different
- Decision processes are different
- The context of purchases is different

8

## Model of Buying Behavior



9

## Buyer Decision Process

Need recognition	Internal or external stimuli
Information search	Commercial or social source
Evaluation of alternatives	Perception, Attitude, and preference
Purchase	Attitude → behavior?
Postpurchase	Satisfaction? Inertia or variety seeking?

10

### *Attempt to stimulate need recognition*



11

## Influences on Consumer Behavior

- Culture
- Social Factors
- Personal Factors
- Psychological Factors

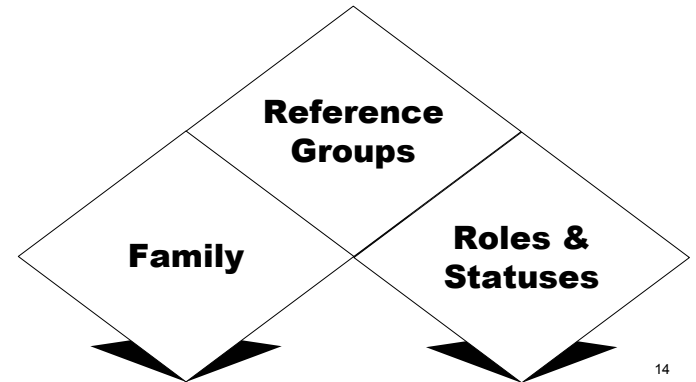
12

*Hallmark offers an Afrocentric line of greeting cards called Mahogany.*



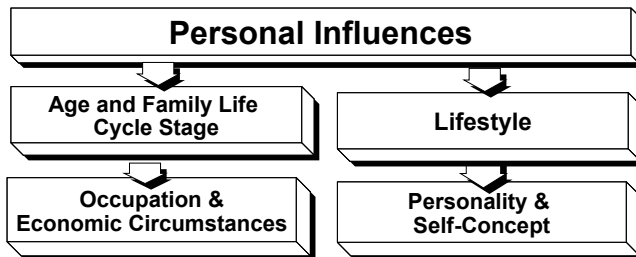
13

## Social Factors



14

## Influences on Consumer Behavior



15



*Lifestyles:  
Jeep targets  
people who  
want to “leave  
the civilized  
world behind”*

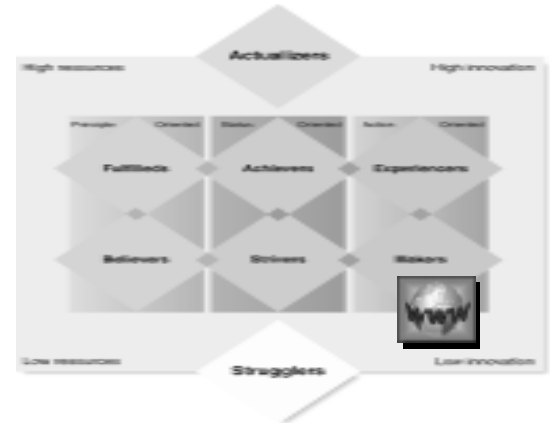
16

## Characteristics Affecting Consumer Behavior

### Brand Personality Dimensions

- Sincerity                      Excitement
- Ruggedness                Competence
- Sophistication

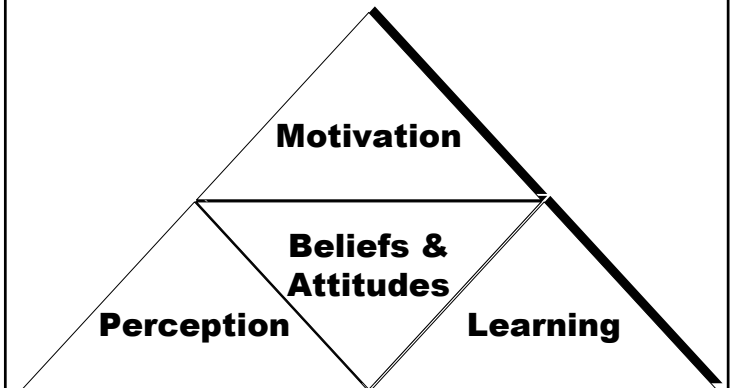
## VALS Lifestyle Classification



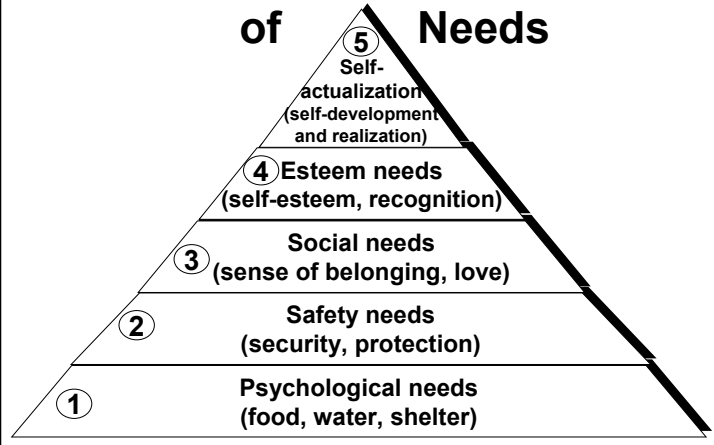
## Technographics

Motivation Desire	Career	Family	Entertainment
Optimistic & High Income	Fast Forwards	New Age Nurturers	Mouse Potatoes
Optimistic & Low Income	Tech-Strivers	Digital Hopefuls	Gadget-Grabbers
Pessimistic & High Income	Hand-Shakers	Tradition alists	Media Junkies

## Psychological Factors



## Maslow's Hierarchy of Needs



## Perception

- Selective Attention
- Selective Distortion
- Selective Retention

22

## Attitude

- Are learned.
- Have an object.
- Have direction and intensity.
- Tend to be stable and generalized.

23



*The milk moustache campaign changed attitudes toward milk.*

24

## Other Factors influencing Purchases

- Attitudes of others
- Unexpected situational factors

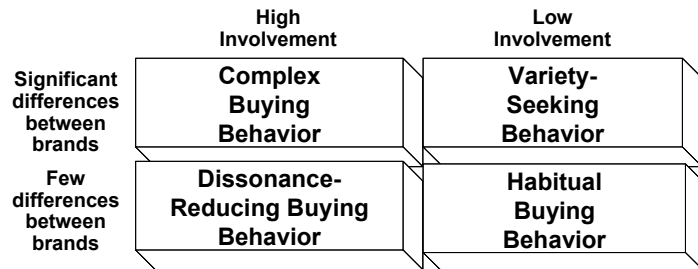
25

## Learning

- Classical conditioning
- Reinforcement
- Marketing implications

26

## Four Types of Buying Behavior



27