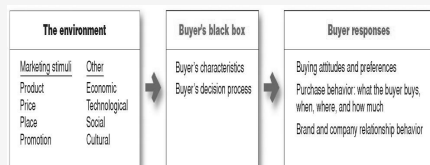


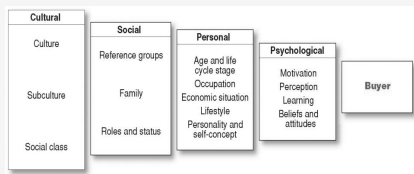
Definition

Consumer buyer behavior	Refers to the buying behavior of final consumers <i>[Individuals and households who buy goods and services for personal consumption]</i>
Consumer market	Refers to all of the personal consumption of final consumers

Model of Consumer Behavior



Factors Influencing Consumer Behavior



CULTURAL FACTORS

Culture	Learned values, perceptions, wants, and behavior from family and other important institutions
Subculture	Groups of people within a culture with shared value systems based on common life experiences and situations
Social classes	Society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors

Social classes measured by a combination of occupation, income, education, wealth, and other variables

SOCIAL FACTORS

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

PERSONAL FACTORS

Age and life-cycle stage

Occupation affects the goods and services bought by consumers

Economic situation includes trends in personal income, savings, interest rates

Lifestyle

Personality and self concept

Definition

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

PHYSIOLOGICAL FACTORS

1. **Motivation** A need that is sufficiently pressing to direct the person to seek satisfaction

Motivation research refers to qualitative research designed to probe consumers' hidden, subconscious motivations*
2. **Perception** The process by which people select, organize, and interpret information to form a meaningful picture of the world
3. **Learning** The change in an individual's behavior arising from experience and occurs through interplay of:
 - drives
 - stimuli
 - cues
 - responses
 - reinforcement
4. **Belief...** A descriptive thought that a person has about something based on: is a descriptive thought that a person has about something based on:
 - knowledge
 - opinion
 - faith

...and attitudes Describe a person's relatively consistent evaluations, feelings, and tendencies toward an object or idea

Types of Buying Decision 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

Buyer Decision Making Process

1. Need recognition Occurs when the buyer recognizes a problem or need triggered by:

- internal stimuli
- external stimuli

2. Information search

- Personal sources: family, friends
- Commercial sources: advertising, Internet
- Public sources: mass media, consumer organizations
- Experiential sources: handling, examining, using the product

3. Evaluation of Alternatives How the consumer processes information to arrive at brand choices

4. Purchase Decision The act by the consumer to buy the most preferred brand

The purchase decision can be affected by:

- attitudes of others
- unexpected situational factors

5. Post Purchase Decision The satisfaction or dissatisfaction that the consumer feels about the purchase

Relationship between:

- consumer's expectations
- product's perceived performance
- Gap will determine level of satisfaction/dissatisfaction

Cognitive dissonance is the discomfort caused by a post purchase conflict

***Customer satisfaction** is a key to building profitable relationships with consumers to keeping and growing consumers and reaping their customer lifetime value*

The Buyer Decision Process for New Products

Awareness → Interest → Evaluation → Trial → Adoption

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