

MARKETING MANAGEMENT

12th edition

6

Analyzing Consumer Markets



Chapter Questions

- How do consumer characteristics influence buying behavior?
- What major psychological processes influence consumer responses to the marketing program?
- How do consumers make purchasing decisions?
- How do marketers analyze consumer decision making?

Emerging Trends in Consumer Behavior



Metrosexual –
Straight urban man
who enjoys shopping
and using grooming
products

What Influences Consumer Behavior?



Cultural Factors

Social Factors

Personal Factors

Culture

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

Special interests

Fast Facts About American Culture

- The average American:
 - chews 300 sticks of gum a year
 - goes to the movies 9 times a year
 - takes 4 trips per year
 - attends a sporting event 7 times each year

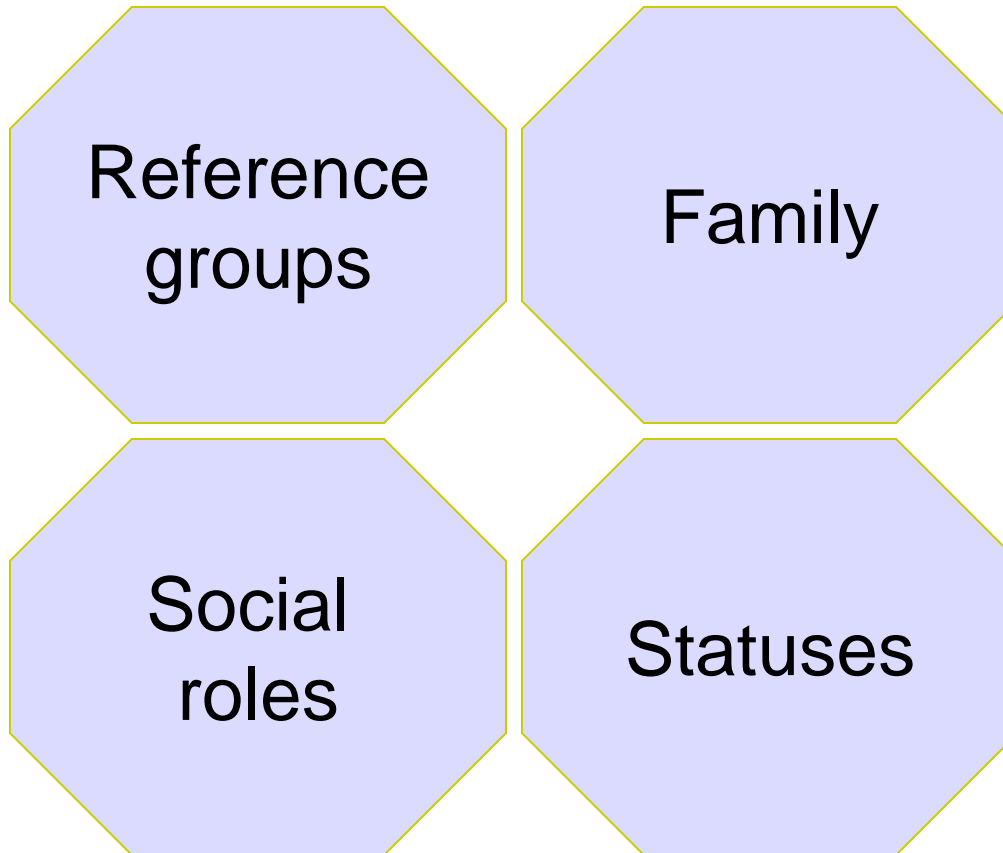
Social Classes

Upper uppers
Lower uppers
Upper middles
Middle class
Working class
Upper lowers
Lower lowers

Characteristics of Social Classes

- Within a class, people tend to behave alike
- Social class conveys perceptions of inferior or superior position
- Class may be indicated by a cluster of variables (occupation, income, wealth)
- Class designation is mobile over time

Social Factors



Reference Groups

Membership groups

Primary groups

Secondary groups

Aspirational groups

Dissociative groups



Family

- Family of Orientation
 - Religion
 - Politics
 - Economics
- Family of Procreation
 - Everyday buying behavior

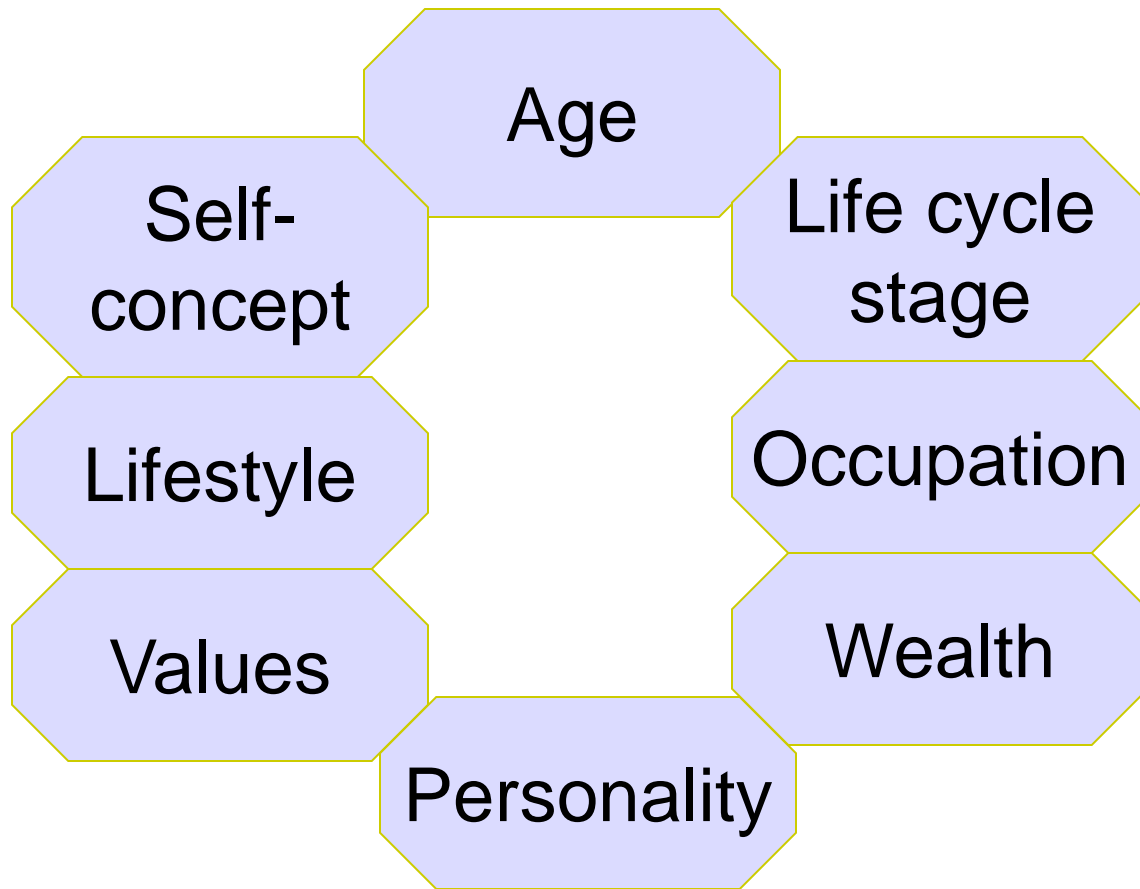


Roles and Statuses



What degree of status is associated with various occupational roles?

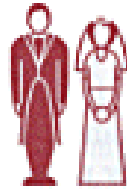
Personal Factors



The Family Life Cycle



1. Bachelor stage:
young single
people



2. Young married
couples with no
children



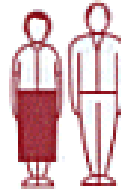
3. Full nest I: young
married couples
with children



A. Young or middle-aged
person with dependent
children—the single
parent



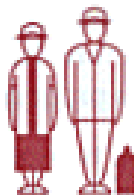
B. Divorced person
without dependent
children



C. Middle-aged
married couples
without children



4. Full nest II: middle-aged
married couples still
with dependent children



5. Empty nest: older
married couples with no
children living with them



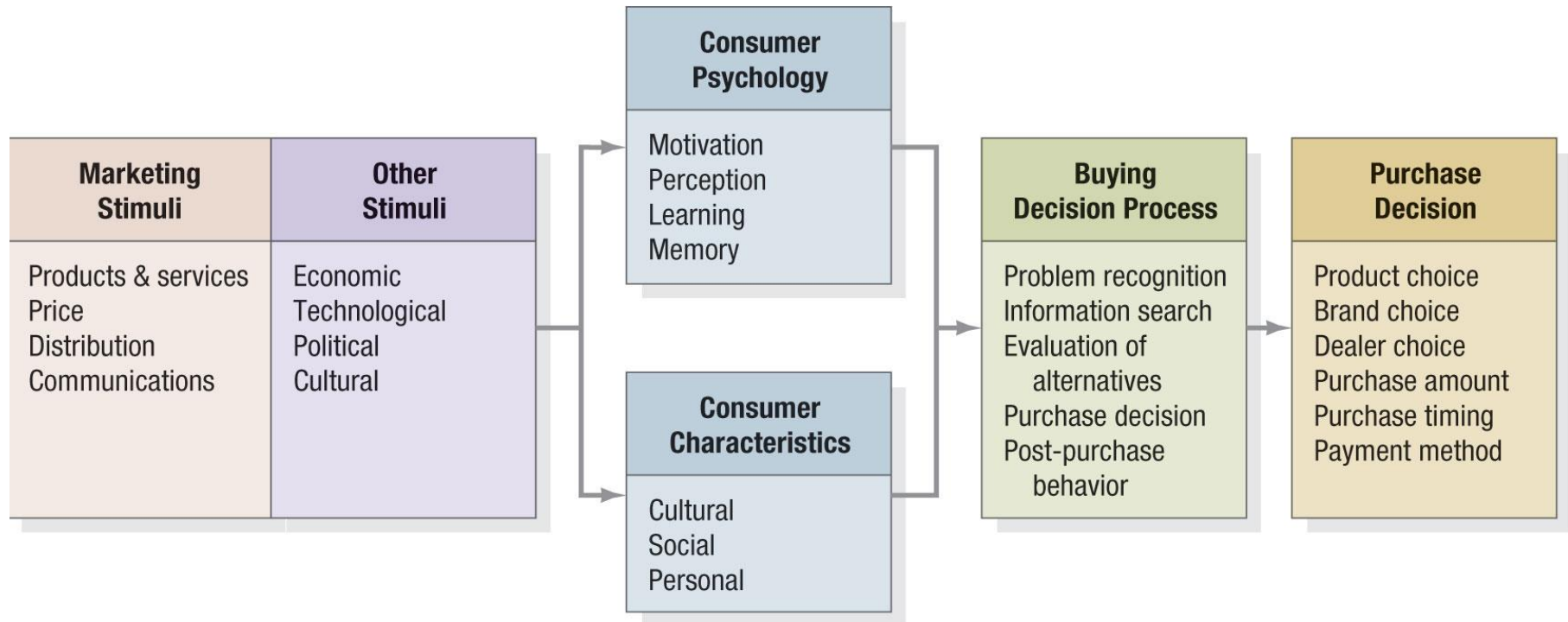
6. Older single people,
still working or
retired

Behavior changes
according to life
cycle stage

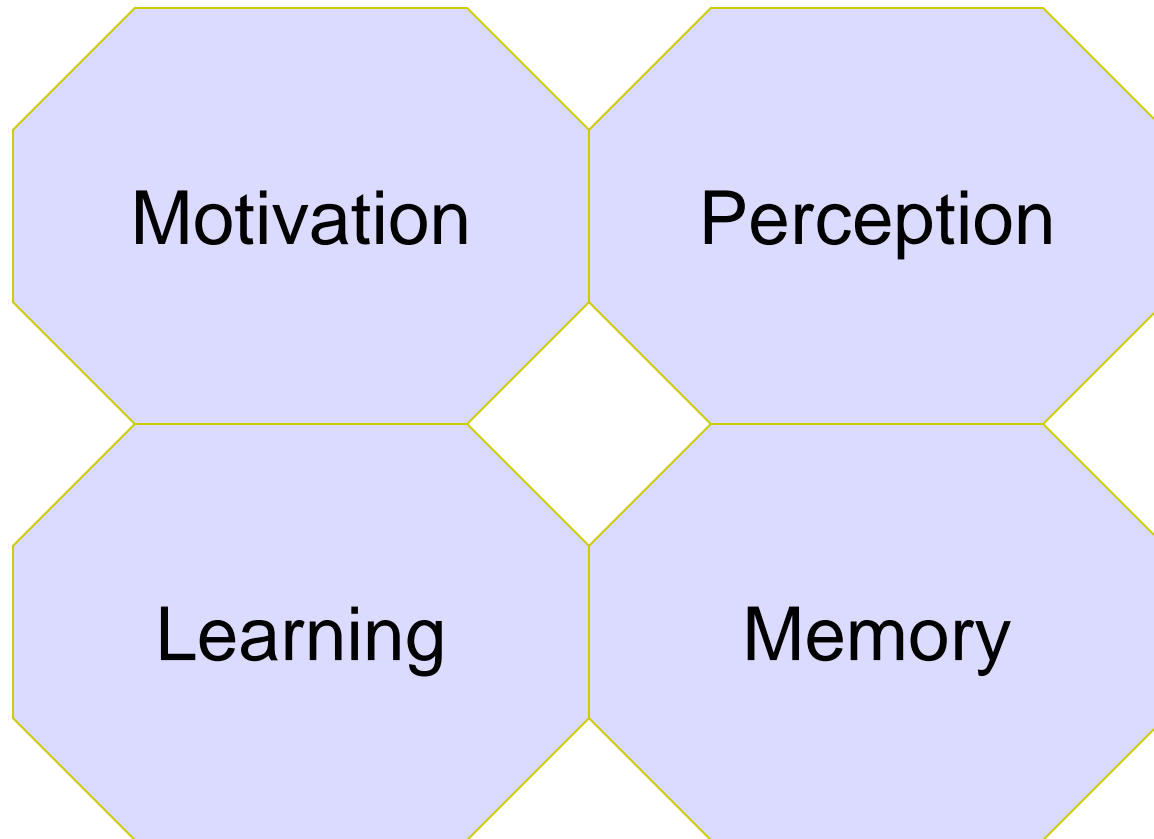
- Family
- Psychological
- Critical life events

Figure 6.1

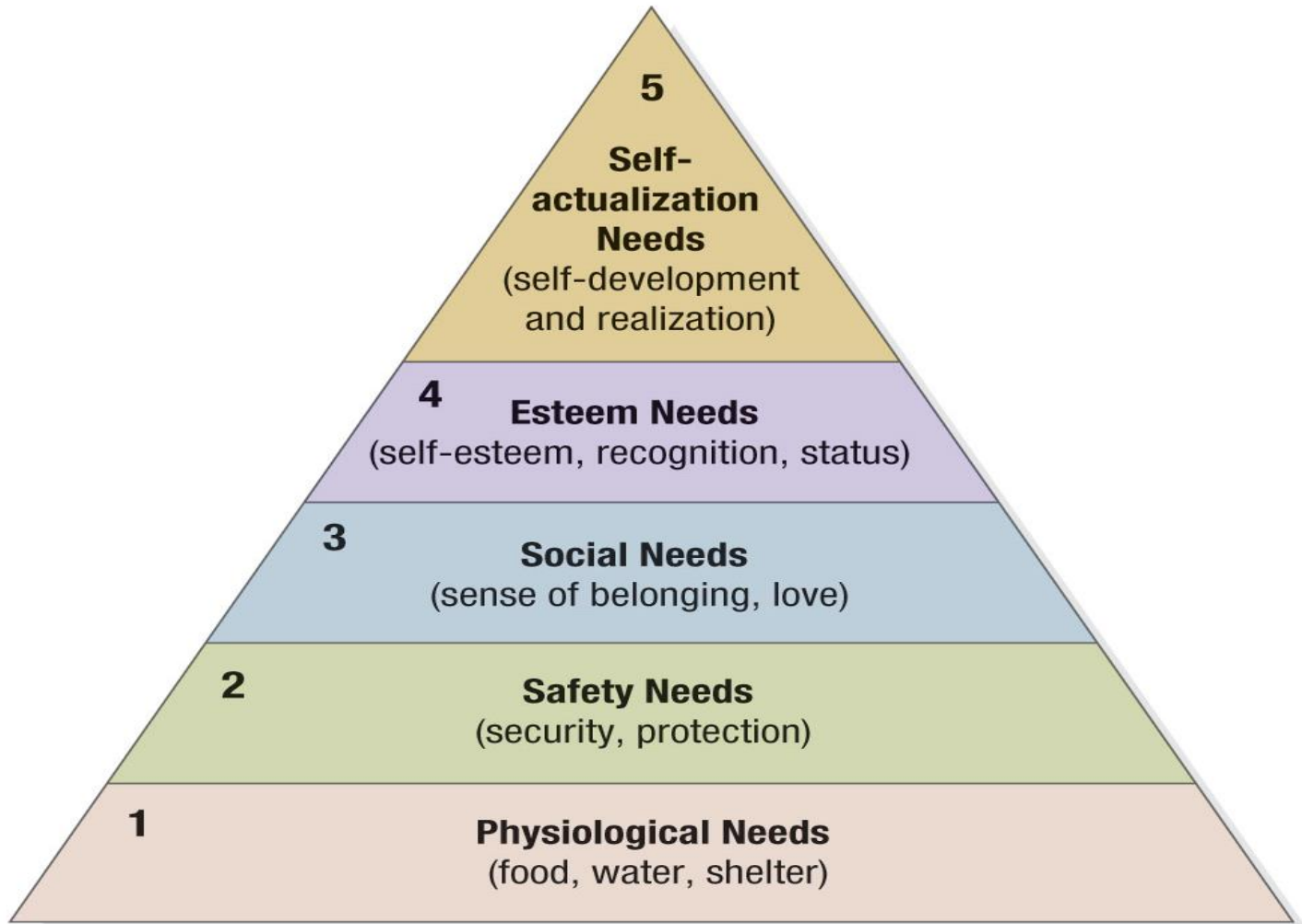
Model of Consumer Behavior



Key Psychological Processes



Maslow's Hierarchy of Needs



Perception



Selective Attention

Selective Retention

Selective Distortion

Subliminal Perception

Figure 6.4 Consumer Buying Process

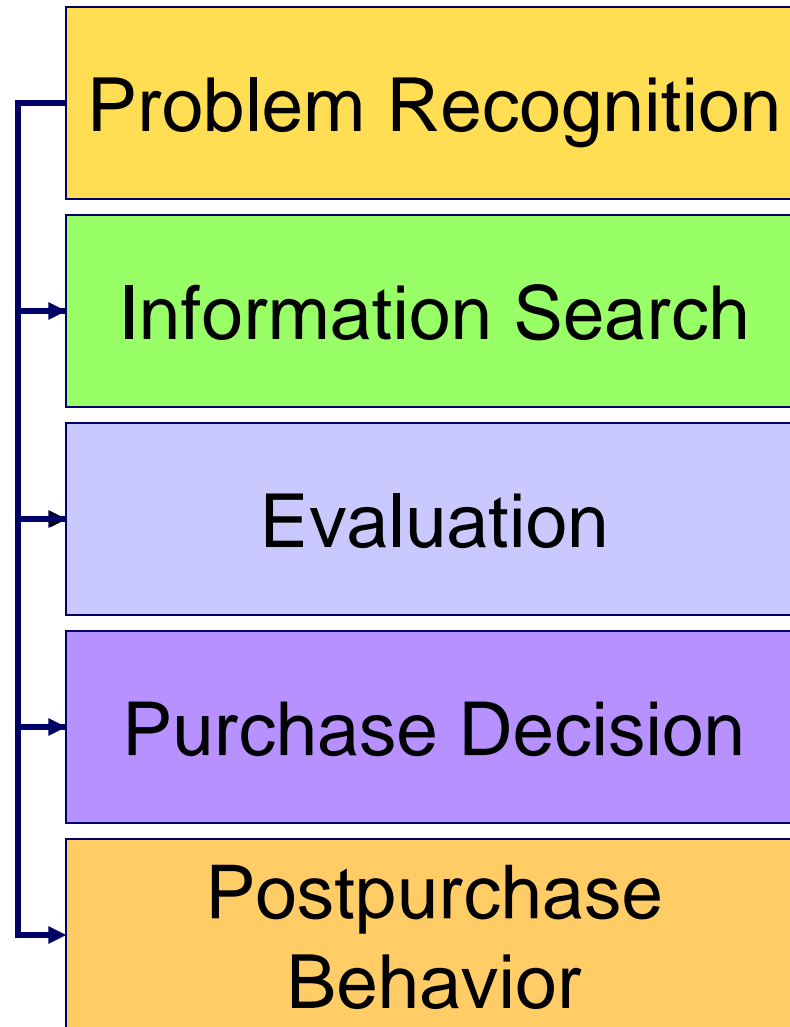
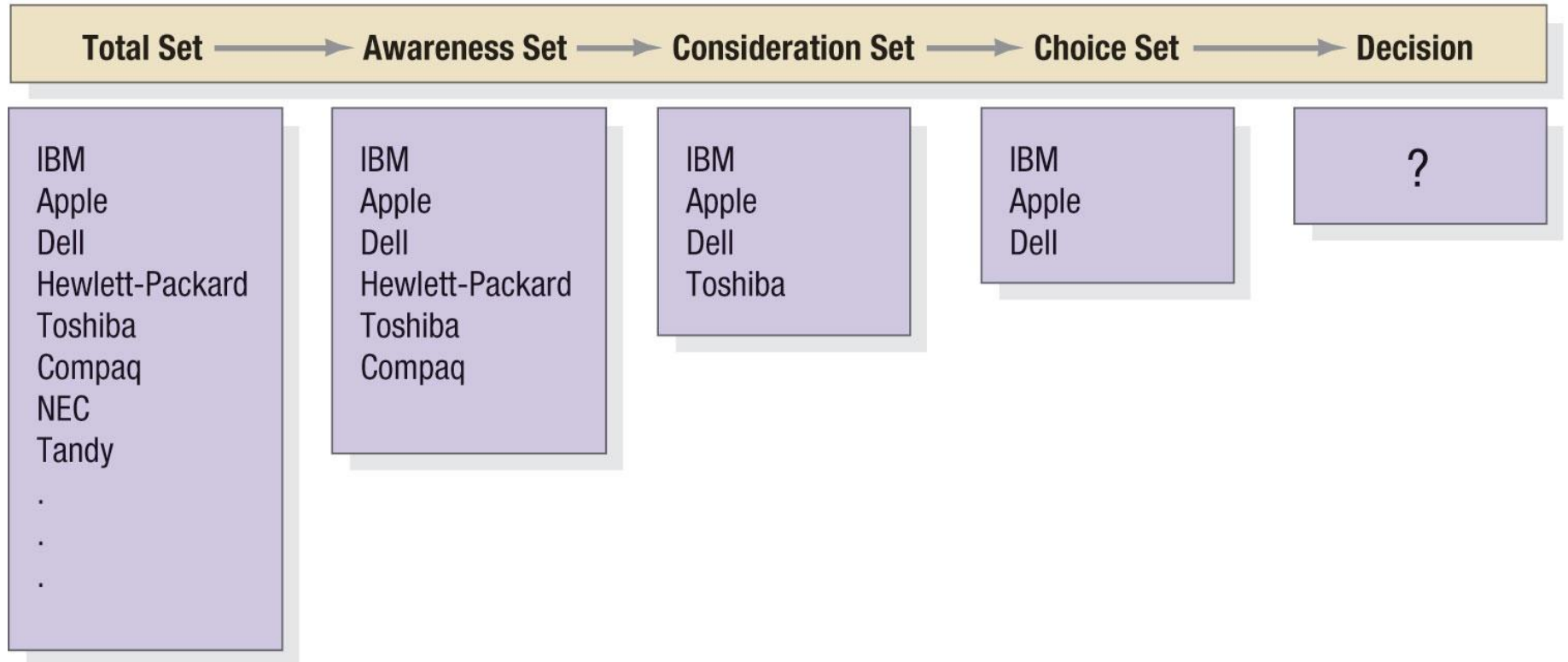


Figure 6.5 Successive Sets



Evaluation of Attributes

Table 6.3

Computer	Attribute			
	Memory Capacity	Graphics Capability	Size and Weight	Price
A	10	8	6	4
B	8	9	8	3
C	6	8	10	5
D	4	3	7	8
<i>Note:</i> Each attribute is rated from 0 to 10, where 10 represents the highest level on that attribute. Price, however, is indexed in a reverse manner, with a 10 representing the lowest price, because a consumer prefers a low price to a high price.				

Figure 6.6 Stages between Evaluation of Alternatives and Purchase

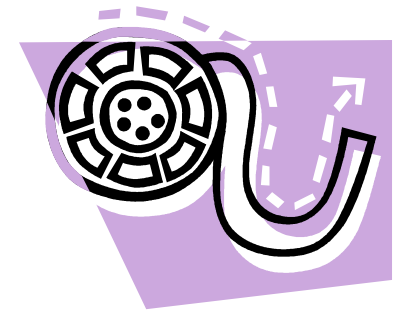
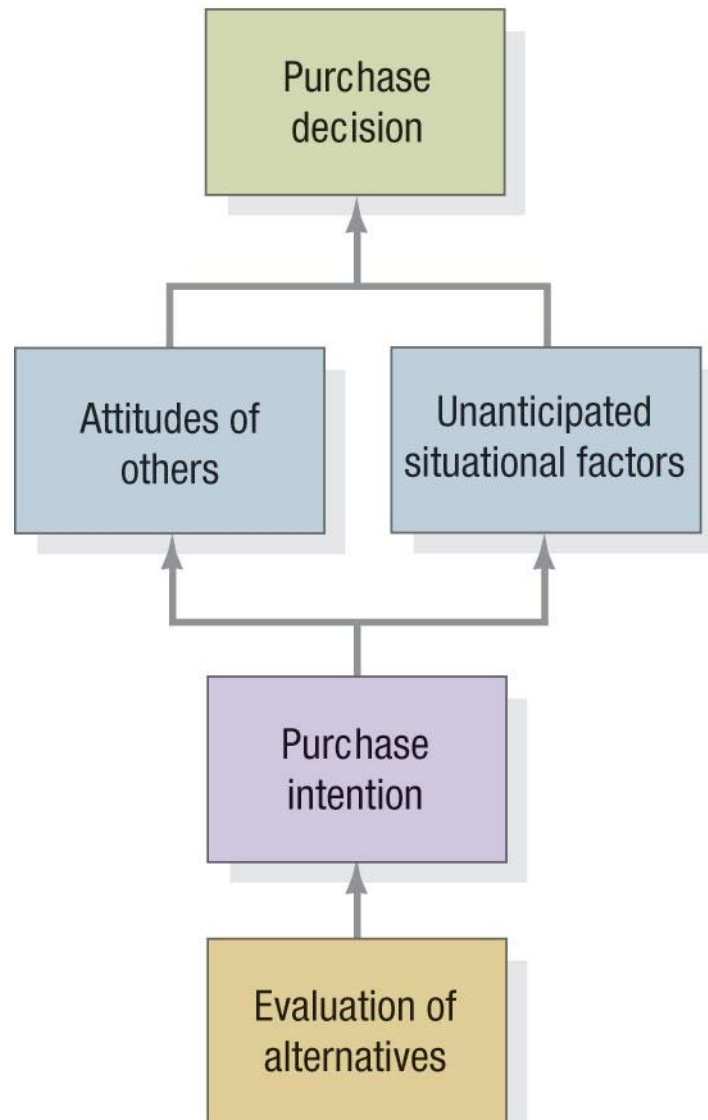


Figure 6.7 How Customers Use and Dispose of Products

