

PRINCIPLES OF  
**Marketing**

## **Chapter Five**

### Consumer Markets and Consumer Buyer Behavior



# Consumer Markets and Consumer Buyer Behavior

## Topic Outline

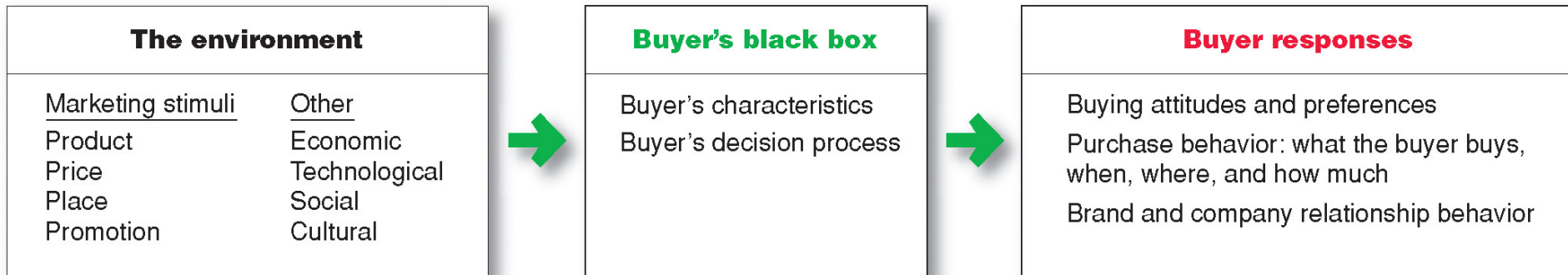
- Model of Consumer Behavior
- Characteristics Affecting Consumer Behavior
- Types of Buying Decision Behavior
- The Buyer Decision Process
- The Buyer Decision Process for New Products

# Model of Consumer Behavior

**Consumer buyer behavior** refers to the buying behavior of final consumers—individuals and households who buy goods and services for personal consumption

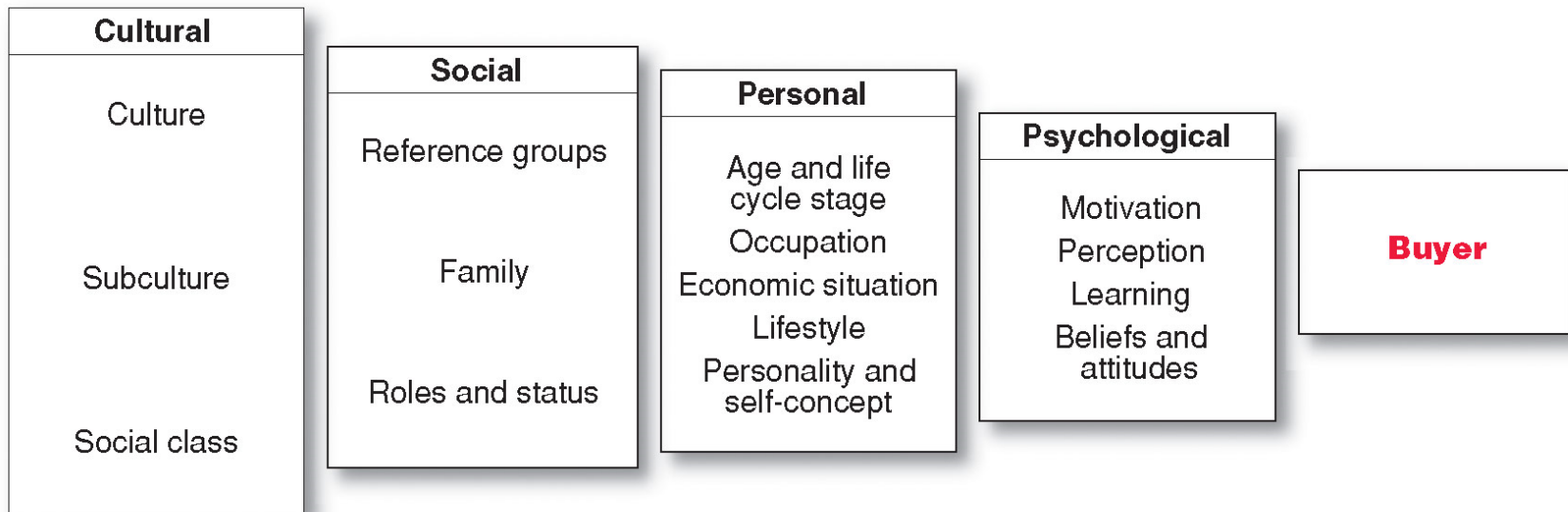
**Consumer market** refers to all of the personal consumption of final consumers

# Model of Consumer Behavior



# Characteristics Affecting Consumer Behavior

## Factors Influencing Consumer Behavior



# Characteristics Affecting Consumer Behavior

**Culture** is the learned values, perceptions, wants, and behavior from family and other important institutions

# Characteristics Affecting Consumer Behavior

**Subculture** are groups of people within a culture with shared value systems based on common life experiences and situations

- Hispanic
- African American
- Asian
- Mature consumers



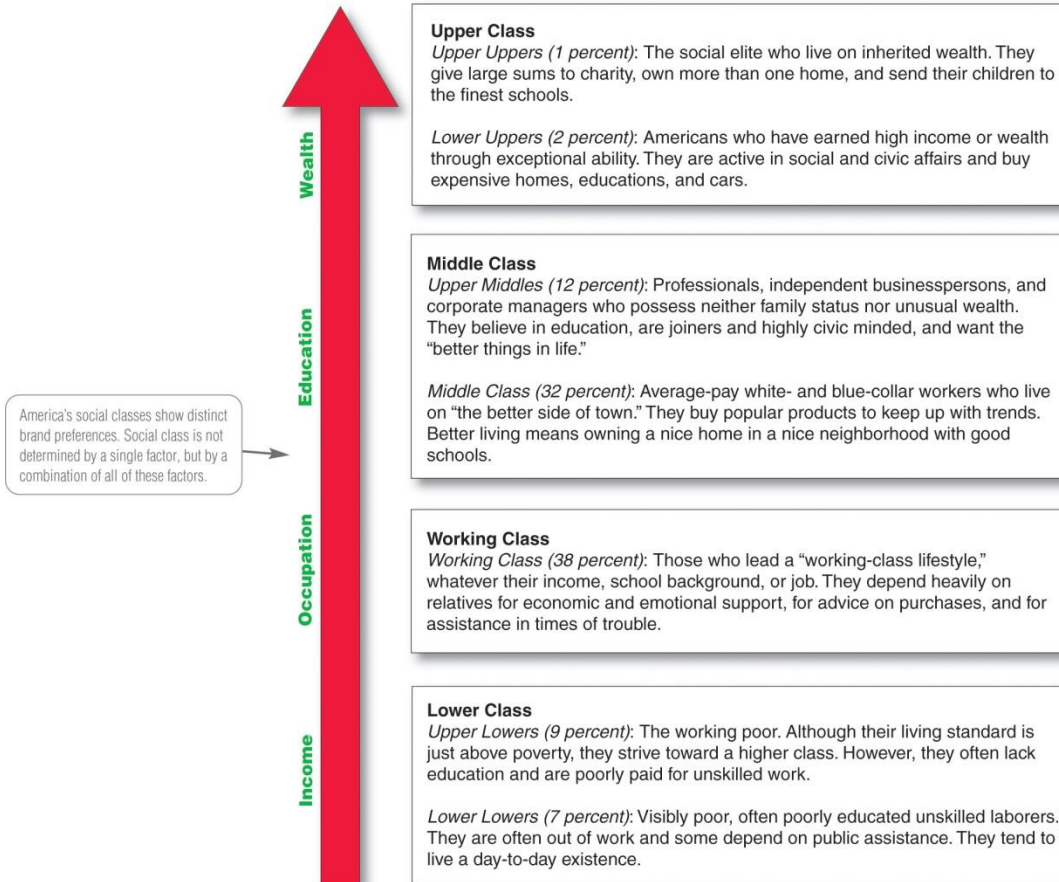
# Characteristics Affecting Consumer Behavior

**Social classes** are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors

- Measured by a combination of occupation, income, education, wealth, and other variables



# Characteristics Affecting Consumer Behavior



# Characteristics Affecting Consumer Behavior

## Groups and Social Networks

### 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

# Characteristics Affecting Consumer Behavior

## Groups and Social Networks

- Word-of-mouth influence and buzz marketing
  - Opinion leaders are people within a reference group who exert social influence on others
  - Also called *influentials* or *leading adopters*
  - Marketers identify them to use as brand ambassadors



# Characteristics Affecting Consumer Behavior

## Groups and Social Networks

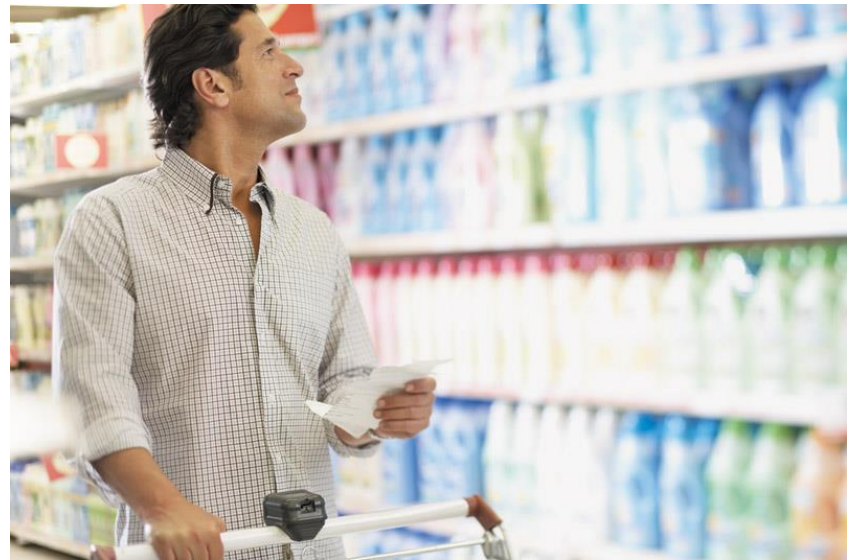
The screenshot shows the Yub.com website interface. At the top, there is a navigation bar with the Yub.com logo, links for 'Home', 'Shop the Mall', 'Meet People', 'Events/Fun Chits', 'Advice/Deals', 'About', and 'Help'. A search bar is located on the right side of the navigation bar. Below the navigation bar, there is a promotional banner with the text 'Or meet others who like what you like.' and 'If a Yubber helps you, or if you help another Yubber, you both get cash back!'. The banner features illustrations of people and a shopping bag. Below the banner, there is a section titled 'Shop the Stores in our Cash Back Mall:' which lists various retailers with their respective cash back percentages. The retailers listed include 1-800-PetMed, COMPUSA, Invisalign, personal creations, Amazon.com, CommaMail.com, Intuit, HP, PetSmart, Apple Store, crucial, iFunes, reUNVELOPE, art.com, Dell, iFunes, RITZCAMERA, BARBEQUES.COM, cetrage.com, LAMPS PLUS, SALS, BEAUTY.COM, LUXURY, TCCS, SEPHORA, RELIANT.com, Foot Locker, NOVICA, SONY, buy.com, Hammacher, NOVICA, ThinkPad, collectiblestoday, homedepot, and YOOX.

- Online Social Networks are online communities where people socialize or exchange information and opinions
- Include blogs, social networking sites (facebook), virtual worlds (second life)

# Characteristics Affecting Consumer Behavior

## Social Factors

- Family is the most important consumer-buying organization in society
- Social roles and status are the groups, family, clubs, and organizations that a person belongs to that can define role and social status



# Characteristics Affecting Consumer Behavior

## Personal Factors

- Age and life-cycle stage
- RBC Royal Band stages
  - Youth: younger than 18
  - Getting started: 18–35
  - Builders: 35–50
  - Accumulators: 50–60
  - Preservers: over 60

# Characteristics Affecting Consumer Behavior

## Personal Factors

**Occupation** affects the goods and services bought by consumers

**Economic** situation includes trends in:

Personal  
income

Savings

Interest  
rates