

Consumer Decision Making

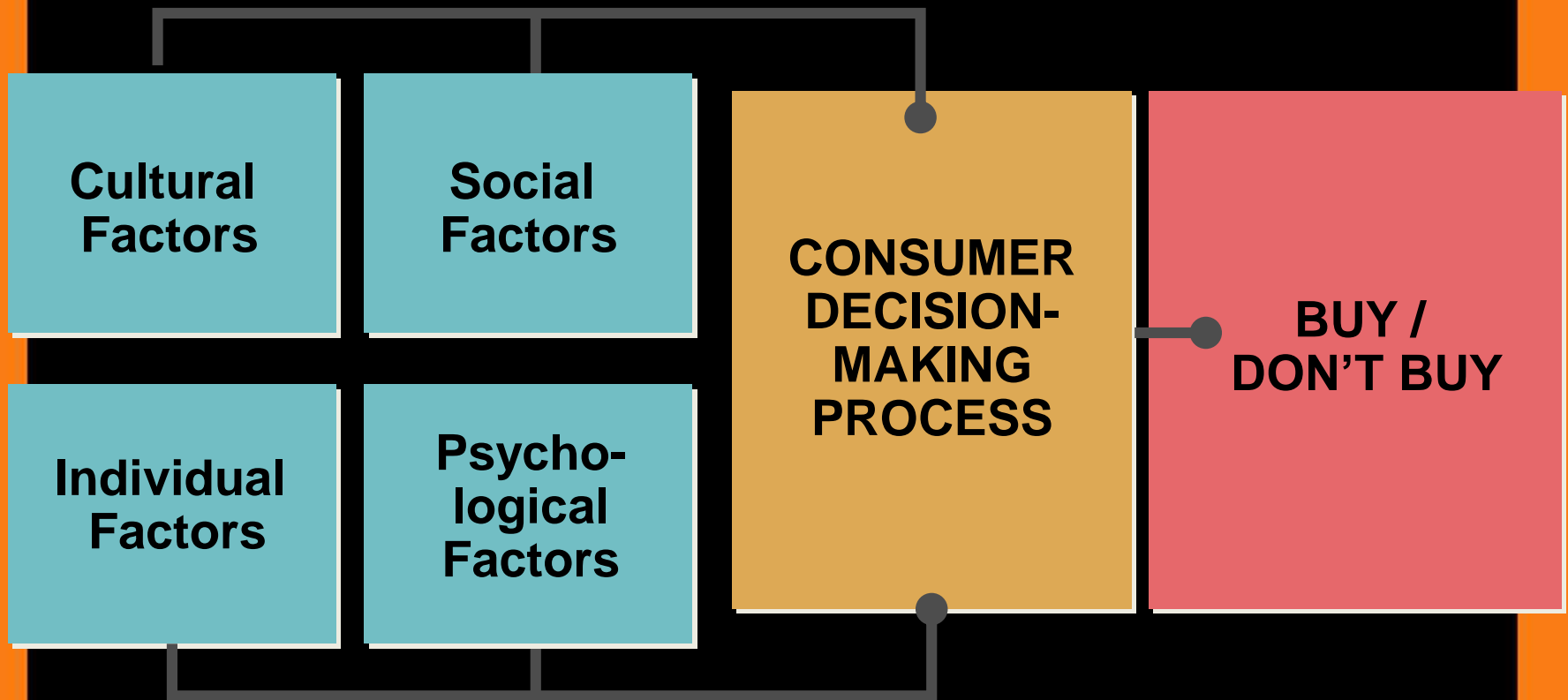


Cultural Influences on Consumer Buying Decisions

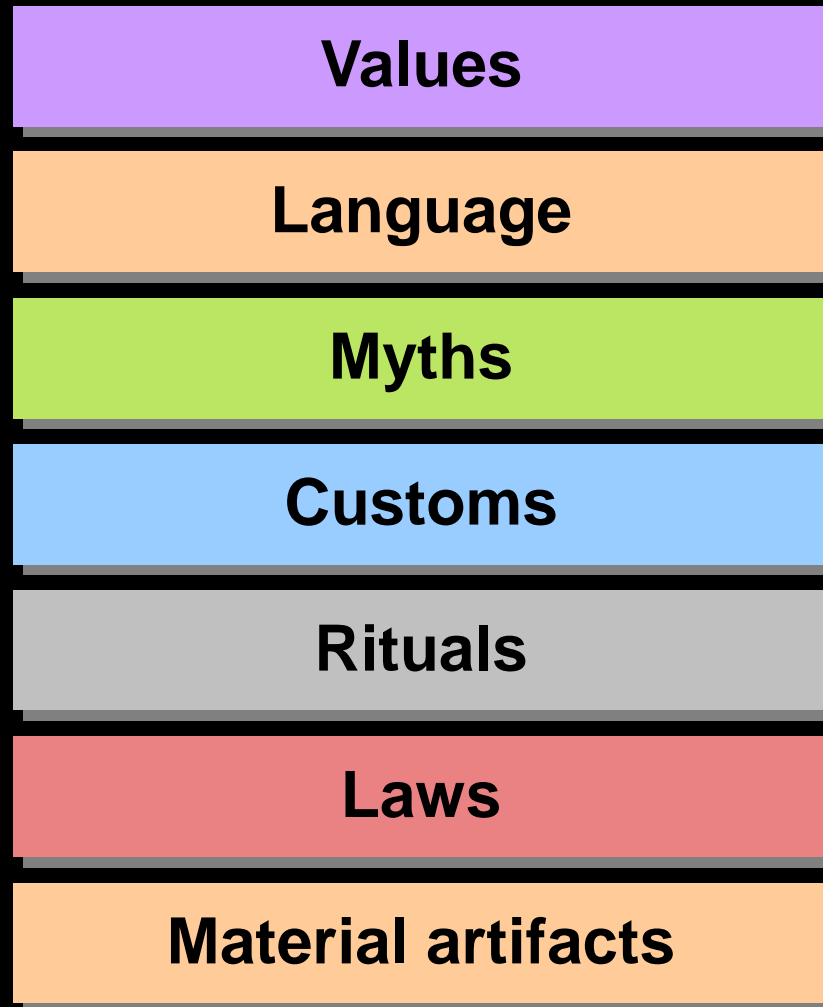
**Identify and
understand the
cultural factors that
affect consumer
buying decisions**

LO⁵

Factors Influencing Buying Decisions



Components of Culture



Value

Value

Enduring belief that a specific mode of conduct is personally or socially preferable to another mode of conduct.

Understanding Cultural Differences

- A firm has little chance of selling products in a culture that it does not understand.
- Like people, products have cultural value.

	In China	In U.S.
Color of mourning	White	Black
Brides wear	Red	White

Subculture

Subculture

A homogeneous group of people who share elements of the overall culture as well as cultural elements unique to their own group.

Social Class

Social Class

Measurements

Occupation

Income

Education

Wealth

A group of people in a society who are considered nearly equal in status or community esteem, who regularly socialize among themselves both formally and informally, and who share behavioral norms.

The Impact of Social Class on Marketing

- Indicates which medium to use for advertising
- Helps determine the best distribution for products

IV. Social Influences on Consumer Buying Decisions

Identify and understand the social factors that affect consumer buying decisions

Social Influences

**Reference
Groups**

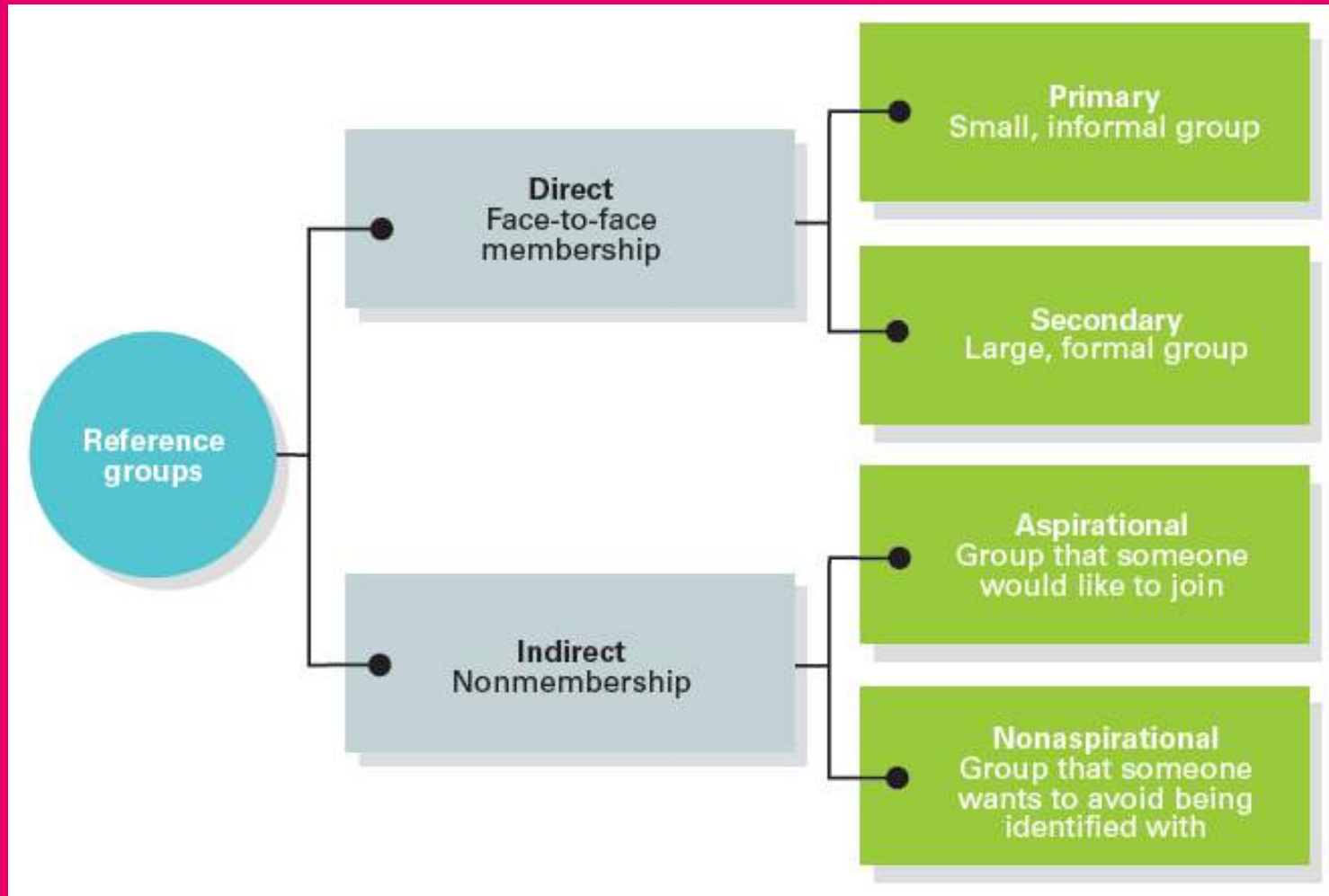
**Opinion
Leaders**

**Family
Members**

An individual who influences the opinion of others.

Exhibit 6.5

Types of Reference Groups



Influences of Reference Groups

- They serve as information sources and influence perceptions.
- They affect an individual's aspiration levels.
- Their norms either constrain or stimulate consumer behavior.

VI. Individual Influences on Consumer Buying Decisions

Identify and understand the individual factors that affect consumer buying decisions

LO⁷

Individual Influences

Gender

Consumer tastes in food, clothing, cars, furniture, and recreation are often age related

Age Life Cycle

Marketers define target markets according to life cycle stages such as “young singles” or “young married with children.”

Personality Self-Concept Lifestyle

Personality combines psychological makeup and environmental forces

Self-concept combines **ideal self-image** and **real self-image**.

VII. Psychological Influences on Consumer Buying Decisions

**Identify and
understand the
psychological
factors that affect
consumer buying
decisions**

Psychological Influences

Perception

Motivation

Learning

Beliefs & Attitudes

Perception

Selective Exposure	Consumer notices certain stimuli and ignores others
Selective Distortion	Consumer changes or distorts information that conflicts with feelings or beliefs
Selective Retention	Consumer remembers only that information that supports personal beliefs

Marketing Implications of Perception

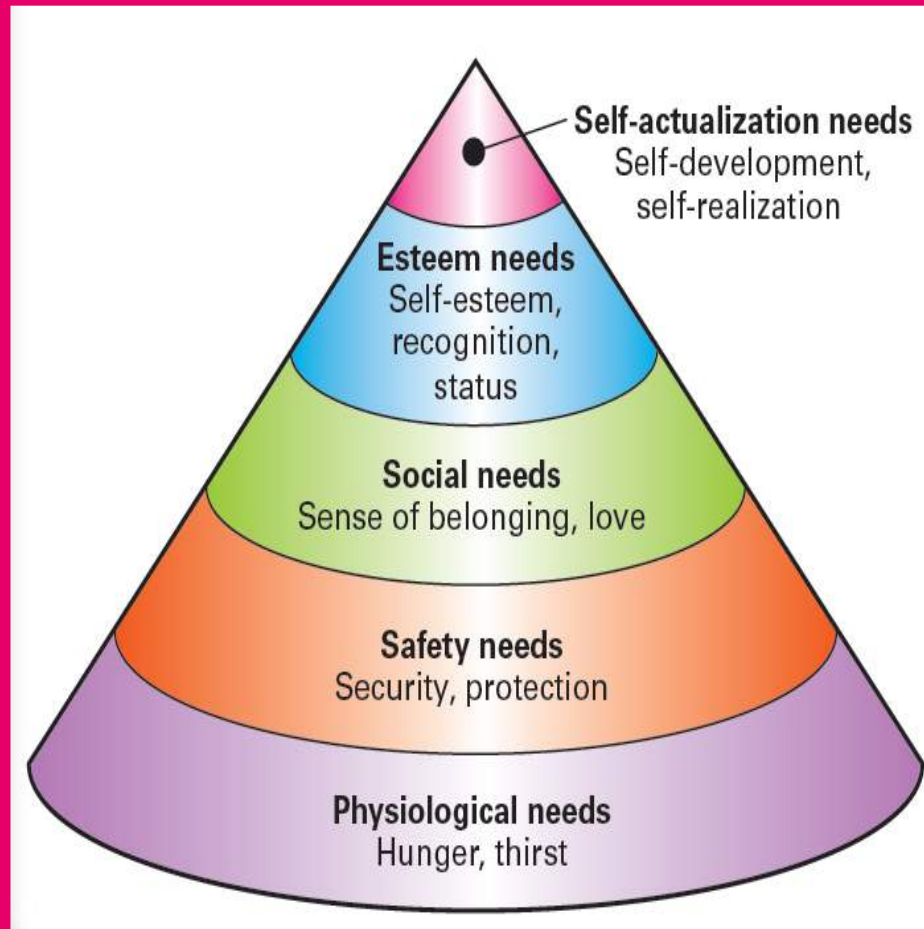
- Ranks Important attributes
- Price is a perception of quality
- Brand names affect consumer perception
- Product or repositioning changes
- Foreign consumer perception
- Subliminal perception

Motivation

Maslow's Hierarchy of Needs

A method of classifying human needs and motivations into five categories in ascending order of importance.

Maslow's Hierarchy of Needs



Types of Learning

Experiential	An experience changes behavior
Conceptual	Not learned through direct experience

Beliefs and Attitudes

Belief

An organized pattern of knowledge that an individual holds as true about his or her world.

Attitude

A learned tendency to respond consistently toward a given object. (Positive or negative)