

CHAPTER SIX

Final Consumers and Their Buying Behavior

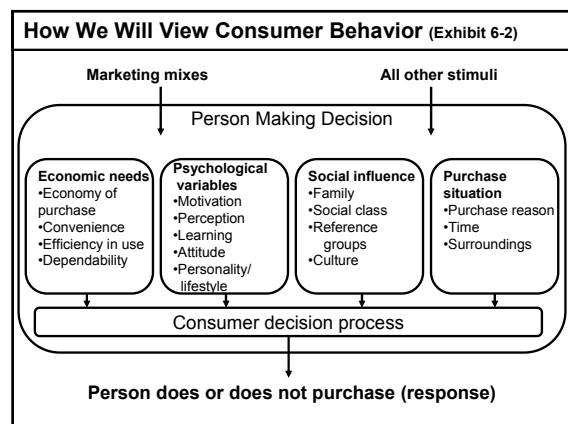
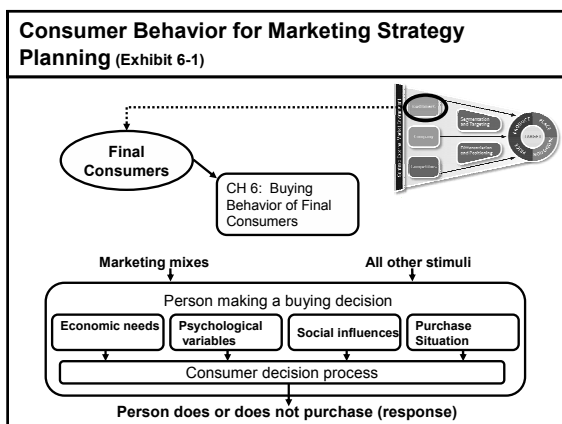
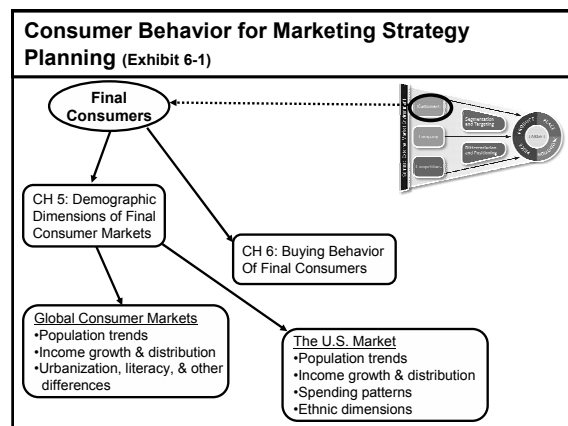
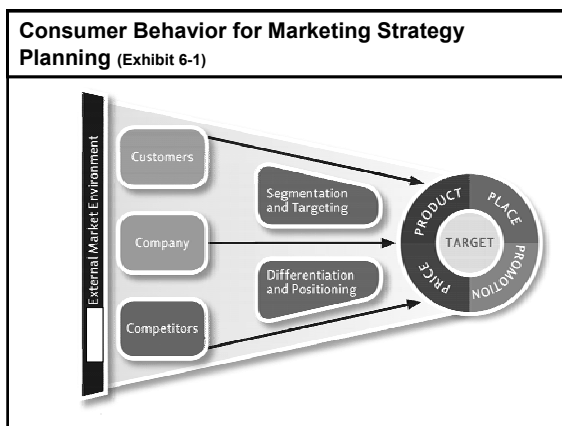


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When we finish this lecture you should

1. Describe how economic needs influence the buyer decision process.
2. Understand how psychological variables affect an individual's buying behavior.
3. Understand how social influences affect an individual's buying behavior.
4. Explain how characteristics of the purchase situation influence consumer behavior.
5. Explain the process by which consumers make buying decisions



Economic Needs Affect Many Buying Decisions—But They're Not the Whole Story

They call it a crash test. We call it a product demonstration.

Psychological Influences within an Individual

Needs

Wants

Drives

Consumers seek benefits to match needs and wants!

Several Needs at the Same Time: PSSP Hierarchy of Needs (Exhibit 6-4)

Checking your knowledge

Ads for Haynes Jeep-Chrysler feature the slogan, "Come to Haynes, where the fun begins." This is an appeal to the consumer's:

- A. physiological need.
- B. safety need.
- C. personal need.
- D. social need.
- E. information need.

Interactive Exercise: Needs

Personal

Social

Safety

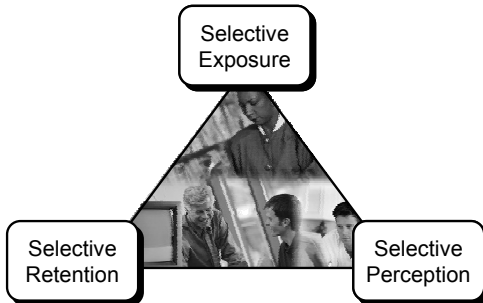
Physiological

Personal Needs

If you have a faucet
You can have a facial.

OLAY

Perception Determines What Consumers See and Feel

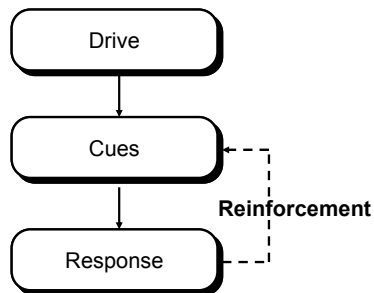


Checking your knowledge

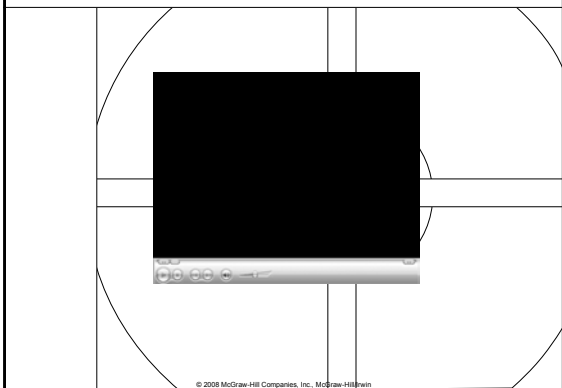
Pat purchased a Ford Taurus, but traded it for another brand before it was out of warranty because it constantly needed repairs. Now, every time Pat sees an ad that mentions the quality of Ford's new vehicles all she can think about is the problems she had with her Taurus. This an example of:

- A. need-based thinking.
- B. selective retention.
- C. selective exposure.
- D. selective perception.
- E. psychographics.

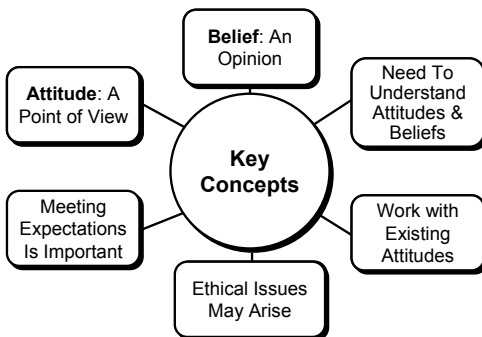
Learning Determines What Response Is Likely (Exhibit 6-5)



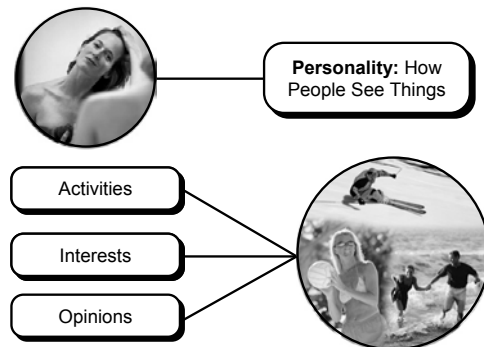
Cue



Attitudes Relate to Buying



Personality and Lifestyle Analysis



Social Influences Affect Consumer Behavior



Simple Approaches for Measuring Social Class in the U.S.



Occupation



Education



Type of Housing



Location of Housing

Income Is Not the Main Determinant!

Other Social Influences



Reference Groups



Opinion Leaders



Culture

Checking your knowledge

Anime, the cartoon-like Japanese art form, has generated significant interest among Generation Y consumers in the U.S. Anime conventions occur frequently and the largest ones draw more than 20,000 attendees. Anime fans, many in costume, come to these conventions to shop, participate in anime workshops, and to simply hang out with people with similar interests. Promotion of these conventions capitalizes mainly on:

- A. learning.
- B. psychological needs.
- C. selective processes.
- D. reference group influences.
- E. culture.

Individuals Are Affected by the Purchase Situation

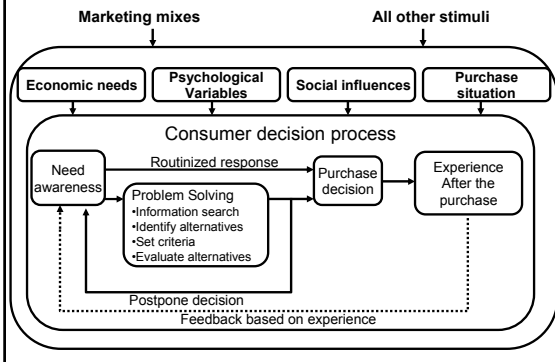
Purchase Reason

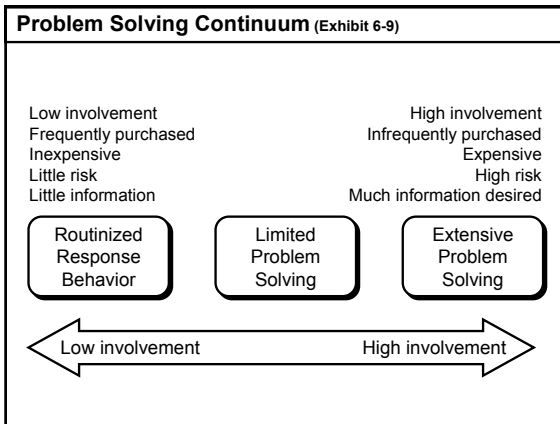
Time Available

Physical Surroundings



Expanded Model of Consumer Behavior (Exhibit 6-7)

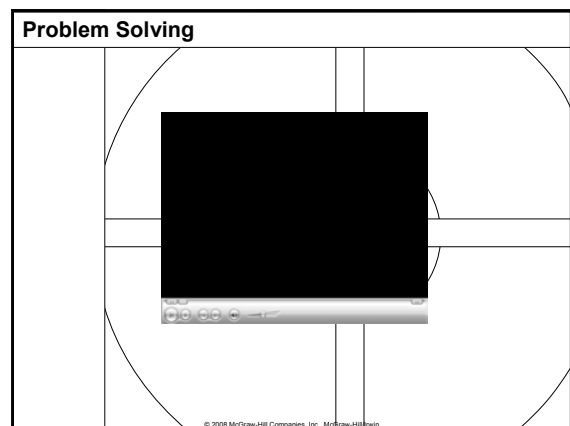
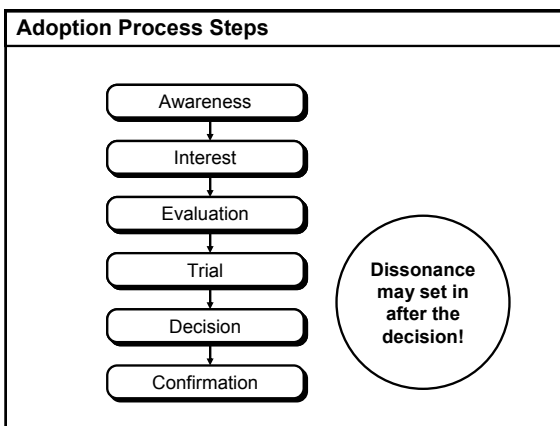




Limited or Extensive Problem Solving?



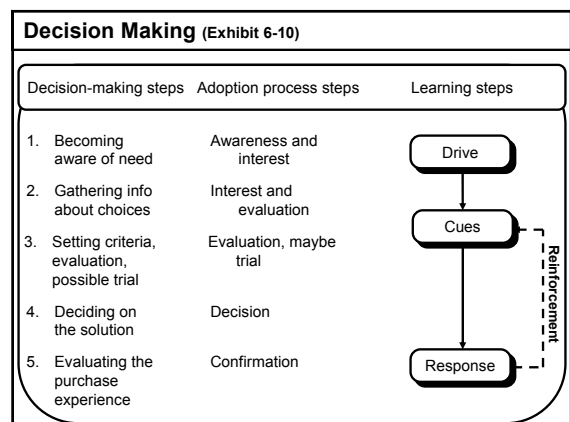
Try Triaminic – the widest range of symptom-specific children's cold formulas. So you can choose exactly the medicine your child needs, with no side effects from unnecessary ingredients.



Checking your knowledge

Alice was a bit unsure about her decision after buying a new car. Her uneasiness was diminished after receiving a congratulatory note from the owner of the dealership. The note contained a coupon stating that her first scheduled maintenance on the vehicle would be free. These tactics are part of the dealer's strategy to reduce:

- dissonance.
- low involvement purchasing.
- routinized response behavior.
- social influences.
- information search.



You now

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Key Terms

- Economic buyers
- Economic needs
- Needs
- Wants
- Drive
- Physiological needs
- Safety needs
- Social needs
- Personal needs
- Perception
- Selective exposure
- Selective perception
- Selective retention
- Learning
- Cues
- Response
- Reinforcement
- Attitude
- Belief
- Expectation
- Psychographics
- Lifestyle analysis

Key Terms

- Social class
- Reference group
- Opinion leader
- Culture
- Extensive problem solving
- Limited problem solving
- Routinized response behavior
- Low-involvement purchases
- Dissonance
- Adoption process