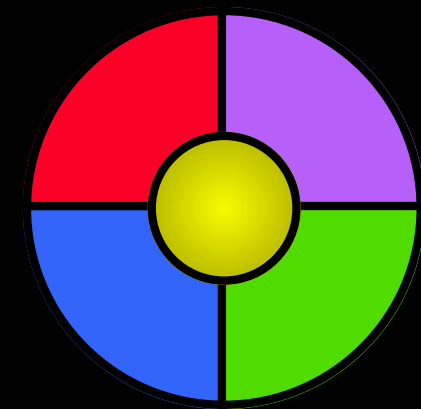
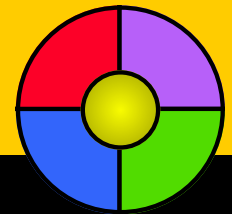


Lesson 17th March:

Behavioral Dimensions of the Consumer Market



Objectives



When you finish this chapter, you should

1. Understand the economic-buyer model of buyer behavior.
2. Understand how psychological variables affect an individual's buying behavior.
3. Understand how social influences affect an individual's and household's buying behavior.
4. See why the purchase situation has an effect on consumer behavior.
5. Know how consumers use problem-solving processes.
6. Have some feel for how a consumer handles all the behavioral variables and incoming stimuli.
7. Understand the important new terms.

A Model of Buyer Behavior

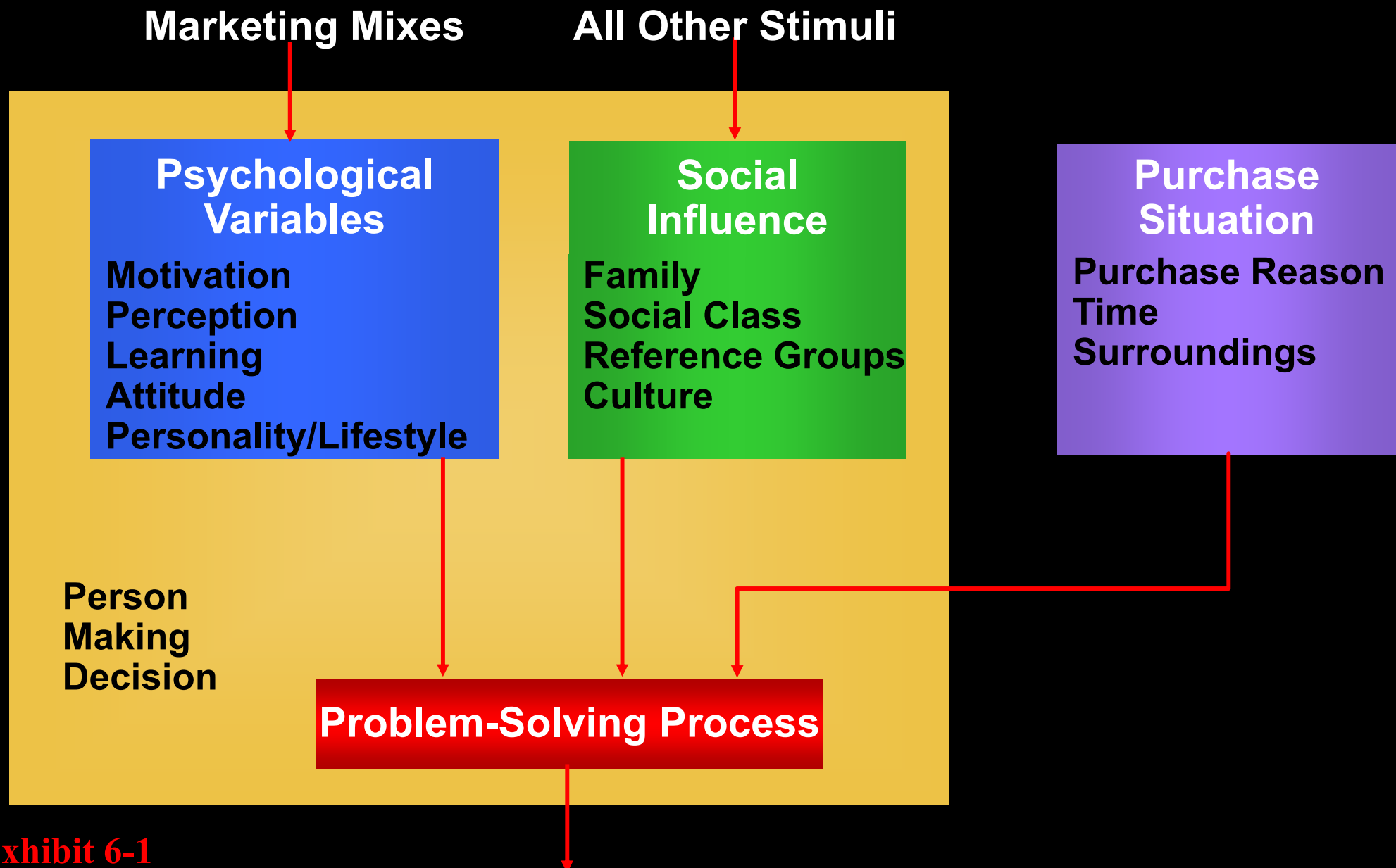
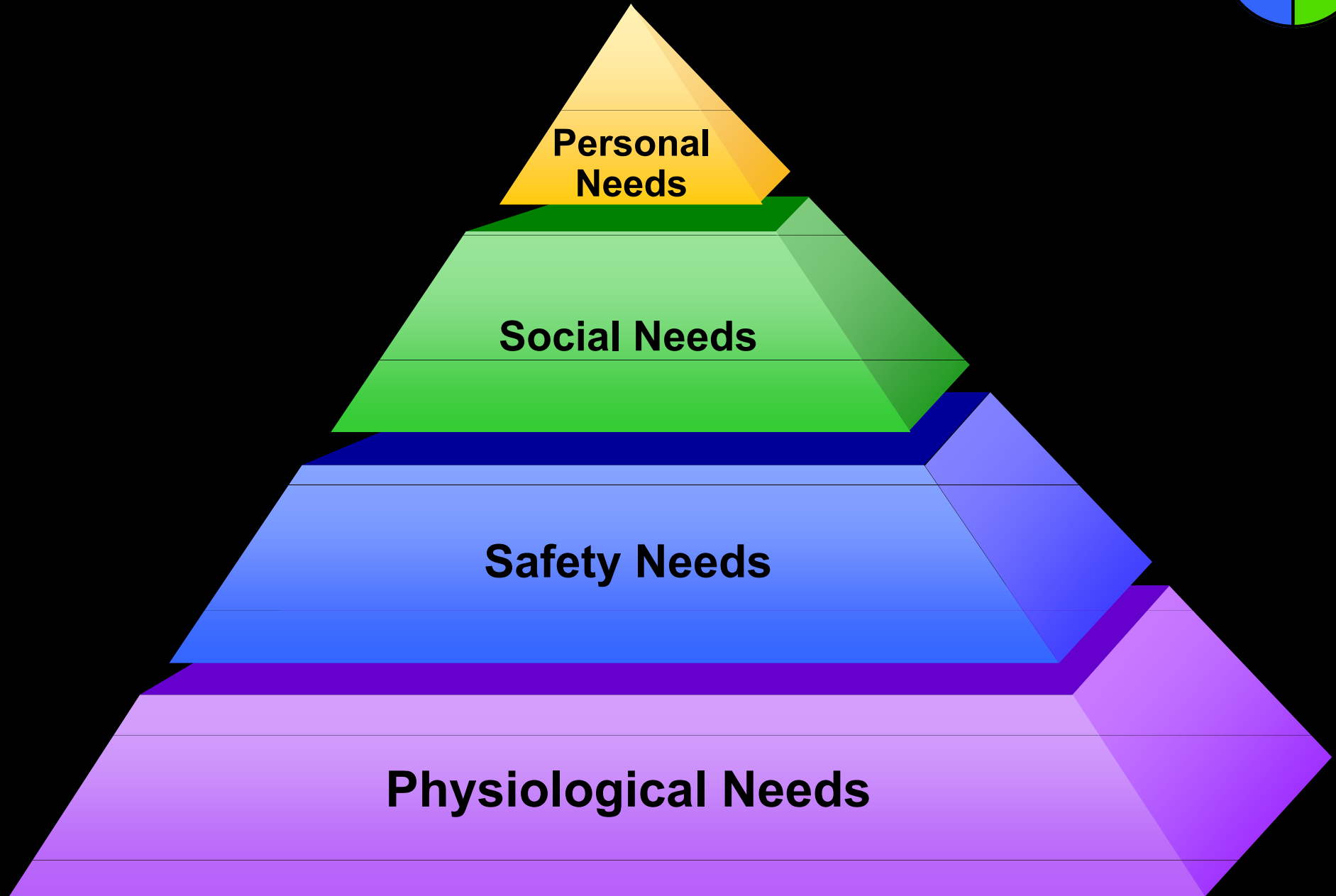
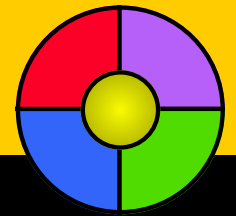
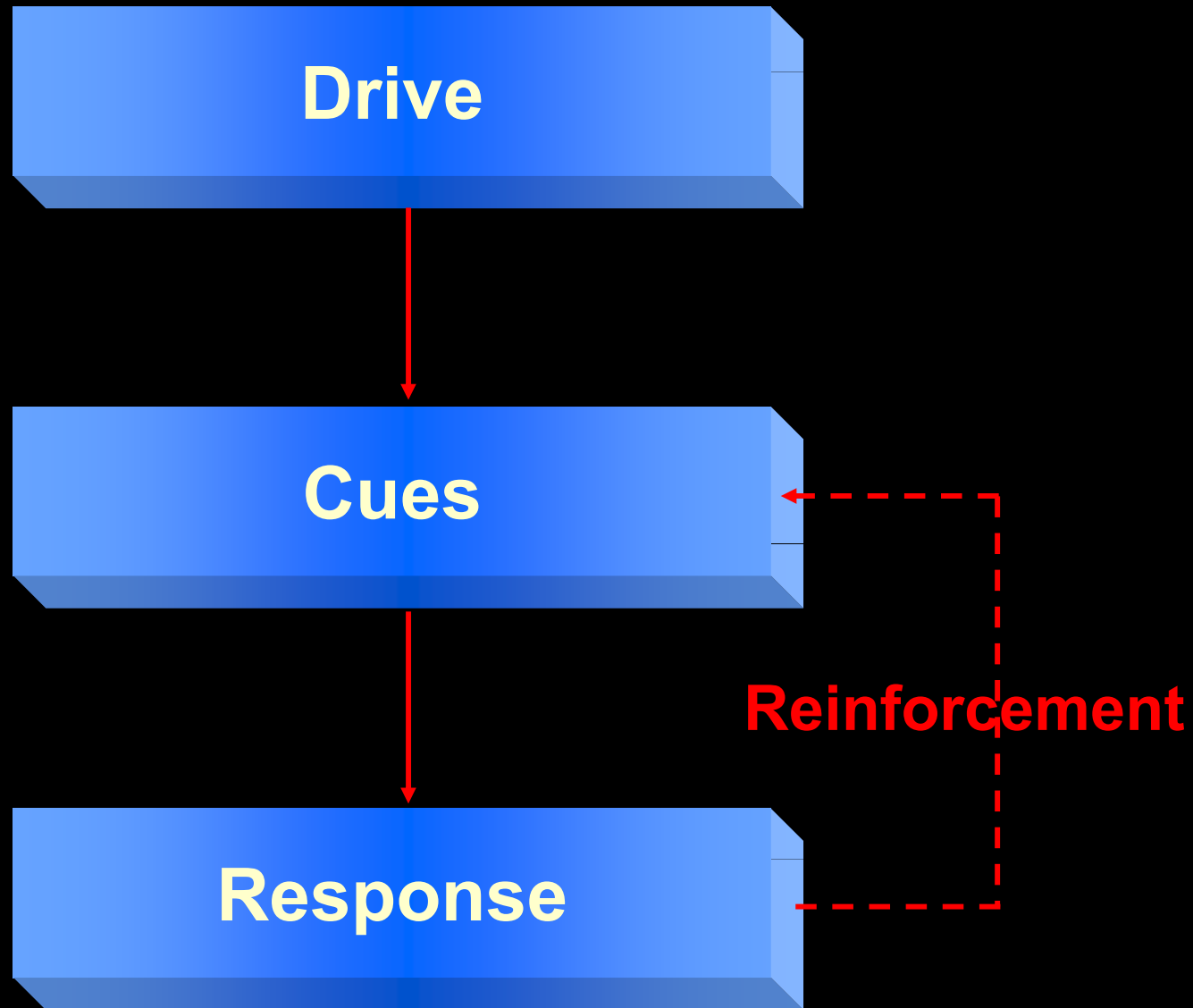
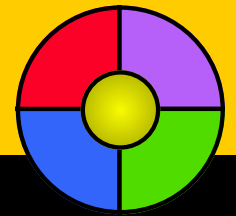


Exhibit 6-1

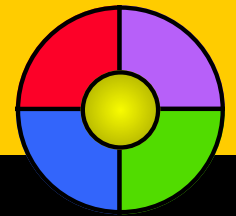
The PSSP Hierarchy of Needs



The Learning Process



Lifestyle Dimensions



● **Activities**

● **Interests**

● **Opinions**

Social Class Dimensions

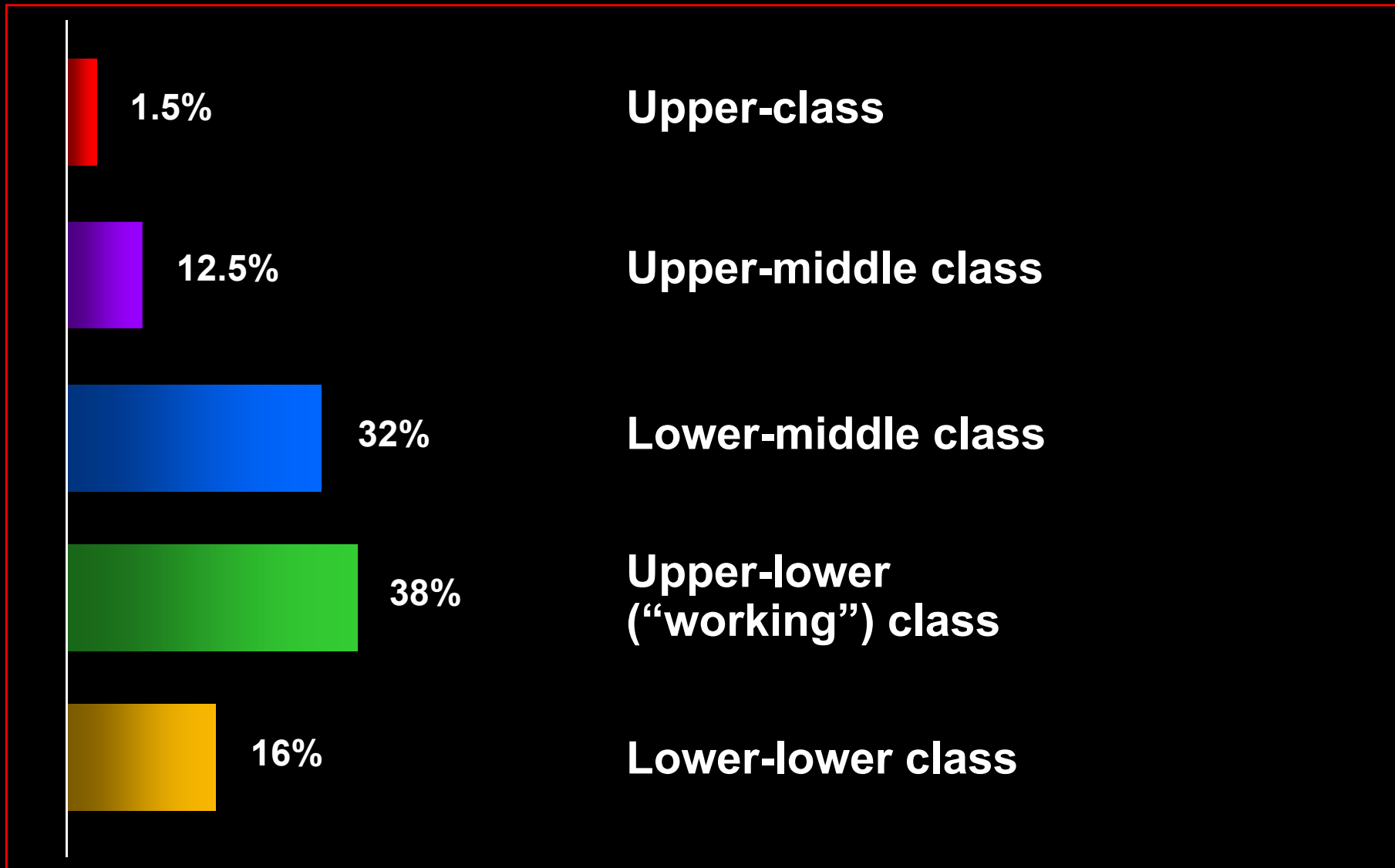
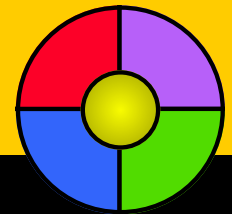
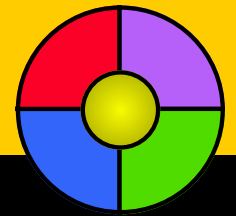


Exhibit 6-6

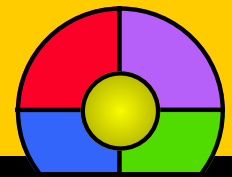
Reference groups/opinion leader



- **REFERENCE GROUP** – PEOPLE TO WHOM AN INDIVIDUAL LOOKS WHEN FORMING ATTITUDES ABOUT A PARTICULAR TOPIC
- **OPINION LEADER** – A PERSON WHO INFLUENCES OTHERS (EACH SOCIAL CLASS AND AGE GROUP TENDS TO HAVE ITS OWN OPINION LEADER)
- **CULTURE** – BELIEFS , ATTITUDES AND WAYS OF DOING THINGS

Exhibit 6-6

Family as a Purchasing Unit



Kategorie	Rok 1961		Rok 1970		Rok 1980		Rok 1991		Rok 2001	
	vtis.	%	vtis.	%	vtis.	%	vtis.	%	vtis.	%
Úplné rodiny	2 405,40	74,8	2 487,50	71	2 556,80	66	2 512,90	62	2 333,60	54,6
Neúplné rodiny	249,6	7,8	306,7	8,8	325,1	8,4	434,4	10,7	576,4	13,5
Nerodinné domácnosti	44,6	1,4	39,9	1,1	55	1,4	14,7	0,4	84,5	2
Domácnosti jednotlivců	514,7	16	600,6	19,1	930,0	24,2	1 009,00	26,9	1 270,20	29,9
Rodiny a domácnosti celkem	3 214,30	100	3 502,70	100	3 875,70	100	4 051,60	100	4 270,70	100

- Úplné rodiny = mother-and-father families
- Neúplné rodiny = single parent families
- Nerodinné domácnosti = unmarried couples
- Domácnosti jednotlivců = singles

The Consumer Problem Solving Process

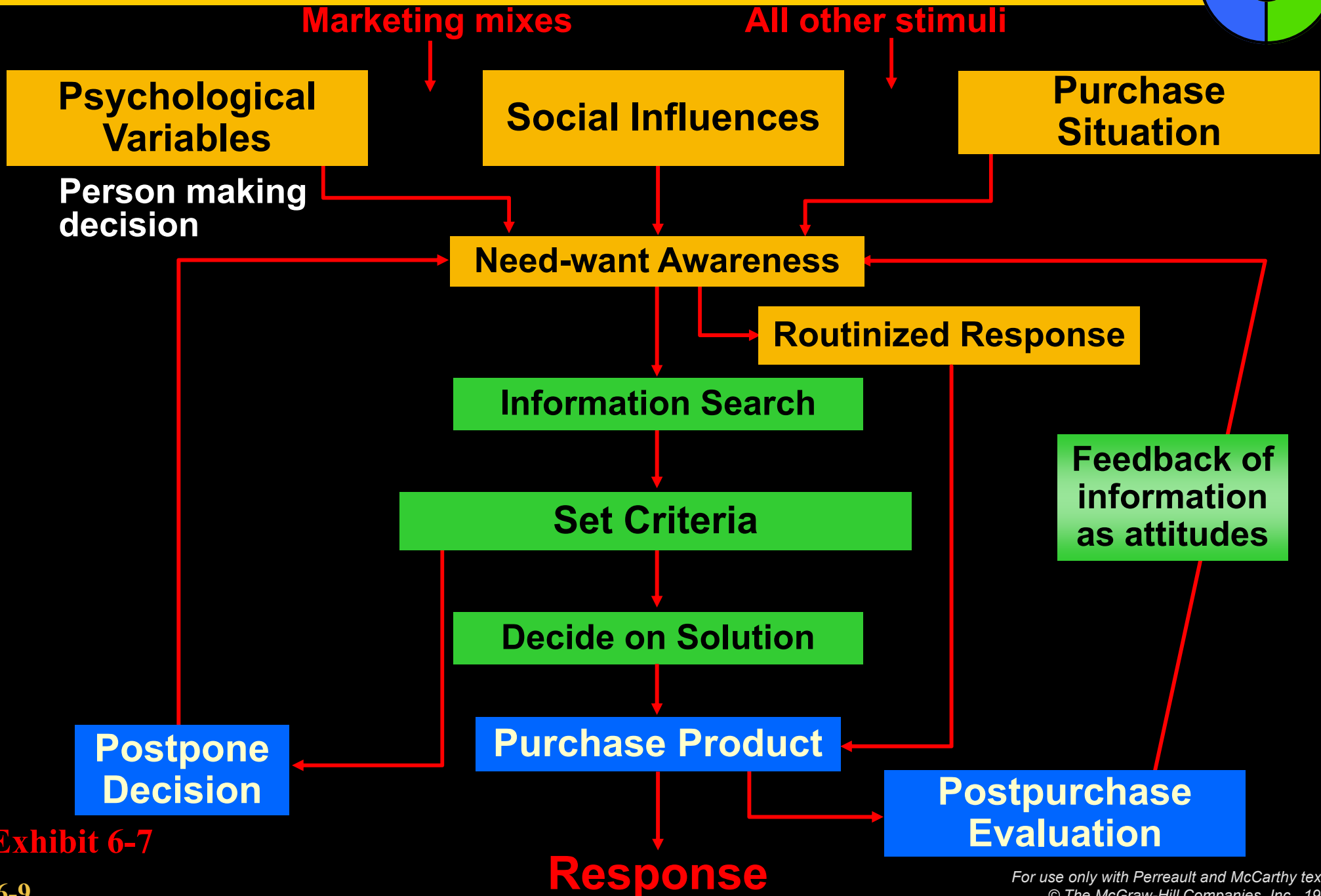
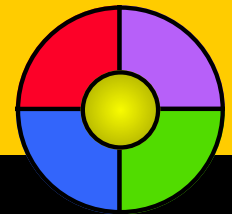


Exhibit 6-7

Types of Buying Decisions



- Expensive
- Risky
- Infrequent
- Self-Expressive

High Involvement

Low Involvement

- Low cost
- Low risk
- Frequent

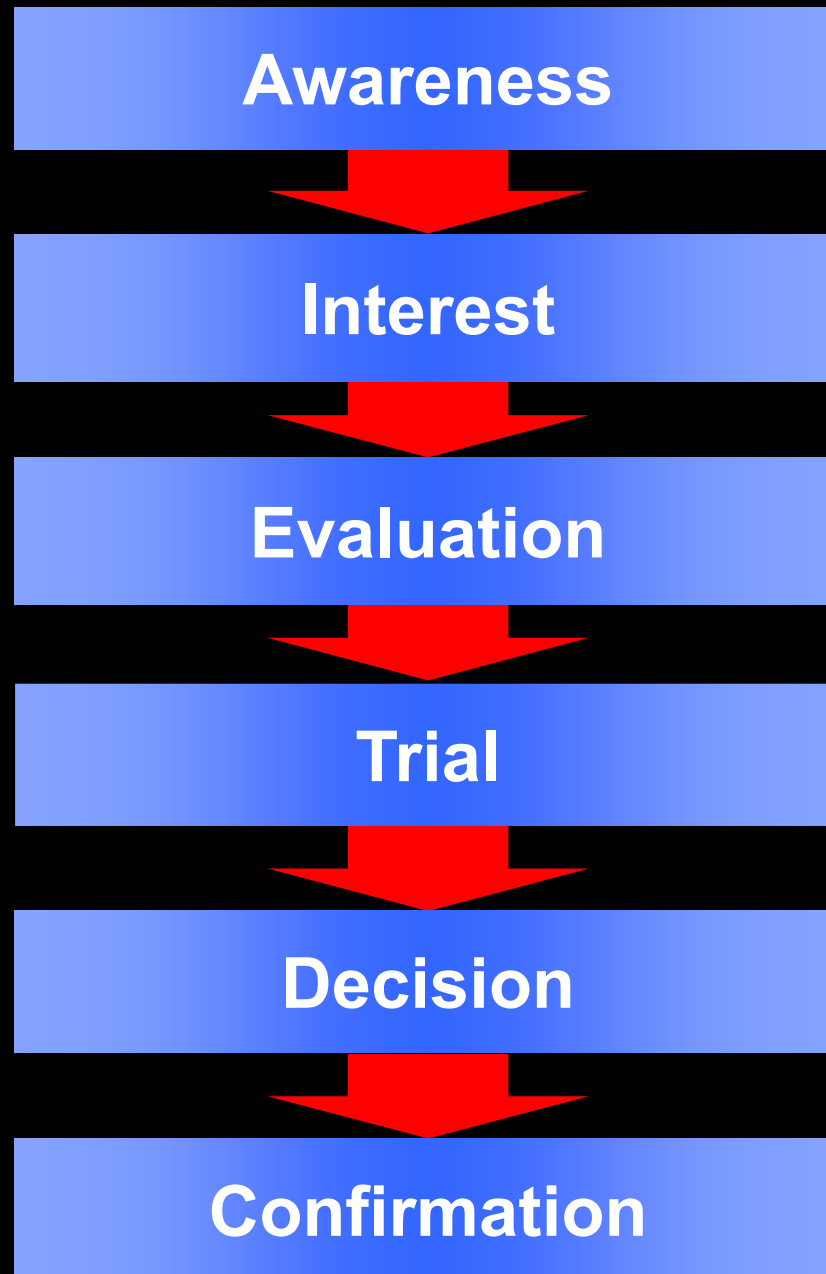
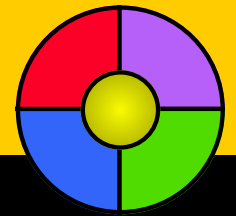
Significant differences between brands



Few differences between brands



The Adoption Process

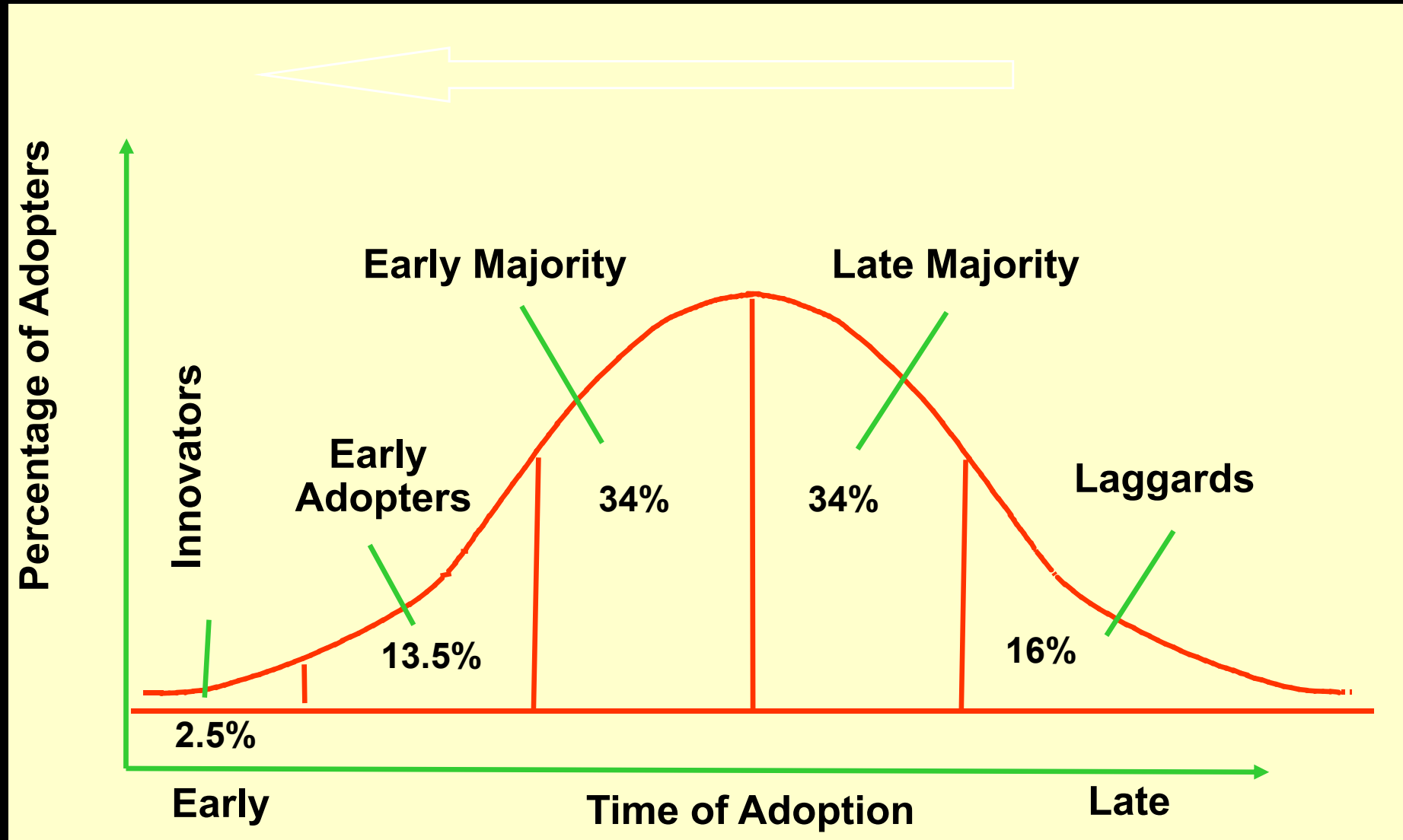
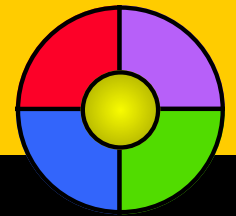


Relating the Processes



Problem-solving steps	Adoption process steps	Learning steps
1. Becoming aware of or interested in the problem	Awareness and interest	<pre> graph TD Drive[Drive] --> Cues[Cues] Cues --> Response[Response] Response -- Reinforcement --> Cues </pre>
2. Gathering information about possible solutions	Interest and evaluation	
3. Evaluating alternative solutions	Evaluation, maybe trial	
4. Deciding on the appropriate solution	Decision	
5. Evaluating the decision	Confirmation	

Adoption of Innovations



Behavioural Influencers

