

A stack of white papers or documents, slightly blurred, set against a light blue background.A blurred globe showing continents, set against a light blue background.

Cross-cultural consumer behavior



Consumer behaviour


Consumer behavior:

- the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

The Nature of Consumer Behavior:

- External Influences
- Internal Influences
- Self-Concept
- Situations
- Experiences and acquisitions





Consumer behaviour:
Why, where, what, with whom,
how... we buy: some issues



■ + whether

■ +

● How much?

● How often?

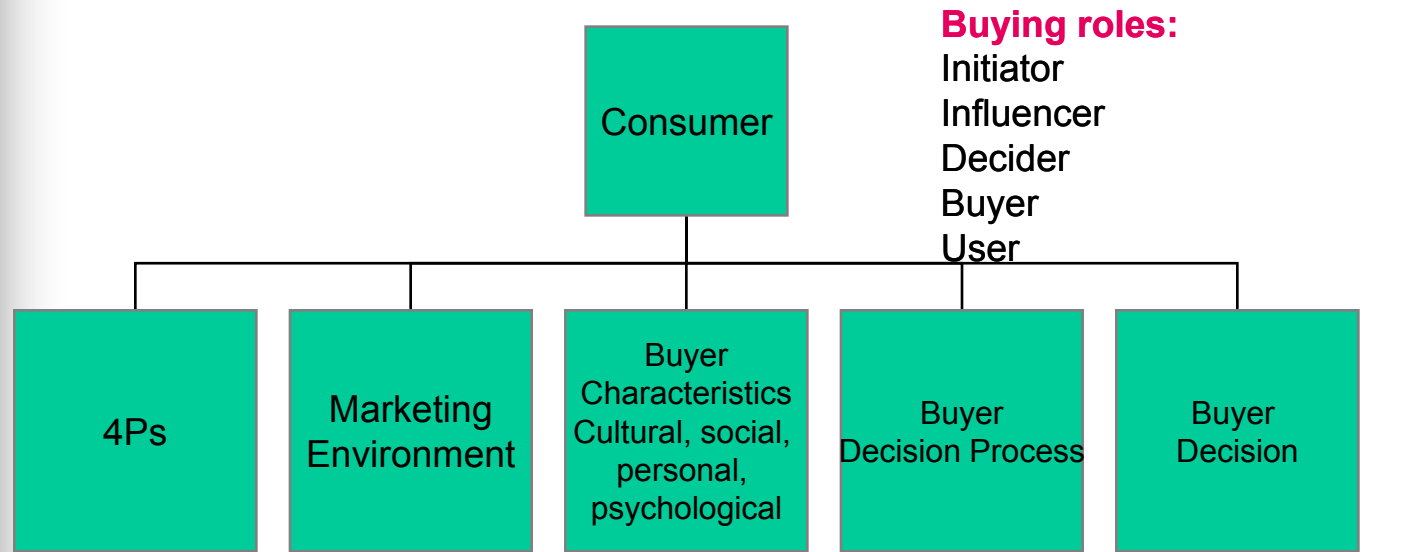
● Which effect is stronger?

● What if...?

● What do we do before, during and after buying?



Buyer/consumer behaviour

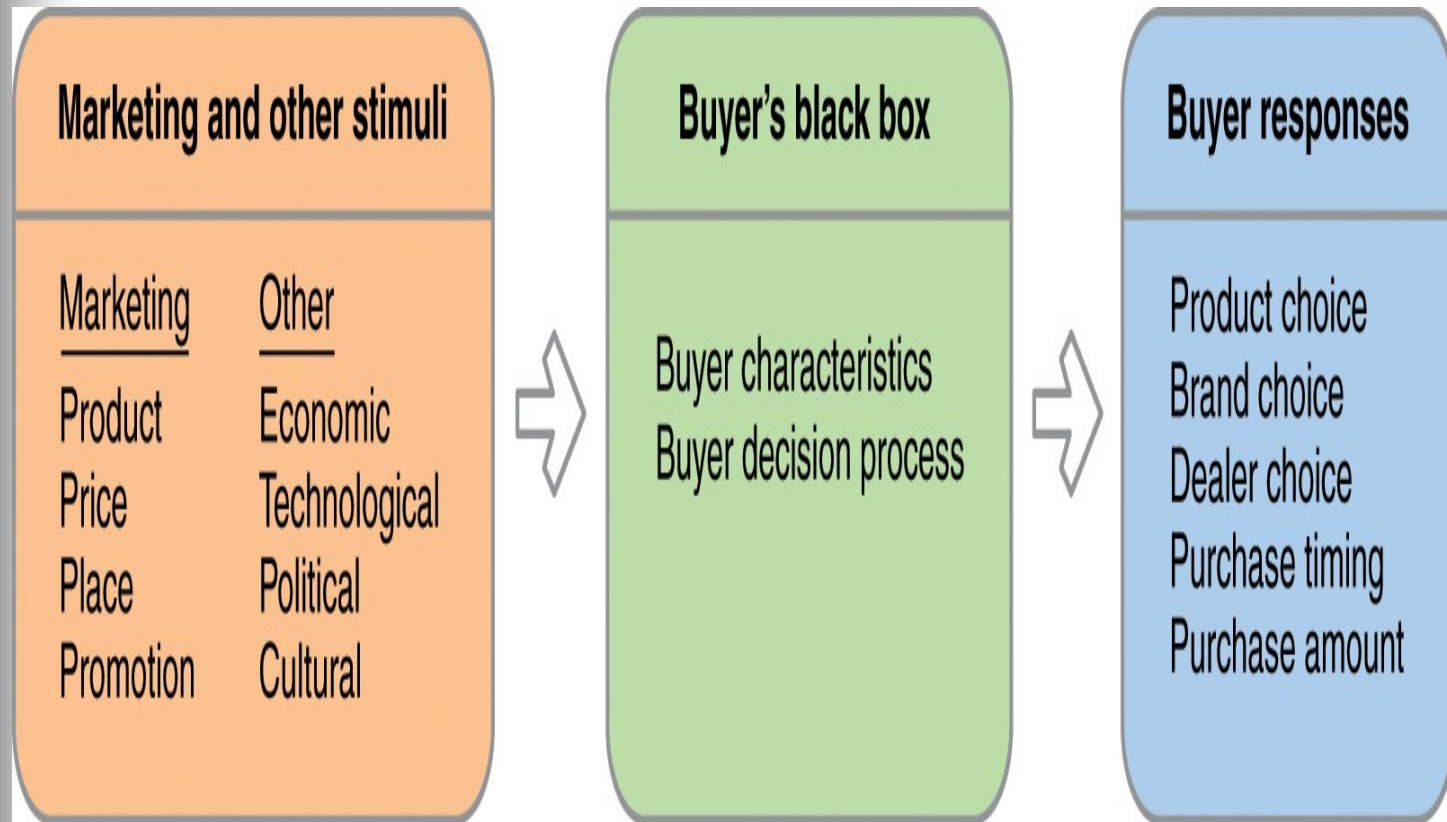


Culture
Sub - culture
Social Class
Reference Groups
Family
Roles and Status
Family Life Cycle
Occupation and Economic circumstances
Lifestyle
Personality and self – concept
Motivation
Perception
Learning
Beliefs and Attitudes

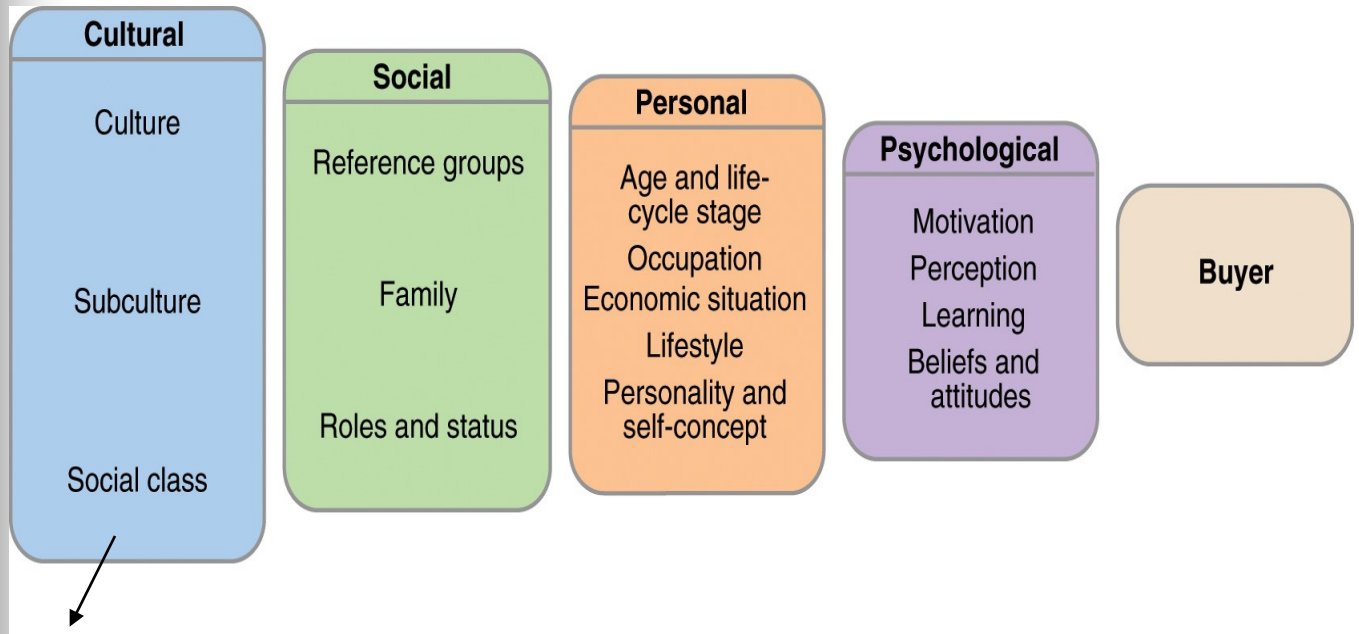
- Problem Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Consumption
- Postpurchase behaviour

Product Choice
Brand Choice
Dealer Choice
Purchase Timing
Purchase Amount

Model of Buyer Behavior



Factors Influencing Consumer Behavior



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



Social classes in your country?

Examples of products for subculture?

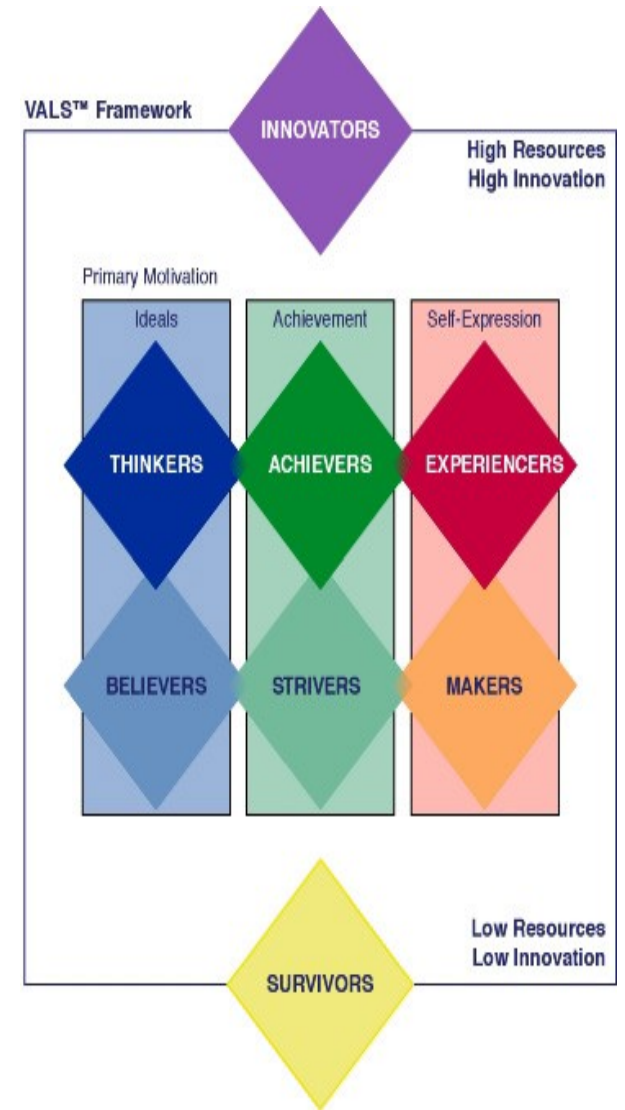
Personal Factors

Lifestyle:

- Pattern of living as expressed via a person's activities, interests, and opinions.

VALS:

- Widely used system
- Classifies consumers with respect to how they spend their time and money.



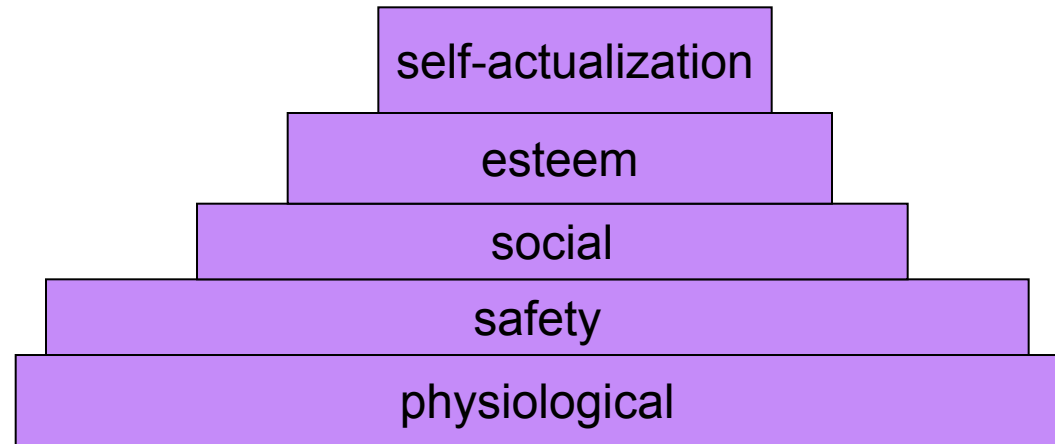


Personality and Self-Concept

- Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment.
- Generally defined in terms of traits.
- Self-concept suggests that people's possessions contribute to and reflect their identities.

Maslow's hierarchy of needs

Is this hierarchy valid everywhere?



- Needs themselves fairly consistent across cultures
- Rank ordering varies
- The degree of emphasis on specific needs and the link between satisfaction at different need levels is culture bound



**Self
Actualization**

**Self-fulfillment: doing what is
best fitted for you**



Ego-needs

Self-respect, prestige, status

Belonging/Social

**Affection, belonging to a
group, being accepted**



Safety

**Savings, good wages,
stability, personal
security, insurance**

**Physiological
Needs**

**Food, drink, love
Shelter**



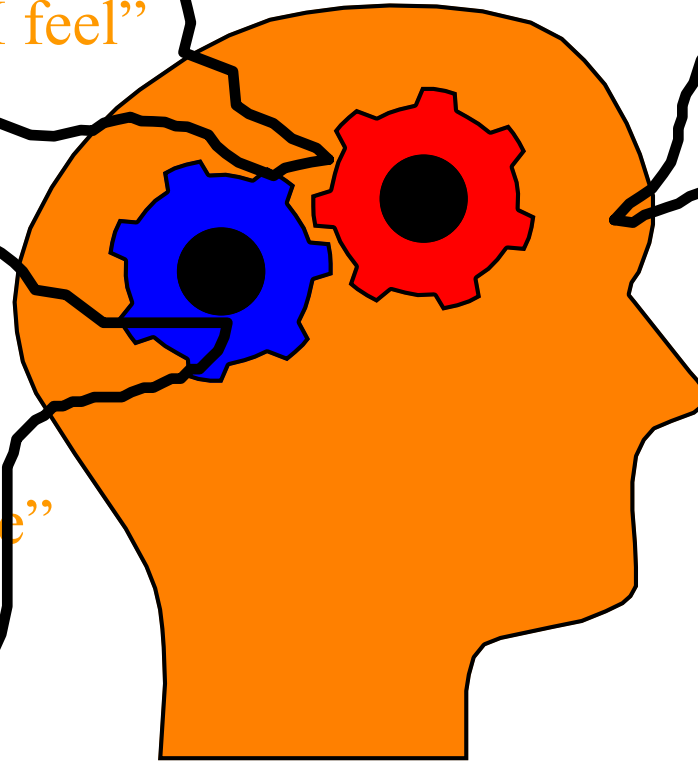
Maslow's Hierarchy of Needs

Attitude

Affective
component
“what I feel”

Behavior
component
“How I respond

Cognitive
component
“What I believe”



Maslow hierarchy?

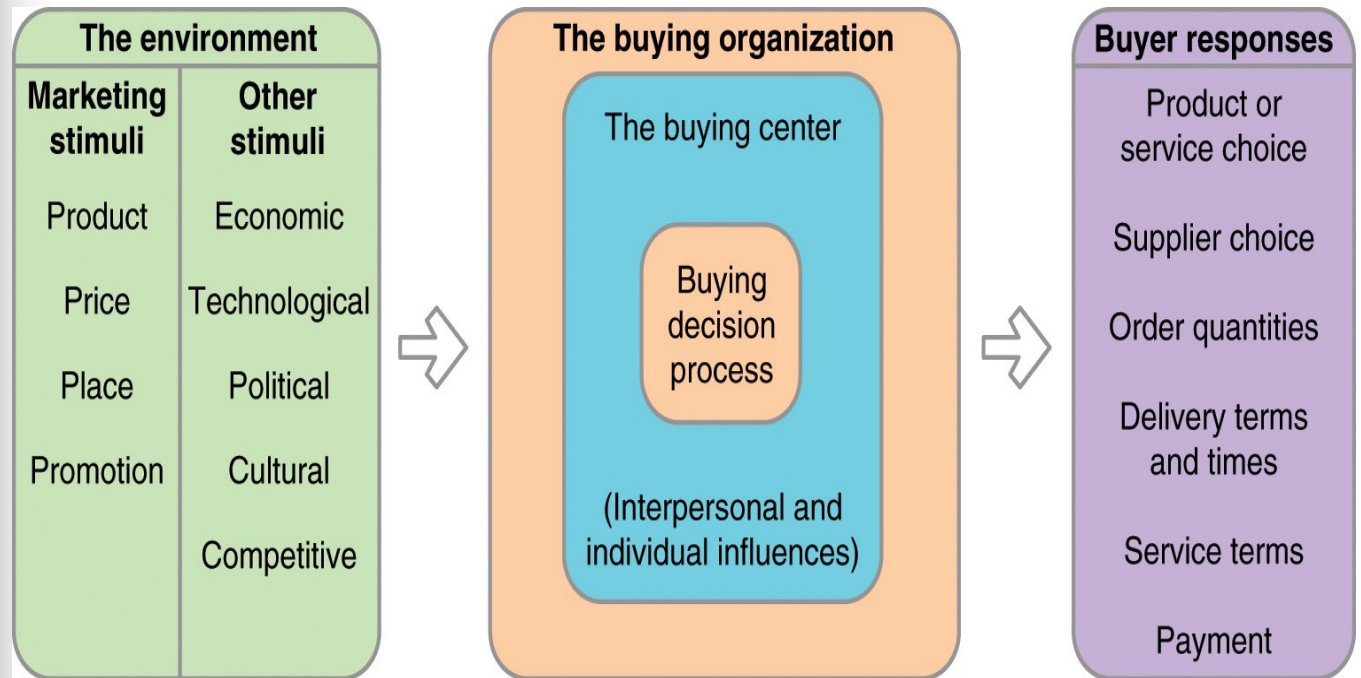


Hikikomori:

those (usually young men) who go to their rooms and don't come out for months.



Model of Business Buyer Behavior

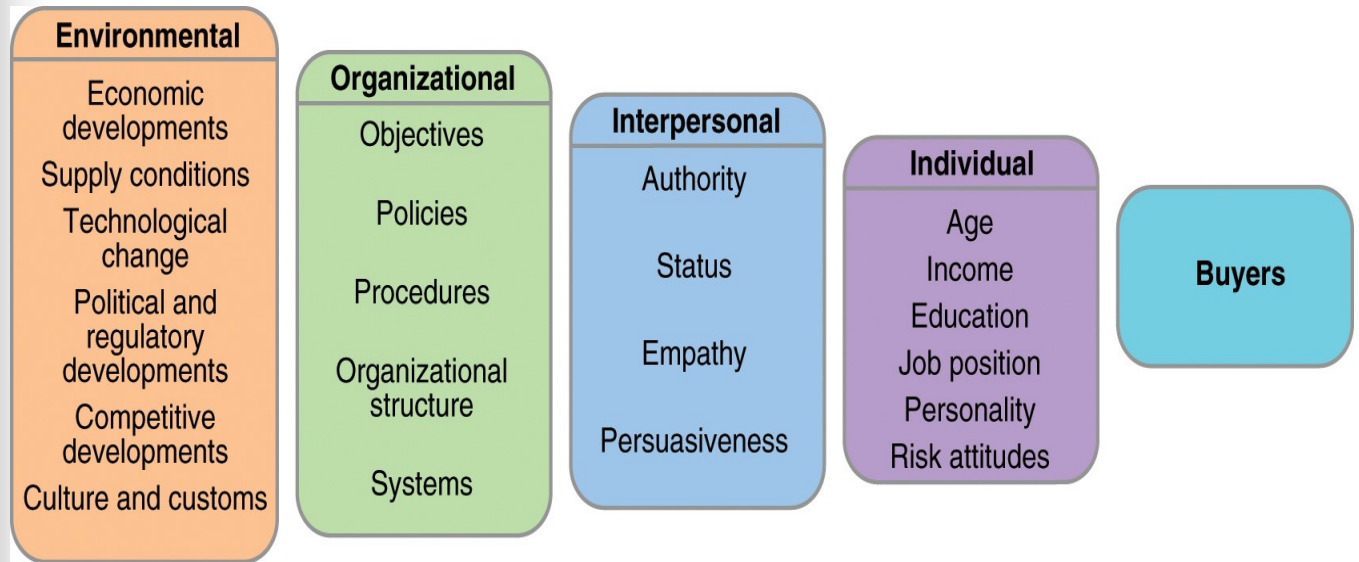


Participants in the Business Buying Process

- Buying center:
The decision-making unit of a buying firm.
 - Not fixed or formally identified unit.
 - Membership varies for different buying tasks and products.
- Center members:
 - Users, deciders, influencers, buyers, gatekeepers
- Members can play multiple roles.



Major Influences on Business Behavior



Consumer behaviour as process - decision making

- involvement with the product (routine problem solving, limited problem solving, extensive problem solving)
- Need recognition (or a problem to solve)- availability of products, social class, financial status, marketing efforts....
- Information search (internal and external) + perceived risk – characteristics of individual consumer- attitudes, knowledge, experience, motivation...market characteristics (number of alternatives, information availability...) situational characteristics (time constraints, financial pressure..)
- Evaluation of alternatives- evaluative criteria – attributes, features, image, price...
- Purchase
- Purchase outcome
 - **Gillette's finding – 30% of European women 'wet shave' as compared to 75% of US women. In some European countries like Spain and Italy, women wanting to remove hair go to waxing salons, rather than shaving themselves with a razor.**



Fun with consumer internationally

- <http://www.youtube.com/watch?v=qT0XrOecBCM>
- <http://www.youtube.com/watch?v=v1vvLQd53Ps&feature=related>
- <http://www.youtube.com/watch?v=f9TR0iH3qzE>
- <http://www.youtube.com/watch?v=mbFC7USYuNI&feature=related>
- <http://www.youtube.com/watch?v=7XV2LVgaCT4&feature=fvsre3>





Task:

- Choose any of the material in the IS (consumer behaviour) and try to think about issues of consumer behaviour and differences of the given culture/country