



CHAPTER

**4**

**UNDERSTANDING  
CONSUMER  
BEHAVIOR**



McGraw-Hill Education

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**LEARNING OBJECTIVES (LO)**

**AFTER READING CHAPTER 4, YOU SHOULD BE ABLE TO:**

- L01** Describe the stages in the consumer purchase decision process.
- L02** Distinguish among three variations of the consumer purchase decision process: routine, limited, and extended problem solving.
- L03** Identify major psychological influences on consumer behavior.
- L04** Identify major sociocultural influences on consumer behavior.

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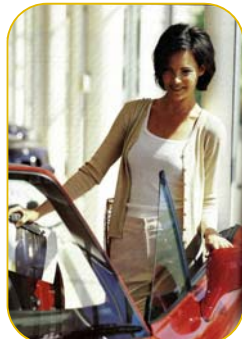
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**ENLIGHTENED CARMAKERS KNOW  
WHAT CUSTOM(H)ERS VALUE**

- ▶ **The Sense of Styling**
- ▶ **The Need for Speed**
- ▶ **The Substance of Safety**
- ▶ **The Shopping Experience**



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**FIGURE 4-1** The purchase decision process consists of five stages




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**LO1 CONSUMER PURCHASE DECISION PROCESS**  
PROBLEM RECOGNITION

> Consumer Behavior

> Purchase Decision Process




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**LO1 CONSUMER PURCHASE DECISION PROCESS**  
INFORMATION SEARCH

> Internal Search



> External Search

• Personal Sources



• Public Sources



• Marketer-Dominated Sources




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**FIGURE 4-2 Consumer Reports' evaluation of smart phones**

BRAND	MODEL	PRICE	DISPLAY	VOICE QUALITY	MESS-AGING	WEB BROWSING	BATTERY LIFE
Apple	iPhone 4S	\$200	●	○	◐	●	◐
BlackBerry	Torch 9810	50	◐	○	●	●	○
HTC	HD7S	100	●	○	◐	◐	◐
LG	Quantum	50	◐	○	◐	◐	○
Motorola	Atrix 4G	100	●	○	◐	●	●
Samsung	Galaxy S II	200	●	○	●	●	●

\*Alphabetical list (abridged) of smartphones for AT&T customers only, not in the order of their Rankings

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**L01 CONSUMER PURCHASE DECISION PROCESS ALTERNATIVE EVALUATION**

- Evaluative Criteria
- Consideration Set




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**L01 CONSUMER PURCHASE DECISION PROCESS PURCHASE DECISION**

- Decide from Whom to Buy



- Decide When to Buy




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**L01 CONSUMER PURCHASE DECISION PROCESS  
POSTPURCHASE BEHAVIOR**

**> Customer Satisfaction Studies**

- Satisfied Customers  
Tell 3 People
- Dissatisfied Customers  
Tell 9 People

**> Cognitive Dissonance**

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**L01 MARKETING MATTERS  
The Value of a Satisfied Customer  
to the Company**



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**L02 CONSUMER PURCHASE DECISION PROCESS  
CONSUMER INVOLVEMENT & PROBLEM SOLVING**

**> Involvement**

- Extended Problem Solving
- Limited Problem Solving
- Routine Problem Solving

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**FIGURE 4-3 Comparison of problem-solving variations: extended, limited, and routine**

CHARACTERISTICS OF THE CONSUMER PURCHASE DECISION PROCESS	CONSUMER INVOLVEMENT		
	HIGH	EXTENDED PROBLEM SOLVING	ROUTINE PROBLEM SOLVING
Number of brands examined	Many	Several	One
Number of sellers considered	Many	Several	Few
Number of product attributes evaluated	Many	Moderate	One
Number of external information sources used	Many	Few	None
Time spent searching	Considerable	Little	Minimal

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**L02 CONSUMER PURCHASE DECISION PROCESS INVOLVEMENT & MARKETING STRATEGY**

- > **Low Involvement**
  - Maintain Product Quality
  - Avoid Stockouts
  - Reduce Cognitive Dissonance with Ads



- > **High Involvement**
  - Use Comparative Ads
  - Use Personal Selling




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**L02 CONSUMER PURCHASE DECISION PROCESS SITUATIONAL INFLUENCES**

- > **Situational Influences**
  - Purchase Task
  - Social Surroundings
  - Physical Surroundings
  - Temporal Effects
  - Antecedent States

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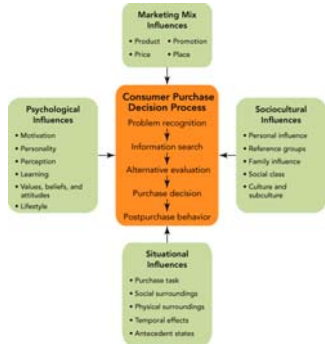
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**FIGURE 4-4 Influences on the consumer purchase decision process from both internal and external sources**




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L02

**CONSUMER PURCHASE DECISION PROCESS  
HOW CONSUMERS PURCHASE SERVICES**

➤ **The Purchase Process**

- Search Properties
- Experience Properties
- Credence Properties

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**FIGURE 4-A Consumers use search, experience, and credence properties to evaluate services**




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LO3

## PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR MOTIVATION

### > Motivation

### > Hierarchy of Needs

- Physiological Needs
- Safety Needs
- Social Needs
- Personal Needs
- Self-Actualization Needs

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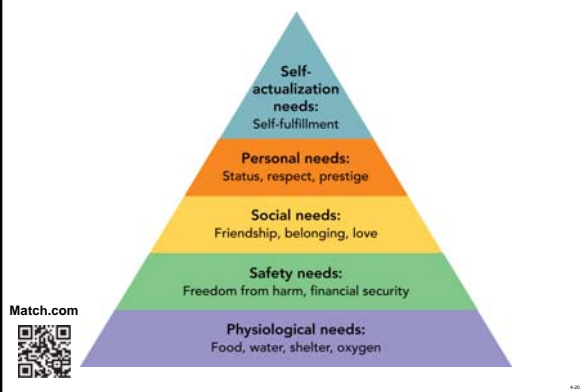
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FIGURE 4-5 Hierarchy of needs



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LO3

## PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR PERSONALITY

### > Personality

### > Traits

### > Self-Concept



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L03

### PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR PERCEPTION

#### > Perception

- Selective Perception
- Selective Exposure
- Selective Comprehension
- Selective Retention

#### > Subliminal Perception

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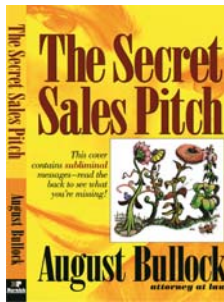
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L03

### MAKING RESPONSIBLE DECISIONS The Ethics of Subliminal Messages



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L03

### PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR PERCEIVED RISK

#### > Strategies to Reduce Perceived Risk

- Obtain Seals of Approval
- Secure Endorsements
- Provide Free Trials/Samples
- Give Extensive Instructions
- Provide Warranties/Guarantees

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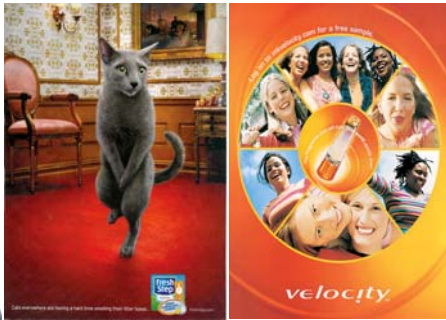
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L03

**Fresh Step and Mary Kay Velocity**  
What strategy is used to reduce perceived risk?




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L03

**PSYCHOLOGICAL INFLUENCES  
ON CONSUMER BEHAVIOR  
LEARNING**

> Learning

> Behavioral Learning

- Drive (Hunger)    • Response 
- Cue     • Reinforcement 

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L03

**PSYCHOLOGICAL INFLUENCES  
ON CONSUMER BEHAVIOR  
LEARNING**

> Behavioral Learning

- Stimulus Generalization
- Stimulus Discrimination

> Cognitive Learning

> Brand Loyalty



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L03

### PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR VALUES, ATTITUDES AND BELIEFS

#### > Attitude Formation

• Attitude



• Values



• Beliefs



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L03

### PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR VALUES, ATTITUDES AND BELIEFS

#### > Attitude Change

• Change Beliefs About a Brand's Attributes

• Change Perceived Importance of Attributes

• Add New Product Attributes

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L03

### Colgate and Hellmann's How did these ads change attitudes?



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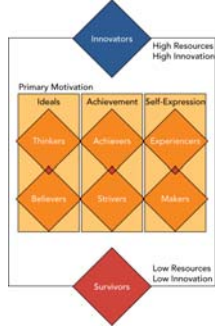
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L03

**PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR**  
**CONSUMER LIFESTYLE**

> Lifestyle

> Psychographics



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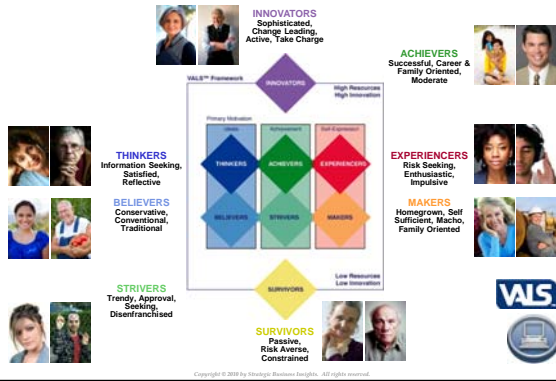
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**FIGURE 4-B VALS™ identifies eight consumer segments**



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L04

**SOCIOCULTURAL INFLUENCES ON CONSUMER BEHAVIOR**  
**PERSONAL INFLUENCE**

> Opinion Leaders

> Word of Mouth

• Buzz

Dove Video



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L04

**MARKETING MATTERS**  
**BZZAgent—The Buzz Experience**



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L04

**SOCIOCULTURAL INFLUENCES**  
**ON CONSUMER BEHAVIOR**  
**REFERENCE GROUPS**

> **Reference Groups**

- Membership Group
- Aspiration Group
- Dissociative Group

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L04

**SOCIOCULTURAL INFLUENCES**  
**ON CONSUMER BEHAVIOR**  
**FAMILY INFLUENCE**

> **Consumer Socialization**



> **Family Life Cycle**

- Traditional Family



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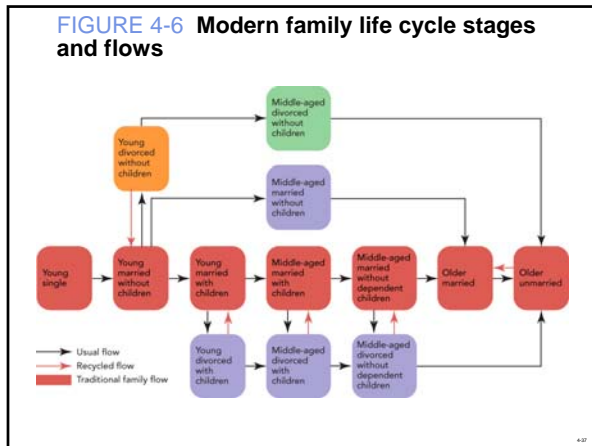
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**FIGURE 4-6 Modern family life cycle stages and flows**




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L04

**SOCIOCULTURAL INFLUENCES ON CONSUMER BEHAVIOR**  
**FAMILY INFLUENCE**

> **Family Decision-Making**



- **Styles**
  - Spouse-Dominant
  - Joint
- **Family Member Roles**
  - Information Gatherer
  - Purchaser
  - Influencer
  - User
  - Decision Maker

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L04

**SOCIOCULTURAL INFLUENCES ON CONSUMER BEHAVIOR**  
**CULTURE AND SUBCULTURE**

> **Culture**

> **Subcultures**



- **Hispanic Buying Patterns**
- **African American Buying Patterns**
- **Asian American Buying Patterns**




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LO4

### SOCIOCULTURAL INFLUENCES ON CONSUMER BEHAVIOR SOCIAL CLASS

➤ **Social Class**

- Upper Class



- Middle Class



- Working/Lower Class



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