

# MARKETING MANAGEMENT

*12<sup>th</sup> edition*

**6**

## **Analyzing Consumer Markets**

*Kotler*

*Keller*



# Chapter Questions

- How do consumer characteristics influence buying behavior?
- What major psychological processes influence consumer responses to the marketing program?
- How do consumers make purchasing decisions?
- How do marketers analyze consumer decision making?



# What Influences Consumer Behavior?

- Cultural factors
- Social factors
- Personal factors



# Culture

The fundamental determinant of a person's wants and behaviors acquired through socialization processes with family and other key institutions.



# Subcultures

- Nationalities
- Religions
- Racial groups
- Geographic regions
- Special interests



# Fast Facts About American Culture

- The average American
  - chews 300 sticks of gum a year
  - goes to the movies 9 times a year
  - takes 4 trips per year
  - attends a sporting event 7 times each year



# Social Classes

Upper uppers  
Lower uppers  
Upper middles  
Middle class  
Working class  
Upper lowers  
Lower lowers

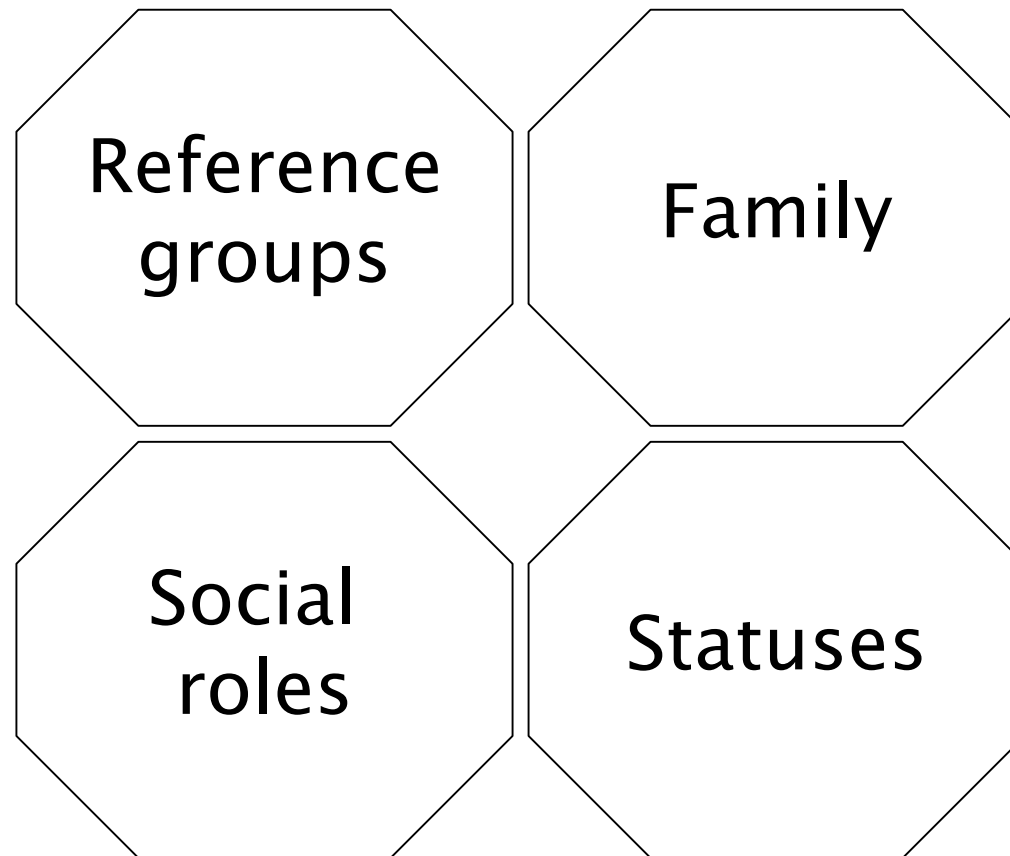


# Characteristics of Social Classes

- Within a class, people tend to behave alike.
- Social class conveys perceptions of inferior or superior position.
- Class may be indicated by a cluster of variables (occupation, income, wealth).
- Class designation is mobile over time.



# Social Factors





# Reference Groups

- Membership
- Primary
- Secondary
- Aspirational
- Dissociative



# Family

- Family of Orientation
  - Religion
  - Politics
  - Economics
- Family of Procreation
  - Everyday buying behavior



# Personal Factors

- Age
- Life cycle stage
- Occupation
- Wealth
- Personality
- Values
- Lifestyle
- Self-concept



# Brand Personality

- Sincerity
- Excitement
- Competence
- Sophistication
- Ruggedness



# Key Psychological Processes

- Motivation
- Perception
- Learning
- Memory



# Motivation

- Freud's theory
- Maslow's hierarchy of needs
- Herzberg's two-factor theory



# Perception

- Selective attention
- Selective retention
- Selective distortion
- Subliminal perception



## Figure 6.4 Consumer Buying Process

- Problem recognition
- Information search
- Evaluation
- Purchase decision
- Postpurchase behavior



# Sources of Information

- Personal
- Commercial
- Public
- Experiential



# Non-compensatory Models of Choice

- Conjunctive
- Lexicographic
- Elimination-by-aspects



# Perceived Risk

- Functional
- Physical
- Financial
- Social
- Psychological
- Time



# Other Theories of Consumer Decision Making

## Involvement

- Elaboration  
Likelihood Model
- Low-involvement  
marketing  
strategies
- Variety-seeking  
buying behavior

## Decision Heuristics

- Availability
- Representativeness
- Anchoring and  
adjustment



# Mental Accounting

- Consumers tend to...
  - Segregate gains
  - Integrate losses
  - Integrate smaller losses with larger gains
  - Segregate small gains from large losses