

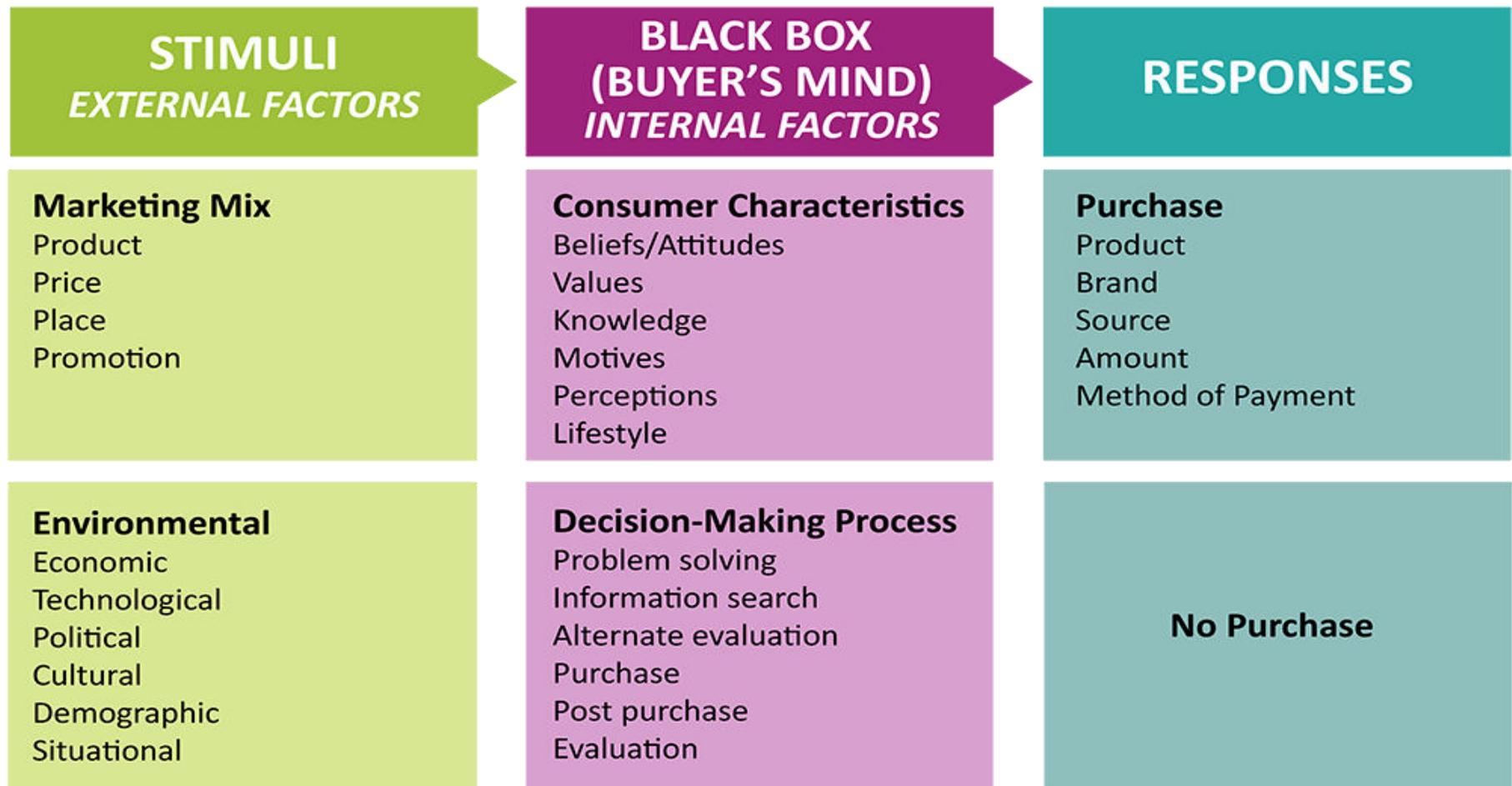
Buyer Behavior



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Buying behavior is the decision processes and acts of people involved in buying and using products

Stimulus-response model indicates, a consumer's buying behavior is influenced by cultural, social, personal, and psychological factors



Factors influencing buyer behavior

Factors, defined below, are particularly important influences on consumer buying behavior:

- cultural factors
- social factors
- personal factors
- psychological factors

Cultural factors

- culture – such values as success, freedom, material comfort, individualism, efficiency and practicality
- subculture – nationality, religion, racial groups
- social class – upper, middle, working class, lower class.

Social factors

In addition to cultural factors, a consumer's behavior is influenced by such social factors as:

- reference groups – family, friends, neighbors, co-workers, opinion leaders, etc.
- family – family of orientation, family of procreation, teens, children.
- social roles and statuses – clubs, organizations, etc. A **role** consists of the activities that a person is expected to perform.

Each role carries a **status**.

Personal factors

Cultural and social factors are just two of the four major factors that influence consumer buying behavior. The third factor is personal characteristics, including:

- the buyer's age
- stage in the life cycle
- occupation and economic circumstances
- lifestyle
- Personality
- self-concept

- **age and stage in lifecycle** - people buy different goods and services over a lifetime. Taste in clothes, furniture, and recreation is also age-related, which is why smart marketers are attentive to the influence of age.
- **occupation and economic circumstances** - a blue-collar worker will buy work clothes and lunchboxes, while a company president will buy expensive suits and a country club membership. In addition, product choice is greatly affected by a consumer's economic circumstances: spendable income (level, stability, and time pattern), savings and assets (including the percentage that is liquid), debts, borrowing power, and attitude toward spending versus saving.
- **lifestyle** - people from the same subculture, social class, and occupation may actually lead quite different lifestyles. Successful marketers search for relationships between their products and lifestyle groups.

- **personality** - each person has a distinct personality that influences buying behavior. Personality is usually described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability.
- **self-concept** (or self-image) is related to personality. Marketers often try to develop brand images that match the target market's self-image. Yet it is possible that a person's *actual self-concept* (how she views herself) differs from her *ideal self-concept* (how she would like to view herself) and from her *others-self-concept* (how she thinks others see her).

Psychological factors

➤ motivation. Person has *biogenic needs*- hunger, thirst, discomfort. Other needs are *psychogenic*; the need for recognition, esteem, or belonging.

➤ perception

- selective attention

- selective distortion

- selective retention

➤ learning

➤ beliefs and attitudes

The Stages of the Buying Decision Process

Stage 1: Problem Recognition

Stage 2: Information Search

Stage 3: Evaluation of Alternatives

Stage 4: Purchase Decision

Stage 5: Postpurchase Behavior