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Consumer Behavior

#5 Decision & Situation

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Would your decision be
the same?

FEBRUARY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

What would you buy?

Your behavior in purchasing products?

Consumers behave differently
under different situations

Effect of “**situational influence**”

What is situational influence?

Temporary **conditions or factors** that affect consumer behavior at the **moment of consumption**



Conditions or Factors

Antecedent states: an individual features that are not lasting characteristics i.e moods and momentary conditions.



Conditions or Factors

Task: what do you have to do? The reason the consumption activity is occurring.



Conditions or Factors

Physical surrounding: the atmosphere i.e. color, aroma, music, crowd.



Conditions or Factors

Time: effect of time on consumer behavior i.e. time of day, how much time.



Conditions or Factors

Social surrondation: the presence or absence of others



Moment of consumption

Communication

Purchase

Usage

Dispose



**Product
Preference**

Other situation

Ritual situation

- a socially defined occasion that triggers a set of interrelated behaviors
- prescribed behavior



Two questions for marketers

- 1) What situations involve the consumption of product?
- 2) Which products are likely to be consumed across the situations?

What situation, what product?



Go to “*Situational Influence Exercise*”

Situation and marketing strategy

Suntan Lotion Use Situation	Potential Users of Suntan Lotion				General Situation Benefits
	Young Children	Teenagers	Adult Women	Adult Men	
Beach/boat activities	Prevent sunburn/skin damage	Prevent sunburn while tanning	Prevent sunburn/skin change/dry skin	Prevent sunburn	Container floats
Home/pools sunbathing	Prevent sunburn/skin damage	Tanning without sunburn	Tanning without skin damage or dry skin	Tanning without sunburn/skin damage	Lotion won't stain clothes or furniture
Tanning booth		Tanning	Tanning with moisturizer	Tanning	Designed for sunlamps
Snow skiing		Prevent sunburn	Prevent sunburn/skin damage/dry skin	Prevent sunburn	Antifreeze formula
Person benefits	Protection	Tanning	Protection and tanning with soft skin	Protection and tanning	

Thank you
