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# Consumer Behavior

## #12 The influences

Kandapa Thanasuta, Ph.D.

Behavior at each stage of decision journey is also affected by other factors.



Internal Influences



External Influences

# INTERNAL influences



## Motivation

Driving force of behavior



## Perception

Seeing the reality



## Memory

Gaining information and  
experience



## Personality

Reflecting how an individual  
responds

# EXTERNAL influences



## Culture

Shared values in society



## Subculture

Distinguished values in a large culture



## Social class

Hierarchical division of a society



## Group

Someone whom consumers identify with



## Family

People who are related

# Culture

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## A combination of “values” and “society”

Cultural “values” give rise to **norms** and associated **sanctions**, which in turn influence consumption patterns.

“Society” is a place to which people belong





*Brands that ask consumers to swim against the social current are making it harder for the consumer to choose their products and services. It's usually better practice to make it possible and easy for consumers to choose your product within their cultural comfort zone.*



# Culture

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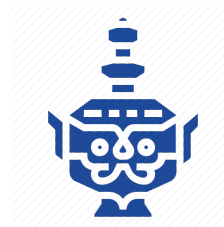
## Understand the variations in culture

Language, non-verbal communication, value, demographic





## *HSBC The Worldwide Local Bank – Different Point of Value Campaign*



# Subculture

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Distinguished values and patterns of  
behavior within large culture

Ethnic, regional, religious, **generation**



# Subculture

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## GENERATION

a group of persons who have experienced a common social, political, historical, and economic environment.





**TRADS**  
1928 – 1944

**TRADITIONALISTS:**

Value authority and a top-down management approach; hard working; 'make do or do without'.

"Support" them  
through brand  
extension



**BOOMERS**  
1945 – 1964

**BABY BOOMERS:**

Expect some degree of deference to their opinions; workaholics

"Comfort" them  
through product  
development



**GEN X**  
1965 – 1979

**GENERATION X:**

Comfortable with authority; will work as hard as is needed; importance of work life balance.

"Respect" them  
through sincere  
marketing technique



**GEN Y**  
1980 – 1994

**GENERATION Y:**

Respect must be earned. Technologically savvy; goal and achievement oriented.

"Understand" them  
through same  
languages

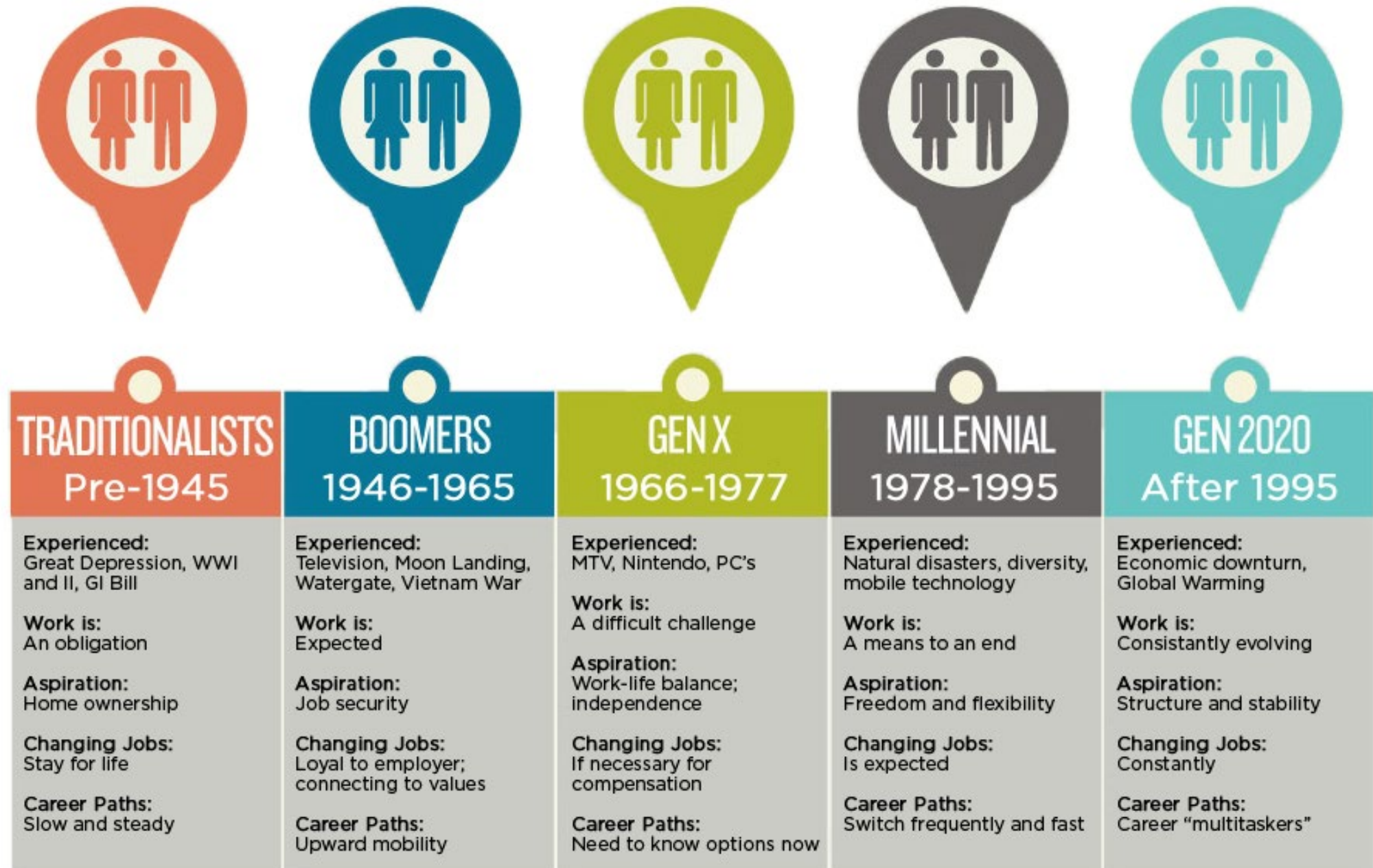


**GEN Z**  
1995+

**GENERATION Z:**

Many traits still to emerge. Digital natives, fast decision makers, highly connected.

"Please" them through  
customized and  
meaningful campaign





# Social class

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## Putting people into different rank

A hierarchical division of a society into relatively distinct and homogeneous groups





# Social class

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## 6-category schemes

Upper-Upper Class: inherited wealth (rare)

Low-Upper Class: new social elites (renown)

Upper-Middle Class: professional (respectable)

Lower-Middle Class: avg. pay white collars & blue collars (recreation)

Upper-Lower Class: blue collar workers (reachable)

Lower-Lower Class: bums, poverty stricken (recover)

# Social class

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What does your product mean to different social class?

Product demonstrates social status. Consumers try to imitate behavior of higher class



# Social class

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# Group

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## Power of reference group

Consumers use other people as benchmark of their behavior –  
existence of influencer and conformer



# Group

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## Identifying a key opinion leader (KOL)

A “go-to” person who has an expertise in the field  
Influencer marketing – macro & micro







Peary Pie –  
cosmetic blogger  
to macro  
influencer

chanelofficial

undergroundengland

# Family

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## Family and Household

Family – someone who are related by blood, marriage, and adoption

Household – someone who live in the same household



# Family

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## Understand family decision making

Many people involve in the process

Different roles in the decision process i.e. initiator, influencer, information gatherer, decision maker, purchaser, user





# Thank you

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