



The Family and Its Social Standing



Consumer Behavior

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Chapter 10 Learning Objectives



- 10.1 To understand the family as a consumer socialization agent.
- 10.2 To understand family decision-making and its members' consumption-related roles.
- 10.3 To understand the role of the family life cycle in market segmentation and targeting.
- 10.4 To understand the consumption patterns of nontraditional families and non-family households.

Chapter 10 Learning Objectives



10.5 To understand the impact of social stratification on consumer behavior.

10.6 To understand how to measure social class and segment consumers accordingly.

10.7 To understand the demographics, lifestyles, and consumption patterns of America's social classes.

10.8 To understand how to employ geo-demographics to locate target markets.

Opening Vignette



(a) Bachelors or Honeymooners: Toyota Auris



(b) Newlyweds: Toyota Yaris



(c) Married with Small Children: Toyota Verso



(d) Large Family: Toyota Avensis

FIGURE 10.1 Toyota's Models Target Different Stages of the Family Life Cycle

Learning Objective 10.1

10.1 To understand the family as a consumer socialization agent.

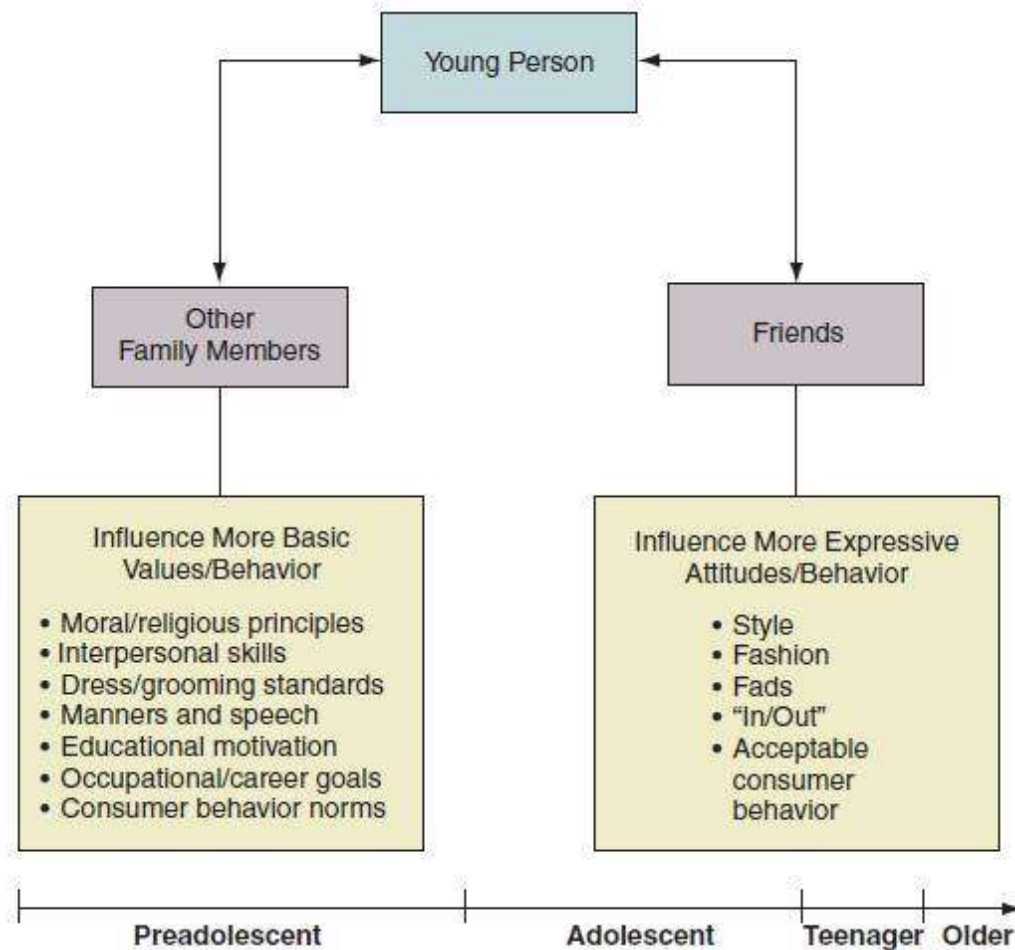
Consumer Socialization

- Pre-adolescent
 - Observe parents and older siblings
 - Families more reliable than advertising
- Teenagers
 - Peers most influential
 - Like products when parents disapprove



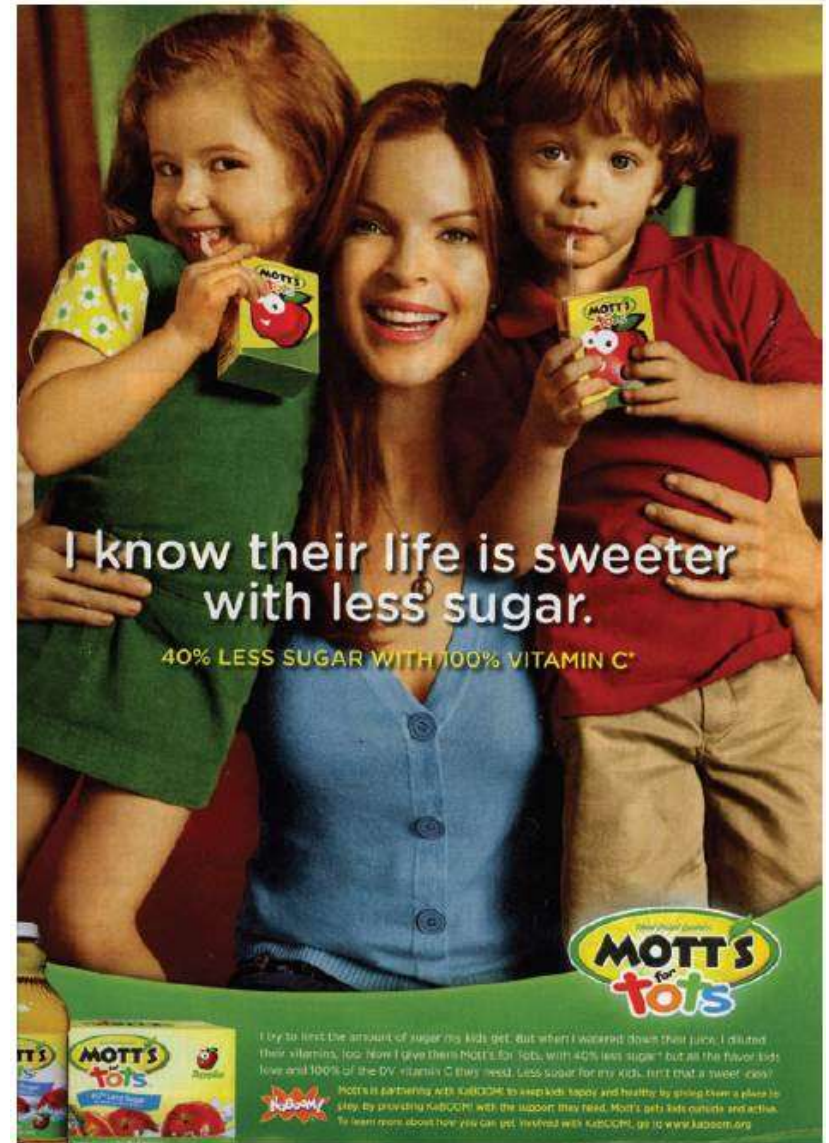
FIGURE 10.2 Establishing a Relationship Between Children and a Brand

Socialization = Two Way Process



Socialization Agents

- Mothers stronger socialization agents than fathers
- Mothers usually:
 - more involved
 - control children's exposure to commercial messages
 - regulate spending



Mothers' Socialization-Related Attitudes

TABLE 10.1 Mothers' Socialization-Related Attitudes

MARKETING RECEPTIVE

The Balancer:

Married and has a career. Multitasks and teaches her children how to become good consumers. Lets children learn from experience and make buying mistakes.

The Nurturer:

Focused on her family and often sacrifices her own desires to meet the wants of her children. Trusts well-known companies and brands.

The Diva:

Self-focused and seeks acceptance and attention from others; is a conspicuous consumer. Views her children as a part of her image, and often gives in to children's requests to make her life easier.

MARKETING RESISTANT

The Protector:

Highest income and education among all the segments. Rational and teaches her children to shop and spend responsibly. Resents the influence of the media on her children.

The Struggler:

Does not have the money to indulge her children's requests. Very price- and value-conscious shopper. Views her life negatively.

The Stoic:

Culturally and socially isolated. Views herself as a caretaker and homemaker. Loves her children but feels emotionally distanced from them. Deliberates regarding purchases.

Parental Styles and Socialization

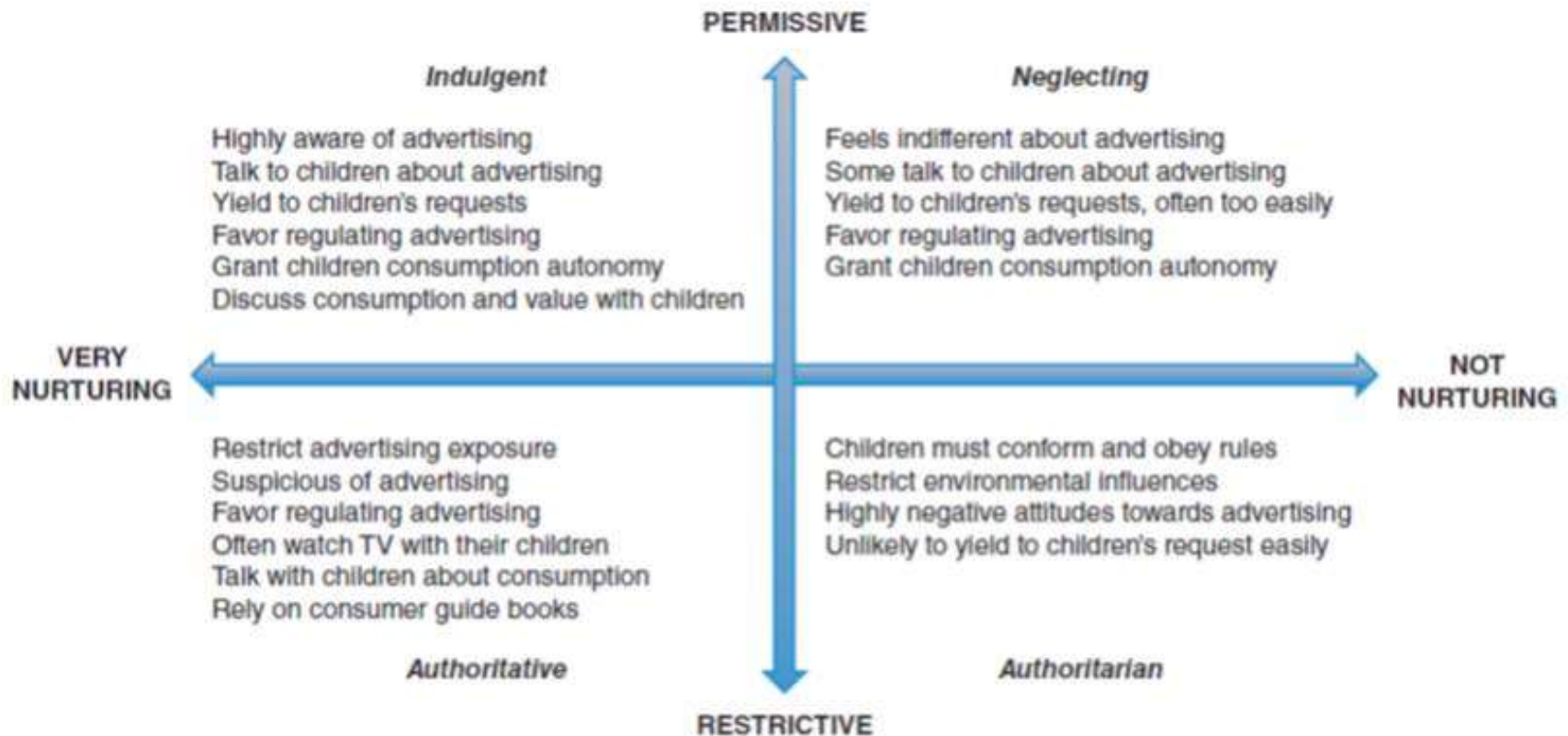


FIGURE 10.5 Parental Styles and Consumer Socialization

Consumer Socialization is Learning

TABLE 10.2 Children's Development as Consumers

STAGE	MEDIAN AGE	DESCRIPTION
Shopping with parents and observing	12 to 15 months	Children notice all the items that are fun to eat and play with and begin to recall specific ones. They learn how shopping satisfies needs. Parents may buy some items to reward children for good behavior.
Making requests while shopping with parents	2 years	By age 2, children begin to connect advertising with items in the stores and delight parents with this cognitive development. They request items—mostly foods and toys—by pointing. Children also begin to pay more attention to advertising and some insist on watching more TV.
Selecting with permission while shopping with parents	3 1/2 years	Children are climbing off shopping carts and walking besides parents. They recognize most brands of cereal, snacks, ice cream and frozen deserts and know their locations. Many have favorite brands and even stores and parents begin to select brands and items that their children prefer.
Independent purchases while shopping with parent	5 1/2 years	A child's first independent purchase is likely to be in a supermarket, convenience or department store. Children begin to understand the limits monetary resources and some may feel frustrated when denied items because they are too expensive or do not represent good value.
Shopping independently	8 years	Parents gradually and often reluctantly begin to allow children to go to stores alone safely. The first independent trip is likely to be to a convenience store. Children begin to fully discover the wonders of shopping deciding among many choices.

Intergenerational Socialization



FIGURE 10.6 Intergenerational Socialization

- Socialization is ongoing
 - Marriage
 - Retirement
 - Pet adoption
- Skepticism increases over time but varies by demographics
- Preferences and loyalties are often transferred between generations

Family's Supportive Roles

- Economic well being
- Emotional support

Discussion Question:

How does family shape what people view as a “suitable” lifestyle?

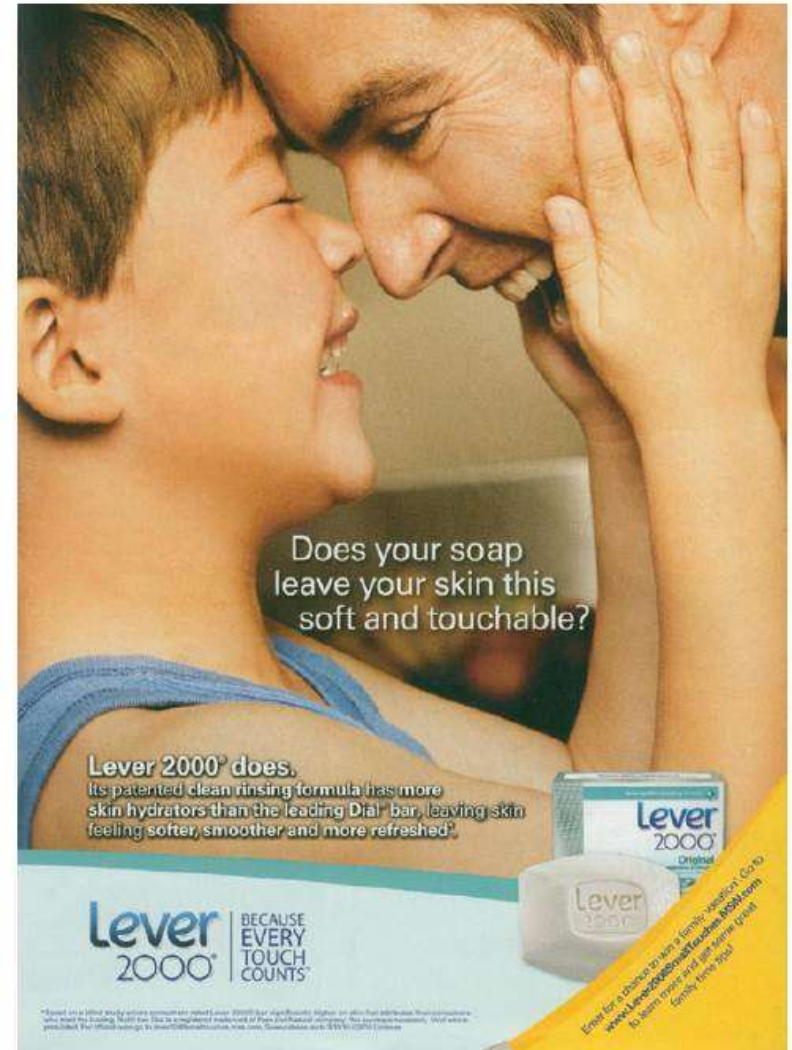


FIGURE 10.7 The Family Provides Emotional Support

Learning Objective 10.2

10.2 To understand family decision-making and its members' consumption-related roles.

Husband-Wife Decision-Making

- Husband-dominated decisions
- Wife-dominated decisions
- Joint decisions
- Autonomic decisions

What affects the relative influence of a husband and wife on a particular consumer decision?

Children's Influence

Tactics

- Pressure
- Exchange
- Rational
- Consultation
- Ingratiation

TABLE 10.4 Children as Three Markets

ROLE	DESCRIPTION	EXAMPLES
Children as Influencers	Children make requests when accompanying parents on shopping trips and also at home.	Items for themselves (toys, electronics, clothing). Items for homes (furniture, food and beverage preferences). Services for the entire family (vacations, restaurants).
Children as a Primary Market	Children who shop independently while shopping with their parents or buy things with their own money.	The most commonly purchased products are snacks/sweets, toys, games, clothes, movies, sport events, concerts and video games.
Children as Future Consumers	Children start contemplating future purchases: "When I grow up I will buy myself . . ."	The future consumers are fully aware of brands. Marketers should focus on building relationships them

Roles and Measurement

TABLE 10.5 Measure of Family Decision-Making Regarding Vacations

- About your family and household:
Two spouses _____
One spouse or parent: _____ Mother _____ Father
Number of children 12 years old or younger _____
Do any other adults live in your household? Please specify _____
- How does your family make vacation-related decisions? The questionnaire below lists the typical decisions that must be made and we ask you to indicate how much influence each member(s) of your family has regarding each decision. For example, if the wife is the most influential in deciding how to get to the vacation's destination (e.g., fly or drive), please put a checkmark in the column entitled "wife" and the row entitled "most influential" next to "how to get to the vacation" (listed in the first column on the left). Leave any boxes that are not applicable to your family blank (e.g., the household includes no teenagers).

DECISIONS	DEGREE OF INFLUENCE	HUSBAND	WIFE	CHILDREN 12 YEARS OLD OR YOUNGER	TEENAGERS
Whether to go on vacation or not	Most influential				
	Very influential				
	Somewhat influential				
	Least influential				
	No influence at all				
How much to spend on the vacation	Most influential				
	Very influential				
	Somewhat influential				
	Least influential				
	No influence at all				
When to go on vacation	Most influential				
	Very influential				
	Somewhat influential				
	Least influential				
	No influence at all				
Type of vacation (e.g., Disney, national parks, biking, camping)	Most influential				
	Very influential				
	Somewhat influential				
	Least influential				
	No influence at all				
Destination(s)	Most influential				
	Very influential				
	Somewhat influential				
	Least influential				
	No influence at all				
How to get to the destination (e.g., drive or fly)	Most influential				
	Very influential				
	Somewhat influential				
	Least influential				
	No influence at all				

TABLE 10.6 Family Members' Consumption-Related Roles

ROLE	DESCRIPTION
Influencers	Family member(s) who provide information to other members about a product or service.
Gatekeepers	Family member(s) who control the flow of information about a product or service into the family.
Deciders	Family member(s) with the power to decide which product to buy and where.
Buyers	Family member(s) who make the actual purchase of a particular product or service.
Preparers	Family member(s) who transform the product into a form suitable for consumption by other family members.
Users	Family member(s) who use the service or consume the product.
Maintainers	Family member(s) who service or repair the product so that it continues to function well.
Disposers	Family member(s) who initiate or carry out the disposition of a product or the discontinuation of the service.

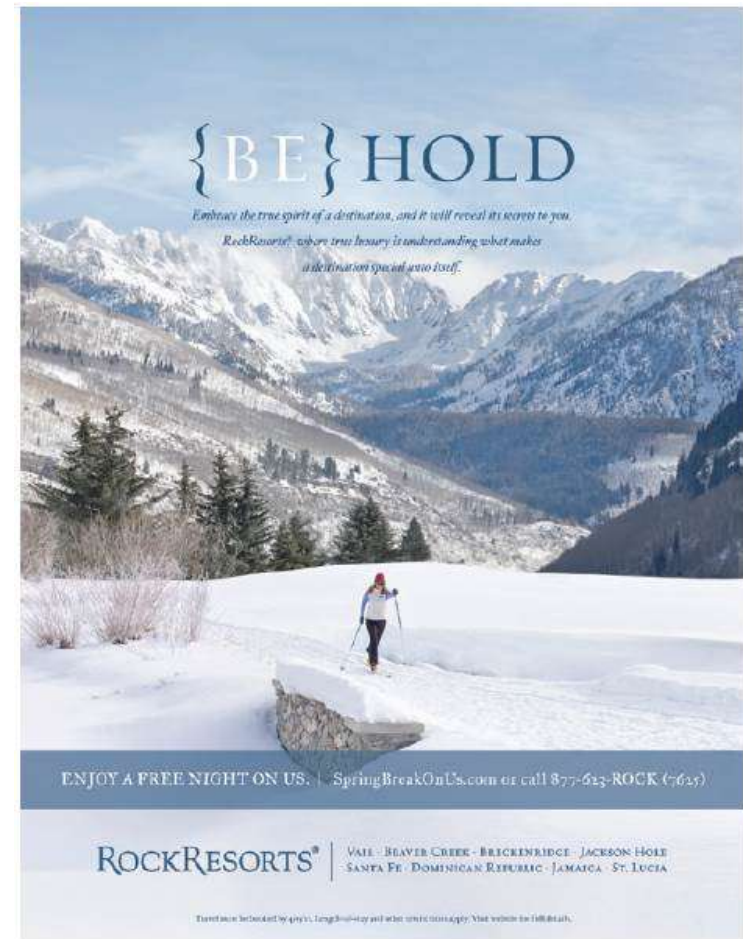
Learning Objective 10.3

10.3 To understand the role of the family life cycle in market segmentation and targeting.

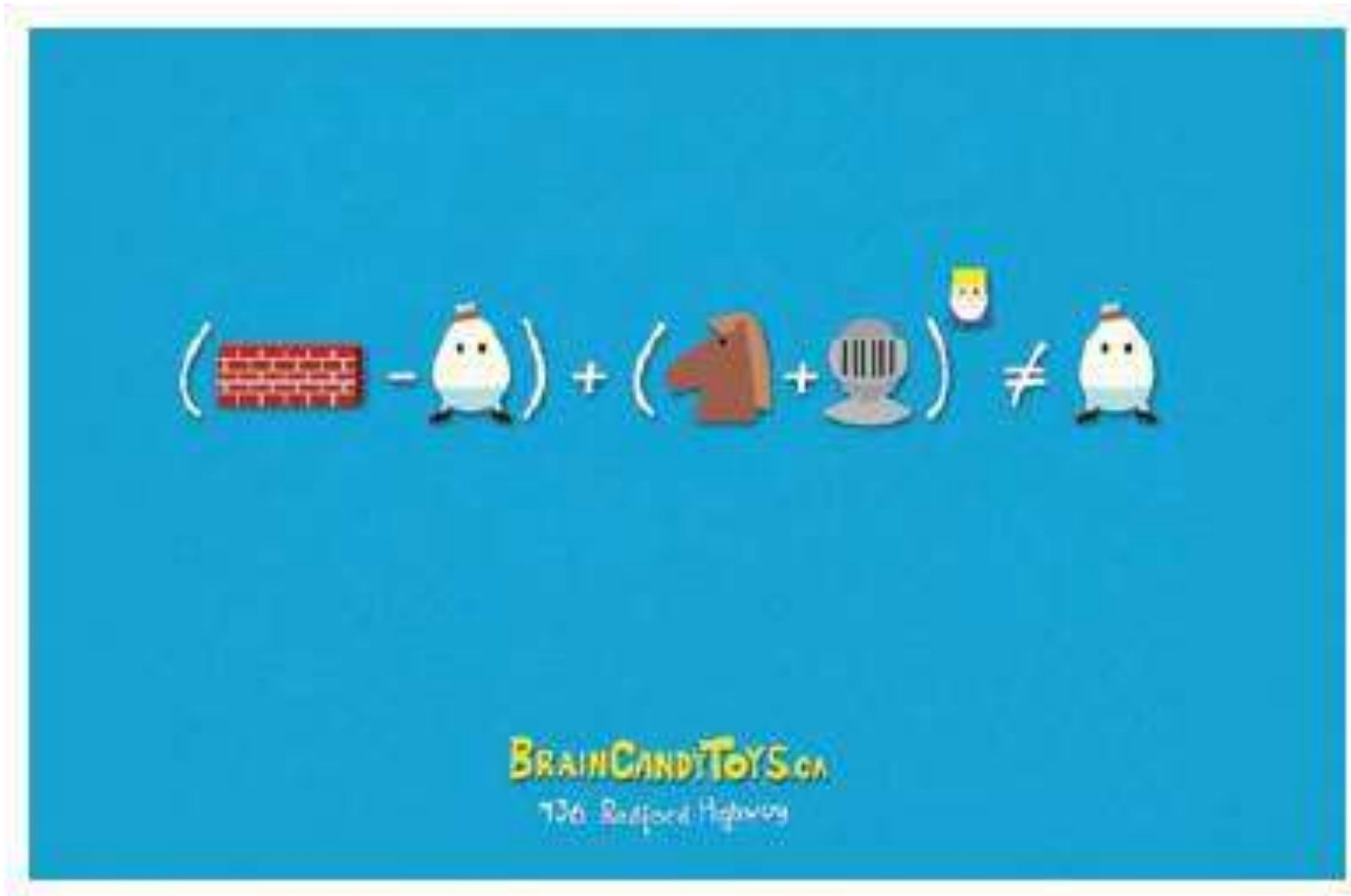
Family Life Cycle

- Bachelorhood
- Honeymooners
- Parenthood
- Post-parenthood
- Dissolution

Which life-cycle stage is targeted with these two ads?



Which life-cycle stage is targeted with this ad?



Learning Objective 10.4

10.4 To understand the consumption patterns of nontraditional families and non-family households.

Nontraditional Households

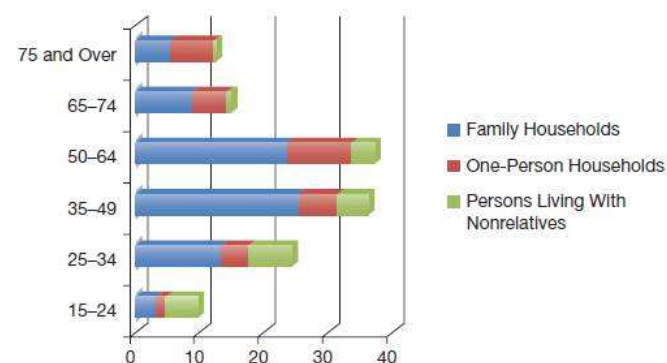
TABLE 10.7 Descriptions of Nontraditional Households

NONTRADITIONAL FAMILIES

Childless couples	Many couples, especially those who delayed marrying in order to advance their careers at a young age, choose not to have children.
Couples who marry in their late 30s and later	Many career-oriented men and women may live together for years and, even if they get married eventually, are likely to have no more than one child.
Divorced single parents	More single-parent families because of high divorce rates.
“Nesters”—Children <i>returning</i> to their parents’ homes	Young single-adult children who return home to avoid the expenses of living alone while establishing their careers. Divorced daughters or sons, sometimes with their children, return home to their parents. Frail elderly parents who move in with children. Newlyweds living with in-laws in order to save money before setting up their own households

NON-FAMILY HOUSEHOLDS

Unmarried couples	People who choose to live together with or without children.
Single parents	Women (mostly) or man who choose to adopt children or have their own and raise them without the other biological parent.
Gay couples (married or not)	Several states allow gay marriages and many other recognize domestic partnerships. Many gay couples adopt or have their own children with heterosexuals, who may or may not be involved in rearing the children.

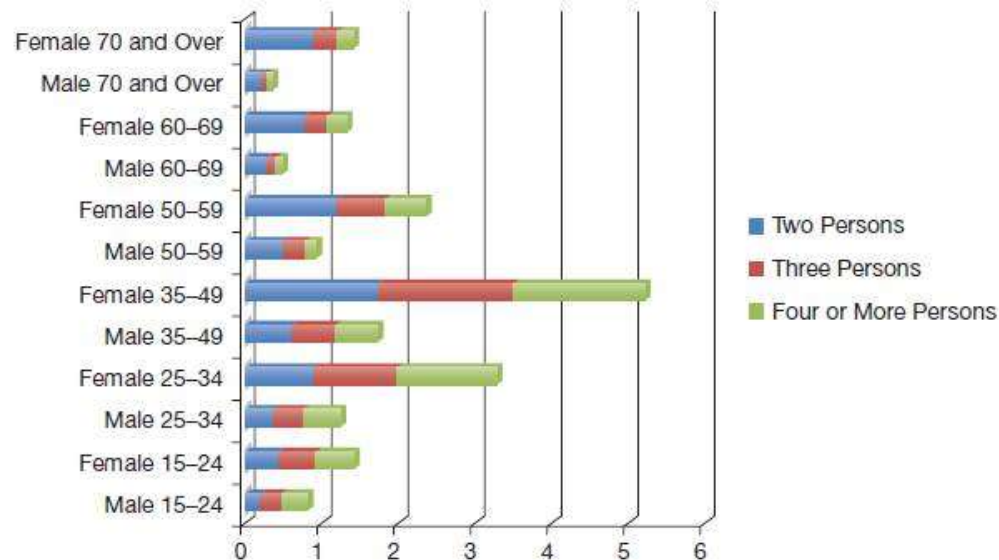


Targeting Nontraditional Families

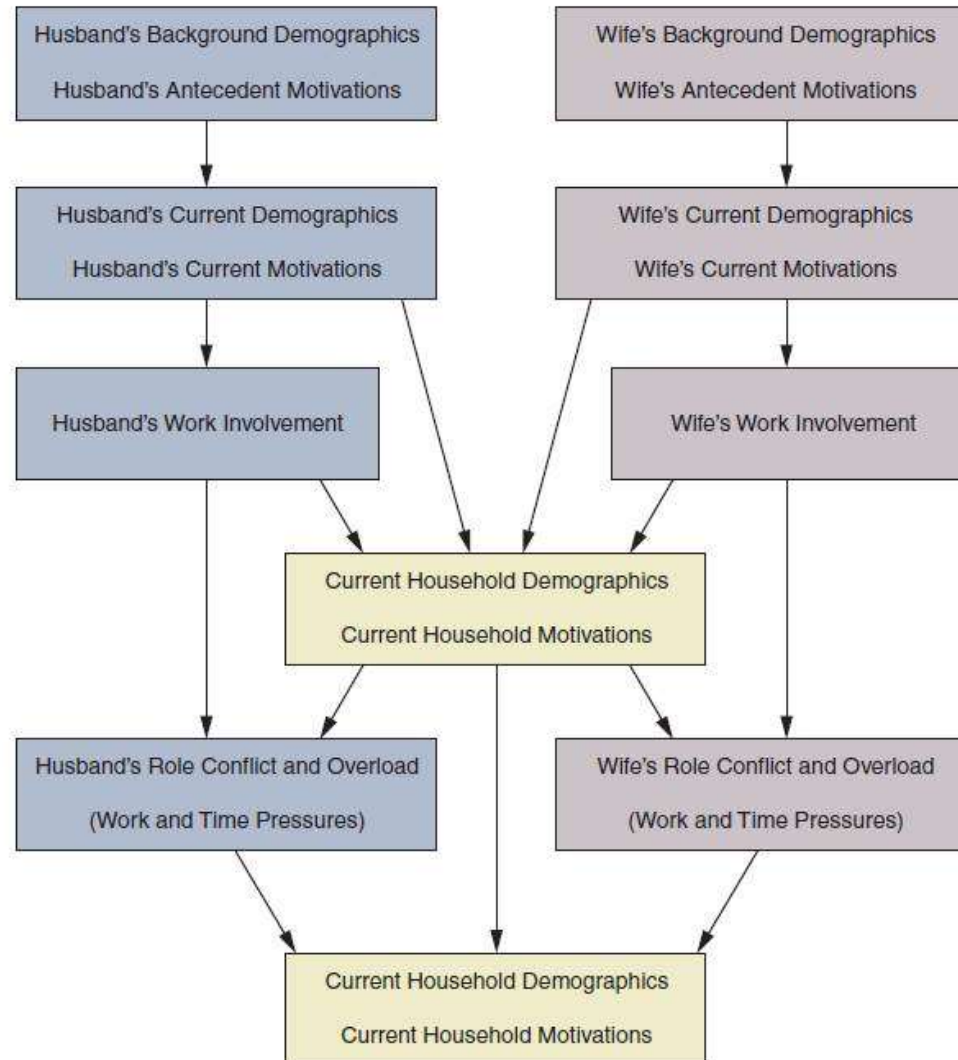
- Changes in consumption behavior
- Advertising decisions
 - Recognize existence
 - Avoid alienating conservative traditional households

FIGURE 10.13

Number of Non-Family Households: No Spouse Present by Gender, Age, and Household Size (in millions)



Discussion Question: How might the 8 groups differ in consumption patterns?



Learning Objective 10.5

10.5 To understand the impact of social stratification on consumer behavior.

Discussion Questions

How do material possessions relate to social status?

How does social comparison/social class affect consumption patterns?



Learning Objective 10.6

10.6 To understand how to measure social class and segment consumers accordingly.

Subjective vs. Objective Measures

- Subjective – estimate your social class
- Objective
 - Occupation
 - Education
 - Income
 - Multivariable Index
 - Index of status characteristics
 - Socioeconomic status score

Learning Objective 10.7

10.7 To understand the demographics, lifestyles, and consumption patterns of America's social classes.

Social Class Profiles

TABLE 10.8 Social-Class Profiles of the United States

THE UPPER-UPPER CLASS—INHERITED WEALTH AND PRIVILEGE

- Also known as “upper crust,” “WASPS,” or “blue bloods”
- Less than 1% of the population together with the Nouveau Rich
- Inherited privilege, wealth, and trust funds
- Status and wealth are passed on from generation to generation (homes, trust funds)
- Multigenerational wealth and leadership positions (e.g., presidents, senators, judges)
- Serve as trustees and on boards of directors for universities, hospitals, charities
- Control and own significant portions of corporate America
- Heads of major financial institutions; owners of major, long-established firms
- Attended exclusive boarding schools and Ivy League universities
- Belong to exclusive clubs, “summer” together, marry people “like themselves”
- Accustomed to wealth, so do not spend money conspicuously
- Consider “toys” bought to display wealth publicly (e.g., yachts) to be vulgar
- Hobbies: Shooting, sailing, parasailing, golf, horseback riding

THE NOUVEAU RICH—MONEY IS KING

- Also known as the “lower-uppers,” “super rich,” “capitalist class”
- Less than 1% of the population together with the Upper-Upper
- Have millions and often billions of dollars but no inherited wealth
- Some have little or no college education (e.g., celebrities)
- Some are entrepreneurs (often in the technology sector) who attended top universities
- Often isolated from others because of bodyguards and large entourages
- Often featured in tabloids, gossip columns, and public scandals
- Strive to join the Upper-Uppers (e.g., by marriage), mostly unsuccessfully
- Highly conspicuous consumption—the more vulgar, the better
- Prime target for “hot” (and mostly short-lived) fashion and interior designers
- Employ large staffs—chefs, nutritionists, maids, nannies, personal assistants

THE UPPER-MIDDLE CLASS—ACHIEVING PROFESSIONALS

- Key features are high educational attainment and professional achievement
- Approximately 15% of the population
- Career-oriented, highly educated professionals whose work is largely self-directed
- Corporate managers, business owners, doctors, lawyers, professors
- College graduates, many with advanced degrees
- Active in professional networks, community, and social activities
- Trendsetters in antismoking, health (pro-fitness), and environmental causes
- Have a keen interest in obtaining the “better things in life”
- Homes, cars, and travel symbolize their achievements
- Consumption is often conspicuous, but not vulgar
- Some are very child oriented

THE LOWER-MIDDLE CLASS—FAITHFUL FOLLOWERS

- Semi-professionals and craftspeople with a roughly average standard of living
- About 30% of the population
- Primarily nonmanagerial white-collar workers and highly paid blue-collar workers
- Most have some college education and are white-collar
- Strive to achieve respectability and be good citizens
- Raise their children to be good and honest adults
- Value religion and are involved in its social activities
- Value and price conscious and avoid fads and “hot” styles

THE UPPER-LOWER CLASS—SECURITY-MINDED

- Also known as the “working class,” solidly blue collar, no college education
- About 30% of the population
- High school education
- Clerical and mostly blue-collar workers whose work is highly routinized
- Adequate standard of living dependent on the number of income earners
- Strive for security (sometimes gained from union membership)
- View work as a means to “buy” enjoyment
- Want children to behave properly
- High wage earners in this group may spend impulsively
- Interested in items that enhance their leisure time (e.g., TV sets, hunting equipment)
- Males typically have a strongly “macho” self-image
- Males are sports fans, heavy smokers, beer drinkers

THE WORKING POOR—THE INSECURE

- Also known as the “lower class”
- About 13% of the population
- Service, clerical, and some blue-collar workers
- Low on the social ladder
- High economic insecurity and risk of poverty
- Some high school education

THE UNDERCLASS—ROCK BOTTOM

- Also known as the “lower-lower class”
- About 12% of the population
- Limited or no participation in the labor force; uneducated, unskilled laborers
- No political or social power and unable to improve their communities
- Reliant on the government, often unemployed and without health insurance
- Children are often treated poorly
- Live a day-to-day existence

Comparing Social Classes

- Spending patterns
 - Clothing, fashion and shopping
 - Saving, spending and credit card usage
- Media consumption

Discussion Question:

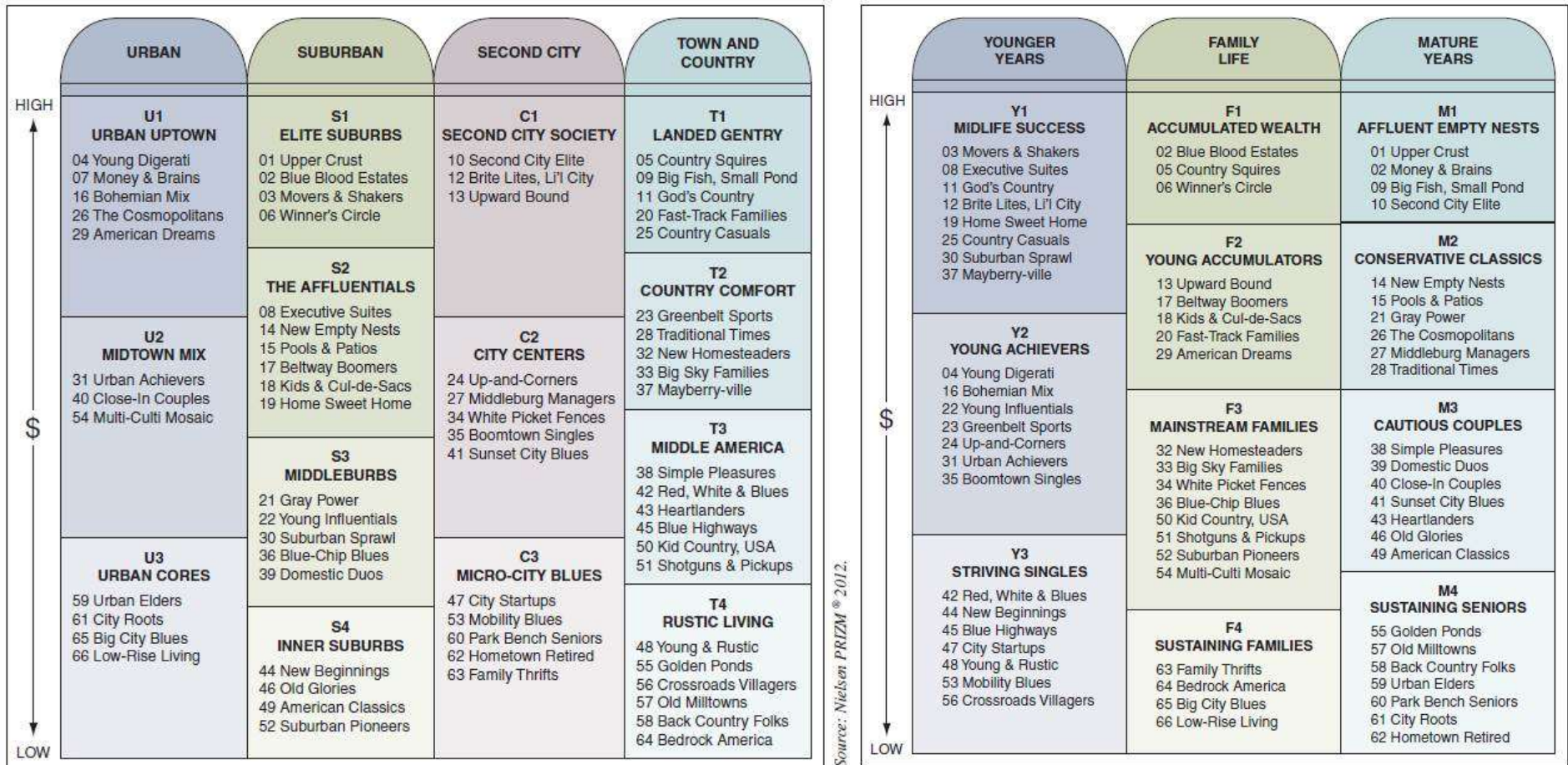
Why should marketers care about downward mobility and its affect on consumption patterns?

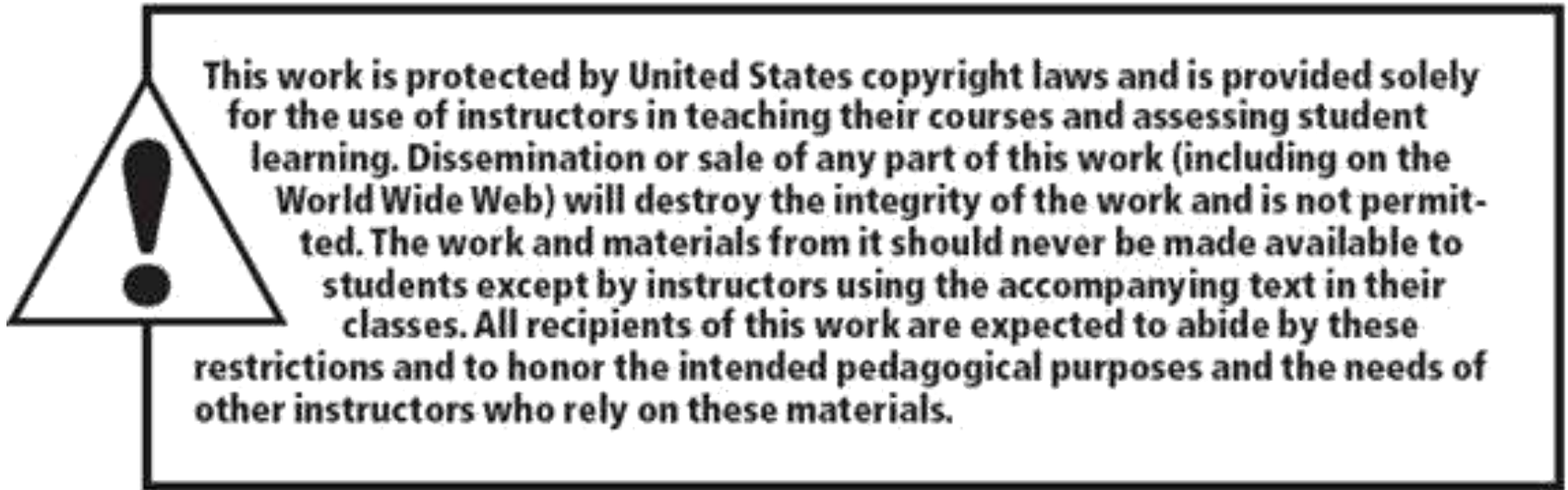
Learning Objective 10.8

10.8 To understand how to employ geo-demographics to locate target markets.

Geo-demographic Segmentation

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