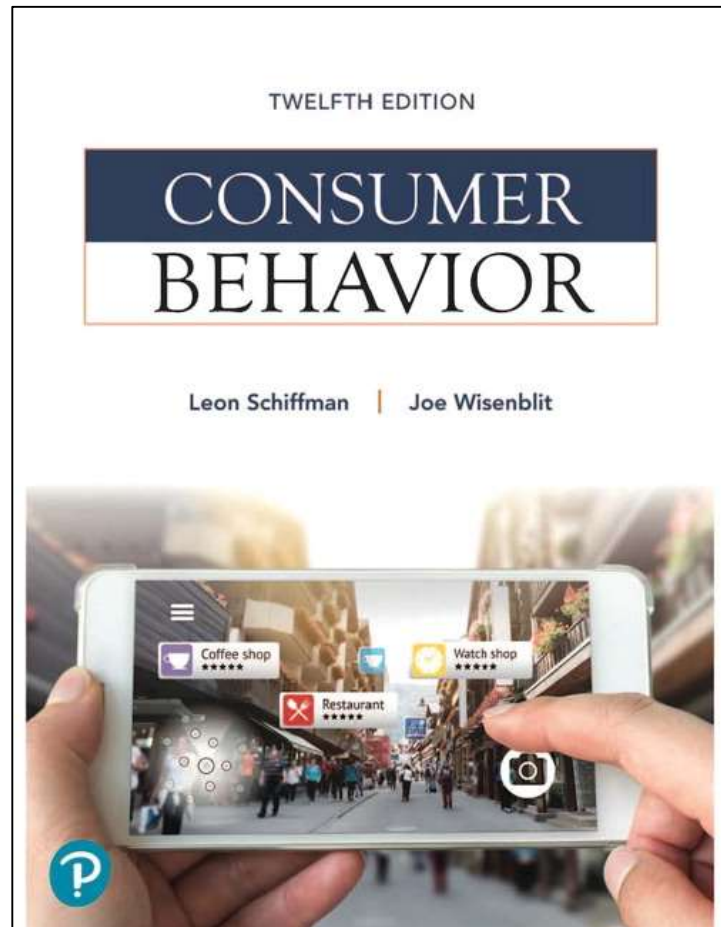


# Consumer Behavior

Twelfth Edition



## Chapter 10

### The Family and Its Social Standing

# Learning Objectives (1 of 2)

- 10.1** To understand consumer socialization.
- 10.2** To understand how families make purchase decisions.
- 10.3** To understand the family life cycle.
- 10.4** To understand the consumer behavior of nontraditional families and households.
- 10.5** To understand the impact of social class on consumer behavior.

# Learning Objectives (2 of 2)

**10.6** To understand the demographics, lifestyles, and consumption patterns of social classes.

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

# Ads by Social Class

**Figure 10.1A** Targeting the Upper Class



**Source:** ©2018 The Clorox Pet Products Company. Reprinted with permission/Photo courtesy of The Wade Brothers. [www.thewadebrothers.com](http://www.thewadebrothers.com)

**Figure 10.1B** Targeting the Working Class



**Source:** ©2018 The Clorox Pet Products Company. Reprinted with permission/Photo courtesy of The Wade Brothers. [www.thewadebrothers.com](http://www.thewadebrothers.com)

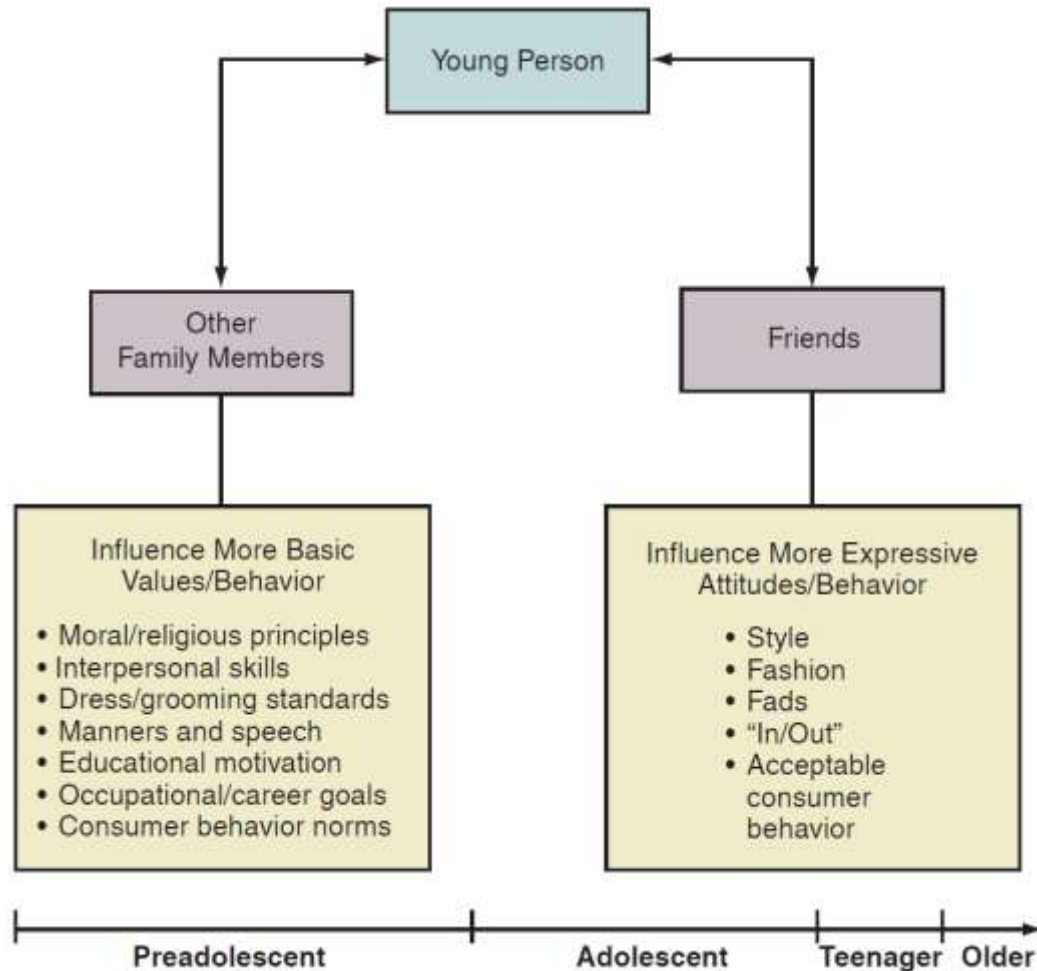
# Learning Objective 10.1

**10.1** To understand consumer socialization.

# Consumer Socialization

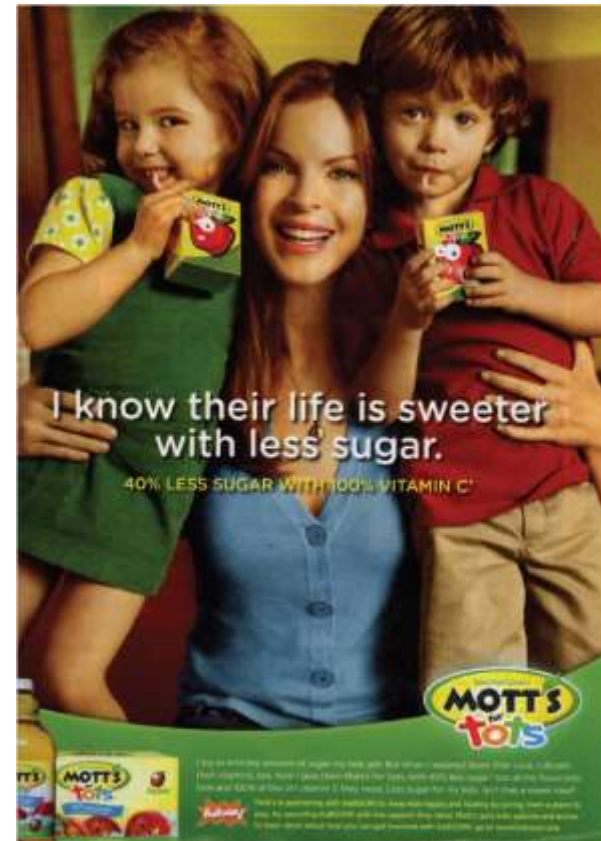
- Pre-adolescent
  - Observe parents and older siblings
  - Families more reliable than advertising
- Teenagers
  - Peers most influential
  - Like products when parents disapprove

# Two Way Process



# Socialization Agents

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



**Source:** Dr. Pepper Snapple Company



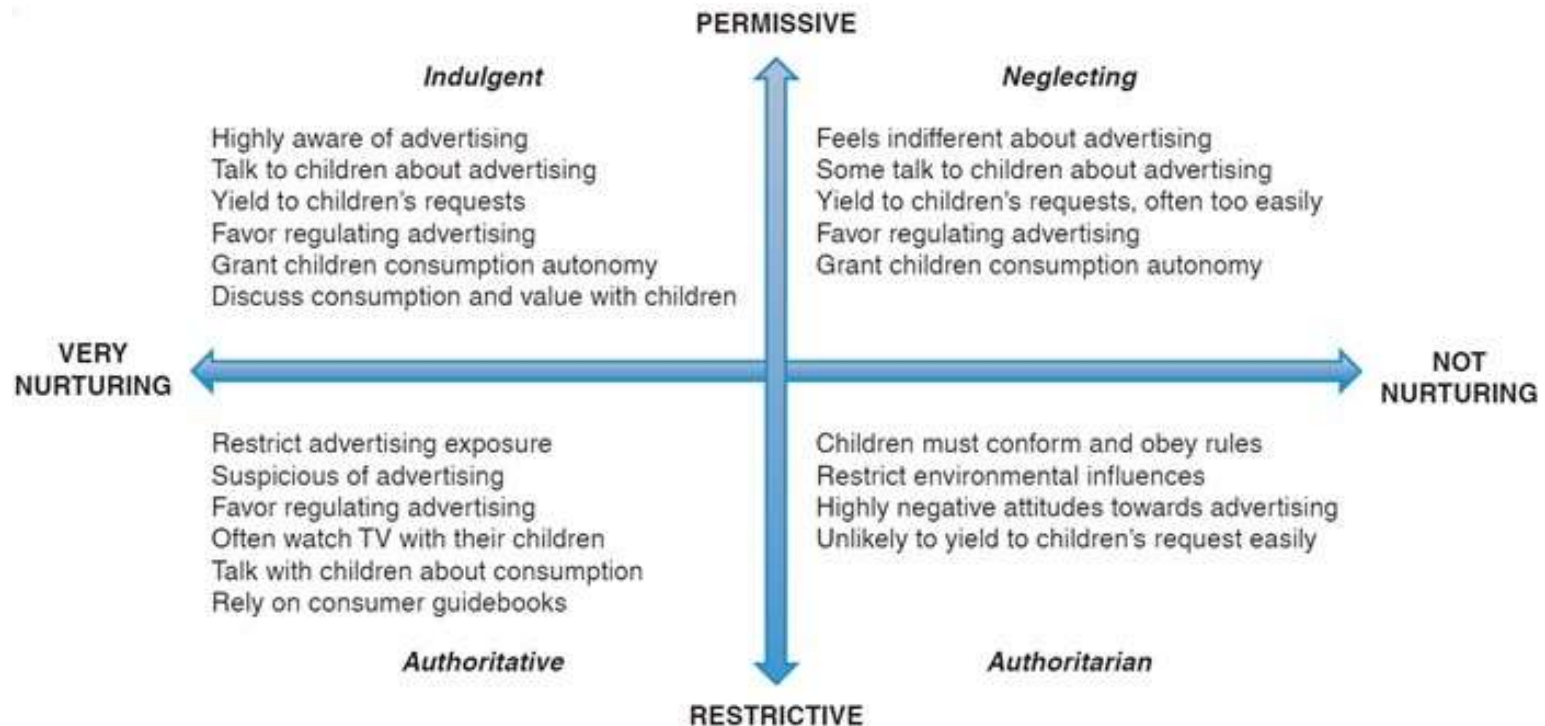
# Mothers' Attitudes

**Table 10.1** Mothers' Socialization-Related Attitudes

Marketing Receptive	Marketing Resistant
<b>The Balancer:</b> Married. Career woman. Multitasks and teaches children to become good consumers.	<b>The Protector:</b> Highest income and education. Rational and teaches her children to shop and spend responsibly. Resents the influence of media on her children.
<b>The Nurturer:</b> Focused on her family and often sacrifices her own desires to meet the wants of her children. Trusts well-known companies and brands.	<b>The Struggler:</b> Does not have the money to indulge her children's requests. Very price and value conscious shopper. Views her life negatively.
<b>The Diva:</b> Self-focused and seeks acceptance from others. Is a conspicuous consumer. Views her children as part of her image and often gives in to children's requests to make her life easier.	<b>The Stoic:</b> 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

**Figure 10.4** Parental Styles and Consumer Socialization



**Source:** Adapted from Kerrane, Ben, Shona, M. Bettany and Katy Kerrane. 2015. "Siblings as Socialization Agents." *European Journal of Marketing* 49(5): 713–735.

# Socialization as Learning (1 of 2)

## Stage1: Shopping with Parents and Observing

- Age 12–15 months
- Children notice products that are fun to eat and play with and begin to recall specific ones.
- Parents may buy some items to reward children for good behavior.



## Stage 2: Shopping with Parents and Making Requests

- Age 2–3 years
- Children begin to connect advertising with items in the stores and delight parents with cognitive development.
- They request items by pointing.



## Stage 3: Shopping with Parents and Making Some Selections

- Age 3–7 years
- Children begin to distinguish ads from programs, associate brand names with product categories, and understand the basic script of consumption. Children can evaluate products and make decisions about spending, saving, and giving to charity. Children pester their parents to buy products, but also begin to acquire and use negotiation skills.
- At age 6–7 some children receive their first smartphone and begin using it for texting, apps, games, and calls.

# Socialization as Learning (2 of 2)



## Stage 4: Shopping Independently

- Age 7–11 years
- Parents gradually and often reluctantly begin to allow children to go to stores or shop online alone or with friends. Children discover the wonders of shopping and deciding among choices. Children understand the persuasive intent of ads, begin to process functional cues regarding products, and develop purchase influence and negotiation strategies.
- 45% of mobile kids get a smartphone between the age of 10–12 and use it predominantly for texting. It is expected that by the year 2020 almost 50% of all smartphone users will be 11 years old or younger.



## Stage 5: Complex Shopping and Skepticism

- Age 11–16 years
- Pre-teens and teenagers understand advertising tactics and appeals, become skeptical about ads, and understand complex shopping scripts. They are adept at negotiation and are able to influence purchase decisions.
- It is expected that by 2020 almost 93% of all smartphone users will be between the age of 12–17.

# Intergenerational Socialization

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

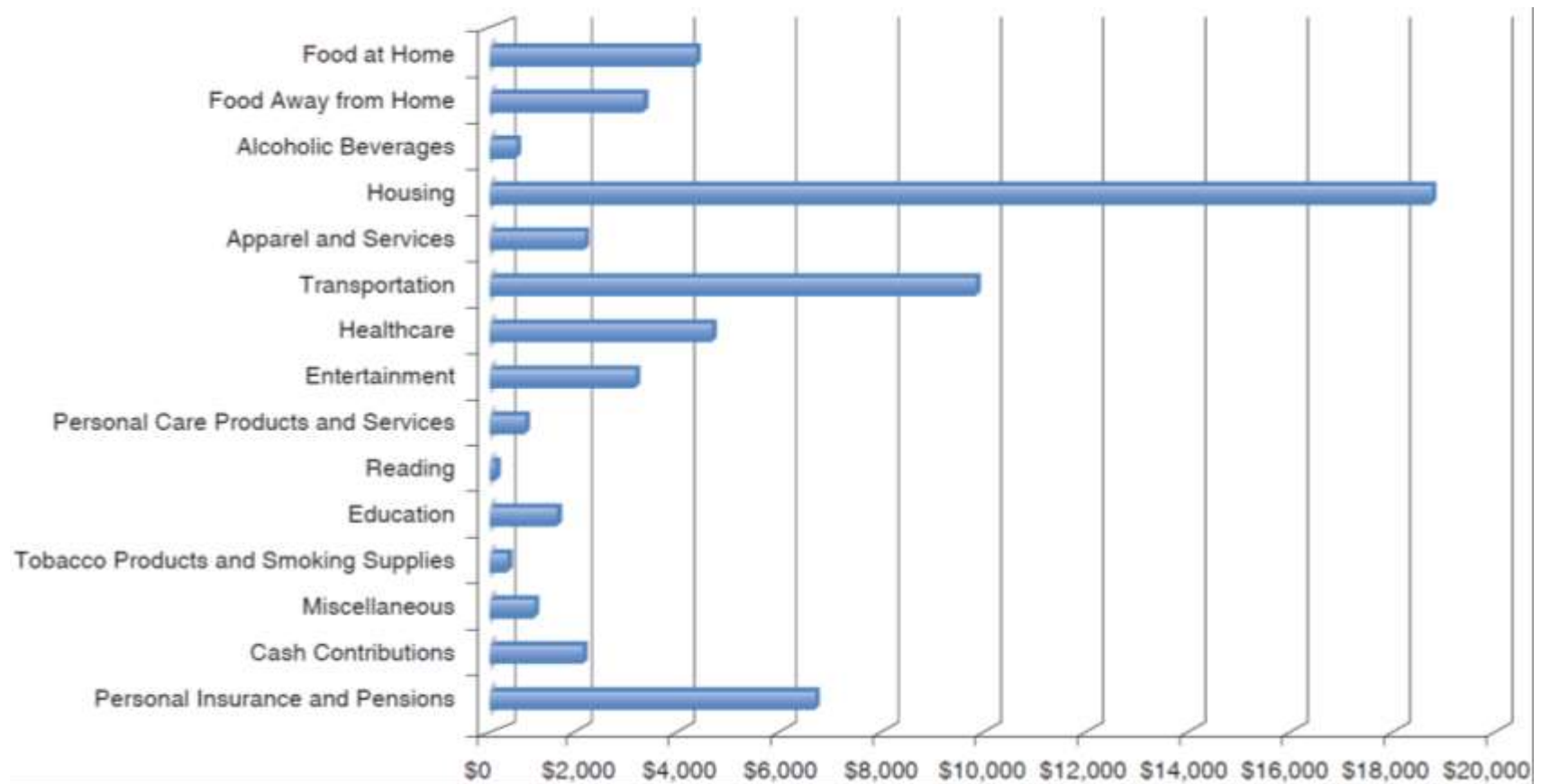


**Source:** Mothers Against Drunk Driving (MADD), USA

# Family's Supportive Roles

- Economic well being
- Emotional support
- Families, media, and technology

# “Average” Family Spending



# Learning Objective 10.2

**10.2** To understand how families make purchase decisions.



# Husband-Wife Decisions

- 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 10.2** Children as Three Markets

Children as Influencers	Children as Primary Market	Children as Future Consumers
Children request products and brands Examples: items for themselves such as toys, items for the home such as food and cars, items for other family members such as smartphones and laptops, services for the whole family such as Vacations	Children buy things with their own money Examples: snacks, clothes, toys, games, movies, concerts, music, smartphones, online purchases	Children contemplate future purchases: “When I grow up I will buy myself . . .” Examples: cars, houses, smartphones, etc.

# Roles and Measurement

- Gatekeepers
- Influencers
- Deciders
- Buyers
- Preparers
- Users
- Maintenance
- Disposers

**Example: Children in dual-income households**

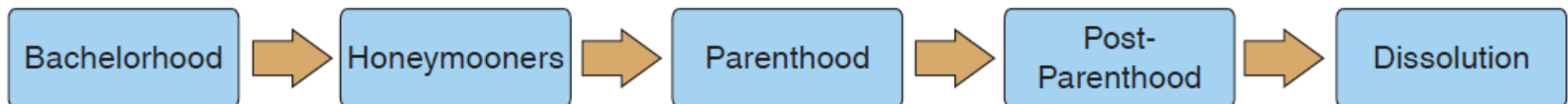
- **Deciders**
- **Buyers**
- **Preparers**
- **Maintainers**

# Learning Objective 10.3

**10.3** To understand the family life cycle.

# Family Life Cycle

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



## Which Life-Cycle Stage is Targeted?

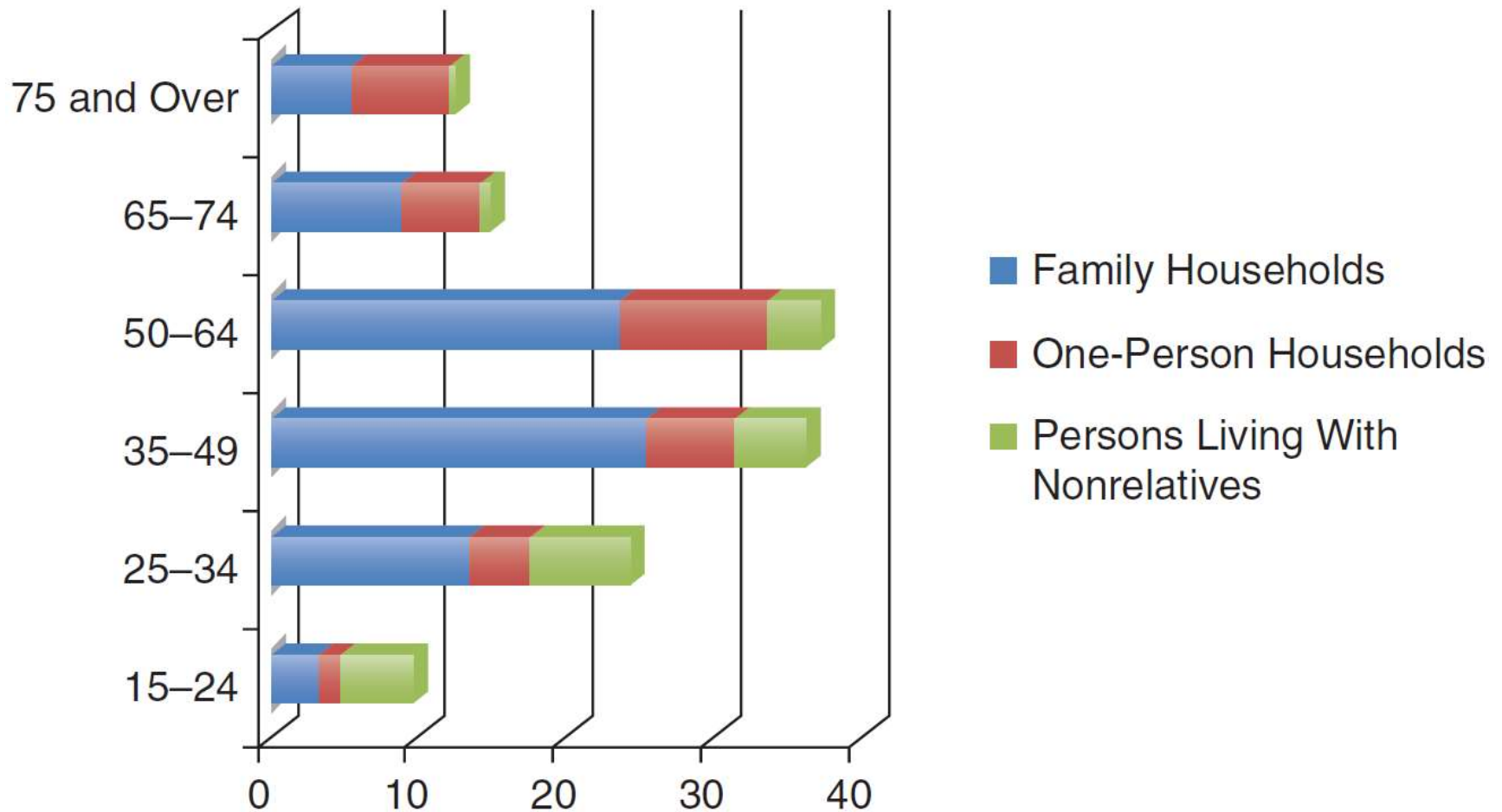
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**Source:** Permission to reproduce this image has been granted by DrewFrank Limited.

# Learning Objective 10.4

**10.4** To understand the consumer behavior of nontraditional families and households.

# Nontraditional Households





# Targeting

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

# Taxonomy for Segmentation

<b>Families</b> (e.g., mother, father, 2–3 children, married and not married)	<b>Delayed Marriage</b> (e.g., marrying after age 30 often to start careers first)	<b>Single Parents</b> (e.g., never married, divorced, widowed)	<b>Families with one child</b>
<b>Large Families</b> (e.g., ranging from 5 to as many as 19 children)	<b>Extended Families</b> (e.g., parents, children, grandparents, aunts, uncles, and additional relatives in the same household)	<b>Blended Families and Joint Families</b> (e.g., parents bringing children together into new families)	<b>Grandparent Families</b> (e.g., grandparents raising their grandchildren with the parents not in the home)?
<b>Boomerang Families</b> (e.g., grown children returning to live with their parents)	<b>Childless Families</b> (e.g., married and unmarried, no children by choice and not by choice)	<b>Adult children caring for their elderly parents</b>	<b>Multicultural Families</b> (e.g., mixed race couples with children and/or parents adopting children from different cultures)
<b>Same-Gender Families</b> (e.g., with children, without children, married, and not married)	<b>Adoptive Families</b> (e.g., parents adopting children)	<b>Caregivers as Part of the Family</b> (e.g., caregivers for elderly parents, and caregivers for children)	<b>Polygamous and Polyandrous Families</b> (e.g., one husband and many wives, one wife and many husbands); many children is common in this family structure

# Learning Objective 10.5

**10.5** To understand the impact of social class on consumer behavior.

# Social Class

## Defined

Division of members of society into a hierarchy of distinct social classes so that members of each class have relatively the same status and members of all other classes have either higher or lower status.

# What's My Social Class?

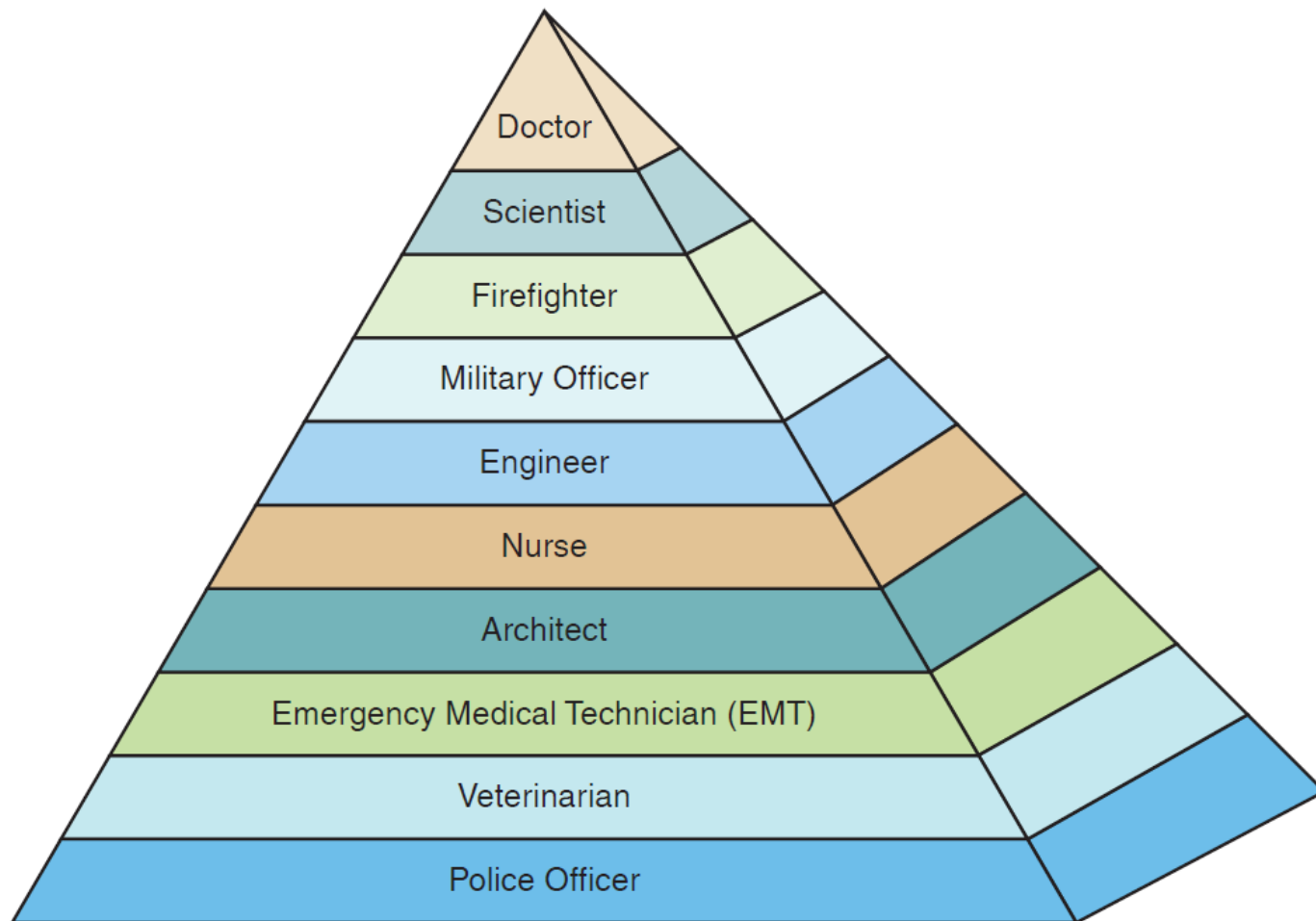
Social Class Consciousness

Demographics

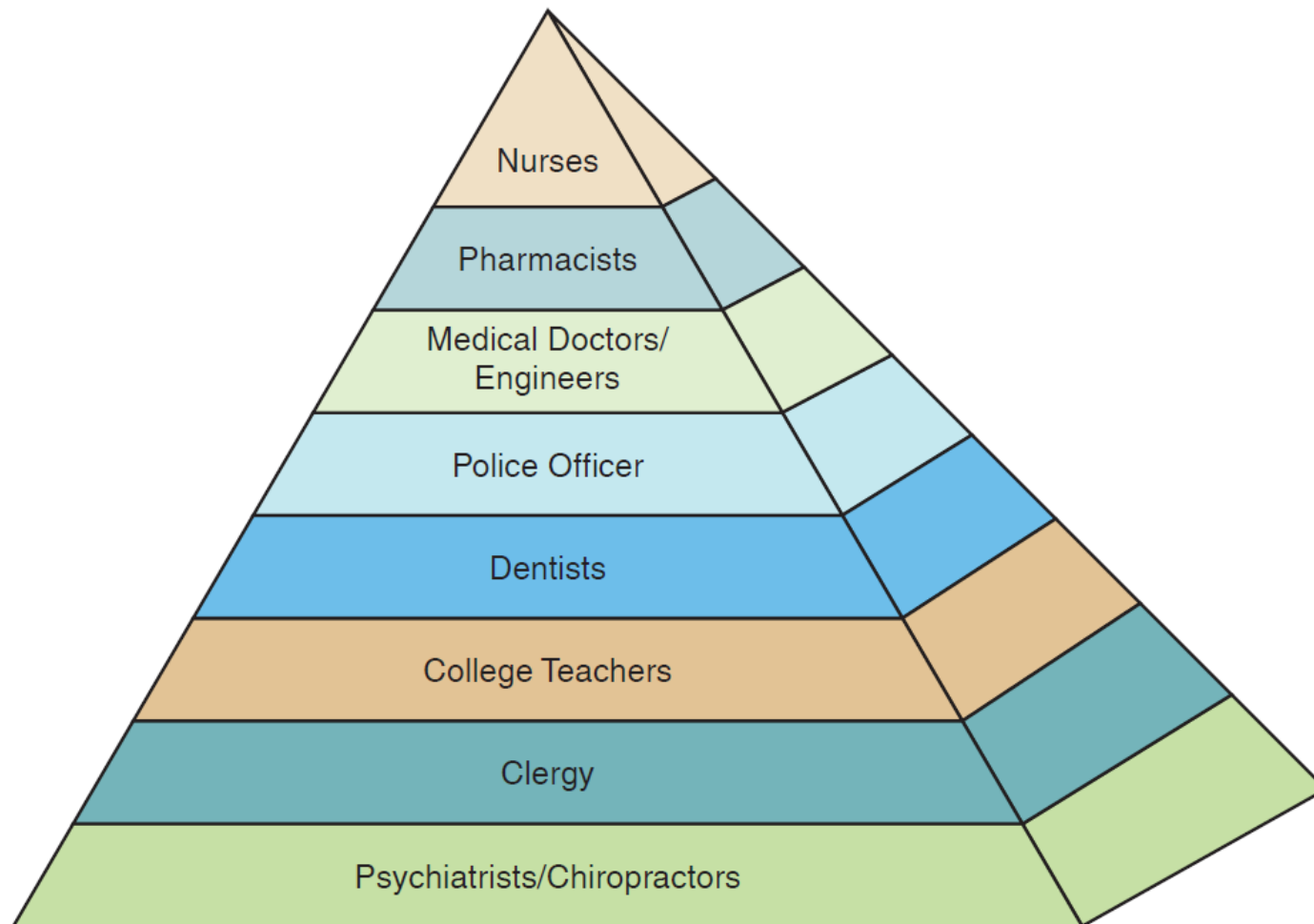
How do material possessions relate to social status?

How does social comparison/social class affect consumption patterns?

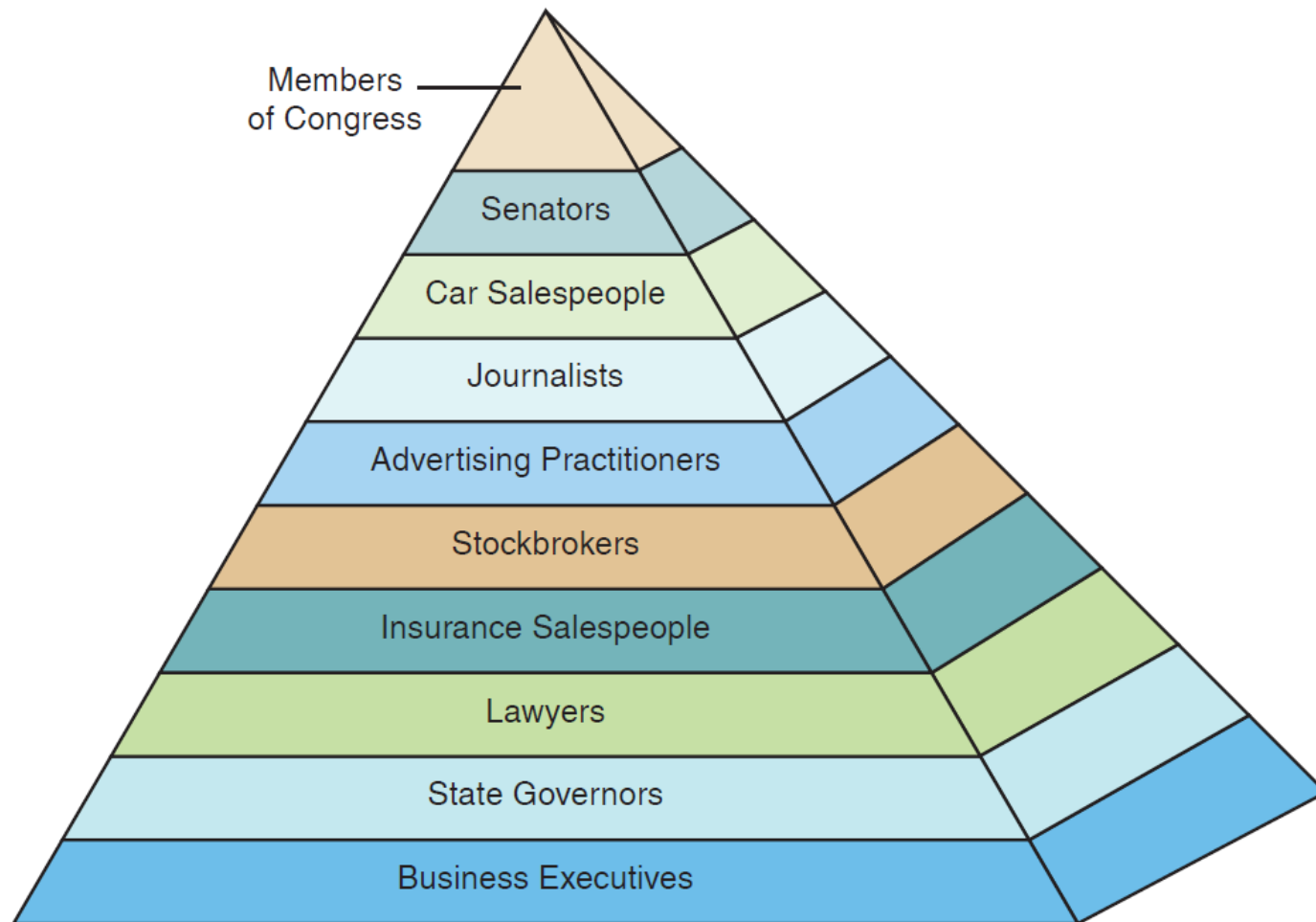
# 10 Prestigious US Careers



# 10 Most Honest US Careers



# 10 Least Honest US Careers



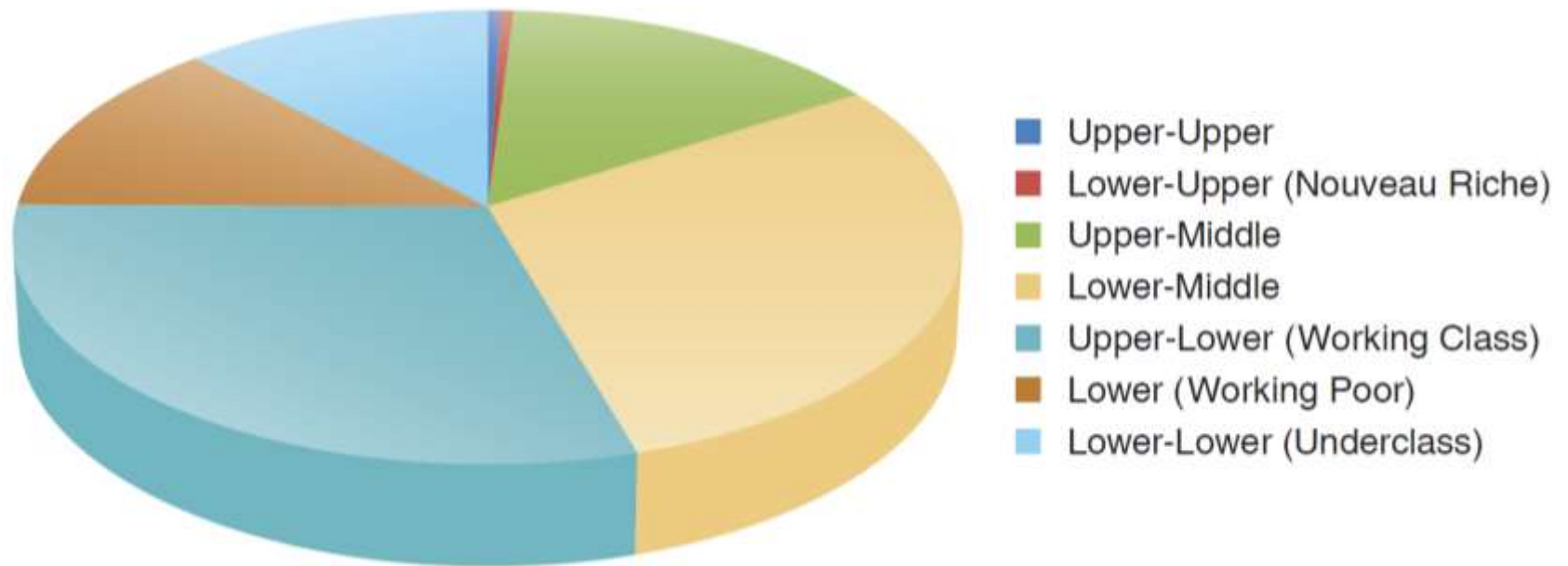


# Indices

- Index of Status Characteristics (Warner's ISC)
- Socioeconomic Status Score (SES)

# Learning Objective 10.6

**10.6** To understand the demographics, lifestyles, and consumption patterns of social classes.



# Measures

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

# Social Class Profiles

- The Upper-Upper Class – Inherited wealth and Privilege
- Nouveau Riche – Money is King
- Upper-Middle Class – Achieving Professionals
- Lower-Middle Class – Faithful Followers
- Upper-Lower Class – Security-Minded
- The Working Poor – The Insecure
- The Underclass – Rock Bottom

# Trickle-Down Effect

## Defined

Originally applied to fashion, the concept states that members of lower classes adopt the fashions of the upper class and maintain them even after the upper class has abandoned these fashions, presumably because they are no longer exclusive to the upper class.

# Affluent Households

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

**Table 10.3** Key Trends from Tracking the Affluent from 1977 to 2016

The Democratization of Luxury	The Abundance of Options	The Broadening of Tastes	The Transformation of Technology
A much broader segment of the population has access to luxury products and services.	There are many more options in the marketplace and media, which can lead to consumers feeling overwhelmed.	Affluent consumers have a wider variety of preferences in products and brands.	Affluent consumers are traveling less for business due to new communication technologies and are using advanced technologies available in the current marketplace.

**Source:** Adapted from the Ipsos 40<sup>th</sup> Annual Survey of the Affluent.

# Learning Objective 10.7

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

# Geo-Demographic Segmentation

- Combines socioeconomic and demographic factors
- Every household belongs to one of 66 segments
- Urban density and wealth
- Life stage
- Product usage, media exposure, and other consumption factors



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