




What Influences Consumer Behavior.....?

Consumer Behavior

- Understanding Customer behavior and knowing Customers” is never simple .
- They may respond to the influences that change their mind at the last minute



Consumer buying behavior is influenced strongly by following four factors...

- **Social Factor**
- **Cultural Factor**
- **Personal Factor**
- **Psychological Factor**

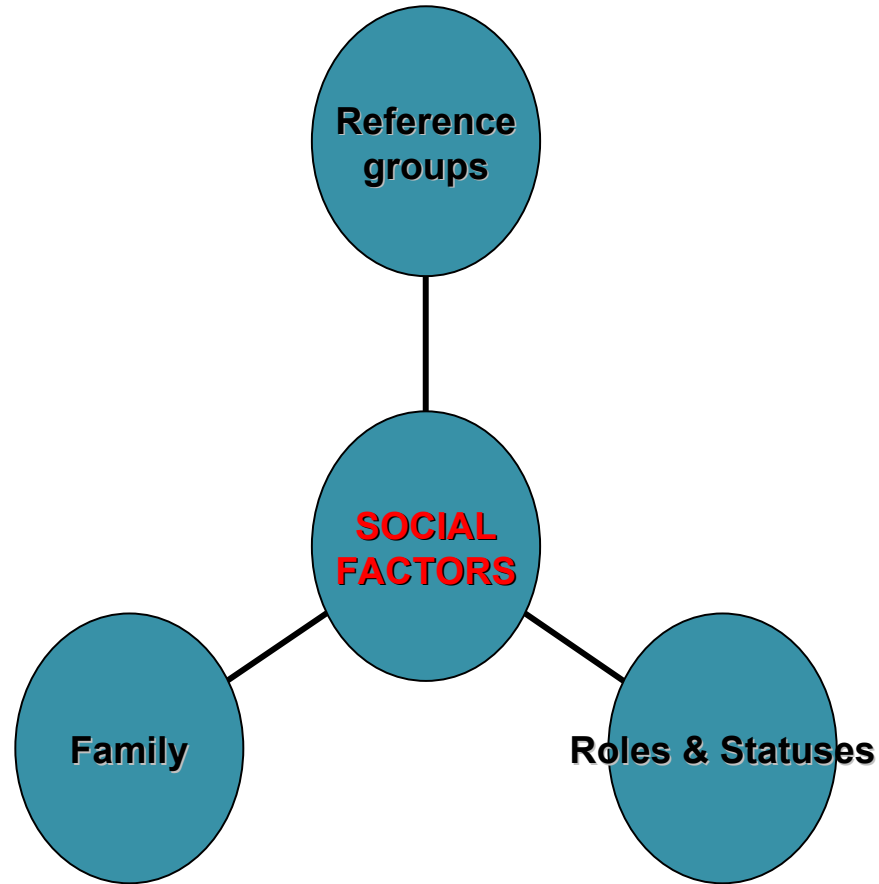


Social Factors

Social Factors :-

- A consumer's behavior is influenced by social factors, such as
- Groups
- Family
- Roles and status

Social Factor



Groups :

- Two or more people who interact to accomplish individual or mutual goals.
- A person's behaviour is influenced by many small groups. Groups that have a direct influence and to which a person belongs are called membership groups.

Groups :

continued...

- Some are primary groups includes family, friends, neighbors and coworkers. Some are secondary groups, which are more formal and have less regular interaction. These includes organizations like religious groups, professional association and trade unions.

Family :-

- Family members can strongly influence buyer behavior. The family is the most important consumer buying organization society and it has been researched extensively.
- **Marketers are interested in the roles, and influence of the husband, wife and children on the purchase of different products and services.**

Roles and Status :- contd.

- Roles
- A Role consists of the activities people are expected to perform according to the persons around them
- A person belongs to many groups, family, clubs, organizations

Roles and Status

- The person's position in each group can be defined in terms of both role and status e.g.
- X" plays the role of father, in his family, in his company, he plays the role of manager, etc.



Cultural Factor

Cultural Factor :-

- Cultural factor divided into three sub factors
- Culture
- Sub Culture
- Social Class

Culture:-

- Culture is the most basic cause of a person's wants and behavior.
- Every group or society has a culture, and cultural influences on buying behavior may vary greatly from country to country

Sub Culture :-

- A group of people with shared value systems based on common life experiences and situations.
- Each culture contains smaller sub cultures a group of people with shared value system based on common life experiences and situations. Sub culture includes nationalities, religions, racial group and geographic regions. Many sub culture make up important market segments.

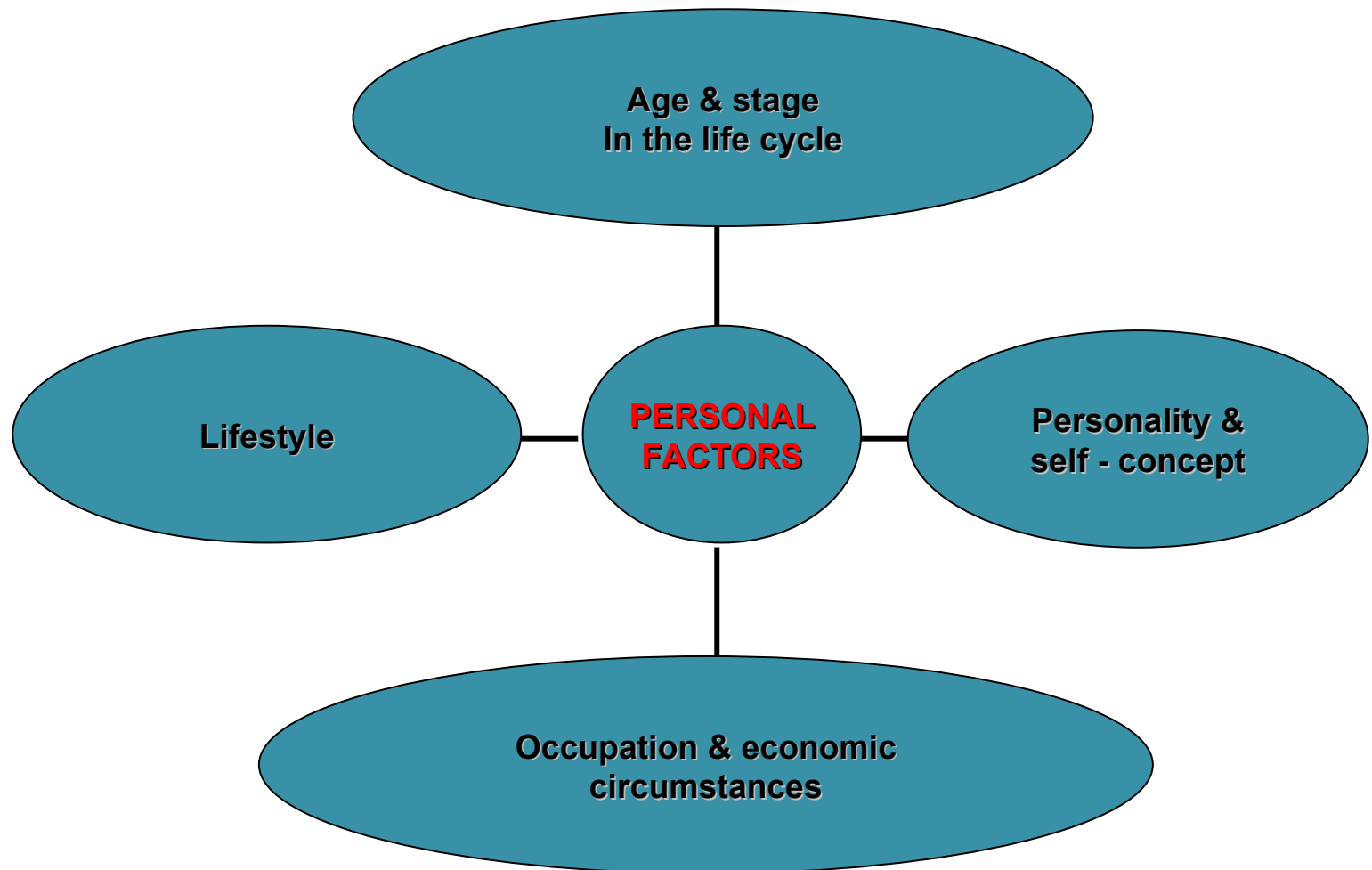
Social Class:-

- Almost every society has some form of social structure, social classes are society's relatively permanent and ordered divisions whose members share similar values, interests and behavior.



Personal Factors

Personal Factors :-



Personal Factors :-

Personal factors Include....

- Age and life cycle stage
- Occupation
- Economic situation
- Life Style
- Personality and Self concept

Age and Life cycle Stage

- People buy different goods and services over a lifetime. Taste in food, clothes, furniture, and recreation is often age related.
- Critical life events or transitions—marriage, childbirth, illness, relocation, divorce, career change, widowhood—give rise to new needs.

Occupation :-

- A person's occupation affects the goods and services bought. Blue collar workers tend to buy more rugged work clothes, whereas white-collar workers buy more business suits.
- Different products for brand managers, accountants, engineers, lawyers, and doctors.

Economic situation :-

- A person's economic situation will affect product choice
- Choice of products depend upon attitude toward spending MONEY.

Life Style :-

- A person's pattern of living in the world is expressed in activities, interest and opinions.
- Life Style is a person's Pattern of living, understanding these forces involves measuring consumer's major AIO dimensions.
- i.e. activities (Work, hobbies, shopping, support etc) interest (Food, fashion, family recreation) and opinions (about themselves, Business, Products)

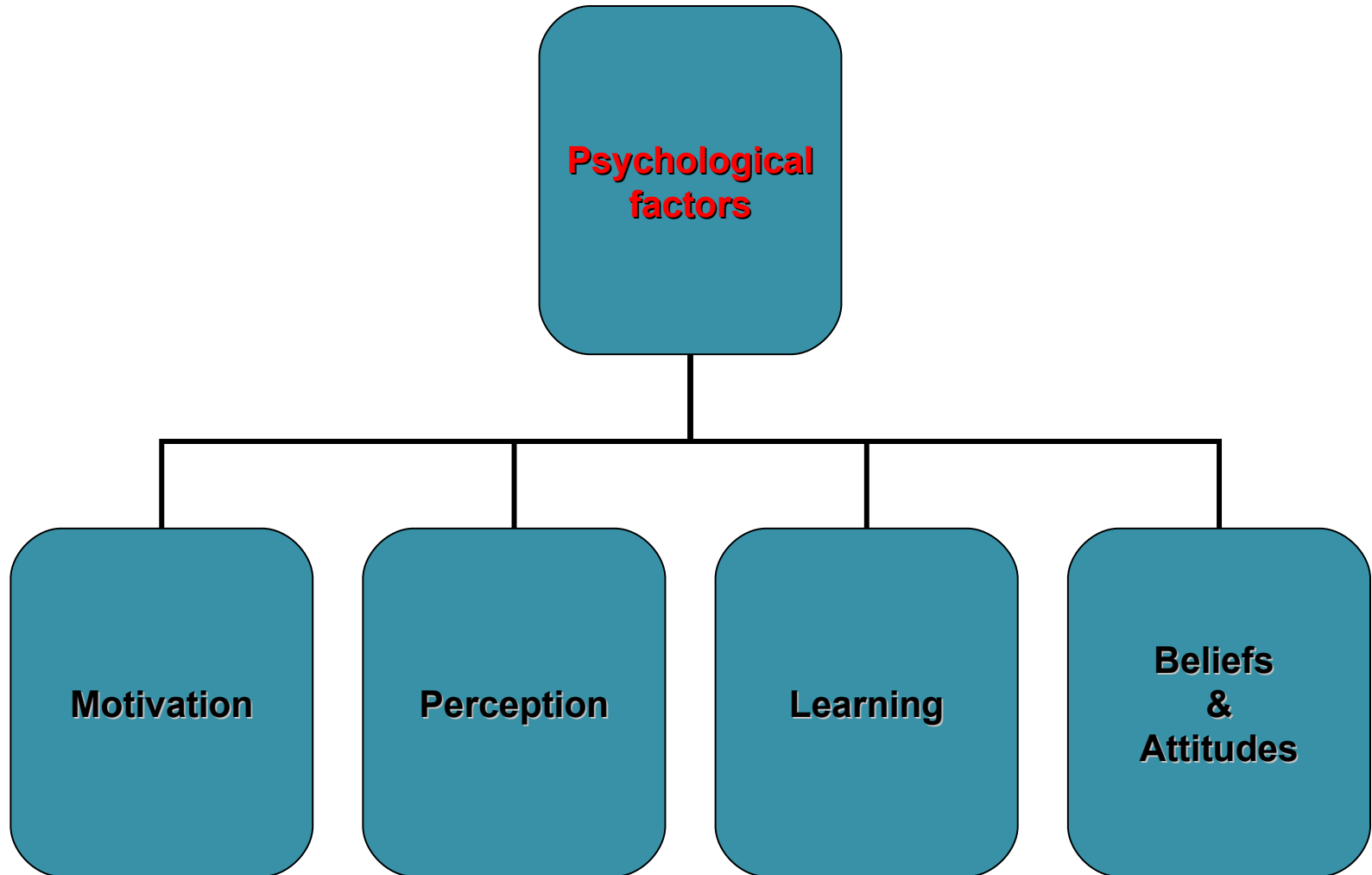
Personality and Self concept :-

- Each person's distinct personality influence his or her buying behavior. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment



Psychological Factors

Psychological Factors :-



Psychological Factors :-

- It includes these Factors...
- Motivation
- Perception
- Learning
- Beliefs and attitudes

Motivation :-

- Motive (drive) a need that is sufficiently pressing to direct the person to seek satisfaction of the need

Perception :-

- The process by which people select, Organize, and interpret information to form a meaningful picture of the world.

Learning:-

- Changes in an individuals behavior arising from experience

Beliefs and attitudes :-

- Belief is a descriptive thought that a person holds about something
- Attitude, a Person's consistently favorable or unfavorable evaluations, feelings, and tendencies towards an object or idea

Reference :

- Internet
- Marketing management (kotler)

Team

- Rameesha Khan
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THANK YOU

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