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Individual determinants of consumer behaviour pdf

When a person is motivated enough, it affects a person's purchasing behavior. A person has many needs such as social needs, basic needs, security needs, assessment needs, and self-realization needs. Of all these, basic and security needs are at a position above all other needs. Basic and security needs therefore have the potential to motivate consumers to purchase products and services. Consumer perception is a major factor affecting consumer behaviour. Customer perception is a process in which the customer collects information about a product and interprets the information to make a meaningful image of a particular product. When a customer sees ads, promotions, customer reviews, social media feedback, etc. related to the product, they develop an impression of the product. Consumer perception thus has a significant impact on consumer purchasing decision-making. Learning can be either conditional or cognitive. 3. Learning when someone buys a product, gets it to learn more about the product. Learning comes over a period of time through experience. Consumer learning depends on skills and knowledge. While skill can be acquired through practice, knowledge can only be gained through experience. In conditional learning the consumer is exposed to a recurring condition, making the consumer to develop a response to it. While in cognitive learning, the consumer will apply his knowledge and skills to find satisfaction and solution from the product he buys. iv. Consumer attitudes and beliefs have a certain attitude and beliefs that affect consumer purchasing decisions. Based on this position, the consumer behaves in a certain way towards the product. This position plays an important role in determining the brand image of the product. Hence, marketers will try hard to understand the consumer's attitude to designing their own marketing campaigns. 2. Social factors humans are social beings and live around many people who influence buying behavior. The human tries to imitate other humans and also wishes to be socially accepted in the society. Their buying behavior is thus influenced by other people around them. These are social factors. Some social factors are: i. Family plays an important role in shaping a person's purchasing behavior. The person develops preferences from his childhood by watching the family buy products and continues to buy the same products even when they grow up. 2. A reference group is a group of people to whom someone is associated. Generally, all people in the reference group have a common buying behavior and influence each other. 3. Roles and status are influenced by the role they occupy in society. If a person is in a high position, his purchasing behavior will be greatly affected by his or her situation. the person who is the CEO of a company you will buy according to him While employees or employees of the same company will have a different buying style. 3. A group of people is associated with a set of values and ideologies that belong to a particular community. When a person comes from a particular community, their behavior is greatly influenced by the culture of that community. Some cultural factors are: i. Cultural factors have a strong impact on consumer buyer behavior. Cultural factors include core values, needs, desires, preferences, perceptions, and behaviors that are observed and learned by the consumer of close family members and other important people around them. 2. Subculture within a cultural group, there are many subcultures. These subcultural groups share the same set of beliefs and values. Subcultures can be made up of people of different faiths, classes, geographical areas and nationalities. These subcultures in themselves form the customer segment. The social class of every society around the world has a form of social class. The social class is determined not only by income, but also by other factors such as occupation, family background, education and location of residence. Social class is important for predicting consumer behavior. 4. Personal factors that are personal factors of consumers affect their purchasing behavior. These personal factors vary from person to person, thus producing different perceptions and consumer behavior. Some personal factors are: i. Age is a major factor affecting purchasing behavior. Buying options for young people differ from those of middle-aged people. Older people have a completely different buying behavior. Teenagers will be more interested in buying colorful clothes and beauty products. Middle-aged focused on home, property and vehicles for the family. 2. Income income has the potential to influence a person's purchasing behavior. Higher income gives higher purchasing power to consumers. When the consumer has a higher disposable income, it gives more opportunities for the consumer to spend on luxury products. Low- or middle-income consumers spend most of their income on basic needs such as groceries and clothing. 3. Occupation of the consumer affects the behavior of the purchase. A person tends to buy things that suit this/her profession. For example, the doctor will buy clothes according to the profession while the professor will have a different buying style. 4. Lifestyle is attitude, the way in which an individual stays in society. Purchasing behavior is greatly influenced by the consumer lifestyle. For example, when a consumer leads a healthy lifestyle, the products they buy are related to healthy alternatives to fast food. 5. Economic factors depend largely on the economic situation of a country or market. When the nation is prosperous, the economy is strong, leading to Increase the supply of money in the market and increase the purchasing power of consumers. When consumers face a positive economic environment, they are more confident in spending on buying products. The weak economy reflects a faltering market affected by unemployment and low purchasing power. Economic factors have a significant impact on the decision to buy from the consumer. Some important economic factors are: 1. Personal income when a person has a higher disposable income, purchasing power increases simultaneously. Disposable income refers to funds left after spending on a person's basic needs. When there is an increase in disposable income, it increases spending on various items. But when disposable income declines, spending on multiple items has also declined. (ii) Family income from family income is the total income of all family members. When more people earn in the family, there is more disposable income for shopping basic needs and luxuries. The high income of the family affects family members to buy more. When there is a surplus income available to the family, the tendency to buy more luxury goods that otherwise someone may not be able to buy. 3. Consumer credit when consumer credit is provided easy to buy goods, it promotes higher spending. Sellers make it easy for consumers to take advantage of credit in the form of credit cards, easy installments, bank loans, rental purchases, and many other credit options. When there is a higher credit available to consumers, buying comfort and luxury increases. Liquid asset consumers with liquid assets tend to spend more on convenience and luxuries. Liquid assets are those assets, which can be converted into cash very easily. Cash at hand, bank savings and securities are some examples of liquid assets. When the consumer has higher liquid assets, it gives him more confidence to buy luxury goods. T., i don't know If the consumer decides to save more, his spending on buying will decrease. While if the consumer is interested in providing more, most of his income will go to buy products. Individual determinants of consumer behavior 2. Introduction • Consumer behavior is influenced by many factors such as individual, group, or socio-economic cultural determinants. • Among them individual determinants such as motivation, personality, attitude and self-concept play a very important role. This chapter takes you into the details of the variables mentioned in the individual parameters. 3. Motivation is what makes people move and act. Motivation refers to the initiation, direction, severity and persistence of behavior. • Motivation is the presence of the desire and desire to do something. It is the driving force of every human behaviour. 4. • The motive is officially defined as of drive or excitement, which drives behavior towards the goal. • The motivation thus consists of two elements - drive or excitement, and - object target. 5. Motivation theories • The Hierarchy of Maslow's Needs: • Maslow's theory confirmed that as humans meet basic needs, they seek to meet respectively the 'higher needs' that occupy the group hierarchy. • Inactive top-level needs until minimum levels are met. In fact, according to this theory, dissatisfaction and no satisfaction stimulates behavior. 6. This theory is based on four assumptions: 1. All humans acquire a similar set of impulses through genetic factors such as social influences. 2. Some of these motives are simpler than others. 3. First the basic motivations are to be satisfied to a minimum before activating other motives. 4. With satisfaction with more basic motivations, more advanced motives come into force. 7. McGuire Psychomotives • McGuire proposed a classification system, which can marketers isolate the motives that are likely to be involved in various consumption situations. 8. In this system, motivation is first divided into four categories based on two criteria: cognitive motivation or emotional motivation: cognitive impulses deal with the consumer's need to adapt to the environment and achieve a sense of meaning while meeting the need. Emotional motivation is one where the individual gets a sense of relief while achieving personal goals. Maintaining the status quo or focusing on growth: the objective of the status quo is to maintain balance while the growth-oriented drive focuses on development. 9. These four categories are divided into 16 other categories, based on the source of the objective of the motivation as stated in the following: • Whether the behaviour has begun actively or was in response to the environment. Whether behavior helps the consumer achieve a new internal state or whether it creates a new external relationship with the environment. 10. Cognitive conservative motivations: • Need for consistency (active, internal): The consumer always wants to have consistency in attitudes, behaviors, opinions, self-image, etc. If there is any inconsistency, the consumer will try to reduce this contradiction. One example is that cognitive dissonance where the consumer tries to resolve the conflict in his mind from the wrong decision to buy by actively supporting the decision in his mind through selective exposure and research. This will be dealt with in more detail at a later date. It is important for marketers to design their advertising campaigns so that consumer beliefs are consistent with the information provided in the ad. If the aim of the marketer is to change the consumer's attitude, different strategies should be used and which will be discussed later. • . 11. Need for attribution (active, external): This reason is attributable to a positive or unfavourable outcome of a decision or to some external elements. This area of research is based on a so-called attribution theory when the consumer feels that the seller who describes the product features does so to get his commission, • He/she will deduct advice by attributing the sales payer to the seller. Similar advice may be accepted by a friend or relative more easily because the consumer feels that this person is trying to be useful. Since consumers always attribute motivation to messages they receive from ads or sales people, many of these messages may not have the intended effect. One approach to overcoming this is to use a reliable speaker person in 12 ads. The need for a (negative, internal) classification: Consumers always organize the information they receive in meaningful and manageable categories. This will help them process the vast amount of information in a proper manner. For example, a consumer may classify the price parameter of the product while making a purchase decision. Bata's strategy of pricing prices for shoes such as Rs 99.95 instead of Rs 100 will provoke a better response because the consumer will classify this product as below rs.100 level. • Need to embody (passive, external): consumers' feelings, impressions and attitudes are established by monitoring and comparing signals and symbols from abroad. The individual always compares his or her behaviour with that of others and reaches conclusions about these impressions. Clothing companies like Raymonds take advantage of this need to promote their products by providing an accurate meaning to the desired image and lifestyle of the consumer. 13. Cognitive drivers of growth: • Need for independence (active and internal): This is the need for individuality and independence. This is a feature of some cultures such as those of the USA. All cultures have this need at various levels, depending on the social acceptance of this need. While this need in America has been actively encouraged since childhood, in Japan, this need is discouraged. Marketers respond to this need by designing their products with unique features or by offering a wide range of products. Many go for a muzzle of options according to individual needs. Many products are advertised as unique, independent and individual to meet this need. 14. • Need for stimulation (active, external): This is a diverse seam behavior from the consumer just for self-stimulation. This behavior leads to a brand switch and also a purchase of a batch. • This need for stimulation constantly changes over time. Some consumers who want in their early years quick changes become more stable over a period of time desire stability. Some consumers who prefer sedentary environments may start to get bored and then look for stimulation by wanting to change. 15. • The need to cancel (negative, internal): Consumers have certain images of the desired results and try to compare this with their current situation. Behaviors constantly The results are constantly monitored, by moving towards the required situation. This motivation moves people to prefer certain styles such as good winning men, hero and heroine together, etc. in media such as movies, books, TV series etc. Marketers use these motivations by designing their advertising campaigns appropriately. 16. • Utilitarian need (passive, external): In this need, the consumer is competing as a problem solver that always approaches situations or opportunities for useful information and skills. For example, consumers may learn new fashion, clothing styles, etiquette, lifestyles, etc. while watching a movie or TV series. Consumers can also treat advertising campaigns and store displays as a source of learning for future or current purchasing decisions. 17. • Murray's List of Psychological Needs: Murray identified six psychological needs for individuals resulting in certain market behaviors. These are: • Autonomy need results in purchasing a batch, wearing non-traditional clothing, etc. - dominance need - results in demanding strong interest in service organizations - feeding need - results in donating to humanitarian causes - exhibition need - results in wearing high fashion clothing - - awareness of need - results in visiting museums, learning new technology, etc. - exhibition need - results in playing opinion leaders. 18. 9-19 Customer vs. Consumer Behavior • Customer Behavior • Consumer Behavior • Consumer BehaviorSelf Behavior 19. 9.20 Determinants of consumer behaviour among persons • Cultural influences Cultural Influences - Culture - Ethnic Status 20. 9.21 • Fundamental values in American culture – while some cultural values change over time, core values do not 21. 9.22 • International perspective on cultural influences and cultural influences - cultural differences are particularly important for international marketers 22. 9.23 • Subcultures: Subcultures: A subset of culture with distinct patterns of behaviour • Subcultures can vary by race, nationality, age, religion, geographical distribution 23. 9-24 0.40% 12.10% 12.50% 1.80% 0.70% 3.10% Hispanic S.A.C. Native American Or more of other races Note: Percentages are rounded. Source: Data from Roger Simon and Angie Cannon, Amazing Journey, US News & World Inport, August 6. 2001, p. 12. Forty ethnic and ethnic minorities are ethnic and ethnic 24. 9.25 Personal determinants of consumer behavior • Social impacts group membership social impacts affect individual purchasing decisions and behavior in both ample and accurate ways. - Standards - Status - Roles 25. 9.26 • Jordache - An advertisement explaining the impact of friendship groups on purchase decisions 26. • Asch: The Asch Phenomenon: The Impact of a reference group on individual decision-making • Reference groups reference groups • Purchased product be one that others can see and identify. • The purchased item must be clear 27. 9.28 • Social classes: Groups that are rated by occupation, income, education, family background and residence site W. Lloyd Warner identified six categories: 1. Top 2. 3 highest 3. 4 in the upper center. 5 in the bottom center. Working class 6. Lower class 28. 9.29 • Opinion leaders: opinion leaders: individuals likely to buy new products before others and then share the experiences and opinions generated by word of mouth alternative channels for the flow of communications 29. 9.30 • Family influences family influences - involuntary - dominant husband - dominant wife - determinants between the simultaneous persons of consumer behavior 30. 9.31 • Children, children and adolescents inteenagers in family purchases family purchases - increasing numbers take responsibility for family shopping - they also affect what parents buy - they represent more than 50 million consumers in their 31. 9.32 Personal determinants of consumer behavior 32. 9.33 Why do you see so many people dressed in football? What drives this type of consumer behavior? 33. 9-34 • Needs, Motivations, Need - Motives 34. 9.35 • The Maslo hierarchy of needsMaslow hierarchy of respect needs needs needs social needs physiological safety needs 35 self-cognitive needs. 9.36 • Lindblad Special Missions - A Service Aimed at Meeting The Self - Fulfilling Need 36. 9-37 • Cognitive Perception Alperidoscreens: Screens: Filters through which all inputs must pass • Sony - Breakthrough Sensory 37 screens. • Esoteric Cognition: Subconscious Perception: Subconscious Lying Information - Nearly 50 years ago, a New Jersey movie theater tried to increase franchise sales by flashing words Eat Popcorn and drinking Coca-Cola. Research has shown that esoteric messages cannot force receivers to buy goods they do not consciously want. 38. 9-39 • Positions Positions: Permanent Assessments, Emotional Feelings, or Action Directions Toward sexist or data-position components: • Cognitive • Passionate • Behavior 39. 9.40 This ad deals with the emotional feelings or reactions many of us felt at once or another. 40. 9-41 • Consumer Change Consome attitudes - Marketers are two options to lead potential buyers to adopt a positive attitude towards their products: 41. 9.42 • Modifying the modification of components of AttitudeAttitude components - marketers can work to modify attitudes by providing evidence of product benefits and correcting misconceptions 42. 9.43 • Learning: Learning: Immediate or expected change in behavior as a result of experience - drive - cue - response - reinforcement 43. • Self-concept: the concept of self: a multifaceted image of one self, consisting of a true self, self-image, glassself, and self-homosexual 44. 9.45 Consumer decision-making process Complete a step-by-step process when making purchase decisions - high-participation - low-share SearchSearch AlternativAlternativ ee Evaluation Evaluation Purchase Purchase Purchase ActAct post-purchase Evaluation Problem OpportuniOpportuni ty RecognitioRegnitio nn 45. 9.46 This ad shows how the customer is helped through the purchasing decision process ... A little unusual but effective with that. 46. 9-47 • Problem or OpportunityProblem or opportunity recognition - the consumer becomes aware of a significant discrepancy between the current situation and the desired situation - stimulates the individual to achieve the desired state of affairs 47. 9-48 Evoked ModelEvoked AllAll Brands AllBrands Brands KnownUnknown Brands UnknownUnknow Brands Brands Known Brands Known Brands Known Brands OverlookBrands OverlookBrands OverlookBrands OverlookBrands OverlookBrands OverlookBrands OverlookBrands OverlookBrands OverlookBrands OverlookBrands OverlookSDBrands OverlookBrands OverlookBrands SBrands OverlookSBrands OverlookSDDs BrandsAbleBrands Unacceptable BrandsBrands Accepted Brands Brands Accepted BrandsRejected Brands Rejected Brands RejectEd Brands Brands BrandBrand BrandBrand Purchased BrandBrand Purchased BrandBrand Brand Brand EvokeBrandSet inert Inert SetSet 48. 9.49 • Evaluation of alternatives evaluation - consumer assessing the group of clients - the result of the evaluation phase is the choice of brand or product - evaluation criteria: features that the consumer takes into account when selecting the alternative model 49. 9.50 • Progresso - An attempt to influence 50 evaluation criteria. 9.51 • The decision to buy - the consumer narrows the alternatives to the next one, the location of the purchase is determined • Buy ActPurchase - Consumers tend to choose outlets by looking at properties such as location, price, variety, staff, store image, physical design and services - some choose the convenience of shopping at home 51. 9-52 • Evaluation after purchase - After purchase, consumers are satisfied or experience cognitive dissonance (CD) - Michelin dilution CD 52. 9.53 • Consumer Classification Of Consumer Problem Classification Problem - Process Resolution Processes • Routine Response Behavior Routinized Behavior Response – Purchases are routinely made by selecting a preferred brand or one of a limited group of 53 accepted brands. 9.54 • Problem Solving Limited - A situation where the consumer has already developed evaluation criteria for a particular type of purchase but then faces an unknown new brand or item 54. 9-55 • Extended problem solving - results when brands are difficult to categorize or evaluate – high-participating purchasing decisions typically require solving 55 extended problems. Position formation and change: low consumer effort 56. How are attitudes formed by the effect of emotion? • Just exposure effect • Classic • Attitude towards advertising • Mood 57. • Just the effect of exposure • The tendency to a known preference over unknown objects • Do not rely on active thinking or consideration • W 58. • Classic conditioning • Originally developed by Physiology (Pavlov) • Linking two objects causes bond – for example, a beautiful woman and a 59 car. Conditions • Unconditional response • Unconditional stimulation • conditional stimulation • conditional response • Conditional response 60. Make classic conditioning action • Appropriate icons (for the population in question) to evoke emotion • Note: Test triggers for desired effect! • Repetition is crucial! 61. Practice the classic adaptation set in groups 3 to 5, describing one specific example of how marketers use classical adaptation. • Create a scenario with UR, US, CS and CR. – It can be a real example or the one you make up. • Be prepared to share your idea with category 62. Attitude towards Ad (Aad) • Transmission of impact from advertising to product • Dual mediation hypothesis 63. The position of the dual mediation hypothesis towards the credibility of the message towards the 64 brand. Mood • Effect bias on positions • Matching with the product • Effect of colors / lighting on mood 65. Impact on the impact on low positions - crystallization - source factors - gravity - admiration - celebrity status - message factors - fun images - music - humor - sex - emotional sharing • contextual factors - repetition - program / editorial context 66. How are attitudes formed by cognition? • Simple inferences • Inferences - frequency 67. Cognitive impact based on low positions - clarification • source factors - expert / credibility • message factors - a number of arguments - simplicity of the message - involves repeating

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