



Chapter3 第三章

消费者购买行为分析

Consumer Behavior



消费者购买行为分析 (consumer behavior)

Objectives 学习目标:

- 1 understand consumer behavior and the decision making procedure 了解消费者行为和决策过程
- 2 understand the factors that affect consumer behavior 理解影响消费者行为的因素
- 3 the decision making procedure of new product 新产品的决策过程



消费者购买行为分析 (consumer behavior)

Consumer Buying Behavior refers to the buying behavior of final consumers - individuals & households who buy goods and services for personal consumption. 消费者购买行为研究的对象为终端客户：为个人消费目的购买的个人和家庭

- ⑤ All these consumers make up the consumer market. 构成消费者市场

1 Model of Buyer Behavior

Marketing and Other Stimuli

刺激因素

Marketing

Product

Price

Place

Promotion

Other

Economic

Technological

Political

Cultural

Buyer's Black Box

黑箱效应

Buyer Characteristics

Buyer Decision Process

Buyer Responses

Product Choice 产品

Brand Choice 品牌

Dealer Choice 经销商

Purchase Timing

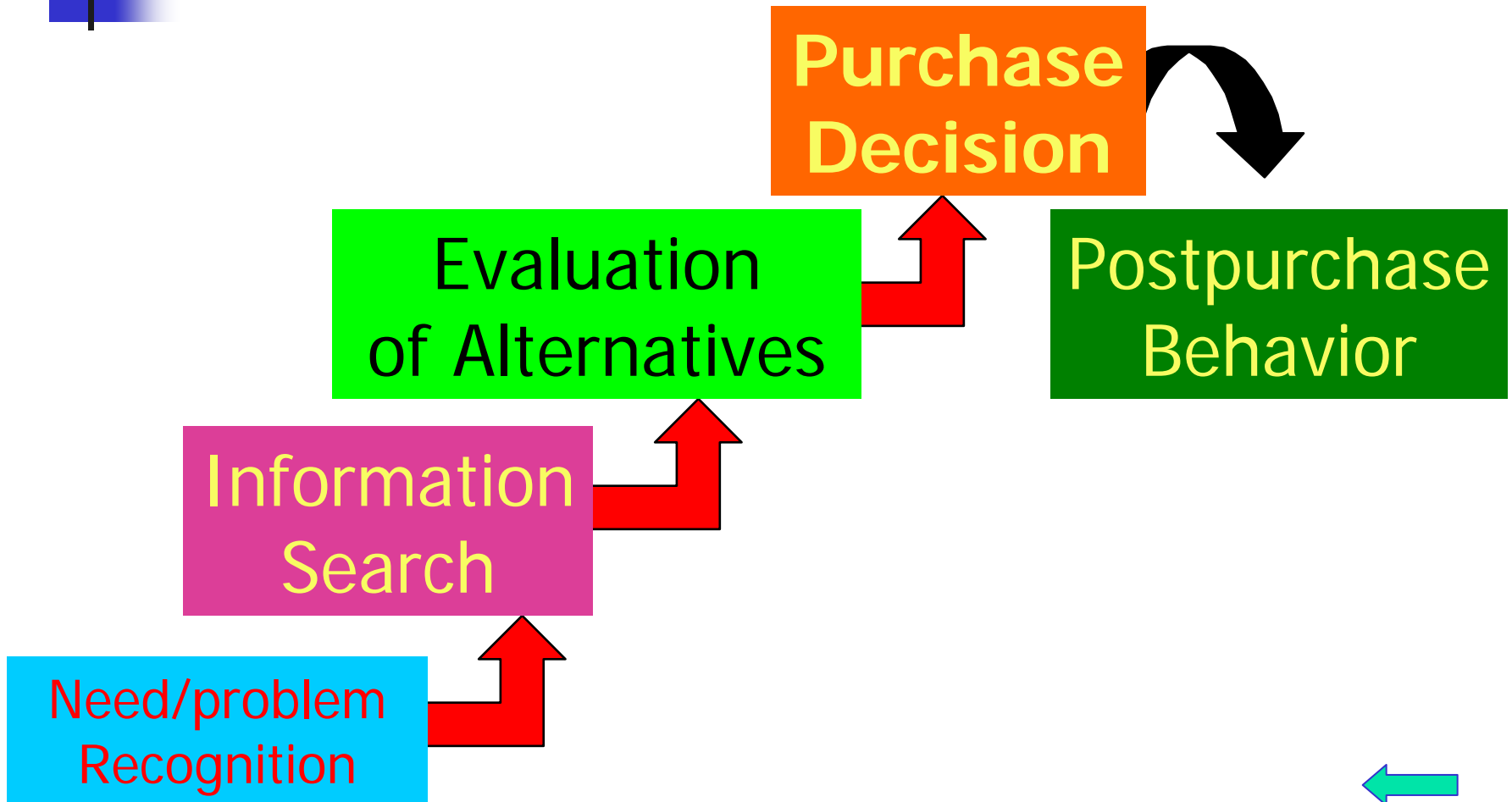
购买时机

Purchase Amount

购买数量



2Buyer Decision Process





2 Buyer Decision Process

Problem Recognition - Difference between actual state and desired state

Step 1. Need/Problem Recognition

Desired State

State Where the Buyer's Needs are Fulfilled and the Buyer is Satisfied.

Buyer Recognizes a Problem or a Need.

Actual State

Needs Arising From:

Internal Stimuli –

Hunger

External Stimuli-

Friends



Step 2. Information Search

Information Search - Both internal and external sources

Step 2. Information Search

Personal Sources

- Family, friends, neighbors
- Most effective source of information

Commercial Sources

- Advertising, salespeople
- Receives most information from these sources

Public Sources

- Mass Media
- Consumer-rating groups

Experiential Sources

- Handling the product
- Examining the product
- Using the product



Step 3. Evaluation

Evaluation of Alternatives - Different process for every consumer, involves weighing product attributes and their ability to deliver benefits

Step 3. Evaluation of Alternatives

Consumer May Use Careful
Calculations & Logical Thinking

Consumers May Buy on Impulse and
Rely on Intuition

Consumers May Make Buying Decisions
on Their Own.

Consumers May Make Buying Decisions
Only After Consulting Others.

Marketers Must Study Buyers to Find Out
How They Evaluate Brand Alternatives





Step 4. Purchase Decision

Purchase Decision - Form a preference and intention to buy. Actual purchase can be influenced further by attitudes of others and unanticipated situational factors.



Step 5. Post Purchase

- Post-purchase Behavior:
 - Consumers' expectations are compared to performance
 - Post-purchase satisfaction influences future behavior
 - Purchasing behavior
 - Word-of-mouth communications



Step 5. Post Purchase

- Marketers should attempt to influence and monitor post-purchase behavior
 - Post-purchase communications reduce dissonance (购后不协调), returns, and order cancellations
 - Talk with customers to discover new uses for existing products
 - Investigate methods of product disposal



Review quiz

- 1 _____ refers to the behavior of individuals and households who buy goods and services for personal consumption.
- a. Business buying behavior
 - b. Consumer buying behavior
 - c. Culture
 - d. Subculture



Review quiz

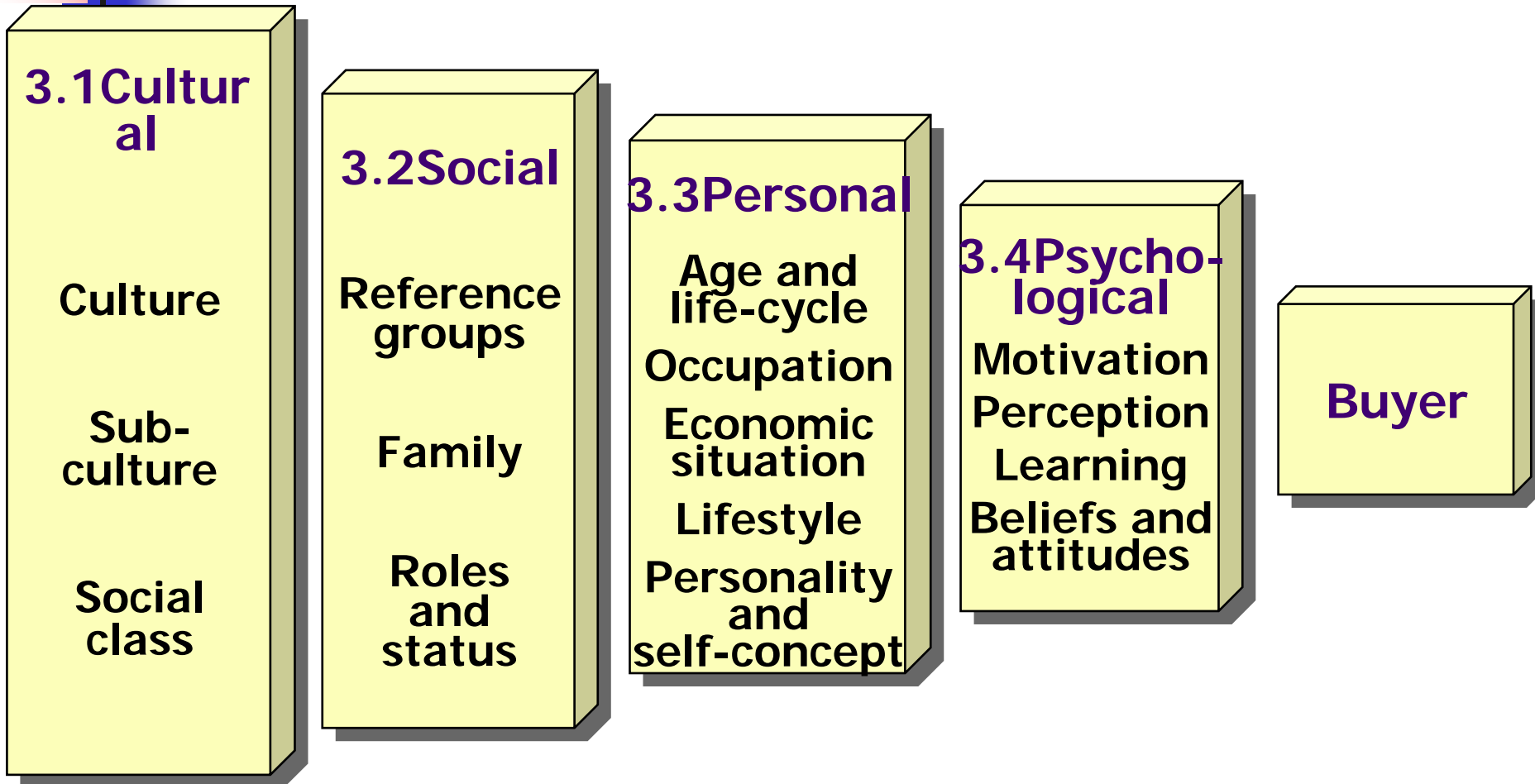
2. The consumer black box is made up of two parts: first, the buyer's characteristics and then the _____.
- a. buyer decision process
 - b. marketing stimuli
 - c. environmental stimuli
 - d. buyer responses



Review quiz

3. The buying process starts with _____.
- a. Need recognition
 - b. Information search
 - c. Evaluation of alternatives
 - d. Exposure to commercial information

3 Buyer Characteristics (Factors or stimuli Influencing Consumer Behavior)





3.1.1 Culture and Subculture

Cultural factors

Culture is the Set of Values, Perceptions, Wants & Behavior Learned by a Member of Society from Family.

Subcultures - Nationalities, religions, racial groups, and geographical regions.

美国的价值观:个人成就,自由,人道主义,物质满足,高效性与实效性,诚信,年轻

中国的价值观:?



3.1.2 Social Class and Status

Social Class - Hierarchically ordered divisions in a society; members share similar values, interests, and behavior.
(P113)

社会阶层是指一个社会分类。每类成员都有趣及行为。

Social Class

- Society's relatively permanent & ordered divisions whose members share similar values, interests, and behaviors.
- Measured by: Occupation, Income, Education, Wealth and Other Variables.



3.1.2 Social Class and Status

Major U.S. Social Classes

- ⑤ Upper Uppers
- ⑤ Lower Uppers
- ⑤ Upper Middles
- ⑤ Middle Class
- ⑤ Working Class
- ⑤ Upper Lower
- ⑤ Lower Lower

3.1.2 Social Class and Status

根据地位和声望、价值观和生活方式划分的稳定团体。同一阶层人的购买行为大致相同，倾向于选择同种产品和品牌。

恩格尔将美国社会分为六个阶层：①上上层。有显赫的家庭背景、依靠继承财产为主的名门贵族之后，不足人口的1%；②上下层。2%左右，主要有暴发户组成，包括大企业主、高级行政管理人员、医生和律师等高薪人士构成；③中上层。12%，中型企业主、中层经管人员和专业人员组成；④中下层。30%，白领（职员+小企业主）灰领（邮递员和消防警）、和蓝领贵族（工头）组成；⑤下上层。35%，人数最多，普通工人+半熟练工人，收入接近中下层；⑥下下层。20%，非熟练工人和失业者。



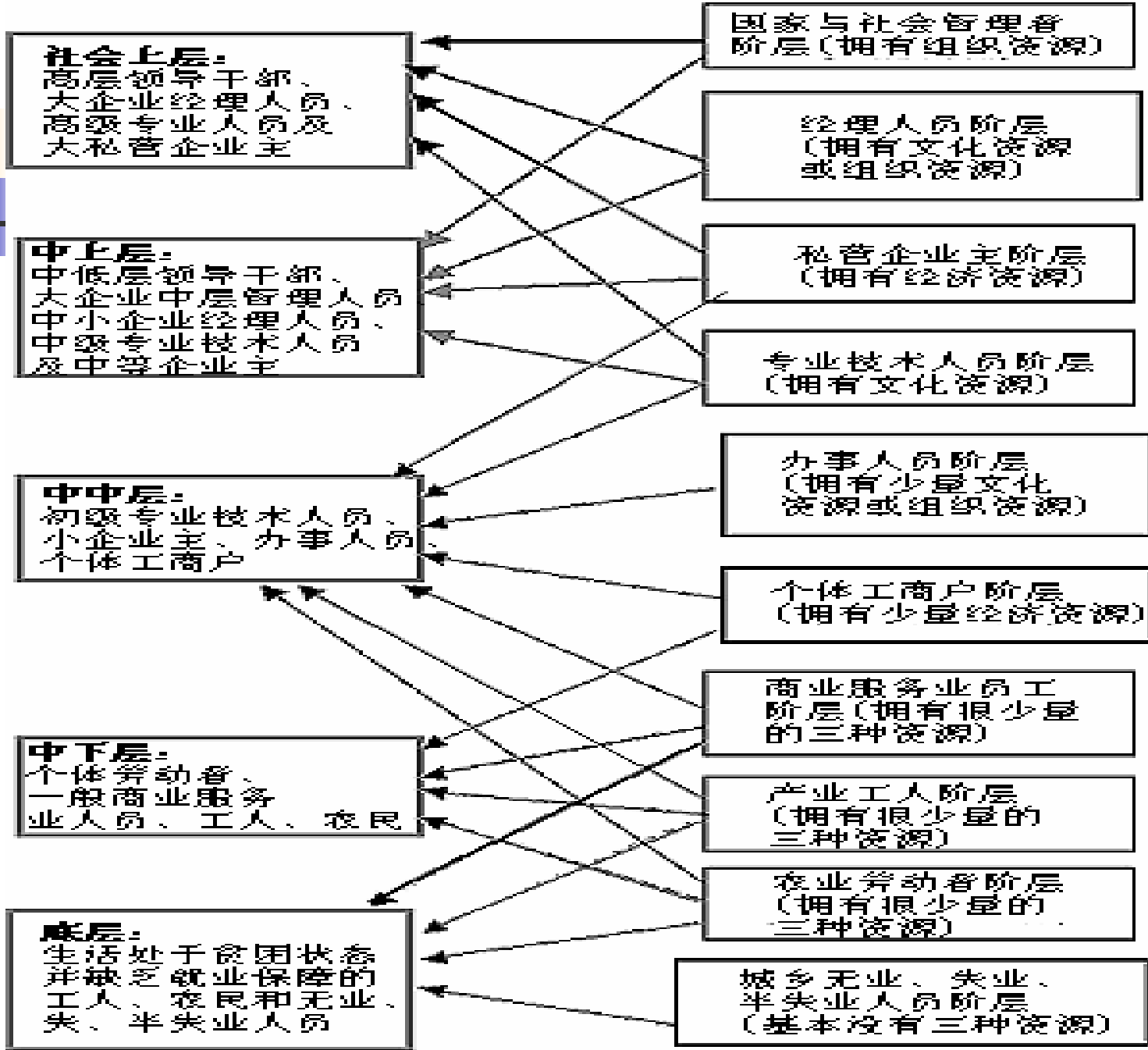
3.1.2 Social Class and Status

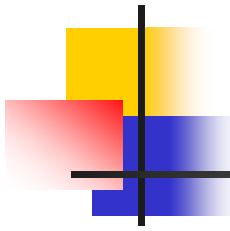
中国社会科学院研究人员在中国当代社会阶层的研究中指出：

当代中国社会阶层结构的基本形态，它由十个社会阶层和五种社会地位等级组成（参见图1）。这十个社会阶层是：国家与社会管理者阶层、经理人员阶层、私营企业主阶层、专业技术人员阶层、办事人员阶层、个体工商户阶层、商业服务业员工阶层、产业工人阶层、农业劳动者阶层和城乡无业失业半失业者阶层。

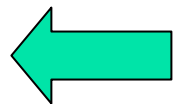
五大社会等级

十大社会阶层

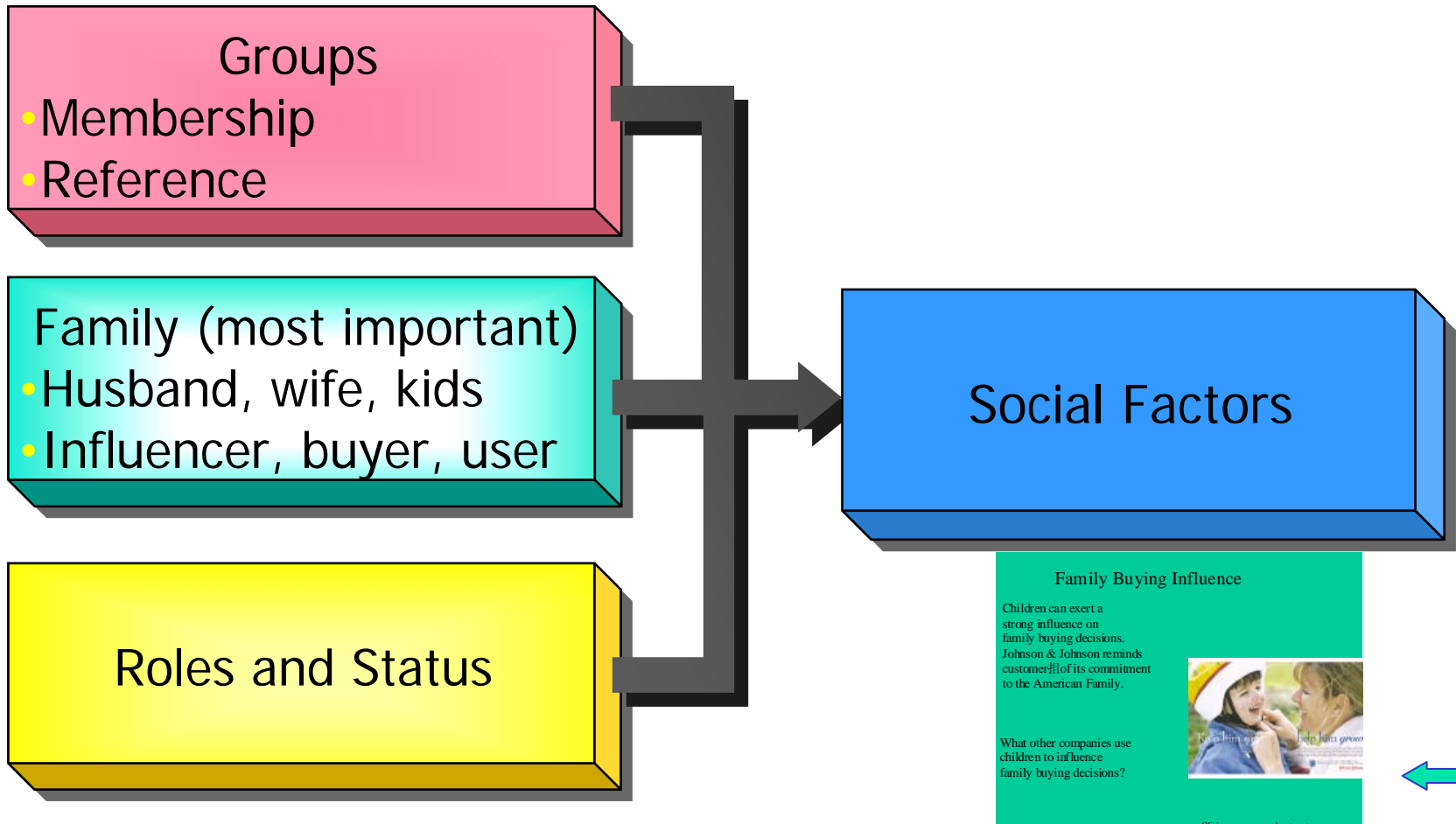




上层更重视精神和艺术方面的享受，重视产品的象征性；中层消费者比较关心外部世界，自信和富有冒险精神，一般注意体面，妇女注意社会风尚，彼此间影响较大。重视子女教育，倾向于家庭式出游。



3.2 Social





3.2.1 Reference groups

- Membership groups vs. reference group
 - Primary vs. secondary
 - Aspirational vs. dissociative
- Opinion leader
- Major groups (Mature groups Vs. regional groups)
- 一个人所属的，对他直接有影响的群体叫做成员群体。
- 参照群体是指在一个人的态度和行为形成过程中起着直接或间接比照作用的。
- 观念领导者与枪靶理论(opinion leader)

3.2.2 Family

- Family – the most influential primary reference group

- 家庭最重要的相关群体。①家庭成员在不同产品中的决策能力不同，日常用品主要由女性决定，家用电器等主要由男性决定。立白洗洁精的广告，不伤手的立白、立白卖完了两句广告语，针对女性心理，抓住了主要消费群；②家庭生命周期阶段的影响，拓展的家庭生命周期，以及近年来家庭出现的新动向：晚婚、单身和单亲家庭增多，老龄化。

3.2.3 Roles and Status

Roles and Statuses - Activities a person is expected to perform and the status associated with each.

- * Role = Expected activities
- * Status = Esteem given to role by society

人们与他人比较来评价自我、职业成就以及物质财富等倾向根深蒂固。

据调查大多数购买和陈列产品的动机并非是为了自己享受，而是为了让别人知道我们能够买得起。

产品本身充当着地位象征的作用——目的在于炫耀性差别。



3.3 personal

- **Age and life-cycle** 年龄和生命周期
- **Occupation** 职业
- **Economic situation** 经济状况
- **Lifestyle** 生活方式
- **Personality and self-concept** 个性和自我概念



3.3.2 Occupation

- White collar, pink collar, gray collar and blue collar
- Ties to different industry: Lawyer, Dentist, doctors, accountants, engineers, brand manager, fashion buyer
- Ties to different position



3.3.3 Economic Situation

- Spendable income
- Savings
- Borrowing power
- Personal income against interest rate



3.3.4 Life Style

- Lifestyle - Pattern of living as expressed by activities, interests, opinions
- Development of brand personalities to attract consumers with the same self concept (actual, ideal and others)
 - 月光族，鏗钱族，2030啃老族”、“傍老族”、“NEET族、归巢族，

3.3.5 personality and self concept



- Personality : Personality characteristics that influence buying behavior (self-confidence, socialability, etc., tie to brand personality
 - 内倾和外倾。不同年龄、文化水平阶段的个性集中度不同。
- Self concept
 - We are what we eat

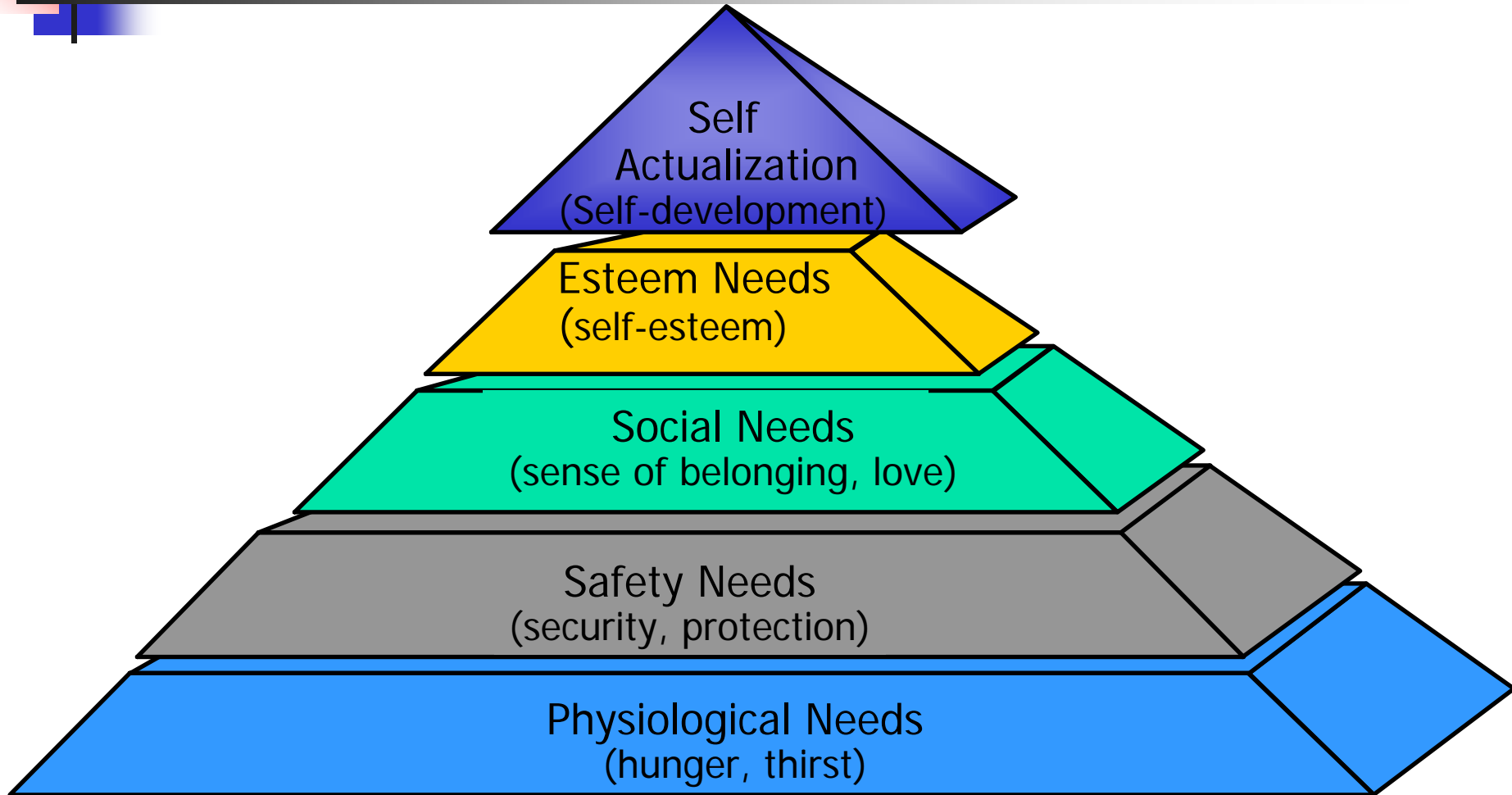


3.4 心理因素 psychological factors

3.4.1 动机 motivation

- Motivation - Correlated to the strength of a need (Freud, Maslow, Herzberg)
- Maslow hierarchy theory
- Freud's theory
- Herzberg two-factors

Maslow's Hierarchy of Needs (Fig. 5.4)





3.4.2 Perception 知觉

Perception - Selective attention, selective distortion, selective retention.



3.4.3 Beliefs and Attitude态度

- A belief is a descriptive thought a person holds about something;
- An attitude is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea
 - 人们态度一旦形成，具有稳定性和一致性的特点。企业和商家工作重点不在于改变人们的态度，适应和部分引导。

4. The buyer decision process for new products



Awareness: Consumer is aware of product, but lacks information.

Interest: Consumer seeks information about new product.

Evaluation: Consumer considers trying new product.

Trial: Consumer tries new product on a small scale.

Adoption: Consumer decides to make regular use of product.

5. Adopter Categories (Fig. 5.7)

