



# Department of Marketing Management

## University of Kelaniya

### Crafting Strategists



Teaching Standards



Focus Skills



Professional Development



Outward Insights



Hands on Marketing



Blended Faculty

# Consumer ???



# BUYER BEHAVIOR IN CONSUMER MARKET



# STIMULUS RESPOND MODEL

## Model of consumer behavior

Marketing stimuli	Other stimuli
Product	Political
Price	Economic
Place	Social
Promotion	Cultural

Buyer's Characteristics	Buyer Decision Process
Cultural	Need Recognition
Social	Information Search
Personal	Evaluation alternatives
Psychological	Purchasing decision
	Post purchase behavior

Buyer decision
Product choice
Brand choice
Dealer choice
Purchase time
Purchase amount

# THE MAJOR FACTORS EFFECT ON CONSUMER BEHAVIOR

Buyer's characteristics or factors influencing buying behavior

<b>Cultural Factors</b>  Culture Subculture Social Class	<b>Social Factors</b>  Reference Group Family Roles & Status
<b>Personal factors</b> Age& stage in the life cycle Occupation Economic Circumstances Life style, Personality ,self concept	<b>Psychological Factors</b> Motivation Perception Learning Believes attitudes

# (1) Cultural Factors

## **1.1 Culture**

- Way of doing things
  - Clothing and Food

## **1.2 Sub culture**

- Way of doing things
  - University subculture, Religion subculture

## **1.2 Social class**

- Relatively homogeneous and enduring in the society
  - Upper class, Middle class, Lower class



## **(2) Social Factors**

### **2.1 Reference Groups**

- **Membership Groups – Family , Friends, relatives**
- **Secondary Groups - Religion groups, professionals, trade unions**
  - **Aspiration groups**
  - **Disassociate groups**

### **2.2 Family**

### **2.3 Roles and Status**

Eg: Family, Business organizations, Clubs, Unions

# 3) Personal Factors

## 3.1 Age & Stages of Life cycle

- **Bachelor Stage**-Unmarried person
- **Newly married stage**-Young couple without children
- **Full nest one**-Youngest child below 6 years old
- **Full nest two**-youngest child 6 years or over
- **Full nest Three** –Old couple with depended children
- **Empty nest one**-Older couple, No children living with them
- **Empty nest two**- Older children, not living with parents, Head of the household retired.
- **Solitary survivor** – (In labor force)-One person in the household, still included to the labor force
- **Solitary Survivor (retired)**

## 3.2 Occupation and Economic circumstances

## 3.3 Life style

## 3.4 Personality and Self concept

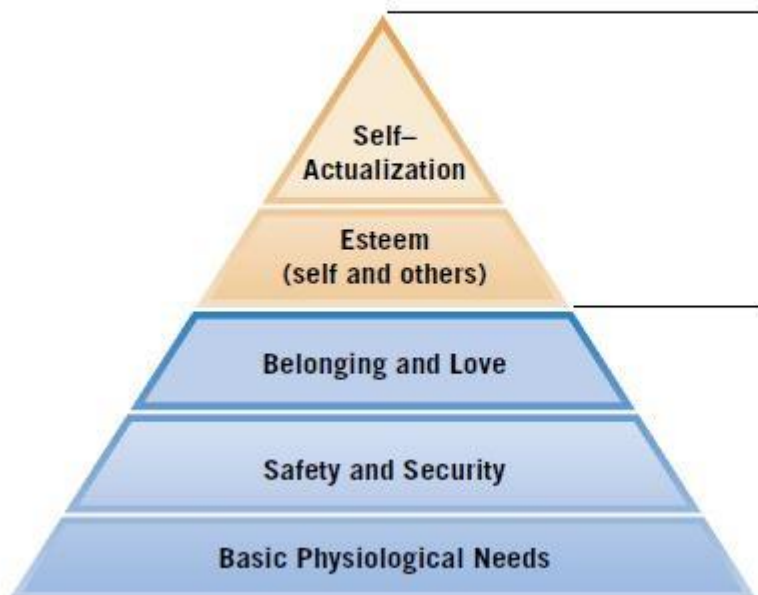
- **Actual self concept**.- How he or she view her/him self
- **Ideal self concept** – How he would like to see him self
- **Other selves concept** – How he thinks about others



# (4) Psychological Factors

## 4.1 Motivation

Maslow's Hierarchy of Needs



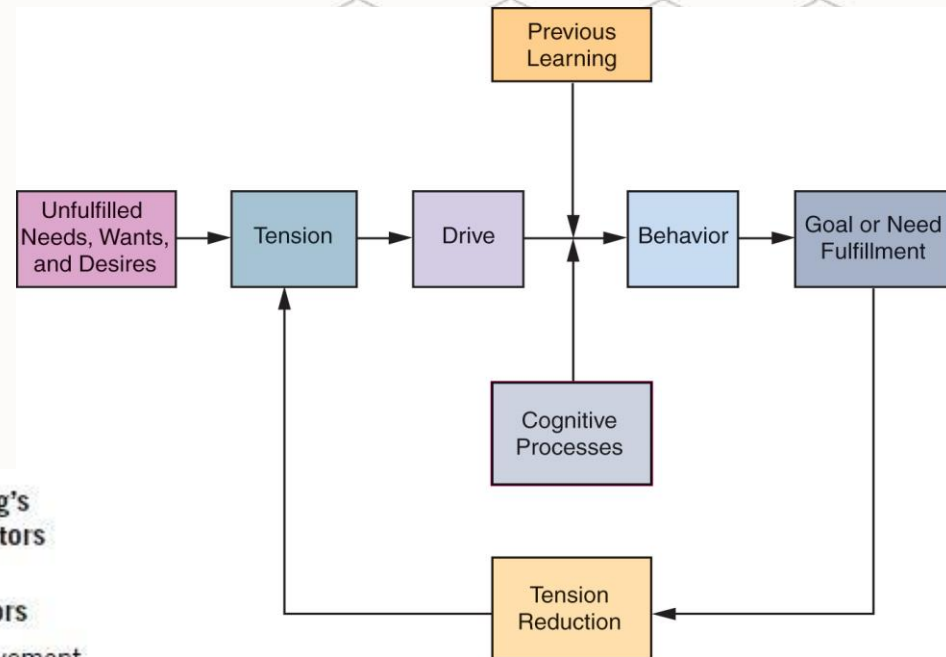
Herzberg's Two Factors

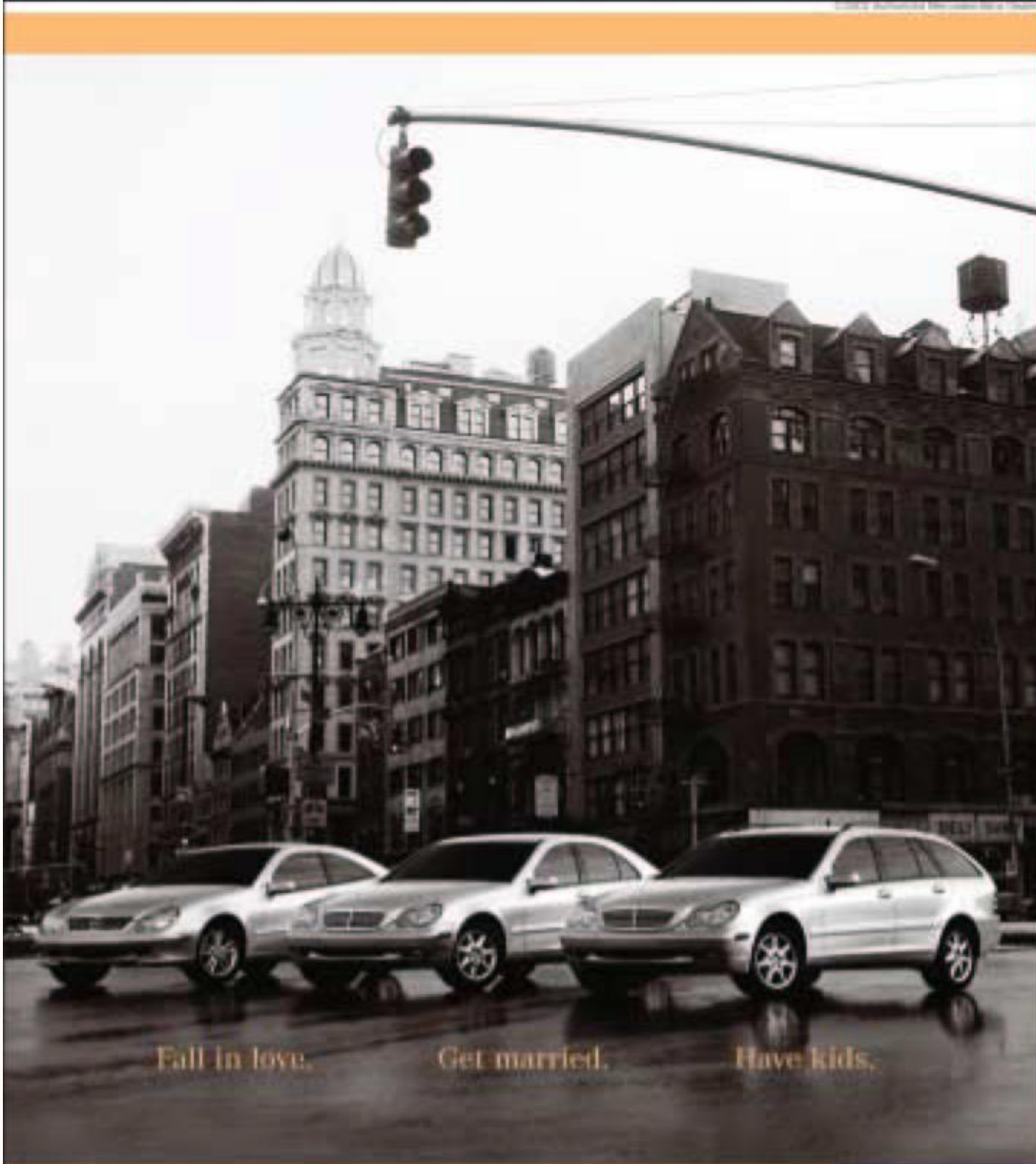
### Motivators

- Achievement
- Recognition
- Work itself
- Responsibility
- Advancement

### Hygiene Factors

- Interpersonal relations
- Company policy/ administration
- Supervision
- Salary
- Working conditions





Fall in love.

Get married.

Have kids.

Wherever your heart lies, the choice is up to you. It all begins with the C230 Sports Coupe starting at just \$25,615, the C240 Sedan starting at \$30,565 and the C240 Sport Wagon starting at \$32,065.\* At last, you've finally found yourself a soul mate. (We understand). We don't have any



Mercedes-Benz  
Tri-State Dealers



## **4.2 Perception**

- Select, organize and interpret information to create a meaningful picture about the world.

## **4.3 Learning**

- Learning is individual's behavior arising from the experience.

## **4.1 Beliefs and attitudes**

- Thought that person hold about something.

# Group Activity - Find

- Different cultures in Sri Lanka
  - Religions
  - Ethnic groups
  - Regional Differences
- The products and services they love
- Different cultures in different countries and the products/services they love

**10 marks which will be added to your final marks of the subject.**

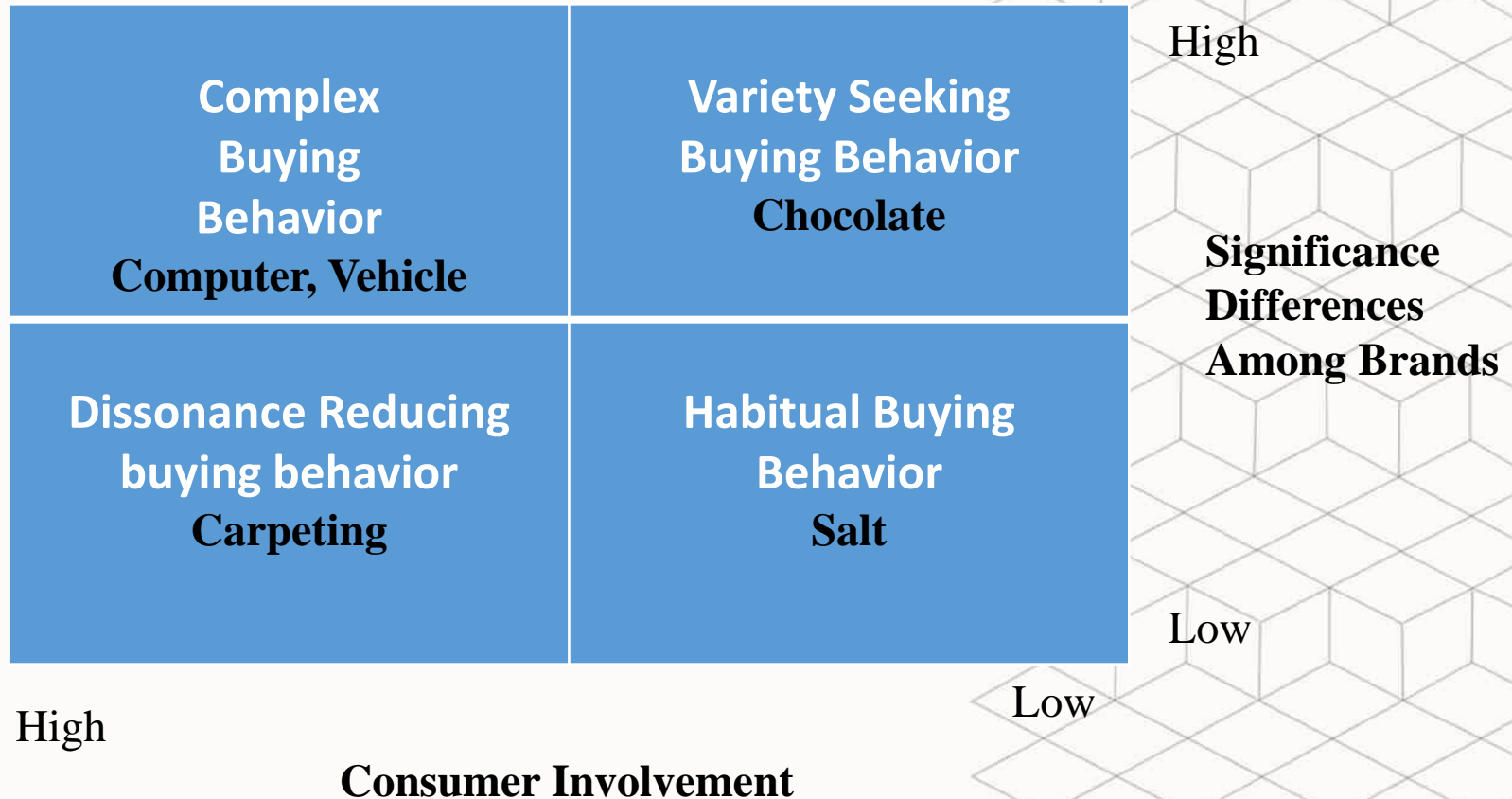
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# Who Makes Buying Decisions

- **Initiator** – Person who make the first decision to buy something.
- **Influencer**- Person who influence or advise the initiator.
- **Decider** – Person who decide to buy.
- **Buyer** – Person who purchase the product
- **User** – Person who consume the product



# TYPES OF BUYING BEHAVIORS





# STAGES OF BUYING DECISION PROCESS



## BUYING DECISION PROCESS OF NEW PRODUCTS

- **Awareness** - Consumer become aware of the product
- **Interest** - Seek information about the new product
- **Evaluation** - Evaluate new product with the existing brand categories
- **Trial** - Try out new product in small scale to evaluate
- **Adoption** - Consumers decide to make full and regular use.

