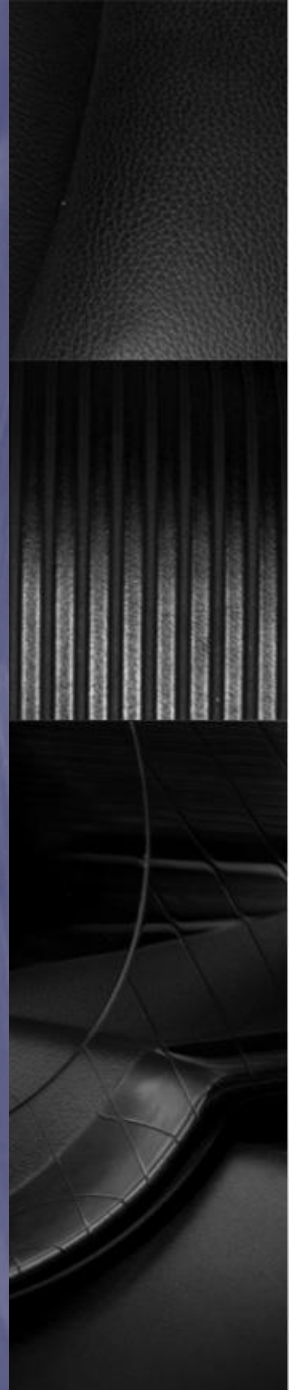


# **ANALYZING CONSUMER MARKET**

Manajemen Pemasaran: 4



# Consumer Behavior

- Consumer behavior is the study how individuals, groups, and organizations **select, buy, use and dispose** of goods, services, ideas or experiences to **satisfy their needs and wants**.
- A consumer's buying behavior is influenced by :

**Cultural Factors**

**Social Factors**

**Personal Factors**



# 1. Cultural Factors

- Culture is the **fundamental determinant of a person's wants and behavior** acquired through socialization processes with family and other key institutions.  
example : Child growing in US  
Value : achievement and success, activity, efficiency and practically, material comfort, individualism, freedom
- **Subcultures:** provide more specific identification and socialization for their members



**Nationalities**

**Religions**

**Racial Groups**

**Geographic regions**

## 2. Social Factors



### Reference Groups

- Groups that have a direct and indirect influence on their attitudes or behavior
- Expose individual to new behavior and lifestyle, influence attitudes, create pressures for conformity
- Affect product and brand choice

### Family

- Family orientation : parents and siblings
- Family procreation : spouse and children

### Roles and Status

- Role consist of the activities a person is expected to perform
- Each role carries a status
- People choose products that reflect and communicate their role and status

# Reference Group

all the groups that have a direct (face-to-face) or indirect influence on their attitudes or behavior.

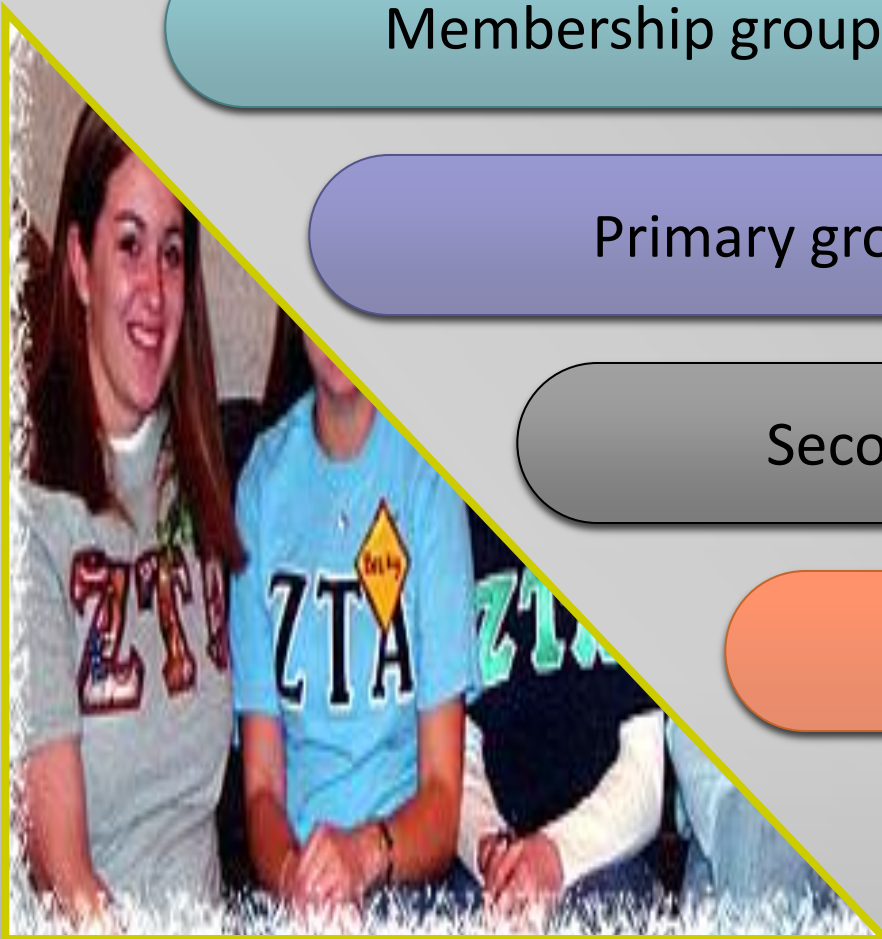
Membership groups

Primary groups

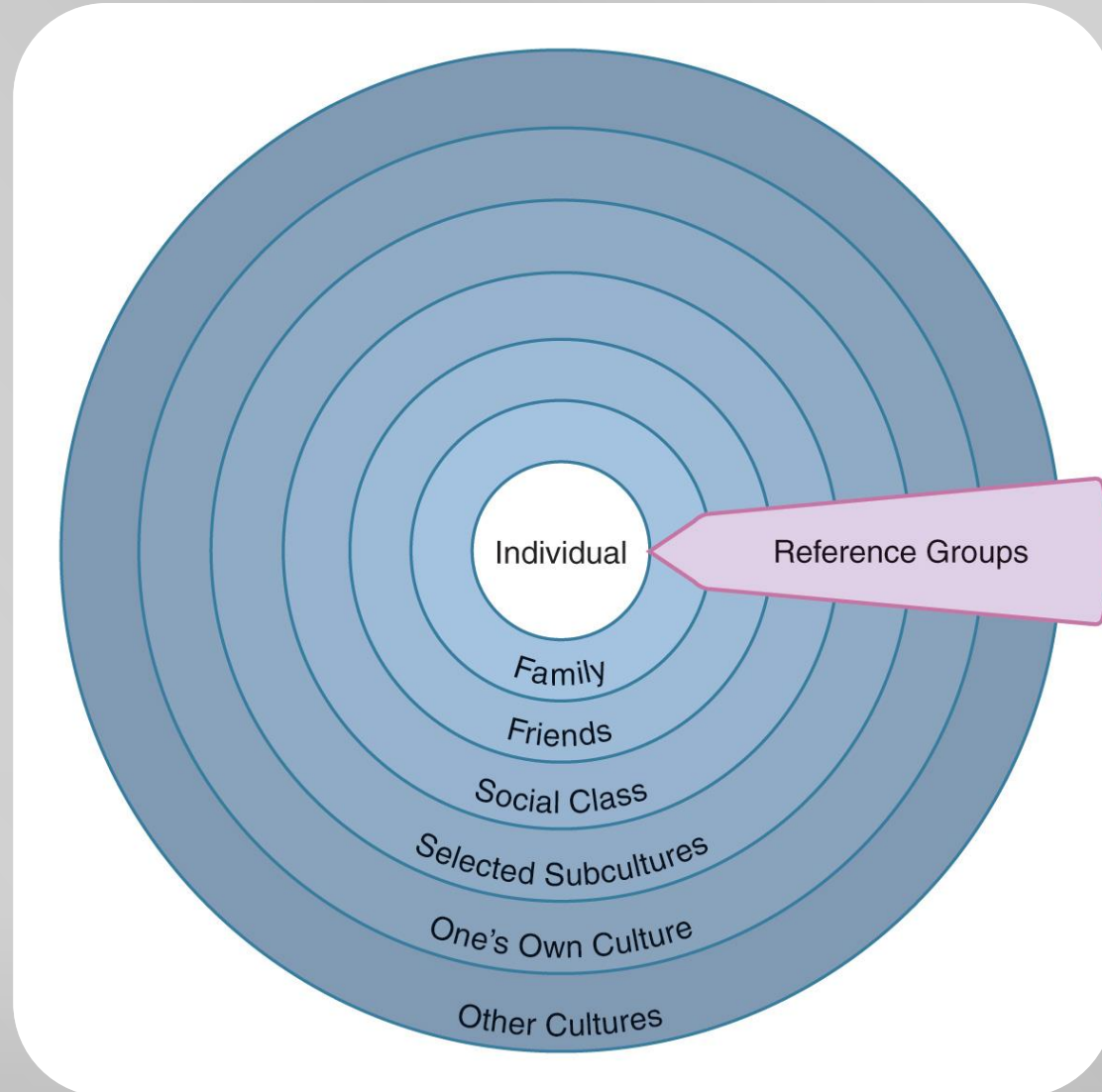
Secondary groups

Aspirational groups

Dissociative groups



# Primary Reference Group





# Family

- Family orientation : parents and siblings
- Family procreation : spouse and children



From parents a person acquires an orientation toward religion, politics, and economics and a sense of personal ambition, self-worth, and love.

The wife has usually acted as the family's main purchasing agent, especially for food, sundries, and staple clothing items.

# Role and Status



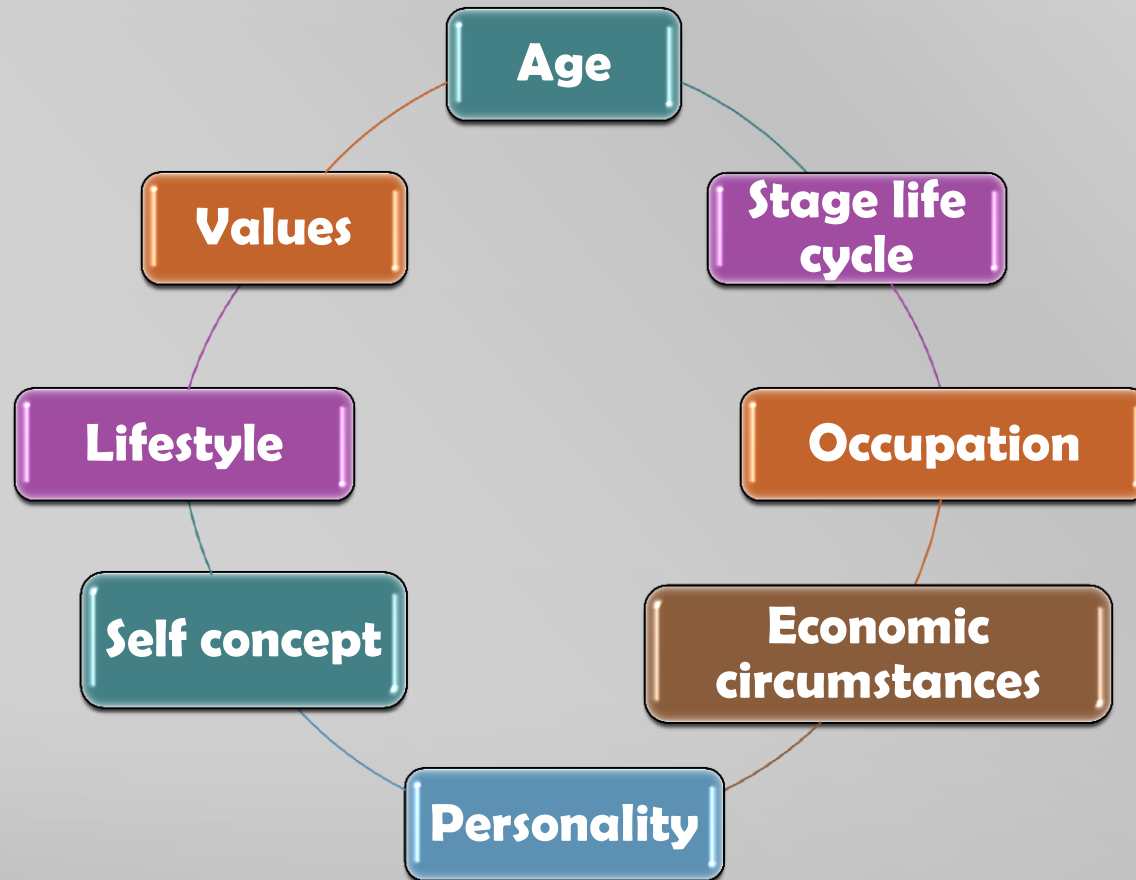
Status apa saja yang diasosiasikan dengan pekerjaan orang-orang ini?



Pembelian produk seperti apa yang dibeli orang-orang ini?



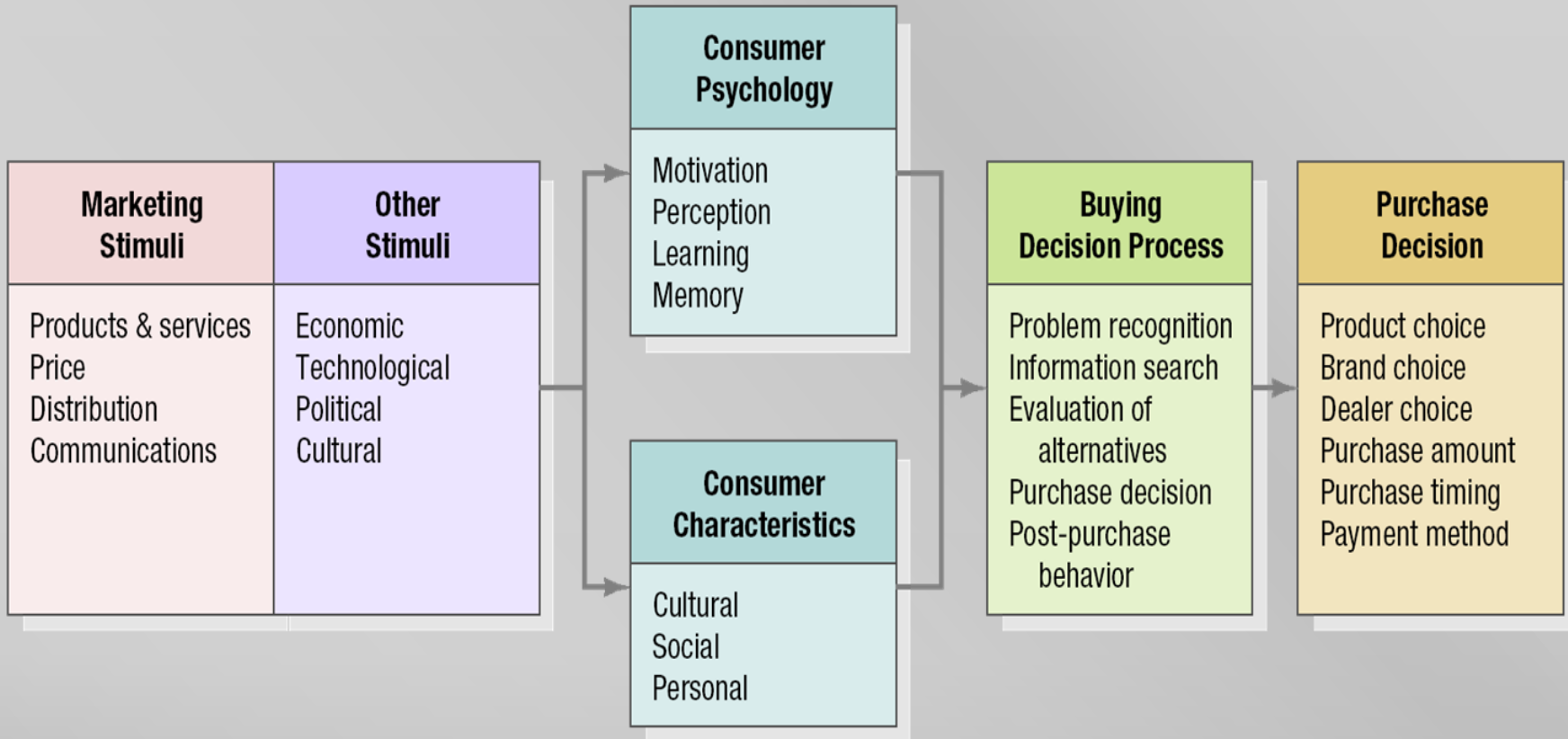
# 3. Personal Factors



# The Family Life Cycle



# Model Of Consumer Behavior



# Key Psychological Process

**Motivation**

**Perception**

**Key  
Psychological  
Process**

**Learning**

**Memory**

# Motivation

Everyone have needs → needs become motives when it is aroused to a sufficient level of intensity to drive us to act.

## Freud's Theory

Behavior is guided by subconscious motivations

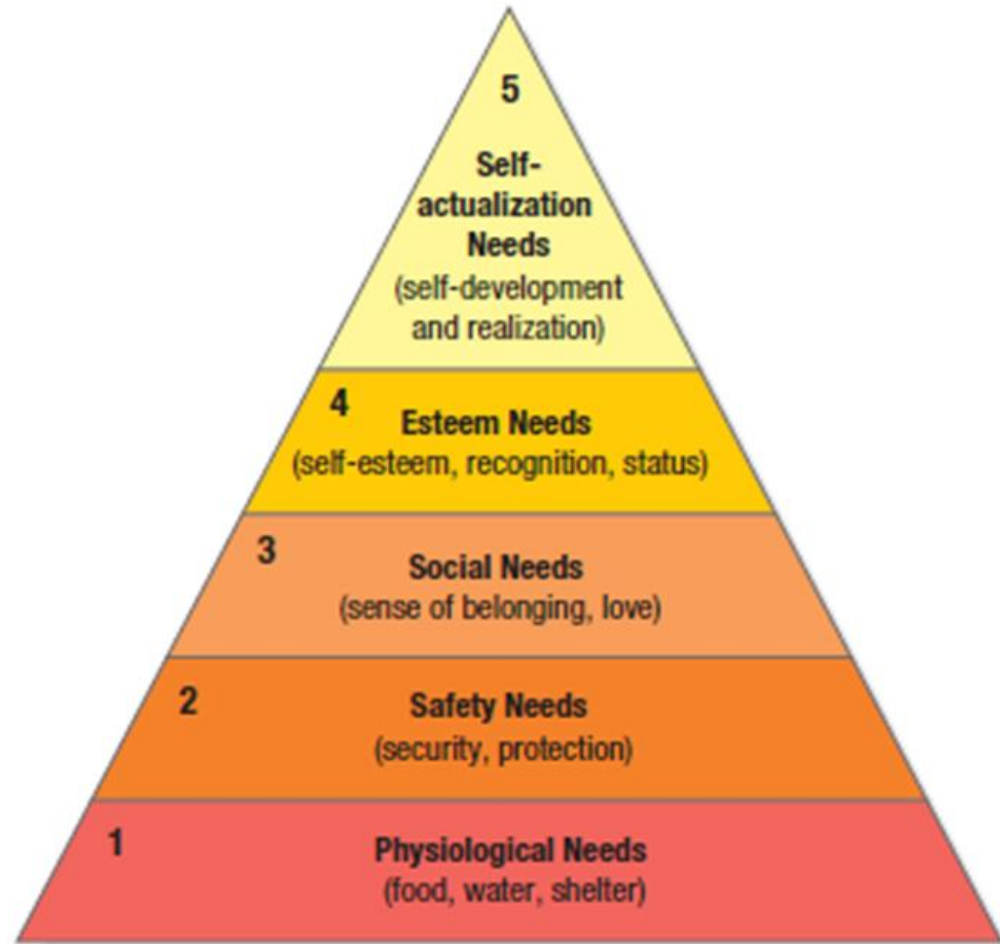
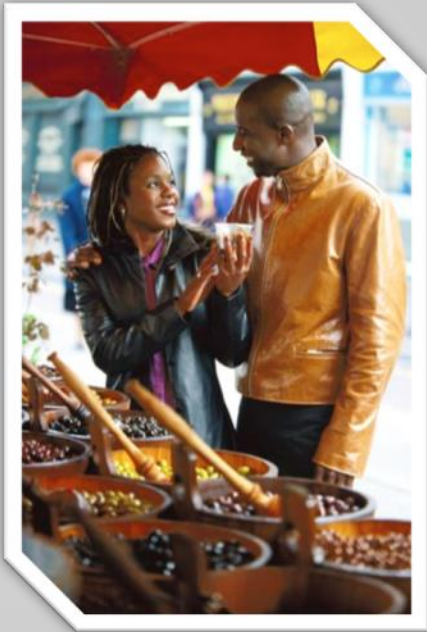
## Maslow's Hierarchy of Needs

Behavior is driven by lowest, unmet need

## Herzberg's Two-Factor Theory

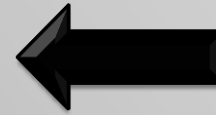
Behavior is guided by motivating and hygiene factors

# Maslow's Hierarchy of Needs





Perception is the process by which we select, organize and interpret information inputs to **create a meaningful picture of the world**



# Perception

## Selective Attention

- Stimuli that relate to a current need
- Stimuli they anticipate
- Stimuli whose deviations are large in relationship to the normal size of the stimuli



## Selective Distortion

- Tendency to interpret information in a way that fits our preconceptions

## Selective Retention

- Retain information that supports our attitudes and beliefs
- Remember good points about product we like, remember bad points about competing products

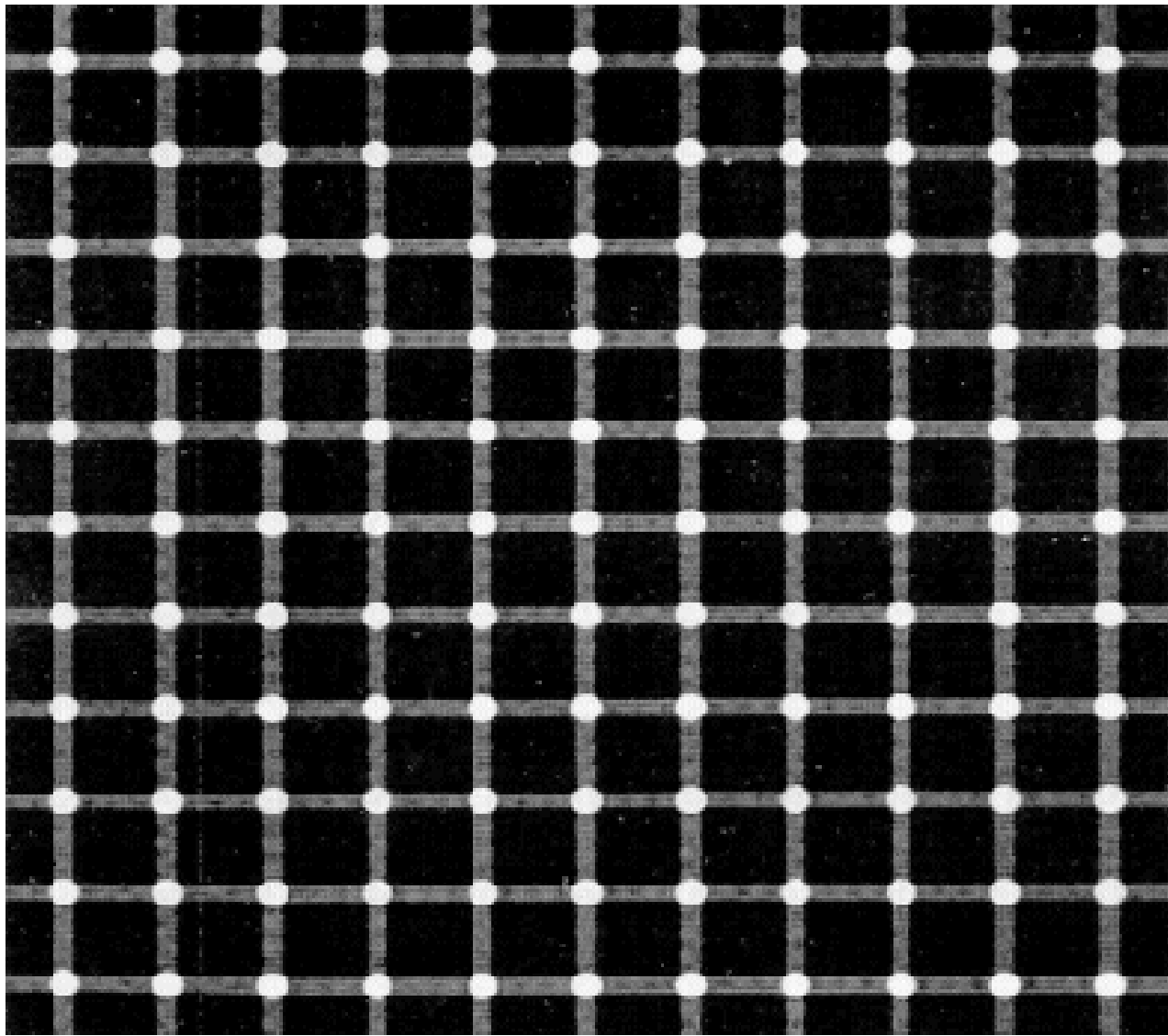
## Subliminal Perception

- Consumers are not consciously aware











  
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# Learning

- Learning induces changes in our behavior arising from experience.
- Marketer have to teach consumer:
  - The characteristics and benefits of the product
  - Place to buy
  - How to use
  - How to maintain
  - How to dispose



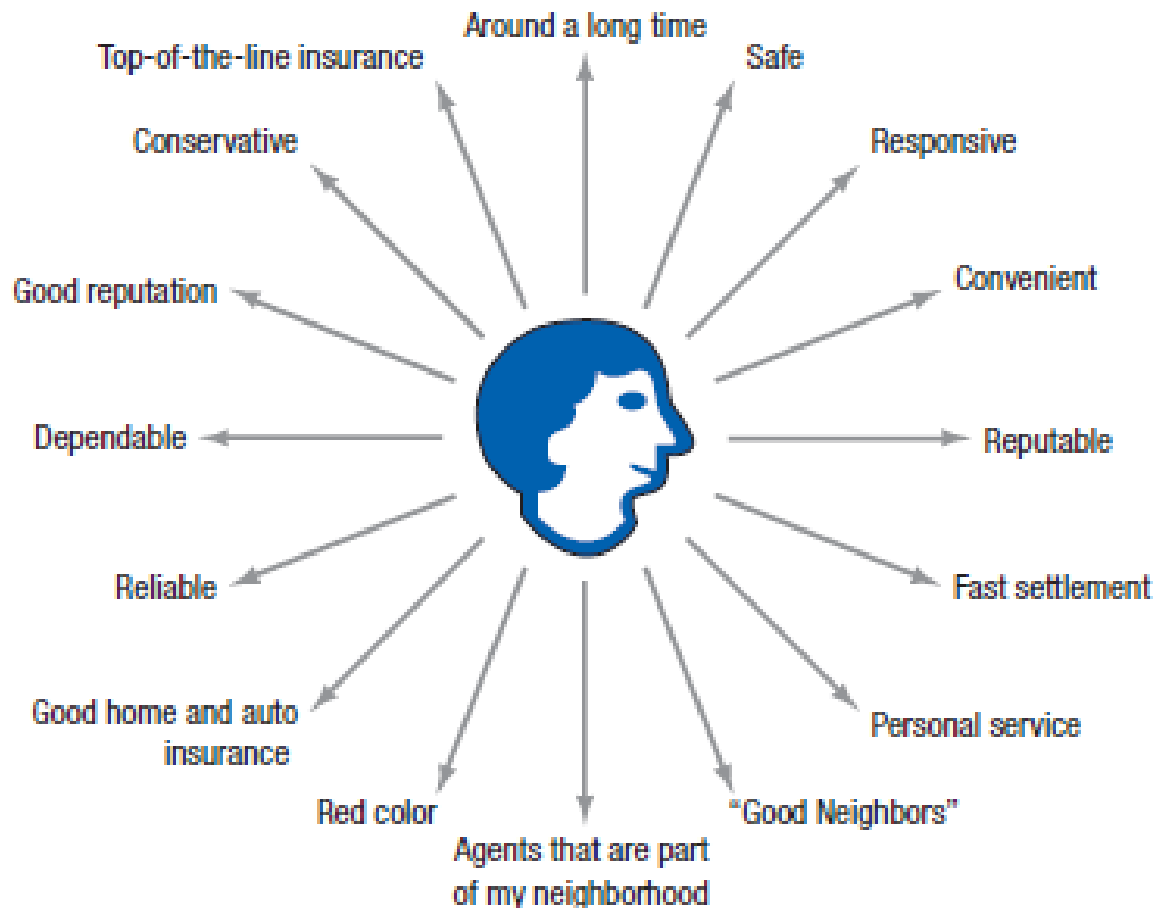
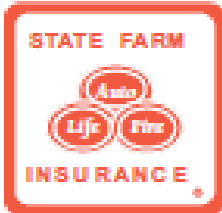


# Memory

- Short Term Memory (STM): a temporary and limited repository of information
- Long term Memory (LTM): a more permanent, essentially unlimited repository



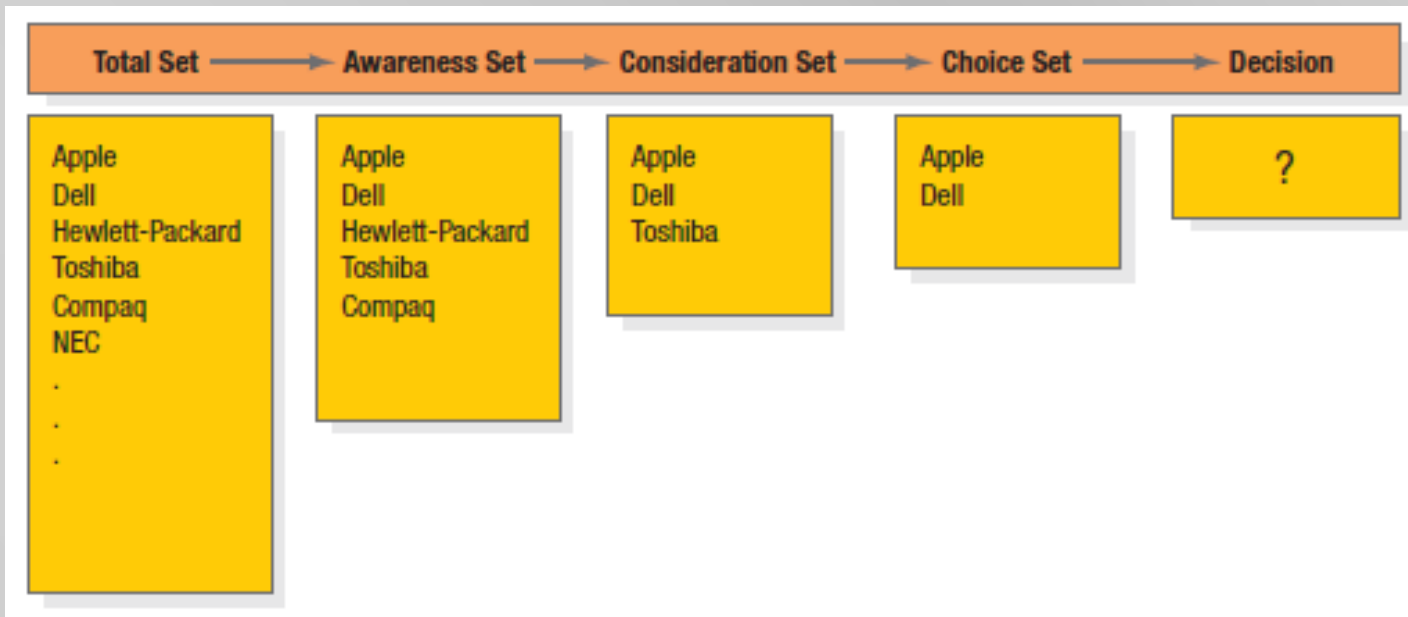
# State Farm Mental Map



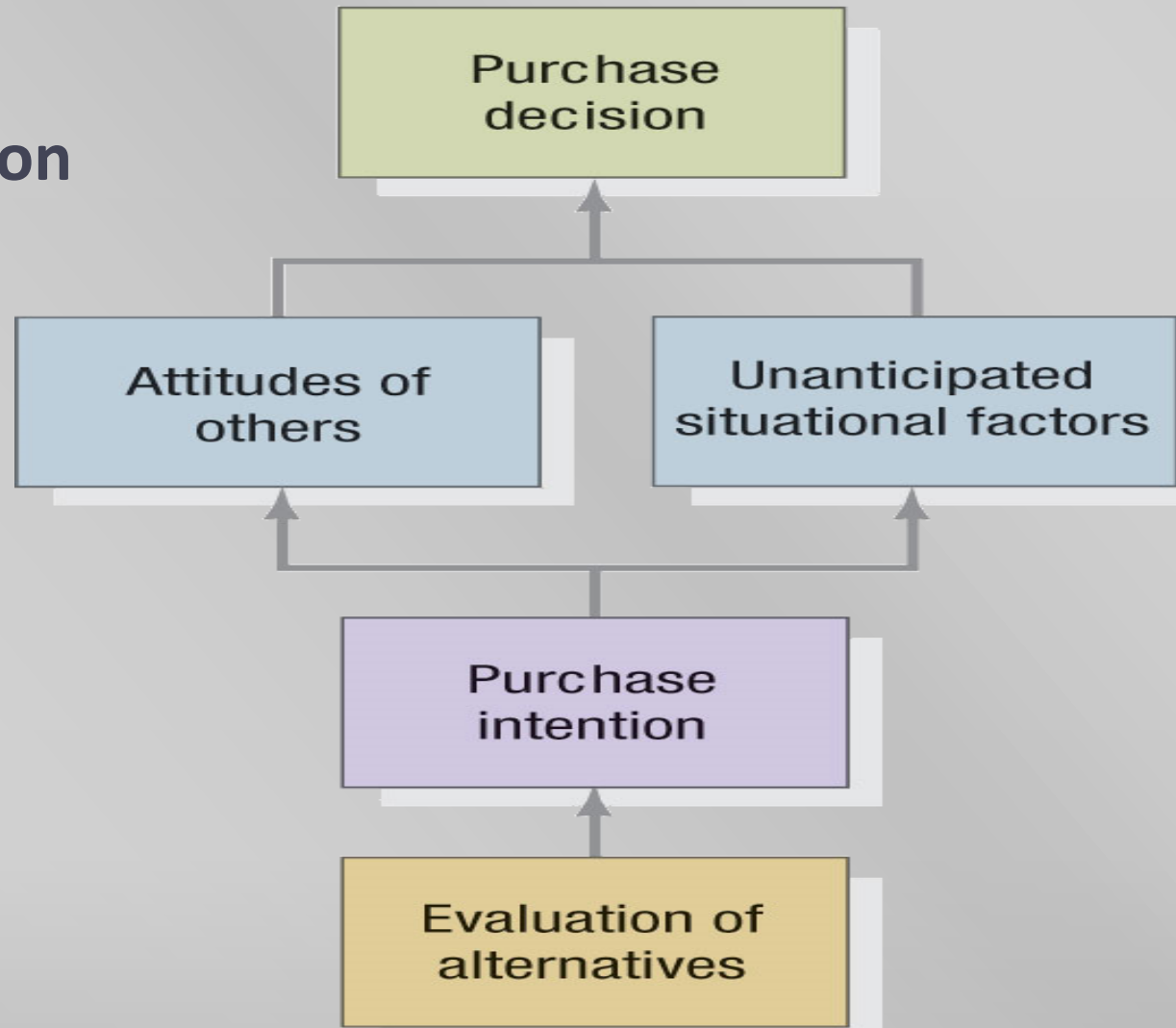
# The Buying Decision Process



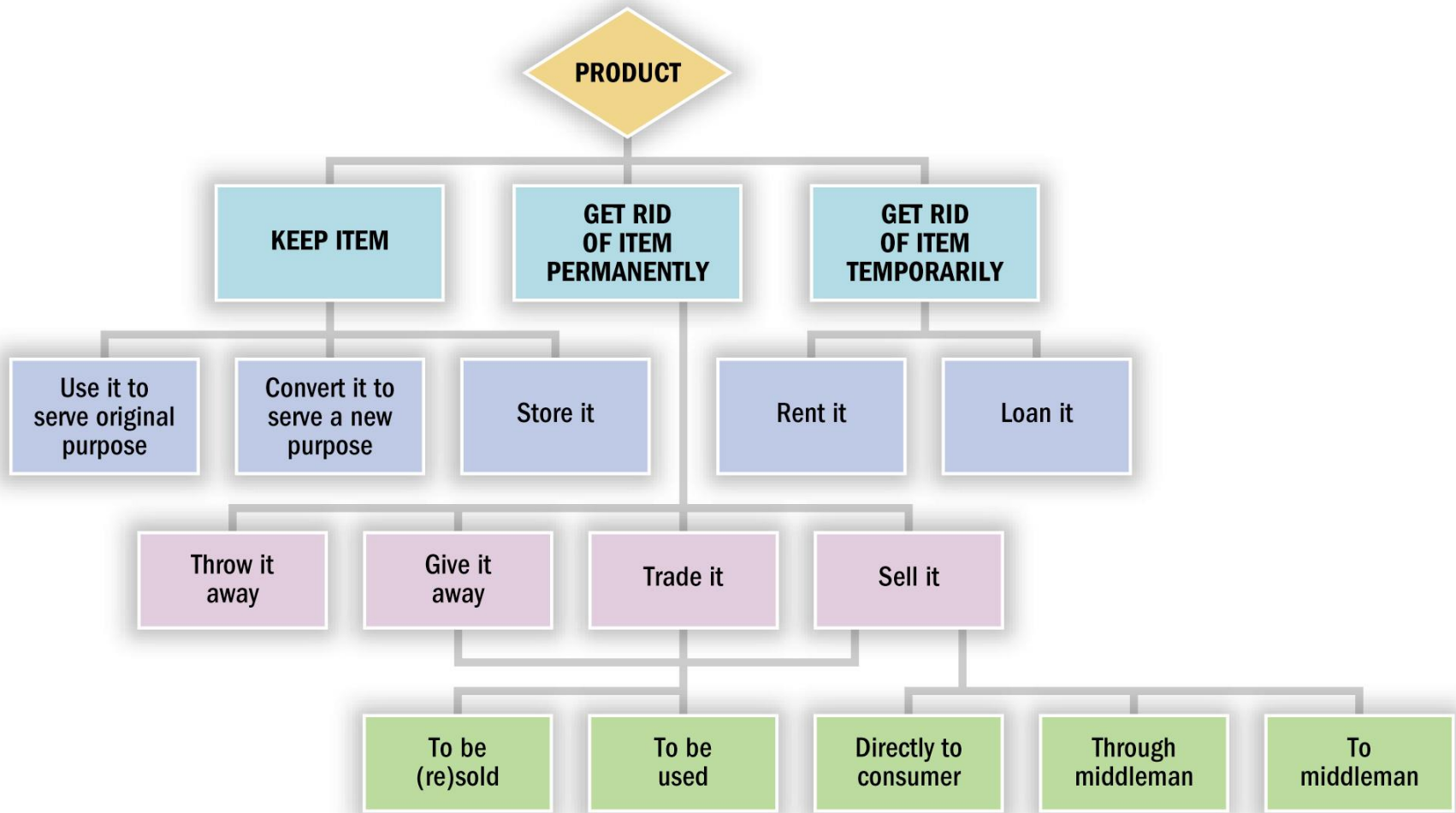
# Successive Sets in Decision Making



## Steps Between Alternative Evaluation and Purchase



# How Customers Use or Dispose of Product





# Buying Centre

Initiators

Users

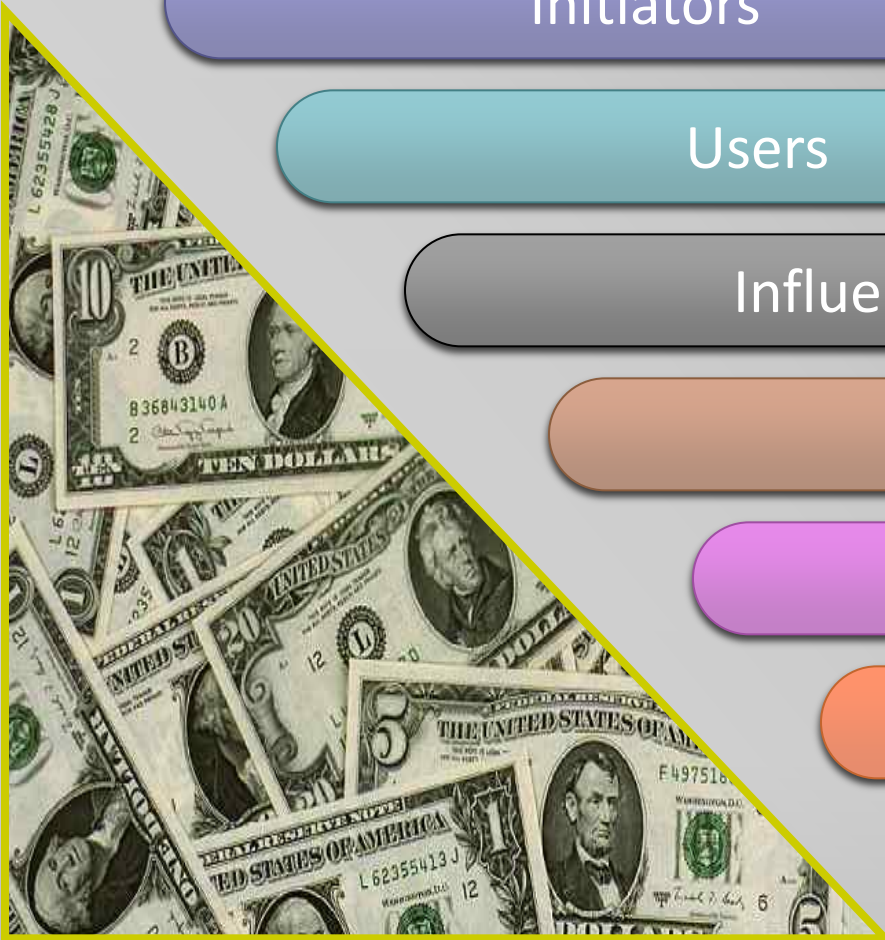
Influencers

Deciders

Approvers

Buyers

Gatekeepers



# Pertimbangan Bagi *Business Marketers*

- Siapakah pembuat keputusan yang paling berpengaruh?
- Keputusan apa saja yang mereka pengaruhi?
- Seberapa besarkah pengaruh mereka?
- Kriteria evaluasi apa saja yang mereka gunakan?

