ਜਗਤ ਗੁਰੂ ਨਾਨਕ ਦੇਵ
ਪੰਜਾਬ ਸਟੇਟ ਓਪਨ ਯੂਨੀਵਰਸਿਟੀ
ਪਟਿਆਲਾ

JAGAT GURU NANAK DEV
PUNJAB STATE OPEN UNIVERSITY, PATIALA

(Established by Act No. 19 of 2019 of the Legislature of State of Punjab)

The Motto of the University
(SEWA)

SKILL ENHANCEMENT EMPLOYABILITY WISDOM ACCESSIBILITY

Certificate/Diploma in
Retail and Sales Management
DRS4–CONSUMER BEHAVIOUR

ADDRESS: C/28, THE LOWER MALL, PATIALA-147001
WEBSITE: www.psou.ac.in

JAGAT GURU NANAK DEV
PUNJAB STATE OPEN UNIVERSITY
PATIALA

(Established by Act No.19 of 2019 of Legislature of the State of Punjab)

COURSE COORDINATOR AND EDITOR:
Dr. Sulakshna, Associate Professor
School of Business Management and Commerce,
JGND PSOU, Patiala

JAGAT GURU NANAK DEV
PUNJAB STATE OPEN UNIVERSITY
PATIALA

(Established by Act No.19 of 2019 of Legislature of the State of Punjab)

Certificate/Diploma in Retail and Sales Management

DRS4–CONSUMER BEHAVIOUR

COURSE COORDINATOR AND EDITOR: DR. SULAKSHNA

SECTION A

UNIT NO.	UNIT NAME
UNIT 1:	INTRODUCTION TO CONSUMER BEHAVIOUR
UNIT 2:	CONSUMER'S PERCEPTIONS & EXPECTATIONS
UNIT 3:	CONSUMER NEEDS & MOTIVATION
UNIT 4:	TECHNIQUES OF CONSUMER RESEARCH

SECTION B

UNIT NO.	UNIT NAME
UNIT 5:	GROUP DYNAMICS & CONSUMER REFERENCE GROUPS
UNIT 6:	CULTURE AND CONSUMER BEHAVIOUR

Certificate/Diploma in
Retail and Sales Management
DRS4–Consumer Behaviour

Max. Marks: 100
External: 70
Internal: 30
Pass: 40%
Credits: 6

Learning Objectives:

The course aims to achieve following objectives:

1. Discuss about various concepts of consumer behaviour.
2. Understand the consumer perception and expectations.
3. Analyse consumer needs and motivation.
4. Discuss various techniques of consumer research.
5. Understand Group Dynamics and consumer reference groups.

SECTION A

Unit -I – Introduction to Consumer Behaviour

Nature, scope & application: Importance of consumer behaviour in marketing decisions, characteristics of consumer behaviour, consumer behaviour- interdisciplinary approach. Consumer Rights and Social Responsibility, Trends in Consumer Behaviour.

Unit -II - Consumer's Perceptions & Expectations

Information Gathering & Evaluation, Perceptual Mapping & Positioning, Value perception, Information Search, defining criterion for choice, mapping perceptions and value perceptions of consumers, Mapping attributes, comparison of brands, positioning options, product and promotions related strategies, Consumer Expectations & Perceptions: Satisfaction & Value Post–purchase Processes, Measuring satisfaction and value, Value/Satisfaction.

Unit -III- Consumer Needs & Motivation:

Characteristics of motivation, arousal of motives, theories of needs & motivation: Maslow's hierarchy of needs, McLelland's APA theory, Murray's list of psychogenic needs, Bayton's classification of motives, self-concept & its importance, types of involvement. Personality & Consumer Behaviour: Importance of personality, theories of personality- Freudian theory, Jungian theory, Neo-Freudian theory, Trait theory: Theory of self- images; Role of self-consciousness.

Unit -IV- Techniques of Consumer Research

Various methods and techniques of consumer research, reliability and validity, Personality, Psychographics, Family, Society, Values of perception, Attitude and life styles, Different models of consumer behaviour, Learning, Psychoanalytical, Sociological, Howard Shett, Nicosia, Webster and Wind, Engel, Blackwell and Minard models.

SECTION B

Unit -V - Group Dynamics & consumer reference groups

Different types of reference groups, factors affecting reference group influence, reference group influence on products & brands, application of reference groups. Family & Consumer Behaviour: Consumer socialization process, consumer roles within a family, purchase influences and role played by children, family life cycle. Social Class & Consumer behaviour: Determinants of social class, measuring & characteristics of social class.

Unit -VI–Culture and consumer behavior

The influence of culture on consumer behaviour, characteristics of culture, the measurement of culture personal influence and the opinion leadership process; measurement of opinion leadership

Suggested Readings:

1. Leon G. Schiffman & Leslie L. Kanuk: Consumer Behaviour, Prentice Hall Publication, latest Edition
2. Solomon, M.R.: Consumer Behaviour – Buying, Having, and Being, Pearson Prentice Hall.
3. Blackwell, R.D., Miniard, P.W., & Engel, J. F.: Consumer Behaviour, Cengage Learning.
4. Hawkins, D.I., Best, R. J., Coney, K.A., & Mookerjee, A: Consumer Behaviour – Building Marketing Strategy, Tata McGraw Hill.
5. Kotler, P. & Keller, K. L.: Marketing Management (Global Edition) Pearson

Certificate/Diploma in
Retail and Sales Management
DRS4–Consumer Behaviour

Unit -I
Introduction to Consumer Behaviour

STRUCTURE

1.0 LEARNING OBJECTIVES

After studying this unit, you will be able to:

- Understand about Consumer behavior
- Understand the importance of consumer behaviour
- Discuss the characteristics of consumer behaviour
- Explain the role of consumer behaviour
- Discuss Consumer behaviour- interdisciplinary approach

1.1 INTRODUCTION

Consumer behaviour is a rapidly expanding, application-focused academic field. Marketers may comprehend and foresee consumer behaviour in the marketplace with the aid of consumer behaviour research. Marketing managers must be able to comprehend the target market's purchasing habits. We will go into detail regarding customer purchasing behaviour in this section and why it is significant from a marketing perspective.

Consumer behaviour is the study of how different consumers, groups, or organisations choose, purchase, utilise, and dispose of concepts, products, and services to meet their needs and desires. It relates to consumer behaviour in the marketplace and the underlying causes of that behaviour. The assumption made in the study of consumer behaviour is that customers are players in the market. Role theory holds the view that customers participate in a variety of roles in the marketplace. Consumers perform these roles in the decision-making process, starting from the information provider, moving from the user to the payer, and finally to the disposer. All marketing decisions are founded on assumptions about customer behaviour, which includes communicating, purchasing, consuming, and engaging. Consumer behaviour is a complicated, dynamic, multidimensional process.

The consumer behaviour will focus on the study of the following: -

Psychology about the consumer's way of thinking, feeling, reasoning, and selection between various alternatives such as brands, products and retailers.

The psychology in which the consumer is influenced by the environment in which he lives: culture, family, signs and media being the prominent.

The behaviour of consumers whenever going out shopping or for making various marketing decisions.

The various limitations within the knowledge of customers or abilities to process information when influencing the decisions and the outcome of marketing.

Definition

"Consumer behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption."

James F Engel, Roger D Blackwell and Paul W Miniard, "Consumer Behaviour" (Dryden Press, 1990)

Consumer behaviour refers to "the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants."

Bearden et al. "Marketing Principles and Perspectives."

"The behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of, if products and services that they expect will satisfy their needs."

Leon G Schiffman and Leslie Lazar Kanuk, 'Consumer Behaviour',Prentice-Hall of India, 4th ed. 1991

Consumer Behaviour may be defined as "the interplay of forces that takes place during a consumption process, within a consumers' self and his environment.This interaction takes place between three elements viz. knowledge, affect and behavior. It continues through pre-purchase activity to the post purchase experience. It includes the stages of evaluating, acquiring, using and disposing of goods and services".

The difference of the consumer's motivation and decision strategies among products. This difference is caused due to the level of importance or interest that the product entails for the customer.

The way the marketers can use strategies for improvement of their marketing campaign and strategies to have an effective reach to the customer.

1.2 NATURE, SCOPE & APPLICATION OF CONSUMER BEHAVIOUR IN MARKETING

Fig 1.1 Consumer Behaviour Nature of Consumer behavior

The topic examines problems with cognition, affect, and behaviour in relation to consumption, against the backdrop of personal and environmental factors. What is referred to as an individual's internal self or the individual determinants includes the psychological components of personal motivation and engagement, perception, learning and memory, attitudes, self-concept and personality, and decision-making.

The sociological, anthropological, and economic factors that affect an individual's surroundings include the family, social groups, reference groups, social class, culture, subcultures, and cross-cultures, as well as impacts from a person's country and location. Depending on whether the issue is examined at the individual or the group level, the study can be conducted at the micro or macro levels.

It is a multidisciplinary subject. Social psychology (the study of how an individual operates in group(s) and its effects on buying behaviour), anthropology (the influence of society on the individual: cultural and cross-cultural issues in buying behaviour), psychology (the study of the individual: individual determinants in buying behaviour), and sociology (the study of groups: group dynamics in buying behaviour) have all been heavily cited as influences (income and purchasing power).

Consumer behaviour is interactive and dynamic by nature. The three aspects of cognition, affect, and behaviour of individuals alone or in groups vary along with the environment. The three components are constantly interacting with one another and their surroundings. This has an impact on consumer habits and behaviour, which is dynamic and ever-changing. Both the buyer and the seller profit from the trading process that they are involved in. It is both analytical and interpretative as a field of study. It is descriptive because it explains how particular factors and external factors affect consumer behaviour and decision-making. With theories from anthropology, psychology, sociology, social psychology, and other fields of research and interpretation as a backdrop, the study examines consuming patterns of individuals both alone and in groups. It utilises both qualitative and quantitative tools and techniques for research and analysis in order to comprehend and forecast consumer behaviour. It is both a science and an art. In order to analyse and anticipate consumer behaviour, it employs both quantitative and qualitative tools and methodologies, as well as theories taken from the social sciences.

Scope & application of Consumer behavior

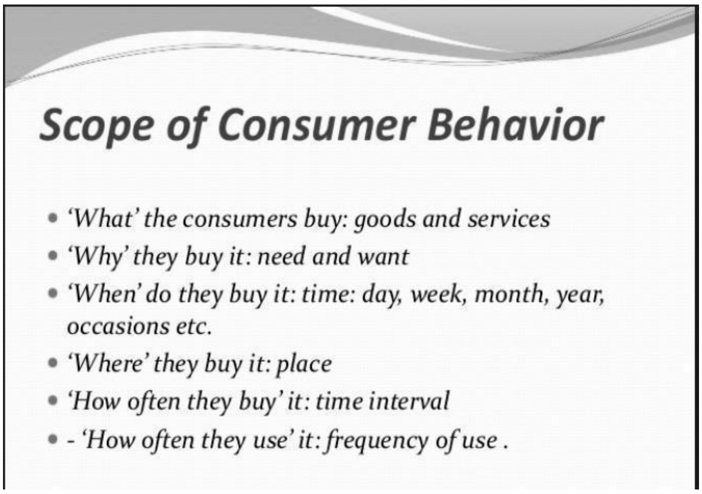


Fig 1.2 Scope of Consumer Behaviour

Every time we want to describe the range of consumer behaviour, we should also discuss the numerous forms that make up consumer behaviour. The criteria upon which a subject will be investigated must be established in order to comprehend its extent. These are the categories that have been used to describe the range and applications of consumer behaviour:

Marketing strategy: The completion of marketing campaigns depends on it the most. To further understand this, here is an example: The best time to plan snack commercials is in the late afternoon if customers are more sensitive to them when they are hungry. If the new products are only used by a small number of customers at first and then catch on later, and that too slowly and gradually, this implies that I businesses introducing new products should have a sizable reserve so as to remain in operation until their product proves to be a commercial success, and (ii) the satisfaction of the first customers signifies paramount importance because they affect the brand choice of many upcoming subsequent customers.

Social Marketing: Instead of selling something normally, the focus here is on spreading a concept to the public. The simplest way to understand this is through

the example of Marty Fishbein, a marketing professor who joined the Centers for Disease Control in an effort to lower the frequency of disease transmission due to the use of illegal drugs. Getting drug users to stop using illegal substances was the most evident thing in sight at this time. This seemed to be something that couldn't be done. Additionally, it became clear that the practise of sharing needles for drug consumption was far too ingrained in the drug culture to be abandoned, necessitating the creation of a new campaign in its place. Dr. Fishbein insisted on cleaning the needles within bleach solution at the time of sharing them to clean them, which was supposedly more realistic.

Better consumers: A good advertising strategist continuously studies the consumer to improve their service and delivery because the consumer's priorities and behaviour are continually changing. The market and the understatement process work in two different ways, therefore the consumer needs monitor the market as well to find the best deal. For instance, a savvy consumer is aware that purchasing a single 64 ounce liquid bottle instead of two 32 ounce bottles will enable them to save some money. Consumers should make informed purchasing decisions and be aware of what will benefit them. When the consumer is able to compare prices, they may learn about these benefits.

Buyers and Users

It's possible that a product's purchaser isn't always, or even the only, user. Additionally, the purchaser need not be the one who chooses to purchase the item. A woman might purchase a bottle of nail polish, shopping goods for the home, baby food for her child (who is the user), or other items (and be the only user). She might purchase a magazine that her spouse asked for, or she and her husband might decide to buy a car together.

As a result, neither customers nor the person who chooses products are always the only or only users of the products they purchase. Marketers must choose whether to target the user or the customer, or both, with their promotional activities. For instance, some toy companies place advertisements for their items on children's television programmes to target the users, while others place advertisements in
parent magazines to target the buyer. Still other toy companies operate dual campaigns to target both children and their parents.

Applications of consumer behaviour

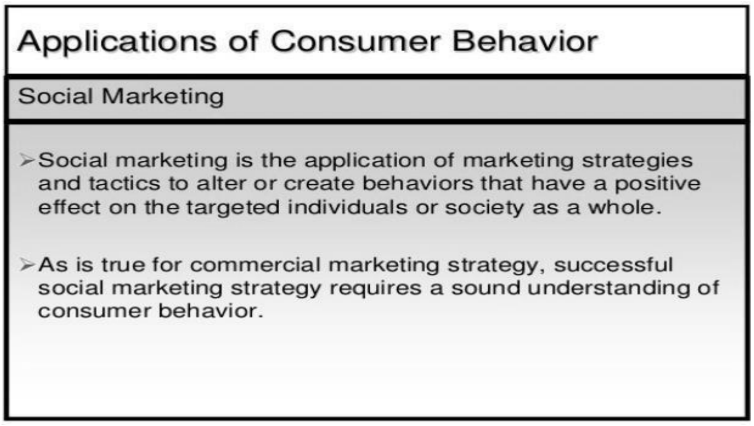


Fig 1.3 Application of Consumer Behaviour

Marketing companies need a solid understanding of the aspects that influence customer purchasing in order to be successful. To create convincing marketing tactics, one needs to understand consumers' purchasing motivations, the requirements they are attempting to satisfy, and the external factors influencing their product preferences.

The field of consumer behaviour is rooted in the marketing concept, a marketing philosophy that evolved in the late 1950s. After World War II, marketers found that they could sell any goods they could produce. The marketing practice was to produce cheap goods (production orientation) and make them available at as many places as possible. A production orientation is a feasible marketing strategy when demand exceeds supply and when consumers are more interested in obtaining the product than they are in its specific features. In this situation consumers will buy what is available, rather than wait for what they really want.

Marketing changed from a production orientation to a product orientation as a result of increased rivalry after maintaining production orientation for a while. The premise behind the product orientation is that customers will purchase the product
that provides them with the best overall value, performance, and features. A company that is

focused on its products works constantly to raise the quality of what it produces.

Sometimes technological advancements in products take precedence over user wants. Many businesses shifted to a selling orientation as consumers started to become pickier about the things they purchased. They shifted their primary attention from making the products better to marketing the goods they produced on their own volition.

This selling approach is predicated on the idea that customers won't purchase a product unless they are actively and forcefully convinced to do so. A selling approach has the drawback of not accounting for customer satisfaction. If consumers are persuaded to purchase a good they do not need or want, their dissatisfaction is likely to be expressed through unfavourable word-of-mouth, which may deter other potential customers from purchasing the good.

Unnecessary products like encyclopaedias and life insurance are strong candidates for selling orientation. Many marketers started to understand in the middle of the 1950s that they could sell more products, more quickly, if they only manufactured those products that they had first verified the consumers would buy. As a result, the marketer's main concern became the requirements and desires of consumers. The term "marketing concept" was used to describe this customer-focused marketing strategy. The fundamental premise of the marketing notion is that in order to succeed, a business must identify the requirements and desires of specific target audiences and provide the needed satisfactions more effectively and efficiently than its rivals. The secret to effective marketing is this. Due to the extensive use of the marketing concept, marketer had to identify unmet consumer demands through a research of consumer behaviour. They had to conduct in-depth market research. They found that consumers were extremely complicated people as a result of their research. They found that there were significant differences between the requirements and priorities of various consumer segments. They also learned that thorough research had to be done on consumers and their consumption patterns in order to build new products and marketing approaches that would meet consumer needs. Thus, the application of consumer behaviour principles to marketing strategy was made possible thanks to market segmentation and the marketing idea. Considering consumer behaviour strategically is now essential to market planning. A redesigned marketing concept, the societal marketing concept, embodies the idea that ethics and social responsibility should also be essential factors in every marketing choice. This idea exhorts businesspeople to meet the demands of their target audiences in a way that benefits society as a whole. Consumer research Prior understanding of clients is essential, as are numerous facets of the marketing environment influencing business operations. A marketing orientation can only be implemented after that. The main goal of marketing is to recognise, meet, and satisfy customer needs. Only if marketing managers are in possession of pertinent information can client needs be identified and marketing strategies and programmes designed to meet those needs put into action. They need to be well aware of the types of customers the company attracts, how much they value these customers, and where they buy their products. Marketing research is supported by consumer research. A commercial enterprise can better understand how consumers behave in the market by using the results of consumer research. Marketers learn about the various facets of consumer behaviour, such as the reasons behind purchases, cultural influences, brand awareness, how consumers perceive brand image, how consumers decide to make a purchase, and how consumers respond to new product launches or promotional activities. These enable the marketer to develop marketing plans that are appropriate for their target market. Recently, a number of reasons have increased people's desire for more comprehensive knowledge. There is a greater need for information as business scope expands both nationally and internationally. Marketing managers need more Information about how customers are receiving products and other marketing services as they become wealthier and more sophisticated. Managers need to be more knowledgeable about the level of effectiveness of the marketing techniques they use as the competition gets harder. Marketing managers must obtain information at the appropriate time as the environment is changing at an increasing rate. It is improper for a business to rely solely on a manager's opinions. Before creating its marketing initiatives, the business should also learn more about the customer's viewpoints. You can obtain this information formally or informally. With the expansion of the client base, it is no longer sufficient to get information informally through unstructured conversations with consumers, sales staff reports, or by observing activities in the tents of competitors. Only a more formal strategy, such as data gathering using questionnaires, which may be used to obtain information for the managers in a systematic manner, can provide the in-depth market knowledge that is required. Data collection on client demands is getting harder and harder to do. Through surveys and other formal procedures, it is difficult to learn about customer behaviour and levels of satisfaction. The majority of clients appear to be highly happy with the things they are utilising because businesses have improved the performance and quality of their products to such a level. They tell the interviewers or researchers this. Such knowledge is not particularly valuable because it can be found easily elsewhere. Customer information that is difficult to obtain, exclusive, and not readily accessible to all businesses should serve as the foundation for sustained difference. These details about the consumer can be learned through their experiences, from the joy or annoyance they experienced while using the product. Because they are so quiet, it is impossible to express these feelings in words. Customers should be observed in their natural environments in order to assess their emotions. These feelings might then serve as a basis for differentiation. Therefore, marketing research has no choice but to investigate alternative approaches or strategies. Strategic planning Setting up a strategy is what a business decides to do for a predetermined amount of time. Planning a marketing strategy is an example of a single area or department of a firm, but it may also be done for the entire organisation. Senior personnel of the organisation typically develop an overarching business strategy, after which the various departments plan their individual strategies in accordance with the overarching strategy. Different companies employ different time frames for their strategic planning. The length of time typically depends on how quickly that particular industry is developing. A five-year strategy, for instance, would not be effective in the internet's rapidly changing environment. Longer-term planning is achievable in industries that change more slowly. Even though it shouldn't be your only activity in your company, strategic planning should be a key component of it. Each step you take should be consistent with your approach. Additionally, each employee needs to be aware of the plan in order to provide his best effort in putting it into action. However, no plan should be considered final. It has to be reviewed and updated frequently.

1.3 IMPORTANCE OF CONSUMER BEHAVIOUR IN MARKETING DECISIONS

The behaviour can be in relation to the individual, or in relation to a group such as friends making a common influence on the outfit to wear; or in relation to an organization; wherein the people within the job making decisions about the products that the firm should use.

Consumer behaviour is also about involving the products: their use and disposal, and the study of how they are purchased. For a marketer, the product use is of huge interest because it influences the positioning of the product, or the ways in which an increased consumption can be encouraged. The behaviour of consumer includes ideas, services, and tangible products too

The consumer market consists of all the individuals and households that buy or acquire goods and services for personal consumption. Some of the important issues faced by the marketing executives in business organisations are:

What do consumers think about our products and those of our competitors?

What do they think of the possible improvements in our products?

How do they actually use our products?

What are their attitudes towards our promotional efforts?

What do they feel about their roles in the family and society?

What are their hopes and dreams for themselves and their families?

Marketers urgently need to understand and foresee as much as they can about the consumers in order to thrive in a dynamic and increasingly complex marketing environment where people and organisations are presented with an ever-growing number of options. They would be more successful in achieving their organisational goals the more they knew and understood about and about consumers. Marketers aim to understand what consumers believe, want, do, and how they enjoy themselves.

Additionally, they must appreciate the importance of individual and group impacts on customer decision-making. Consumer behaviour, according to Schiffman and Kanuk, is the behaviour that people exhibit when they look for, buy, use, evaluate, and discard goods and services that they believe will meet their needs. Consumer behaviour is the study of how individuals, families, or households decide how to allocate their limited resources—time, money, and effort—to consumption-related goods. This covers what people acquire, why they purchase it, when they purchase it, where they purchase it, how frequently they purchase and use it, how they evaluate it following their purchase, how this evaluation affects subsequent purchases, and how they dispose of it.

The final purchase activity, which is visible to us, and the decision-making process, which may involve the interaction of a number of complicated variables that are

Invisible to us, are the two components of consumer behaviour. In actuality, a protracted process of customer decision-making leads to buying behaviour. Consider the item computer as an example. What types of people purchase it or would purchase it for usage at home and for personal use, according to a research of consumer behaviour in this area? What qualities do they seek? What advantages—including after-purchase service—do they seek?

How much money are they ready to spend? How many will probably buy right now? Do they hold out for lower prices? Do people search for freebies? Consumer research can be used to find the answers to these questions, which will give manufacturers crucial information and insight for choosing computer features and marketing tactics, among other things. The terms "personal consumers" and "organisational consumers" are used to define two distinct categories of consumers. The individual consumer purchases things and services for their own use, for their household's use, or as gifts for friends. In each of these situations, persons who are the end users or ultimate customers purchase the things for their own use. The second type of customer, known as an organisational consumer, consists of for-profit and nonprofit companies, government agencies, and institutions like schools, hospitals, and other healthcare facilities that all need to purchase goods and/or services in order to operate. We shall concentrate more on the individual consumer who purchases for his or her own personal use or for household use because end-use consuming encompasses people of all ages and backgrounds in the roles of either buyer or user, or both.

Numerous elements, including psychological processes of an individual (motivation, perception, learning, and attitude), cultural factors (culture, subculture, and cross-cultural factors), and social aspects, affect a consumer's purchasing behaviour (reference group, family etc.). In the units that will come next, these factors will be covered in extensive detail.

1.4 CHARACTERISTICS OF CONSUMER BEHAVIOUR

1. Influenced by various factors:

The various factors that influence the consumer behaviour are as follows:

a. Marketing factors such as product design, price, promotion, packaging, positioning and distribution.
b. Personal factors such as age, gender, education and income level.
c. Psychological factors such as buying motives, perception of the product and attitudes towards the product.
d. Situational factors such as physical surroundings at the time of purchase, social surroundings and time factor.
e. Social factors such as social status, reference groups and family.
f. Cultural factors, such as religion, social class—caste and sub-castes.

2. Undergoes a constant change:

Consumer behaviour changes throughout time. Depending on the nature of the products, it changes gradually over time. For instance, young people enjoy trendy footwear, whereas teenagers and young adults prefer colourful and extravagant footwear, and middle-aged and elderly people choose more sober footwear. A number of additional factors, such as an increase in income level, level of education, and marketing elements, could also contribute to the shift in purchasing behaviour

3. Varies from consumer to consumer:

Not all consumers act in the same way. Various consumers exhibit different behaviours. Individual characteristics including consumer nature, lifestyle, and culture are to blame for the variations in consumer behaviour. Some consumers, for instance, are technophiles. They go shopping and spend more than they can afford.

They borrow money from friends, family, banks, and occasionally even use dishonest methods to pay for purchases of cutting-edge equipment. However, there are those consumers who, despite having extra money, choose not to make even routine purchases and refrain from using or purchasing advanced technologies.

4. Varies from region to region and country to county:

The way people shop differs between different states, regions, and nations. For instance, the behaviour of urban and rural consumers differs from one another. Many rural consumers are conservative in their purchasing habits.

Rich rural customers might hesitate to spend on luxuries even though they have enough money, whereas urban consumers might even take out bank loans to purchase luxury products like vehicles and home appliances. Additionally, consumer behaviour may differ throughout states, regions, and nations. Depending on the upbringing, way of life, and degree of development, it could be different.

5. Information on consumer behaviour is important to the marketers:

Marketers need to have a good knowledge of the consumer behaviour. They need to study the various factors that influence the consumer behaviour of their target customers.

The knowledge of consumer behaviour enables them to take appropriate marketing decisions in respect of the following factors:

a. Product design/model
b. Pricing of the product
c. Promotion of the product
d. Packaging
e. Positioning
f. Place of distribution

6. Leads to purchase decision:

An aware consumer decision results in a purchase. A consumer's decision to purchase a product may be influenced by a variety of factors. The decision to buy results in greater demand, which boosts the marketers' revenues. Therefore, in order to boost consumer spending, marketers must change consumer behaviour.

7. Varies from product to product:

Varied products have different consumer behaviour. Some customers might purchase larger quantities of some products while purchasing little to no amounts of others. Teenagers, for instance, might spend a lot of money on branded clothing and cell phones for snob appeal but not on general and academic reading. A middle-aged individual might spend less on apparel, but they might put money in pension plans, insurance, and other types of investments.

8. Improves standard of living:

Consumer purchasing habits may result in greater living standards. The level of life rises as a person purchases more products and services. However, if a person, although having a good income, spends less on goods and services, they are denying themselves a greater standard of living.

9. Reflects status:

The consumer behaviour is not only influenced by the status of a consumer, but it also reflects it. The consumers who own luxury cars, watches and other items are considered belonging to a higher status. The luxury items also give a sense of pride to the owners.

1.5 Role of consumer research

The necessity of identifying changing consumer requirements in order to scale your organization emphasizes the value of consumer research in developing an effective marketing plan.

In order to identify the best way to meet customers' requirements and do so at the correct moment, consumer research targets the behavioural patterns of its target market. Consumer research also enables you to focus your marketing to a very narrow audience.

Customer segments and buyer personas are frequent names for these particular categories of audiences. These segmentation techniques help you identify the ideal persona to target with the goods or services you're marketing.

Consumer research—is the process of gathering information about your targeted audience. In order to do so, you may consider any of the following methods:

Conduct interviews:

Interviewing a small number of people can provide accurate insights into what buyers desire from a certain product or service, even though it takes time. Additionally, this aids in creating buyer profiles that will guarantee the right audience reach.

Implement online or In-Store surveys:

While doing this, you want to make sure that all recorded answers are stored in your CRM for easy access. Additionally, you may want to look into optimization if customers are taking the survey on their mobile devices.

Assess your trends with analytics:

You may find yourself asking the same questions over and over again over the span of weeks, months, or even years—and that‟s okay! Doing this helps to extend the lifespan of your goals, because, ultimately, customers will change how they feel about a specific product or service over time.

1.6 CONSUMER BEHAVIOUR- INTERDISCIPLINARY APPROACH

Discipline

Beginning in the 1960s, the study of consumer behaviour was a brand-new area of study. Being a new field of study, it largely adopted ideas from other scientific fields like psychology, sociology, cultural anthropology, and economics. The study of the individual is called psychology. It entails the investigation of human motivation, perception, attitudes, personalities, and learning patterns. Sociology is the study of groups, to reiterate. Each of these elements contributes to our understanding of consumer behaviour.

Group behaviour

Individuals acting in groups frequently behave differently from those acting independently. The study of market segments is related to the effects of socioeconomic class, family structure, and group memberships on consumer behaviour. Cultural anthropology is the study of how people interact with one another in society. It charts the evolution of the fundamental principles, attitudes, and traditions that people inherit from their parents and grandparents and that shape their consumption and purchasing habits. Additionally, it compares consumers of various nationalities with various cultures and habits and studies subcultures.

The study of consumers—how they spend their money, how they weigh their options, and how they make decisions to maximum satisfaction—is a key aspect of economics. Economic theory served as the foundation for many early theories about consumer behaviour. For instance, the economic man theory proposed that people make rational purchasing decisions in order to maximise their benefits. Recent consumer research has shown that people frequently respond emotionally to satisfy their psychological requirements.Because consumer behaviour is interdisciplinary; it incorporates current research from other domains to create a thorough body of knowledge on people in their consumption roles. Consumer behaviour has significantly expanded over time and is now one of the key areas of research in marketing.

1.7 UNIT END QUESTIONS

A. Descriptive Question Long Answer Questions

1. Discuss the applications of consumer behaviour.
2. Explain how consumer behaviour is important in marketing decisions.
3. List down various factors that influence the consumer behaviour.
4. Analyse Consumer behaviour- interdisciplinary approach.
5. Discuss the nature of consumer behaviour.

Short Answer Questions

1. Write note on “Social Marketing”.
2. Define Consumer behaviour.
3. Discuss the Role of consumer research.
4. Enumerate the role of “discipline” in Consumer behaviour- interdisciplinary approach.
5. What do you mean by interdisciplinary approach? Comment.

B. Multiple Choice Questions

1. The consumer is if performance matches their expectations.
   a) Satisfied
   b) Dissatisfied
   c) Delighted
   d) Happy

2.........................is the process of gathering information about your targeted audience.

a) Consum

b) Er product

c) Consumer strategy

d) Product design

e) Consumer research

3. Determine which category the family, socioeconomic status, and reference groups come into.

a) Cultural

b) Situational

c) Social

d) Personal

4. The field of consumer behaviour is rooted in the marketing concept, a marketing philosophy that evolved in the late……..

a) 1930s

b) 1950s

c) 1920s

d) 1900s

5. Both a science and an art.

a) Market

b) Product

c) Price

d) Consumer Behaviour

Answers: 1-a, 2-d, 3-c, 4-c, 5-d

1.8 REFERENCES

Reference Books:

1. Solomon, M. R., White, K., Dahl, D. W., & Zaichkowsky, J. L. (2014). *Consumer Behavior: Buying, Having, and Being*. Pearson.

2. Schiffman, L. G., & Kanuk, L. L. (2019). *Consumer Behavior*. Pearson.
3. Hoyer, W. D., & MacInnis, D. J. (2018). *Consumer Behavior*. Cengage Learning.
4. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer Behavior*. Cengage Learning.
5. Foxall, G. R. (2014). *Consumer Behaviour: A Practical Guide*. Routledge.

Websites:

1. **American Marketing Association.** (n.d.). Introduction to Consumer Behavior. https://www.ama.org/topic/consumer-behavior/
2. **Boundless Marketing.** (n.d.). Nature and Scope of Consumer Behavior. https://courses.lumenlearning.com/boundless-marketing/chapter/the-nature-and-scope-of-consumer-behavior/
3. **Marketing91.** (n.d.). Importance of Consumer Behavior in Marketing. https://www.marketing91.com/importance-consumer-behavior-marketing/
4. **Oxford Research Encyclopedia of Business and Management.** (2020). Consumer Behavior. https://oxfordre.com/business/view/10.1093/acrefore/9780190853942.001.0001/acrefore-9780190853942-e-40
5. **Research Methodology.** (n.d.). Consumer Behavior Research: Characteristics. https://research-methodology.net/consumer-behavior-research-characteristics/

Certificate/Diploma in
Retail and Sales Management
DRS4–Consumer Behaviour

Unit -II
Consumer's Perceptions & Expectations

STRUCTURE

2.0 LEARNING OBJECTIVES

After studying this unit, you will be able to:

- Understand about Information Gathering & Evaluation
- Discuss Perceptual Mapping & Positioning
- Explain the concept of Value perception and Mapping attributes
- Understand Comparison of brands and Positioning options
- Discuss Consumer Expectations & Perceptions

2.1 INTRODUCTION

Consumer behaviour is influenced by a variety of factors. These are referred to as consumer behaviour determinants. The three variables that influence customer behaviour are as follows. These include sociocultural, psychological, and economic drivers of behaviour. This category includes a person's own income as well as the income of his or her family. Another significant factor is a consumer's social standing.

Modern marketing is built on the premise of needs and wants. Human need is the secret to an organization's survival, success, and expansion in a cutthroat market. Businesses constantly strive to surpass their rivals in terms of meeting the unmet demands of the consumer. Through the use of a promotional mix, the marketer may be able to convince the clients that they have unmet requirements and turn those demands into actual ones. Therefore, a driving force behind purchases is need. One of the key personal determinants is this.

The cost of a good or service, expressed in terms of money, that a consumer must pay in exchange for the right to possess or use that particular good or service. As a result, pricing requires making choices regarding the amount of money to be paid for a product.

The way a client views the potential advantages or satisfaction they will get from a product or service in relation to its price is known as customer perception of value. Company costs include a company's part of fixed costs as well as any expenses incurred in the creation, distribution, and sale of products.

A brand can be defined as the "relationship" with the consumer. Relationships are built on experiences. The relationship with a consumer constitutes the sum of his experiences with your brand. Because the concept of a brand is the totality of a consumer's experiences with the brand, the consumer "owns" the brand because he owns his experiences with that brand, according to the Advertising Educational Foundation. As a business owner, you might own the trademark, which identifies the brand, but consumers will help define your brand.

The brand experience incorporates all consumer contact with the brand from advertising and promotions to after-sale customer service. Your customers will evaluate your brand and regulate their behavior based on these interactions. For instance, poor customer service is toxic to a brand. Branding strategies will differ by product or service category, consumer familiarity and many other variables. You can study successful brands in your category and in other categories. These can be a rich source insight for developing your branding strategies

2.2 INFORMATION GATHERING & EVALUATION

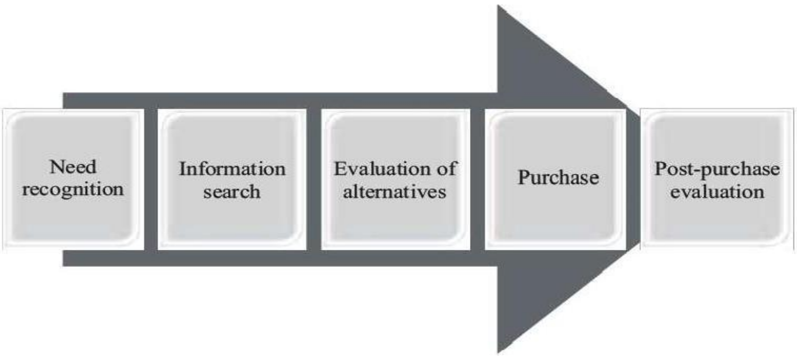


Fig 2.1 Consumer Buying Process

The buying process is divided into several steps, including need identification, information search, alternative evaluation, actual purchase, and choice evaluation after the fact.

Problem Identification

The decision-maker must first acknowledge that there is a problem before making a decision.

- Functional issues like a slow computer or a small home could be the issue. In order to make the buyer feel inferior about owning the present product, the marketer will need to exaggerately describe the new degree of function or benefit of the product. In order for the buyer to feel uneasy about not owning the new product that can fulfil the function, the marketer will also need to underline the significance of the function.
- It can take some time for the issue to be identified. For instance, a family may come to understand over time that they need a larger home.
- Routine depletion, such as the need for automobile fuel or other such recurring requirements in a home, may lead to the problem's discovery.
- Unpredictable issues, such as a car breakdown.

- Emotional or psychological requirements, such as status, may be what triggers the problem's recognition.

An individual may have several problems or needs at the same time. But he may not get around to solving all these needs at once. Consumers tend to prioritize needs. The degree to which the consumer intends to resolve the problem depends on several factors – for instance, the magnitude of discrepancy between the desired and present situation, and the relative importance of the problem.

- The degree of divergence between the desired and actual condition is significant. A consumer may be aware of a problem, but if the difference between the present situation and the ideal situation is minor, he may not be motivated to look for a solution. To make such a consumer uncomfortable with his current situation and encourage him to adopt a better means of satisfying his demand, a new product must be offered that has a clear benefit over the ones that are already on the market.
- The relative significance of the issue the consumer is having is significant. Although a consumer might notice a significant difference between his current position and the ideal one, other issues might be more pressing. Before focusing on the less significant issues, he will want to resolve the most pressing one. As a result, he won't look for a way out of his problems and will simply put up with them. The new solution's creator will need to explain the significance of the function itself. The client must be informed that he is missing something crucial.
- Before purchasing the product, the customer may have to overcome need inhibitors. Although a consumer may be aware of the necessity for a car, he may be delaying buying one because he lacks driving experience. Such barriers must be found and attempted to be removed by the marketer.

Information Search

Once a need has been identified, it is best for the consumer to learn about potential solutions. Depending on the decisions to be taken, how involved they are, and how difficult they are, an information search will be conducted:

After realising a need for a product, the customer looks for alternatives that might satisfy those wants and assesses those alternatives using a variety of selection criteria.

- The consumer starts by looking within. Internal search entails pulling pertinent data from his memory. Internal searches involve accessing data from prior consumer purchases that were comparable to the one being made now, as well as data about the product that was obtained from private or public sources and kept in the memory for later use. Decisions made about selection criteria, brands taken into account, data obtained from reference groups, or product-related marketing are examples of this information.
- If the consumer's own search for information proves to be insufficient, they turn to external sources. Information gathered from non-personal or commercial sources, including commercials, retailers, and other media sources, as well as personal sources like friends and family falls under the category of external sources.
- Consumers may receive unbiased information on a business and its products via third-

party reports. As a result, consumers should trust information from retailers and media reports from independent authorities. It is frequently required to have personal experience with the product in order to evaluate it. Before making a purchase, consumers could request restricted samples of the goods or demos.

- Building up an awareness set, or a collection of brands that might offer a solution to the issue, is the goal of information search. Even if advertisements are biassed, they encourage consumers to learn more about the advertised goods through reliable sources like the press, real customers, and reviews.
- Additionally, they could research other companies and assess the company's brand. Customers use search engines to find information, thus the brand needs to show up on the top page of a search for its category. To entice internet users, it must produce material, links, and third-party reviews. Only when a discount is offered or the consumer is about to make a purchase do they click on display adverts.

ALTERNATIVE EVALUATION AND SELECTION

The customer will be able to examine the numerous options after receiving information from many sources, and the best option must be chosen only after determining which one is best for him. The qualities are assessed in light of two factors. Considerations are given to both the product's objective qualities, such as its features and functionality, and its subjective qualities, such as the consumer's impression of the brand's worth or its reputation. The consumer then uses the previously gathered data along with the perception of a brand or an image to establish a set of evaluation criteria, desirable or wanted features, and classification of the products available before assessing the best alternative having the greatest likelihood of satisfying their needs. This process is known as evoked set. The group of brands or items that have a higher likelihood of being purchased by the consumer due to a positive reputation or positive information is also referred to as the consideration set. Then there is a set that is ineffective, consisting of brands or products that have no possibility of being bought by the consumer due to a previous unfavourable buying experience or perception of the product. There is also an inactive set about which the customer has zero opinion. The greater quantity of solutions will be valued more highly if customer participation and purchasing importance are both higher. For a regular product purchase, there will be many fewer options explored.

Information collecting is the process of learning more about the problem you're facing and the solutions used by other organisations and communities. The more knowledge you have about the problem at hand and the methods used to address it, the more probable it is that you will be able to design your own successful programme or intervention.

There are obviously a wide variety of information sources, and they differ depending on your search criteria. Generally speaking, you can refer to already published materials or look at "natural examples," or instances of real programmes and actions that have addressed the problem. We'll briefly mention where to find both of them here before getting more specific about them later on in the segment.

Existing sources:

This phrase refers to published content of many forms that could illuminate the problem or solutions. These are easily categorised into scholarly publications, which are primarily geared toward academics and researchers, mass-market sources, which are written in a casual style and are intended for the general public, and statistical and demographic data that is made available by various research organisations and governmental bodies. natural illustrations These are initiatives that have been created and tested in communities to deal with your problem. You can learn what worked for them, what didn't, and why by studying them. They can give you concrete suggestions for how to run a successful programme or intervention by providing insight into how problems manifest themselves in your community or in those of other communities. The people who are participating in attempts to address concerns like yours or who can direct you to them are the main information sources in your case. Furthermore, there are other natural examples that have been descriptively discussed in the literature of community psychology or public health that may be pertinent to your work. These examples include single case studies. A division of labour based on participants' abilities and experience can improve information collecting in a participatory process. The assessment literature should most likely be reviewed by academics or other professional researchers if they are involved, as well as by those with research experience. The best persons to gather information about the problem's history in the neighbourhood and how it currently impacts people may be affected members of the affected population. Program directors and employees would likely have the best relationships in the industry, giving them the best opportunity to learn about other programmes with comparable objectives. Those having access to the Internet and computer knowledge may be the logical online searchers or may assist others in their hunt for information by providing technical support. Those who are knowledgeable about the law and laws could be the ones to examine policies.

Additionally, training might be given to the entire team or to different individuals to enable them to explore different research avenues. For instance, there is no reason why someone without prior research expertise couldn't learn to comprehend and evaluate demographic data programmes for information or contact in other locations. (There are some restrictions here: levels of related education, access to equipment or computers, and/or inability to interact with others may all be factors in determining the type of research that it is appropriate to ask others to conduct.)

Purchase and Post-purchase Evaluation of Decision

Once the buyer has made the best decision, he buys the item. You can order the product over the phone, online, via retail outlets, or directly from the business. There are more choices to be made throughout the actual purchasing process. It entails choices regarding the store and method of payment, the terms and circumstances of the payment, the delivery and instalment of the product, the instruction on how to use the product, etc. Marketers can research each of these procedures to find ways to gain a competitive edge.

Marketers have two options for carrying out these tasks: they can do it themselves or use middlemen. For instance, the store might deliver the goods while corporate engineers set up the equipment and assist with client training. When purchasing high participation products, the transaction itself may be time-consuming. It could last for a few days, a few months, or even longer. During this critical time in their relationship, the marketer must take extra care of the customer.

A customer has cognitive dissonance after purchasing a product because he is unsure of whether he made the proper choice. Because he has discarded so many other brands while choosing one, a consumer is unsure about his decision. He keeps wondering if he would have been better off buying one of the rejected brands because he enjoys the features and advantages of it. A buyer experiences cognitive dissonance because no single brand is better than all other brands on all selection criteria; regardless of the brand they purchase, they will always find another brand that is superior to it on some selection criteria.

Because the customer has made trade-offs, cognitive dissonance is increased when the purchase is pricey and there are numerous alternatives, each of which offers advantages and characteristics that the other does not. Consumers experience social and psychological risk while making purchases like buying a house or a car, which increases cognitive dissonance. When individuals whose opinions matter in his life evaluate him based on the items he has, a customer runs the risk of experiencing social and psychological problems.

In such a circumstance, a customer searches for proof that he has purchased the correct goods by asking others who have purchased the same brand and going back to the brand's marketing and brochures. Companies should continue to advertise and reassure clients that they have chosen the proper product via letters and visits in order to lessen their cognitive dissonance.

And the easiest method to prevent cognitive dissonance for the customer is to make sure that the brand performs better than competitors on their key selection criteria.
Online, customers discuss their interactions with the brand. Nike+ enables its consumers to capture and transmit their workout data, and the corporation develops methods to stay in touch with their clients.

2.3 PERCEPTUAL MAPPING & POSITIONING

Positioning is a marketing activity that involves identifying a market opportunity or problem and creating a solution with a strong foundation in market research, segmentation, and data-supporting. Referring to a position that a company selected to work with its marketing and business objectives is the topic here. In order to achieve a business' or an organization's goals, positioning is all about strategy during the specific or tactical development phases of an objective's execution. This includes boosting sales, brand awareness, or advertising reach.
Although there isn't a single definition for positioning that applies to all cases, the most popular one is the identification and attempt to occupy a market niche for a brand, product, or service using traditional market placement tactics. Price, promotion, distribution, packaging, and competitiveness are some of these tactics. It is a strategy employed by marketers to leave a memorable impression on consumers. It refers to the position a product, brand, product, or collection of items has in consumers' minds in comparison to rival offerings.
Any business, brand, or product must acknowledge that positioning is more of a mental state experienced by the target market than a concrete concept.
Positioning is best defined as the overall perception of a specific business, good, or service in a market in comparison to the perceptions of the competitors who fall into the same category. Consumers evaluate and analyse products within a market based on attributes like quality or numerous applications, price, and/or image and packaging. This is a key aspect of positioning. Whether or not the company's management is reactive, proactive, or passive towards the continual process of evolving upon a position, this is inextricably going to happen. However, a series of wise strategic moves can certainly assist in changing opinions for the better.
The idea of placement is crucial if any brand, item, or business is to survive in the market. The goal of market positioning is to convey to the customer all the advantages of the product and service. It focuses on the emotional or rational benefits that a customer experiences when utilising the service or product. Only once a successful positioning concept has been formed can a positioning statement be created. The target market is informed of a positioning concept for evaluation and improvement. There are procedures for brand positioning that must be

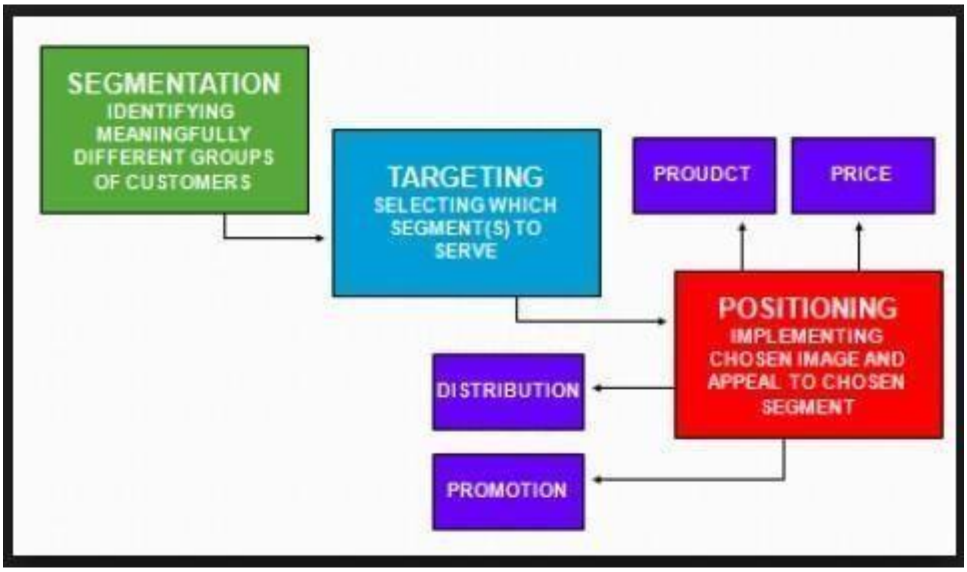
followed:

Identification of the direct competition.

Making an analysis of the way competitors are putting their business positioning. Documenting the state of affairs in one's own positioning.

Comparison of the positioning as against the competitors to look for viable differentiable areas.

Development of a proper distinctive, differentiating and value-based positioning concept.



2.4 VALUE PERCEPTION

Information Search, Defining criterion for choice and Mapping perceptions and value perceptions of consumers

In today's business environment, it is essential for management to be very careful when setting prices for goods and services. When setting a price for a product, a company should take the customers' perceived value into account. Specifically, the price should correspond to the perceived worth of the product. The demand for that product will decrease if a company sets a price that is higher than its value, which will subsequently result in a decrease in sales volume. If this occurs, the product's contribution (sales with lower variable costs) and gross margin would fall, resulting in lower gross and net profits for the company.

In contrast, if a business sets a price below what it is worth, there will be a strong demand since customers will be more satisfied with the product at a lower price. A customer's willingness to spend more money and purchase more of a particular product tends to grow when they are satisfied with it. Due to the product's higher value than its price, an increase in sales may not always result in an increase in the product's contribution to or the firm's overall profit. This could result in a loss for that product as well as a loss for the overall profitability of the company. This means that a company may spend more on expenses and manufacturing while making less money from the sale of that product due to higher costs than profits. Therefore, it is crucial for a company to carefully consider its options before putting them into action. Any product's pricing ought to be a representation of its worth. A company should always make sure that neither it nor its customers will lose out on a price decision.

It is crucial for management or the pricing team to take into account both the customer's sense of value, which is why they are in charge of conducting a regular and prompt review of a company's product prices and quality. If a company wants to be competitive in the market, it must compare its products to those of other companies that trade in comparable products in the market where they operate in terms of both quality and price. In order for customers to completely distinguish the company's products from those of their competitors, the company must be able to do so. Because customers won't be confused by the variety of products available, this translates to increased customer loyalty and higher profit margins for that product. If a company's product doesn't provide the much-needed customer satisfaction in both the quality and pricing departments, it is quite likely that the company would lose market share. Therefore, in order to be competitive, a company must constantly evaluate the quality of its products by revamping them. Additionally, a business should always provide its clients with competitive prices in order to positively compete with the products of other businesses. But since it would ultimately affect their profitability, they shouldn't undertake so while ignoring the associated costs.

Other important internal and external factors affecting a firm pricing decisions internal factors

Experience curve

Because fixed costs (FC) are dispersed over a greater number of units of products, the average cost (AC) decreases as manufacturing of a product increases. Since the cost per unit is significantly lower, a company is likely to benefit more if it produces and sells more units of a product. Consequently, a business may be able to lower its prices, which would draw in more clients.

Consumers engage in both internal and external information search.

The consumer uses internal search to get potential options from memory. It's crucial for marketing initiatives to make certain low involvement products "top of mind." For instance, very few individuals will look in the Yellow Pages for fast food establishments; as a result, the customer must be able to recall one's restaurant from memory before it will be taken into consideration. Clients are more likely to do an external search for products with high levels of involvement. For instance, a shopper might seek advice from friends, read Consumer Reports evaluations, visit various dealerships, and study a number of websites before making a car purchase. As a result, consumers trade off a product's positive and negative features while choosing the items that their organisations manufacture. For instance, an automobile might be inexpensive, get decent gas mileage, yet accelerate slowly. The consumer may choose it over a more expensive, more gas-guzzling vehicle with better acceleration if the price is suitably low and the vehicle is gas-efficient.

Sometimes a choice will include a non-compensatory approach. For instance, a parent might disapprove of all soft drinks with artificial sweeteners. Here, other beneficial qualities like flavour and reduced caloric content cannot defeat this one "non-negotiable trait."

The amount of effort a customer expends when searching is influenced by a variety of variables, including the market (how many competitors are there, and how significant are predicted brand differences?), product features (how significant is this product? How comprehensive is the product? How visible are signs of quality?, customer traits (how interested is the average consumer in examining product details and finding the best deal?), and situational traits (as previously discussed).

Two interesting issues in decisions are:

Variety seeking, or the desire for a "change of pace," as well as "Impulse" purchases, or unanticipated purchases, is when consumers test new brands without expecting them to be "better" in any manner. This depicts a group that is a little hazy. For instance, a shopper might intend to buy veggies but only decide to buy broccoli and corn after they are in the store. As an alternative, a person can decide to purchase something that is currently on sale or something they recall needing only once inside the store.

A number of factors involve consumer choices. In some cases, consumers will be more motivated. For example, one may be more careful choosing a gift for an in- law than when buying the same thing for one self. Some consumers are also more motivated to comparison shop for the best prices, while others are more convenience oriented. Personality impacts decisions. Some like variety more than others, and some are more receptive to stimulation and excitement in trying new stores. Perception influences decisions. Some people, for example, can taste the difference between generic and name brand foods while many cannot. Selective perception occurs when a person is paying attention only to information of

interest. For example, when looking for a new car, the consumer may pay more attention to car ads than when this is not in the horizon. Some consumers are put off by perceived risk. Thus, many marketers offer a money back guarantee.

Consumers will tend to change their behavior through learning—e.g., they will avoid restaurants they have found to be crowded and will settle on brands that best meet their tastes. Consumers differ in the values they hold (e.g., some people are more committed to recycling than others who will not want to go through the hassle). We will consider the issue of lifestyle under segmentation through external search must invest in having information available to the consumer in need—e.g., through brochures, web sites, or news coverage.

2.5 MAPPING ATTRIBUTES

Multi attribute model Consumer Behavior They explain how consumers may combine their beliefs about product attributes to form their attitude about various brand alternatives. A brand which forms the best attitude is chosen. Consumers go through a standard hierarchy of effects sequence (awareness-interest-desire action).
Seeks information on importance of brand attributes. ATTITUDE-TOWARDS-OBJECT (ATO) MODEL
Belief about the presence or absence of those attributes in brand alternatives. Information on their combined effect in alternativeevaluation.

Basic Choice Heuristics

Mostly employed for limited problem solving and standard reaction behaviour. There are, roughly speaking, five fundamental choosing heuristics, as shown: Instead of optimising their buying goals, the majority of consumers aim to satisfy them. Most products only call for minimal to minimal effort.

Affect referral heuristics

Consumers evaluate brands based on memories and previous experiences. For example, salt, tea, and cigarettes are all addressed holistically. The simplest rule is this one. Brand that met the previous condition will be selected.

Conjunctive heuristics

This has a bad vibe to it. There are numerous brand choices with unique qualities. Consumers establish basic standards for each attribute that any alternative brand must meet in order to be accepted. Three is the cutoff number. Once Kelvinator is dropped, the economy will score a 2/10. evaluates negative data.

Lexicographic heuristics

This is positive in nature. Brand attribute scoring the highest on most important attribute according to the customer is chosen. Godrej will be chosen. It scores five on low maintenance.

Linear compensatory heuristic.

Consumer permits strength of a particular brand attribute to compensate for the weakness of another attribute. Choose the best Allyn. It scores the maximum of 46 marks, and if linear compensatory heuristics is used, the automatic choice will be Allyn.

2.6 COMPARISON OF BRANDS

Producers can boost consumer loyalty and awareness by using branding. Such marketing techniques aim to persuade consumers that the brand name serves as a stand-in or proxy for desired outcomes. According to Raggio and Leone (2007), brand equity is the idea that a product or service lives up to its promise to the public. Additionally, customers may have an orientation hypothesis for product satisfaction, contacting the same maker or brand to reduce the possibility of making a poor decision. This phenomenon is also referred asan―inertiavalue‖ofthebrand (Keller&Lehmann,2006). Because branding ensures that the product ingested today will be essentially the same as the one the customer tasted previously, it may be a way to address this risk-averse behaviour. Additionally, a pleasant brand experience may lower the expected return of updating knowledge about alternatives and competition, leading to buy persistence. In the process that leads to the purchase of a product, the consumer, guided by the reasons for which he or she has decided to make the purchase (motivation), seeks information that will be useful in making the best choice, minimizing the associated risks (Erdem & Swait, 1998). The literature refers mainly to consumer behaviors founded on rational principles (Kotler, 2012). Indeed, the product is understood to be the sum of a number of attributes that enables it to meet the needs that prompted the purchase in the first place. Depending on the weight accorded to each attribute (Fishbein & Ajzen, 1975), different market segments are generated, reflecting different consumer behaviors. It, therefore, becomes indispensable for companies to understand how each potential consumer evaluates a product ‗s attributes and what role is played in this regard by the brand. Although the behavior of consumers cannot easily be schematized, given the specific characteristics of each individual, it can be argued that the process of choosing a product depends on the consumer‗s preference for either branded or unbranded goods (Ubilava et al., 2011; Hasan et al., 2012; Mohtar & Abbas, 2014; Spinelli et al., 2015). The perception of the traits and, consequently, the preferences that result from the evaluation process might be altered by the expectations that a consumer has built for a brand in light of the qualities that it can offer. Although the literature contains examples of hostility towards brands (Klein,2010) and―unmarketing‖ (Stratten,2010), it confirms the existence of a positive relationship between the brand and the perception of quality that can increase trust in it (Krishnan et al., 1989). Interestingly, after brand awareness is established, consumers tend not to explore the additional informational attributes and purchase the known brand, even if it is lower in quality (Hoyer & Brown, 1990). This is likely because the search cost associated with updating product information across a set of competitors is greater than the benefit that the consumer expects to receive as a result (Ubilava et al., 2011). For this reason, the objective of this study is to understand the factors that determine the purchase of a product by two categories of consumer, i.e. brand-devoted and non-brand-devoted, verifying the importance of the features of the product (attributes) and the benefits associated with it, as well as the values that the consumer seeks to achieve through their consumption behavior. Recent research has addressed the issue with reference to the food sector (Ubilava et al., 2011; Spinelli et al., 2015), or when purchasing green products (Schuitema & De Groot, 2015). This study aimed to: (i) verify how preference for a product attribute changes in the presence or absence of a brand, and (ii) identify clusters of consumers on attributes of purchase to verify how preference for a product attribute changes in the presence or absence of a brand and known brand, even if it is lower in quality (Hoyer & Brown, 1990). This is likely because the search cost associated with updating product information across a set of competitors is greater than the benefit that the consumer expects to receive as a result (Ubilava et al., 2011).

For this reason, the objective of this study is to understand the factors that determine the purchase of a product by two categories of consumer, i.e. brand- devoted and non-brand-devoted, verifying the importance of the features of the product (attributes) and the benefits associated with it, as well as the values that the consumer seeks to achieve through their consumption behavior. Recent research has addressed the issue with reference to the food sector (Ubilava et al., 2011; Spinelli et al., 2015), or when purchasing green products (Schuitema &De Groot, 2015).

This study aimed to: (i) verify how preference for a product attribute changes in the presence or absence of a brand, and (ii) identify clusters of consumers on attributes of purchase to verify how preference for a product attribute changes in the presence or absence of a brand.

2.7 POSITIONING OPTIONS

Simply simply, positioning in marketing refers to the strategic process of forging an identity or perception of the brand or product in the minds of the intended market.

The procedure outlines how you set your good or service apart from those of your rivals before deciding which market niche to target. Numerous factors connected to the needs and motivations of customers, as well as the activities of the company's competitors, have an impact on the marketing positioning strategy.

A category or specialised page on your website is only one aspect of positioning in marketing. The need to live and breathe that expertise goes hand in hand with positioning; this includes creating content, doing research, and branding your business to appeal to your identified target market. In order to increase brand awareness and build trust with your audience, it is crucial to provide content for your website that is valuable to them.

Here are a few typical positioning forms used in marketing. Pricing

The majority of buyers base their decisions in part on pricing. In many product categories, companies with the lowest prices and acceptable levels of quality typically prevail.

For instance, compare Dollar Shave Club to Gillette. The market for razors and refill blades has evolved as a result of more affordable alternatives to some high-end brands like Gillette. According to a Washington Post article, Dollar Shave Club's low costs have caused Gillette's market share to decline. Dollar Shave Club's most affordable replacement razor cartridge cost 20 cents, whereas Gillette's ranged from $2 to $6.

Quality

Most pricing conflicts can be avoided by focusing on quality. Quality can determine who the competitors are in some industries, such as those for high-end cosmetics or automobiles.

Take Chipotle vs. Taco Bell as an example. Chipotle, which is now ranked 14th among the top 50 fast-food restaurants in America by QSR Magazine, has gained a substantial market share over the years by putting a premium on quality rather than low prices.

Differentiation

What distinguishes your good or service from the competition is differentiation. Competitors may not be as dangerous if your product or service is very different from theirs.

Take the Toyota vs. Tesla comparison. Tesla quickly overcame entry-level vehicles like the Toyota Prius by entering the electric vehicle industry with a high-end sports variant. With the Model S, Tesla genuinely went after the high-end market.

Convenience

Customers' lives are made easier through convenience. Convenience could include anything from accessibility to location, including free returns and online shopping.

Like Simple versus Bank of America. In order to attract younger and more tech- savvy consumers, online-only banks like Simple have invested in developing mobile apps while other traditional banks have lagged behind. The business even offers easy built-in budgeting and savings tools and levies no fees.

Consumer assistance

Customer service places a strong emphasis on developing positive, cordial relationships. This can be especially important in some sectors of the economy, like the restaurant and banking sectors.

For instance, State Farm vs. Allstate. In this business, where interaction with clients is essential, both insurance companies understand the value of providing excellent customer service. They emphasise this position in their marketing by using messages based on client service.

User group

This kind of positioning focuses on a certain user demographic and explains why the company's products are pertinent and directly related to this demographic.

Take the Johnson's vs. Axe comparison. Axe body spray targets guys, but Johnson's baby shampoo positions itself as being kind for kids.

Positioning in marketing helps define a clearer target market

Positioning advantages in marketing

There are several reasons to think about including positioning in your marketing plan. You may better design your services, set up pricing strategies, and develop marketing messages with the correct positioning strategy, all of which will help you stay competitive.

Build a powerful competitive position

The right positioning affects how clients view your good or service in comparison to the competition. You're more likely to maintain a competitive advantage when you help clients think favourably of your goods or services. This allows you to assert your position in the competitive environment, which greatly aids your ability to keep one step ahead of the competition.

Increase sales

Increasing sales and revenue is one of a company's major objectives. Your business may be able to enter a new market by having a more pertinent offering and presenting it more effectively. This could result in more customers and increased sales.

Clarify your target market.

By using positioning in marketing, you can emphasise a particular feature or value of your products or services, giving the impression that you are an authority on the subject. As a result, prospects will find you to be much more valuable.

Take more sensible decisions.

You'll be able to make more wise choices along the way once you know the basic message that underpins good positioning tactics. Additionally, successful communication and healthier, stronger customer connections are driven by clear positioning in marketing.

Link to customer requirements

Companies have the chance to explain the essential advantages that their product or service delivers through positioning in marketing. It not only gives the product energy, but it also links it to the particular client who needs it.

2.8 PRODUCT AND PROMOTIONS RELATED STRATEGIES

2.9

Nobody will purchase a good or service they haven't heard of, and they won't purchase it if they are unaware of what your business provides. A strong promotion strategy is therefore essential to the expansion of your company. Some businesses employ many strategies, while others could switch up their tactics depending on their marketing objectives. No matter what kind of goods or services your business offers, a potent arsenal of marketing tactics may put your business in a good light and pave the way for further communication.

As a Promotional Strategy, contests

Contests are a popular form of advertising. Numerous competitions don't even call for a purchase. Instead of trying to sell people something in order to make money, the goal is to market your brand and get your name and logo in front of as many people as possible. People enjoy winning gifts. Without being overtly commercial, contest sponsorship can draw attention to your goods.

Facebook Promotion

Companies can advertise their goods and services on social media platforms like Facebook and Google+ in a more informal setting. The best kind of direct marketing is this. Through social media, you can reach a global audience of potential clients who may have a different perspective on your business.

The social network presents your organisation as one that is in touch with customers on a more personal level rather than one that is "trying to sell" something. As a result, the company may appear more approachable and familiar to the buyer, so reducing the distance between the two parties.

Marketing by mail

Customers that enter your store should not be disregarded since they have already made up their minds to buy your goods. Getting personal information from these clients can be beneficial. Offer a complimentary good or service in return for the details. These clients reflect the target demographic you wish to promote your new products to and are already familiar with your business.

Product Samples and Giveaways

Companies frequently employ gifts of their products and product sampling to offer new food and household products to consumers. Many of these businesses support in-store promotions by handing out product samples to encourage customers to try new things.

Point-of-Sale End-cap marketing and promotion

Products are sold and merchandised at stores using point-of-sale and end-cap marketing strategies. Convenience and impulsivity are the driving forces behind this promotional technique. The products a retailer wishes to advertise or move fast are displayed on the end cap, which is located at the end of aisles in grocery stores. The placement of this product makes it simple for customers to access it.

Promoting new products or items that a store needs to move quickly is done at the point of sale. Customers frequently make impulsive purchases of these items while waiting to check out because they are situated close to the checkout counter in the store.

Program for Customer Referral Rewards

A strategy to persuade current customers to recommend new customers to your business is the customer referral incentive programme. Some of the incentives you might employ include free products, significant discounts, and cash prizes. This marketing tactic makes use of your customer base as a sales force.

Charity and causes

Promoting your goods while helping a cause can be a successful marketing tactic. A win-win situation is created when customers feel like they are a part of something bigger just by using things they would use anyhow. Customers receive a product they can use and the satisfaction of supporting a cause; you gain customers and the socially conscious image. Giving a portion of product profits to the cause your business has pledged to support is one approach to achieve this.

Personalized promotional items

Giving away useful branded presents can be a more successful marketing strategy than dispensing straightforward business cards. Attach your business card to a key chain, ink pen, or magnet. These are presents you may give your clients that they might appreciate, keeping your company out in the open as opposed to hiding it in the garbage or a drawer with other cards that clients might not even glance at.

Customer Appreciation Events

Customers will enter the store for a customer appreciation event with free refreshments and door prizes. Emphasizing the event's appreciation component without requiring attendees to make any purchases is a good method to attract new consumers in addition to existing ones. Pizza, hot dogs, and soda are low-cost foods that can enhance the appeal of the event.

The products you wish to market will be extremely apparent when the clients come if you set up practical product displays before the event starts.

After-Sale Customer Surveys

After a transaction, getting in touch with customers by phone or mail is a promotional approach that prioritises customer happiness while leaving room for a promotional opportunity. Professional salespeople phone consumers to conduct surveys and ask them questions about their experiences with the goods and services they have purchased in order to collect data that will be utilised for marketing purposes later on. This accomplishes the simultaneous goals of highlighting your business as one that values client feedback and continually strives to deliver the greatest service and goods.

2.10 CONSUMER EXPECTATIONS & PERCEPTIONS

There are gaps between each customer's expectations and views. Customers are more prone to get dissatisfied when the disparity is higher. It is simple to meet client expectations if they are low. If you don't meet or surpass the customer's high expectations, they might find another vendor. On the other side, if you surpass your customers' expectations, you're more likely to maintain them as well as gain free publicity and marketing assistance from them.

Closing the Gap

Your customer will be happier the more the expectation/perception gap is closed. In order to comprehend consumer expectations and choose where to concentrate their efforts on improving the customer experience, many large organisations utilise an evaluation method called SERVQUAL. When attempting to reduce the gap between what a consumer expects and what they perceive happening to build loyal customers, the tool suggests that five essential factors (listed below) be taken into account.

A set of questions on what might be expected from a top-notch store in this sector make up the tool's initial section. In the second, each consumer rates your store in proportion to what might be anticipated in the sector in response to a series of relevant questions. The questionnaire ends by asking the consumer to rank each of the dimensions. The findings assist businesses in identifying the biggest discrepancies between customer perception and expectation. Even without access to the technology, you can learn how to enhance your business by just considering each of the dimensions in your own store.

1: Physical evidence or tangibles

The tangibles are the things you can see and touch. These include your building, equipment, materials and even personnel. Is your equipment modern? What is the condition of your electronic equipment, like computers and credit card readers?

What about your archery program or rental equipment? How about the tools you use to repair? If the equipment is not up-to-date, what is your plan to replace or update?

What is the appearance of the physical store? What does the customer see in the parking lot, front door, merchandising area, range and bathrooms? Is it clean, organized and easy to navigate? If not, what are your plans for modification? I recall visiting Mouldy‗s Archery and Tackle in Chippewa Falls, Wisconsin, and owner Will Moulton mentioned that he makes plans for one major store upgrade each year. That‘s a great idea and helps them budget for these large expenses.

Consider the major upgrades as well as the small things like cleaning schedules or simply changing up merchandise.

How do your staff appear? Are they well-groomed and dressed appropriately? The company logo typically looks terrific on even a good polo. It doesn't have to be pricey. If required, make sure that workers keep them pressed and clean. A new potential client entering the store and not knowing who can assist them is not fun. A smart business shirt makes the wearer appear professional and clearly works.

Lastly, how do the items that are on display in the shop—brochures, posters, etc.

invoices, receipts, business cards, etc. Do they have the most recent facts and a contemporary appearance? Do they effectively reflect your brand? Have they been bought or developed by professionals? If they are not, decide whether to improve or eliminate the item after considering if it is still useful or whether it might be harming your company's reputation.

Customers anticipate you to remain physically present. They can think you don't value yourself or care about their comfort if you're not.

2: Dependable and accurate.

The degree to which you fulfil your promises for goods and services defines your level of reliability. Do you constantly abide by the promises you make to deliver, whether in person or through marketing? Is it really the greatest service, for instance, if your customers must wait a week for a repair even though you claim the best service? What percentage of the time do you keep your word when you tell consumers when your bow service will be finished? Make sure your customers are informed if pre-bow hunting season is the only time you might be unable to fulfil your commitment. Every time you already know you can't meet a given expectation, it's crucial to educate the consumer. It's an additional means of reducing the gap.

How much concern do you show when a consumer has a problem? Do you ask questions to make sure the issue is properly fixed or do you want to get them out as quickly as you can?

How adaptable are your personnel when it comes to handling consumer issues? The consumer will be even more dissatisfied if they are unable to remedy anything and must turn to you for assistance.

Do all personnel do services correctly on the first try every time, whether it be bow repair or archery lessons? While the occasional error is understandable, if it becomes a regular occurrence, it is not a prescription for success. In order for consumers to succeed the first time, your instructors should also be as consistent as possible, preferably adhering to a national certification programme.

Is your system to manage customer data and or service records up-to-date? The information contained in any system is only as good as its weakest link. So, if you have a system like ATA_siPro, for instance, every employee should make it a priority to keep current and accurate information on each customer.

3: Willingness to serve

Your level of service speed is responsiveness. Customers of today anticipate quick responses and a turnaround time of no longer than 24 hours. Do they offer prompt service? When providing quick service is impossible due to another customer's needs, at the very least thank each client and let them know when they can expect assistance.

Do personnel constantly offer the same eagerness to assist each customer? They must be willing to serve clients of every age, gender, and colour in addition to being able to do so. Customers can typically perceive when a service provider is uneasy or acting dishonestly.

Each consumer needs to be informed specifically when services will be provided, so staff members must be equipped with precise information. Will there be a bow service right away or in a few days? Do all employees know the current class schedule and give accurate answers to inquiries whenever they arise?

How quickly do you answer customer reviews posted online? You ought to examine them each day. Additionally, you ought to reply to both favourable and unfavourable reviews. It demonstrates to the clients that you are attentive, ready to address issues, and grateful for their business.

Systems should be in place to give all front-line staff the ability to improve customer experiences. Set some limits, but also offer them freedom to be innovative and make sure that every customer leaves with a pleasure.

4: Trust and confidence

Assurance is the capacity of your staff to foster confidence and trust via politeness and knowledge. It is the precise sharing of information in a manner that each client can understand. Customers would buy things online if they didn't need you to be the authorities in your field.

Does the employees have knowledge of all goods and services? Do teachers engender confidence in their students? To provide each customer with the best possible service, employees should constantly be learning new things. If you have not done so previously, give them time to do so.

Can customers rely on you to keep them safe? This ensures that their submitted personal information cannot be stolen. Additionally, it indicates that safeguards, guidelines, and policies are established, communicated, and followed to protect everyone accessing the store.

Are employees always polite? Do they show the utmost respect to each and every customer? Are they truthful? Relationships are created via active listening and comprehension.

5: Empathy

You must be able to comprehend consumer wants and give tailored service, along with your personnel. Customers demand highly customised service, thus you need to be able to put yourself in their position.

How much attention does employees provide each consumer on an individual basis? Do they actively listen or follow a script? Do you make an effort to comprehend the unique requirements of each customer, or are you more focused on making the most money possible? If you want to keep consumers coming back, your staff members must be able to offer personalised service. In a similar vein, do

you have your clients' best interests at heart, or are you more focused on making a sale? The modern customer expects you to prioritise them.

Is your shop or product line accessible to customers at convenient hours? Or do you make it tough for them to purchase from you due to your sporadic or restricted hours? If you're not there for your clients when they need you, they'll either find someone else who is or they'll engage in something else.

Your consumers are sure to keep coming back if you genuinely care about what they're going through and what you can do to aid them with their troubles. When you and the customer can communicate effectively, the strongest bonds are formed.

2.11 SATISFACTION & VALUE POST–PURCHASE PROCESSES

Companies with a complete customer focus will prevail in this environment of intense competition. Businesses must recognise the value of customer satisfaction before designing processes around it.

A contented client will remain a devoted client.

Why should a buyer choose a certain company's product when there is such a wide range of products and services available on the market? Numerous studies and research have proved that consumers will buy things that have the highest perceived value. This value is derived from the cost of making decisions at the emotional level, such as those related to brand image, corporate brand, salesperson image, and functional image. By factoring in purchase costs, time and energy spent evaluating the product, as well as intuitive costs, this value is converted to total consumer costs.

Consumers make judgments after taking into account all associated costs, whether real and imagined. Customer satisfaction is determined by whether the purchased product performs as anticipated. A thoroughly satisfied customer is more likely to make a second purchase and even recommend the product to others. Companies strive for complete customer satisfaction, which may be attained by first knowing the expectations of the consumer and then meeting those expectations.

Companies are able to achieve this state of total customer satisfaction by incorporating good business practices. These practices are constructed around stakeholders, business process, resource and organization. Company‘s stakeholders consist of employees, suppliers, distributors and customers. Earlier focus has always solely been on shareholders, but now stakeholders need to be satisfied for shareholder‘s profit. Companies need to define boundaries of relation with stakeholders as to get maximum value for every participant. To ensure maximum value, companies need to develop business processes, which understand and fulfill customer expectations. This can be achieved by aligning cross functional teams across critical processes, to create one smooth flow. Companies need to understand its core competencies and develop them, thereby successfully managing its resources. Organizational structure, design and policies have to be suitable to facilitate the introduction of total customer satisfaction culture.

Delivery process and programs satisfaction

Companies can achieve ultimate customer satisfaction by producing and delivering value. A value chain comprising primary and secondary activities can be viewed as the company itself. The main tasks include receiving resources, running the business, delivering finished goods, selling and marketing, and providing customer service. Functional departments like the ones responsible for technology, purchasing, human resources, and finance make up secondary activities. According to the supply chain management tenet, this value is supplied to the client through the distribution channel.

Customers in the digital age are far more aware of their needs and wants, which makes them a challenging group to satisfy. Companies execute marketing campaigns emphasising product similarities and differences with those of competitors. The art is not in luring customers; rather, it is in keeping them happy and forging lasting relationships with them. Businesses frequently experience the churning effect, where customers do not make a second purchase. Companies must put in a lot of effort to pinpoint the causes of this churn. Once causes have been determined, they should be divided into manageable and unmanageable problems, with manageable problems being the focus of intense effort.

Along with gaining new clients, businesses need to adopt rules and measures to keep existing customers. Through customer relationship management, this art of retention can be attained (CRM). The goal of CRM is to build a solid consumer- based brand equity. This is achieved by converting first-time buyers into repeat buyers, clients, members, and ultimately partners. Companies can anticipate financial rewards during this time in the form of discounts for repeat customers or by joining together with a charitable organisation.

Businesses exist to generate a profit. It must therefore find profitable clients. More money is made from profitable clients than is spent on keeping them. And in order for a business to have a competitive advantage, this revenue stream should be higher. To create and deliver customer satisfaction, more businesses are implementing overall quality management across the entire organisation.

Measuring satisfaction and value

The tools or methods to measure customer satisfaction needs to be defined sophisticatedly to fulfill the desired norms. There are following methods to measure customer satisfaction:

Direct Methods: Directly contacting customers and getting their valuable feedback is very important. Following are some of the ways by which customers could be directly tabbed:

Getting customer feedback through third party agencies.

Direct marketing, in-house call centers, complaint handling department could be treated as first point of contact for getting customer feedback. These feedbacks are compiled to analyze customers ‘perception.

Getting customer feedback through face-to-face conversation or meeting. Feedback through complaint or appreciation letter.

Direct customer feedback through surveys and questionnaires.

Most businesses use outside firms to talk to their clients and give them individualised feedback. To produce conclusive outcomes, these feedbacks must be sophisticated and in a systematic style. Meetings in person and letters of thanks or complaints address urgent matters. As different consumer types are approached with a variety of questions, the feedback we get in this is not uniform. This makes it possible for the analysis procedure to be carried out consistently and precisely.

Therefore, the most effective strategy is to carry out a thorough survey that includes a standardised questionnaire to obtain consumer feedback from well classified clients. The prepared questionnaire's design is a key consideration and should include all of the crucial business elements. The questions posed should urge the customer to provide an obvious response. One of the finest ways to gauge customer happiness is through the feedback that businesses may obtain from their clients.

In addition to the methods mentioned above, surprise market visits are another highly well-liked direct method. Information about various categories of goods and services offered to customers could be efficiently accessed in this way. The provider finds it simple to understand the positive and negative features of goods and services.

Indirect Method:

The main disadvantage of direct approaches is that they end up being extremely expensive and labor-intensive to adopt. The supplier completely relies on the consumer to provide valuable input, which limits their alternatives and limits their ability to implement remedial action when it is necessary. As a result, the following indirect techniques can also be used to get information on consumer satisfaction:

Customer Complaints:

Customer complaints are the problems and issues that customers bring up with respect to a given product or associated service. Depending on their severity and department, these complaints might be divided into many categories. If the volume of complaints for a given segment increases over a certain length of time, the organization's performance in that area or segment is deteriorating. However, if the complaints decrease over a set period of time, it indicates that the business is doing well and that customer satisfaction levels are likewise high.

Customer Loyalty:

In order to increase client loyalty, a firm must contact and speak with customers frequently. It is necessary to understand and ascertain each specific client demand during these interactions and discussions so that you can reply appropriately. If a consumer returns to a supplier frequently to make purchases, that customer is considered to be loyal. These devoted clients are those who are content, therefore they are tied to a relationship with the supplier. Consequently, suppliers might inadvertently gauge consumer satisfaction by obtaining the customer loyalty index.

2.12 UNIT END QUESTIONS

A. Descriptive Question Long Answer Questions

1. Explain Alternative Evaluation and Selection in Consumer Perception
2. Discuss the procedures for brand positioning.
3. Discuss ATO model.
4. What are the different positioning forms?
5. Discuss the various customer expectations and perceptions.

Short Answer Questions

1. What do you mean by “brand”?
2. Write note on positioning.
3. Explain pricing with respect to positioning forms.
4. Write note on Facebook Promotion.
5. What do you mean by Empathy?

B. Multiple Choice Questions

1....................are the problems and issues that customers bring up with respect to a given product or associated service.

a) Customer complaints

b) Customer loyalty

c) Customer membership

d) None of these

2 ATO stands for ……………

a) Aspect towards object
b) Attitude towards object
c) Attitude towards objection
d) Attribution towards object

3 .... in marketing refers to the strategic process of forging an identity or perception of the brand or product in the minds of the intended market.

a) Positioning
b) Pricing
c) Quality
d) Quantity

4. Customers' lives are made easier through…………...

a) Convenience
b) Consumer assistance
c) Quality
d) After sales service

5................... is the capacity of your staff to foster confidence and trust via politeness and knowledge.

a) Expectation
b) Assurance
c) Promotion
d) All of these

Answers: 1-a, 2-b, 3-a, 4-a, 5-b

2.13 REFERENCES

Reference Books

1. Hawkins, D. I., Best, R. J., & Coney, K. A. (2009). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill/Irwin.
2. Schiffman, L. G., & Kanuk, L. L. (2019). *Consumer Behavior*. Pearson.
3. Solomon, M. R., White, K., Dahl, D. W., & Zaichkowsky, J. L. (2014). *Consumer*

Behavior: Buying, Having, and Being. Pearson.

4. Foxall, G. R. (2014). *Consumer Behaviour: A Practical Guide*. Routledge.
5. Babin, B. J., & Harris, E. G. (2020). *CB*. Cengage Learning.

Websites

1. **Boundless Marketing.** (n.d.). Introduction to Positioning. https://courses.lumenlearning.com/boundless-marketing/chapter/introduction- to-positioning/
2. **KnowThis.com.** (n.d.). Marketing Research: The Role of Perceptual Mapping in Marketing. https://www.knowthis.com/marketing-research/the-role-of- perceptual-mapping-in-marketing/
3. **Verywell Mind.** (2021). Understanding Consumer Expectations. https://www.verywellmind.com/understanding-consumer-expectations- 5189156
4. **Psychology Today.** (2020). Consumer Behavior. https://www.psychologytoday.com/us/basics/consumer-behavior
5. **ResearchGate.** (n.d.). Post-Purchase Behavior. https://www.researchgate.net/publication/341783591_Post-Purchase_Behavior

Certificate/Diploma in
Retail and Sales Management
DRS4–Consumer Behaviour

Unit -III

Consumer Needs & Motivation

STRUCTURE

3.0 LEARNING OBJECTIVES

After studying this unit, students will be able to:

- Describe the evaluation criteria and decision rules
- Know the overview consumer motivation.
- State the Personality and Consumer Behaviour

3.1 INTRODUCTION

Customer behaviour is influenced by consumer motivation and personality. The drive that propels people to do action is called motivation. This driving energy is brought on by tension that results from an unmet demand. People make great efforts, both consciously and unconsciously, to ease this tension by acting in ways they believe would satiate their needs and relieve their stress. Consumer motivation has to do with encouraging a consumer to choose a specific product. The personality of the consumer must be taken into consideration when the issue of motivation is mentioned.

Meaning

Motivation is an important factor which encourages persons to give their best performance and help in reaching enterprise goals. A strong positive motivation will enable the increased output of employees but a negative motivation will reduce their performance. A key element in personnel management is motivation.

According to Likert, ―It is the core of management which shows that every human being gives him a sense of worth in face-to face groups which are most important to him. A supervisor should strive to treat individuals with dignity and a recognition of their personal worth.

Definitions:

Berenson and Steiner:

―A motive is an inner state that energizes, activates, or moves and directs or channels behaviour goals.‖

Lillis:

―It is the stimulation of any emotion or desire operating upon one‗s will and promoting or driving it to action.‖

The Encyclopedia of Management:

―Motivation refers to degree of readiness of an organism to pursue some designated goal and implies the determination of the nature and locus of the forces, including the degree of readiness.‖

Dubin:

―Motivation is the complex of forces starting and keeping a person at work in an organization.‖

Vance:

―Motivation implies any emotion or desire which so conditions one‗s will that the individual is properly led into action.‖

Vitiles:

―Motivation represents an unsatisfied need which creates a state of tension or disequilibrium, causing the individual to make in a goal-directed pattern towards restoring a state of equilibrium by satisfying the need.

Memoria:

―A willingness to expend energy to achieve a goal or reward. It is a force that activates dormant energies and sets in motion the action of the people. It is the function that kindles a burning passion for action among the human beings of an organisation.

3.2 CONSUMER NEEDS AND MOTIVATION

Needs and Goals:

Every sort of behaviour has an aim in mind. The accomplishment of a goal is the result of motivated behaviour. Prior learning and thought processes determine the course or form that behaviour will take. In other words, they choose the end result. The two types of goals are generic goals and goals unique to a product. A generic goal is a broad category of goals that may lead to the satisfaction of a specific need, whereas a product-specific goal is a specially branded or labelled product that a person considers as a means of satisfying a need. Many times, product-specific needs are referred to as wants. Innate needs are those that a person has from the moment of birth and persist throughout their lifespan. Such requirements are biological in nature (physiogenic). Innate needs are those elements that are essential for maintaining life, including shelter, food, clothes, and water. Needs that are acquired after birth are typically psychological in nature. They are also known as pyschogenic, or psychologically created. Examples of acquired wants include love, acceptance, esteem, and self-fulfillment. There are several distinct goals for every necessity. Individuals choose their goals based on their values, experiences, cultural norms, and physical capabilities. People choose their goals while also

considering how feasible they may be in the current social and physical surroundings.
Depending on certain factors, needs and goals change; thus they are said to be interdependent.

The following are the factors which influence a person's needs and goals:
The individual's physical ability Environment
Interaction with other people Previous experience or knowledge
The choice of a product, whether one would like to purchase it or not, is viewed in terms of how well one expresses their sense of self. A product is more likely to be picked than one that does not if it best fits the consumer's perception of themselves.
Needs fulfilment is an ongoing activity. As soon as one need is met, additional, higher-order needs appear that also need to be met.
Goal rejection frequently leaves people feeling frustrated and powerless. Fight or flight are the two most common responses to frustration. Most of the time, people can overcome obstacles to achieving their goals or find adequate substitutes for them. This is referred to as the "fighting approach." When in "flight," an individual will prioritise defending or protecting their self-esteem over meeting the need.
Examples of defence mechanisms used by people while they are in the "flight" mode include aggression, repression, projection, regression, rationalisation, withdrawal, autism, and identification.
It is challenging to identify a motive from research of customer behaviour. This is so that various people with different needs can choose the same goals to fulfil; in other circumstances, people with comparable needs choose different goals to accomplish their aims. The opinions of psychologists about the relative importance of different people's needs vary; while the majority believe that each person has a unique set of requirements, others believe that most people have a set of fundamental wants, which they rank similarly in importance.

Motivation

The physiological need for survival as well as sentiments of security, belonging, esteem, and self-actualization are examples of consumer requirements. When looking for a product or service, consumers also need to consider price, functionality, convenience, correct information, transparency, easy communication, and other elements.
Motivation is the power that propels people to take action. It results from being in a condition of tension and endures as long as the desire is unmet. Every person has needs, wants, and desires. In an unconscious effort to reduce the need-triggered tension, the person engages in behaviour that they believe would satisfy their needs and lead to a more comfortable internal state.

The fundamentals of motivation involve the needs that motivate activities to achieve needs-fulfillment or drive-reduction goals. The attributes that make up a person's personality determine how they will react to their surroundings. Most of
the time, personalities are consistent. On the other hand, personalities change throughout time. A personality might also change as a result of some life-changing experiences.

3.2.1 Characteristics of Motivation:

An individual's motivation is a psychological phenomenon that develops. A person experiences a shortage of specific necessities, for which he feels the need to labour harder. A person is motivated to perform better than usual by the urge to appease his ego.
From definitions given earlier the following inferences can be derived: Motivation is an inner feeling which energizes a person to work more.
The emotions or desires of a person prompt him for doing a particular work. There are unsatisfied needs of a person which disturb his equilibrium.
A person moves to fulfil his unsatisfied needs by conditioning his energies.
There are dormant energies in a person which are activated by channelizing them into actions.

3.2.2 Types of Motivation:

When a manager wants to acquire more work from his staff members, he must encourage them to do better. To acquire the needed work, he may either employ fear or coercion, or he may offer incentives for greater effort in the form of awards, better reports, recognition, etc.
The following are the types of motivation:

Positive Motivation:
Reward is the foundation of incentive motivation or positive motivation. For obtaining the intended outcomes, the employees are given incentives. The incentives could take the form of increased income, a promotion, job recognition,
etc. Employees are given incentives and actively work to raise their performance levels.
According to Peter Drucker, the true and effective motivators are in charge of the worker's location, high standards of performance, knowledge sufficient for self- control, and involvement as a contributing member of the plant community.
Employee cooperation results in positive motivation, and they experience happiness as a result.

Negative Motivation:

Negative or fear Force or dread is the foundation of motivation. Employees behave a certain manner as a result of fear. If they don't behave appropriately, they can suffer from promotions or layoffs as a result. An effective push mechanism is the dread. The employees don't cooperate voluntarily; instead, they desire to get away from the punishment.

Even when workers want to avoid punishment, this kind of drive results in resentment and frustration. Typically, this kind of drive results in industrial unrest. Negative motivation has disadvantages, but many people use it to get the results they want. There may not be many managers who haven't at some point employed negative motivation.

3.2.3 Arousal of Motives:

Any specific collection of demands that arise at a given time may be triggered by external stimuli, internal stimuli related to the person's physiological state, emotional or cognitive processes or external stimuli related to the surroundings.

Physiological arousal Emotional arousal Cognitive arousal

Physiological Arousal Bodily needs at any one specific moment in time are based on the individual physiological condition at the moment. Ex. A drop in blood sugar level or stomach contractions will trigger awareness of a hunger need. Ex. A decrease in body temperature will induce shivering, which makes individual aware of the need for warmth this type of thing, they arouse related needs that cause uncomfortable tensions until they are satisfied. Ex. Medicine, low fat and diet.

Emotional Arousal Sometime daydreaming results in the arousal (autistic thinking) or stimulation of latent needs. People who are bored or who are frustrated in trying to achieve their goals or often engage in daydreaming, in which they imagine themselves in all sorts of desirable situations. Ex. A young woman who may spend her free time in internet single chat room.

Cognitive arousal sometime random thoughts can lead to a cognitive awareness of needs. An advertisement that provides reminders of home might trigger instant yearning to speak with one‘s parents.

Environment arousal the set of needs an individual experience at particular time are often activated by specific cues in the environment. Without these cues the needs might remain dormant. The 8‘o clock news, the sight or smell of bakery

goods, fast food commercials on television, all these may arouse the need for food Ex. New cell phone model display in the store window.

Philosophies Concerned with Arousal of Motives Behaviorist School

Behaviour is response to stimulus

Elements of conscious thoughts are to be ignored Consumer does not act, but reacts Cognitive School

Needs and past experiences are reasoned, categorized, and transformed into attitudes and beliefs.

The Selection of Goals

The goals selected by an individual depend on their:

Personal experiences

Physical capacity

Prevailing cultural norms and values

Goal‘s accessibility in the physical and social environment Case Study:
Motivations for Watching Television

Committed/Ritualised

This involves viewing one's favourite programmes on a regular basis. The programmes have become like friends. The following quote exemplifies this motive:

"When you watch ….. the same newscasters, they become like friends. You watch the 11 o'clock news and he says "Good night," and you feel like saying "Good night, Charles."

Mood Improvement

Many people view television to elevate their moods or to escape from cares and worries:

"You work, you come home ….. the same old dull routine every day. (TV) sort of takes you away from your everyday working life and lets you forget about your own problems for a while. It's a security blanket ….. a decompression chamber, immersion in a fantasy world for a few moments, a few hours."

Information/Cognitive Benefit

Television is used to keep viewer up-to-date on current events, to provide new and interesting information, to acquaint viewers with people and places they would not otherwise encounter, and to provide "food for thought."

Social Learning

Viewers use situations shown on television to examine their own behaviours and as a source of guidance:

"You have done something to somebody and you didn't even think it was wrong - it never even crossed your mind. You look at a programme and you think, "How could he say that to somebody?" And you think, "Gee, I said something like that to this person just the other day."

Social Grease

Many programmes are watched because one's family or friends are watching them. They are the source of conversation while they are on (or during the commercials) or in the days following the show:

"We discuss (stories) and talk about what we didn't like, about what happened with the different characters we don't like or we do like … sometimes people think you are talking about some people you know, real people."

Engrossing Different World

This is a type of escapism in which the television induces a kind of substitute consciousness. Rather than relaxation, it produces suspense, excitement, and emotional arousal:

"Out of touch … I don't think about anything. I don't think about my kids, my wife or anything … I am not there … I am not at school and I am not at home. I am in the TV screen … I am there with them."

Question

Do you think it would be advantageous for the marketers to create commercials considering these motives?

Source: "How and Why People Watch TV," Journal of Advertising Research, November 1995.

3.3 THEORIES OF NEEDS AND MOTIVATION

Basics of Motivation:

People are motivated by a variety of factors, some good and some bad. Some motivational reasons, such as hunger, which only lasts until you are eaten, can only temporarily move people. Someone can be motivated by others for years.

Individuals are driven to act by motivation, which is what drives them. The activation or energization of behaviour that is goal-oriented is known as motivation. Extrinsic or intrinsic motivation is possible. Although it is typically used to refer to people, the term could conceivably also be used to describe the reasons behind animal behaviour. According to many views, motivation can be linked to less obvious factors like benevolence, morality, or avoiding mortality. It can also involve specific requirements like eating and sleeping. It can also include desired objects, hobbies, goals, states of being, or ideals.

Needs:

The core of the marketing philosophy is needs. Although they cannot create demands, marketers can alert consumers to them. A need is something that is essential for people to have in order to live healthily. Because a deficiency would clearly result in a negative outcome, such as dysfunction or death, needs are distinguished from wants. Needs can be subjective and psychological, like the need for self-esteem, or they can be objective and physical, like the need for food and water. Needs on a societal level are occasionally debatable, such as the necessity of a nationalised healthcare system. Politics, social science, and philosophy all struggle with the problem of comprehending needs and wants.

Types of Needs

Innate Needs: Physiological (or biogenic) needs that are considered primary needs or motives

Acquired Needs: Learned in response to our culture or environment. Are generally psychological and considered secondary needs.

Goals:

A goal or objective is a projected state of affairs that a person or a system plans or intends to achieve—a personal or organizational desired end-point in some sort of assumed development. It is the sought-after results of motivated behaviour.

Types of goals:

Generic goals: are general categories of goals that consumers see as a way to fulfil their needs

Product-specific goals: Are specifically branded products or services that consumers select as their goals

Positive and negative goal:

A response that incorporates satisfaction and optimism about the tasks you are engaged in is called positive motivation. People that are motivated positively are more likely to perform well and complete their jobs in the best way possible. For their improved performance, more facilities and awards are offered under these. These benefits and features might be both financial and non-financial.

Negative motivation strives to manage the worker's negative work efforts and instils dread in him about the consequences of his poor performance. It is predicated on the idea that a worker should be disciplined if he fails to produce the desired outcomes. In order to avoid unpleasant outcomes, such as failing a subject, one uses negative motivation.

Almost all students will, at various points during their time at university, experience both positive and negative motivation as well as lack of motivation.

Both positive and negative motivation seek to arouse people's desire to work, although they approach the task differently. While one encourages people to work

as hard as they can by offering better financial and non-financial incentives, the other tries to persuade people to work harder by lowering their pay and other benefits under the theory that people only work hard out of fear.

Rational versus Emotional Motives

Rationality implies that consumers select goals based on totally objective criteria such as size, weight, price, or miles per gallon. A conscious, logical reason for a purchase. A motive that can be defended by reasoning or logical argument

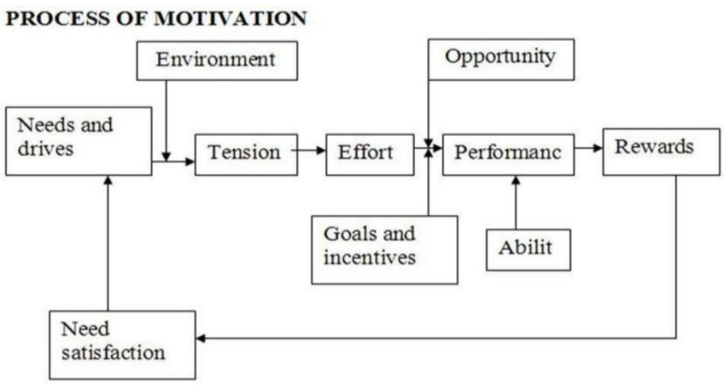
Emotional motives imply the selection of goals according to personal or subjective criteria. A feeling experienced by a customer through association with a product.

The Dynamic Nature of Motivation Needs are never fully satisfied

New needs emerge as old needs are satisfied

People who achieve their goals set new and higher goals for themselves Model of the Motivation Process:

The actions you take to become motivated are part of the motivational process. When this technique is followed, amazing results are obtained. If you are properly motivated, it is remarkable what you can do. To get properly motivated, simply adhere to the motivational process. Like any procedure, it necessitates some effort, planning, and foresight on your behalf. However, the return on your time investment is substantial, therefore it's crucial that you use



the motivational process when you need more drive.

Fig 3.1 Process of Motivation

3.3.1 Maslow's hierarchy of needs

Human needs typically range in both length and content. A generally recognised theory of human motivation based on the hierarchy of human needs was developed by Dr. Abraham Maslow. He listed five fundamental levels of human wants, with psychological requirements at the bottom and physiological needs at the top, in that order of significance. This theory suggests that all individuals try to satisfy the lower-level needs before higher level needs emerge. The lower level of unsatisfied needs that an individual experiences serves to motivate his or her behaviour. When this need is satisfied, then a higher-level need emerges and again tension appears. To reduce this tension, the individual gets motivated and fulfils it. When this need is satisfied, a new i.e., higher need emerges and the process goes on in the life span of an individual.

Maslow‘s hierarchy of needs in diagrammatic form is given on Fig 3.

Fig 3.2 Maslow’s hierarchy of needs

Although no need is ever fully satisfied, this idea contends that there is some overlap between each level. Because of this, even though all levels of need below the dominant level continue to influence behaviour to some extent, the lowest level of needs, which is still substantially unmet, serves as the primary motivator and the person's main driving force.

Physiological Needs:

Physiological requirements are the first and most basic category of needs. These needs, which include food, water, air, shelter, clothes, and sex, are also known as primary needs (all biogenic needs). When they are persistently unmet, physiological requirements take precedence, according to Maslow. For instance, a man who is extremely hungry will only be interested in eating. He solely thinks about, recalls, and perceives food.

Safety Needs:

After an individual's physiological demands are met, their wants for safety and security take over as what influences their behaviour. These are factors that affect physical safety, such as certainty, order, stability, routine, familiarity, and control over one's life and surroundings. This implies that a person will consume lunch every day for a very long time from now forth.

Safety means not only health-wise but individual needs, other securities like need for saving accounts, insurance.

Physiological — housing, food, drink, clothing.

Safety — insurance, burglar alarms (Wesco, Auto cop), tire alarms, cars with air bags.

Self-esteem — high status brands, goods or services like owning microwave etc. Social — greeting cards, holiday packages, team sports equipment.

Self-actualization — educational services etc.

In order to meet all of these demands, including physiological ones, consumer choice is crucial. Marketing pays particular attention to physiological needs. We can observe that in order to quench people's thirst, cola firms have been supplanted by tap water. And more specifically, why select Coke instead of Pepsi or vice versa. A car, a book, a phone, etc. are just a few examples of things that can be utilised to satisfy various levels of demands.

Critics to Maslow's Need Hierarchy Level:

The concepts are too broad.

According to some, self-esteem and hunger are both seen as similar wants, although the former is an immediate, involuntary need, whilst the latter is a conscious, voluntary one.

This theory cannot be objectively tested.

This means that it is impossible to determine with accuracy how satisfied a need must be before a higher demand emerges.

The need hierarchy is also the foundation for market segmentation, with targeted advertising appeals made to people at various need levels. For instance, advertisements for cigarettes, soft drinks, etc. frequently emphasise a social appeal by featuring a group of young people having fun while using the promoted product. Additionally, it is employed to position goods and policies, as well as instruction and vocational training.

Social Needs:

Love, affection, belonging, and acceptance are among the wants found in Maslow's third stage. In their commercials, personal care product marketers frequently highlight all these societal causes.

Egoistic Needs:

According to Maslow's hierarchy of requirements, this is level four. This begins to function, in accordance with Maslow, when a person's social requirements are largely met. Egoistic desires may be both internal and externally focused.

The demands of an individual with inwardly focused ego needs include those for success, independence, self-acceptance, and self-esteem. An outward-focused ego requires things like acknowledgment from others, status, and reputation.

Self-Actualization:

This was not coined by Maslow but was done by Gestalt theorist called Kurt Goldstein but he popularized it. Maslow explained the term, in brief, by saying that individual at this stage has need to actualize or realize all of one‘s unique potential and what one can be. This need can never be fulfilled, moreover, very few of the people reached this level. The more self-actualized people become, the more they want to become. This is a motivation with its own inner dynamic.

These five levels were not intended by Maslow to create a rigid hierarchy. The same person, according to him, is capable of experiencing multiple levels of need concurrently. Maslow's hierarchy has typically been thought of by marketers as theoretically stimulating when it comes to understanding consumer motivation and framing advertising campaigns. Products are frequently aimed at certain levels of need, for example.

3.3.2 McLelland's APA theory

Abraham Maslow developed his theory of needs around the beginning of the 1940s. The physiological needs, safety needs, and the needs for belonging, self- esteem, and "self-actualization" were listed as the basic needs that humans have in that order of priority.

In 1961, David McClelland published "The Achieving Society," a book that expanded on this earlier ideas. He listed the following three needs as universal motivators: the need for success, the need for connection, and the desire for power. Depending on their primary incentive, people will have distinct traits. McClelland claims that these motivators can be learnt (which is why this theory is sometimes called the Learned Needs Theory).

Regardless of our gender, culture, or age, McClelland asserts that we all possess three motivational factors, one of which will ultimately become our main motivator. This primary driver is heavily influenced by our culture and past experiences.

These characteristics are as follows:

Dominant Motivator	Characteristics of This Person
Achievement	Has a strong need to set and accomplish challenging goals? Takes calculated risks to accomplish their goals. Likes to receive regular feedback on their progress and achievements. Often likes to work alone.
Affiliation	Wants to belong to the group. Wants to be liked, and will often go along with whatever the rest of the group wants to do. Favors collaboration over competition. Doesn't like high risk or uncertainty.
	Wants to control and influence others. Likes to win arguments.

Power	Enjoys competition and winning. Enjoys status and recognition.

Note:

People who are motivated by power strongly fall into one of two categories: personal or institutional. Persons with institutional power drives prefer to organise a team's efforts to achieve the objectives of the organisation, whereas people with personal power drives prefer to control others. As you can undoubtedly guess, those who need institutional power tend to make better team members!

Using the Theory

You can use McClelland's theory to identify the main drivers of motivation for the members of your team. You may then apply this knowledge to your goal-setting, feedback-giving, and team-member motivation and incentive strategies.

In order to ensure a better fit, you may also use these motivators to shape or design the job around your team members.

Let's look at the steps for using McClelland's theory:

Step 1: Identify Drivers

Find out which of the three motivators is most prevalent for each member on your team by examining them. Based on personality and prior behaviour, you can probably recognise drivers.

For instance, when you assign a project, perhaps one of your team members always manages the crew. They speak up at meetings to persuade others and assign tasks to others to accomplish the group's objectives. They prefer to have

control over the final products. This team member is probably more motivated by power.

Another team member who never speaks during meetings may exist. They constantly agree with the group, put a lot of effort into handling conflict when it arises, and show signs of discomfort when you discuss undertaking high-risk, high- reward ventures. This person probably has a strong need to belong.

Step 2: Structure Your Approach

Based on the driving motivators of your workers, structure your leadership style and project assignments around each individual team member. This will help ensure that they all stay engaged, motivated, and happy with the work they're doing.

Examples of Using the Theory

Let's take a closer look at how to manage team members who are driven by each of McClelland's three motivators:

Achievement

People who are driven by success require difficult yet achievable projects. Make sure to keep them engaged in challenging tasks or situations because they thrive on doing so. When working alone or with other high achievers, people who are achievement-driven perform exceptionally well.

Give high achievers a fair and balanced evaluation while giving comments. They seek feedback on their actions in order to learn what they can do better.

Affiliation

When possible, incorporate people who are motivated by affiliation with a team rather to having them work alone because they perform best in a group setting. They also dislike risk and uncertainty. Save the riskier projects or tasks for someone else when distributing them.

Be specific while offering these persons comments. However, if you begin your review by highlighting their positive working relationship and your confidence in them, they will probably be more receptive to your criticism. Remember that these people often don't want to stand out, so it might be best to praise them in private rather than in front of others.

Power

Those with a high need for power work best when they're in charge. Because they enjoy competition, they do well with goal-oriented projects or tasks. They may also be very effective in negotiations or in situations in which another party must be convinced of an idea or goal.

When providing feedback, be direct with these team members. And keep them motivated by helping them further their career goals.

3.3.3 Murray’s list of psychogenic needs

Murray identified needs as one of two types:

Primary Needs

Primary needs are based upon biological demands, such as the need for oxygen, food, and water.

Secondary Needs

Secondary needs are generally psychological, such as the need for nurturing, independence, and achievement.

List of Psychogenic Needs

The following is a partial list of 24 needs identified by Murray and his colleagues. According to Murray, all people have these needs, but each individual tends to have a certain level of each need.

Ambition Needs

Achievement: Success, accomplishment, and overcoming obstacles.

Exhibition: Shocking or thrilling other people.

Recognition: Displaying achievements and gaining social status. Materialistic Needs

Acquisition: Obtaining things. Construction: Creating things.

Order: Making things neat and organized. Retention: Keeping things.

Power Needs

Abasement: Confessing and apologizing. Autonomy: Independence and resistance. Aggression: Attacking or ridiculing others.

Blame Avoidance: Following the rules and avoiding blame. Deference: Obeying and cooperating with others.

Dominance: Controlling others. Affection Needs

Affiliation: Spending time with other people. Nurturance: Taking care of another person. Play: Having fun with others.

Rejection: Rejecting other people.

Succorance: Being helped or protected by others. Information Needs

Cognizance: Seeking knowledge and asking questions.

Exposition: Education others.

3.3.4 Bayton's classification of motives

Primary Motives:

In order to survive, one must have primary motives. Prior to beginning any other task, they must be satisfied. When the body's physiological balance is off, primary motivations kick in. Homeostasis is the term for this balance.

Motives

Primary or biological or basic	*Stimulus*	*Secondary, social or learned*
Hunger Thirst Sleep, sex, etc.	Activity Curiosity, etc.	Achievement Affiliation Aggression, etc.

Hunger or Thirst drive:

Biological changes take place in the body when an organism feels hungry or thirsty. Following satisfaction of the hunger or thirst, the physiological balance, or homeostasis, is restored. The need for air or oxygen is known as respiratory drive. Even a little interruption in oxygen delivery can cause brain injury, memory loss, and loss of bodily control.

For a person, sleep drive typically happens at regular times. Lack of sleep or inadequate sleep for extended periods of time can cause confusion, attention deficit disorder, tremors in the muscles, and a heightened pain threshold. As you sleep, your metabolism slows down to start replenishing energy.

Drive for elimination of wastes:

Pressure and discomfort result from the waste material expanding the bladder or gut. Until the trash is removed and the pressure is released, the person becomes restless. Given that it is reliant on physiological circumstances, sex drive is regarded as a biological drive. While sex is required for the survival of the species, it is not necessary for an individual's life, unlike hunger and thirst.

Maternal drive:

Natural instincts govern maternal behaviour. It's not learned. Mothers act in ways that are motivated by their bodies. Pituitary hormone prolactin is responsible for maternal drive.

Social/learned/secondary motives:

Human life includes both a biological and a social component. Therefore, the following societal reasons influence human behaviour.

1. Achievement motives
2. Affiliation motives
3. Aggression motives

4. Power motives

5. Curiosity motives.

These are called social motives since they develop as a result of relationships with people.

Achievement motives:

They speak of a pursuit of some ideals of perfection. High-level achievers favour assignments that promise success and are only moderately challenging. High achievers frequently succeed, according to David C. McClelland, while low achievers frequently steer clear of failure.

While poor achievers accept setbacks and choose easier tasks, high achievers fight failures and strive harder. High achievers value taking personal responsibility and appreciate constructive criticism.

Children with overprotective parents are more likely to struggle academically than those whose parents support their independence. Children pick up behaviour by imitating the actions of their parents and other role models in their lives. Children's motivation for achievement is also developed by their parents' expectations.

Affiliation motives:

A man cannot exist alone. Affiliation need is the term used to describe the need to be with others. One's attraction to others through friendship, sociability, or group membership reveals this need. More local contacts and visits are made, and they seek other people's approval.

One type of the need for affiliation is the need to depend on others, or dependency motive. Little ones look for consolation from others when they are scared. Early life experiences of this nature lead one to seek out the welcoming companionship of others when experiencing dread and worry.

Aggression motives:

High expectations can lead to intense frustration, as can verbal and nonverbal abuse, dread, and anxiety. Children who watch violent movies and television shows may take these images as role models for aggression.

Psychoanalysts think that each person has both destructive death and constructive life desires as a result of his biological heritage. Most of us have a healthy balance between the desires to live and die, allowing kindness to prevail over cruelty.

Hostile hostility can be learnt by social learning (modelling), classical conditioning, and instrument conditioning.

Power motives:

The ability of a person to have the desired impact on another person's behaviour or emotions is known as social power. People who are motivated by power will be concerned about their reputation, impact, and influence.

By becoming members of political parties and nonprofit groups and forming relationships with well-known and well-liked males, they use their influence. They choose positions that have an effect on others and rule over society's weaker groups. They play more competitive sports, tend to drink more, and frequently try to persuade others.

Curiosity Motives:

The desire to attain some sort of stature among the members of his society or group is shared by almost everyone. Nobody enjoys being viewed as inferior. Not only do humans make an effort to climb the social ladder, but so do animals and birds, as seen in the "pecking order" among chickens.

3.3.5 Self-concept & its importance

Self-concept is the image we have of ourselves. This image develops in a number of ways, including through our interaction with important people in our lives. Learn more about self-concept, including whether it can be changed and a few theories related to self-identity and self-perception.

Humanist psychologist Carl Rogers believed that self-concept is made up of three different parts:

Ideal self:

The ideal self is the person you want to be. This person has the attributes or qualities you are either working toward or want to possess. It's who you envision yourself to be if you were exactly as you wanted.

Self-image:

Self-image refers to how you see yourself at this moment in time. Attributes like physical characteristics, personality traits, and social roles all impact your self- image.

Self-esteem:

How much you like, accept, and value yourself all contribute to your self-concept in the form of self-esteem. Self-esteem can be impacted by a number of factors— including how others see you, how you think you compare to others, and your role in society.

Importance

Self - concept plays an important part in our overall wellness. It affects the ways we look at our body, how we express ourselves and interact with our friends, and it even influences how we make decisions. The potential for a positive Self - concept lies within each of us. Self - concept s can be changes. They are not carved in stone.

A person with a positive Self - concept does not necessarily have more skills than a person with a poor Self - concept. But having a positive Self - concept helps when youth are faced with today's critical health issues. Therefore, one of the most important things you can do as you work with youth is help them develop a positive Self - concept. Here are a few tips to start you on your way.

3.3.6 Types of involvement

According to the involvement idea, there are purchases with low and high engagement. The level of a consumer's involvement relies on how involved they are in the transaction. For instance, the customer does not feel very involved when purchasing a loaf of bread. It's because the product has a relatively brief lifespan. It becomes fatigued after being taken. If a customer is dissatisfied with a certain brand of bread, he will switch to a different one the next time.

Consumers have a significant say in the decision to buy consumer durables like laptops, refrigerators, furniture for the home, two-wheelers, etc. Consumers consider various options before making a decision. Long-term effects result from using these products. Before buying things with a high level of participation, consumers ask a lot of questions. Depending on the nature of the good or service, the following table depicts varying levels of involvement.

	Degree	Productor Service	Examples
	Low involvement	Short life	Fast moving consumer goods.
	Medium		Furniture, crockery, ordinary
	involvement	Medium	medical treatment

Degree	Productor Service	Examples
High involvement	Long	Automobiles, surgery, purchase of immovable assets, insurance policy etc.

3.4 Personality and Consumer Behaviour

The personal aspects are the unique elements that each consumer experiences and which have a significant impact on their purchasing decisions. Individual differences in these variables lead to various perceptions, attitudes, and behaviours toward particular goods and services. Consumer behaviour is broadly defined as the choices and deeds that affect a consumer's purchasing behaviour.

Marketers frequently analyse and research the factors that influence consumer decisions to select one product over another. The majority of the decision-making process in buying is driven by feelings and logic.

Consumer behaviour research can help us anticipate the future as well as comprehend the past. To have a reasonable knowledge of how people choose to spend their money, it is important to consider the following elements, which are highlighted below, relating to human habits, attitudes, and priorities.

3.4.1 Importance of Personality

The word _personality' derives from the Latin word _persona' which means _mask'. The study of personality can be understood as the study of _masks' that people wear. These are the personas that people not only project and display, but also include the inner parts of psychological experience, which we collectively call our _self'.

The Nature of Personality

In our study of personality, three distinct properties are of central importance: Personality reflects individual differences.

Personality is consistent and enduring. Personality can change.

Personality Reflects Individual Differences

- Each person has a distinct personality made up of a variety of traits; no two people are alike.

- The idea of personality is helpful since it allows us to divide consumers into different categories based on one or more characteristics.
- Consistent and enduring personality
- Marketers identify the personality qualities that affect particular consumer responses and work to appeal to these attributes in their target market.

Even though an individual‘s personality may be consistent, consumption behavior often varies considerably because of psychological, socio-cultural, and environmental factors that affect behavior.

Personality can Change

An individual‘s personality may be altered by major life events, such as the birth of a child, the death of a loved one, a divorce, or a major career change.

An individual‘s personality also changes as part of a gradual maturing process. Personality stereotypes may also change over time.

There is a prediction, for example, that a personality convergence is occurring between men and women.

Personality Perspectives

The different approaches or perspectives to personality are: Biological

Psychoanalytic Dispositional Learning Humanistic Cognitive.

3.4.2 Theories of personality (Freudian theory, Jungian theory, Neo-Freudian theory)

There are three major theories of personality we need to discuss in this lesson. They are:

Freudian theory.

Neo-Freudian personality theory. Trait theory.

Freudian Theory

Modern psychology is built on the psychoanalytic theory of personality developed by Sigmund Freud. This theory was founded on the idea that the core of human motivation and personality are unconscious wants or drives, particularly biological and sexual impulses.

Id, Superego, and Ego

The Id is the "warehouse" of primitive and irrational urges, including those for sex, hunger, and thirst, for which the person looks for instant gratification without considering the precise means of doing so. The superego is a person's internal representation of society's moral and ethical standards of behaviour.

The superego‘s role is to see that the individual satisfies needs in a socially acceptable fashion.

The superego is a kind of ―brake‖ that restrains or inhibits the impulsive forces of the id.

Ego is the individual‘s conscious control which functions as an internal monitor that attempts to balance the impulsive demands of the id and the socio-cultural

constraints of the superego. Freud emphasized that an individual‘s personality is formed as he or she passes through a number of distinct stages of infant and childhood development. These distinct stages of infant and childhood development are: oral, anal, phallic, latent, and genital stages. An adult‘s personality is determined by how well he or she deals with the crises that are experienced while passing through each of these stages.

Structure of Mind: Freud‘s Id, Ego, and Superego

As mentioned above Freud came to see personality as having three aspects, which work together to produce all of our complex behaviours: the id, the ego and the superego. As you can see, the Ego and Superego play roles in each of the conscious, subconscious, and unconscious parts of the mind. All 3 components need to be well balanced in order to have good amount of psychic energy available and to have reasonable mental health.

Freudian Theory and Product Personality

People who emphasise Freud's theories recognise that most human urges are unconscious and that most consumers are ignorant of the real motivations behind their purchases. Focusing on consumer purchases and/or consumption scenarios, these academics view these actions as an extension of the consumer's personality.

Jung's Theory of Personality

One learning style theory is based on the work of analytical psychologist Carl Jung, who developed a theory of psychological types designed to categorize people in terms of various personality patterns.

Jung‘s theory focuses on four basic psychological functions: Extraversion vs. introversion

Sensation vs. intuition Thinking vs. feeling Judging vs. perceiving

This theory later led to the development of the famous Myers-Briggs Type Indicator.

Different learning styles can be evaluated and described using these dimensions. Each of these dimensions describes a particular component of a learning style, however different learning styles may combine many of these aspects. Your preferred learning methods, for instance, might include extraverted, sensing, feeling, and perceiving.

Neo-Freudian Personality Theory

His claim that personality is largely instinctive and sexual in character was rejected by a number of Freud's peers. They suggested that the formation of social bonds is crucial for personality development. Alfred Adler placed emphasis on the individual's efforts to overcome inferiority complexes and saw human beings as wanting to achieve a variety of rational goals, which he called style of life. Harry Stack Sullivan emphasised that people constantly try to build meaningful connections with others while emphasising efforts to ease tensions.

Karen Horney concentrated on the effects of parent-child connections, particularly the desire of the individual to overcome anxiety sensations. Three personality types—compliant, assertive, and detached—were her suggestions. Compliant
individuals are those who move toward others—they desire to be loved, wanted, and appreciated. Aggressive individuals move against others— they desire to excel and win admiration. Detached individuals move away from others—they desire independence, self-sufficiency, and freedom from obligation. A personality test based on the above (the CAD) has been developed and tested. It reveals a number of tentative relationships between scores and product and brand usage patterns. It is likely that many marketers have used some of these neo-Freudian theories intuitively.

Case Study:

<u>Changing Consumer Motivation</u>

Consumers are beginning to change their views regarding moving. The motivation for consumers to move is shifting from the financial aspect to the needs of the consumer. A significant segment of the population has moved to take advantage of the low interest rates that have been available. These consumers have moved to achieve a higher quality of life without the higher monthly payment that usually accompanies it. They move because it makes financial sense to do so.

According to a survey conducted by Harris Interactive: 25% of Americans in the market for a new home cite a life change as the reason for their move. Consumers are citing retirement location, new baby, divorce, or a new job as their primary motivation for moving.

As Agents, we can find out about these people through our past clients and sphere. These people in our database hold the key to accessing a larger segment of new business.

The best way to more effectively find out about moving trends and increase referrals from our past clients and sphere is to ask more specifically. Most Agents have been trained by sales trainers to ask for referrals globally. They use techniques like "Oh, by the way" or "Do you know of anyone who needs my services?". These techniques all work slightly to generate referrals, but they are not very effective.

To really achieve the Championship level in referrals, you have to ask specifically. We have to ask our past clients and sphere about the people they know: those who are expecting a new baby, someone who has gotten a job promotion or job transfer. We must position ourselves well ahead of the transaction, not just in the transaction.

Teaching and mobilizing your past clients and sphere takes you beyond the gimmick technique referral process. You can contact and interact with the prospect at the earliest stage possible. You can become a resource when they need help making the decision, rather than just being there once the decision is made. With this approach, you provide a higher level of service to the prospect and future client.

In the survey:

18% wanted a larger home or more property. 16% want a home as an investment.

12% want to rid themselves of the conditions that come with renting. 7% want to receive the tax benefits home ownership brings.

All these key reasons the consumers are using to make their purchase can be discovered with a more in-depth relationship and in-depth questions of your sphere and past clients. We need to move beyond the surface level of our relationship with our past clients and sphere.

Finally, interest rates seem to be the secondary driving factor in moving. Focus on the primary reasons outlined above. This will ensure a strong finish to your year.

Source: ezinearticles.com

3.4.3 Trait theory (Theory of self- images; Role of self-consciousness)

The earlier qualitative metrics that are typical of Freudian and Neo-Freudian thought are significantly different from trait theory. It is primarily quantitative or empirical and concentrates on measuring personality in terms of particular psychological features. Any distinct, relatively permanent way that one person varies from another is referred to be a characteristic. More and more, specific

single-trait personality assessments are being created for use in research on consumer behaviour. Characteristics that are measured include:

Consumer innovativeness — how receptive a person is to new experiences.

Consumer materialism — the degree of the consumer‘s attachment to ―worldly possessions.‖

Consumer ethnocentrism — the consumer ‘s likelihood to accept or reject foreign- made products.

Researchers have learned to expect personality to be linked to how consumers make their choices, and to the purchase or consumption of a broad product category rather than a specific brand.

Personality & Consumer Diversity

Because this knowledge enables businesses to better understand consumers and segment and target those consumers who are likely to respond favourably to their product or service offerings, marketers are interested in studying how personality influences consumption behaviour.

Consumer Innovativeness and Related Personality Traits

Marketers need to learn everything they can about consumer innovators, or people who are likely to test new products. These entrepreneurs frequently play a key role in the success of innovative products. The ability to distinguish between consumer innovators and non-innovators has been demonstrated through personality features. the following personality qualities will be discusse:

Consumer innovativeness. Dogmatism.

Social character.

Need for uniqueness.

Optimum stimulation level.

Variety-novelty seeking. Consumer Innovativeness

How receptive are consumers to new products, new services, or new practices?

Recent consumer research indicates a positive relationship between innovative use of the Internet and buying online.

Dogmatism

Dogmatism is a personality trait that measures the degree of rigidity an individual display toward the unfamiliar and toward information that is contrary to their established beliefs. Consumers low in dogmatism are more likely to prefer innovative products to established ones. Consumers high in dogmatism are more accepting of authority- based ads for new products.

Social Character

A personality feature known as social character spans a spectrum from being internally focused to being externally focused. Inner-directed customers are innovators because they frequently rely on their own "inner" ideals or standards when assessing new goods. They also favour advertisements that emphasise the advantages of the product for the consumer. Consumers that are other-directed frequently seek guidance from others and are not innovators. They favour advertisements that highlight the social climate and social approval.

Need for Uniqueness

These people avoid conformity are the ones who seek to be unique! Optimum Stimulation Level While some people seem to favour an atmosphere packed with brand-new, intricate, and uncommon experiences, others seem to prefer a simple, uncluttered, quiet existence. People with optimal stimulation levels (OSLs) are more inclined to take chances, try new things, be creative, look for information about potential purchases, and accept new shop locations. The degree of stimulation a person

desires is directly related to how well their OSL matches their real surroundings. They typically feel satisfied if the two are equivalent. They are understimulated if they are bored, and vice versa.

Variety-Novelty Seeking

OSL and this are similar. The two main types are novelty or variety seekers. Variety seeking appears to come in a wide variety of forms, including exploratory purchase behaviour (such as switching brands to try out new, possibly better options), vicarious exploration (such as when a customer gathers information about a new or different alternative and later thinks about it or even daydreams about it), and use innovativeness (e.g., where the consumer uses an already adopted product in a new or novel way).

Use innovation, the third type of variety or novelty seeking, is especially pertinent to technology advancements. Customers who score well on variety seeking may also be drawn to brands that advertise unique or numerous uses or applications. Up to a point, marketers can profit from thinking about how to provide customers who want more product diversity more options. In the end, marketers need to strike the right balance between giving customers too few and too many options. According to the research stream under consideration, the consumer innovator has a different personality orientation from the non-innovator.

Cognitive Personality Factors

Researchers in the market are interested in how cognitive personality affects customer behaviour. Understanding certain facets of consumer behaviour has benefited from knowledge of two cognitive personality traits. They are:

Need for cognition. Visualizers versus Verbalizers. Need for Cognition

This is an indicator of how much someone enjoys or craves thinking. High NC (need for cognition) consumers are more likely to respond to the portion of an advertisement that is filled with product-related details or descriptions. Additionally, cold colours make them more receptive. Consumers with low NC are more likely to be drawn to background or ancillary elements of an advertisement. They devote more time to print content and are far better at remembering brands. Need for cognition appears to be involved in how people utilise the Internet.

Visualizers versus Verbalizers

Visualizers are consumers who prefer visual information and products that stress the visual. Verbalizers are consumers who prefer written or verbal information and products that stress the verbal. This distinction helps marketers know whether to stress visual or written elements in their ads. From Consumer Materialism to Compulsive Consumption.

Consumer Materialism

People who believe their belongings are crucial to their identity are said to be materialistic. They desire lifestyles filled with stuff, value accumulating and flaunting possessions, are self-centered and selfish, and their possessions do not make them happier.

Fixated Consumption Behaviour

Fixation on consuming or possessing something falls somewhere between materialism and compulsiveness. Fixated consumption is within the realm of typical and socially acceptable behaviour, much like materialism. The traits of fixated shoppers are - 1. A strong, perhaps even "passionate," interest in a specific item or product area. 2. A readiness to take significant measures to obtain additional examples of the target object or product category. 3. The expenditure of a sizeable quantity of free time and money on the hunt for the thing or thing. Many collectors or enthusiasts fit the description of the obsessed consumer in this article (e.g., coin, stamp, antique collectors, vintage wristwatch, or fountain pen collectors).

Compulsive Consumption Behaviour

Compulsive consumption is in the realm of abnormal behaviour. Consumers who are compulsive have an addiction; in some respects, they are out of control, and their actions may have damaging consequences to them and those around them.

Brand Personality

Consumers seem to have a tendency to attribute various descriptory "personality- like" attributes or characteristics—the building blocks of brand personalities—to diverse brands across a broad range of product categories. The personality of a brand can either be symbolic (such as "the athlete in all of us") or utilitarian (such as "provides safety").

Brand Personification

A brand personification transforms consumers' perceptions of a product's or service's characteristics into a "humanlike character." It appears that consumers can convey their inner thoughts about goods or companies by associating them with well-known individuals. Important marketing duties include figuring out the consumer's present brand-personality connection or developing one for new products. In addition to fifteen personality facets that stem from the five defining dimensions of a brand's personality (such as "down-to-earth," "daring," "reliable," "upper class," and "outdoors"), there are five defining dimensions of a brand's personality: "sincerity," "excitement," "competence," "sophistication," and "ruggedness.".

Personality and Colour

Customers also frequently link certain colours to certain personality traits. In certain instances, numerous goods, even brands, relate certain hues to certain personalities. Blue seems to particularly appeal to male shoppers. Black is typically connected with "sophistication," while yellow is often associated with "novelty." Bright colour combinations, including red, yellow, and blue, are frequently used in fast-food businesses' exterior and interior advertising. These colours have come to stand for quick service and economical cuisine. Great dining establishments, on the other hand, frequently represent fine, slow service by using sophisticated colours

like grey, white, tan, or other soft, pale, or muted hues. Customers' preferences for different colours can vary between nations.

Self and Self-image Theory of self-image

Self-images, or "perceptions of self," are strongly correlated with personality because people frequently purchase goods and services from businesses whose branding or "personalities" closely mirror their own. Consumer behaviour researchers study ideas like one or more selves, self-image, and the idea of the extended self.

The Makeup of the Self-Image

A person has a self-image of him/herself as a certain kind of person.

Each person has a distinct sense of who they are as a result of their upbringing and life experiences. For consumers, products and brands have symbolic significance because they are compared to their own personal images or portraits of themselves. Products tend to reflect some people's self-images while other products look completely foreign.

Four aspects of self-image are:

Actual self-image—how consumers see themselves.
Ideal self-image—how consumers would like to see themselves.
Social self-image—how consumers feel others see them.
Ideal social self-image—how consumers would like others to see them.

Some marketers have identified a fifth and sixth self-image.

Expected self-image—how consumers expect to see themselves at some specified future time. ―Ought-to‖ self—traits or characteristics that an individual believes it is his or her duty or obligation to possess. In different contexts consumers might select different self-images to guide behaviour. The concept of self-image has strategic implications for marketers.
Marketers can segment their markets on the basis of relevant consumer self- images and then position their products or stores as symbols for such self-images.

The Extended Self
It is possible to discern how consumers' goods "confirm" or "expand" their self- images. According to what was just said, valuable items might be linked to a lot of human feeling. Numerous possibilities exist for possessions to expand the self: Actually, by enabling the individual to carry out tasks that would otherwise be extremely challenging or impossible (e.g., problem-solving by using a computer). Making individuals feel better or "larger" symbolically (e.g., receiving an employee award for excellence). by bestowing rank or status (e.g., status among collectors of rare works of art because of the ownership of a particular masterpiece). Giving young family members cherished items in exchange for feelings of immortality (which may also lengthen the recipients' "selves").
By endowing with magical powers (e.g., a cameo pin inherited from one‘s aunt might be perceived as a magic amulet bestowing luck when it is worn).

Psychographics, Values and Lifestyles
The market is divided into segments based on social class, way of life, and personality traits through psychographic segmentation. It is predicated on the idea that a person's choices in brands and products would reflect their personality and lifestyle choices. Examples of psychographic elements that are applied to market segmentation include the following:
The most common variable in study is social class, which uses a socioeconomic scale to split the population into different categories.

Self-conscious Role

Emotions of self-consciousness are those that are influenced by how we see ourselves and how we believe others see us. Among these are feelings of pride, anger, and embarrassment.

Self-consciousness and self-awareness can occasionally be positive indicators of emotional development. They can aid in your integration and ability to contribute to a group. It's common to view feeling bad after saying something harmful as displaying excellent character. Remorse following a mistake may aid in mending relationships. Both positive and negative self-conscious emotions can be effective and healthy motivators.

Extremely unhealthy feelings might result from excessive self-consciousness. They might make symptoms of disorders including borderline personality disorder, anxiety, or depression worse. They may also result in social anxiety and loneliness.

3.5 Unit End Questions

A. Descriptive Question Long Answer Questions

1. State the concept of Ego and Superego. How can these influence product choices?
2. What Murray's list of psychogenic needs?
3. Explain the theories of personality?
4. Explain Maslow need of hierarchy.
5. Explain Theory of Freudian Theory?

Short Answer Questions

1. Explain the meaning of motive.
2. Explain Importance of personality.
3. Write note on arousal of motives.
4. Motivation is dynamic in nature. Discuss.
5. What do you mean by Dogmatism?

B. Multiple Choice Questions

1. Middle-class buyers tend to choose products that are
   - a) Purchase at a store that offers whole sale prices.
   - b) Buy what is in style.
   - c) Only invest in brands that are offered at reasonable pricing.
   - d) Research the marketplace and choose the top products at the best pricing.

2. _refers to the buying behaviours of final consumers.
   a) Consumer buyer behaviour
   b) Target market buying
   c) Market segment buying
   d) Business buying behaviour

3. _ is individuals and households who buy goods and services for personal consumption.
   a) The target markets
   b) A market segments
   c) The consumer markets
   d) The ethnographic Market

4. It can be challenging to understand consumer purchasing patterns. The consumer's mind frequently has the answers. The main concern for marketers is:
   a) How much cash is the customer willing to part with?
   b) To what extent does the customer require the item that is being sold?
   c) How much does the purchase rate change as a result of a discount or coupon?
   d) How do customers react to different marketing strategies the business may employ?

5. The has typically served as the family's primary buyer, even though positions in the family are continuously shifting:
   a) Wife
   b) Husband
   c) Teenage Children
   d) Grandparent

Answers : 1-b, 2-a, 3-c, 4-d, 5-a.

3.6 REFERENCES

Reference Books

- Schiffman, L. G., & Kanuk, L. L. (2019). Consumer Behavior. Pearson.
- Solomon, M. R., White, K., Dahl, D. W., & Zaichkowsky, J. L. (2014). Consumer Behavior: Buying, Having, and Being. Pearson.
- Foxall, G. R. (2014). Consumer Behaviour: A Practical Guide. Routledge.
- Wells, W. D., & Prensky, D. (2018). Consumer Behavior. John Wiley & Sons.

- Hawkins, D. I., Best, R. J., & Coney, K. A. (2009). Consumer Behavior: Building Marketing Strategy. McGraw-Hill/Irwin.

Websites

1. **Psychestudy.** (n.d.). Motivation and Motivation Theory. https://www.psychestudy.com/general/motivation
2. **Verywell Mind.** (2021). Theories of Motivation: Why We Do the Things We Do. https://www.verywellmind.com/theories-of-motivation-2795720
3. **Simply Psychology.** (n.d.). Maslow's Hierarchy of Needs. https://www.simplypsychology.org/maslow.html
4. **Verywell Mind.** (2021). Freud's Theory of Psychosexual Development. https://www.verywellmind.com/freuds-stages-of-psychosexual-development- 2795955
5. **Simply Psychology.** (n.d.). Trait Theories of Personality. https://www.simplypsychology.org/personality-theories.html

Certificate/Diploma Course in

Retail and Sales Management

DRS4–Consumer Behaviour

Unit -I – Introduction to Consumer Behaviour

STRUCTURE

4.0 Learning Objectives

After studying this unit, you will be able to:

- To discuss various methods and Techniques of Consumer research
- Understand Reliability and validity.
- Discuss Personality, Psychographics, Family, Society, Values of Perception
- Explain Attitude and Lifestyles
- Discuss different Modes of Consumer Behavior
- Analyse Learning, Psychoanalytical, Sociological, Howard Shett, Nicosia, Webster and Wind.
- Understand Engel, Blackwell and Minard models

4.1 INTRODUCTION

Marketing-related research might be either quantitative or qualitative. The goal of quantitative marketing research is to statistically track the behaviour of different marketing elements.

It is an effort to identify the customer profile pertinent to the marketing issue under investigation. It looks for answers to what questions? How? The amount? Where? How soon? A customer purchases a good or service.

Consumers' aware minds are being questioned. Contrarily, qualitative marketing research seeks to identify the reasons behind a consumer's actions. It responds to the question, "Why?" by investigating the subconscious and unconscious aspects of a situation. It identifies the root causes and driving forces behind certain customer behaviour. It is more commonly referred to as "motivation research," which is a significant type of consumer research.

Direct questioning, quantitative data collecting, and consequently mathematical analysis are increasingly common in quantitative research. Contrarily, qualitative research favours psychological tools and procedures for assessing customer behaviour.

4.2 Various methods and Techniques of Consumer research

The most common methods and techniques used in marketing research are:

1. Survey.
2. Observation
3. Experimentation.
4. In-depth interviews and
5. Projective techniques.

The first three are methods while the last two are the techniques.

Methods:

1. Survey Method

All techniques for gathering information through questioning respondents are referred to as survey methods. As a result, this approach is sometimes referred to as the "questionnaire method."

Survey methods are described as "the systematic collection of data from respondents for the purpose of understanding and/or predicting some aspects of behaviour of the population of interest" by Professors Tull D.S. and Hawkins D.I.

Both quantitative and qualitative research frequently uses surveys. After making a decision regarding the sampling, a questionnaire is created, and the respondents are contacted to provide their responses. Interviewing is the name given to this method of obtaining information.

Such interviews are more direct in questionnaire research because the respondent is aware of the study's goal and the questions' respective replies. Conversely, interviewing is more indirect in qualitative research because the respondent is unaware of the study's goal yet nevertheless provides answers.

Two significant factors affect the effectiveness of a survey method:

1. Wording of questionnaire must be such that desired information can be obtained accurately and un biasedly.
2. Ability and willingness of the respondent to give accurate and unbiased information. There are three major methods of conducting a survey the ways to reach the respondents for getting the desired research information.

These are:

A. Personal Interview

B. Mail Interview and

C. Telephone Interview.

A. Personal Interview:

The communication method known as a personal interview involves the establishment of face-to-face contact between the investigator and the respondent. It is the conversation prepared to find out the respondent's opinions on the subject the interviewer is interested in.

This approach involves the investigator physically delivering the questionnaire to the respondent at their home or workplace. He builds a strong relationship with the responder by taking an active role in the interview and inspires them to provide complete and accurate answers to all of the questions.

Merits:

1. It is a superior method:

Personal interview method is superior to mail and telephone interview methods because, it has two special features of its own.

These are:

(i) Answer is not only on asking,

(ii) Personal observation.

That is why, this method is widely used.

2. Maximum information is sought:

Maximum and accurate information can be elicited by the investigator because, he can explain each question in person and this enables the respondent to answer the questions only after understanding. So, no question is left unanswered.

3 Regulation of interview:

In personal interview, the investigator being an active participant can control the interview to his advantage and to the convenience of the respondent by directing, guiding and supervising the respondent. It is he who matches to the needs and moods of the respondents.

Demerits:

1. It is expensive:

This method works out costly because of varieties of expenses incurred on sampling, questionnaire, interviewing, recruiting training and controlling investigators, paying for their services. Above all the time lost is too much. That is 35 per cent to 45 per cent extra time is to be provided for arriving at the total time spent.

2. More administrative problems:

Personal interview method involves more administrative problems because of wider organizational paraphernalia, selection, training and control of personnel both research and non-research. The greatest problem is that of chasing of widely scattered investigating staff.

3. Biased information:

The investigators may not get accurate and unbiased information though it is possible to get maximum information.It is likely to be biased as the investigator plays more active role in explaining the questions; he may get answers only to the key questions and the rest he may manage as per his sweet will caprice.

A. Mail Interview Method:

As the title suggests, the respondents are contacted through post. There is no face to face contact between the investigator and the respondent. The questionnaire is sent to the mailing address of the respondent with a request to fill in and return back.

Since there would be no face-to-face interaction, much care must be used when drafting the questionnaire. The questions asked must have an immediate Yes/No response. The covering letter should be properly written to encourage the responder to answer all the questions and send the duly completed questionnaire back to the researcher.

The investigator is responsible for covering the cost of return postage. Some companies include a gift or a monetary payment as compensation for their trouble in supplying the necessary details. It is more of a gesture of kindness.

Merits:

1. **Exact and thorough information:**

The researcher can reach the greatest number of people while seated in his office. It is effective in terms of the amount of time, space, and distance covered. As responses are provided at the respondent's convenience, the information provided is likely to be objective, thorough, and accurate.

2. **It is cost-effective:**

Unlike a personal interview, substantial expenditures associated with travel and employees are completely eliminated. As a result, there is what is referred to as "user surplus." The prices are low because of the extensive coverage.

3. **Greater objectivity:**

The fact that the questionnaires are sent out for standardisation and self- administration enables uniformity of interviews and increases the comparability of the data collected makes this approach of data collecting more objective. Because the interviewer is not there, the report is impartial.

Demerits:

1. **Possibility of poor response:**

The greatest draw-back of this method is poor response to the questions asked and the persons responding. There is no guarantee that all the respondents will answer all the questions. Further, it is not compulsory to answer the questionnaire.

2. **It is time consuming:**

The researcher won't be able to finish his research on the scheduled timeline. Even though he specifies a deadline for responses, he has the terrible experience of having questionnaires reach him just beyond the deadline. It diminishes the importance of the time dimension of inquiry.

3. **Incomplete and inaccurate data:**

There is no personal enforcement to respond to such a question because there isn't an investigator present. It's possible that the respondent's friends and family will answer the inquiry on their behalf.

Information about his age, salary, education, marital status, and other factors won't be correct.

This incorrect information results in incorrect inferences.

Telephone Interview:

The researcher establishes contact over the phone when using the telephone interview approach. The questionnaire cannot be lengthy like in the case of the first two methods, therefore the researcher will need to be selective and careful while constructing it. It must be direct, uncomplicated, concise, and non-confidential. Building a strong relationship with the respondents during a phone interview is crucial to getting a satisfactory response from him.

Merits:

1. It is cost-effective:

It is the quickest technique of data collection, allowing for the acquisition of current information over the phone without wasting time simply sitting in an office. There are no additional costs associated with the survey, sampling, inquiry, or office. Calls made are the only expense. With unlimited calls placed, the cost per call drops.

2. Unbiased Data:

Respondents are typically more candid on the phone than in person. Family and friends cannot influence them because telephone conversations are regarded as private matters. If necessary, the facts learned throughout the investigation can be written down and validated.

3. Best method to elicit information from specific group:

Getting personal appointments can be quite challenging for individuals who belong to higher socioeconomic strata. Professionals including doctors, lawyers, consultants, businessmen, architects, CEOs, teachers, and others frequently experience this.

In certain situations, a phone call can be treated with greater respect than a doorbell. As long as the interview period is brief, these busy people participate. Additionally, because they understand what research is, these folks are more cooperative.

Demerits:

1. Its applicability is constrained by the number of encounters it can have with responders. Although telephone interviews are becoming more popular in western Countries due to their widespread coverage, they are extremely discouraging in countries like ours where coverage is only 15% of the population overall, compared to 85% in developed countries. Additionally, not all phones function properly at all times.

2. The possibility of receiving no response: Even if the interviewer assumes the responder has access to a telephone, there is no assurance that they will respond. Saying "no" over the phone is more convenient and easier than it is in person. The caller may frequently just hang up without providing any relevant information.

3. The respondent cannot be closely observed during a telephone interview, unlike a personal interview, which does allow for this. There are no behavioural gestures like smiles, winks, frowns, raised eyebrows, or the like. Once more, visual aids are useless. This remains a constraint unless a vision phone option is made available.

2. Observation Method

In order to observe anything, you must view it or take note of it. A human or a machine is placed in a position of observation to watch and record what is happening.

In this case, the observer does not question the respondent but instead watches his or her activities or behaviour without alerting the respondent to the fact that they are being watched. The investigator will frequently arrive at this conclusion without having asked the questions that other techniques have failed to yield answers for.

Observation is mostly done by human-beings as it is more comprehensive though less accurate, less convenient and uneconomical. Of late, mechanical or electronic devices are used on the grounds of accuracy, economy and convenience, though of limited applicability.

These mechanical devices are traffic counting machines, hidden cameras, audio- meters, eye-cameras, pupilometers, tachistoscopes, psycho-galvanometers and so on. Observation method is commonly and more fruitfully used both in

quantitative and qualitative research.This method is more objective and accurate than survey method as it eliminates human element uncontrolled.

The limitations of observation method are:

1. The information that is sought by the observer may not be sufficient as he can observe only the overt behavior.
2. It is much costlier than the survey method itself. Further, the experts have not been able to develop alternative method of observation nor they have been fully utilized. The techniques developed so far need further refinement for their perfect and fuller use.

3. Experimental Method

Experimental method of research is the procedure of carrying out the best possible solution to a given problem on a small scale. The aim is to determine whether the tentative conclusions reached can be proved in actual conditions.

The actual conditions are ever changing and cannot be controlled by the researcher.
However, continuous experimentation in differing conditions, it may be possible to isolate the effect of these differing conditions. Professor Tull D.S. and Hawking D.I. have defined this method as ―the deliberate manipulation of one or more variables by the experimenter in such a way that its effect upon one or other variables can be measured.
An experimenter in the marketing field might be interested in determining the impact of changes to a product's price, brand name, packaging, colour, or other aspects on sales. Test marketing is the practise of doing such a thing.
The results of test marketing can be used as the foundation for changing the product mix because they establish the cause and effect relationships. Take the example of colour. If the experimenter wants to know which of the two suggested toilet soap colours is better, he must respond that pink and yellow with matching coloured containers are ideal.
He would choose five well-known stores spread out around the state, giving the two bundles similar exposure. He would note the actual sales for each colour in each of the five locations and would assume that colour had the highest sales across all of the stores. Let's assume that pink has an advantage, in this case it is a sign for him to choose more pink than yellow.
The benefit of experimenting is that it aids in the development of theories as well as the resolution of marketing issues because it mimics the real world. In reality, decision-makers heavily rely on it since it enables them to identify the root causes of obstacles or problems so that they can take marketing steps to close the gap.

However, its limitations are:

(a) It is costlier method both for researchers and non-researchers.

(b) The findings may not remain for a very long time because, the researcher will not be able to control the dynamics of changing consumer needs.

In our case, observed people may not like pink colour. By the time the firm goes in for larger production of pink cakes, they may prefer yellow or white or even light green.

3. Depth interviews

A depth interview is a method for gathering responses from respondents in a free- flowing, relaxed environment. It is an unstructured research method or interview style. The interview is non-directive, and the respondent is encouraged to speak rather than just answering "yes" or "no" to a particular question.
The fact that the respondents are unaware they are being questioned allows them to speak freely and expose themselves without fear of judgement, disagreement, or reprimand.
Asking leading questions to encourage a free and open discussion of the subject at hand without

using a predetermined list of questions is improper or beneath the consumer surface during an interview. It is referred to as a depth interview because the researcher establishes their findings by examining the subject's unconscious thoughts, needs, conflicts, fears, motivations, attitudes, and taboos.

The typical group size ranges from 5 to 45 people. The interview might or might not be recorded on tape. Typically, it lasts between one and three hours. The success of a depth interview is entirely dependent on the competency or standard of the interviewer because it is unstructured and undirected. The most important factor is his capacity to compel the respondent to open up to his questions.

The brighter side of depth interview is that it helps in uncovering the human pre- dispositions having far reaching impact on his research problem.

The variety and the volume of the information sought are really substantial. This information reduces the level of uncertainty in decision making.

But here are the limitations:

(A) Neither it is feasible to find interviewers who are truly competent for nothing, let alone that their knowledge is objective.

(b) It takes a lot of time, making it very challenging to keep a respondent for an extended period of time.

(c) The respondent might not always be as forthcoming as the researcher would like. Except for the taboos, you can discover anything about his inner being.

Projective techniques

Projective tests are the tests conducted wherein the respondents are encouraged to project their feelings, attitudes, impressions, motives, reactions and the like to a third person or an object. It is that technique which involves stimulating the interviewee to project himself or herself in an artificial or ambiguous situation. Here, the inner feelings are made to reveal.

If you ask a respondent as to why he has not yet bought a colour television set, he may say that he is waiting for a particular latest model. However, the real reason may be his financial difficulty. This hidden feeling or cause is unearthed by the projective techniques.

The most commonly administered tests of this kind are:

1. Word Association Test
2. Sentence Completion Test
3. Thematic Appreciation Test and
4. Paired Picture Test

4.3 Reliability AND VALIDITY

These deal with measuring and error-related topics. While reliability addresses random error, validity addresses systematic error.

1.0 Reliability Personality, Psychographics, Family, Society, Values of Perception Reliability is defined as the degree to which a measurement is error-free and provides consistent results over time. There are three approaches to evaluate reliability:

Test - Retest Reliability

The measurement procedure is repeated in this instance using the same device and people. Differences are attributed to random error rather than flaws in the testing instrument because the measurement device and the patients are the same.

There are three potential problems:

- Individuals exposed to the survey or measurement instrument once may be impacted during the second survey.
- Changes in environment / external factors and personal factors could impact responses.
- Locating same subjects can be difficult.

Equivalent Form Reliability

Here, a second measurement tool that is equivalent to the first is built and used on the same subjects.

There are three potential problems:

- Difficult to create a second survey using different questions which will produce same results.
- Changes in environment / external factors and personal factors could impact responses.
- Locating same subjects can be difficult.

Internal Consistency Reliability

The usage of internal consistency reliability is more common than the use of test-retest or equivalent form methodologies. It entails employing a single measuring device while evaluating its accuracy using various samples or products from each scale. This avoids issues that may arise when a survey instrument is used a second time.

There are multiple approaches:

- After giving the test respondents the survey, divide them into two groups at random. Scores from each group will be highly correlated if the tool is credible.

● Scales having several measures are employed using the split-half approach. Items are divided into two categories at random. There is a strong association between the two groups of questions or sets of questions when the items assess the same construct.

● The most popular method is Cronbach's Alpha, which produces a reliability coefficient for all possible combinations of a set of items within a scale. A higher score signifies reliability in the measure. A major advantage of the Cronbach ‗s alpha procedure is that if one of the items within the construct is not a good measure, it will have a low correlation with the other items. This item can then be discarded and the construct retested for reliability.

● The challenge is that reliability is measured with just one exposure. There is no guarantee that the same results will occur with a different set of subjects or instrument used at a future point of time

Validity

Refers to a measurement scale's capacity to measure what it claims to measure and its degree of freedom from systematic and random error.

A measurement needs to be reliable to be valid, but not the opposite. There are four ways to evaluate validity:

● Face validity is present when it is the opinion of the researcher or experts that an instrument measures what it is intended to measure. It is the weakest form of validity since it is the subjective opinion of the individual designing the instrument or of other experts in marketing research.

● In content validity researchers use a systematic process to assess the adequacy of the items used to measure a concept or construct.

The steps are:

a. Literature Review

b. Discussion with Panel of Experts,

c. Pre-test the instrument using all items identified in the first two steps, and

d. Scale reduction through data analysis.

● Predictive validity assesses how well a measurement can predict future actions or behavior.

● Construct Validity is the most difficult to achieve and exists more in theory than it does in actual practice with marketing research companies. Construct validity assesses how well the measurement captures the construct or concept under consideration and how well it logically connects to underlying theories. In addition to the measuring instrument capturing the construct it is supposed to measure, it also must be based on theories that are accepted by research experts.

4.4 Personality, Psychographics, Family, Society, Values of Perception

Personal Factors affecting Consumer Behavior

Understanding consumer behaviour helps us comprehend their spending habits and purchasing trends. Not all consumers would like purchasing comparable goods.
Consumer behaviour examines why people buy certain goods and services and why they don't. Personal factors significantly influence the purchasing decisions of consumers.

Occupation

The occupation of an individual plays a significant role in influencing his/her buying decision. An individual's nature of job has a direct influence on the products and brands he picks for himself/herself.
Consumer purchasing behaviour is also influenced by age and the human life cycle. Teenagers are more likely to purchase items in vivid and loud colours than middle-aged or elderly people, who would favour classy and understated styles.
Spending lavishly on things like beer, bikes, music, clothes, parties, clubs, and so on is preferred by bachelors. Young singles are unlikely to be interested in purchasing a home, a piece of property, insurance, gold, etc. On the other hand, a person with a family would be more interested in purchasing anything that would help his family and guarantee their future.

Economic Condition.

The buying tendency of an individual is directly proportional to his income/earnings per month. How much an individual brings home decides how much he spends and on which products?
Individuals with high income would buy expensive and premium products as compared to individuals from middle- and lower-income group who would spend mostly on necessary items. You would hardly find an individual from a low-income group spending money on designer clothes and watches. He would be more interested in buying grocery items or products necessary for his survival.

Lifestyle

Alfred Adler, an Austrian psychologist, used the term "lifestyle" in 1929 to describe how a person interacts with society. While some people don't really care about brands, for others it is quite vital to wear branded clothing. A resident in a wealthy neighbourhood must keep up his status and reputation. A person's lifestyle has to do with his or her appearance, attitude, perception, social connections, and immediate environment.

Personality

The personality of a person has an impact on his purchasing habits. Every person has unique personality qualities that are reflected in their purchasing behaviours. For example, a fitness freak would always hunt for fitness equipment, whereas a music enthusiast would gladly spend money on musical instruments, CDs, concerts, musical shows, etc.

There are three different processes which lead to difference in perception:

- Selective attention is the method by which people pay attention to information that is relevant to them or their close family members. A person gets exposed to many commercials, billboards, hoardings, etc. in a single day, but he is only interested in those that would be of any use to him. Information that is not current would not be of interest to him.
- Consumers frequently receive information in a way that is consistent with their preexisting ideas and attitudes (selective distortion).
- **Selective Retention -** Consumers remember information which would be useful to them, rest all they forget in due course of time. Michael wanted to purchase a watch for his wife and thus he remembered the RADO advertisement which he had seen several days ago.

2. Learning:

Learning comes only through experience. An individual comes to know about a product and service only after he/she uses the same. An individual who is satisfied with a particular product/service will show a strong inclination towards buying the same product again.

3. Beliefs and Attitude

Beliefs and attitude play an essential role in influencing the buying decision of consumers. Individuals create a certain image of every product or service available in the market. Every brand has an image attached to it, also called its brand image.

Consumers purchase products/services based on their opinions which they form towards a particular product or service. A product might be really good but if the consumer feels it is useless, he would never buy it.

Role of Family in Consumer Behavior

No two individuals have same buying preferences. The buying tendencies of individuals vary as per their age, need, income, lifestyle, geographical location, willingness to spend, family status and so on. **An individual's immediate family members play an essential role in influencing his/her buying behavior**.

Individual tends to discuss with his immediate family members before purchasing a particular product or service. Family members might support an individual's decision to buy a particular product, stop him for purchasing it or suggest few other options.

Family comprises of: Parents Siblings Spouse GrandparentsRelatives (Cousins/Aunts, Uncls etc.)

An individual's culture is formed by what they ingest from their parents. The importance of parents on a person's purchasing decisions cannot be understated, especially in nations like India where children are expected to live with their parents until they get married. His habit, or more accurately, lifestyle, is shaped by what he witnessed as a child. An traditional woman would like saris and salwar suits over western clothing or short dresses. In India, parents anticipate that their kids would dress nicely and colourfully for weddings, festivals, and other momentous occasions. Even if kids would like to purchase something else, their parents would always encourage them to purchase traditional clothing, influencing their purchasing choice.

When a person gets married, his or her spouse significantly affects his purchasing choices. In most homes, the wife goes shopping with her husband, whether it's for groceries, furniture, appliances for the house, cars, etc. Before making any significant purchases, a person would always consult with his or her partner. After marriage, people typically choose to spend money on their partner or family rather than on themselves.

A young bachelor would not mind spending money on booze, going to casinos, or attending nightclubs, but once he has a wife at home, he would prefer to spend money on housework and essentials. No bachelor like investing money in mutual funds, insurance, or other types of investments, but once married, purchasing an investment plan becomes his top priority. While men prefer to spend money on technology, cars, bikes, alcohol, etc., women typically choose to purchase toiletries, perfumes, clothing, home goods, furniture, and food products. When they gather together, despite having varied likes, they decide together what to buy and what not to buy.

A Bachelor would never purchase Women _s Horlicks or Kellogg _s K special or a female perfume but when he has a wife at home; he would love to purchase them for his wife. A young girl who has never purchased shaving creams or men
_s perfume all through her life for herself would not mind purchasing for her husband, father or father in law. A working woman would have different needs as compared to a housewife. A woman who goes to office would prompt her husband to buy formal trouser and shirt, office bag, make up products etc. for her while a house wife would not like spending on all these as she does not require an office bag and soon.

Children also influence the buying decisions of individuals. An individual spends happily on toys, candies, ice creams, chocolates. sweets when he has children at home. Children in the

family prompt their parents to subscribe to Disney Channel, Cartoon network and soon.
Individuals do not mind spending on medicines, health supplements, vitamin tablets, protein drinks if they have ailing parents at home

Social Factors affecting Consumer Behavior

Consumer Behavior is an effort to study and understand the buying tendencies of consumers for their end use.

Social factors play an essential role in influencing the buying decisions of consumers. Human beings are social animals. We need people around to talk to and discuss various issues to reach to better solutions and ideas. We all live in a society and it is really important for individuals to adhere to the laws and regulations of society.

Social Factors influencing consumer buying decision can be classified as under: Reference Groups

Immediate Family Members

Relatives

Role in theSociety Status in the society Reference Groups

Every individual has some people around who influence him/her in any way. Reference groups comprise of people that individuals compare themselves with. Every individual knows some people in the society who become their idols in due course oftime.

Coworkers, family members, relatives, neighbors, friends, seniors at workplace often form reference groups.

Reference groups are generally of two types:

Primary Group - consists of individuals one interacts with on a regular basis. Primary groups include:

Friends Family Members

Relatives Co Workers

All the above influence the buying decisions of consumers due to following reasons: They have used the product or brand earlier.

They know what the product is all about. They have complete knowledge about the features and specifications of the product.

Tim wanted to purchase a laptop for himself. He went to the nearby store and purchased a Dell Laptop. The reason why he purchased a Dell Laptop was because all his friends were using the same model and were quite satisfied with the product. **We tend to pick up products our friends recommend**.

A married individual would show strong inclination towards buying products which would benefit not only him but also his family members as compared to a bachelor. **Family plays an important role in influencing the buying decisions of individuals**.

A consumer who has a wife and child at home would buy for them rather than spending on himself. An individual entering into marriage would be more interested in buying a house, car, household items, furniture and so on. When an individual gets married and starts a family, most of his buying decisions are taken by the entire family.

Every individual goes through the following stages and shows a different buying need in each stage:

Bachelorhood: Purchases Alcohol, Beer, Bike, Mobile Handsets (Spends Lavishly)

Newly Married: Tend to purchase a new house, car, household furnishings. (Spends sensibly)

Family with Children: Purchases products to secure his as well as his family _s future.

Empty nest (Children getting married)/Retirement/Old Age: Medicines, Health Products, and Necessary Items.

A Ford Car in the neighborhood would prompt three more families to buy the same model.

b. **Secondary Groups -** Secondary groups share indirect relationship with the consumer. These groups are more formal and individuals do not interact with them on a regular basis, Example - Religious Associations, Political Parties, Clubs etc.

Role in the Society

Each individual plays a dual role in the society depending on the group he belongs to. An individual working as Chief Executive Officer with a reputed firm is also someone _s husband and father at home. The buying tendency of individuals depends on the role he plays in the society.

Social Status

An individual from an upper middle class would spend on luxurious items whereas an individual from middle to lower income group would buy items required for his/her survival.

4.5 Attitude and Lifestyles

An expression of fondness or disapproval toward a person, place, thing, or event is known as an attitude (the attitude object). Gordon Allportonce, a well-known psychologist, identified attitudes as the most distinctive and crucial idea in modern social psychology. ―Consumers' purchasing decisions are recognised to be influenced by attitude, a psychological factor. Perception, learning, personality, and way of life are further factors.

An attitude typically includes a favourable or unfavourable assessment of someone, anything, any event, any activity, any idea, or anything else in the environment. People can also have conflicted or ambivalent feelings regarding an object, which means they may occasionally exhibit both positive and negative feelings toward the same thing.

Attitudes can be difficult to measure because attitudes are a hypothetical construct that cannot be observed directly. Attempted measures may include the use of physiological cues like facial expressions, vocal changes, and other body rate measures. For instance, fear is associated with raised eyebrows, increased heart rate and increase body tension.

Attitudes can be changed through persuasion in response to communication.

Experimental researches into the factors that can affect the persuasiveness of a message include:

Target Characteristics: These are traits that describe the recipient and message processor. Intelligent individuals appear to be less susceptible to being convinced by biassed messaging, which is one of these traits. Self-esteem is another factor in this category that has been researched.

Source Characteristics: Expertise, dependability, and interpersonal allure or attractiveness are the three main source attributes. It has been discovered that a significant factor in this situation is perceived message credibility; if one reads a piece regarding health and thinks it originated from a reputable medical magazine, they could be more likely to trust it than if they think it came from a widely read newspaper.

Characteristics of the Message: Persuasion is influenced by the message's characteristics. To assist shift perceptions, it can occasionally be helpful to provide both sides of a narrative. Simply the number of reasons offered in a persuasive communication will affect attitude change when people are not motivated to comprehend the message, with more arguments leading to larger attitude change.

Cognitive Routes: To influence someone's attitude, a message may make use of that person's cognitive appraisal. The individual is motivated to analyse the evidence and come to an attitude-changing conclusion after being presented with the information via the central route to persuasion. The person is urged to look at the source rather than the content when taking the sideways path to changing their mindset.

Lifestyle

In consumer marketing, lifestyle is considered a psychological variable known to influence the buyer decision process for consumers.

Lifestyle is also referred to as a buyer characteristic in the Black Box Model, which shows the interaction of stimuli, consumer characteristics, decision process, and consumer responses.

The Black Box Model considers the buyer _s response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem.

The Black Box Model is related to the Black Box Theory of Behaviorism, where the focus is not set on the processes inside a consumer, but the relation between the stimuli and the response of the consumer.

Buyer Decision Process: the decision-making processes undertaken by consumers in regard to a potential market transaction before, during, and after the purchase of a product or service.

Black Box Model: shows the interaction of stimuli, consumer characteristics, and decision process and consumer responses.

Lifestyle can be broadly defined as the way a person lives. In sociology, a lifestyle typically reflects an individual _s attitudes, values, or world view. A lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity.

Television and Obesity: Lifestyle choices, like increasing sedentary behaviors, can lead to obesity. Not all aspects of a lifestyle are voluntary. However, in consumer marketing, lifestyle is considered a psychological variable known to influence the buyer decision process of consumers. Lifestyle is also referred to as a buyer characteristic in the Black Box Model, which shows the interaction of stimuli, consumer characteristics, decision process, and consumer responses. The Black Box Model is related to the Black Box Theory of Behaviorism, where the focus is set not on the processes *inside* a consumer, but the *relation* between the stimuli and the response of the consumer

According to this idea, whereas environmental stimuli are dependent on a society's economic, political, and cultural circumstances, marketing stimuli (product, price, site, and promotion) are planned and processed by businesses. The buyer's "black box" is made up of the buyer's characteristics, such as attitudes, motivations, perceptions, lifestyles, personalities, and knowledge, as well as the decision- making process, such as problem recognition, information research, alternative evaluation, purchase decision, and post-purchase behaviour (e.g., product choice, brand choice, dealer choice, purchase timing, and purchase amount The Black Box Model assumes that the customer has acknowledged the issue and that their answer is the product of a purposeful, logical decision-making process. However, in practise, a lot of choices aren't made with a clear mind.

4.6 DIFFERENT MODES OF CONSUMER BEHAVIOR

There are many factors which influence the decision-making of consumers. There are various consumers models which help in the understanding of consumer behavior. These are listed below:

1. Economic Model
2. Psychological Model
3. Pavlovian Model
4. Input, Process Output Model—Gandhi: Philip Kotler
5. Sociological Model
6. Howarth Sheth Model

7. Engel-Blackwell-Kollat Model

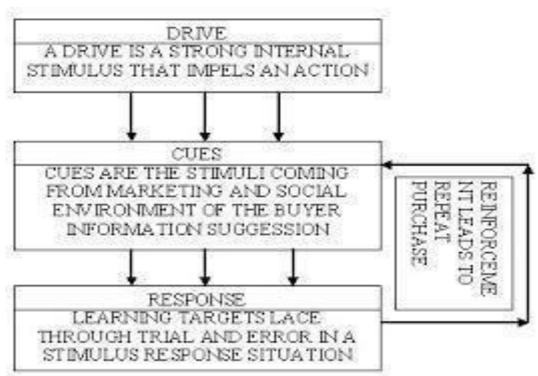
8. Model of Family Decision-making

9. Nicosia Model

10. A Model of Industrial Buying Behaviour

4.7 Learning, Psychoanalytical, Sociological, Howard Shett, Nicosia, Webster and Wind

This theory relies on a person's capacity for leaving, forgetting, and discrimination. There are three stages of learning, namely: Drive is a potent internal stimulation that motivates behaviour. It turns into a motive when it is aimed at a drive- reducing item. Thus, a desire or need propels someone to do action in order to state that need. The goals in this case are the stimuli that the drives Cues are flimsy signals.



Cues determine when the buyer will respond. Say, we have cues such as a product advertisement relevant to the situation and existing in our environment. Response is the final stage which is needed to fulfill the drive or as a need which was acting as a strong stimulus. Thus, the thirst, can be quenched by an ad. These sequential components of learning link stimulus cue and response finally resulting in a habit. In marketing, it is better known as a learning brand loyalty brand images and store patronage. Repeated reinforcement leads to a habit formation and the decision process for an individual becomes a matter of routine. It is worth emphasizing here that we learnthrough trial and error and changes in our behavior are brought about by practice as experience. The SR model of Pavlovian learning is made clear by given figure

The psychoanalytical model:

The psychoanalytical model draws from Freudian psychology. According to this model, the individual consumer has a complex set of deep-seated motives which drive him towards certain buying decisions. The buyer has a private world with all his hidden fears, suppressed desires and totally subjective longings. His buying action can be influenced by appealing to those desires and longings.

According to Mr. Freud, human personality has three parts namely,

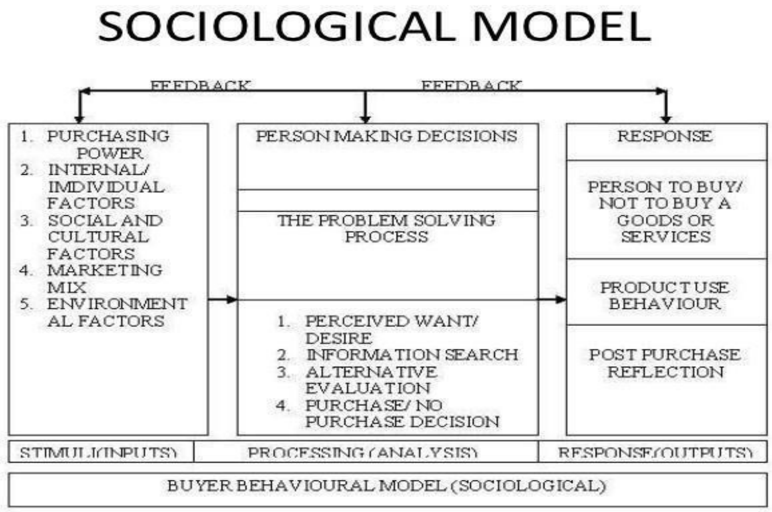
1. The―ID‖, the source of all mental energy which drives one to an action.
2. The―Super Ego‖, the internal representation of what is socially approved—one‗s conscience.
3. The ―Ego‖, the conscious director of‗ ID ‗impulses for finding satisfaction in socially acceptable manner.

Sociological model

According to the sociological model, society—including close-knit groups and socioeconomic classes—influences each individual buyer's behaviour. That is, the idea of utility does not entirely guide his purchasing decisions. That is, social pressures influence his purchasing decisions.

Two significant versions of the sociological paradigm, namely Howard & Sheth and Nicosia, can be taken into consideration.

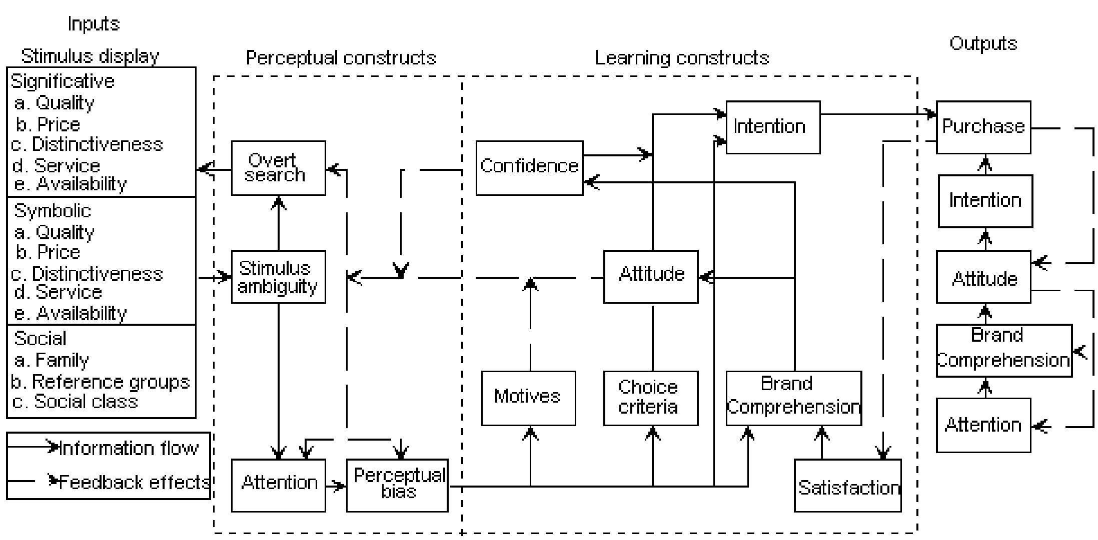
The goal of marketing scholars has been to develop models of consumer behaviour only from a marketing perspective. Here, the H. Sheth model from 1969 and the F. Nicosia model from 1966 fall into this group. In these models, humans are evaluated as systems with inputs serving as INPUT and behaviour serving as an output.



Howard Shett Model:

John Howard and Jagdish Sheth presented their buyer model in 1969. It‘s an integrated model. It assumes problem solving approach in buying and adopts input-output or system approach in buying. Howard introduced learning process in buying. Satisfaction leads brand loyalty. Discontentment _s creates brand switching by the buyers. Its other words, the logic of this model that there are inputs in the form of stimuli. There are output beginning with attention to a given stimulus and ending the purchase. In between these inputs and outputs, there are variable affecting perception and learning.

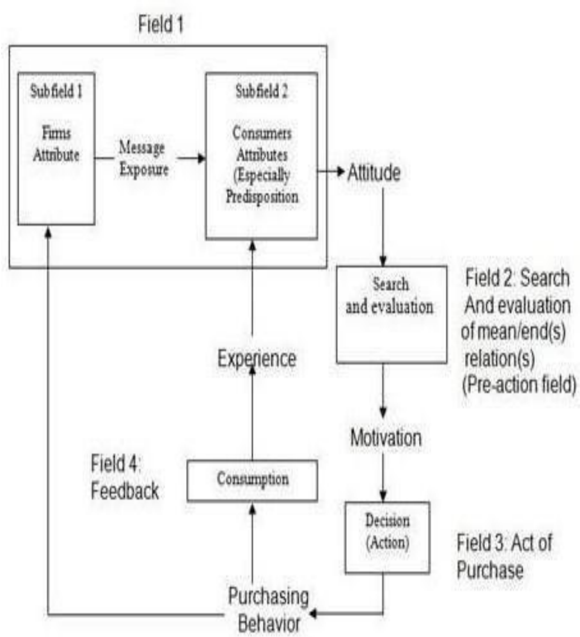
These variables are ―hypothetical‖ as they cannot be directly measured at the time of occurrence. This model can be presented in the both simple and more sophisticated form. The simple structure is as follows:



In 1966, Mr. Nicosia, a renowned expert in consumer motivation and behaviour, developed his buyer model, which aims to create connections between the marketing company and its customers. The key is in how the company's actions affect the consumer and lead to his decision to purchase. According to his model, the signals from the company have an initial impact on the consumer's predisposition for the product; he then adopts a specific attitude toward the product based on the circumstance. It prompts either a product search or a product evaluation. If these actions have a positive effect on him, he might decide to buy. This concludes the explanation in its entirety. His concept classifies these actions into four fundamental.

Field One has two sub-fields namely, the firm's attributes and the consumer attributes. An ad message from the firm reaches consumer ‗s attributes.

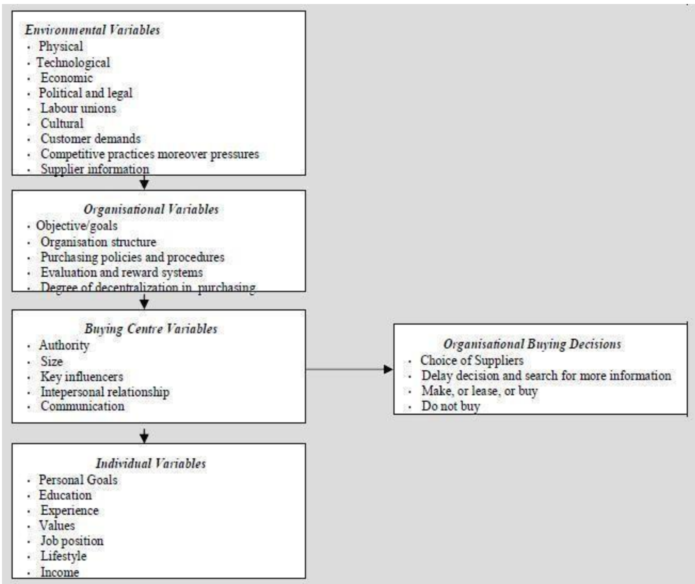
Depending on the way the messages received by the consumer, a certain attribute may develop and this becomes the input for the field Two. Field Two is the area of search and evaluation of the advertised product and other alternatives. If this process results in a motivation to buy, it becomes the input for field three. Field Three consist of the act of purchase.



The field Four consists of use of the purchased item. There is an output from field Four --- feedback of sales results to the firm

Webster and Wind model:

The **Webster and Wind Model of organizational buying behavior**is quite a comprehensive model. It considers four sets of variables: environmental, organizational, buying center, and individual, which, affect the buying-decision making process in a firm.

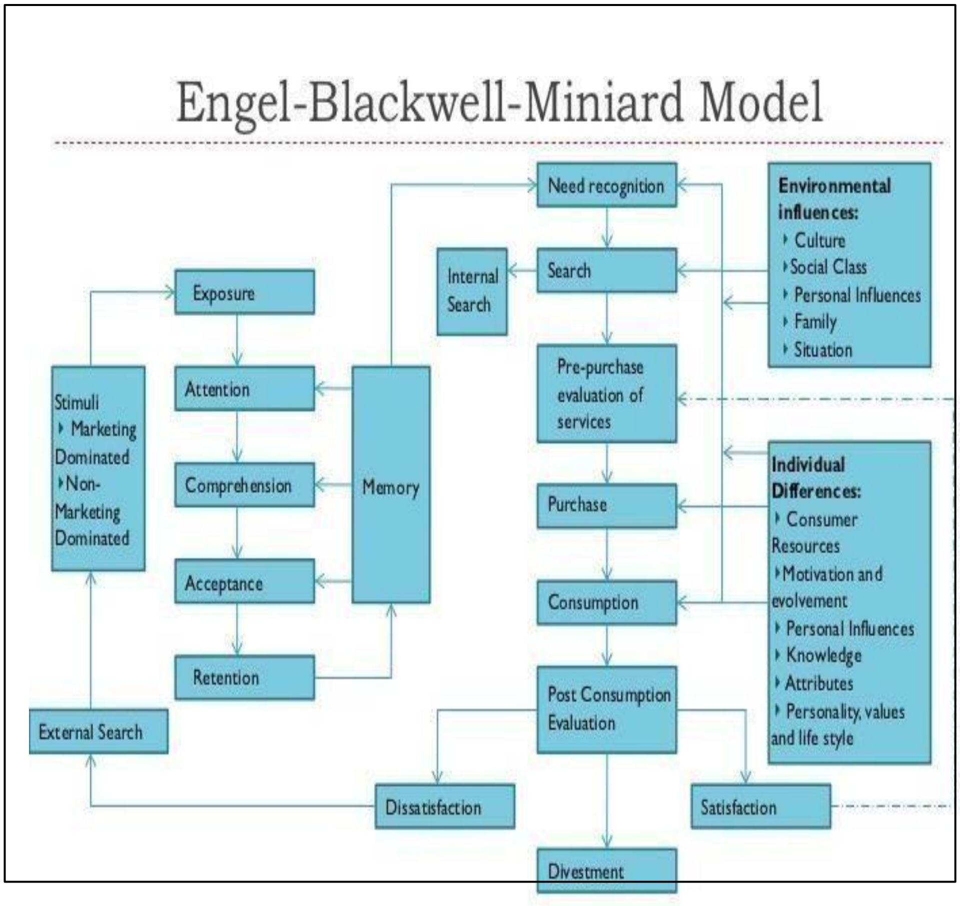


The physical, technological, economic, political, legal, labour union, competitive, and supplier information are examples of environmental variables. For instance, manufacturing enterprises reduce the number of things they buy when the economy is in a recession. Individual organisations' purchasing decisions are influenced by environmental influences. Objectives, goals, organisational structure, purchasing rules and processes, level of centralization in purchasing, and assessment and incentive systems are just a few examples of organisational factors. The composition and operation of the buying centre, as well as the degree of centralization or decentralisation in the purchasing function within the buying organisation, are significantly influenced by these elements. Organizational, environmental, and individual elements all have an impact on how a buying centre operates.The results of the buying center's collaborative decision-making process include answers to the organization's purchasing issues as well as the accomplishment of each member's individual goals. The 1972 model's advantages include its comprehensiveness, wide applicability, analytical nature, and identification of numerous crucial aspects that industrial marketers might take into account while formulating their marketing strategy. The model, however, fails to adequately describe the precise influence of the important factors.

4.8 ENGEL, BLACKWELL AND MINARD MODELS

As previously mentioned, the Engel, Blackwell, and Miniard model (EBM) was updated with the addition of a new author, Miniard (referred to as the EBM model)

The EBM model states that a variety of factors and determinants, grouped into three major categories—individual differences, environmental effects, and psychological process—have an impact on and shape the consumer decision- making process. On the basis of the discussion offered by Engel et al., three types will be examined below (1995: 147-154)



A) Individual variations

According to the EBM model, there are five main categories of individual variations that have an impact on customer behaviour. Consumer resources, knowledge, attitudes, motivation, personality, values, and lifestyle are examples of these individual variances.

A-I) Resources for consumers

Three different consumer resources are typically present in any decision situation. Due to the increasing scarcity of time in contemporary culture, customers frequently place a higher value on their time than they do on their money. The second resource is money or another economic resource, while the third resource is the capacity to receive and interpret information. Due to their limited availability, consumers must carefully arrange these resources based on how they perceive their availability, which may have an impact on their desire to spend money on products.

A-ii) Knowledge

Knowledge, defined as information stored in memory, encompasses wide variety of information, including the availability and characteristics of products and services. Information contained in memory regarding products includes awareness of the product category and brands within the product category, attributes and beliefs of both the product category and specific brands, and the availability of products in terms of the distribution channels and competitors selling products within these channels. In addition to the above, knowledge regarding products also includes when to purchase, since the consumer may be aware of specials at certain times during the year and may therefore delay the purchase decisions. A final component of knowledge is the information contained in memory regarding the uses and requirements to use a product, although they are not able to actually operate them.

A-iii)Attitude

An attitude is a general assessment of potential outcomes, ranging from favourable to unfavourable. Since attitudes toward a particular product or brand have a significant impact on behaviour, attitudes are taken into consideration while studying consumer behaviour. In addition to the aforementioned, attitudes also affect choices in the future and are challenging to modify.

A-iv) Motives

The decision-making process is influenced by needs and motives, where need is a key motivating factor. An energised behaviour or drive is directed towards specific goals that have been learnt as incentives as a result of activated needs, which are defined as perceived differences between an ideal and the existing state that are sufficient to activate behaviour. In addition to the foregoing, it should be emphasised that wants can be divided into two categories: utilitarian or functional requirements, which have benefits for daily life, and subjective needs, which have benefits for the individual's emotions.

A-v) Personality

The focus of psychological study, which includes personality, values, and lifestyle, is on individual attributes. Market segments are defined by a combination of values, beliefs, and preferred behavioral patterns.

Personality, which is characterised as a consistent reaction to environmental stimuli, enables structured and connected experiences and behaviour. Additionally, one's personality distinguishes them from others and ensures consistency in their reactions.

A-vi) Values

Values describe both the goals that drive people and the proper means to reach those goals by representing an individual's opinion about life and accepted behaviour. Values are divided into two categories: social values, which suggest common views that define a group of people and hence define the behaviour that will be considered "normal" for the group, and personal values, which define "normal" behaviour for an individual.

A-vii) Personality

A person's lifestyle, which reflects their interests, hobbies, and ideas, illustrates specific patterns in which people live, occupy their time, and allocate their resources. Therefore, lifestyle can be seen as the culmination of all the economic, cultural, and social elements that shape a person's character.

B) Effects of the environment

Culture, social status, personal influence, family, and circumstances are just a few examples of the environmental factors that have an impact on consumer behaviour.

B-I) Culture Culture, from the standpoint of consumer behaviour, refers to the beliefs, principles, objects, and other significant symbols that help people interact, comprehend, and assess their place in society.

According to EBM model, the importance of culture from a consumer behavior perspective is that it provides people with a sense of identity and understanding of acceptable behavior within society. In addition to the above, culture influences attitudes and behavior, including the sense of self and space, communication and language, time and time consciousness, values and norms, food and feeling habits, relationships with family, organizations and government, dress and appearance, beliefs and attitudes, mental processing and learning as well as work habits and practices.

B-ii) Social class

The second environmental influence, ―social class‖, can be defined as divisions within society where individuals share similar values, interest and behaviors.

Social classes are differentiated by socio-economic status differences, often leading to consumer behavior difference, for example the make of a vehicle or the favorite style of dress.

The impact of social class on consumer behavior can often be observed when viewing consumer time spent, products, where, how they purchase products, especially since brands of products and services are associated with specific social classes.

B-iii) Individual factors

Consumers are frequently swayed by the individuals they hang out with, either by conforming to social norms and expectations or by simply respecting their opinions during the purchasing process. The impact can originate from other people's observations or, conversely, from actively seeking guidance, where the individual giving the advice becomes into a powerful or influential figure.

B-iv) Family

The family is frequently the main decision-making unit, performing a variety of duties and tasks that frequently lead to simultaneous cooperation and conflict. Family members' behavioural roles can be identified as instrumental or functional, involving money, performance, and other "functional" characteristics, such as purchase conditions and expensive roles, involving other family members' support in the decision-making process by expressing the family's emotional needs and uploading of family norms.

When it comes to home consumption, there are at least five distinct roles that the husband, wife, kids, or other family members can play. These are the gatekeeper or initiator positions, starting the family's information-gathering and product-buying processes. There is the influencer, the person who decides the family's purchase criteria and chooses the things that are most likely to satisfy those requirements. Then there is the decider, who is in charge of making financial decisions regarding how the family's funds should be spent and on particular goods or brands.

The buyer is in charge of going to the store, making the purchase, and taking the goods home. Finally, there are the users, such as the member of the family who uses.

B-v) Situation

The final environmental influence impacting on consumer behavior according to the EBM model is that of the situation, since behavior changes as the situation changes. The importance of considering the situation is due to changes impacting on consumers sometimes being unpredictable and erratic, for example retrenchments from work result in the postponement of purchases.

Situational factors can be divided into three categories, namely communication, purchase and the usage situation. Communications situations influencing consumers are. Of instance, affected bymarketing messages, where, for example, the impact of a television advertisement is in part determined by the programmed during which it is broadcast.

The buying scenario contains components of the information environment, such as their accessibility from the outside or from memory, their volume, which is based on the number of alternative choices and the number of features per alternative. The structure, or how it is organised, and type of information are additional factors from the information environment that have an impact on the purchasing scenario. The retail environment, or store atmosphere, as well as information influences the purchasing situation.

The retail environment is made up of a variety of elements, such as music, layout, point-of-purchase materials, colours, and congestion brought on by the number of customers in the space.

The final situati on influence, ―product consumption‖, plays an important part in consumer behavior, since consumers may alter their purchase patterns due to usage situations. An example of the consumption situation is where it is acceptable to drink a certain brand of wine at home, yet when with friends it may be unacceptable.

C) Psychological Process

The EBM model's psychological process includes consumer decision-making behaviour, which, along with individual differences and environmental variables, forms a detailed model of consumer behaviour and decisions.

It is crucial to take into account the decision-making process that the EBM model documents, as the discussion of this component not only completes the model but also sheds light on the impact that processing speed and complexity have on customers. The following steps are included in the decision-making process in the EBM model: identification of the need, information gathering and processing, pre-purchase alternative assessment, purchase, consumption, post-purchase alternative assessment, and divestment.

C-I) Need Recognition

The first stage of the decision-making process is that of need recognition, where the consumers senses difference between what is perceived as an ideal state of affairs compared to the actual state at any given time. Need recognition is therefore a state of desire, initiating a decision process that occurs throughout the interaction of individual differences and environmental influences.

C-ii) Information Search & Processing

The second stage of the decision process is that of internal search into memory to determine whether or not enough is known about alternatives to make a decision without additional information searches. If there is not sufficient information contained in memory, consumers will engage in external search.

Individual differences and environmental influences, affect external search

For example, some consumers are cautious and unwilling to purchase products without searching for extensive and detailed information, whereas others may purchase products without comparing alternatives.

Externals sources used when searching for information are categorized as either being marketer dominated or other. Marketer dominated sources imply any activities by suppliers of product for the purchase of offering information or persuasion, including for example point of sale material and advertising. The other externals sources of information in the EBM model include for instance word-of-mouth from others, product rating and consumer reports.

The information processing process commences when the consumer is exposed to an external search. In the information processing process, five distinctive steps can be identified, namely exposure, attention, comprehension, acceptance and retention.

Exposure forms the first step of information processing since communication first needs to reach consumers, resulting in the activation of one or more senses and therefore the start of preliminary processing. Once exposed to information, consumers need to allocate information processing capacity. Attention to information will most likely occur if the incoming message and the contents thereof are considered relevant. At this stage of the process, consumers may ignore marketing dominated messages, thereby exercising their capabilities of selective attention.

During the third step of the information processing process, comprehension, the message to which attention was attracted, is further analyzed against categories of meaning stored in memory. At this point the marketer wishes for accurate comprehension of the message.

The goal of the marketer ‗s message is to modify or change beliefs and attitudes held by consumers. At this stage of the information processing process, acceptance of an incoming message can be assumed if it has not been screened out as being unacceptable.

Of importance to note with acceptance is that there will be, at least to some degree, changes in consumer beliefs and attitudes if the message was accepted.

The final step in the process is that of retention, where the marketer will aim to not only achieve acceptance for its information but also the storing thereof in memory for future use.

It should be mentioned in conclusion to the information processing process that attention to stimuli will be attracted and held only if the information is relevant to the needs and motives of the consumer. Due to the massive volume of competing messages to which consumers are exposed, only a small subset will be processed as a result of the selective information processing capabilities of consumers.

C-iii) Pre-purchase alternative evaluation

At the pre-purchase evaluation phase of the EBM model, the consumer will examine products in terms of their attributes as compared to personal standards and specifications, defined as evaluation criteria.

The evaluation criteria, expressed in the form of preferred attributes, present the desired outcomes from the purchase and consumption of products. Evaluation criteria, influenced by individual and environmental influences, can therefore be perceived as becoming a product specific manifestation of the consumer ‗s needs, values and lifestyle.

C-iv) Purchase

The purchase process occurs in either a retail type environment or through in-house shopping, and often requires the assistance of a highly skilled salesperson, although this does not necessarily imply that the decision and evaluation process is executed at the point of purchase.

C-v) Consumption and post-consumption alternative evaluation

The consumption of products has traditionally not been the concern of marketers, since the primary objective used to be to sell the product. This view has changed since marketers need to remain competitive by ensuring consumer satisfaction with the purchase and the consumption of products in an effort to retain consumers.

Marketers can, therefore, learn a great deal from consumers by examining how products are consumed, nothing preferences and suggestions on how to improve on products, and finally to probe into reasons why products are returned.

Dissatisfaction with the purchase and consumption of a product occurs when the consumer perceives the chosen alternative to be failing against the desired outcome. The consumers may also experience, doubt with the purchase even before consumption, simply because of the presence of alternatives that also cater for the desirable features. This phenomenon is known as post-decision regret and may inspire the consumer to engage in further information search.

C-vi) Divestment

The final stage of the decision process model is divestment, where the consumers face the options of disposal, recycling orre-marketing

4.9 Unit End Questions

A. Descriptive Question

Long Answer Questions

1. What are the Personal Factors affecting Consumer Behavior?
2. Explain effect of Attitude in Customer Behavior.
3. Explain Learning Psychographics in Detail.
4. Discuss Webster and Wind model.

5. Explain Engel, Blackwell and Minard models in detail.

Short Answer Questions

1. Explain the Term Validity.
2. Name the different models of consumer Behavior?
3. Explain values of Learning in Customer Behavior.
4. Give the Importance of Engel, Blackwell and Minard models.
5. Write note on Howard Shett Model.

B. Multiple Choice Questions

1.................................... method is also known as questionnaire method.

a) Survey Method

b) Mail Interview Method

c) Telephone Interview

d) Observation Method

2...........................Method determines whether the tentative conclusions reached can be proved in actual conditions.

a) Mail Interview Method

b) Telephone Interview

c) Observation Method

d) Experimental Method

3. …………………are the tests conducted wherein the respondents are encouraged to project their feelings, attitudes, impressions, motives, reactions.

a) Projective tests

b) Interview

c) Counselling

d) None of these

4. The psychoanalytical model draws from .... psychology.

a) Freudian
b) Howard
c) Webster
d) None of these

5. Webster and Wind model has .... sets of variables.

a) One
b) Two
c) Three
d) Four

Answers: 1-a, 2-d, 3-a, 4-a, 5-d

4.10 REFERENCES

Reference Books

- Schiffman, L. G., & Kanuk, L. L. (2019). *Consumer Behavior*. Pearson.
- Solomon, M. R., White, K., Dahl, D. W., & Zaichkowsky, J. L. (2014). *Consumer Behavior: Buying, Having, and Being*. Pearson.
- Foxall, G. R. (2014). *Consumer Behaviour: A Practical Guide*. Routledge.
- Hawkins, D. I., Best, R. J., & Coney, K. A. (2009). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill/Irwin.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1994). *Consumer Behavior*. Harcourt Brace College Publishers.

Websites

1. **Marketing91.** (2020). Techniques of Consumer Research. https://www.marketing91.com/techniques-consumer-research/
2. **Explorable.** (2010). Validity and Reliability. https://explorable.com/validity-and-

reliability

3. **Verywell Mind.** (2021). The Psychology of Personality. https://www.verywellmind.com/what-is-personality-2795419

4. **Psychestudy.** (n.d.). Attitude: Definition, Components, and Formation of Attitude. https://www.psychestudy.com/social/attitude

5. **Wiley Online Library.** (2009). Consumer Behavior Models in Tourism Analysis. https://onlinelibrary.wiley.com/doi/10.1002/jtr.743

Certificate/Diploma Course in
Retail and Sales Management
DRS4–Consumer Behaviour
Unit -V–Group Dynamics & consumer reference groups

STRUCTURE

5.0 LEARNING OBJECTIVES

After studying this unit, you will be able to:

- To discuss different types of reference groups
- To understand Family & Consumer Behaviour.
- To discuss social Class & Consumer behaviour

5.1 INTRODUCTION

Understanding Consumer Behavior and the Role of Groups and Reference Groups

Consumer behavior is a complex and dynamic process influenced by various factors, including physiological responses and emotions. This process involves recognizing needs, seeking means to satisfy those needs, planning the purchase, verifying information, forming a plan, and executing the purchase. Consumer behavior is deeply rooted in human behavior, and it can be affected by even subtle changes in the economy, culture, or fashion. However, studying consumer behavior presents challenges due to its multifaceted nature.

Consumer Behavior and Groups

Groups play a significant role in influencing consumer behavior. A group is defined as interactions between two or more people who have specific objectives in mind. When referring to consumers, the term "consumer groups" denotes individuals, groups, or families who intend to purchase a product or service to fulfill a need or demand.

Types of Groups: There are various types of groups, which must be considered when discussing their impact on consumer behavior. These groups can be small or large, formal or informal, and more, based on their purpose, legitimacy, and structure. This study primarily focuses on small, informal groups due to their cohesiveness and strong influence on consumer behavior. In smaller groups, members engage more and have a greater impact on each other's consumption behavior.

Reference Groups and Consumer Behavior: One important subset of groups that significantly influences consumer behavior is reference groups. A reference group is a collection of individuals with shared characteristics that businesses use to refine their marketing strategies. People belonging to a reference group share something distinct from the general population. Individuals often assess their own achievements and status in society based on these reference groups.

Reference groups influence consumer behavior through peer interactions and social perceptions. They impact individuals' behavior by shaping norms, values, and preferences. Reference groups can be categorized as normative or comparative.

1. **Comparative Reference Groups:** Comparative reference groups involve individuals comparing themselves favorably or unfavorably with others. These groups often include celebrities and prominent figures whose lifestyles differ from those of the target market. Consumers may aspire to achieve a certain lifestyle or emulate behaviors they observe in these figures.
2. **Normative Reference Groups:** Normative reference groups consist of the social groups that consumers are already part of and interact with regularly in their daily lives. These groups have a strong influence on consumers' attitudes, opinions, and behaviors. Normative reference groups shape what is considered socially acceptable within a particular community or culture.

The Impact of Reference Groups on Consumer Behavior: Reference groups play a crucial role in shaping consumer behavior by influencing individuals' choices, preferences, and perceptions. People often seek to conform to the norms and values of their reference groups, leading to the adoption of certain products, brands, or behaviors. Marketers recognize the importance of targeting reference groups to leverage their influence and tailor marketing strategies effectively.

Conclusion: Understanding the Social Dimension of Consumer Behavior

Consumer behavior is intricately linked with the influence of groups and reference groups. Whether individuals seek to align themselves with the lifestyles of celebrities or adhere to the norms of their social circles, group dynamics significantly impact their purchasing decisions. Recognizing the power of reference groups allows marketers to tailor their strategies to appeal to the social and cultural influences that guide consumer behavior. By understanding these dynamics, businesses can better navigate the complex landscape of consumer preferences and effectively reach their target audiences.

Fig 5.1 Consumer groups

5.2 DIFFERENT TYPES OF REFERENCE GROUP

The Influence of Reference Groups in Consumer Behavior

A reference group plays a pivotal role in shaping an individual's beliefs, attitudes, and behavior. It serves as a point of comparison and a source of influence that impacts how individuals perceive themselves and their surroundings. Marketers often utilize reference groups in their advertising campaigns to showcase how social interactions and relationships can influence consumer behavior. These campaigns might depict scenes of families enjoying morning cereals together or neighbors discussing the quality of a house's paint job. These images aim to highlight how friends, family, and acquaintances can affect consumer choices.

Role of Celebrities as Reference Groups: Celebrities are commonly employed by advertisers as spokespersons precisely because they embody the conventions and values of the average consumer's reference group. They serve as a proxy for the consumer's own reference group, making the advertised product or service more relatable and appealing. Advertisers often choose celebrities who are seen as aspirational figures and reflect the aspirations of their target audience.

Types of Reference Groups:

1. **Membership Reference Group:** A consumer may already belong to a reference group, such as their family, close friends, or a social club. This is known as a membership reference group. Individuals within this group often share common values, norms, and behaviors, which can influence consumer choices and preferences. Consumers look to their membership groups for cues on what is acceptable and desirable.

2. **Aspirational Reference Group:** On the other hand, an aspirational reference group consists of a group that an individual aspires to belong to. These groups may represent a desired lifestyle, social status, or set of values. Consumers may look up to these groups and use them as a benchmark for their own choices and behavior.

3. **Dissociative Reference Group:** Sometimes, individuals may join a group but eventually reject the values and norms of that group. This leads to the group becoming a source of disassociation for that individual. This type of reference group is known as a dissociative reference group. Individuals may actively avoid belonging to these groups because they do not align with their beliefs or identity.

Positive and Negative Influence: Reference groups can have both positive and negative influences on consumer behavior. Positive influence occurs when individuals seek to align their attitudes and behaviors with the norms of their reference groups. This can lead to the adoption of certain products, brands, or behaviors endorsed by the reference group. On the other hand, negative influence occurs when individuals actively reject the values of a reference group and make choices that differentiate them from that group.

Conclusion: The Social Context of Consumer Decision-Making

Reference groups play a vital role in shaping consumer behavior by providing a framework for comparison and influence. Whether individuals belong to membership groups, aspire to join certain groups, or dissociate from particular groups, the social dynamics within these groups impact their choices and preferences. Marketers capitalize on these social influences by crafting advertising campaigns that resonate with consumers' reference groups, using images and messaging that reflect the values and aspirations of these groups. Understanding the influence of reference groups is essential for businesses aiming to effectively engage their target audiences and tailor their marketing strategies accordingly.

Types of Reference Groups:

Fig. 5.2 depicts these four different categories of reference groups. 1. In their advertisements, advertisers only make positive attitude appeals.

	Membership	Non membership
+ve Attitude	Positive Membership Group	Aspiration Group
-ve Attitude	Disclaimant Group	Dissociative Group

Fig 5.2 Types of Reference Groups

Membership Groups:

Let's further distinguish between the membership and aspiration groups since marketers are only interested in the positive type of membership group. Further classifications include primary or secondary and informal or official membership groups. People who are in constant contact with one another, such as relatives and friends, constitute a major group. Members of a secondary group, such as shopping clubs, sports teams, or other clubs, are those whose members interact with one another less frequently.

Since they immediately affect a person's purchasing behaviour as well as the development of product attitudes, tastes, and preferences, marketers are interested in studying the primary group. Research has shown that people who interact most frequently in a range of scenarios are more inclined to purchase the same brands.

	INFORMAL	FORMAL
PRIMARY	Family /Peer Groups	School Groups Business Group
SECONDARY	Shopping Groups	Alumni Groups

Fig 5.3 Informal/Formal Groups

The existence of a formal structure with defined roles versus an unstructured structure can also distinguish groups. As seen in Fig. 8.2, this classification results in four different membership group types. Due to the regular contact and closeness between group members and individuals, the family/peer groups represent the most significant informal groups. Advertisements commonly include drinking with friends and family.

The structure of primary formal groups is more formal. These are the groups that the customer interacts with often. For instance, a group of business executives who are assigned to the same project. Advertisers use membership in these associations as a way to gain consumer approval for their products.

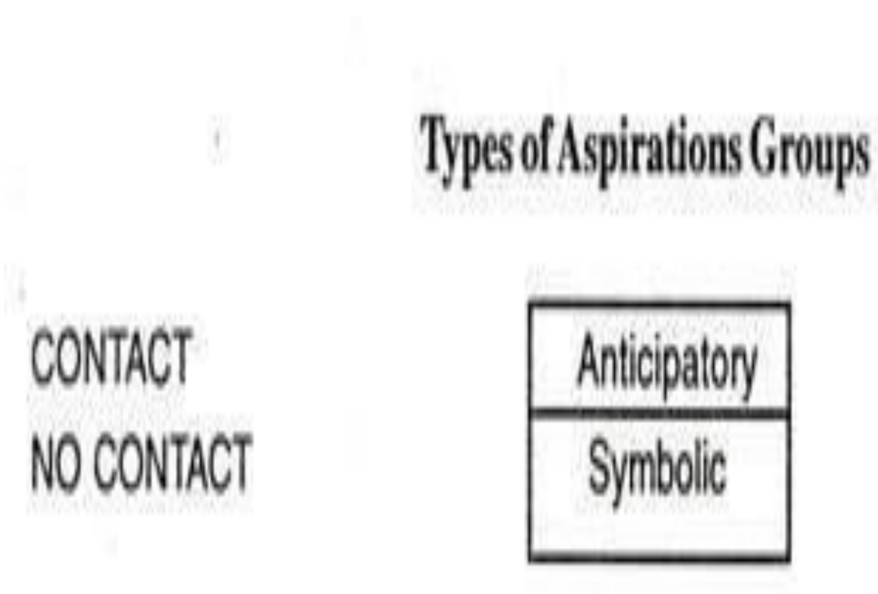
The customer does not care about secondary formal groups since they are tightly knit, meet seldom, and have a set structure. Alumni organisations, business clubs, etc. The marketer is least interested in this group.

Aspiration Groups:

Two different aspiration groups exist. Which are:

(a) Anticipatory aspiration groups are those that a person plans to join in the future and with whom, in most situations, he or she already has direct contact. For instance, when someone wishes to join a group higher up the organisational hierarchy, they are primarily doing so to gain benefits like power, position, prestige, and money. Marketers, particularly in the fashion and beauty sectors, appeal to people's desire to elevate their status by joining a higher aspiration group.

(b) Symbolic aspiration groups are those to which an individual may ascribe views and attitudes but is unlikely to really belong. When promoting specific products, marketers use celebrities to tap into symbolic desires.



Influence of Reference Groups on Consumer Behavior: Norms, Roles, Status, Socialization, and Power

Reference groups play a significant role in shaping consumer behavior by establishing norms, roles, status hierarchies, socialization processes, and power dynamics. These elements collectively contribute to the influence reference groups have on individuals' beliefs, attitudes, and purchasing decisions.

1. **Norms:** Norms are the unwritten rules and expectations of behavior within a group. They guide how group members should behave and what is considered acceptable. Reference groups help individuals understand and adopt these norms, which can encompass a wide range of areas including clothing choices, brand preferences, eating habits, and more. For example, a teenager might adopt the fashion preferences of their peer group to conform to the group's norms and fit in.
2. **Roles:** Roles within a reference group define the tasks and responsibilities that individuals are assigned to achieve the group's goals. In the context of family decision-making, various roles have been identified, such as influencers, gatekeepers, decision-makers, buyers, and consumers. Each member assumes a specific role based on their influence and expertise in a particular domain, affecting the group's overall purchasing decisions.
3. **Status:** Status refers to an individual's standing within a reference group. Higher status within the group often equates to greater influence and authority. Individuals with higher status are more likely to shape the group's decisions and impact the preferences of other members. For example, a respected member of a community may have more influence over the community's purchasing choices.
4. **Socialization:** Socialization is the process by which individuals learn and internalize the norms, values, and behaviors of their reference groups. This process is crucial in Understanding how consumers acquire knowledge about what is acceptable and desirable within a particular group. Consumer socialization refers to the process of learning the knowledge and skills required to navigate the marketplace and make consumption decisions.
5. **Power:** The influence of a reference group on an individual's behavior is often tied to the group's power dynamics. Different sources of power within a reference group can impact how effectively the group shapes individual choices:

- **Expert Power:** This stems from the knowledge and expertise possessed by an individual or group. Those with expertise in a certain domain are more likely to influence others within the group who seek guidance.

- **Reference Power:** The extent to which an individual identifies with the other members of a group determines their reference power. The more alignment there is between an individual's attitudes and those of the group, the greater the reference power. People either strive to belong to the group or actively identify as members.
- **Reward Power:** This is based on the group's ability to provide recognition, rewards, or incentives. In a workplace context, employers can use rewards such as financial bonuses or status promotions to influence employee behavior. Similarly, within families, positive reinforcement or recognition from the family can shape children's behavior.

In conclusion, reference groups have a multifaceted impact on consumer behavior. They establish norms and roles, create status hierarchies, facilitate socialization processes, and wield various forms of power that influence individuals' choices. Marketers recognize the importance of understanding these dynamics in crafting effective marketing strategies that resonate with the preferences, values, and aspirations of different reference groups.

5.2.1 Factors Affecting Reference Group Influence on Consumer Behavior: Normative and Informational Influence

Reference groups exert influence on consumer behavior through normative and informational processes. These two types of influence have distinct psychological mechanisms and are shaped by various factors.

1. **Normative Influence:** Normative influence refers to the pressure exerted by reference groups to conform to their norms, values, and behaviors. This influence is particularly strong when individuals perceive significant benefits for conforming and potential sanctions for noncompliance within the group. Normative influence is driven by the desire to maintain group identity and gain social approval.

Factors Affecting Normative Influence:

- **Group Identity and Cohesiveness:** The more an individual identifies with a reference group and feels a sense of belonging, the stronger the normative influence. Cohesive groups that foster a strong sense of unity and belonging tend to exert more significant normative influence.
- **Rewards and Punishments:** Normative influence is enhanced when individuals believe that compliance with group norms will lead to rewards or social approval, while noncompliance may result in punishment or social disapproval.

- **Visible Behavior and Conspicuous Consumption:** Normative influence is particularly pronounced when the behavior or consumption is visible to others. Individuals are more likely to conform when their actions are subject to social scrutiny.

2. **Informational Influence:** Informational influence occurs when individuals seek information or guidance from reference groups to make informed decisions. This influence is based on the assumption that the group possesses valuable expertise or knowledge about a particular product or behavior.

Factors Affecting Informational Influence:

- **Credibility and Expertise:** Individuals are more likely to accept information from a reference group when they perceive the group as credible and knowledgeable in the relevant domain. The expertise of the group members enhances their influence.
- **Perceived Risk and Uncertainty:** Informational influence is heightened when consumers perceive a high level of risk or uncertainty associated with a purchase decision. They turn to reference groups for guidance to reduce uncertainty and make informed choices.
- **Social Comparison:** People often compare their choices and behaviors to those of their reference group to validate their decisions. This process helps them align their choices with the group's norms and behaviors.

Normative Influence Example: A teenager might feel pressured to dress a certain way to fit in with their peer group. The fear of social exclusion and desire for acceptance motivate the teenager to conform to the group's fashion norms, even if they personally prefer a different style.

Informational Influence Example: A person considering purchasing a new smartphone might seek advice from their tech-savvy friend. They trust their friend's expertise and value the information they can provide, especially if they are unfamiliar with the latest technological advancements.

In conclusion, both normative and informational influences play crucial roles in shaping consumer behavior through reference groups. Normative influence is driven by the desire to belong and gain

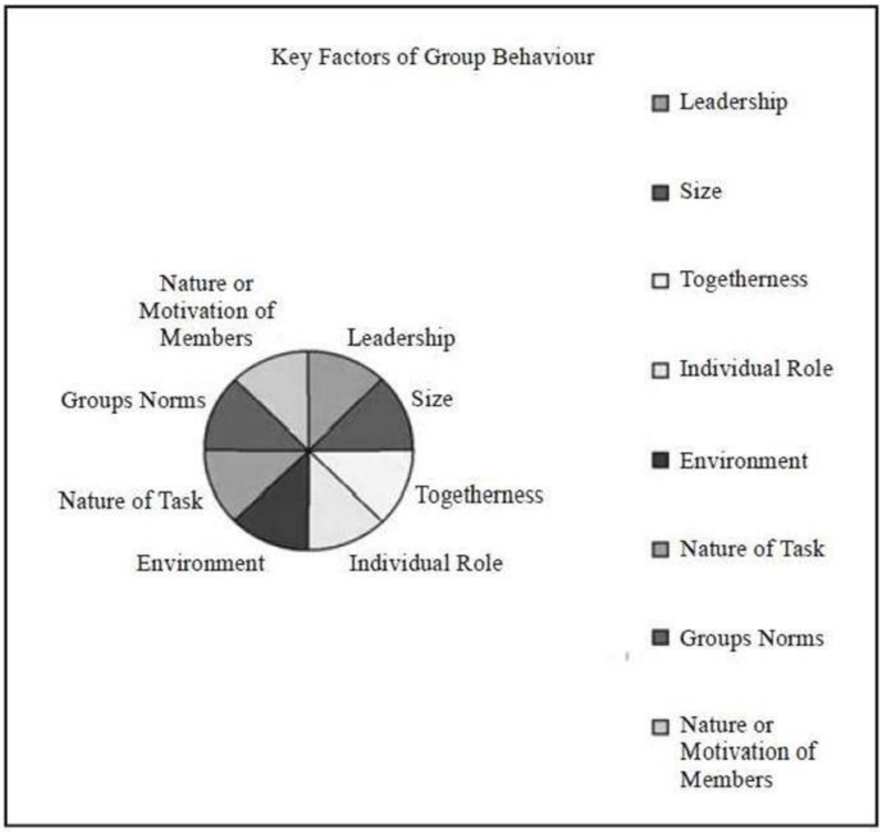
Nature of Influence	Objectives	Perceived Characteristics of source	Type of Power	Behaviour
Informational	Knowledge	Credibility	Expert	Acceptance
Normative	Reward	Power	Reward	Conformity
Comparative	Self-maintenance and enrichment	Similarity	Referent	Indentification

Table 1. Nature of Informational Influence

social approval, while informational influence stems from the need for credible information and expertise. Marketers must understand these dynamics to tailor their strategies to leverage the power of reference groups effectively.

5.2.2 Reference group influence on products & brands Types of Influence Exerted by Reference Groups:

Comparative Influence:



Comparative influence involves assessing how one stacks up against fellow group members and whether the group would be supportive. Consumers frequently contrast their sentiments with those of individuals in significant groups. By distancing oneself from groups they disagree with and attempting to align themselves with groups they agree with.

Comparative influence in Table is a process of self-upkeep and enrichment. A person looks forward to improving his or her sense of self by joining organisations that will give them reinforcement and ego satisfactions. Individuals behave similarly toward the collective, and referent power is the source of authority.

Comparative influence suggests that the people being persuaded should share traits with the person doing the influencing. According to a survey, people like to learn from others who share their opinions. According to the report, brands should employ spokespersons who their target audiences view as being similar to them.

This can occasionally give someone the impression that by buying a certain brand, they are demonstrating to the world who they are or what they aspire to be, such as a successful businessperson, the ideal housewife, an athlete, etc.

Consumer conforms with Reference Group:

Marketers are primarily concerned with reference groups' capacity to influence consumer attitudes and behaviour (i.e., to promote conformity).

The following factors influence group membership and brand preference:

(a) The product's nature (example-burger versus toothpaste).

(b) The nature of the social connection (example-friends, etc.).

(c) The group's social structure. This refers to the depth of interpersonal connections among group members.

According to study, people who are close with one another are more likely to express a preference for the same brands.

A reference group must the following to promote conformity:

1. Give information on a brand or product.
2. Provide a chance for a person to contrast their personal beliefs with the attitudes and actions of the group.
3. Persuade someone to follow the group's norms.
4. Give him or her permission to use the same goods as the group.

5.2.3 Application of reference groups

Reference group appeals are a powerful tool that marketers and advertisers utilise to reach their target audiences. They create marketing and sales tactics using three sorts of group influence: normative, comparative, and informational.

Informational Influence:

Informational influence has been portrayed through expert spokespersons, comparative influence through the use of typical consumers, and normative influence through the presentation of the benefits of using a product or the dangers of not using it.

In order to impart informational influence through advertising, marketers use experienced spokespersons. Then, they are employed to convey the performance and attributes of the product. An engineer is utilised for a technical product, while a doctor is used for a medical one. To represent knowledgeable spokespersons, marketers typically employ two strategies. One is to illustrate the function the expert does, as in the previous example.

A second strategy is to showcase a well-known person with knowledge of the product category. Using a cricket star's endorsement, for instance, for a cricket bat The second strategy is getting famous people to endorse products. Such endorsements are only taken seriously to the extent that customers regard the spokesperson as an authority on the subject matter.

For instance, when a sports star, such as P.T. Usha, is cited as an authority in a product area, consumers are likely to see her endorsement as legitimate.

Comparative Influence:

In order to convince consumers that others just like them have chosen the advertised goods, advertisers employ a "typical consumer" strategy. This is utilised to depict comparative influence, and the typical consumer is chosen as the referent because, by stating universal requirements and issues, he or she is portrayed as being comparable to the potential purchase. For instance, Dove takes a "typical consumer" strategy, catering to women who don't have the leisure to spend hours on their appearance. An individual looking to buy soap may quickly relate to these people.

Using a famous person as a referent is another strategy used by marketers to demonstrate comparative impact. This strategy works well when a certain demographic of customers wants to identify with the referent because they find him or her to be likeable and/or attractive.

Normative Influence:

This form of influence is communicated by marketers through the use of group approval in advertising. Examples abound in advertisements for shampoo, cars, floor cleaner, etc. All of these advertisements use beautiful, shining hair, a pleasant ride, and a spotless floor to mimic societal approbation. In each of the aforementioned situations, a significant other of the consumers—a friend, neighbour, spouse, etc.—has given their blessing to their decision. For instance, a liquor advertisement in Green Label that links the product to awards for success in the company demonstrates the power of rewards.

Personal Selling Strategies:

The three different reference group influences are also used by marketers to create influence-based sales tactics.

Customers: Sales strategy implications of informational and comparative influence.

Applications of Informational and Comparative Influence Suggest Two General Approaches to Customers-sales Person Interactions:

(A) The salesperson, who assumes the role of an authority, can serve as an impartial source of information.

(B) By exhibiting comparable desires, anxieties, and predispositions, the salesman can try to bolster the customer's ego and social needs. He or she serves as a referent in this.

Conditions in which salespersons should establish expertise rather than similarity are:

(A) If the salesperson possesses the expertise and credentials necessary to be taken seriously.

(b) If a consumer is involved in a difficult, high-risk purchase that calls for special knowledge.

(c) If the seller does not frequently do business with the customer.

It is commonly known that when a salesperson and a customer are similar, buying is easy and low-risk, and the salesperson frequently sells to the customer.

5.3 FAMILY & CONSUMER BEHAVIOUR

A group of people who live together and are connected by blood, marriage, or adoption is referred to as a family. It is a fundamental social group made up of individuals referred to as Members.

The three types of families are as follows:

1. The Married Couple: This group only consists of married couples who have previously raised their children, as well as elderly couples.
2. The Nuclear Family, which consists of a parent, a child, and a spouse.

3. The Extended Family: It consists of nuclear family plus one grandparent living with the household.

Sequence I	**Sequence II**	**Sequence III**	**Sequence IV**
Young married couples with children Young divorced parent Single parent with older children Older, unmarried	Young divorced couple without children Middle-aged married couple without children Older married couple without children.	Young married couple with children Middle-aged divorced parent Middle-aged married parent with children and stepchildre n.	Young unmarried couple without children Middle-aged married couple without children Older married couple without children Widow.

5.3.1 Consumer socialization process

The Swiss psychologist Jean Piaget divided consumer socialization into three phases.

1. Pre-operational stage: Children's understanding and linguistic skills mature between the ages of 3 and 7. Children at this age have unusual consumption habits since they rely heavily on their parents as consumers. They are also given the option to choose from a variety of foods, like chocolate, ice cream, etc.

2. Concrete operational stage: Children between the ages of 8 and 11 are in the concrete operational stage. Children develop complicated skills and a sense of taste at this stage. To acquire

what they desire, kids employ persuasive strategies. They employ logic as well.Formal operational stage: Kids between the ages of 12 and 15 go through this period. They are more persuasive and have a better awareness of their surroundings. They differ with their relatives on issues that concern them. They form their own opinions and principles. Children at this age work part-time and make money in developed nations. As a result, they choose what to buy on their own. They frequently receive presents and financial support from their grandparents.

5.3.2 Consumer roles within a family

- A family member who sees the issue or need for the product is the initiator. For instance, the housewife may advise buying a food processor so that meals may be prepared more quickly.
- An influencer is someone who provides information or persuades others to make a purchase. He may also be referred to as an opinion leader if he personally influences other family members with relation to a particular buying scenario.
- The individual who obtains information regarding the purchase is known as an information gatherer. The information may be about a product or a store. A person with the highest expertise in the particular product area will frequently gather information.
- One or more family members who have the power to decide the purchase are referred to as the decision-maker. Choosing to buy is frequently a joint or shared decision.
- The person who actually makes a purchase from a shop or store is known as the purchaser. Purchaser is occasionally referred to as the gatekeeper. Controlling the flow of goods into the family is the responsibility of the gatekeeper. In other words, the person has stopped the purchase. Parents frequently serve as gatekeepers while making purchases for their children.
- Family members who really use or consume the good or service are called users.
- Family members who maintain a product keep it in operable condition so that it can continue to provide satisfaction.
- Family members who begin or carry out the cessation of a certain product after use are known as disposers.
- Family members take on the first six duties in the pre-purchase phase and the final two in the post-purchase phase.

Decision-Making of Different Family Members

The main members of a family are the husband, wife, and kids. Which family member is dominant or regarded as the family head is a crucial consideration. When a family is patriarchal, the husband or father is acknowledged as the dominating member who makes financial decisions. In a matriarchal family, the mother or wife is the dominant individual, whereas in an equitable family, the husband and wife share decision-making duties almost equally.

The dynamics of a couple's decision-making

The majority of studies categorise family consumption decisions as being either husband or wife dominated, shared (synergistic), or autonomic (or unilateral).

Depending on the individual product or service, the precise stage in the decision-making process, and the unique product features under consideration, the influence of the husband and wife on family decisions is extremely variable and likely to change. A changing lifestyle, particularly the rise in working wives, also mediates all these effects. Due to the change in sex-role conventions, most purchases are now made jointly by the husband and wife.

- Product or service variation - For products used by husbands (such as automobiles), decisions are made by husbands, whereas for products involving wives (such as food items), the woman predominates. Family members jointly decide on where to live and where to go on vacation. Therefore, if major financial investments are involved, collective decision-making is performed. While one spouse will be responsible for routine purchases of things considered necessary.
- Variation by family role structure orientation - Decisions are evenly shared between the two spouses in families with a modern sex role orientation. There is more discussion about decisions among family members and less contention between the wife and the husband. Sex-role attitudes and educational attainment have an impact on the family's involvement in money management. It has been discovered that women who believe that their need for money is what drives them to work tend to make autonomous decisions about various aspects of their family's finances. Decision-making and role structure are influenced by culture. Compared to families in affluent nations, where the woman and husband jointly make decisions, families in less developed or emerging nations are more husband- dominant.
- Differences by decision-making stage - In a three-stage decision-making model (problem detection, information search, and final decision), wives have a more dominating role in buying the

majority of the products. However, there is a strong propensity for the husband to participate in the decision-making process at all phases when the product item is expensive and more difficult in terms of technology or mechanics. However, for a few products, the decision-making process changes from one stage to the next. For instance, the wife is more likely than the husband to recognise the need for a new washing machine, the wife is more likely than the husband to look for information on the potential purchase, and the two of them jointly make the ultimate decision.

- Variation by product characteristics - In terms of brand selection, men are more likely to choose cars and televisions than women are for washing machines, while other products are determined jointly. Generalizing the relative influence of spouses from one product to another is not a good idea.

Decision by children

As soon as they learn the fundamentals of communication in order to connect with family members, young children start making attempts to influence family decisions. Older kids take a more active role in family consuming activities. Except for the amount that will be spent, which largely remains the responsibility of the parents, children actively engage in every decision-making stage.

Specifically, children influence their parents to buy (yield) the products of their special interests, but in-store observations of purchase behaviour show that children accompanying their parents also insist on the purchase of products of their remote interest. The parent-child relationship should be viewed as an influence vis-à-vis the yield situation (e.g., laundry detergents). The more a mother engaged with her child, the more likely she was to defy the youngster's requests.

The amount of children trying to influence their mother and her yielding have a good association. Children's attempts to influence parents tend to diminish as they get older, while mothers' attempts to yield grow as they get older. These findings appear to show that as children become older, their attempts to influence others become more earnest, and parents also appreciate their children's improved judgement by more quickly agreeing to their requests for purchases.

- Children and television viewing - Older kids and kids who have been exposed to more media tend to remember more commercial phrases. The amount of television watching declines with age. Parents express concern about how television advertising affects their kids. In contrast to parents from more affluent backgrounds, who are more concerned with such advertisements because they cause family strife and less worried that they will encourage bad habits in kids, parents from less affluent backgrounds are more concerned with them because they promote quality nutrition and food for their kids. Children of different ages respond differently to watching television. Children in preschool do not distinguish between programmes and advertisements. It was shown that programmes geared for adults have a significant impact on kids, especially young kids.

- Teenage children - Compared to girls whose mothers don't work, teenage girls who have working mothers are more involved in household chores. A remarkable proportion of girls shop for their families' food needs and/or arrange family meals with them. While ladies of the same age spend money on apparel, cosmetics, and fragrances, boys aged 16 to 19 spend the majority of their money on movies, entertainment, two-wheeler expenditures, and clothing. Teenagers are significant market groups since they have a say in what the family does. The majority of college students have an impact on the family's decisions about the purchase of televisions, computers, and cars.

Effect of Variables on Family Decisions

The following are the effects of variables on family decision:

- Culture – The roles of the husband and wife in family decision-making vary across all cultures. Husband dominance is prevalent in Muslim and Hindu societies. Both the husband and wife have equal rights in family decisions in the UK and North America.
- Social class - Both upper- and lower-class individuals have liberty in their decision- making. While decision-making is shared in the middle class.
- Reference groups - Where a husband or wife is a member of a social group, decisions are made with the input of family, friends, or similar groups.
- Family life cycle stage - In the early years of marriage, husbands and wives make decisions together. Evidence, however, indicates that during the course of a lifecycle, cooperative decision making decreases. Preschool-age mothers have far less independent financial decision-making responsibility than other wives. Due to the greater efficiency or competency that people gain with time in making decisions about purchases that are agreeable to their spouses, wives and husbands make decisions independently in later stages of life cycles. Such proficiency eliminates the requirement for direct connection.

Mobility: It promoted group decision-making. Mobility on both a social and geographic level tends to raise the level of communication and cooperative decision-making within families.

- Geographical location — Husbands control rural families, while urban families make decisions together.

5.3.3 Purchase influences and role played by children

It is commonly accepted that when children are younger, they depend more on their parents for standards and values, and that as they get older, they depend more on their peer group.

Children's Influence on the Buying Process

The extent to which children affect the purchasing process varies greatly based on their age and the product category being considered.

As an illustration, children may influence their parents' purchases of soft beverages, clothing, music tapes, and other products by purchasing them themselves. Compared to children who are 11 or 12, the influence of children who are 5 or 7 years old on the purchasing process is likely to be lower.

Older kids tend to make fewer requests because they are more independent decision-makers, but mothers are more willing to comply with their requests. Older kids frequently turn to their peers rather than their parents for information.

Example: This McDonalds Ad is targeted at children.

Due to the rising number of working parents, teens now handle a large portion of grocery shopping. Teenage girls spend time cooking meals for the family at home in addition to helping with shopping. Teenagers are also involved in decisions on the family's vehicles, televisions, computers, and family vacations.

Many businesses make an effort to influence how youngsters socialise with brands so that they become familiar with them at a young age. Marketers employ entertaining themes to appeal to kids. Young people learn the skills, information, and attitudes necessary to function as consumers in the marketplace through a process called consumer socialisation.

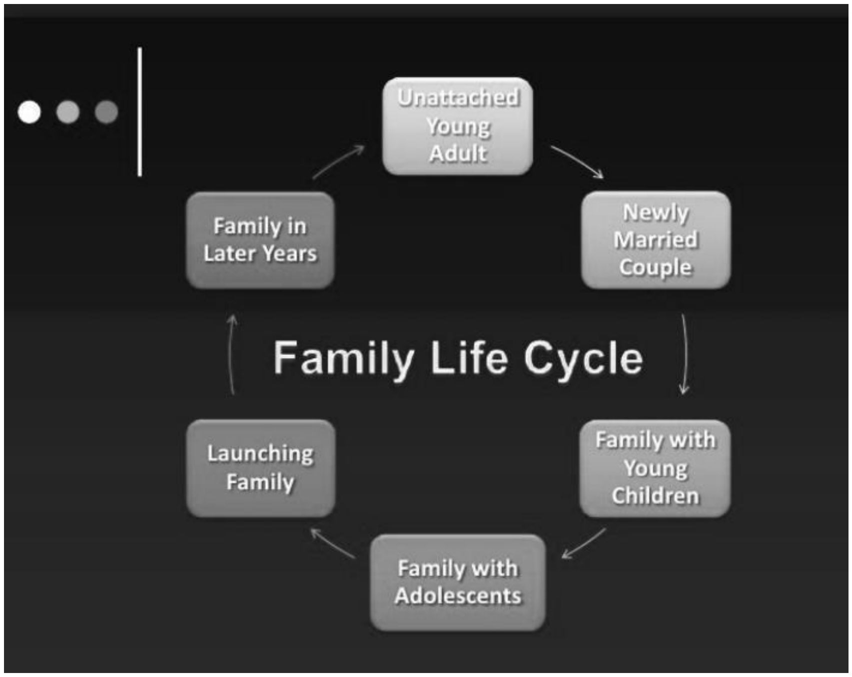
Influence of parents on consumer socialisation

In their investigation of how parents influence their children's socialisation, Carlson and Grossbart classified parents into four categories.

1. Authoritarian parents: These parents usually exert a lot of control over their kids and demand complete submission from them. They make an effort to shield kids from extraneous influences.
2. Neglecting Parents: These parents do not care much about their kids and neglect them. They don't appear to care much about reining in the kids or developing their potential.
3. Democratic Parents: These parents support children's self-expression and a balance between their own and their kids' rights.
4. Permissive Parents: These parents support giving kids as much independence as they can have without endangering their wellbeing.

5.3.4 Family life cycle

Marketing professionals have found the family life cycle notion to be extremely useful, particularly for segmentation initiatives. The idea of the family life cycle (FLC) has been used by behavioural scientists, notably family sociologists, to categorise family units into groups. The term "family life cycle" refers to the various stages that people and families go through over time, beginning with singlehood, followed by marriage (which creates the fundamental family unit), growth (the birth of children), familycontraction (when children reach adulthood and leave the home), and finally the dissolution of the fundamental family unit (through the death of one spouse).



Traditional family life cycle stages

The following stages are typical of traditional family life cycle progression:

Stage-I	**Bachelorhood –** unmarried adult living away from his parents
Stage-II	**Honeymooners –** young married couple
Stage-III	**Parenthood –** married couple with a child/children living with them
Stage-IV	**Post-Parenthood –** older married couple living at home with no children
Stage-V	**Dissolution –** only one spouse alive

The following describes the several stages of the family life cycle:

Stage I: Being a bachelor. Bachelorhood is the initial stage of the family life cycle, during which a single male or female builds a household separate from their parents. Most members are working at this point, and many are college students living away from their parents' homes. At this point of the life cycle, the member's salary is somewhat low because he or she is frequently just starting a profession; nonetheless, he or she has enough extra money to lead a fairly hedonistic lifestyle. These folks typically use their income to pay their rent, buy clothing, buy and maintain cars, go on vacation, and enjoy themselves.

Such singles are the target market for marketers' goods and services. This FLC stage is a lucrative target market for marketers who are involved in tourism, property complexes, health clubs, sports clubs, and other industries. This market category can be easily reached through some publications with a niche audience.

After completing their college careers, many people desire to begin their careers. They have only recently started working. Once more, the person will probably be presented with a wide range of services (example: travelling and dating services). Many other people who have jobs look for partners. When a person discovers someone they believe is deserving of being their mate, there is typically a period of courtship that may occasionally include living together before getting engaged formally. An onslaught of marketing initiatives from specialist businesses like music, photography, bridal gown, men's formal attire, wedding rings, flowers, and honeymoon begin as soon as the engagement is publicised.

Stage II-Honeymooners. The honeymoon period begins right after marriage and lasts until the first kid is born. This group has a better financial situation because both spouses are employed. Now that they had a combined income to spend, they frequently consider a lifestyle centred around pleasure seeking like many singles do. The stage also benefits marketers who can recognise and meet the wants of honeymooners.

In addition to pursuing pleasure, newlyweds must invest a substantial sum of money in constructing a new house (example: purchase of major and minor appliances, kitchen utensils, bedroom and living room furnitures, carpeting, drapes, dishes etc.). Families of this ilk are the most likely to buy durable goods. Additionally, newlyweds ask married couples for guidance on how to organise their homes.

Stage III-Parenthood. As soon as the first child is born, the honeymoon phase is ended. This stage, which is known as parental stage, lasts for twenty years. The pre-school phase,

the elementary school phase, the high school phase, and the college phase are relevant divisions of this stage due to their shorter durations. The family structure and the relationships among the members gradually alter during this era of parenthood. The family's financial situation also undergoes significant adjustment. Traditional wives typically cease working, which lowers the family's income. If both the wife and the husband work, their career advancement and income rise dramatically; nevertheless, their obligations also rise due to rising household costs and costs associated with the child's education. The young couple's way of life also changes. Prior spending on trips, dining out, and house furnishings is typically redistributed to the child's needs.

The duties of young couples between the ages of 28 and 35 also increase as the number of births rises. They are more intelligent, wealthy, and socially conscious. They frequently make their child the centre of their universe and spend money accordingly. The needs of the family expand as the family grows, adding new demands like furniture, a television, a dishwasher, a dryer, etc. Add to that a variety of child-related demands, such as those for baby food, infant medications, doctor appointments, various toys, etc. The parents are receptive to what they see advertised and are curious about new products.

Stage IV - Post-Parenthood. Children leave their parents during the post-parental stage, and former spouses cohabitate alone. This stage might be upsetting for some elderly parents while being liberating for others. Many parents view this time as an opportunity for a "rebirth" because they can now accomplish all that they were unable to do while they were parents, which is why it is also known as the "empty nest stage." It is an opportunity for the female spouse to further her education, enter or reenter the labour market, pursue new interests, etc. It is now appropriate for the husband to participate in new activities. The pair might go on vacation, furnish their home, look into other entertainment options, etc. Couples are currently in the finest financial shape. Due to their minimal expenses, income from investments and savings, and more disposable income (no child-related expenses). Therefore, luxury goods would do well to target these elderly couples.

Many people decide to retire early while they are still in good physical health. After then, they delight in lots of new activities. These senior citizens view television as a significant source of information and amusement. They prefer programmes that keep them up to date on fresh information.

Many elderly couples discover their offspring return home during a recession after a protracted absence. Many factors, including college life, unemployment, increased disposable income, a more comfortable living, separation or divorce, etc., encourage the young to return to their nests. In some circumstances, the children are in charge of caring for their elderly parents.

Stage V-Dissolution. The loss of a spouse marks the beginning of this phase. The adjustment is made much simpler if the surviving spouse is in excellent health, has a job and enough funds, and has a supporting network of family and friends. Additionally, the surviving spouse usually adopts a simpler and less expensive way of life. These people typically sell their homes so they can live lavish lives and spend more money on things like travel, entertainment, and health-related purchases.

The same medical and product requirements will still apply to retired people. The people require protection, love, and attention particularly during this era. At this point, marketers identify a lucrative target market for goods and services including retirement vacations, insurance, and social activities.

Limitations of the family life cycle

Most often, the traditional family life cycle does not take into account every potential life cycle element. Childless couples, single parents (either mother or father), divorced parents, young widowed parents, couples who marry late in life, couples who have their first child late in life, unmarried coup les, unmarried people, extended families (grandparents living with their married children or newlywed couples living with their in-laws), working wives, working mothers, etc. are life cycle factors that are not covered by the traditional life cycle.

Researchers studying the family life cycle haven't come up with a methodical way to deal with individuals who don't match the mould. Such respondents are sometimes included to the conventional life cycle stages that they most closely resemble. To account for these in the conventional model, several researchers have introduced new stages to the traditional FLC.
Recent research has concentrated on life cycle circumstances that are not covered by the conventional FLC. When a household experiences rapid status changes (like a divorce, temporary retirement, the death of a spouse, or the arrival of a new family member), they tend to spontaneously shift their brand preferences and as a result, become appealing targets for numerous marketers.

Case Study:

Purchasing a Microwave Oven

Ramesh Sikand and his family lived in a comfortable two-bedroom flat in a respectable locality in a large city. He was employed with a general insurance medium public school. Both their children, Rachit aged 10 and Sarita aged 8 years, were studying in the same school where Sumita was employed. Just before Diwali in 2002, one Friday evening the family went shopping. Besides clothes for children and few other things, they bought a 27 ltr. Excel microwave from an outlet with good reputation. Sumita was very happy and the children were excited with this new purchase. Both the children were anticipating quick cooking of a variety of dishes they liked. They were expecting that everyday their Mom would give them school tiffin-boxes packed with noodles and other Chinese food.

To celebrate, Sumita invited two of her school colleagues for dinner and prepared a few dishes in her brand new microwave. Both her friends observed her cooking with great interest. On the dinner table most talk was around difficulties of both spouses being employed and the shortage of time to attend to so many household chores. The friends, Ramesh and the kids profusely praised the dishes and how quickly everything for the dinner was ready. What really took most time was cooking the Chapatis. Sumita said, "How nice and convenient it can be if some portable chappati-preparing gadget was available."

Ramesh said, "It was my idea to buy a microwave." Sumita said, "Why? You have forgotten. It was I who two years ago during exam time suggested that it would be good if we buy a microwave." Both of them were trying to take credit for the purchase. Finally, both of them agreed that the idea to buy a microwave was discussed after they attended the dinner at a friend's place where for the first time they saw a microwave in operation.

One of Sumita's friends asked, "Why did you buy this particular brand? I have read in the newspaper just a few days back that there are attractive schemes on some brands." Sumita and Ramesh spoke simultaneously, "In fact, both of us have read advertisements and articles in magazines within the last six months about what features and benefits every brand offers." Sumita said, "As and when I got the opportunity, I consulted some of my knowledgeable friends who have owned microwaves for quite some time, what to look for and what brands to consider." "You know, I came across some scaring information about the safety of microwaves. Now the technology is so advanced that all those scaring tit bits of information are quite baseless." Ramesh said, " Whatever we learned from magazine articles and experienced friends has helped us quite a lot in buying this brand." Sumita said, "About schemes, you are right. We too got a set of three bowls to be used for microwave cooking. Besides, we have paid just a thousand rupees and the rest would be paid in fifteen interest free installments. There is an extended warranty of three years, and if we are not satisfied with the machine, we can return it within the first 30 days of purchase, and no questions asked. Our 1,000 would be refunded in cash."

One of Sumita's friends said, "Recently, one of my relations in Delhi told me her bad experience with this brand. She went to the extent of suggesting me never to buy this brand of microwave." Ramesh said, "I don't know what to say about your relation's experience. What information we could collect goes quite in favour of this brand. Those who recommended it have had few years use experience without any complaints." Sumita's friend said, "You may be right Bhaisaheb. But one thing we all know is that these are machines and they are not perfect. Excellent cars with unmatched reputations like BMW, Rolls Royce, and Mercedes too, need repairs." She smiled, and said, "Haven't you heard of Murphy's Law "If a thing can go wrong, it will".

At about 10.30 pm, the friends thanked Sumita and Ramesh, and congratulated them for owning a microwave and left. Sumita and Ramesh were a bit pensive after their departure. They felt somewhat uneasy about the correctness of their decision in choosing this particular brand of microwave. They knew their money was safe, but it would be embarrassing if they had made a mistake. They agreed to discuss the matter with some of their experienced friends.

Question

Whose decision it was to buy a microwave and when was the purchase decision made? What factors influenced the purchase of the microwave?

5.4 SOCIAL CLASS & CONSUMER BEHAVIOUR

Social class is more of a continuum, i.e., a range of social positions, on which each member of society can be place. But social researchers have divided this continuum into a small number of specific classes. Thus, we go by this framework, social class is used to assign individuals or families to a social-class category.

Social class can be defined as _The division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and the members of all other classes have either more or less status.‘

S. No	Status, Value & Prestige enjoyed	Social Class	Factors affecting Social class
1	Low	**Lower Class**	Lower level occupation with no authority, less income, and no education or minimum education, For example, labour class or clerks etc.
2	Medium	**Middle Class**	Graduates, or postgraduates, executives' managers of companies with authority, drawing handsome salary of which certain amount can be saved and invested. For example, executives or middle level managers of companies.
3	High	Higher Class	Authoritative person, drawing handsome salary, very often professionally qualified, working in a very senior position or a person born into a rich family, with a good background of education.

- Provides a sense of identity
- Imposes a set of _normative' behaviour
- Classes share values, possessions, customs and activities
- Marketing response to customers of different economic means
- Marketing to the low-income consumer
- Some marketers ambivalent as not perceived as long-term customers constitutes a substantial group
- Target with value-oriented strategies

5.4.1 Determination of social class:

Wealth and Income:

The key attribute that sets apart the upper class from other social classes is the possession of substantial sums of wealth. People with greater wealth and income typically hold more respect and social status in society. Although wealth and income are important for upper- class position, class is not directly correlated with income.

Despite having a far higher income than a professor, a prostitute has a lower social rank. Despite all of its flaws, wealth and income are a significant factor in determining social class, in part because of the lifestyles it supports or imposes (a social class is really a lifestyle), and in part because of the assumptions it makes about one's family and way of life.

For their grandchildren, a stable upper-class standing is essentially guaranteed, and upper- class children stand a higher chance. Over time, wealth and income typically elevate people to upper class position. Karl Marx maintained that the only factor determining social class is wealth in his analysis of class distinctions.

Occupation:

The importance of one's occupation in determining one's social class makes it another factor in determining class status. It is common knowledge that some professions carry higher honour than others; for example, surgeons, engineers, administrators, academics, and lawyers are held in higher regard than auto mechanics or other manual labourers.

There are several exceptions, but in general, the high-prestige professions have greater salaries. One of the best indicators of someone's style of living and, consequently, their social class, is their occupation. In addition to determining social status, it has an impact on many other aspects of life, including values, beliefs, and marital relationships.

Education:

Social class and education are strongly inversely correlated. One requires both motivation and money to pursue a higher education. The best schools and institutions are already within the means of upper-class kids. They also have social support and familial traditions. The level and type of schooling a person has influences the class rank he will achieve. As a result, one of the key indicators of a man's social class is his education.

1.4.2 Measuring & characteristics of social class

Measuring & Characteristics of Social Classes

The main characteristics of social class

1. Persons within a given social class tend to behave more alike
2. Social class is hierarchical
3. Social class is not measured by a single variable but is measured as a weighted function of one‘s occupation, income, wealth, education, status, prestige, etc.
4. Social class is continuous rather than concrete, with individuals able to move into a higher social class or drop into a lower class.

5.5 Unit End Questions

A. Descriptive Question

Long Question

1. Do you believe that feelings are a factor in family purchases? Use appropriate examples to support your response.
2. Do you believe that family purchases are influenced by emotions? Explain your response using appropriate examples.
3. "During the early phases of the family life cycle, husband and wife are more inclined to take joint decisions." Give a justification for this.
4. Discuss the nature of family decision-making.
5. Explain Family Life cycle in detail.

Short Question

1. What are the Limitations of the family life cycle?
2. Discuss various effect of Variables on Family Decisions.
3. Write a note on husband-wife influences in family decision-making.
4. Discuss the nature of family decision-making.
5. Write note on Consumer socialization process.

B. Multiple Choice Questions

1. In the stage of family life cycle, individual's incomes are low but financial burden is also low, so they have enough disposable income.

a) Bachelor

b) Senior citizen

c) Kid

d) None of these

2. Your parents don't want you to play with neighborhood kids. Your parents are parents of..........

a) Authoritarian

b) Neglecting

c) Permissive

d) None of these

3. FLC stands for…………

a) Foreign life cycle

b) Family life cycle

c) Fashion life cycle

d) Family life credit

4. Bachelorhood falls in which stage of family life cycle?

a) Stage IV

b) Stage III

c) Stage II

d) Stage I

5. .... In stage only one spouse alive.

a) Stage V

b) Stage IV

c) Stage III

d) Stage II

Answers: 1- a, 2-a, 3-b, 4-d, 5-a

5.6 REFERENCES

Reference Books

- Schiffman, L. G., & Kanuk, L. L. (2019). *Consumer Behavior*. Pearson.
- Solomon, M. R., White, K., Dahl, D. W., & Zaichkowsky, J. L. (2014). *Consumer Behavior: Buying, Having, and Being*. Pearson.
- Foxall, G. R. (2014). *Consumer Behaviour: A Practical Guide*. Routledge.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1994). *Consumer Behavior*. Harcourt Brace College Publishers.
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behavior* (9th ed.). Pearson Prentice Hall.

Websites

1. **Boundless Marketing.** (n.d.). **Reference Groups and Family Influence.** https://courses.lumenlearning.com/boundless-marketing/chapter/reference-groups- and-family-influence/
2. **Business Jargons.** (2020). **Consumer Socialization: Meaning and Factors Influencing Consumer Socialization.** https://businessjargons.com/consumer-socialization.html
3. **Marketing91.** (2021). **Family Life Cycle Stages and Its Marketing Implications.** https://www.marketing91.com/family-life-cycle-stages-and-its-marketing-implications/
4. **Quickonomics.** (2021). **Social Class and Consumer Behavior.** https://quickonomics.com/social-class-and-consumer-behavior/
5. **Research Methodology.** (2021). **Determinants of Social Class.** https://research-methodology.net/determinants-of-social-class/

Certificate/Diploma Course in
Retail and Sales Management
DRS4–Consumer Behaviour
UNIT VI CultURE AND CONSUMER BEHAVIOUR

Structure

6.0 LEARNING OBJECTIVES

After studying this unit, you will be able to:

- Understand the importance of culture to a marketer in studying consumer behavior
- Define culture and know its meaning
- Reveal its characteristics
- Identify the components of culture
- Define opinion leadership
- Understanding the process of opinion leadership
- Measurement of opinion leadership

6.1 Introduction to Culture and Consumer Behaviour

Culture plays a pivotal role in shaping individuals' perceptions, attitudes, and behaviors. For marketers, recognizing and understanding the cultural context in which consumer behavior unfolds is essential for crafting effective marketing strategies. This lesson delves into the fundamental aspects of culture, its definition, relevance, qualities, components, and the profound influence it exerts on consumer consumption.

Defining Culture and Its Relevance in Marketing:

Culture can be defined as the collective beliefs, values, norms, behaviors, symbols, and artifacts shared by a group of people. It encompasses both tangible elements like clothing, food, and art, as well as intangible elements such as beliefs, attitudes, and customs. Culture is dynamic and evolves over time, influenced by historical, social, economic, and technological factors.

In the realm of marketing, culture is a crucial factor that influences how consumers perceive products, brands, and advertising messages. Neglecting the cultural context can lead to misunderstandings, misinterpretations, and ineffective marketing campaigns. A marketing executive must acknowledge that consumers' behaviors are deeply rooted in their cultural backgrounds.

Qualities of Culture:

Culture exhibits several qualities that impact consumer behavior:

1. **Learned Behavior:** Culture is acquired through socialization and exposure to the values and norms of one's society. Individuals learn cultural behaviors from family, peers, media, and educational institutions.
2. **Shared and Transmitted:** Culture is not isolated to individuals; it is shared by members of a group. It is transmitted from one generation to the next, ensuring its continuity.
3. **Dynamic:** Culture evolves over time as societies change and adapt to new circumstances, technologies, and influences. This dynamism requires marketers to stay attuned to cultural shifts.
4. **Symbolic:** Culture is often conveyed through symbols, rituals, and language. These symbols carry deep meanings and influence how individuals perceive and interact with the world around them.

Components of Culture and Their Impact on Consumption:

Culture comprises various components that collectively shape consumer behaviors:

1. **Values and Beliefs:** Cultural values reflect what is deemed important in a society. They guide individuals' preferences and perceptions. Marketers who align their products with prevailing values can resonate more effectively with their target audience.
2. **Norms:** Norms are socially accepted standards of behavior. Understanding cultural norms

helps marketers avoid offending or alienating consumers with messaging that contradicts societal expectations.

3. **Language:** Language is a central component of culture. Effective communication requires understanding not only the linguistic aspect but also the cultural nuances and idioms associated with the language.

4. **Symbols:** Symbols represent abstract ideas and concepts. Logos, colors, and other visual elements used in marketing campaigns carry cultural meanings that can evoke emotional responses.

5. **Rituals and Traditions:** Cultural rituals and traditions impact consumer behavior, especially during holidays and celebrations. Tailoring marketing efforts to align with these occasions can enhance consumer engagement.

6. **Aesthetics:** Cultural aesthetics influence design and product preferences. What is considered aesthetically pleasing varies across cultures and can impact product adoption.

Influence of Culture on Consumption:

Culture exerts a profound influence on consumer behavior and consumption patterns:

1. **Product Preferences:** Cultural values influence what products and services are preferred. For instance, vegetarianism is more prevalent in cultures that value animal welfare and environmental sustainability.

2. **Branding:** Cultural symbols and references can enhance brand recognition and loyalty. Brands that resonate with cultural identities can establish strong connections with consumers.

3. **Communication Styles:** Cultural communication norms influence how messages are received. High-context cultures may rely on subtle cues, while low-context cultures prefer direct communication.

4. **Purchase Behavior:** Cultural attitudes towards frugality, materialism, and spending influence how consumers approach purchases. In some cultures, gift-giving is essential, while in others, practicality takes precedence.

5. **Decision-Making:** Cultural norms dictate decision-making processes, whether they are individualistic or group-oriented. Marketers must tailor their strategies to suit cultural decision-making tendencies.

Conclusion:

Culture is a multifaceted and potent force that shapes individuals' thoughts, behaviors, and preferences. In the realm of marketing, acknowledging and respecting cultural differences is paramount for success. Marketers who delve into the elements of culture, recognize its qualities and components, and understand its profound impact on consumer behavior are better equipped to craft resonant messages, build meaningful connections, and create products that resonate with diverse audiences. As globalization and cultural integration continue, the ability to navigate cultural contexts will remain a key determinant of marketing effectiveness and success.

6.2 Characteristics of Culture

Unveiling the Intricacies of Cultural Influence on Consumer Behavior

Culture, like an invisible thread, weaves itself through every facet of our lives, subtly shaping our perceptions, desires, and choices. In the realm of marketing, comprehending the multifaceted aspects of culture is paramount for achieving success in a specific cultural context. Building upon the previously discussed characteristics of culture, let's delve into each attribute in detail:

(a) The Subtle Influence of Culture: Culture's influence is so ingrained that it resembles the air we breathe – pervasive and inescapable. It permeates every nook and cranny of our existence, often operating beneath our conscious awareness. This quiet but potent force subtly molds various aspects of our lives. Much like a hidden chemical reaction that transforms a caterpillar into a resplendent butterfly, culture uncovers the latent beauty within us, revealing itself in the products we choose, the brands we resonate with, and the lifestyles we adopt.

(b) Culture Fulfills Needs: Human needs are diverse, ranging from basic necessities to higher-level aspirations. Culture plays a pivotal role in determining how these needs are met. Consider hunger – a universal need. Culture dictates not only what we eat but also how we eat it. A person in Bali might savor mangoes, while someone in Bangladesh may turn to rice. These choices are deeply influenced by cultural norms and standards, guiding our purchasing decisions, consumption habits, and even the pursuit of a particular lifestyle to satiate our needs.

(c) Culture is Acquired: Culture is a learned phenomenon, acquired through interactions and experiences rather than inherited genetically. From childhood to adulthood, individuals imbibe cultural values, beliefs, and behaviors from their surroundings. Whether through formal education, informal observations of role models, or the teachings of their elders, individuals absorb cultural norms that inevitably shape their consumer behaviors. Marketers must take into account these learned cultural influences to effectively connect with their target audiences.

(d) Culture is Collectively Held: Cultural values and norms are shared among members of a society, forming a collective ethos. Passed down from one generation to the next, they provide a framework for navigating life's intricacies. While exceptions might exist, the majority adheres to these cultural elements. Institutions like schools and religious organizations play a significant role in cultivating and reinforcing these shared values. For example, the cultural norm of attending the 'Jumma' prayer in Bangladeshi Muslim males exemplifies this collective practice.

(e) Culture is Ever-Changing: Culture is not static; it evolves in response to changing times and contexts. Adapting to societal shifts, culture remains dynamic to survive and remain relevant. As cultural norms change, they impact consumer behaviors and preferences. Marketers must be astute observers of these cultural shifts to ensure their products resonate with changing consumer sentiments. This adaptability is crucial for thriving in an ever-evolving cultural landscape.

Navigating the Cultural Tapestry in Marketing:

Understanding these characteristics equips marketers with a holistic perspective on the role of culture in shaping consumer behavior:

- **Sensitivity to Subtle Influences:** Acknowledging culture's subtle impact empowers marketers to create messages, products, and experiences that align with consumers' underlying cultural predispositions.
- **Strategic Need Fulfillment:** Recognizing how culture fulfills needs allows marketers to tailor their offerings to cater to cultural preferences and expectations. By addressing these needs in culturally appropriate ways, marketers foster resonance and relevance.
- **Embracing Acquired Culture:** Embracing the idea that culture is acquired emphasizes the importance of cultural insight. Marketers who delve into the nuances of learned behaviors can craft campaigns that resonate on a deep level.
- **Tapping into Collective Sentiments:** Understanding that culture is collectively held emphasizes the shared nature of cultural values. By aligning with prevalent cultural sentiments,

marketers can tap into a sense of belonging and identification that resonates with broader audiences.

- **Adapting to Evolution:** Embracing culture's ever-changing nature encourages marketers to remain adaptable. Constantly observing cultural shifts and adjusting strategies accordingly ensures that marketing efforts remain relevant and effective.

Conclusion:

The intricate characteristics of culture form the bedrock upon which successful marketing strategies are built. Recognizing culture's subtle influence, strategic role in fulfilling needs, acquired nature, collective essence, and ever-evolving quality empowers marketers to navigate the cultural tapestry with finesse. By immersing themselves in the depths of cultural dynamics, marketers can cultivate connections that transcend surface-level transactions, fostering enduring relationships with consumers who see their values, needs, and aspirations reflected in the products and experiences they embrace.

6.3 Components of Culture

Unveiling the Three Pillars of Culture: Cognitive, Material, and Normative Components

Delving deeper into the intricate tapestry of culture, we unravel three fundamental components that underpin the essence of any society: the cognitive, material, and normative aspects. These elements collectively form the foundation upon which a culture is built, influencing every facet of human interaction and consumption.

Cognitive Component: Understanding the Universe's Fabric

At the heart of any culture lies its cognitive component, which reflects the society's understanding of the universe's origin and existence. This understanding is forged through a combination of observation, beliefs, and factual evidence. In cultures less advanced, the cognitive aspect may encompass beliefs in deities, superstitions, and mystical entities. Contrastingly, in technologically advanced societies, the cognitive component is rooted in empirical evidence and scientific experimentation.

The cognitive component evolves from primitive to sophisticate as societies refine their knowledge through systematic testing and observation. It symbolizes the intellectual growth of a culture, capturing the journey from myths to theories, from superstitions to empirical facts. This element encapsulates humanity's continuous quest for understanding, shaping the way individuals perceive and interpret the world around them.

Material Component: Crafting Tangible Realities

Diametrically opposite to the cognitive component, the material aspect of culture is manifested through tangible objects created, utilized, and revered by humans. These material artifacts include everything from architectural marvels to household items, showcasing the technological advancement and societal understanding of the era. As technology progresses, so does the material component, giving rise to an array of physical manifestations that mirror cultural values and needs.

The material component is a lens through which we glimpse into a culture's practical expression of its identity. It encompasses the type of dwellings people inhabit, the tools they employ, and the products they create. The material world acts as a canvas onto which cultural values are painted, reflecting both utilitarian necessities and symbolic representations.

Normative Component: Guiding Behavioral Tapestry

The normative component constitutes the moral and ethical fabric of a culture, encompassing shared values, norms, and rules that govern behavior. It embodies the standards of acceptability and conducts that guide interpersonal interactions. Values, being abstract and overarching concepts, are translated into specific norms – guidelines dictating appropriate behaviors for various situations.

To fathom a culture is to decipher its values, as they drive the norms that sculpt societal behaviors. For instance, in Bangladesh, the elevated value placed on religious education is translated into norms mandating formal religious instruction for all children. This gives rise to an ecosystem comprising religious teachers, instructional materials, and educational institutions that support and reinforce this cultural norm.

Unveiling Core and Peripheral Values

Within culture, certain values hold greater significance, known as core values, while others occupy a more peripheral status. Core values are deeply ingrained, enduring beliefs that guide actions and judgments, directing individuals toward vital goals. These values serve as the moral compass by which society navigates complex decisions. Peripheral values, although not as foundational as core values, are still reflective of and aligned with them.

Consider a core value such as health. If health is a central tenet of a person's belief system, peripheral values might encompass habits like regular exercise, a balanced diet, and abstinence from harmful substances. These values intertwine, collectively shaping individual choices and behaviors that mirror the essence of the culture.

Cultural Components: A Crucial Terrain for Marketers

Marketers navigate a cultural landscape where these three components interplay harmoniously to influence consumer behaviors and preferences. The cognitive component shapes the way products are perceived and positioned, drawing upon cultural narratives and beliefs. The material component influences the design and functionality of products, ensuring they resonate with consumers' tangible needs and aspirations. The normative component guides the ethical considerations and communication strategies employed by marketers to create a culturally sensitive and appealing message.

Failure to grasp these cultural nuances can lead to missteps in marketing efforts. Marketers must immerse themselves in the cognitive, material, and normative dimensions of a culture to forge meaningful connections. By understanding the core values, tapping into the material expressions, and respecting the normative guidelines, marketers can create campaigns that seamlessly integrate with the cultural fabric, fostering trust, resonance, and lasting relationships with consumers.

Conclusion: Understanding Culture's Triad for Effective Marketing

The cognitive, material, and normative components collectively define culture's essence, shaping the ways societies perceive, create, and interact. These elements intertwine to create a comprehensive cultural tapestry that influences human behaviors, preferences, and consumption patterns. For marketers, navigating these elements is paramount to success. By aligning products, messages, and strategies with the cognitive, material, and normative aspects, marketers can forge authentic connections that transcend mere transactions, embracing the profound cultural resonance that drives enduring brand loyalty and customer engagement.

6.4 Cultural Influences on Consumption

Cultural Patterns: Solutions, Influences, and Consumer Behavior

The cultural fabric into which individuals are born serves as a rich tapestry of pre-existing solutions, providing them with tools to navigate the intricate challenges presented by their geographic, biological, and social surroundings. These solutions manifest as cultural patterns, encompassing ideologies, role definitions, and socialization practices unique to the society they inhabit. As individuals grow, they internalize these patterns, deeply embedding them in their cognition, behaviors, and decision-making processes.

Cultural Patterns as Solutions

Cultural patterns are akin to a treasure trove of tried-and-tested solutions, tailor-made for the environment in which they emerge. They address the multifaceted challenges posed by geography, biology, and social dynamics. When individuals encounter obstacles, whether environmental or interpersonal, they draw upon these patterns as a compass guiding them toward appropriate responses.

These patterns extend beyond mere survival tactics; they encompass how to navigate complex social interactions, fulfill roles within the community, and achieve personal growth. In essence, cultural patterns offer a repository of wisdom handed down through generations, encapsulating the collective experience and wisdom of the society.

Transmission of Cultural Patterns

Cultural patterns are not isolated concepts; they are transmitted through the intricate web of social institutions. From family to education, religion, and social class, these institutions serve as conduits through which individuals absorb the essence of their culture. Language, parental attitudes, reading materials, and formal education collectively contribute to the assimilation of cultural patterns.

For example, family plays a pivotal role in transmitting cultural norms and values. Children learn not only the spoken language but also the unspoken nuances that convey societal expectations. Educational institutions impart structured knowledge, further deepening individuals' connection to cultural patterns.

Shaping Ideas, Values, and Roles

The cultural patterns individuals imbibe play a profound role in shaping their ideas, values, and roles within society. Ideological constructs, such as beliefs about authority, justice, and ethics, are woven into the fabric of cultural patterns. Individuals adopt certain roles based on these patterns – roles that guide their interactions with family, friends, and colleagues.

Even the pursuit of needs and desires is influenced by cultural patterns. For instance, the concept of modesty varies across cultures, dictating how individuals present themselves and interact with others. What is considered acceptable conduct in one culture might be deemed inappropriate in another.

Cultural Influences on Consumer Behavior

Culture is not confined to abstract notions; it shapes tangible behaviors, including consumer choices. Cultural patterns influence not only how individuals satisfy their basic needs but also create desires that drive buying behavior. These learned desires, often as compelling as fundamental needs, can significantly impact consumer preferences.

For instance, the cultural pattern of valuing family togetherness might lead to the purchase of a large dining table, symbolizing communal meals. Alternatively, cultural preferences for certain foods or materials can direct individuals' purchasing decisions. The desire for specific brands, products, or lifestyles often stems from cultural influences ingrained since childhood.

Conclusion: The Nexus of Culture and Consumer Choices

In the intricate dance of culture and consumer behavior, the significance of cultural patterns cannot be overstated. These patterns offer pragmatic solutions to complex challenges, serve as guides for role fulfillment, and mold individual desires and preferences. Marketers who grasp the power of cultural influences gain a vantage point to shape messages, products, and campaigns that resonate deeply with their target audiences.

By recognizing that cultural patterns extend beyond surface-level preferences, marketers can tap into the rich cultural reservoir that guides consumers' aspirations and choices. Successful marketing campaigns are those that harmonize with cultural patterns, effectively aligning products and messages with the ingrained values, roles, and desires of a society. As cultural patterns continue to weave their intricate tapestry, understanding their profound influence becomes essential in crafting strategies that foster authentic connections and lasting engagement.

6.5 Opinion Leadership

The Dynamics of Opinion Leadership: Understanding Influence in Consumer Behavior

In the intricate landscape of consumer behavior, social interactions wield a profound influence on the decisions individuals make when faced with complex choices. The informal exchange of opinions among friends, family, colleagues, and acquaintances has the power to sway preferences, shape perceptions, and ultimately guide buying behavior. This phenomenon, known as the opinion leadership process, forms a critical nexus between interpersonal relationships and consumption decisions. For marketers, delving into the personality, motivations, and dynamics of both opinion leaders and opinion receivers is essential for navigating this intricate landscape effectively.

The Power of Social Influence

In a world inundated with information and choices, people often turn to their social networks for guidance. The opinions, recommendations, and experiences of those around us carry weight, serving as beacons of trust in a sea of options. This social influence is not confined to explicit marketing campaigns; instead, it emanates from the informal interactions individuals have every day.

Consider the scenario of choosing a smartphone. Rather than sifting through technical specifications alone, an individual might consult a friend who recently purchased a new device. This friend becomes an opinion leader, offering insights that extend beyond specifications to encompass user experience, practicality, and satisfaction.

The Opinion Leadership Process

The opinion leadership process is a dynamic interplay between two roles: opinion leaders and opinion receivers. Opinion leaders are individuals within a social network who wield influence due to their knowledge, expertise, or perceived experience. They are trendsetters, respected for their insights and recommendations. Opinion receivers, on the other hand, are individuals who listen to and are influenced by opinion leaders.

Opinion leaders bridge the information gap, distilling complex choices into digestible insights. Their role extends beyond product recommendations; they provide context, narratives, and real-world anecdotes that resonate with opinion receivers. In essence, opinion leaders serve as intermediaries between products and consumers, infusing authenticity and credibility into the decision-making process.

Understanding Opinion Leaders

The personality traits and motivations of opinion leaders are crucial components of this process. Opinion leaders often possess qualities such as extroversion, sociability, and confidence. They are enthusiastic about sharing their experiences and insights, motivated by a desire to help others. Their expertise might be domain-specific, making them sought-after sources of advice in particular areas.

Opinion leaders are not passive recipients of information; they actively seek out new experiences, products, and information to enrich their knowledge. This proactive behavior feeds into their credibility, as their recommendations are grounded in personal exploration and evaluation.

Empowering Opinion Receivers

Opinion receivers, the recipients of these insights, value the guidance of opinion leaders due to the perceived authenticity of their recommendations. This influence is particularly potent when the opinion leader and receiver share common interests, values, or aspirations. The alignment of perspectives establishes a strong rapport, enhancing the impact of the message.

Opinion receivers, in turn, exhibit openness to new ideas and a willingness to explore options guided by the insights of opinion leaders. This dynamic exchange fosters a sense of camaraderie, enhancing the social fabric of the relationship.

Marketers' Perspective

From a marketer's standpoint, understanding the mechanics of the opinion leadership process is invaluable. Identifying opinion leaders within target audiences allows marketers to tailor their strategies to resonate with these influential figures. Opinion leaders can be leveraged to amplify brand messaging, showcase product benefits, and create authentic narratives that resonate with broader audiences.

Moreover, understanding the motivations and dynamics of opinion receivers helps marketers design campaigns that align with their needs, aspirations, and values. Crafting messages that reflect the shared perspectives of opinion leaders and receivers facilitates a genuine connection that transcends traditional advertising.

Conclusion: Navigating Influence with Insight

The interplay of opinion leadership within social networks highlights the undeniable power of interpersonal interactions in shaping consumer behavior. The influence of opinion leaders extends far beyond explicit endorsements; it is a conduit through which authenticity, credibility, and trust flow. For marketers, delving into the psychology of opinion leaders and receivers opens the door to crafting strategies that harness the potential of these relationships.

By recognizing the key attributes of opinion leaders, tailoring messages to align with their expertise, and understanding the receptiveness of opinion receivers, marketers can create campaigns that foster genuine connections. In an era where word-of-mouth has evolved into a digital realm, the dynamics of opinion leadership remain a cornerstone of consumer behavior, illustrating the timeless influence of human connections in the ever-evolving landscape of consumption.

What is Opinion Leadership?

Opinion leadership refers to the dynamic process by which an individual who holds strong opinions informally influences the actions or attitudes of others who may not have their own opinions or are seeking guidance. The person with the strong opinion is known as the opinion leader, while those who seek opinions are referred to as opinion seekers or recipients. It's important to note that one person can be an opinion leader for a specific product category while being an opinion seeker for another.

Consumer research delves into understanding how opinion leaders influence the consumption patterns of others. The concept of personal influence encompasses four areas of activity, namely fashion, movie-going, public affairs (politics), and marketing, particularly related to brand choice.

Definition of Opinion Leadership

Opinion leadership can be described as a process where one person, known as the opinion leader, informally influences the attitudes or actions of others. These opinion leaders often provide informal advice or recommendations about products or services. They are typically part of social groups and have a social communication network through which they exert their influence. The communication among opinion leaders and those they influence is informal and interpersonal, occurring outside of direct commercial selling sources.

Examples of Opinion Leadership:

Examples that illustrate the role of opinion leadership include:

- During a casual conversation, a friend shares about their recent car purchase and recommends it to others.
- Someone shows their friend photos from their recent trip abroad and suggests that using a specific brand of camera could result in better pictures.
- A family interested in building a swimming pool in their spacious house seeks recommendations from their neighbors on which pool construction company to contact.
- A parent looking for admission to a specific school for their child reaches out to other parents who have children attending the same school for advice and recommendations.

Characteristics of Opinion Leaders

Opinion leadership is a dynamic and highly influential consumer force. As informal sources of communication, opinion leaders have the ability to effectively shape consumers' decisions related to products. The dynamics of opinion leadership can be categorized under the following headings:

- Credible source of information: Opinion leaders are considered credible sources of information due to their expertise, knowledge, and experience in a particular domain.
- Provision of both positive and negative product information: Opinion leaders not only share positive opinions about products, but also provide critical feedback and negative information, making their influence more balanced and credible.
- Source of information and advice: Opinion leaders play a crucial role in providing information and advice to others, helping them make informed decisions about products or services.
- Two-way street: Opinion leadership is a reciprocal process, where the opinion leaders receive as well as provide information and advice, making it a two-way interaction.
- Specific characteristics: Opinion leaders possess certain characteristics that make them influential, such as their social status, expertise, communication skills, and ability to connect with others.

6.6 Opinion Leadership Measurement

Measuring Opinion Leadership and Understanding the Interpersonal Flow of Communication

The influence of opinion leaders on consumer behavior is a complex phenomenon that requires nuanced measurement techniques and a deep understanding of the interpersonal flow of communication. Various methods have been developed to assess the extent of opinion leadership and its impact on shaping consumer choices. Additionally, models like the Two-Step Flow of Communication and the Multi-Step Flow of Communication provide insights into the dynamics of information dissemination and influence within social networks.

Measuring Opinion Leadership

The influence of opinion leaders can vary widely based on the context, the product or service in question, and the individuals involved. To gauge the extent of their influence, researchers employ several techniques:

1. **Self-designating Method:** In this approach, individuals self-reflect on their recent role in influencing the consumption behavior of others. Surveys or scales are used to measure the susceptibility of consumers to the influence of others. Respondents rate their agreement with statements related to influence on a scale. This method provides subjective insights into perceived opinion leadership.
2. **Sociometric Research:** Researchers study a self-contained population, such as a residential community, to observe consumer-related conversations. By analyzing interactions, they identify individuals who influence or are influenced by others within the group. This method offers insights into real-world interactions.
3. **Key Informant Method:** Instead of studying a sample or community, this method involves identifying a key informant who can provide information about opinion leaders in a specific group. This informant is often someone who is familiar with the social dynamics and can name individuals with significant influence.
4. **Objective Method:** Controlled experiments are conducted to understand opinion leadership's impact. New products are introduced to a group, containing both natural opinion leaders and non-leaders. The effectiveness of opinion leaders in influencing others is measured through the experiment's outcomes.

Situational Environment Triggers for Opinion Leadership

Opinion leadership doesn't emerge spontaneously; there are triggers that initiate conversations and interactions. For instance, when two individuals meet, certain topics or situations might prompt discussions where opinion leaders share their insights and recommendations. These triggers set the stage for the flow of information and influence.

The Interpersonal Flow of Communication

The flow of information and influence within social networks is a dynamic process that involves opinion leaders as crucial conduits. Two prominent models, the Two-Step Flow of Communication and the Multi-Step Flow of Communication, shed light on this dynamic process:

1. **Two-Step Flow of Communication Model:** This model suggests that specific individuals within a social system are more exposed to mass media and act as filters and transmitters of information. Opinion leaders receive information from mass media and then transmit and interpret it for the broader population. This model underscores the importance of social interaction in conveying information, shaping attitudes, and stimulating behavior.
2. **Multi-Step Flow of Communication Model:** This model acknowledges that the exchange of information and influence between opinion leaders and receivers is a two-way process. It recognizes that communication not only transfers information from mass media to both groups but also involves mutual exchange between opinion leaders and opinion receivers. Unlike the Two-Step Flow model, this model accounts for the bidirectional nature of communication.

Conclusion: Navigating Influence Dynamics

Measuring the influence of opinion leaders and understanding the intricate flow of communication are pivotal for marketers aiming to harness the power of social networks. Each method offers unique insights into the extent of opinion leadership within specific contexts. The Two-Step Flow and Multi-Step Flow models provide frameworks to comprehend how information and influence traverse interpersonal relationships.

By employing these techniques and models, marketers can tailor strategies that leverage opinion leaders' insights while accounting for the reciprocal exchange of information among opinion leaders, opinion receivers, and information receivers. As consumer behavior continues to be shaped by interpersonal interactions, grasping the dynamics of influence becomes increasingly vital in the art of effective marketing.

6.7 Unit End Questions

A. Descriptive Question

Long Question

1. What is the meaning of Culture?
2. What is the role of Culture in Consumer behaviour and also discuss its importance.
3. Discuss the importance of cultural study to a marketer. Define culture and explain its meaning.
4. What are the components of a culture? Explain them with examples.
5. Define Culture in the light of following statement “Culture represents a particular pattern of behavior”.

Short Question

1. Discuss in detail the characteristics of culture.
2. Write a note on Cultural Influences on Consumption.
3. Define Opinion Leadership with examples.
4. State the Characteristics of Opinion Leaders.
5. State various techniques of measuring opinion leadership.

B. Multiple Choice Questions

1. Cultural traditions affect:
    a) How people work and play,
    b) What people eat and how they eat
    c) How and what people buy
    d) All of the above.

2. Slight change in cultural traditions can significantly alter:
    a) How people buy
    b) What people buy
    c) Both b & c
    d) None of the above.

3. Which of the following is an outcome of a cultural setting?
    a) The attitudes people possess and the values they hold dear
    b) The lifestyles people enjoy
    c) The interpersonal behavioral patterns people adopt
    d) All of the above

4. Cultural forces have a bearing on:
    a) The standards of government
    b) The state of the economy
    c) The intensity of competition and technological development
    d) All of the above.
5. Our culture determines:
    a) What we wear and eat
    b) Where we reside and travel
    c) Both a & b
    d) None of the above.

Answers: 1. (d); 2. (c); 3. (d); 4. (d); 5. (c)

6.8 References

1. Solomon, M. R. (2019). Consumer Behavior: Buying, Having, and Being. Pearson.

2. Hofstede, G. (2010). *Cultures and Organizations: Software of the Mind*. McGraw-Hill.

3. Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2012). *Consumer Behavior*. Cengage Learning.

4. Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.

5. Schiffman, L. G., & Kanuk, L. L. (2019). *Consumer Behavior*. Pearson.

Websites:

1. **Boundless Marketing.**(n.d.).**Culture and Consumer Behavior.**
https://courses.lumenlearning.com/boundless-marketing/chapter/culture-and-consumer- behavior/

2. **Cleverism.** (2020). **Opinion Leadership: Definition, Theory, and Examples.** https://www.cleverism.com/opinion-leadership-definition-theory-and-examples/

3. **Business Jargons.** (2020). **Opinion Leadership: Meaning, Types, Factors, and Importance.** https://businessjargons.com/opinion-leadership.html

4. **Marketing91.** (2021). **Cultural Factors Influencing Consumer Behavior.** https://www.marketing91.com/cultural-factors-influencing-consumer-behavior/

5. **Research Methodology.** (2021). **Components of Culture.** https://research- methodology.net/components-of-culture/