



Chapter 3 Buyer Behaviour



Learning Objectives

- Consumer behaviour;
- Individual factors affecting consumer behaviour;
- Group factors affecting consumer behaviour;
- Types of decision making;
- The consumer decision making process;
- Adoption of new products.

The buying decision process

- Complex buying behavior
- Dissonance-reducing buyer behavior
- Habitual buying behavior
- Variety-seeking buying behavior
- Routine decision making
- Impulsive decision making

Decision making: situation

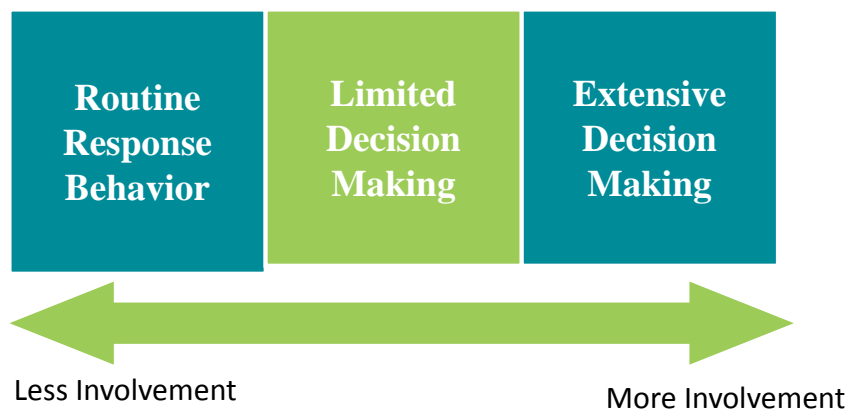
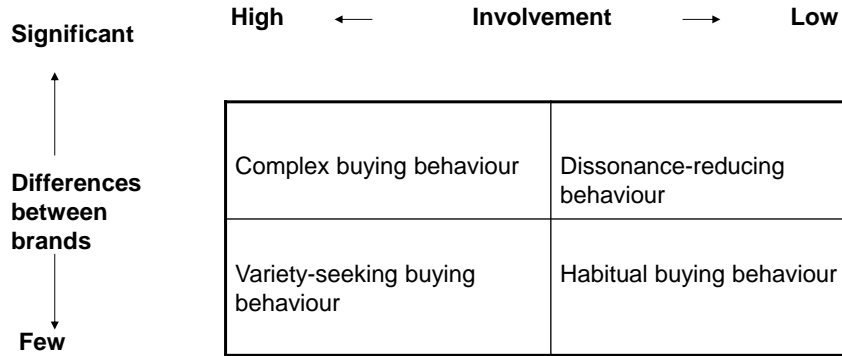
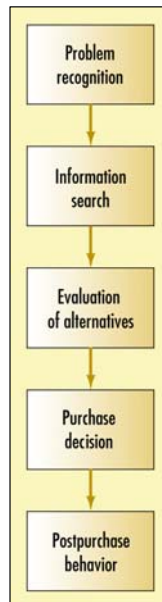


Figure 3.1



Stages of the Buying Decision Process



Awareness levels of needs

- Conscious
- Unconscious
- Latent/preconscious
- Manifested vs latent motives

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Individual factors influencing buyer behavior

- Motivation
- Perception
- Learning
- Attitude
- Personality
- Life style

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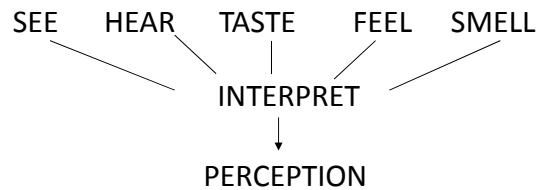
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Perception

The process by which people select, organize and interpret information gathered by their sense to form a meaningful and coherent picture.



- Selective exposure
- Selective attention
- Selective interpretation
- Selective recall

Attitudes

- ❑ An individual's feeling (favourably or unfavourably) toward an object

- ❑ Marketer can:

intensify existing attitudes
create new attitudes
change existing attitudes

- Changing beliefs about attributes
- Change relative importance of beliefs
- Add new beliefs
- Change beliefs about attitudes of ideal brand

Components of attitudes

- Cognitive
 - Factual knowledge
- Affection
 - Emotional feelings
 - Mostly not based on facts /experience
- Behavioural

Group factors influencing buyer behavior

- Family
- Reference group
- Opinion leaders
- Social class
- Cultural group

Role differentiation in decision making in the family

Roles	Family members
The initiator is the person who makes the first suggestion regarding products to be purchased	Teenagers often act as initiator
The influencer is the person who implicitly or explicitly influences the final decision because the persons suggestions and wishes are reflected in the ultimate decision made by the family	Children's preferences (for example for a certain kind of breakfast cereal) influence family decision making

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The decision maker is the person who actually chooses between alternatives and makes the decision	This is usually the mother or father
The purchaser purchases the products	It is usually the mother's responsibility to purchase the groceries
The user is the person who Actually uses the product	The baby consumes the vegetable puree purchased by the mother

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Reference groups

Any group of people with distinctive norms of behaviour on which an individual bases his or her behaviour.



- Membership groups
- Automatic groups
- Negative groups
- Associative groups



- Informative influence
- Normative influence
- Identification influence
- Value expression

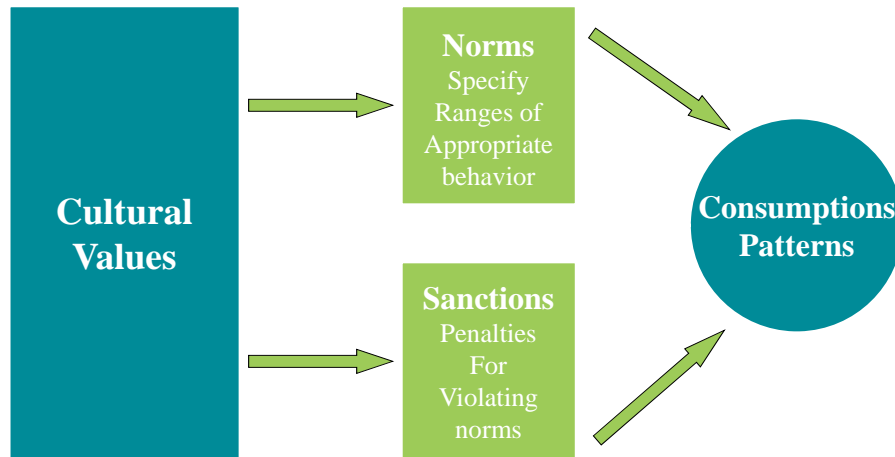


- Opinion Leaders (s)

Determinants of reference group influence

- Visible usage
- High relevance of product to group
- Low individual purchase confidence
- Strong individual commitment to group
- Non necessary item

Values, norms, sanctions & consumption patterns



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What is organizational buying?

- Buying situations
 - Straight rebuy
 - Modified rebuy
 - New task
- Systems buying and selling

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Participants in the business buying process

- The Buying Center
 - Initiators
 - Users
 - Influencers
 - Deciders
 - Approvers
 - Buyers
 - Gatekeepers

Analysing buying center

- Who are the individuals that form the buying center?
- What is each member's power base?
- What is each member's relative influence in the decision/
- What are each members evaluation criteria and how does he rate each prospective supplier on these criteria?