

Marketing Management

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Analyzing consumer market

Chapter 6

What influences consumer behavior?

- Theory and reality of CB
- CB is influenced by cultural, social, and personal factors

Cultural factors

- Culture is fundamental determinants of persons wants and behavior
- Each culture consists of several smaller subcultures

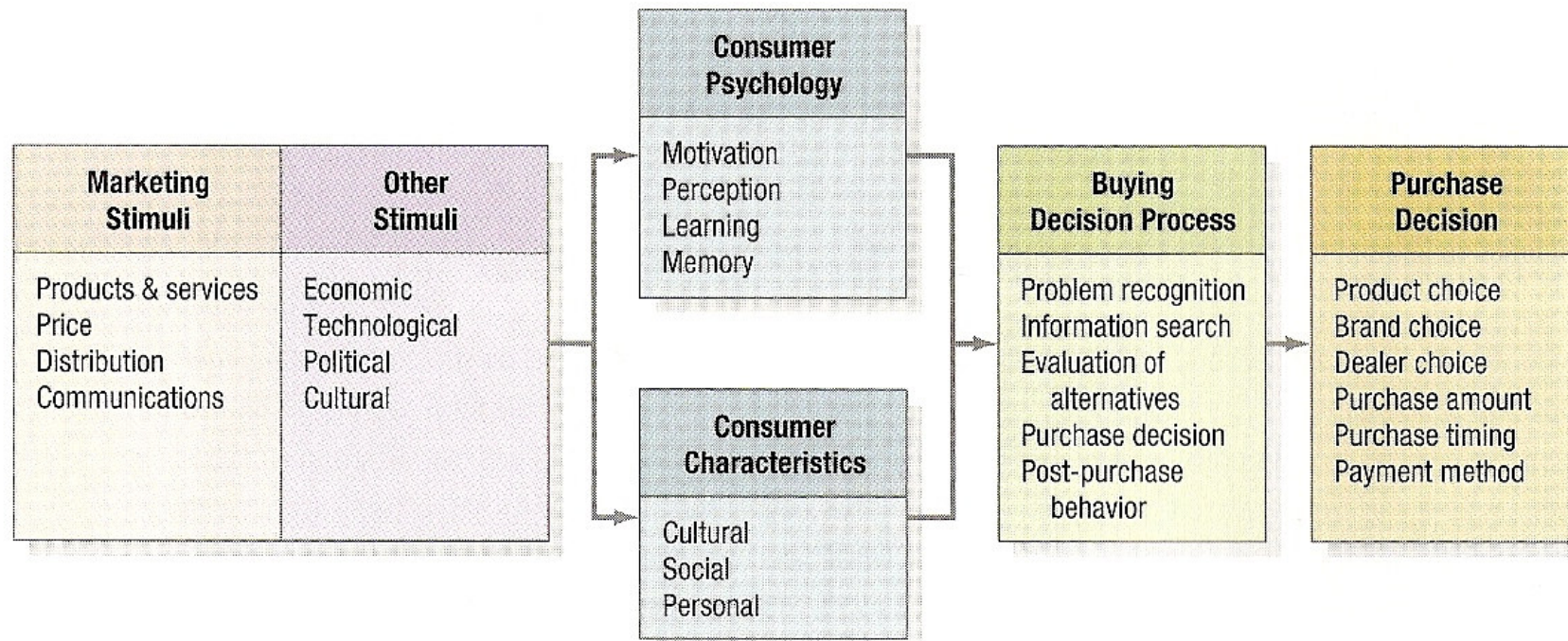
Social factors

- Reference group, family, social class, and status

Personal factors

- Age, stage in life, occupation and economics, personality and self concept, life style and value

Key psychological processes



Motivation

- Biogenic need
- Psychological need
- Motivation theories: Freuds, Maslow, and Herzberg

Perception

- Selects, organize, and interprets
- Affected by surrounding environment
- Selective attention, selective distortion, and selective retention

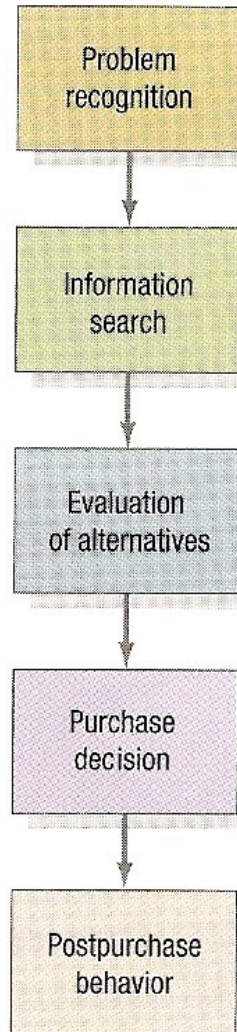
Learning

- Most human behavior is learned
- Interplay of drives, stimuli, cues, responses, and reinforcement

Memory

- Information and experiences stored in memory
- Short term memory
- Long term memory

The buying decision process



Level of consumer involvement

- Level of engagement