

# MKTG1001 - Lecture 4

## FACTORS INFLUENCING BUYER BEHAVIOUR

### 1. CULTURE

- Basic values, perceptions, wants, behaviours learned from family / institutions
  - doesn't have to be race
- Cultural groups (people with shared value systems)
- Social classes (relatively permanent divisions in society)
  - **economic capital** (income)
  - **cultural capital** (any form of knowledge, skills)
    - results in advantages and therefore higher status, often leads to expectations
    - often defines what social class you're likely to stay in
  - **social capital** (value through social networks)
  - **symbolic capital** (right to be listened to – awards, honour)

*Pierre Bourdieu notions of social class*

### 2. SOCIAL

**Social groups** influence behaviour:

- Membership groups
- Reference groups (good example - family)
- Aspirational groups
- Opinion leaders (very category specific)
- Online social networks
  - internet allows people to explore their interests and be influenced by groups they normally wouldn't have access to

*Different social groups have a need for different products*

### Roles:

- Individual level
- Family level

- Community level (neighbourhood)
- Group level (attachments to social groups)

Depending on your roles it depends what you consume. The self has many different role identities and only some may be active at a time.

- *Different products are consumed during the performance of these roles*

Binge watchers have a different role to traditional TV watchers – there is no preprogrammed watchlist.

### 3. PERSONAL

- Life-cycle stage influences priorities => needs => therefore purpose
  - Not everyone fits into this model though
  - Very useful for the government to map what services people need at different stages

#### Self concept

- **Self esteem** – beliefs about a persons attributes generated from two components
  - real (the actual you) and ideal selves (what you'd like to be)
- Ideals of beauty are generated from cosmetics companies to stimulate demand
  - done by increasing the difference between the real and ideal selves
    - *cornerstone of what marketers do – disconnect between what people perceive and what people want to be*
- BUT the problem is when this gap gets too big

*you are what you consume:*

**a) Self product congruence** – products will be chosen which match part of themselves

**b) Self completion hypothesis** – products chosen to compensate for a deficit of who they want to be

### 4. PSYCHOLOGICAL

- Marketers are interested in manipulating (influencing) peoples behaviour (ethical issues??)

- Perception is the process by which people select/organise/interpret information to form meaning
- **Principle of closure** – consumers perceive an incomplete picture as complete by **filling in the blanks** based on previous experience

Customers:

- Where do they buy? How do they buy? Who is important? What are their choice criteria? When do they buy?
- most importantly – WHY?

Wants vs needs – wants are more malleable than needs

- A want is a point in time expression of a need.
  - e.g. tonight you'll want to eat food (need). what brand? (want)

## **MOTIVATION**

- Motive – a need that is sufficiently pressing to direct the person to seek satisfaction of the need

## **Hertzberg's Motivation-Hygiene Theory**

- Basic needs (hygiene factors) and motivated needs.

## **Keno's Needs Theory**

- If basic needs aren't met it leads to dissatisfaction (Hygiene factors)
- Performance needs are what people know they want (Motivation factors)
- Excitement needs are things we didn't expect

What's wrong with **delight** models of customer satisfaction?

e.g. Delight = Expectation + 1

We are always chasing expectations which will always continue to increase – leads to expectations that can't be reached.

- To combat this you need to change expectations – randomising this event may work