

Konsumenternas köpbeteende

(Kapitel 5)

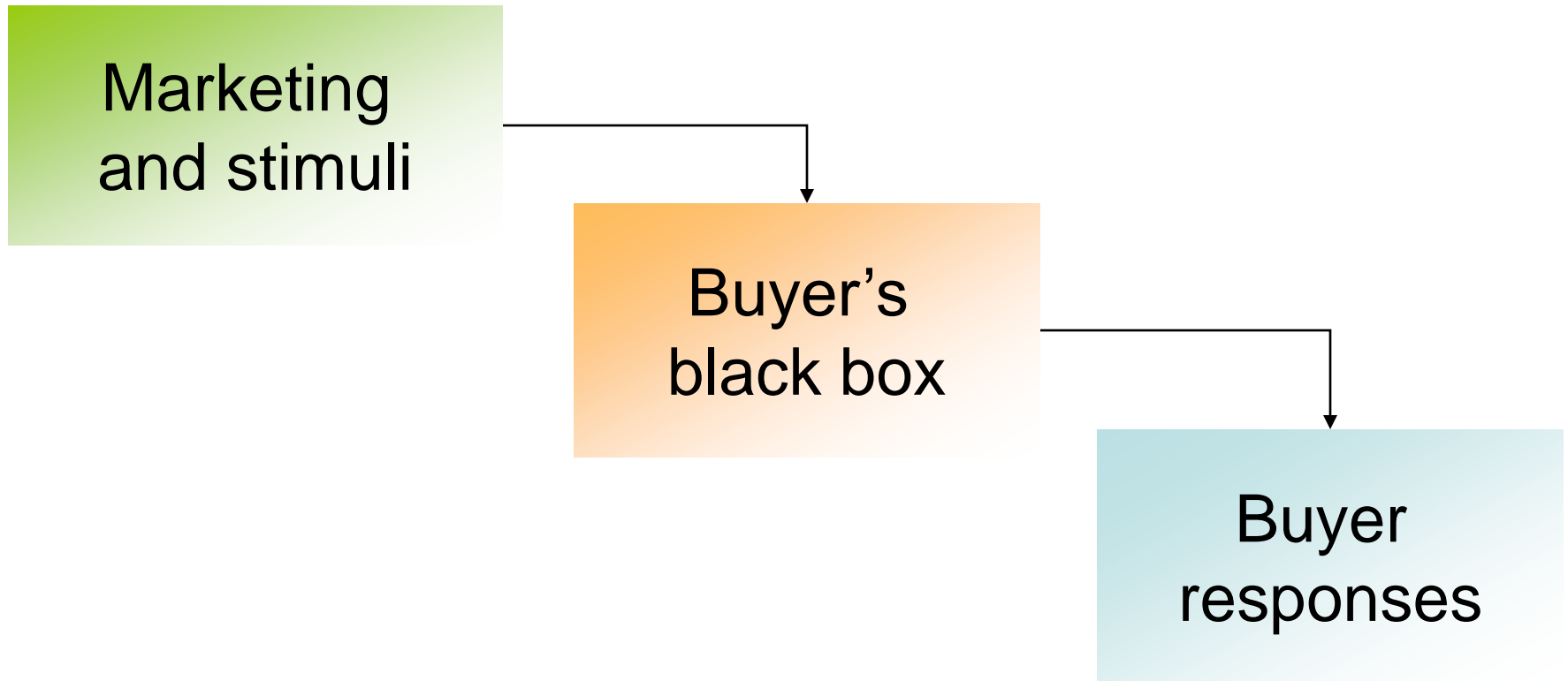


Konsumentbeteende översikt

1. Modell över konsumentbeteende
2. Köpbeteende påverkas av fyra faktorer
3. Typ av beslutsbeteende
4. Köpbeslutsprocessen
5. Köpbeslutsprocess för nya produkter
6. Marknadsinformation och undersökningar



Modell över konsument beteendet



Analys av konsumenternas beteende

- What do consumers buy?
- Where do they buy?
- When do they buy?
- Why do they buy?
- How do they buy?
- Who buys?



Faktorer som påverkar konsumentbeteendet

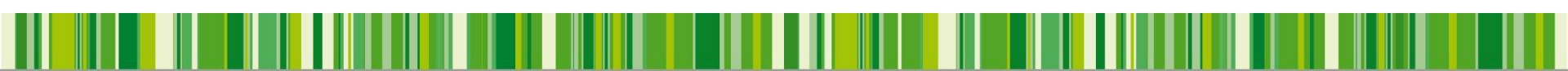
1. Cultural

2. Social

3. Personal

4. Psycho-
logical

5. Buyer



1. Kulturella faktorer

- **Culture** is the set of basic values, perceptions, wants and behaviours learned by a member of society from family and other important institutions.
- Subculture
- Social class



Social class (utifrån inkomst, utbildning, förmögenhet).

1	Higher managerial and professional occupations
1.1	Employers and managers in large organisations (senior private and public sector employees)
1.2	Higher professionals (partners in law firms, etc.)
2	Lower managerial and professional occupations (middle managers and professionally qualified people)
3	Intermediate occupations (secretaries, policemen, etc.)
4	Small employers and sole traders
5	Lower supervisory, craft and related occupations (skilled manual workers)
6	Semi-routine occupations (shop assistants, etc.)
7	Routine occupations (semi-skilled or unskilled manual workers)

2. Sociala faktorer

- Reference groups
- Family
- Roles and status



Köproller i en grupp

- Initiator
- Influencer
- Decider
- Buyer
- User



3. Personliga faktorer

- Buyer's age
- Lifecycle stage
- Occupation
- Economic situation
- Lifestyle
- Personality
- Self-concept



Family life-cycle stages

Young

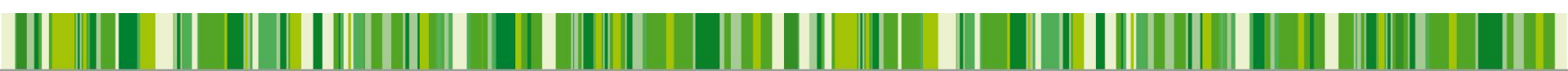
- Single
- Married without children
- Married with children
- Divorced with children

Older

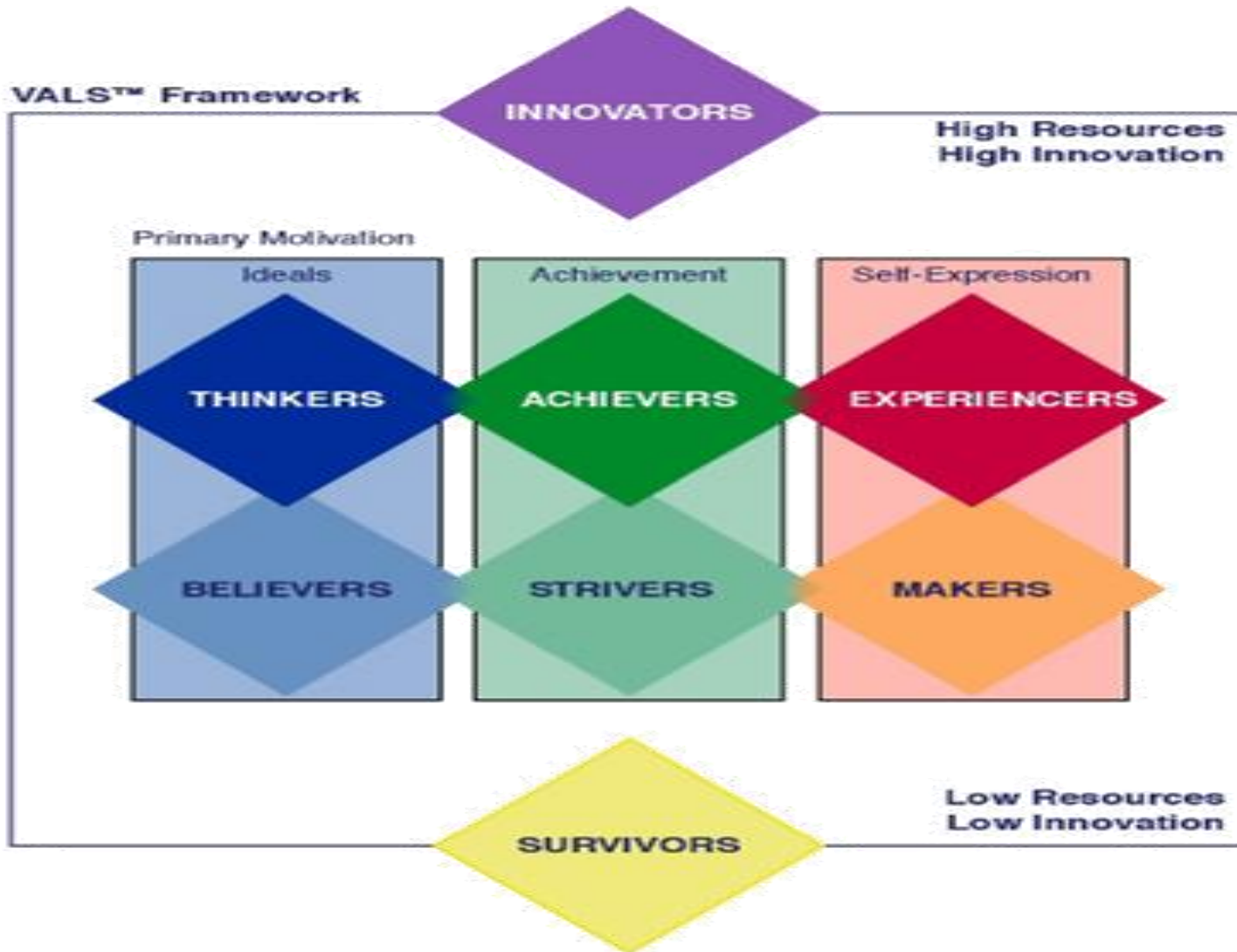
- Older married
- Older unmarried

Middle-aged

- Single
- Married without children
- Married with children
- Married without dependent children
- Divorced without children
- Divorced with children
- Divorced without dependent children

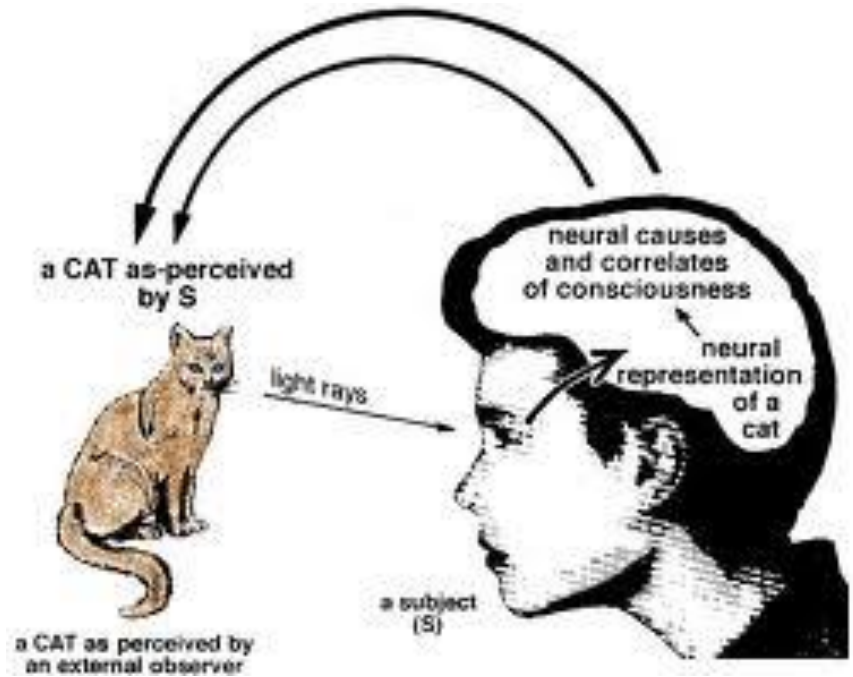


Livsstil



4. Psykologiska faktorer

- Motivation
- Perception
- Learning
- Beliefs and attitudes

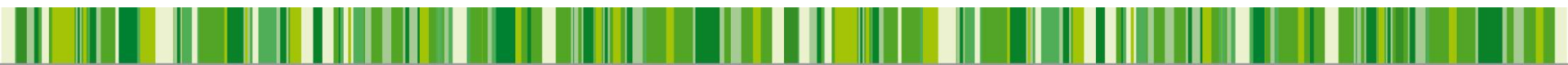


Maslow's hierarchy of needs



Perception

- Perception is the process by which people select, organise and interpret information to form a meaningful picture of the world
 - Selective attention
 - Selective distortion
 - Selective retention



Skillnaden mellan uppfattningar och attityd

A **belief** is a descriptive thought a person has about something.

An **attitude** describes a person's favourable or unfavourable evaluations, feelings, and tendencies towards an object or idea.

