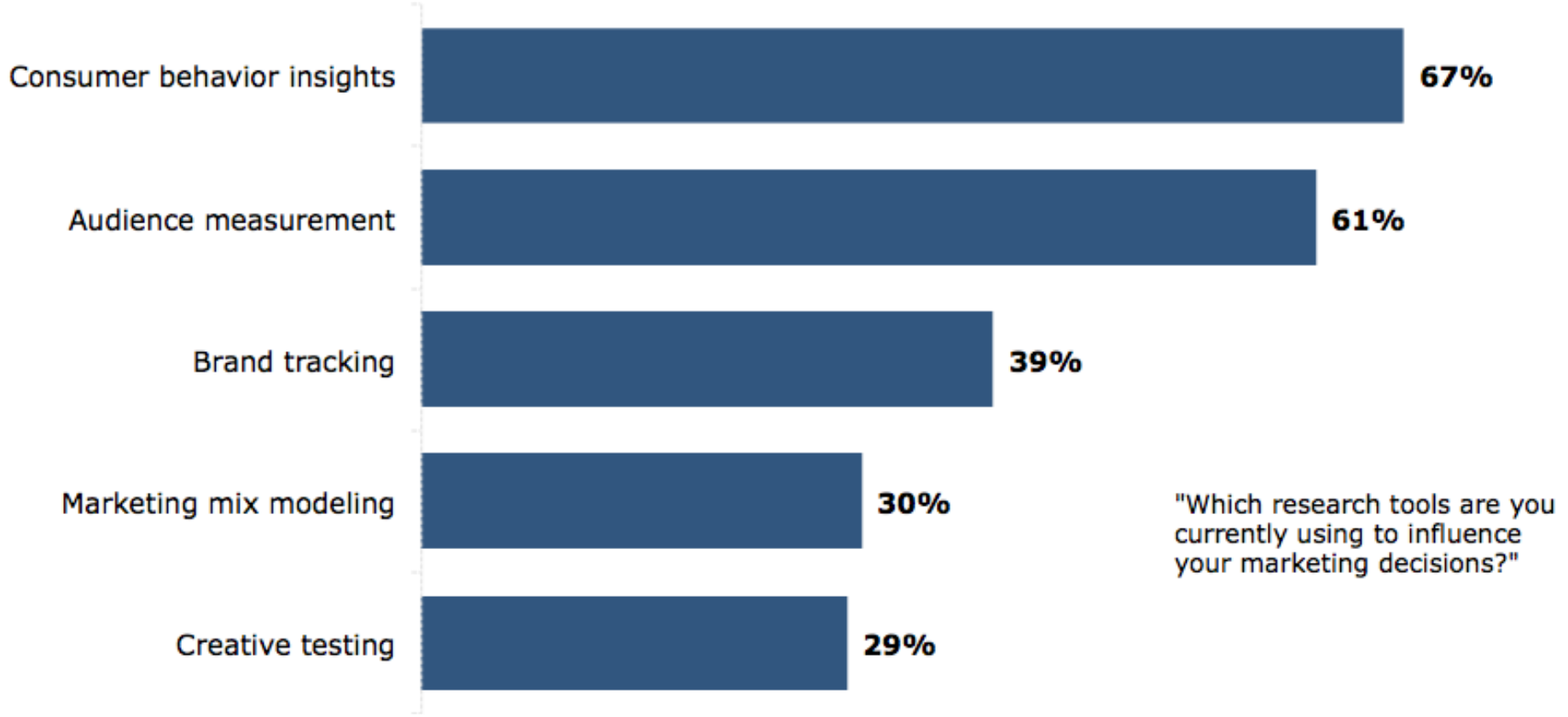
What is Consumer Behavio(u)r?

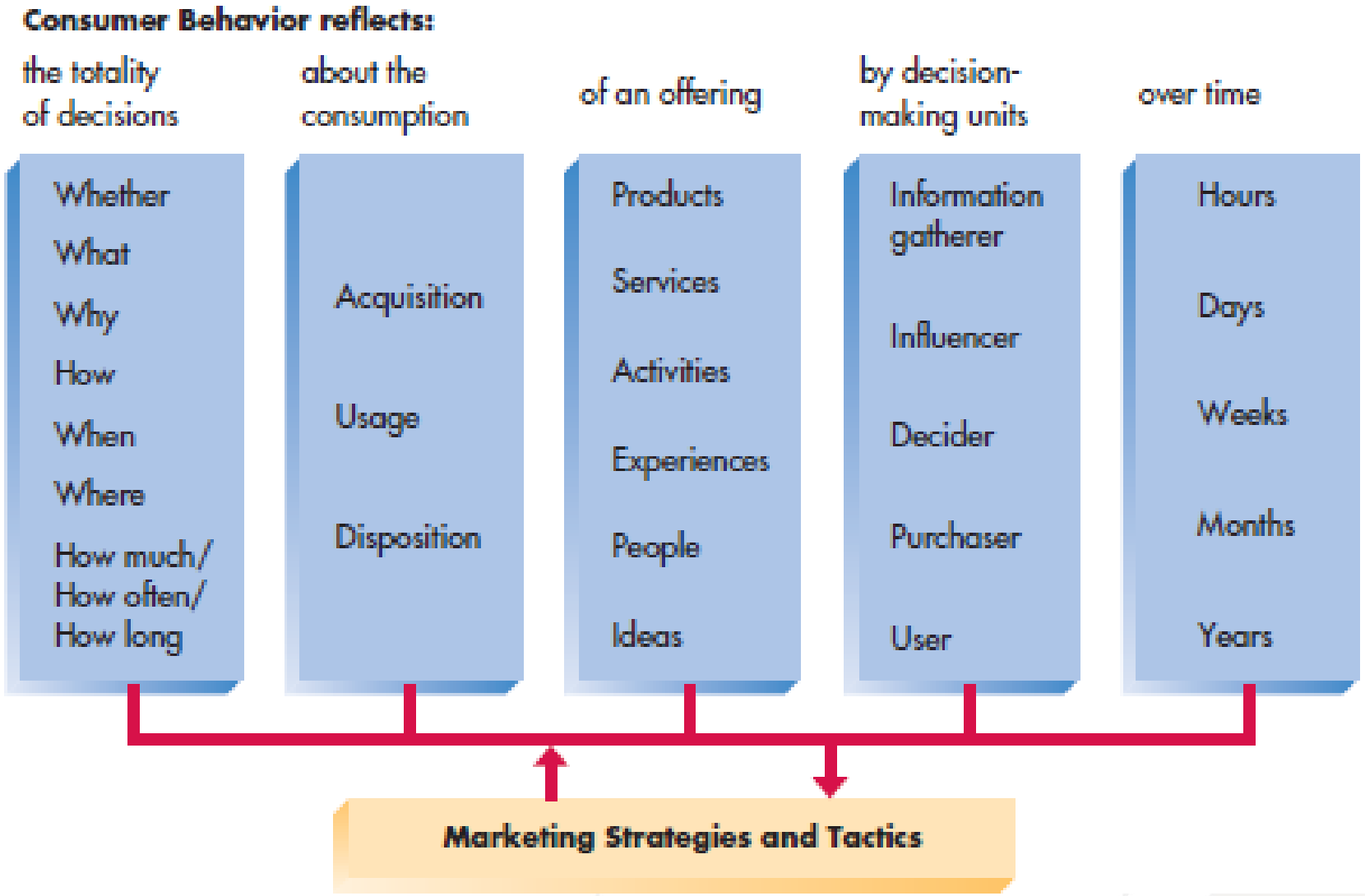
- *Consumer behavior reflects the **totality of consumers' decisions** with respect to the **acquisition**, **consumption**, and **disposition** of **goods, services, activities, experiences, people, and ideas** by (human) **decision-making units** [**over time**].*

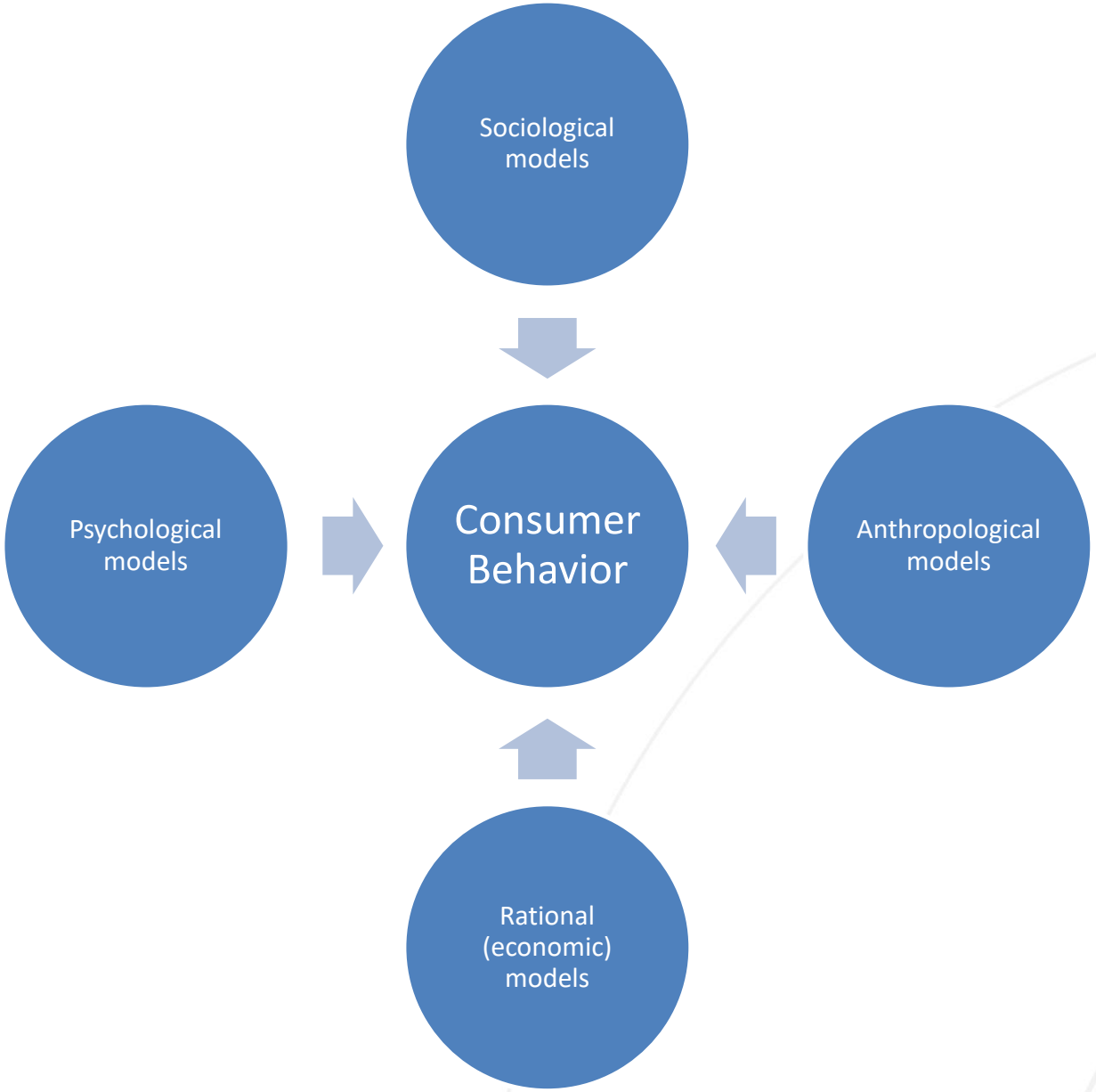
(HOYER, Wayne D., MACINNIS, Deborah J. a PIETERS, Rik G. M. Consumer behavior. 6th ed. New York: South-Western/Cengage Learning, ©2013. xix, 497 s., [8, 34] s. ISBN 978-1-133-27449-0.)

Importance of Consumer Research in Marketing

- *Two-thirds of marketers currently use behavioral research (consumer behavior insights) to influence their marketing decisions, and almost 7 in 10 expect the use of behavioral data to grow over the next 3 years, according to a Millward Brown Digital study.*




Consumer Behavior reflects:
the totality of decisions
about the consumption
of an offering
by decision-making units
over time
Whether
What
Why
How
When
Where
How much/ How often/ How long
Acquisition
Usage
Disposition
Products
Services
Activities
Experiences
People
Ideas
Information gatherer
Influencer
Decider
Purchaser
User
Hours
Days
Weeks
Months
Years
Marketing Strategies and Tactics

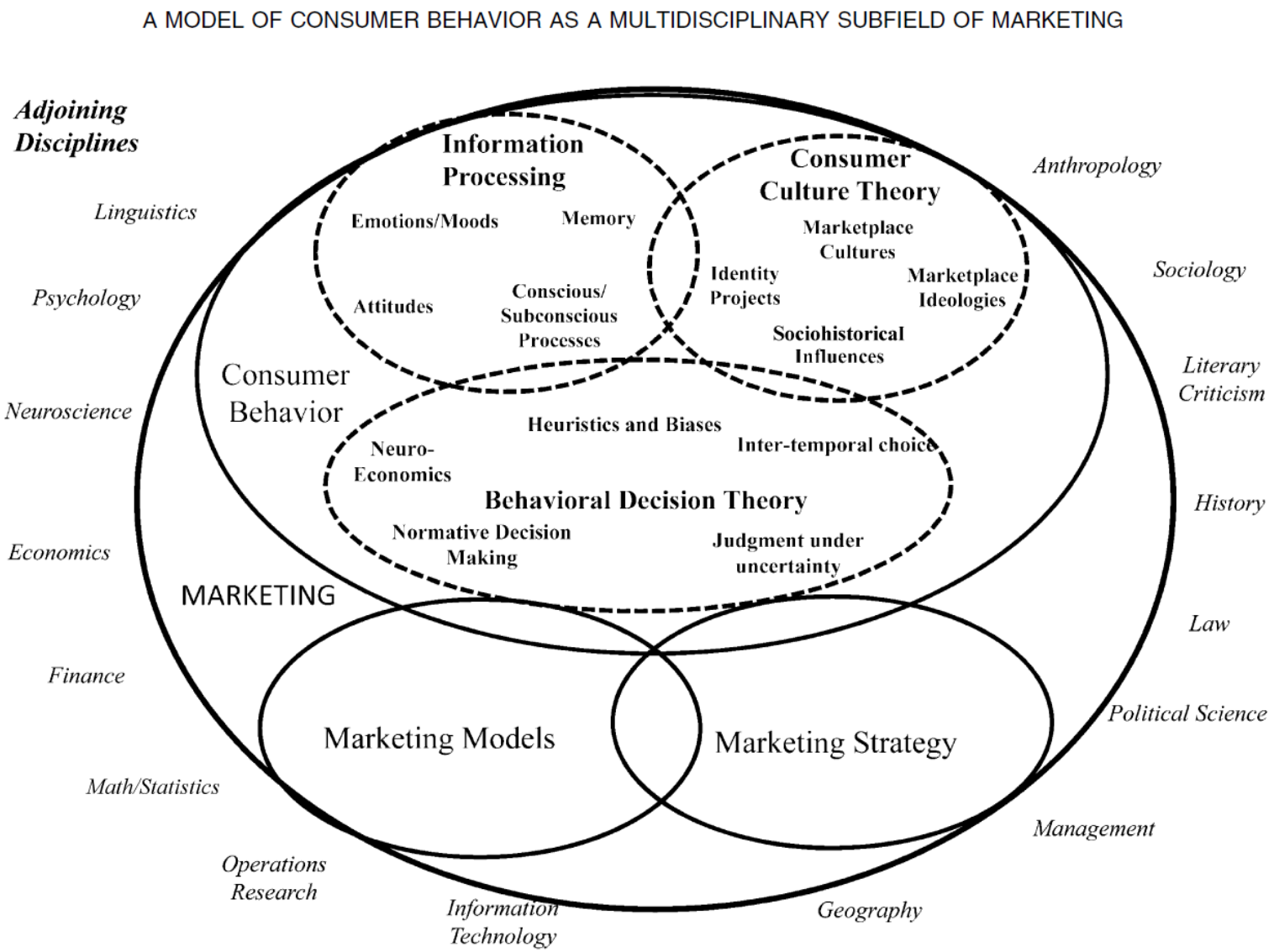

Sociological models
Psychological models
Consumer Behavior
Anthropological models
Rational (economic) models

Consumer as a Black Box



Environmental Influences		The Buyer's Black Box		Buyer's response
Marketing Factors	Environmental Factors	Buyer Characteristics	The Decision Process	
Product Price Place Promotion	Economic Technological Political Cultural Demographic Natural	Attitudes Motivation Perceptions Personality Lifestyle Knowledge	Problem recognition Information search Alternative evaluation Purchase decision Post-purchase behaviour	Product choice Brand choice Dealer choice Purchase timing Purchase amount

Consumer Research as a standalone discipline?



MACINNIS, Deborah J.; FOLKES, Valerie S. The disciplinary status of consumer behavior: A sociology of science perspective on key controversies. *Journal of Consumer Research*, 2010, 36.6: 899-914.

Aspects of CB

- Rational (economic) models
- Psychological models
- Sociological models
- Anthropological models

  - Synthesis



Rational models

- Consumer behavior as a result of an economic rationality.

- Assumptions:
  - Consumer as a rational creature.
  - Consumer acts using economical benefits calculation.
  - No emotions, no psychological factors, no social factors.
  - Consumer has full information about all parameters in their decision making.

Psychological models

- Consumer behavior as a result of mental (psychological) processes.

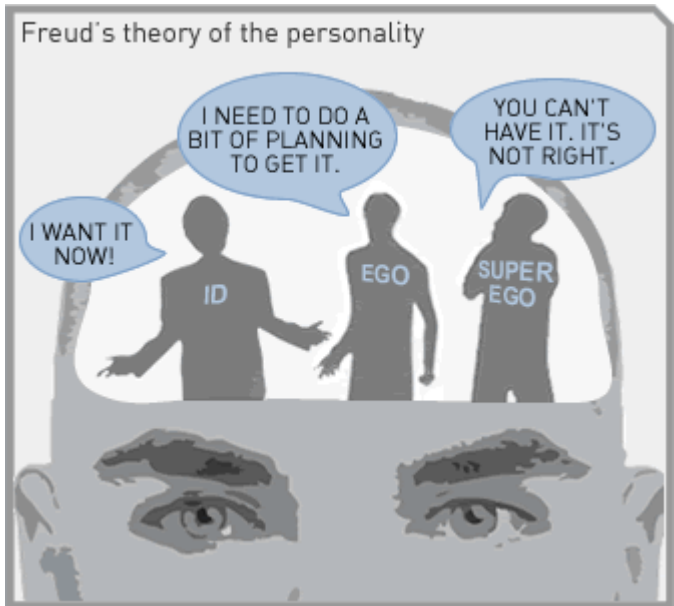
- Stimulus



- Response

- e. g. Sigmund Freud, Carl Gustav Jung, Ernest Dichter, …

- Needs
- Motivation
- Perception
- Attitudes
- Personality
- Learning
- …



Sociological models

- Explaining consumer behavior based on the impact of the social environment.

- Reference groups
- Group Dynamics
- Social stratification
- Lifestyle
- …

Anthropological models

- Efforts to explain consumer behavior based on the influence of culture, subculture and ethnicity.

- Effects of cultural influences → creation of cultural predispositions
  - We monitor how culture is involved in predispositions that affect the consumer's decision-making process.

- Clustering of cultures (models, approaches)
  - **Hofstede**
  - Trompenaars a Hampden-Turner
  - Schwartz
  - House – GLOBE Project
  - Ingelhart – World Value Survey
  - …

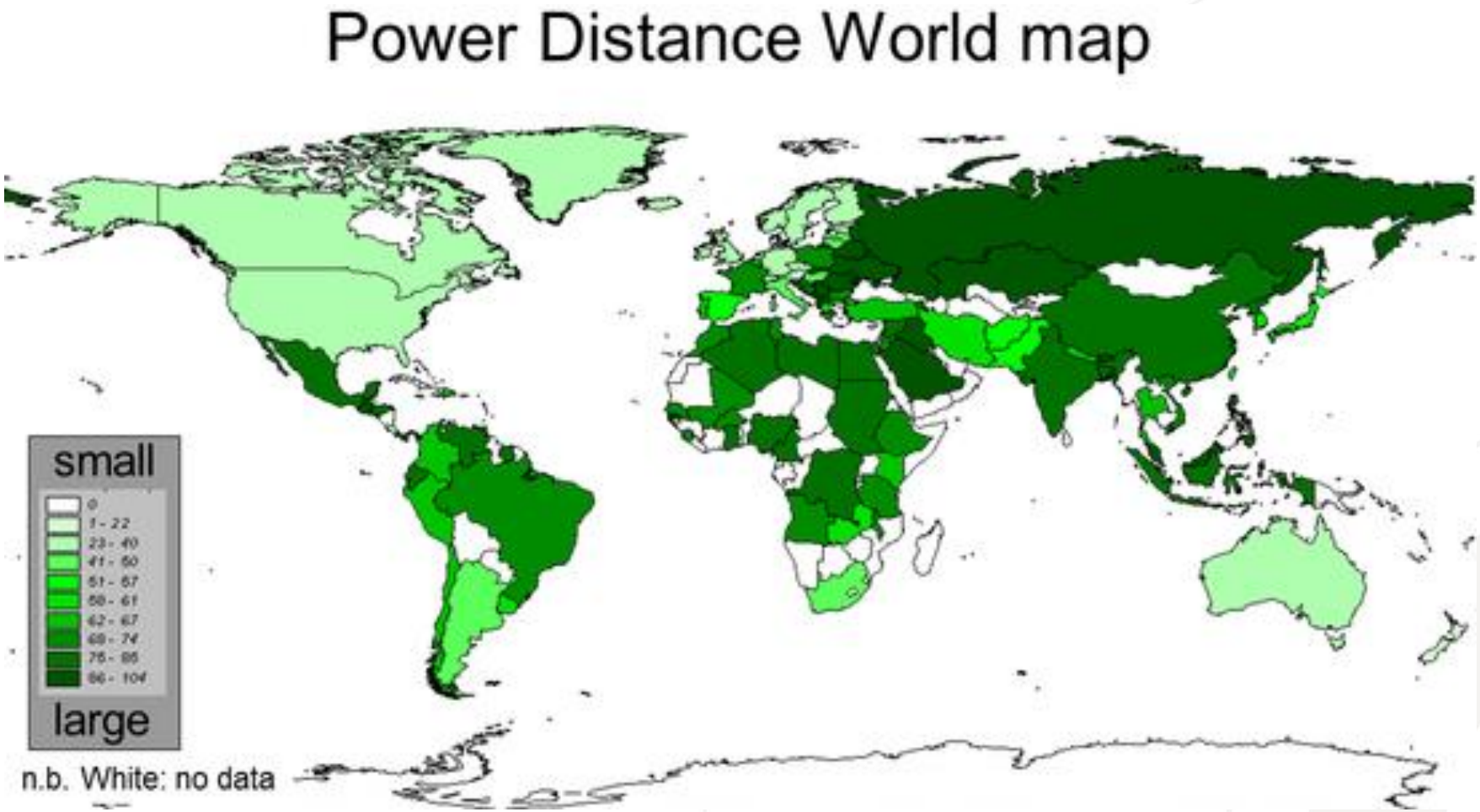
  - Culture is defined as the **collective mental programming of the human mind** which distinguishes one group of people from another. This programming influences patterns of thinking which are reflected in the meaning people attach to various aspects of life and which become crystallised in the institutions of a society.

  - This does not imply that everyone in a given society is programmed in the same way; there are considerable differences between individuals. It may well be that the differences among individuals in one country culture are bigger than the differences among all country cultures.

  - Statements about just one culture on the level of “values” do not describe “reality”; such statements are generalisations and they ought to be relative. **Without comparison, a country score is meaningless.**

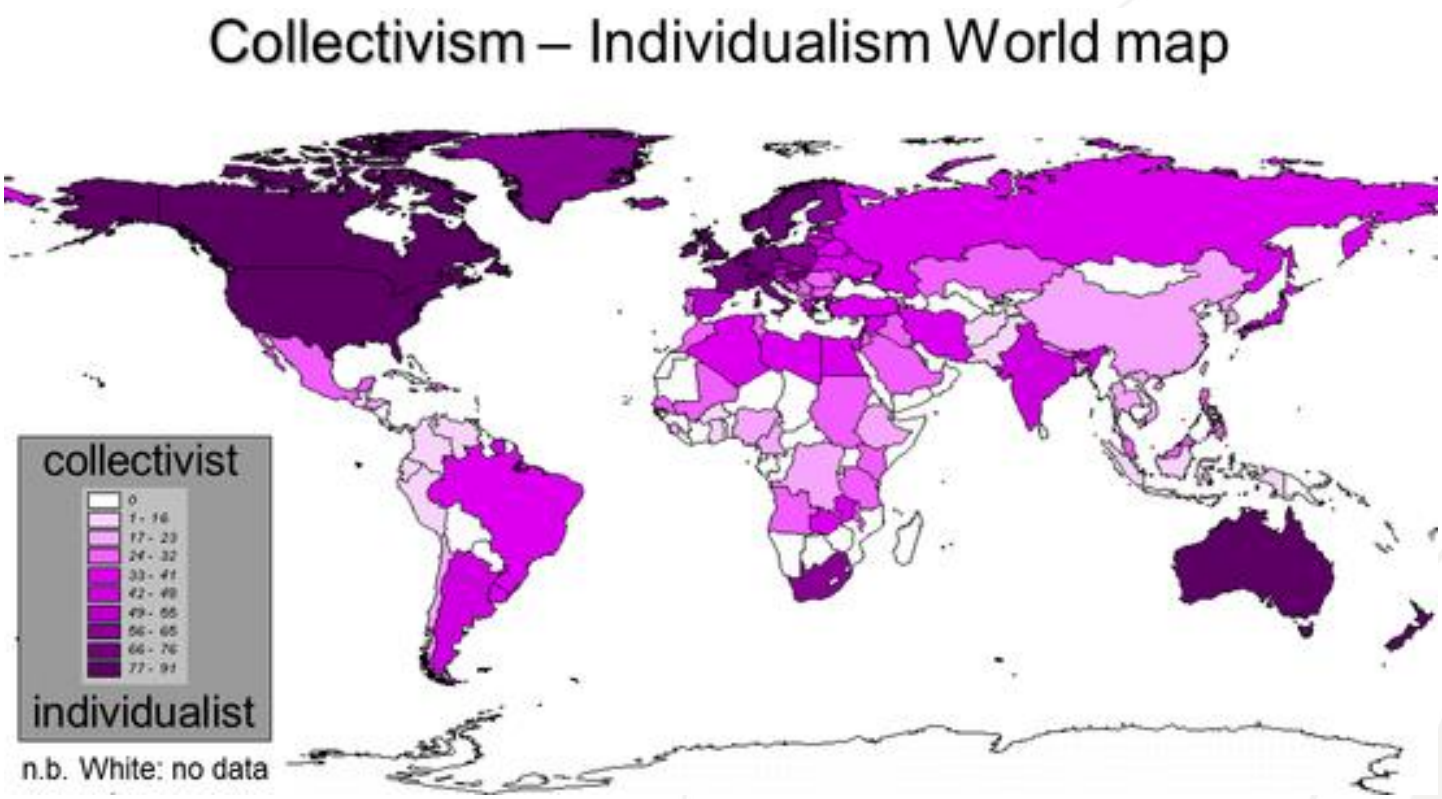
Hofstede: Power Distance Index (PDI)

- This dimension deals with the fact that all individuals in societies are not equal – it expresses the attitude of the culture towards these inequalities amongst us. Power Distance is defined as ***the extent to which the less powerful members of institutions and organisations within a country expect and accept that power is distributed unequally.***



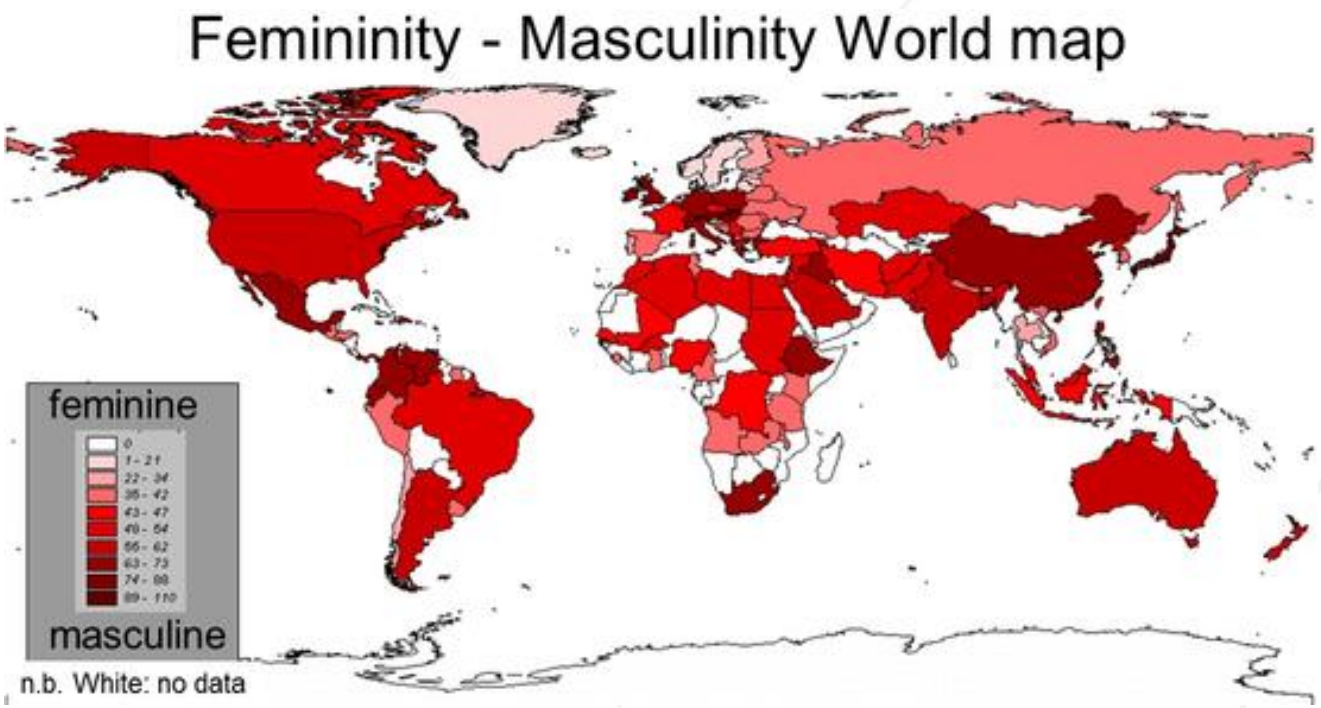
Hofstede: Individualism vs. Collectivism

- The fundamental issue addressed by this dimension is ***the degree of interdependence a society maintains among its members.*** It has to do with whether people´s self-image is defined in terms of “I” or “We”. In Individualist societies people are supposed to look after themselves and their direct family only. In Collectivist societies people belong to ‘in groups’ that take care of them in exchange for loyalty.



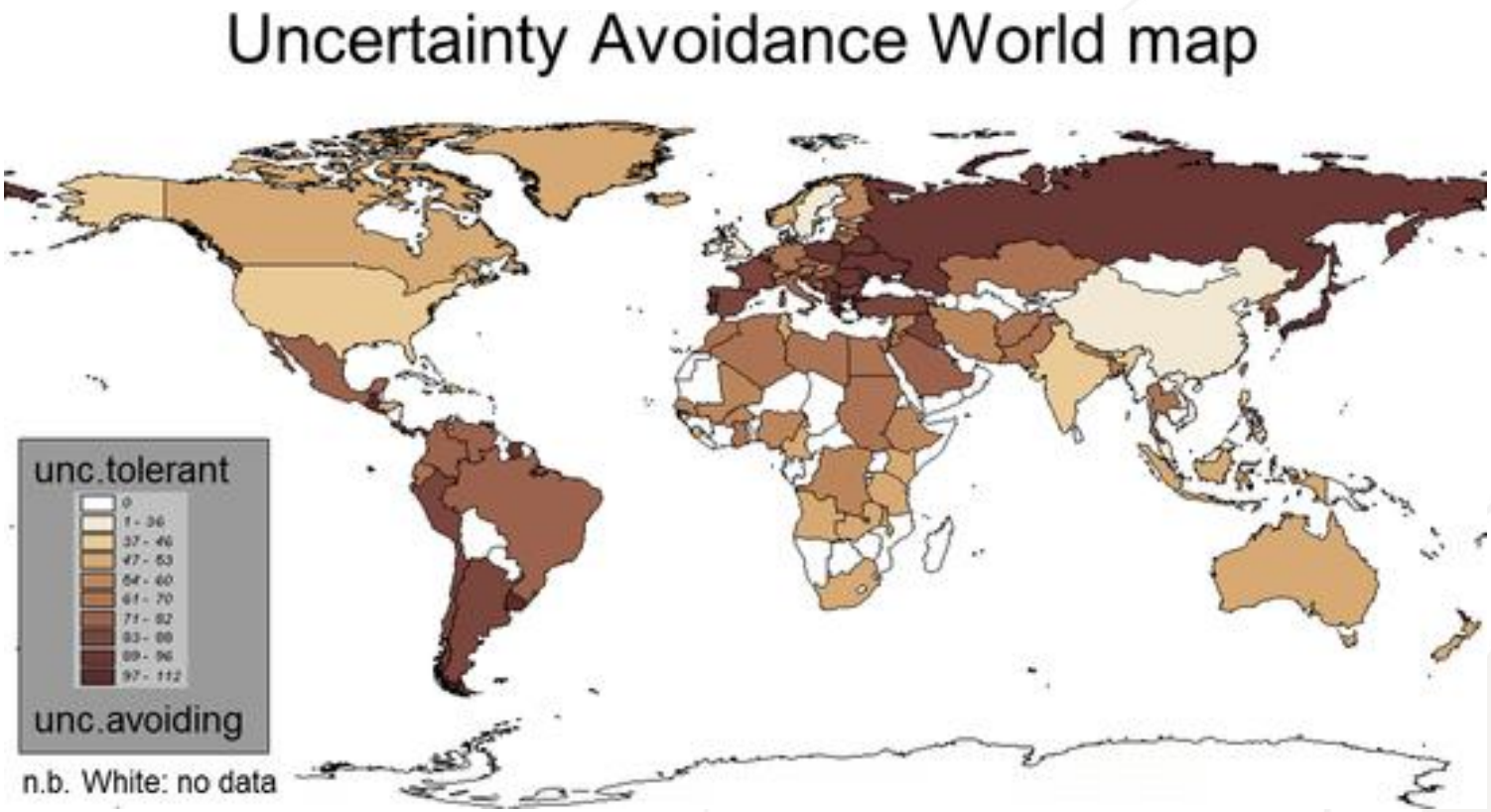
Hofstede: Masculinity vs. Feminity

- A high score (Masculine) on this dimension indicates that the society will be driven by competition, achievement and success, with success being defined by the winner / best in field – a value system that starts in school and continues throughout organisational life.
- A low score (Feminine) on the dimension means that the dominant values in society are caring for others and quality of life. A Feminine society is one where quality of life is the sign of success and standing out from the crowd is not admirable. ***The fundamental issue here is what motivates people, wanting to be the best (Masculine) or liking what you do (Feminine).***



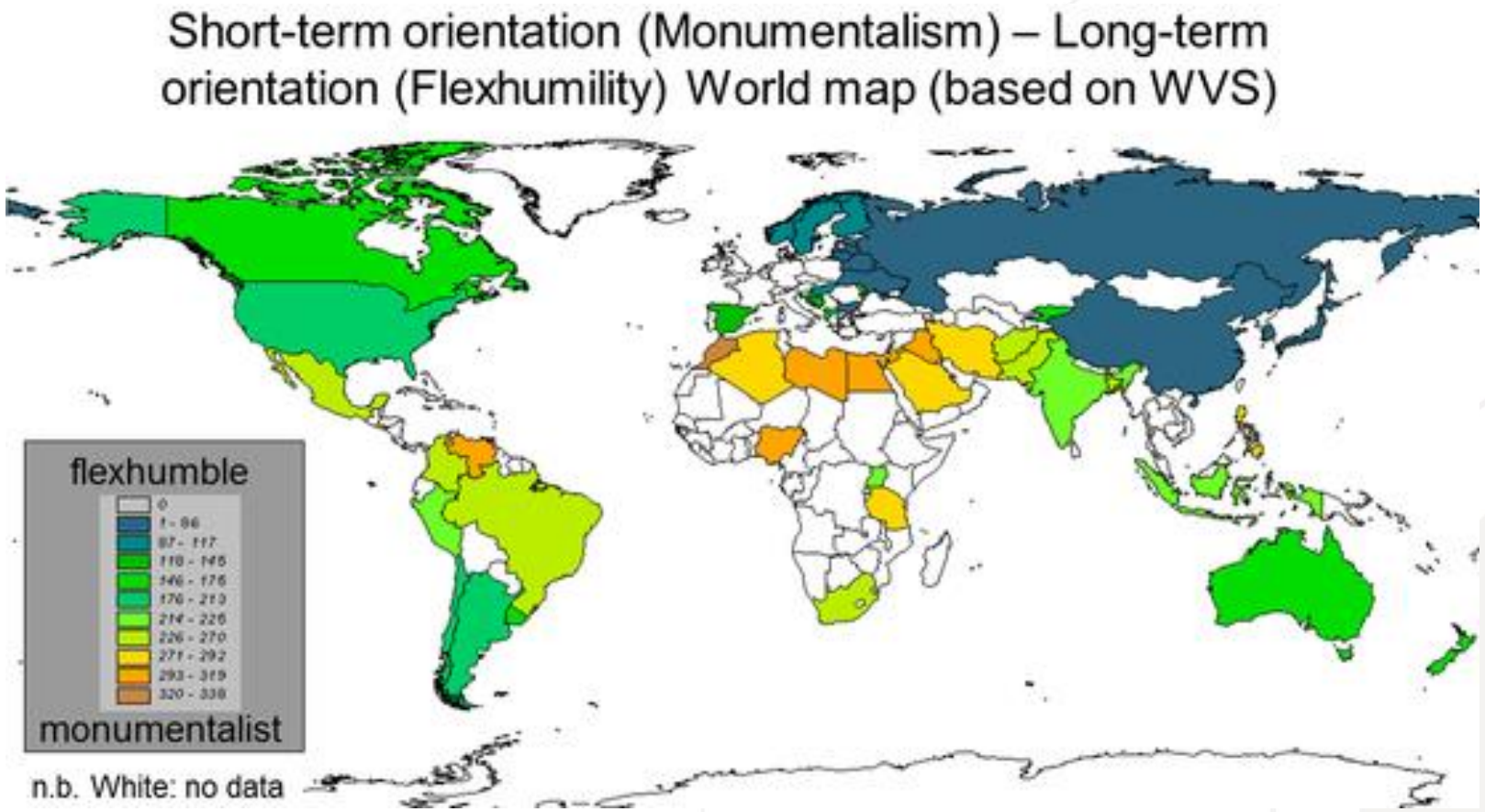
Hofstede: Uncertainty Avoidance

- The dimension Uncertainty Avoidance has to do with the way that a society deals with the fact that the future can never be known: should we try to control the future or just let it happen? This ambiguity brings with it anxiety and different cultures have learnt to deal with this anxiety in different ways. ***The extent to which the members of a culture feel threatened by ambiguous or unknown situations and have created beliefs and institutions that try to avoid these*** is reflected in the score on Uncertainty Avoidance.



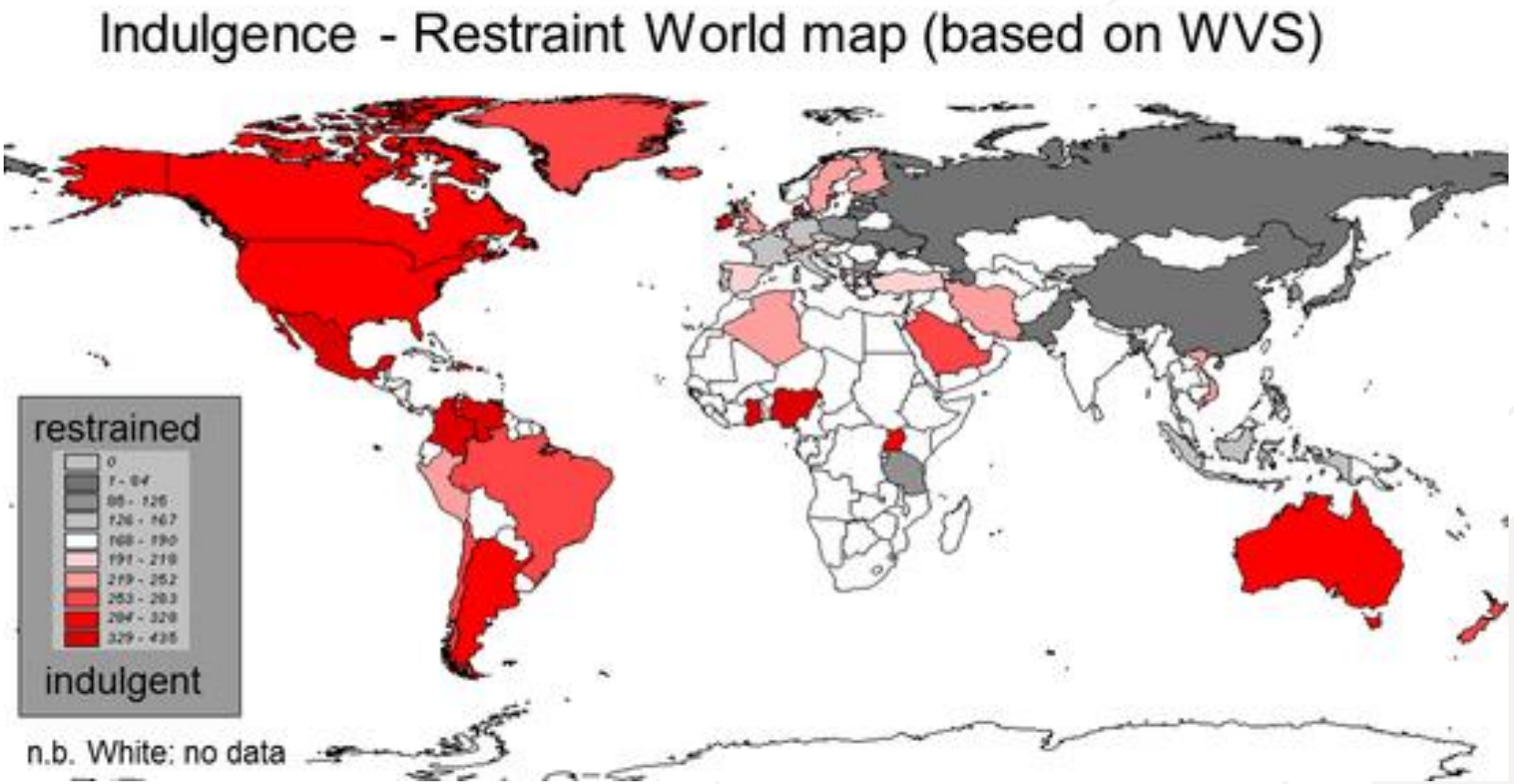
Hofstede: Short-term vs. Long-term orientation

- This dimension describes ***how every society has to maintain some links with its own past while dealing with the challenges of the present and future***, and societies prioritise these two existential goals differently. Normative societies which score low on this dimension, for example, prefer to maintain time-honoured traditions and norms while viewing societal change with suspicion. Those with a culture which scores high, on the other hand, take a more pragmatic approach: they encourage thrift and efforts in modern education as a way to prepare for the future.

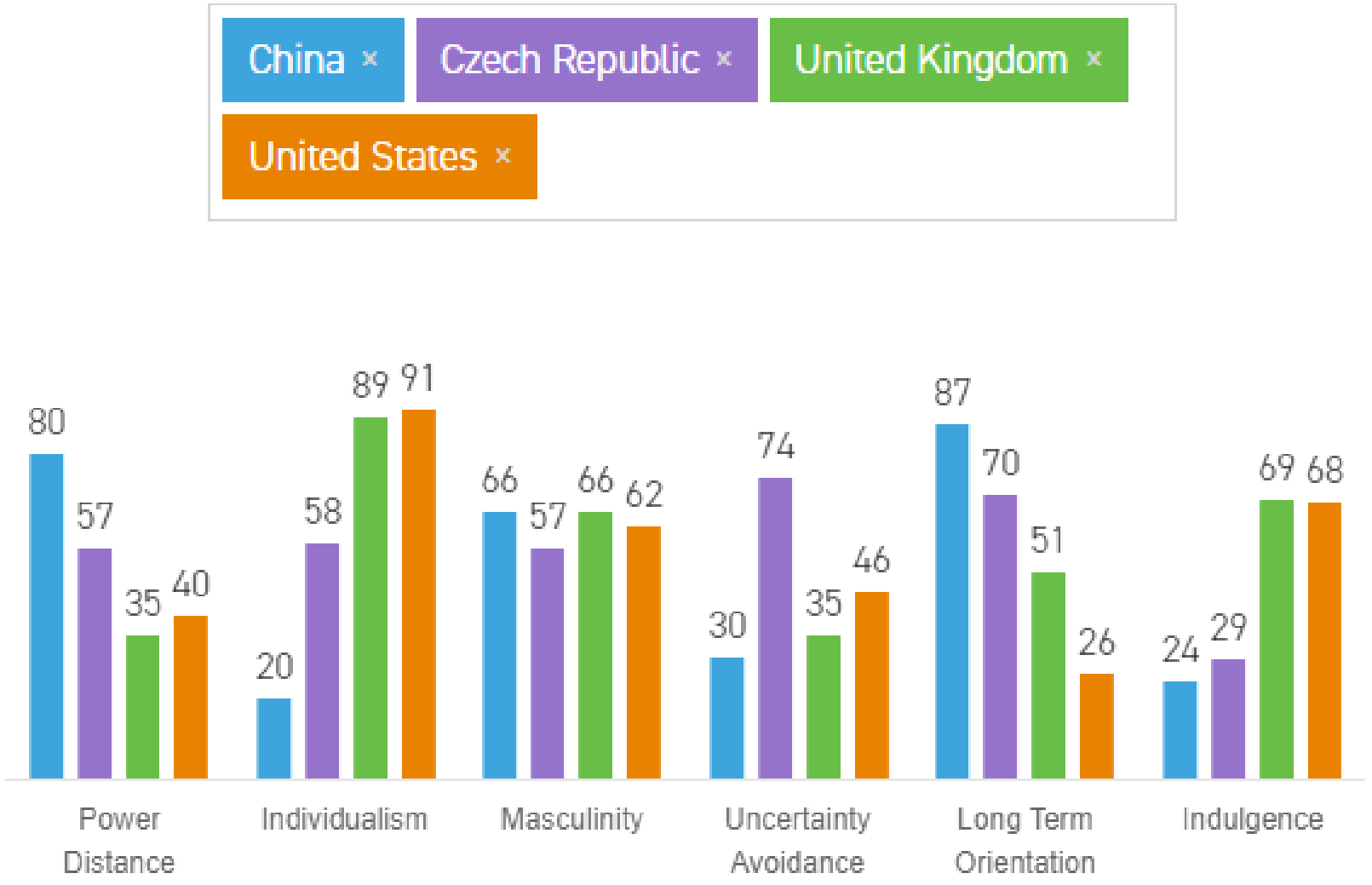


Hofstede: Indulgence vs. Restraint

- One challenge that confronts humanity, now and in the past, is the degree to which small children are socialized. Without socialization we do not become “human”. This dimension is defined as ***the extent to which people try to control their desires and impulses***, based on the way they were raised. Relatively weak control is called “Indulgence” and relatively strong control is called “Restraint”. Cultures can, therefore, be described as Indulgent or Restrained.



Hofstede 6-D model (CN, CZ, UK, US)



https://www.hofstede-insights.com/product/compare-countries/

Web-design approaches using Cultural Dimensions

- *https://www.psychologytoday.com/blog/webs-influence/201305/culturability-the-next-big-thing-in-web-design*

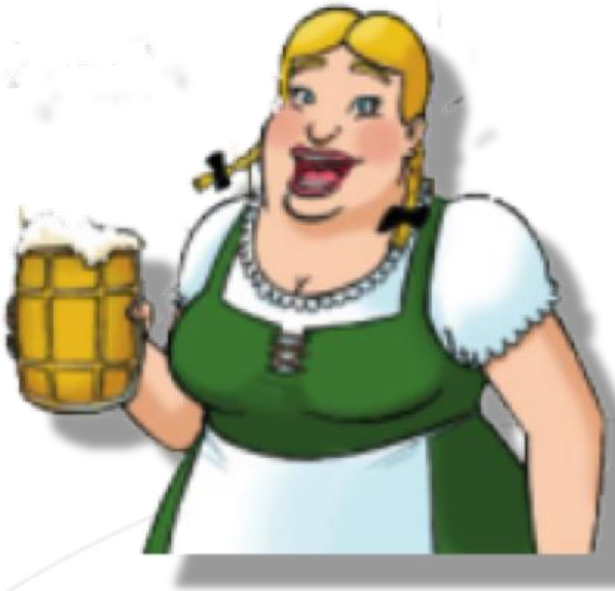
- **Power Distance**
  - https://www.psychologytoday.com/blog/webs-influence/201306/how-sell-online-different-cultures-power-distance
- **Individualism vs. Collectivism**
  - https://www.psychologytoday.com/blog/webs-influence/201307/how-sell-online-individualist-vs-collectivist-cultures
- **Masculinity vs. Feminity**
  - https://www.psychologytoday.com/blog/webs-influence/201306/how-sell-online-masculine-vs-feminine-cultures
- **Uncertanity Avoidance vs. Uncertainty Acceptance**
  - https://www.psychologytoday.com/blog/webs-influence/201307/how-sell-online-uncertainty-avoidant-cultures
- **Short-term vs. Long-term**
  - https://www.psychologytoday.com/blog/webs-influence/201308/how-sell-online-short-vs-long-term-cultures
- **Indulgence vs. Restraint**
  - https://www.psychologytoday.com/blog/webs-influence/201308/how-sell-online-indulgent-vs-restrained-cultures

Stereotypes in our minds

















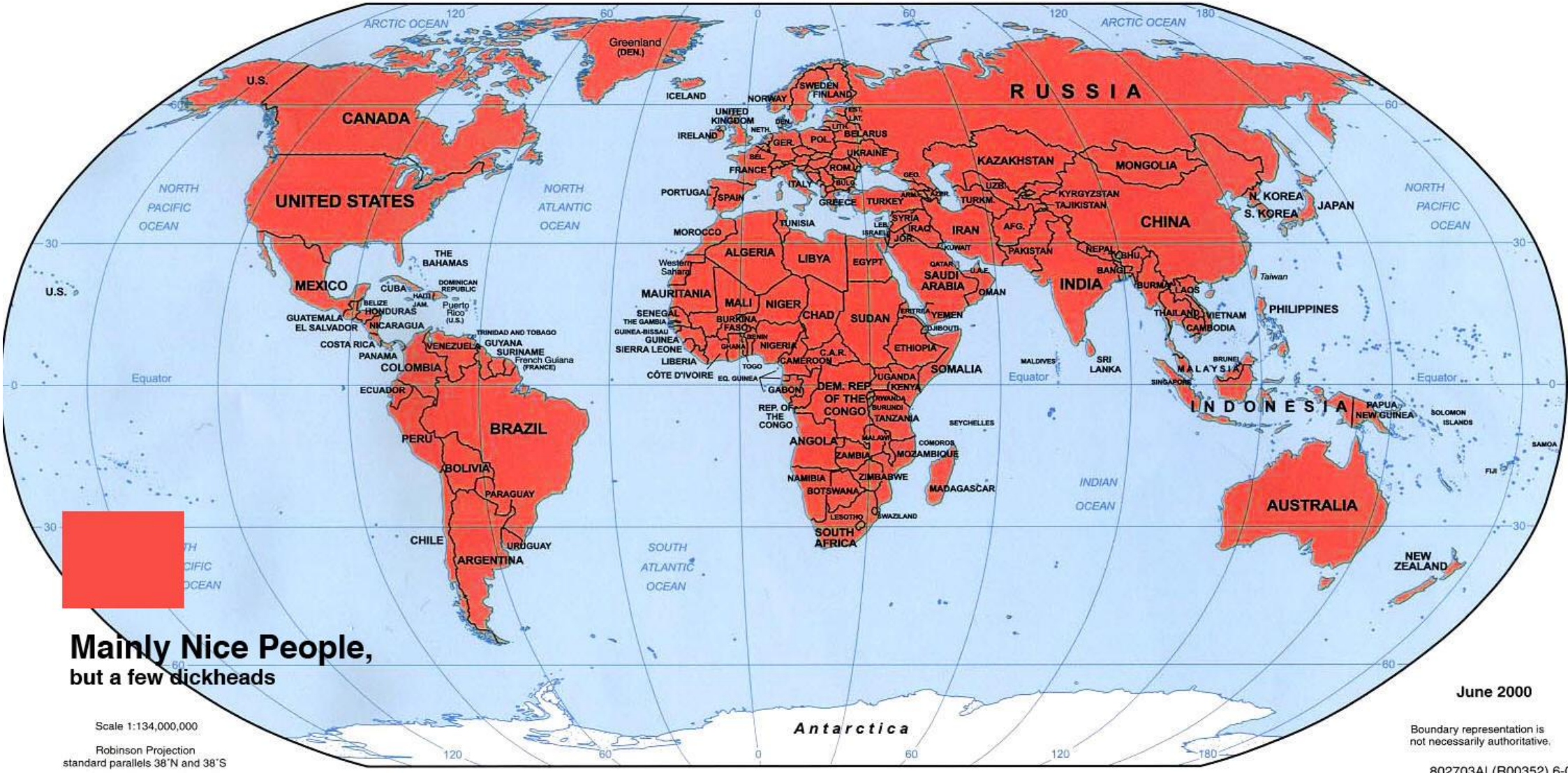







How Americans See Europe
All Europeans Are Obssesed with Soccer
Iceland: Volcano, Weird Language, Hot Blondes, Bad guys in Mighty Ducks II
Norway: Vikings turned Fishermen
Sweden: Home Of The Pirate Bay, Socialism, Elin & her twin, the word "ya"
Russia: Communism, hackers, Vodka, Anna Kournikova
UK Scotland: Braveheart, Everyone wears Kilts, Haggis, Golf
Denmark: They make LEGOs and wear Wooden Shoes
Estonia, Latvia, Lithuania, Slovakia, Belarus: Those Are Countries?
Ireland: Red Hair, Alcoholics, Potatoes, The Color Green, U2
Netherlands: Drugs, Hookers, Drugged out Hookers
Poland: Polish Jokes, Not Very Intelligent
UK England: Fish And Chips, Bad Teeth, James Bond, Harry Potter, Can't hold down a colony
Germany: Beer, Shiza Videos, Nazis, Sauerkraut, Shitty Food
Czech Republic: Beer! Cheap hookers... Beer!
Ukraine: Chernobyl, Everyone's Rude
Belgium: Chocolate, National Mascot is a Kid Taking a Piss
France: Snobby, French Bread, Wine, Can't win a war, Short Leaders
Austria: Little Germany, Lots of Mountains, Classical Music
Switzerland: Rich, Secretive, Alps, Ill-Gotten Bank Accounts
Hungary: No thank you, I just ate
Romania: Vampires that don't Sparkle, Mail Order Brides
Moldova: Doesn't exist, never heard of it
Slovenia: Isn't that an electronics maker?
Albania,Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Croatia: Lots of Organized Crime, Went to war
Bulgaria: Aren't they part of Russia?
Portugal: It's not spain?
Spain: Bulls, Hot Chicks
Monaco: Grace Kelly, Casinos
Italy: Mafia, Spaghetti, Gladiator, Super Mario
Greece: Home Of The Gyro, Country Totally Broke
Vatican City: Pope, Child Molestation, The Da Vinci Code
INFO GRAPHIC WORLD

„Humanistic approach“



Relativity of perception of oneself and others

Stereotyping in Europe

Who's Trustworthy, Arrogant and Compassionate

EU nation most likely to be named…

Views in:	Most Trustworthy	Least Trustworthy	Most Arrogant	Least Arrogant	Most Compassionate	Least Compassionate
Britain	*Germany*	*France*	*France*	*Britain*	*Britain*	*Germany*
France	*Germany*	*Greece*	*France*	*France*	*France*	*Britain*
Germany	*Germany*	*Greece/Italy*	*France*	*Germany*	*Germany*	*Britain*
Italy	*Germany*	*Italy*	*Germany*	*Spain*	*Italy*	*Germany*
Spain	*Germany*	*Italy*	*Germany*	*Spain*	*Spain*	*Germany*
Greece	*Greece*	*Germany*	*Germany*	*Greece*	*Greece*	*Germany*
Poland	*Germany*	*Germany*	*Germany*	*Poland*	*Poland*	*Germany*
Czech Rep.	*Germany*	*Greece*	*Germany*	*Slovakia*	*Czech Rep.*	*Germany*

PEW RESEARCH CENTER Q44a-Q46b.

- https://www.washingtonpost.com/news/worldviews/wp/2013/05/14/pew-poll-shows-europeans-losing-faith-in-the-e-u/

- **Cultural ethnocentrism**
  - The view that the culture of one's own group is superior to the culture of other groups.
  - Judging others in terms of one own's culture standards.
    - It is manifested, e. g. by knowingly preferring consumer products of one's own culture.

