Welcome to

Eighth Edition

Consumer Behavior & Marketing Strategy
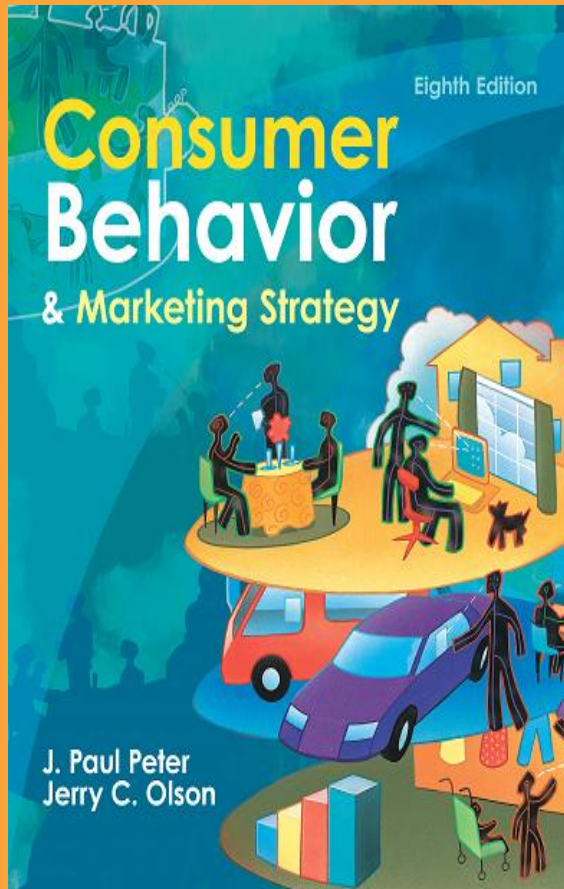
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Chapter No: 06
of
MKT 425: Consumer Behavior

Chapter Name: Family

Modular:

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Family

- Marketers are interested in both families and households
    - **Household** is the housing unit having people living in it
    - **Nonfamily households** include unrelated people living together
    - A **family** has at least two people, the householder and someone who is related to the householder by blood, marriage, or adoption
        - Nuclear family
        - Extended family

Family Decision Making

- How family members interact and influence one another when making purchase choices for the household

  – Identification of roles of family members in family decision making is important

Family Decision Making cont.

– Types of family decision-making roles include:

- Influencers
- Gatekeepers
- Users
- Deciders
- Buyers
- Disposers

Influences on Family Decision Making

- Areas explored in research on family decision making are
  - Differences in product class and their relationship to family decision making
  - The structure of husband/wife roles
  - The determinants of joint decision making
- Children and family decision making

Conflict in Family Decision Making

- Decision conflict arises when family members disagree about some aspect of the purchase decision

  – Means-end chain model is a useful framework for analyzing decision conflict

Six Common Types of Family Influence Strategies

Expert influence is reflected by a spouse providing specific information concerning the various alternatives. For example, one spouse can try to convince the other that she/he is more knowledgeable concerning the products under consideration by presenting detailed information about various aspects of these products.

Legitimate influence deals with one spouse's attempts to draw upon the other's feelings of shared values concerning their role expectations. Therefore, the spouse's influence is based on the shared belief that she/he should make the decision because she/he is the wife/husband. For example, the husband can argue that since he is the "man of the house," he should make a particular decision.

Bargaining involves attempts by one spouse to turn the joint decision into an autonomous one in return for some favor granted to the other spouse. For example, in return for autonomy in a particular decision, one spouse may agree to give the other autonomy in another decision when she/he had previously refused to do so. "If you do this, I'll do that" may be the common type of bargaining attempt.

Reward/referent influence is based on a combination of the reward and referent power/influence strategies. Reward influence is based on an individual's ability to reward another by doing something that the other would enjoy. Referent influence is the influence based on the identification or feeling of oneness (or desire for such an identity) of one person with another. Referent influence in marriage stems from the desire of spouses to be like their concepts of the "ideal" husband or wife.

Emotional influence attempts involve displaying some emotion-laden reaction. For example, one spouse may get angry at the other. These attempts are often nonverbal techniques. For example, one person may cry or pout, while another may use the "silent treatment."

Impression management encompasses premeditated persuasive attempts to enhance one's influence differential in a dyadic relationship. For example, one spouse may claim that the other's preferred brand was "out of stock" when, in fact, it wasn't. The objective is to convince the spouse to attribute the influence attempt to external pressures beyond the influencer's control.

Patterns or Styles of Influence Behaviors

Noninfluencers. This group, which characterizes 22 percent of the individuals in the sample, is substantially lowest in reported use of all the influence types. When the people in this group do attempt to influence their spouses, they are most likely to use the expertise type of influence.

Light Influencers. This was the largest subgroup in the sample (36 percent). The mean scores on all the influence types are substantially higher than the scores for Noninfluencers but relatively low compared to all the other groups. Their relative use of the various influence strategies is very similar to (although higher than) the Noninfluencers, with the exception of their use of impression management. Light Influencer individuals are more likely to use some impression management as well as "expert" influence.

Subtle Influencers. This mix characterizes 18.8 percent of the sample. Relative to their use of other strategies, these people rely heavily on the reward/referent strategy and secondly on the expert strategy. Apparently, they attempt to put their partners in a favorable "mood" (by being very nice, "buttering up") before a decision is made.

Emotional Influencers. This category represents one of the two smallest groups (6.6 percent of the sample), yet its profile is quite distinctive. This profile displays the widest variations in the extent to which the different types of influence are used. These people report a high use of emotional influence and almost as high a use of reward/referent influence, a low use of legitimate and impression management, and a moderate use of both expert and bargaining strategies.

Combination Influences. This mix (10 percent of the sample) is generally characterized by moderate use of all the influence strategies. In fact, there is less than one-half a scale-point difference between the strategy used least—legitimate—and the strategy used most frequently—expert.

Heavy Influencers. The final group (6.6 percent of the sample) uses each of the six types of influence much more than any of the other groups. The people in this group use bargaining, reward/referent influence, and the emotional strategy more than they use expert and legitimate influence and impression management, but all of the mean scale scores are high, indicating their heavy use of all the influence strategies.

Consumer Socialization

- Refers to how children acquire knowledge about products and services and various consumption-related skills
  - Can occur directly through intentional instruction or indirectly through observation and modeling
  - The consumer knowledge formed in childhood can influence people in later years

Consumer Socialization cont.

- – Developing early brand awareness and loyalty is an important marketing strategy for many companies
- – The flow of socialization is not restricted to parents influencing their young children

Factors Influencing Families

- Three important changes:
  - Changes in female employment
  - Changes in marriage and divorce
  - Changes in childbirth and child rearing practices

Demographic Changes in Household Composition

- ## Families are highly diverse
  - Various types of families constitute distinctive markets for many products
    - Married-couple family
    - Traditional family
    - Nontraditional family
    - Nonfamily households family
      - Cohabiting couples

A Modern Family Life Cycle
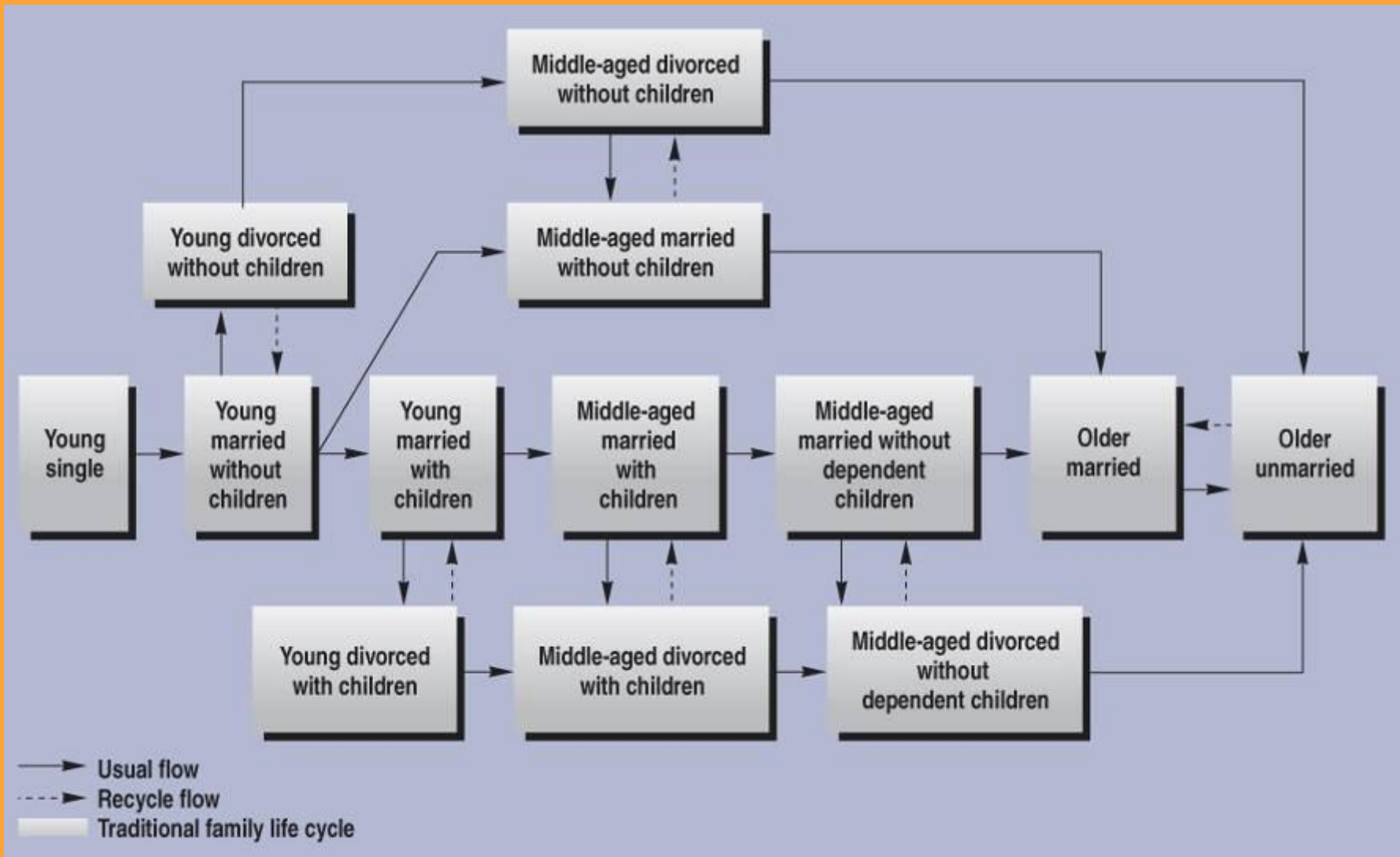
Family Life Cycle

- The modern family life cycle captures most types of families in society, including:
    - Married Couple
    - Young singles
    - Older singles
    - Married couples with children

Family- Marketing Analysis

- Considerations for using the family life cycle for marketing analysis
  - Modern family life cycle does not include nonfamily households
  - Modern family life cycle does not capture every possible change in family status that can occur
   - Does not include the boomerang age

Family- Marketing Analysis cont.

– Marketers use the family life cycle to:

  • Segment the market

  • Analyze market potential

  • Identify target markets

  • Develop more effective marketing strategies

– Developing marketing strategies for the bachelor segment is a challenge

– Some stages in the family life cycle are more important markets than others

– Stages of the family life cycle that contain children are quite important to many marketers

Family- Marketing Implications

- Ideas for marketing strategies to help reduce shopping time and stress
  - Provide information
  - Assist in planning
  - Develop out-of-store selling
  - Automate processes
  - Improve delivery
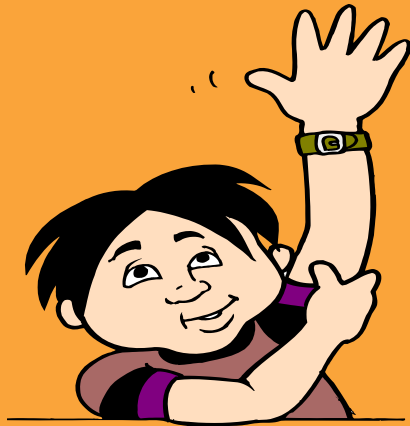
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Thank You

... For staying with me ...