

Consumer Behavior in Marketing Management

Lee, Joon-bum

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1. The New Concept of Marketing

Some student of marketing defines marketing is the act of creating possession utility. The another students defines marketing as the movement or flow of goods and the title from manufacturing, farmers, mine operators, and others who create them to consumers¹⁾. The definition committee of the American Marketing Association defined marketing as "the performance of business activities directed toward, and incident to, the flow of goods and services from producers to consumer or user²⁾." This implies "Marketing includes all activities effecting changes in the ownership and possession of goods and services." In another words, marketing covers those function involved in the movement of goods and services from the plant door to the buyer. This concept corresponds to the

1) Bakke, Henry H., *Theory of Markets and Marketing*, Mimir Publishing Co. Inc., 1953, p.9.

2) *Journal of Marketing*, Report of the Definition Committee, Vol. XIII, No. 2 (Oct. 1948), p.202.

activities of the marketing division of the manufacturing company and the subsequent middlemen and retailers handling the company products. With a little stretch in interpretation, the definition includes the job of determining what is to be made in the plant before it emerge from the plant door. Essentially, the marketing function is distribution of the goods from producers to consumers. But the modern marketing function is much broader and much dynamic one. Markets can be expanded either by reducing price so that consumers can buy more or by taking steps to make consumer want more. On the product side, the form of product changes or innovation is attempted to make consumers want more. The form of advertising and promotional campaigns is also designed to change consumer attitude toward a product or even to change their preferred patterns of behavior³⁾.

Marketing is the process of discovering and translating consumer wants into products and services specification and then in turn helping make it possible for more and more consumer to enjoy more and more those products and services. Mr. Alderson said; Marketing behavior embraces a wide range of organized activities in the distribution and exchange of goods and services. The distribution provides the link between mass production and individualized consumption. Marketing must adjust to continuous change in production techniques and in patterns of consumer demands⁴⁾.

3) Alderson Wroe, *Marketing Behavior and Executive Action*, Richard D. Irwin Inc., 1957, p. 260.

4) Alderson Wroe & Cox Reawis, *The Theory in Marketing*, Richard D. Irwin Inc., 1950, p.65.

2. Consumer Buying Motivation

An adequate marketing plan, therefore, must begin with the consumer. And the marketer finds the justification for his existence in satisfying the wants of the consumers. Moreover, since buyers and users are motivated in their purchases by a variety of influences and considerations, marketer must learn their nature and significance. In another words, each seller must remember that the consumer's needs, wants, desires, preferences, beliefs, habits, foibles, and essentricities constitute an important determinant of the products which he offers. He must also consider the channels through which he sell them, the promotional efforts which he will employ, and the price he will be able to obtain. Marketer must seek information which will tell him⁵⁾;

1. Who buy his product and who does not.
2. Who can be sold his product and who cannot.
3. Why people do or do not buy his product.
4. How he can reach more customers with his message most effectively and most economically.
5. What is the future of the market prediction of the trend.

However, the recent years have witnessed a marked increase in the attention given on motivation by those engaged in marketing. Motivation research, which employs the certain psychoanalytic techniques in order to uncover and evaluate the motives or drives that are hach of the human behavior of the consumer market, has become not only respectable but

5) Robert Ferber and Hughs G. Wales, *Motivation and Market Behavior*, Richard D. Irwin Inc., 1958, p.22.

also even essential in the thought of the many marketers⁶. In another words, motivational research has been designed as a tools for creative predictions of consumers actions in the future and enables the executive to base his advertising and public relations' decisions on the pattern of human motivations revealed on research study.

The motivation research is the attempt to discover how other aspects of behavior, past or present, would affect the current purchasing program of a consumer or a household. Motivation research concentrates on devices that connect behavior with people's underlying motives, desires, and emotion. It takes into account what happens inside the person centered around the individuals, and it interpretes product features through his eyes.

The reader then translates the "why" into a "what,"—what will influence the consumer's behavior in terms of a particular product⁷.

Sometimes motivational research is called "why" research. But the causes behind the consumer's actions are infinite. Some of the causes are the result of physical circumstance, while others are a subjective natures.

It has been recognized that behind every consumer's act of buying or not buying there are a multiplicity of causes and not a unique cause.

It should be, therefore, emphasized that relationship between cause and effect cannot be attributed to a single, simple, motivational factor. The real problem of motivational research is to analyze and identify the variety of interrelated factors which culminate in a particular action.

6) Phillips, Charles F. & Duncan, Delbert J., *Marketing*, Richard D. Irwin Inc., 1960. p.50.

7) Holmes, Parker M., *Marketing Research*, Southwestern Publishing Co., 1960, p.166.

3. Approach to Consumer Behavior

Some market analysts have tried to explain the buying behavior by irrational factors such as instinctive and unconscious drives.

Two nonrational factors which have received much attention in effort to explain consumer behavior are habit and impulse. John B. Watson said; Our preferences as well as our skills are the result of learning. Constant repetition is a primary means for shaping learned behavior. Instinctive has been also used to explained human behavior. Personnel and culture are regarded as diverse expression of sexual desire, the will to power, or primary emotion such as rage of fear⁸⁾.

Without question, both habit and impulse are important for a comprehensive view of consumer behavior. But consumer behavior can not be always explained by those factors alone. There has been another approach in which consumer behavior has been explained by rational factors. In many cases, for instances, the prospective consumer of a given purchase and the person making the purchase are often different people. Purchase may be made for household or for industry by the purchasing agent. In this case, rational planning is a matter of planning budgeting, and careful consideration of comparative value⁹⁾.

While rational and irrational factors are important in explaining consumer behavior, consumer behavior can be classified more broadly and more completely on to means-end basis. Behavior may be classified

8) Alderson Wroe, *Marketing Behavior and Executive Action*, Richard D. Irwin Inc., 1957, p.165.

9) Marketing Symposium, University of Illinois, Consumer Behavior and Motivation, 1955, p.6.

or categorized in various ways, depending on the interest of the investigator and the class of problems to be solved.

One type of behavior covering a wide range of activities is maintained by the individual for its own sake, since it is a direct source of satisfaction. This type will be called Congenial Behavior. By contrast, there are many activities which are carried on primarily because they are regarded as the necessary antecedent of congenial behavior and are expected to lead to it. These activities will be grouped under the designation of "Instrumental Behavior."

Finally, there are some activities and some organic states which have been called "Symptomatic", because they neither yield satisfaction in themselves, nor serve as an instrumental prelude to congenial behavior. There is good authority in the social science for each of these concepts, although they have not previously been combined into all-embracing classification¹⁰.

(1) Congenial Behavior

The term "congenial behavior" is due to the social psychologist, Richard Lar Piere. He states flatly that congenial behavior is indulged in for its own sake, inumerates the many kinds of occassions when people get together for no other purpose save to enjoy themselves, and he indicates that these activities occupy a large propotion of the total time span of the individual involved. The term, congenial behavior, covers all the ac-

10) Alderson Wroe, *Marketing Behavior and Executive Action*, Richard D. Irwin Inc., 1957, p.168.

tivities, whether collective or solitary, which are expected to yield direct satisfaction.

The individual will attempt to occupy as much of his time as possible with congenial behavior. It may be required of pleasant experience that it be prolonged, intense and varied; but these criterior are not altogether consistent. An obvious means of prolonging pleasure is the repetition of experiences which have proved congenial before. But repetition may lead to boredom and heightened demand for variety, which causes the subject to try new experiences. The attempt to intensify pleasure often carries many hazards and penalties. There is another conflict in the field of congenial behavior which is not so readily resolved...namely, between solitary and gregarious enjoyment. Some are drawn one way and some another, while those enjoying both are forced to make an uneasy compromise. It is deeply involved with the individual sense of freedom in choosing congenial activities. Participation in congenial behavior with others leads to mutual commitments as to schedule, which limits individual freedom.

(2) Instrumental Behavior

Instrumental behavior includes all activity which is designed to achieve some goal. The target may be the ultimate goal of congenial behavior or some intermediate goal necessarily antecedent to another sequence of instrumental behavior.

For example, a housewife buy foods for cooking a meal with them. Similarly, buying foods generally has the necessary antecedent of obtaining income, by usually one or more eaners in the family. Instrumental behavior is always motivated by expectations as to what is to follow, whe-

ther or not they are consciously formulated as specific goals. Buying behavior is motivated by expectations either as to other types of instrumental behavior or as to congenial behavior.

But congenial and instrumental behavior are also not always as completely separated as the previous analysis might appear to indicate. Instrumental behavior can yield satisfaction directly, aside from the achievement of goals or the anticipations of achievement. For example, eating and resting may be experienced as congenial behavior but be instrumental as a preparation of the organism for resuming other instrument activities. Individuals attempt to reconcile the claims of instrumental and congenial behavior by a life span more or less clearly visualized. Experience or natural endowment gives some direction and sets some restrictions on both congenial and instrumental behavior.

(3) Symptomatic Behavior

The third general type of behavior is neither congenial nor instrumental. It neither yield satisfaction directly for the individual nor appear to be an effective means of advancing any of his recognized goals. This third type will be called "Symptomatic Behavior." Symptomatic behavior may not yield satisfaction directly like congenial behavior. It may disrupt and displace congenial activity.

Symptomatic behavior is also not instrumental but may defeat or frustrate the individual effort to achieve his established goals. Nevertheless, symptomatic behavior may be functional in somewhat the same way that mutations are functional in biological evolution. By disrupting fixed patterns of behavior on both the congenial and the instrumental side, it may

throw the individual into what Tolman called a state of creative instability. That is a condition in which existing habits have been challenged and it is easier to accept new ones.

It may happen that a pattern of behavior which appears symptomatic at first is adopted as functional when more fully understood, or that the individual is forced to devise new patterns to meet the challenge. The second way that symptomatic behavior becomes functional is through the diagnosis, other may make, based on those symptoms.

(4) Shopping Behavior

Most of the individual consumers or buyers are members of a small social unit, the conjugal family or household. Manifestations of both congenial and instrumental behavior therefore are modified through family membership. The purchasing agent is usually the wife, sometimes the husband, sometimes the two together. Generally speaking, there is a steady trend toward the enlargement of housewife's role as purchasing agent. She takes household operation to be her province and does what she thinks is best, even though she may have some discussion in advance with other members of the family or some attempt to justify her action after the event. In first, it may be said today that the wife generally determines the style of living and the husband the scale of living. He at least sets a ceiling on the scale by his total earning¹¹⁾.

In their shopping, a special role is sometimes performed by the creative shopper who is able to visualize constructive relationships between new products offered for sale and the goods she has already possessed.

11) *ibid.*, p. 181.

Woman of this type may be described as the leaders of consumption. Shoppers are constantly on the watch for something they consider both novel and useful which will fit to pattern for some of the families they know intimately, such as those of their sons and daughters. Brand loyalty is seldom as great as the sponsor of a product would like to believe. Unless the product has a real advantage for some segment of the market, it is found to experience an interchange of users with other brands in the same classification.

Increasing advertising effectiveness may be the only assurance of at least breaking-even in the process of gains and losses. A research program dealing with shopping behavior suggests some tentative conclusions about store preference. The first is that a department store shoppers has a tendency to rely on a single store and to shop at the other stores only as an occasional check on her choice or in response to bargain offers. Secondly the shopper approaches the specialty store in a quite different frame of mind. For one thing the proportion of the male shoppers is far greater in many types of specialty stores. The customers of those stores are looking for depth of assortment or a type of assortment in the particular field which department stores could not economically provide¹²⁾.

4. Consumer Behavior Research Technique

(1) Qualitative Interviewing

One of the more striking trends in marketing research has been the growing use of open and informal interview in order to minimize some of the problems of gathering data with direct question. Probably the

¹²⁾*ibid.*, p. 183.

most popular words for what we are talking about are "depth interview" and "qualitative interview¹³⁾."

The "depth interview is the technique of the psychoanalyst's couch. But in marketing research, the interviewer confines the interview to the subject at hand. To encourage associations, he probes with questions and reminders, but makes them as nonleading or nondirective as possible. He encourages whatever revolutions the respondent wants to make and is careful to phrase his own probes so that he does not play back his own attitudes or preferences. The Open-End Questionnaire consists of a series of open or unrestricted questions. Nondirective follow-up or probes are then used to bring out full replies.

(2) The Group Interview

The group interview consists of bringing together a small number of people for a discussion led in a nondirective manner in a relaxed, informal, and permissive atmosphere. The assumption is that these conditions are conducive to honest and free expression. It is by talking, especially when reactions of others are taken into account, that many people develop their thinking and become aware of their feeling.

While the group interview offers many of the advantages of qualitative interviewing on an individual basis, it does not permit going as deep psychologically. Because quantification of data is very difficult. The selection of respondents has been a problem because of refusals to participate in discussions proposed by a stranger and of refusals to talk with the strangers.

13) See Newman, p. 405. Holmes, p.167.

(3) Projective Techniques

While the researcher uses many different forms of projective techniques, there are two principal characteristics. One is that their specific purpose is not apparent. The respondent, then, cannot be aware, or at least fully aware, of the meaning of his answers. The other is ambiguity. The projective question contains no specific meaning. It can be interpreted in different ways. The object is to find out what meanings the respondent will read into it.

At the outset, we should distinguish between two main objectives of projective devices as used in motivation research. The most common objective is to learn of the important idea and feelings people have toward the product or situation under investigation. A second one may be to learn something about the personality characteristics of the respondent. Both functions may be served at the same time, although many such questions are designed with only one purpose in mind. For this, the different kind of testing methods is used, such as the thematic appreciation, cartoon test, sentence completion test, verbal projective, and word association test¹⁴⁾.

5. Application of the Research to Marketing

Consumer Behavior Research Technique have been put to work in various ways¹⁵⁾.

(1) Product design

14) Holmes, Parker M., *Marketing Research*, South-Western Publishing Co., 1960, pp. 167-169.

15) *ibid.*, pp. 169-173.

- (2) Package design
- (3) Advertising
- (4) Training of sales personnel
- (5) Creation of new product idea
- (6) Personnel study
- (7) Public relations
- (8) Improvement of services facilities
- (9) Creation of pricing policy
- (10) Establishing a marketing program

Retailing in the future will need to pay much more attention to motivation and other marketing studies. Stores need to know more precisely what motivates consumer to come downtown or go to a neighborhood shopping center, what makes them feel more at home in one department store or supermarket than another. Manufacturers must broaden their market research program beyond their own immediate problems to give more help to their specialty outlets which cannot carry on such programs for themselves. Both manufactures and retailers must focus more sharply on the part of the market they will attempt to claim as their own¹⁶.

While marketing is making increasing use of specialized knowledge and skills from the behavioral field, and is making increasing use of motivation research for marketing decision making, it nevertheless is the business executive who ultimately must accept or reject the findings as a basis for action and decide whether the over all research effort was worth while.

16) Alderson Wroe, *Marketing Behavior and Executive Action*, Richard D. Irwin Inc., 1957, p.183.

Marketing research can serve as a source of ideas which can stretch the executive's own thinking and prompt him to re-examine present policies and practices in a somewhat different light. Secondly, research can serve to remove some of the uncertainty which characterizes the decision-making process by testing ideas or proposed courses of action.