

**Consumer Behavior,
Eighth Edition**

SCHIFFMAN & KANUK

Chapter 10

Consumers in their Social and Cultural Settings

What is a Group?



- Two or more people who interact to accomplish either individual or mutual goals
- A **membership group** is one to which a person either belongs or would qualify for membership
- A **symbolic group** is one in which an individual is not likely to receive membership despite acting like a member

Reference Group

A person or group that serves as a point of comparison (or reference) for an individual in the formation of either general or specific values, attitudes, or behavior.

Broad Categories of Reference Groups

- Normative Reference Groups
- Comparative Reference Groups



Indirect Reference Groups



Individuals or groups with whom a person identifies but does not have direct face-to-face contact, such as movie stars, sports heroes, political leaders, or TV personalities.

Figure 10.1
Major
Consumer
Reference
Groups

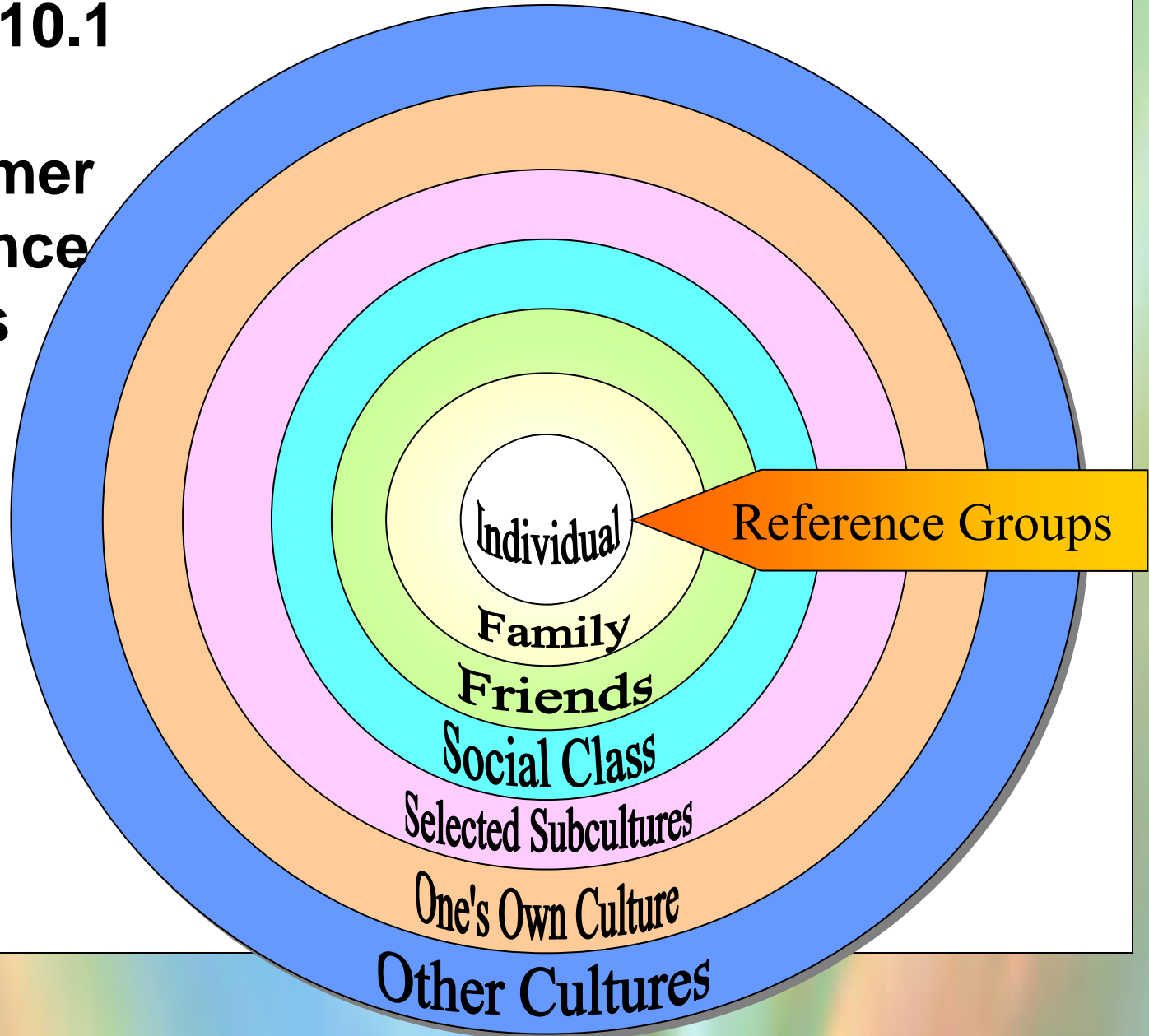


Table 10.1 Positive Influences on Conformity

Group Characteristics

- Attractiveness
- Expertise
- Credibility
- Past Success
- Clarity of Group Goals

Personal Characteristics

- Tendency to Conform
- Need for Affiliation
- Need to be Liked
- Desire for Control
- Fear of Negative Evaluation

Factors Encouraging Conformity: A Reference Group Must ...




- Inform or make the individual aware of a specific product or brand
- Provide the individual with the opportunity to compare his or her own thinking with the attitudes and behavior of the group
- Influence the individual to adopt attitudes and behavior that are consistent with the norms of the group
- Legitimize the decision to use the same products as the group

Selected Consumer-Related Reference Groups

- Friendship groups
- Shopping groups
- Work groups
- Virtual groups or communities
- Consumer-action groups



Brand Communities

- Group of runners who meet at the Niketown store in Boston on Wednesdays
- Saturn car owners who meet for reunions and barbecues 
- Harley Davidson Owner Groups 
- Saab owners 

Reference Group Appeals

*Ann Taylor uses a
Celebrity Appeal:
Christy Turlington*



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- Celebrities
- The expert
- The “common man”
- The executive and employee spokesperson
- Trade or spokes-characters
- Other reference group appeals

Table 10.2 Types of Celebrity Appeals

TYPE	DEFINITION	EXAMPLE
Testimonial	Based on personal usage, a celebrity attests to the quality of the product or service	Pat Riley for 1-Day Accuvue® disposable contact lenses
Endorsement	Celebrity lends his name and appears on behalf of a product or service with which he/she may not be an expert	Senior pro golfer Larry Laoretti for TE-AMO cigars
Actor	Celebrity presents a product or service as part of a character endorsement	Jason Alexander for Rold Gold pretzels
Spokesperson	Celebrity represents the brand or company over an extended period of time	Lee Trevino for Motorola telecommunications products

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Figure 10.4 Customers Providing Testimonials

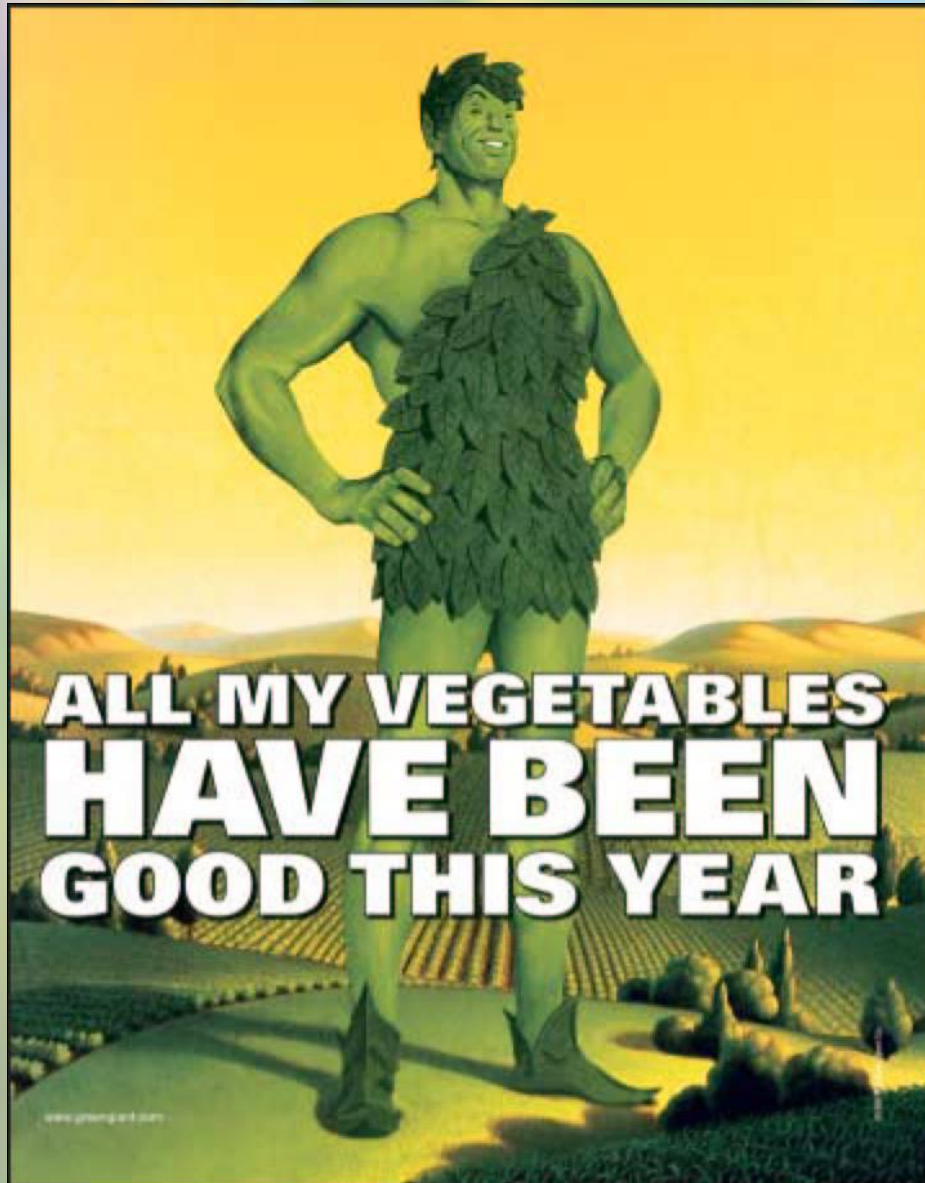


Figure 10.5
Spokes-
Character

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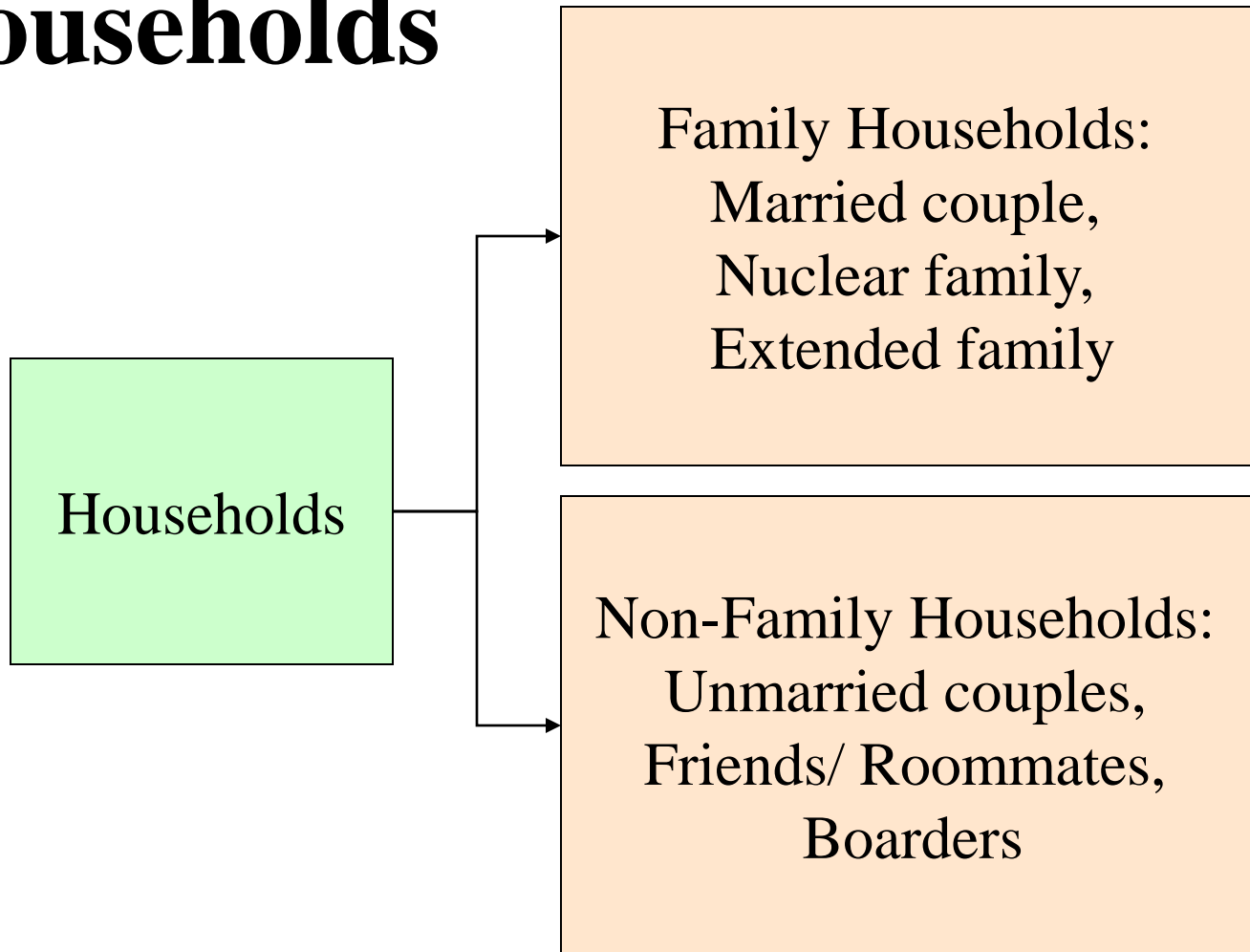
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Households



The Typical Household?

- Canada: Nuclear family
- Thailand: Extended family
- USA: Not married, no children

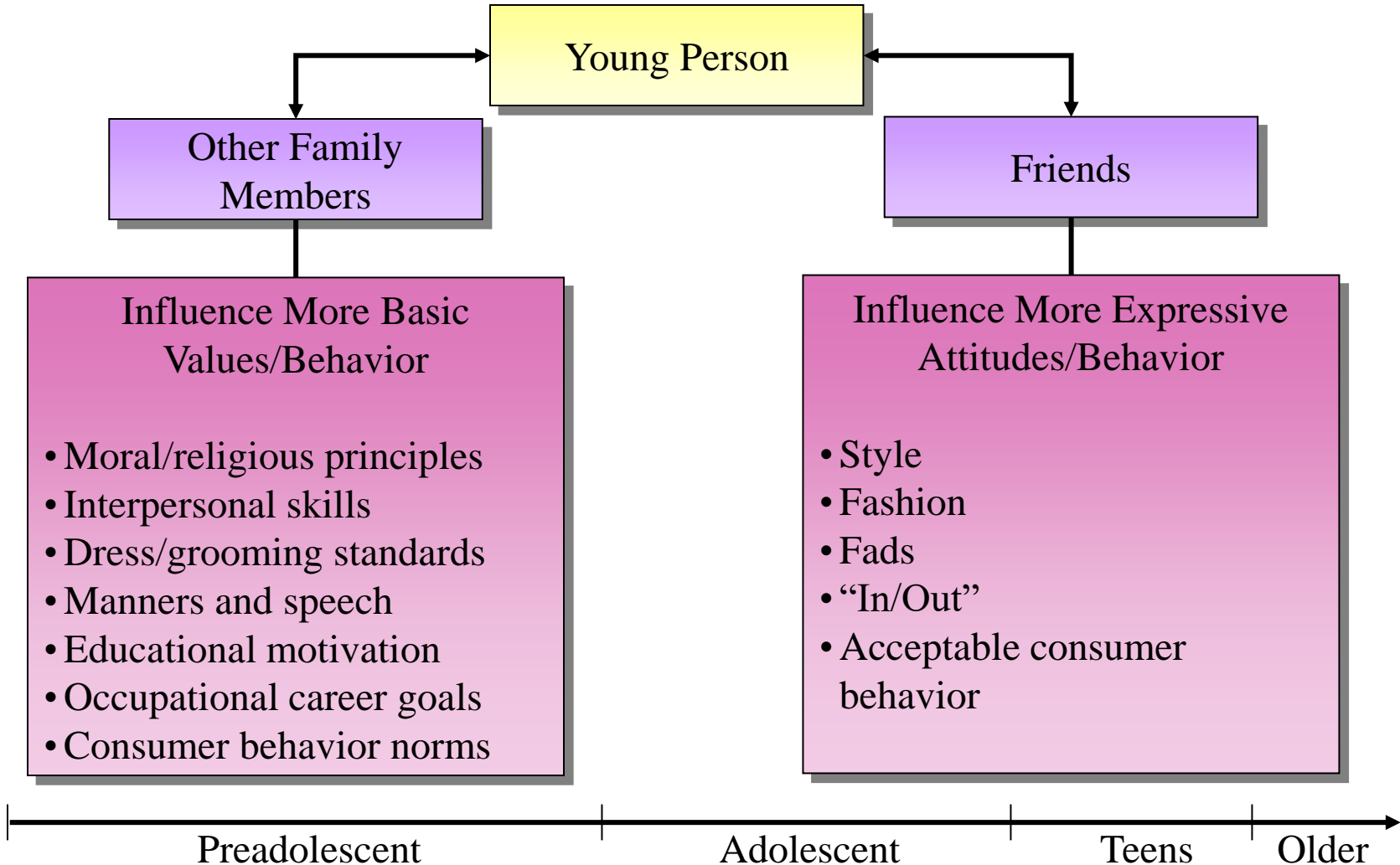
Consumer Socialization

The process by which children acquire the skills, knowledge, and attitudes necessary to function as consumers.



Figure 10.8
Consumption-
Related
Socialization

Figure 10.11 A Simple Model of the Socialization Process



Other Functions of the Family

- Economic well-being
- Emotional support
- Suitable family lifestyles



Figure 10.10 Appealing to the Responsibility of Providing for Future Family Financial Need





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**Figure 10.11 Ad
Telling Readers
that a Great
Vacation is Family
Time**

Table 10.6 Eight Roles in the Family Decision-Making Process

ROLE	DESCRIPTION
Influencers	Family member(s) who provide information to other members about a product or service
Gatekeepers	Family member(s) who control the flow of information about a product or service into the family
Deciders	Family member(s) with the power to determine unilaterally or jointly whether to shop for, purchase, use, consume, or dispose of a specific product or service
Buyers	Family member(s) who make the actual purchase of a particular product or service
Preparers	Family member(s) who transform the product into a form suitable for consumption by other family members
Users	Family member(s) who use or consume a particular product or service
Maintainers	Family member(s) who service or repair the product so that it will provide continued satisfaction.
Disposers	Family member(s) who initiate or carry out the disposal or discontinuation of a particular product or service

Dynamics of Husband-Wife Decision Making

- Husband-Dominated
 - Wife-Dominated
 - Joint
 - Equal
 - Syncratic
 - Autonomic
 - Solitary
 - Unilateral

The Family Life Cycle

- **Traditional Family Life Cycle**
 - Stage I: Bachelorhood
 - Stage II: Honeymooners
 - Stage III: Parenthood
 - Stage IV: Postparenthood
 - Stage V: Dissolution
- **Modifications - the Nontraditional FLC**

Figure 10.15 Targeting the To-Be-Married Segment



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
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10-28

Figure 10.15 An Extended Family life Cycle

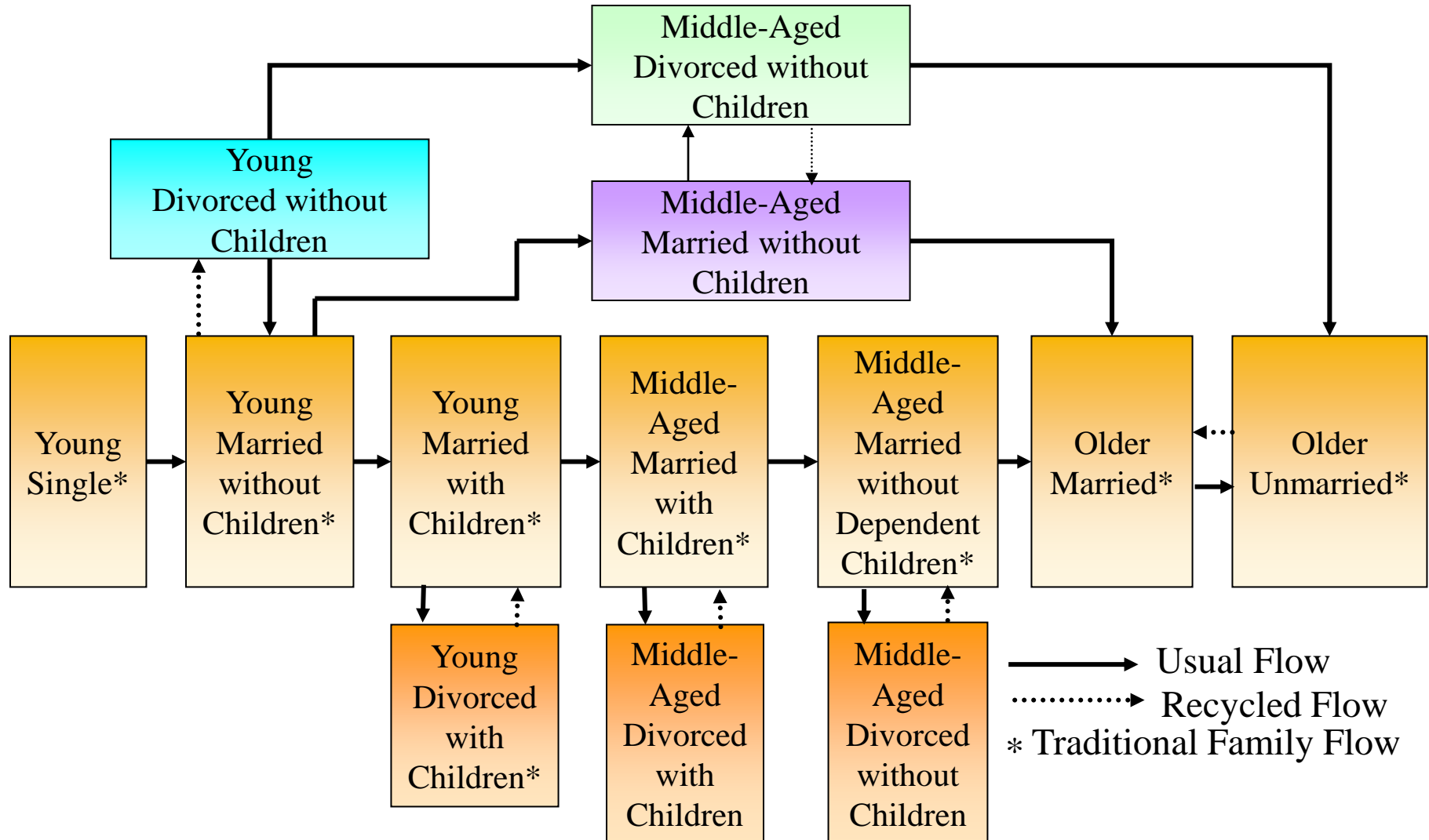


Table 10.9 Noteworthy Nontraditional FLC Stages

Alternative FLC Stages	Definition/Commentary
Family Households	
Childless couples	It is increasingly acceptable for married couples to elect not to have children. Contributing forces are more career-oriented married women and delayed marriages.
Couples who marry later in life (in their late 30s or later)	More career-oriented men and women and greater occurrence of couples living together. Likely to have fewer or even no children.
Couples who have first child later in life (in their late 30s or later)	Likely to have fewer children. Stress quality lifestyle: "Only the best is good enough"

Table 10.9 continued

Alternative FLC Stages	Definition/Commentary
Family Households	
Single parents I	High divorce rates (about 50%) contribute to a portion of single-parent households
Single parents II	Young man or woman who has one or more children out of wedlock.
Single parents III	A single person who adopts one or more children.
Extended family	Young single-adult children who return home to avoid the expenses of living alone while establishing their careers. Divorced daughter or son and grandchild(ren) return home to parents. Frail elderly parents who move in with children. Newlyweds living with in-laws.

Table 10.9 continued

Alternative FLC Stages	Definition/Commentary
Nonfamily Households	
Unmarried couples	Increased acceptance of heterosexual and homosexual couples.
Divorced persons (no children)	High divorce rate contributes to dissolution of households before children are born.
Single persons (most are young)	Primarily a result of delaying first marriage; also, men and women who never marry.
Widowed persons (most are elderly)	Longer life expectancy, especially for women; means more over-75 single-person households.