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《营销管理硕士》讲义

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主讲：**菲利普·科特勒**

分析消费者市场

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本章要点

- 消费者的特征如何影响他们的购买行为
- 影响消费者对营销方案的反应的主要心理过程是什么？
- 消费者如何制定购买决策？
- 消费者如何偏离慎重而理性的决策过程？

消费者行为



影响消费者行为的因素

文化因素

社会因素

个人因素



文化因素

文化是影响人的欲望和行为的基本决定因素，这种影响主要通过家庭和其他重要机构实现。



亚文化

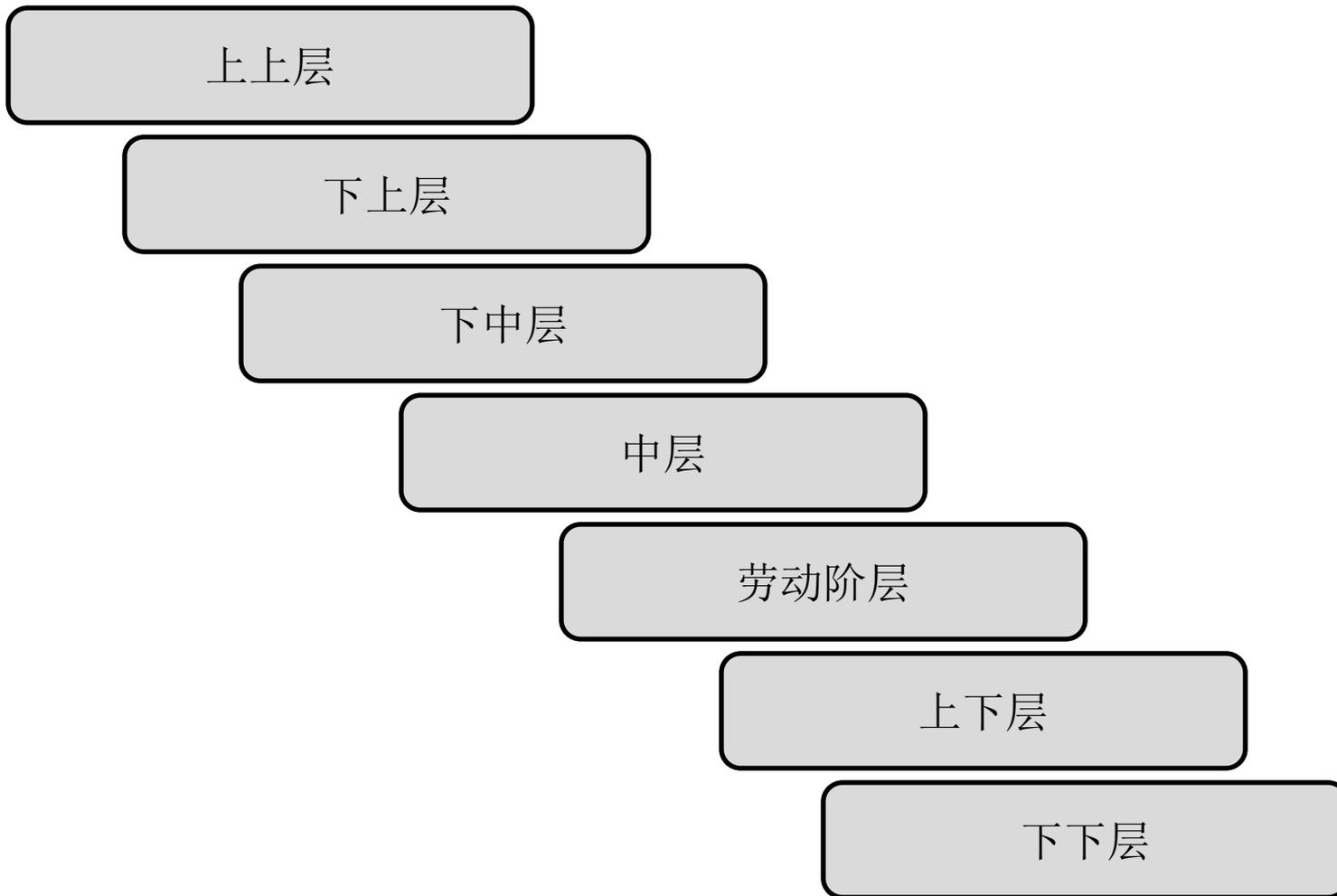
- 国籍
- 宗教
- 种族
- 地理区域



美国文化一览

- 每个美国公民:
 - 每年咀嚼**300**根口香糖
 - 每年刊**9**场电影
 - 每年**4**次旅行
 - 每年观看**7**场体育赛事

社会阶层



社会因素

参照群体

家庭

角色

地位



参照群体

- 成员群体
- 次要群体
- 渴望群体
- 疏离群体



家庭差异影响购买决策





个人因素

- 年龄
- 生命周期阶段
- 职业
- 健康状况
- 个性
- 价值观
- 自我概念
- 生活方式

年齡和生命週期階段



职业和经济状况





个性

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Avatar Hotel
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品牌个性

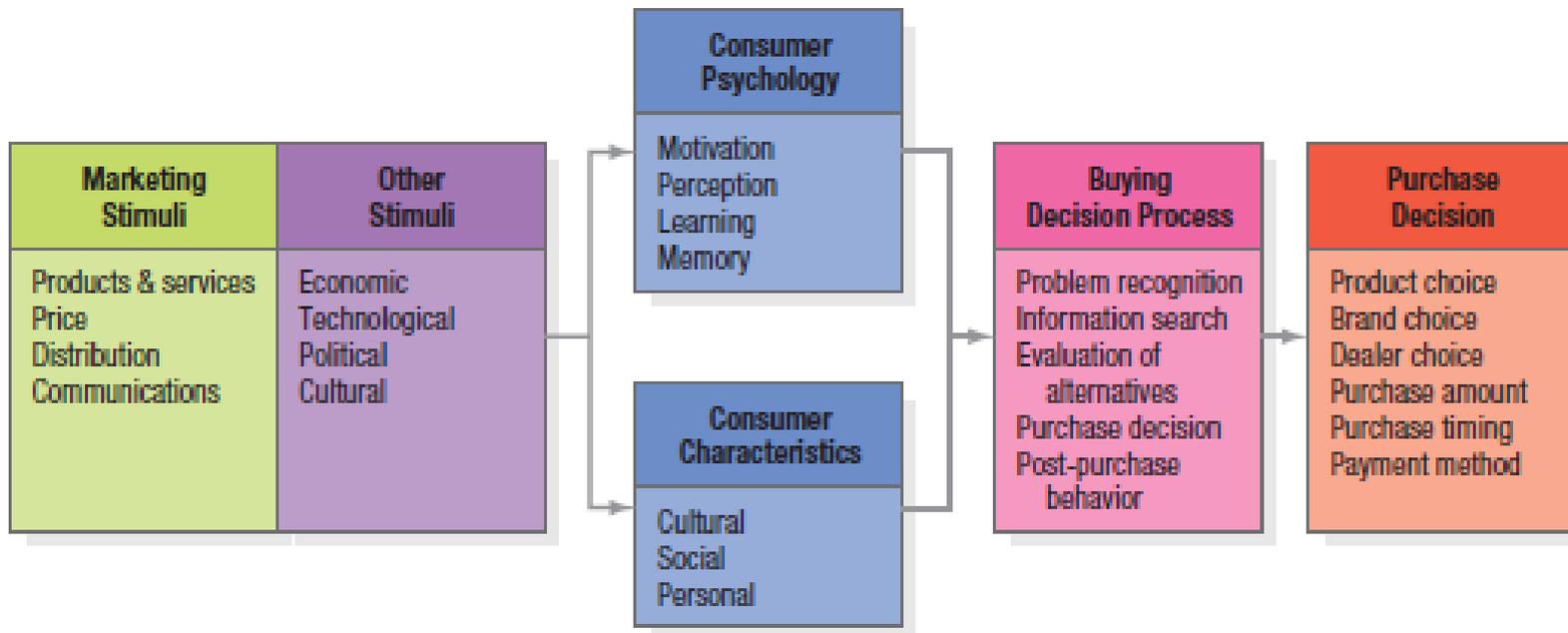
- 真诚
- 兴奋
- 胜任
- 优雅
- 粗犷



表 6.2 乐活族市场细分 (健康和可持续的生活方式)

- 可持续经济
- 健康生活
- 生态生活
- 综合型医疗保健
- 个人发展

图 6.1 消费者行为模型



动机

佛洛伊德理论

行为是由潜意识驱动的

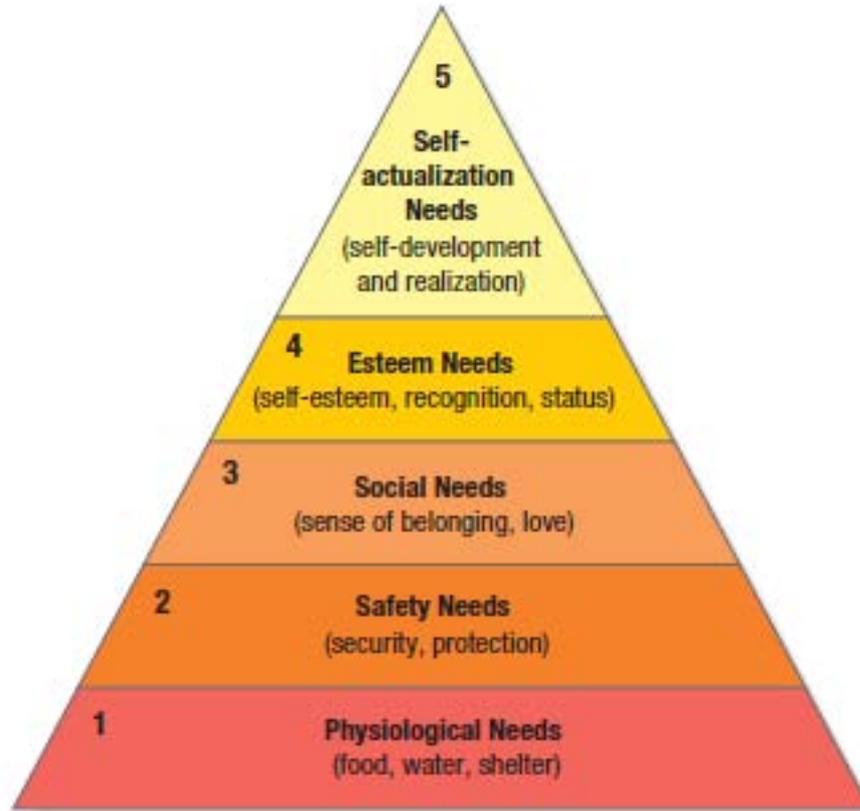
马斯洛需求层次理论

行为是由低层次的尚未满足的需要驱动的

赫茨伯格双因素理论

行为是由保健因素和激励因素驱动的

马斯洛需求层次理论





感知

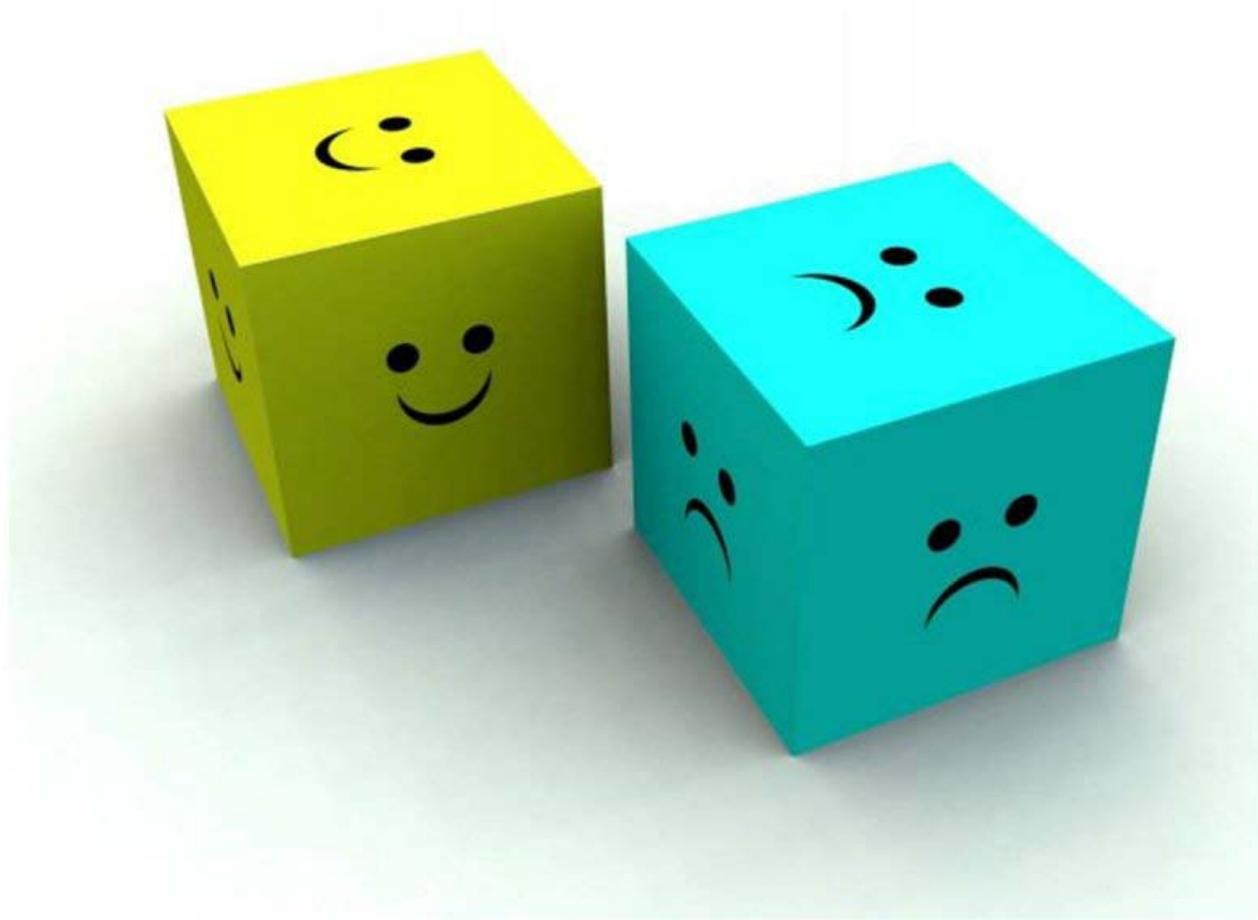
- 选择性注意
- 选择性曲解
- 选择性保留
- 潜意识感知

学习





情绪





记忆



图 6.3 州立农场心理地图



图 6.4 消费者购买过程





信息来源

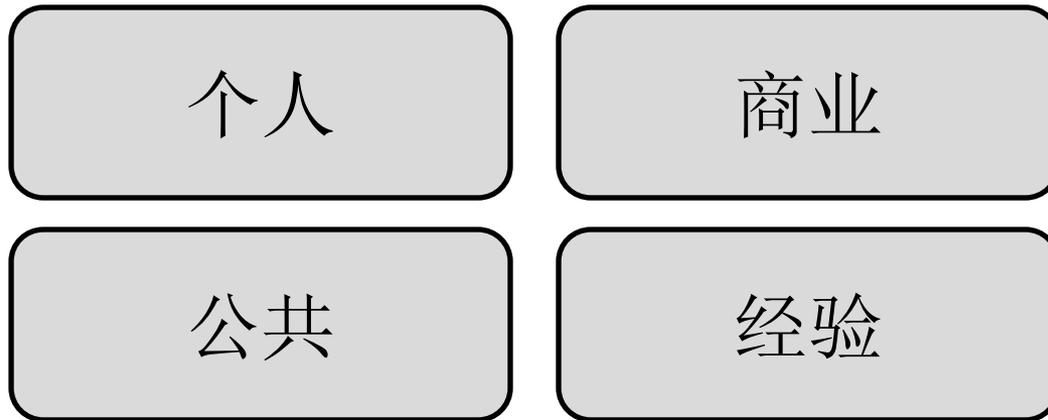


图 6.5 消费者决策中相继考虑的品牌组

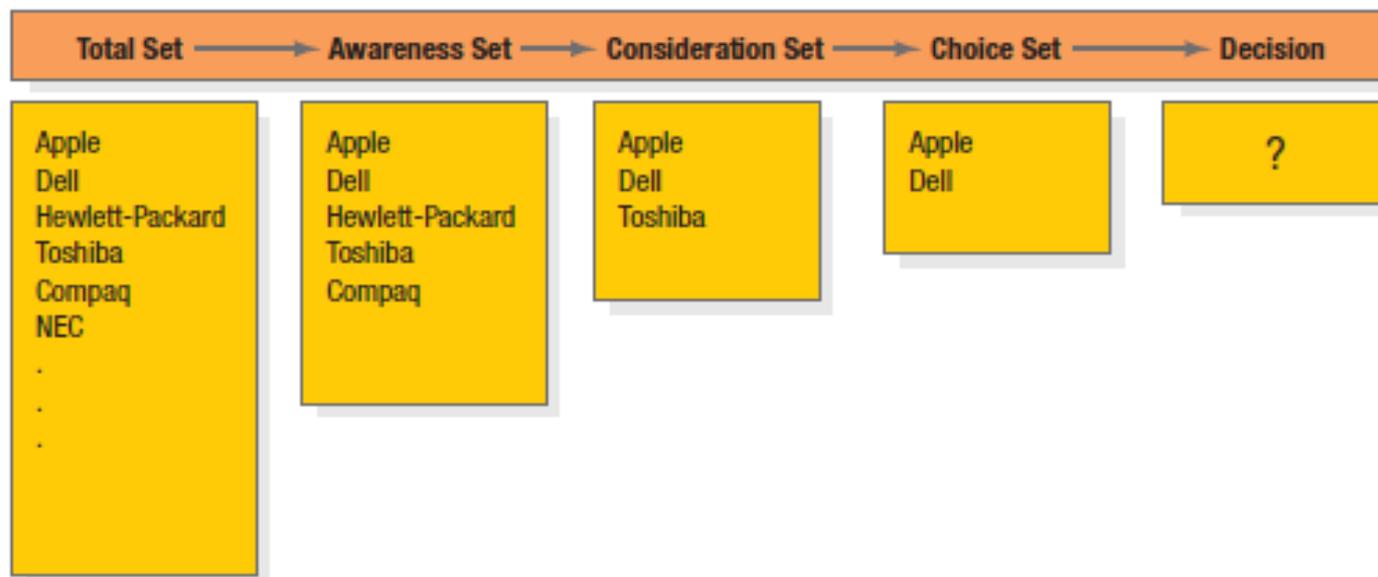
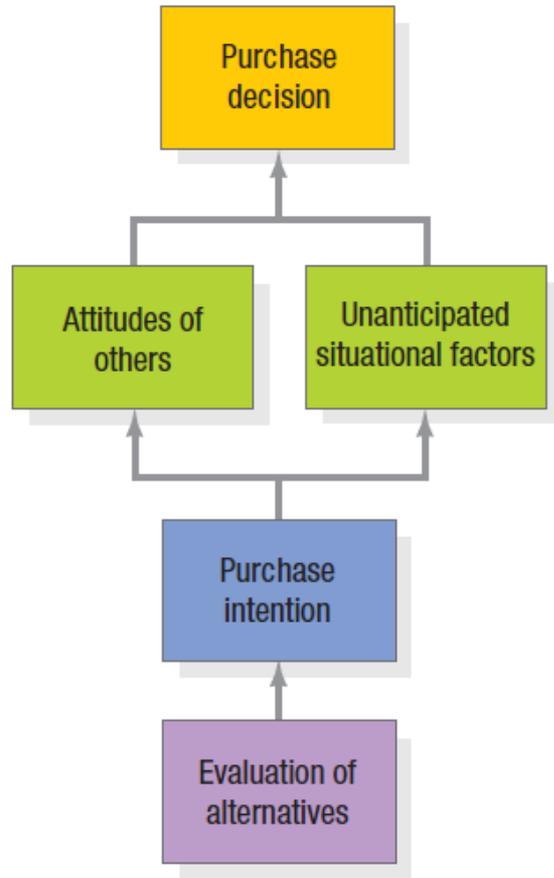


表 6.4 某消费者关于笔记本电脑的品牌信念

Laptop Computer	Attribute			
	Memory Capacity	Graphics Capability	Size and Weight	Price
A	8	9	6	9
B	7	7	7	7
C	10	4	3	2
D	5	3	8	5

图 6.6 可选方案的评估与购买决策之间的步骤





非补偿性选择模型

- 联合启发法
- 词典规则启发法
- 按属性排除启发法

感知风险

- 功能风险
- 身体风险
- 财务风险
- 社会风险
- 心理风险
- 时间风险

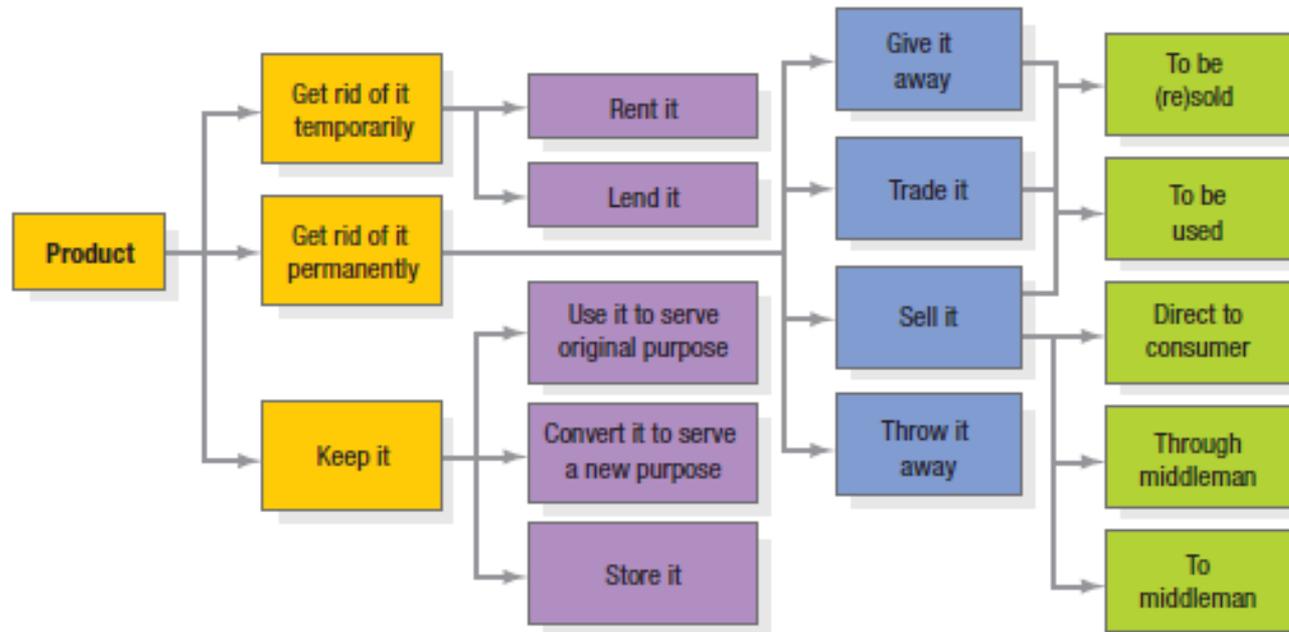
The screenshot shows the Intuit Small Business website. The header includes navigation links for Small Business, TurboTax, and QuickBooks, along with a search bar and links for Security Center, Cart, and Sign In. The main navigation bar lists Website Services, QuickBooks, Payroll, Payment Solutions, Point of Sale, Checks & Supplies, and US. Below this, there are links for QuickBooks Overview, Products & Services, Industry Solutions, Training & Learning, Community, and Support. A phone number (877) 683-3280 is provided for interested parties.

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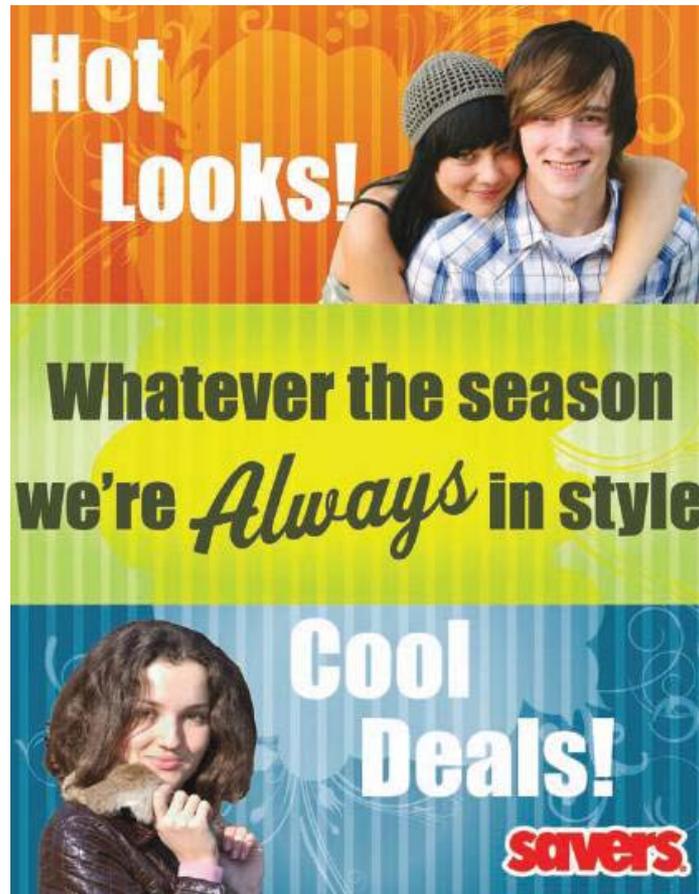
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图 6.7 顾客怎样使用或处置产品



低介入的消费者决策制定





决策启发

- 可得性启发法
- 代表性启发法
- 锚定和调整启发法

框架





心理账户

- 消费者倾向于...
 - 分割收益
 - 合并损失
 - 将较小损失和较大收益合并
 - 将较小的获益从大的损失里分割出来



小结

- 消费者的特征如何影响他们的购买行为
- 影响消费者对营销方案的反应的主要心理过程是什么？
- 消费者如何制定购买决策？
- 消费者如何偏离慎重而理性的决策过程？