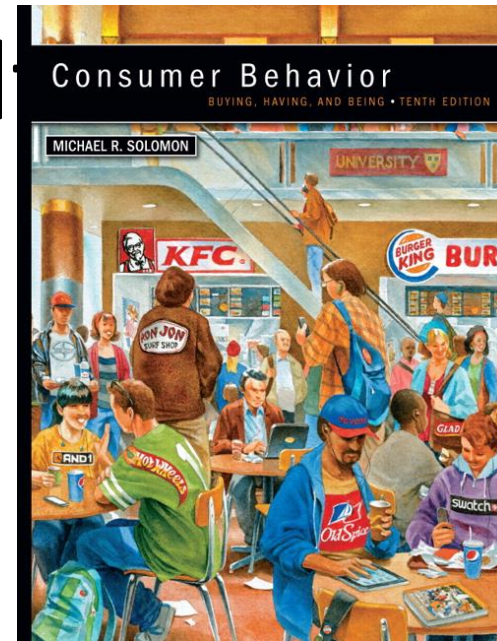


Chapter 5

The Self

**CONSUMER
BEHAVIOR, 10e**
Michael R. Solomon



CONSUMER BEHAVIOR

Study of the processes involved when individuals or groups select, purchase, use or dispose of products, services to satisfy needs and desires

- We use products to help us define our identities in different settings.
- Consumer behavior is a process.
- Marketers need to understand the wants and needs of different consumer segments.
- Web is changing consumer behavior.
- Our beliefs and actions as consumers strongly connect to other issues in our lives.

Internal Influence: PSYCHOLOGICAL

Perception

- Translates raw stimuli into meaning
 - Design is key
 - Messages appeal to our senses (sight, touch, smell, taste, hearing)
 - Sensory threshold
 - Subliminal advertising

Learning and Memory

- Learning is a change in behavior that experience causes
 - Conditioning – classical and instrumental (operant)
 - Learned associations generalize to other things
 - Brand information retained in our brains
 - Products aid in memory retrieval from past
 - Marketers use past memories in products/ads

Motivation

- Marketers recognize that products can satisfy a range of consumer needs
 - Degree of involvement
 - Product
 - Message
 - Purchase situation
 - Cultural values = products we seek
 - Vary in the importance we attach to worldly possessions
 - Western culture huge impact globally

Self

- Self-concept strongly influences behavior
 - Products play a key role in defining self
 - Society's expectation of masculine/feminine
 - Perception of body drives purchases
 - Living up to cultural expectations dangerous
 - Different cultures have different body image perceptions

Personality

- A consumer's personality influences the way we responds to marketing stimuli
 - Id, Ego, Superego
 - Products have personalities
 - Psychographics help marketers understand and reach

External Influence: SOCIAL

Household Type

- Marketers often need to understand consumers' behavior rather than a consumer's behavior.
 - Traditional notions about families are outdated.
 - Demographic dimensions relate to family and household structure.
 - Age, income, race, education
 - Members of a family unit play different roles and have different amounts of influence.
 - Children learn over time what and how to consume.

Groups & Social Media

- Others, especially those who possess some kind of social power, often influence us.
 - Reference groups, influence
 - Informational
 - Utilitarian
 - Value-expressive
 - Motivated to buy or use products to be consistent with what others do. - Conformity
 - Certain people are likely to influence others' product choices.
 - Reference, information, legitimate, expert, reward, coercive power
 - Things that others tell us about products (good and bad) are often more influential than the advertising we see.
 - Online technologies accelerating impact of word-of-mouth communication.
 - Social media are changing the way companies and consumers interact.

Subculture and Culture

- Consumers defined by group memberships within the society-at-large (Subculture, microculture, cosplay)
 - Memberships in ethnic, racial, and religious subcultures guide consumption behaviors
- Tweens, Gen X, Gen Y, Baby Boomers
- Culture is a society's personality; shapes our identities as individuals.
 - Accumulation of shared meanings, rituals, norms, and traditions
 - A consumer's culture determines the overall priorities he or she attaches to different activities and products.

MARKETING PROGRAMS

- Product
- Price
- Promotion
- Placement



BUYER DECISION PROCESS

Consumer Decision Making

- Central part of consumer behavior
 - Need recognition, information search, evaluation of alternatives, purchase, post purchase
 - Perspectives on decision making
 - Rational
 - Purchase momentum
 - Experiential
 - Consumers don't search rationally
 - Study of Neuromarketing big
 - How our brain works

Buying and Disposing

- Factors at the time of purchase influence the decision-making process.
 - Time perspectives (pressure cooker, map, mirror, river, feast)
- Information a store or Web site provides influences a purchase decision.
- A salesperson often is the crucial connection to a purchase
- Marketers concerned about a consumer's evaluations of a product after he buys
- WOM is huge

Chapter Objectives

When you finish this chapter, you should understand why:

1. The self-concept strongly influences consumer behavior.
2. Products often play a key role in defining the self-concept.
3. Society's expectations of masculinity and femininity help to determine the products we buy to meet these expectations.

Chapter Objectives (continued)

When you finish this chapter, you should understand why:

4. The way we think about our bodies (and culture tells us we should think) is a key component of self-esteem.
5. Our desire to live up to cultural expectations of appearance can be harmful.
6. Every culture dictates certain types of body decoration or mutilation.



Learning Objective 1

The self-concept strongly influences consumer behavior.



Self Concept

- **The belief a person holds about his/her own attributes, and how he/she evaluates these qualities**



Self-Concept

- A collection of beliefs about one's own nature, unique qualities, and typical behavior.
 - Your self-concept is your mental picture of yourself.
 - Factual description of how you perceive yourself.
- It is a collection of self-perceptions.
 - Easygoing
 - Stylish
 - Hardworking
 - Aggressive
 - Loud
 - Kind
 - Short
 - Fit
 - Cute
 - Ugly

Self-Concept

- Work in progress
- Some parts are stable
 - Each of us modifies some elements of it as we make our way through life
 - Discover new ideas
 - Social groups we admire
 - Images we receive from the culture around us that endorse certain types of people over others



We describe attributes of self concept across four dimensions:

- **Content** - Facial attractiveness vs. mental aptitude
- **Positivity** – evaluation of our own worth
- **Intensity & Stability (*over time*)**
 - The type and intensity of motivated behavior produced by self-discrepancies
 - Ex: Desire for: Social status, where you fit in socially, what others think about you, trust, support, selfish, mean, good friend, bad friend, to be liked, to be funny, to be stylish
- **Accuracy** - The degree to which one's self-assessment corresponds to reality

WHAT MATTERS MOST
IS HOW YOU SEE YOURSELF.



-
- What has the media taught you not to like about yourself.
 - Height
 - Weight
 - Eye lashes
 - Wrinkles
 - Breath
 - Hair
 - Think of one part of your body advertisers don't criticize



Self-Esteem

- The positivity of a person's self concept
 - How much you value yourself
- Low self-esteem: think they will not perform well
- High self esteem: think they will be successful and will take risks
- Ads can trigger social comparison
 - Attractive models using products
 - Most of the time to lower self-esteem



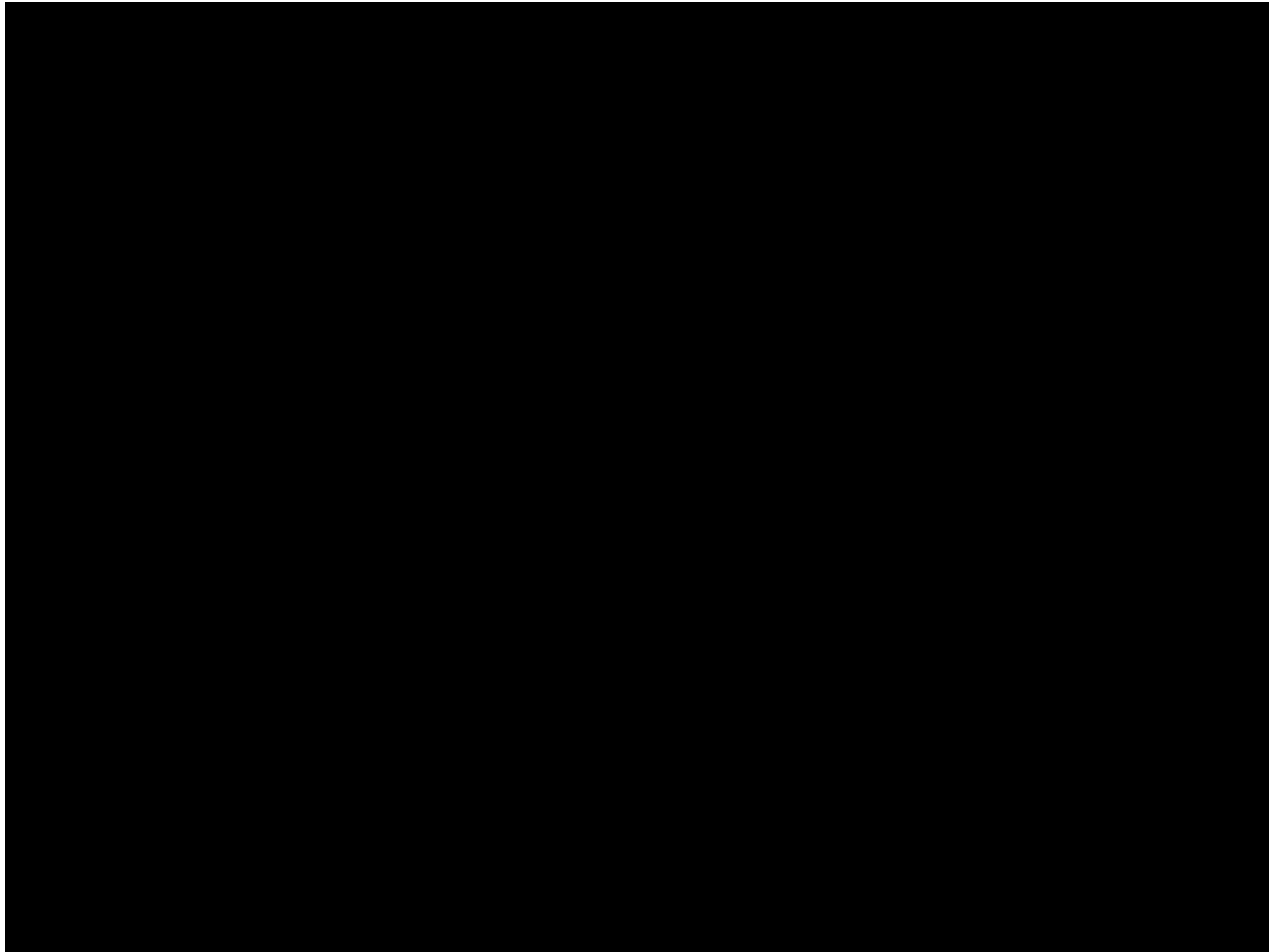
I ♥ ME

How do marketers influence Self Esteem

- Expose us to ads that trigger social comparison
 - Comparing your image to those portrayed in the ad
 - Study of female college students exposed to ads afterwards express lower satisfaction with own appearance



Clearasil



Actual vs. Ideal Selves

- **Ideal self:** our conception of how we wish we could be
- **Actual self:** our more realistic appraisal of the qualities we have
 - Products can:
 - Help us reach ideal self
 - Be consistent with actual self
- **Impression management** - work hard to manage what others think of us
 - Strategically choosing products/services and other cues that will put us in a good light.
- **Badges** - to bolster self-esteem/show evidence of their achievements



Fantasy Appeals

- Most of us experience a discrepancy between our real and ideal selves
 - For some the gap is large
 - Fantasy: Bridging the Gap Between the Selves

A photograph of a woman in a dark pinstripe business suit sitting in a meditative pose on a stone ledge in a park. Her eyes are closed, and her arms are extended horizontally. The word 'Focus' is written in large white letters to the left of her head. The background shows a blurred park scene with trees and a path.

You're known for your disciplined approach.

Doing things the right way. Always keeping your eyes on the prize. The unique focus that has served you so well can take you even further at Bank of America. Join our team, and we'll help you maximize your initiative through training and mentoring. We'll turn you loose on important work, right out of the gate. And as part of the world's leading financial institution, you can take advantage of our unrivaled scope to create a chain reaction of opportunity that can move the world forward.

Set opportunity in motion.
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- Reverse Boston Kreme
- Cocoa Kreme Puff

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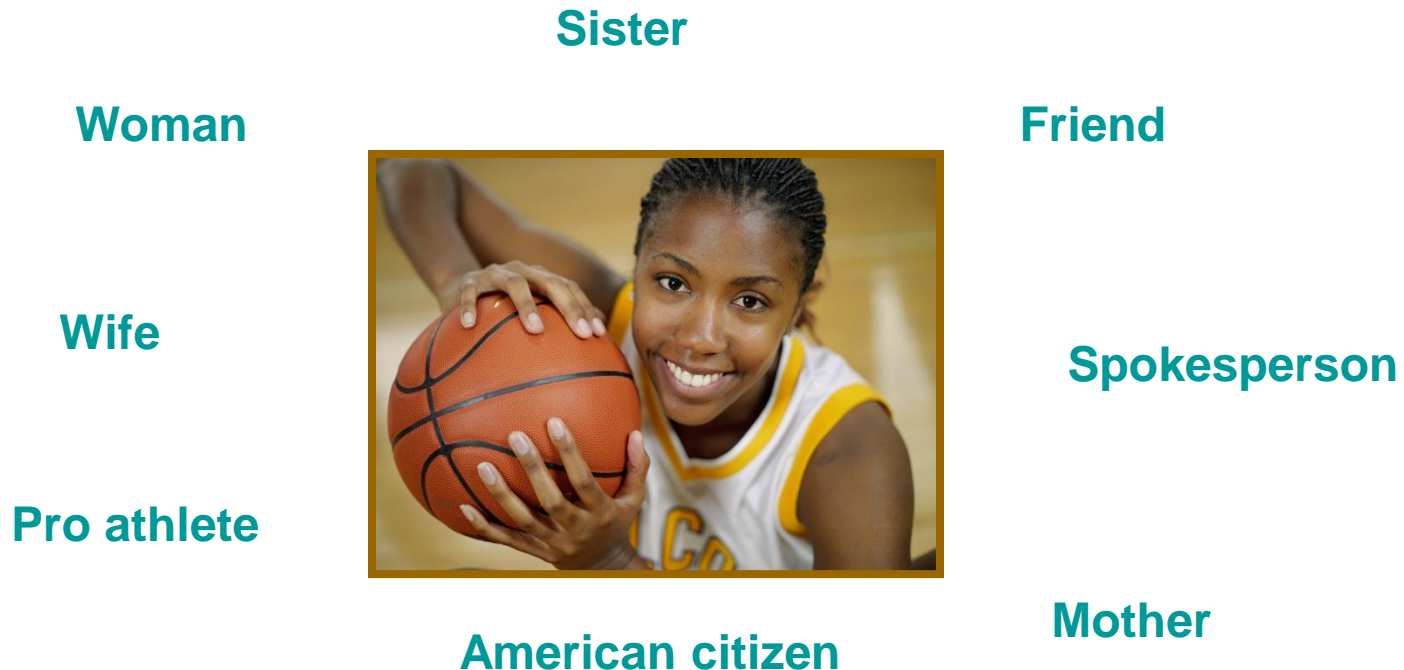
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ODESSA PLAZA
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EAST END
MORRITT'S SHOPPING CENTRE
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Multiple Selves

- Each of us is really made up of **multiple selves**.
- Marketers pitch products needed to facilitate an active role identities.



Different Role Identities

- The self has different components or role identities.
 - *Central* – mom, student, daughter
 - *Dominant in certain situations* - dancer, musician, advocate for the homeless).
- Marketers want to ensure the appropriate role identity is active



Greg Howe with his LE924
©2010 Laguna Guitars, photo: Iulia Chiculita

To watch videos of
Greg Howe in action,
scan this QR tag with
your smartphone or visit
[YouTube.com/PlayLaguna](https://www.youtube.com/PlayLaguna)





Virtual Identity

- People are assuming virtual identities in cyberspace
 - Dating sites (as well)
 - Avatars represent visual identity

Self-Consciousness

- Ever walked into class late right into the middle of an ongoing lecture? All eyes of you.
- Era of the Selfie
 - More that 35MM posed daily
 - Why... because we can
- Empty self
 - This perspective points to the decline of shared points of reference over the last 50 years as we witnessed a decline in family, community, and traditions
 - As a result, people have shifted inward and focus on the self in an unconscious way to compensate for what we have lost.
 - This focus on self-reliance creates a culture of narcissism – we are obsessed with what we do and feel and record it



Objective 2: Products play a key role in defining the self-concept.

- We choose products because we think that they are similar to our personalities
- View individual's consumption behaviors to help them make judgments about that person's social identity. (data mining)
- We are **attached** to an object when we rely on it to maintain our self-concept.



Objects are a security blanket in unfamiliar environments

- Coping process may protect the self from being diluted in a strange environment
- *Ask students if there has ever been a time when an object was a security blanket for them. Explain how this occurred.*



You are what you consume?

- Question: Who am I now?
- Answer: To some extent, your possessions
- Inference of personality based on consumption patterns
- We attach ourselves to products to maintain self-concept



Symbolic Self-Completion Theory:

- The theory of **symbolic self-completion** is a psychological theory which holds that individuals seek to acquire and display symbols that are strongly related to what they perceive as their ideal **self**.



Symbolic self-completion theory says insecurity makes you want to show off.

Ever wonder why the most impressive people never seem to brag?



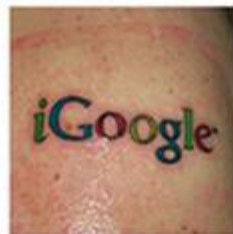
The Extended Self

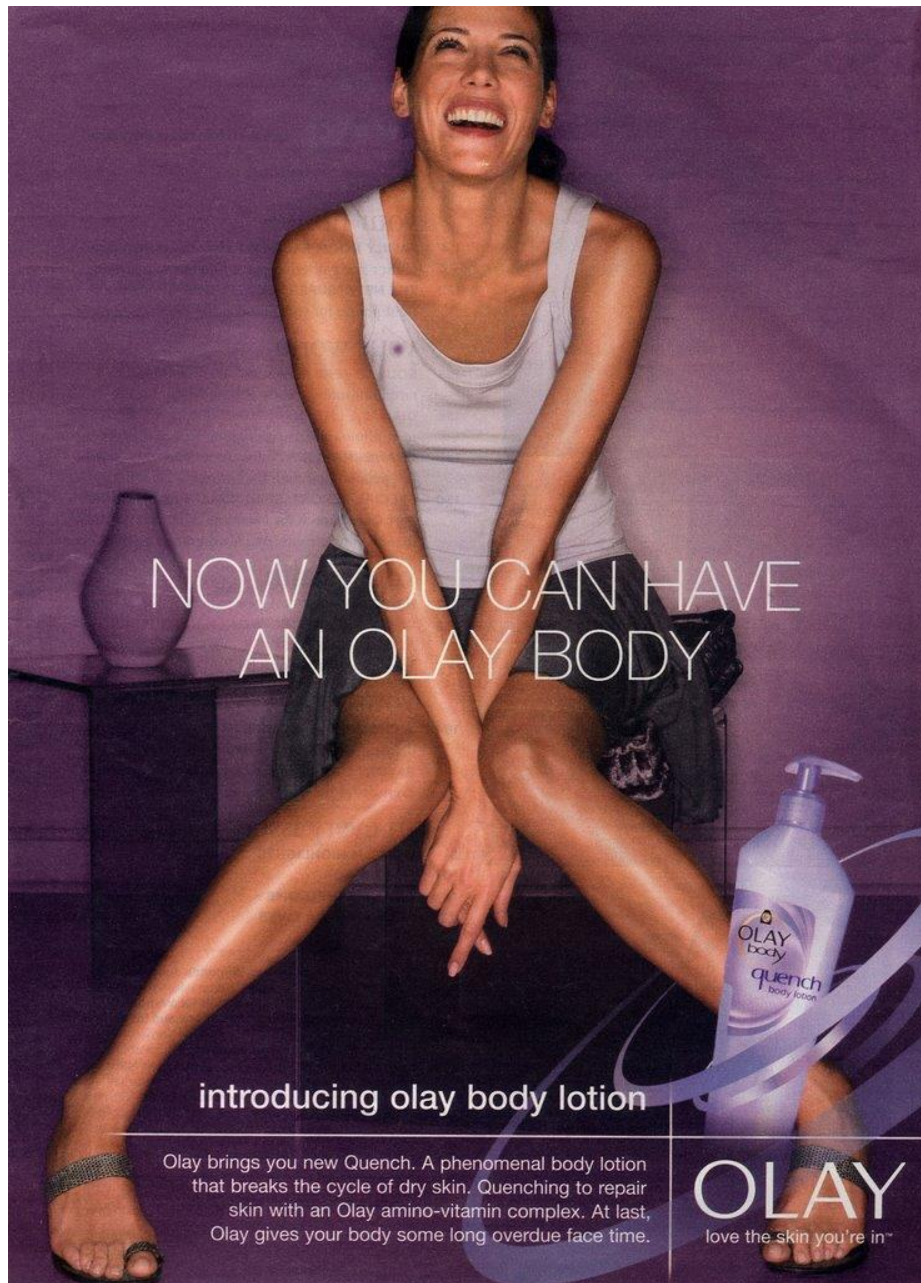
External objects we consider a part of us

Four levels of extended self have been described:

1. **Individual level**—Personal Possessions (cars, clothing)
2. **Family level**— residence & furnishings
3. **Community level**—neighborhood and hometown you are from
4. **Group level**— Social groups you belong to, includes your religion, flag, sports team, etc.







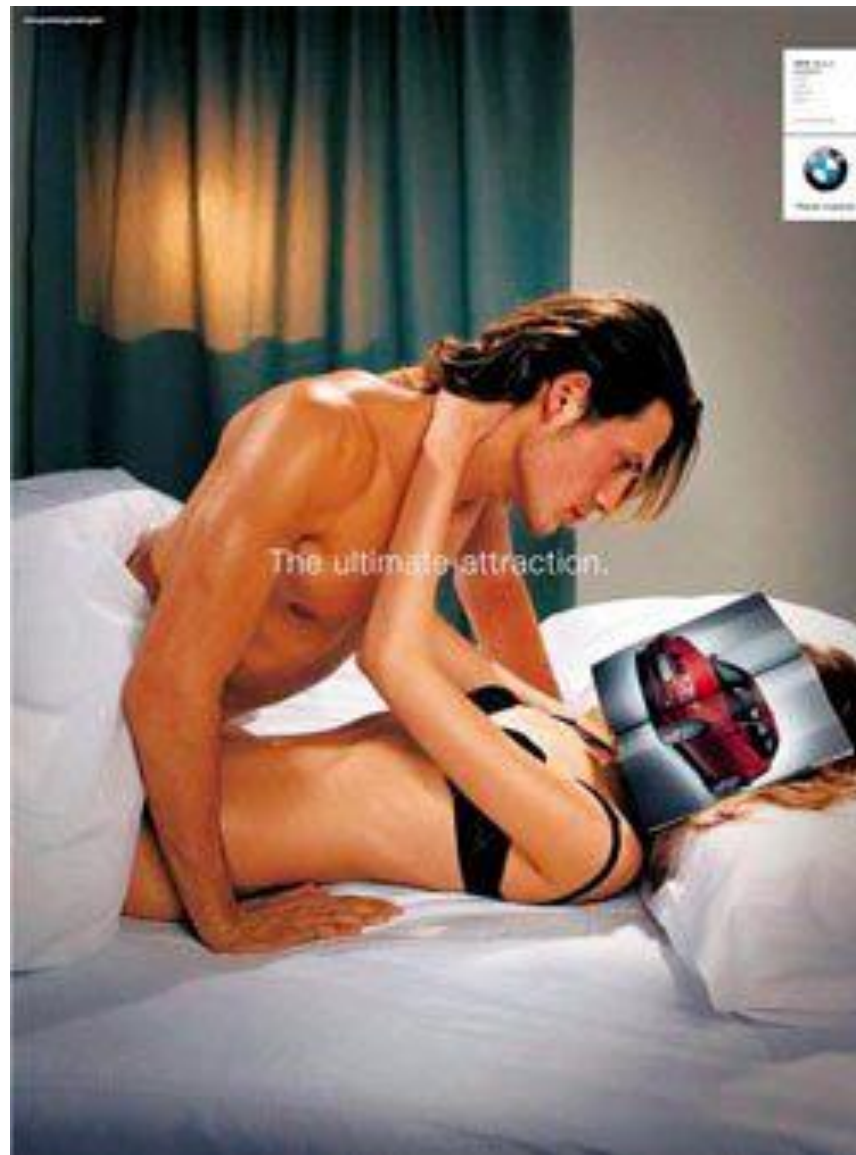
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OLAY
love the skin you're in™

OLAY body quench body lotion



The ultimate attraction:

OLAY

Objective 3: Society's Expectations of Masculine and Feminine determine the products we buy.

- Sexual identity important component of a consumer's self-concept.
 - We tend to conform to culture's expectations (**sex roles**) about how those of our gender should act dress or speak; these expectations, however, change.



SATURDAY

with jenna

See how she and son Beckett go off duty in style.



quality time

"Lucky for me, I ended up with a boy whose favorite color is pink. Toenail painting is way more fun in neon."



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Sminkhuvud
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fashion girl!





Sex-Typed Traits and Products

- Sex-types products: take on masculine or feminine attributes
 - **Gender-bending products** are traditionally sex-typed items adapted to the opposite gender (e.g. Febreze as the Official Air Freshener of the N.F.L.).



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Gender Differences in Socialization

- Gender socialization - ideal gender behavior stressed by parents, friends, media, community
 - Societies assumptions about how we should act
- Gender roles vary by culture, but are changing
 - Males are controlled by **agentic goals** that stress self-assertion and mastery.
 - Females are taught to value **communal goals**, such as affiliation and the fostering of harmonious relations.



Female Sex Roles



- caring
- emotional
- passive
- sensitive
- quiet
- graceful
- innocent
- weak
- flirtatious
- nurturing
- self-critical
- soft
- sexually submissive
- accepting



Male Sex Roles

- Men receive mixed messages about how they are supposed to behave and feel.
 - Men are trying to make sense out of three different models of masculinity:
 1. **Breadwinner**
 2. **Rebel**
 3. **Man-of-action hero**
- independent
 - non-emotional
 - aggressive
 - tough-skinned
 - competitive
 - clumsy
 - experienced
 - strong
 - active
 - self-confident
 - hard
 - sexually aggressive
 - rebellious

My Tide





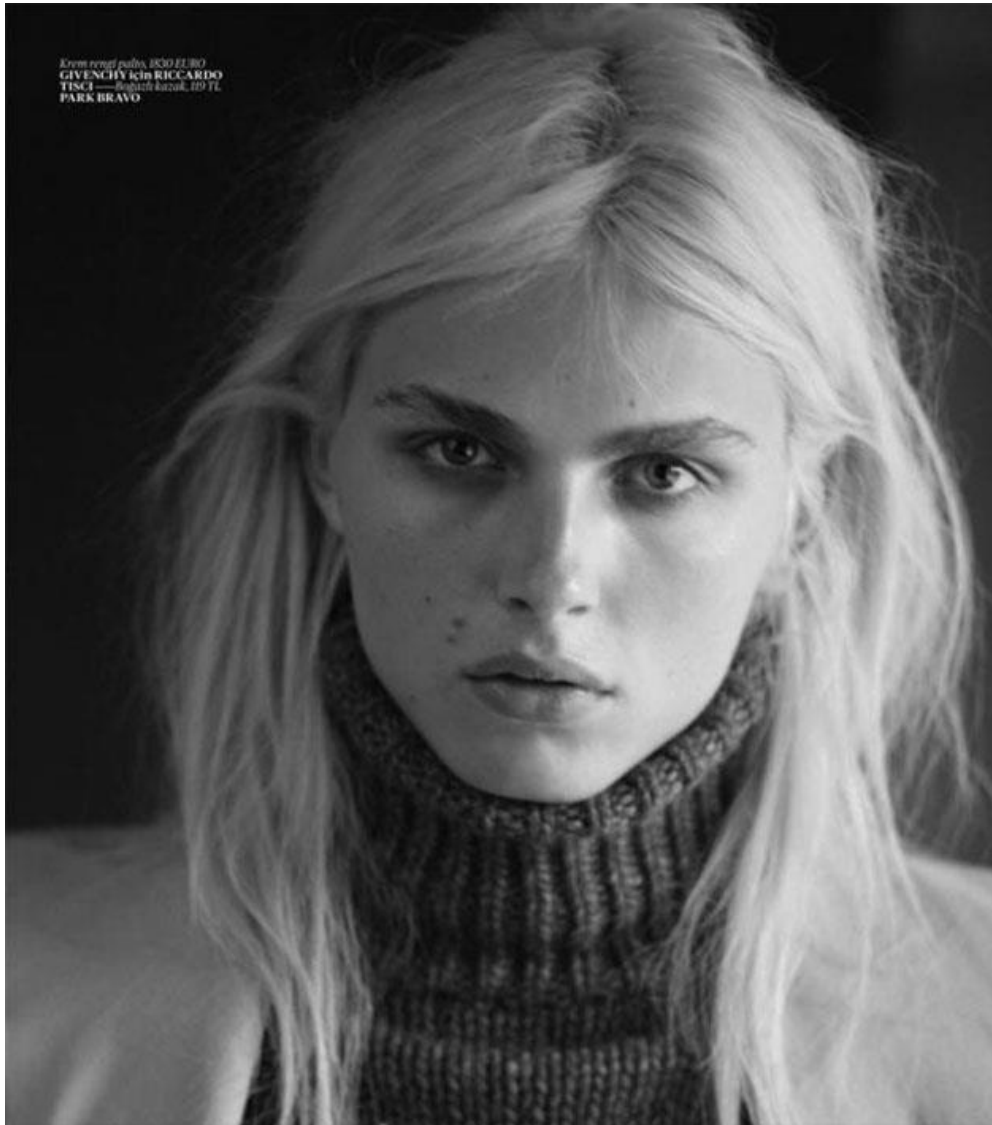
Gender vs. Sexual Identity



- To close the gap, we attach names to our identity
- **Tomboy** – Young girl/tween with males like characteristics in behavior and dress
- **Bromance** is affection between straight male friends.
- **Androgyny** refers to the possession of both masculine and feminine traits.
 - ***Sex-typed people*** are stereotypically masculine or feminine; ***androgynous*** people do not have a clearly defined orientation.



DOLCE & GABBANA



Androgyny refers to the possession of both masculine and feminine traits. Sex-typed people are stereotypically masculine or feminine; androgynous people do not have a clearly defined orientation

Willy Cartier





Gender Bending Products



SPANX
NEW BODY SHAPERS BRAS & PANTIES SHAPING SHEERS & TIGHTS SUMMING SWIMSUITS SPANX FOR MEN *Haute Couture*

Game On.

Oh, Man!
SPANX for Men have Arrived
A true COTTON compression undershirt that will forever change the way men look and feel in their clothes!

- * Firms Chest
- * Flattens Stomach
- * Improves Posture
- * Supports Lower Back

SHOP UNDERSHIRTS



LGBTQ

WHAT DOES LGBTQ+

LGBTQ is an initialism that means:



People often use LGBTQ to mean all of the communities included in the “LGBTTTQQIAA”:

Lesbian	+ Pansexual
Gay	+ Agender
Bisexual	+ Gender Queer
Transgender	+ Bigender
Transsexual	+ Gender Variant
2/Two-Spirit	+ Pangender
Queer	
Questioning	
Intersex	
Asexual	
Ally	

LGBTQ is the more commonly used term in the community; possibly because it is more user friendly! You may also hear the terms “Queer Community” or “Rainbow Community” used to describe LGBTQ2+ people. This initialism and the various terms are always evolving so don’t try to memorize the list. The most important thing is to be respectful and use the terms that people prefer.

Lesbian, Gay, Bisexual, Transgender Queer + (LGBTQ) Consumers

- Size of GLBT is difficult to determine
- At least as large, if not larger, than the Asian American population (currently at about 12 million people) and consumers in this market spend \$250-\$350 billion a year.
- Gay relationships are increasingly mainstream in most parts of the US



you know

The front desk won't ask if you'd prefer two beds.
You can get room service at 3am. Or just disco-nap.
The concierge can recommend the hottest gay nightlife.

you know

Your hotel is LGBT-Welcoming when you visit GayOrbitz.com.

you know

Orbitz supports full equality. One day, we'll get there... together. Book a qualifying gay-friendly hotel or vacation package, and Orbitz will donate to the LGBT charities you choose.

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MARK
WILL YOU
MARRY ME?
—STEVE

	1	2	3	4	5	6	7	8	9	RUN	HITS	ERR
NEW YORK	0	0	1	0	0	3	0	1		5	5	1
ATLANTA	1	0	0	2	0	0	1			4	7	0

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Together we'll go far

52% OF AMERICANS THINK SAME-SEX MARRIAGES DON'T DESERVE A GOOD RECEPTION. ARE YOU PUTTING US ON? -KENNETH COLE

KENNETH COLE new york

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THE IMPORTANT THING IS TO BE HEALTHY

SECRETS





- The way we think about our bodies (and the way our culture tells us we should think) is a key component of self-esteem.

Learning Objective 4



Ideals of Beauty

- Physical appearance is a large part of his or her self-concept.
- **Body image** refers to a consumer's subjective evaluation of his or her physical self.
- Marketers try to create a gap between the real and idea self to motivate consumers to buy products that will narrow that gap.

Is Beauty Universal?

- The “what is beautiful is good” stereotype describes the assumption that attractive people are smarter, more interesting and more competent.
- Research indicates that preferences for some physical features over others are “wired in” genetically
- Male and female preferences may be triggered physiologically by hormonal changes.
- The Western ideal of beauty is about big round eyes, tiny waists, large breasts, blond hair and blue eyes.
- Products used to attain those ideals, vary across periods.
 - These changes have resulted in a realignment of sexual dimorphic markers—those aspects of the body that distinguish between the sexes.
- Some brands appeal to women by pointing out that the average woman is not a supermodel.
- There are also ideals for male beauty, which tend to include a strong, muscular physique.

Face shape (heart):

Natalie Portman
Emilia Clarke
Cheryl Fernandez-Versini

Eyebrows (arched, shaped):

Natalie Portman
Angelina Jolie
Emilia Clarke

Eyes (almond-shaped):

Jennifer Lawrence
Scarlett Johansson
Emilia Clarke

Nose (small, slim):

Emilia Clarke
Scarlett Johansson
Kate Middleton

Mouth (full lips):

Scarlett Johansson
Emilia Clarke
Natalie Portman



Face shape (oval):

David Beckham
Brad Pitt
Ryan Gosling

Eyebrows (straight):

David Beckham
Ashton Kutcher
Ryan Gosling

Eyes (oval-shaped):

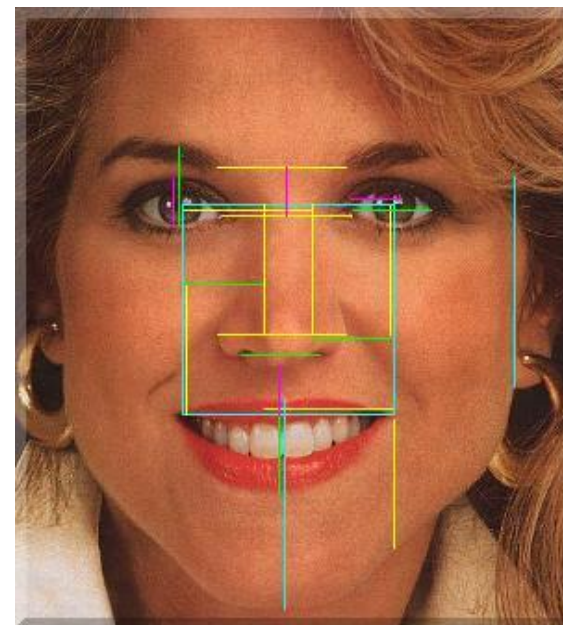
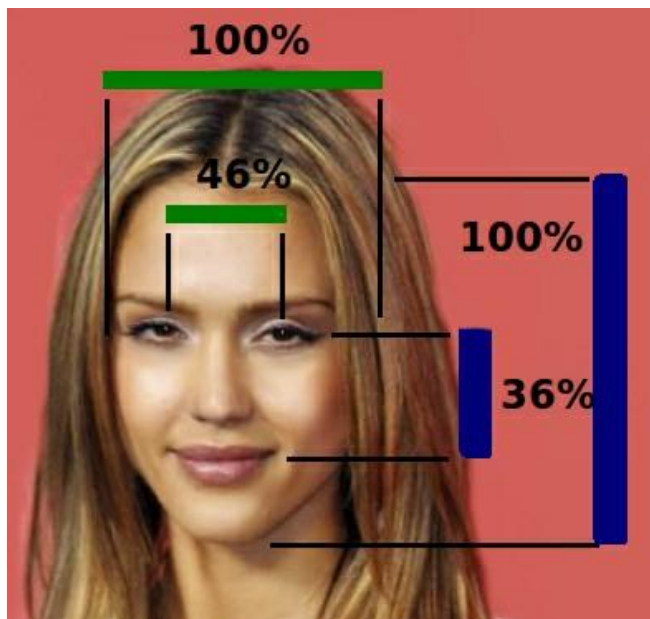
David Beckham
David Gandy
Bradley Cooper

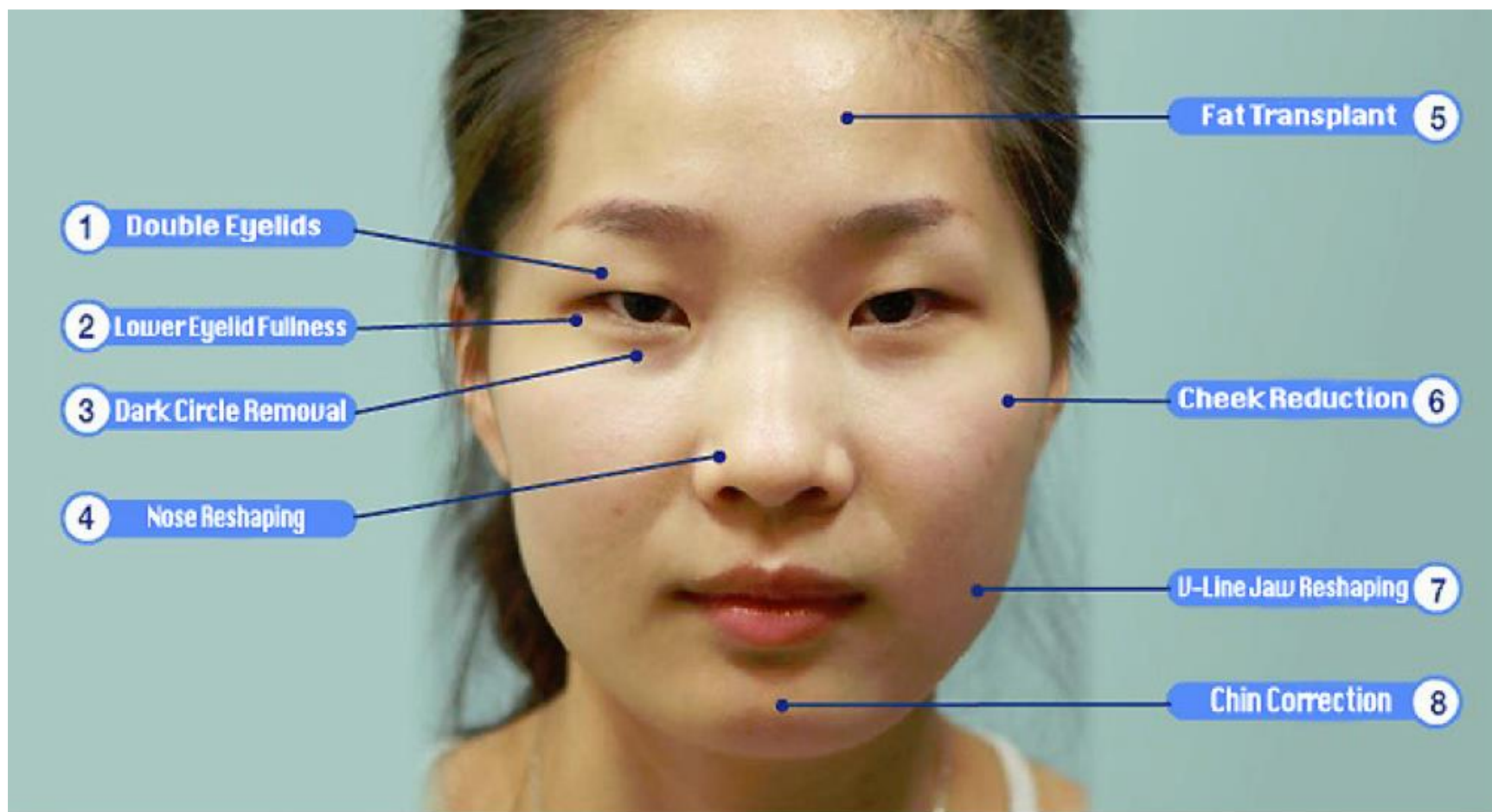
Nose (mid-length, straight):

Brad Pitt
David Beckham
Ryan Gosling

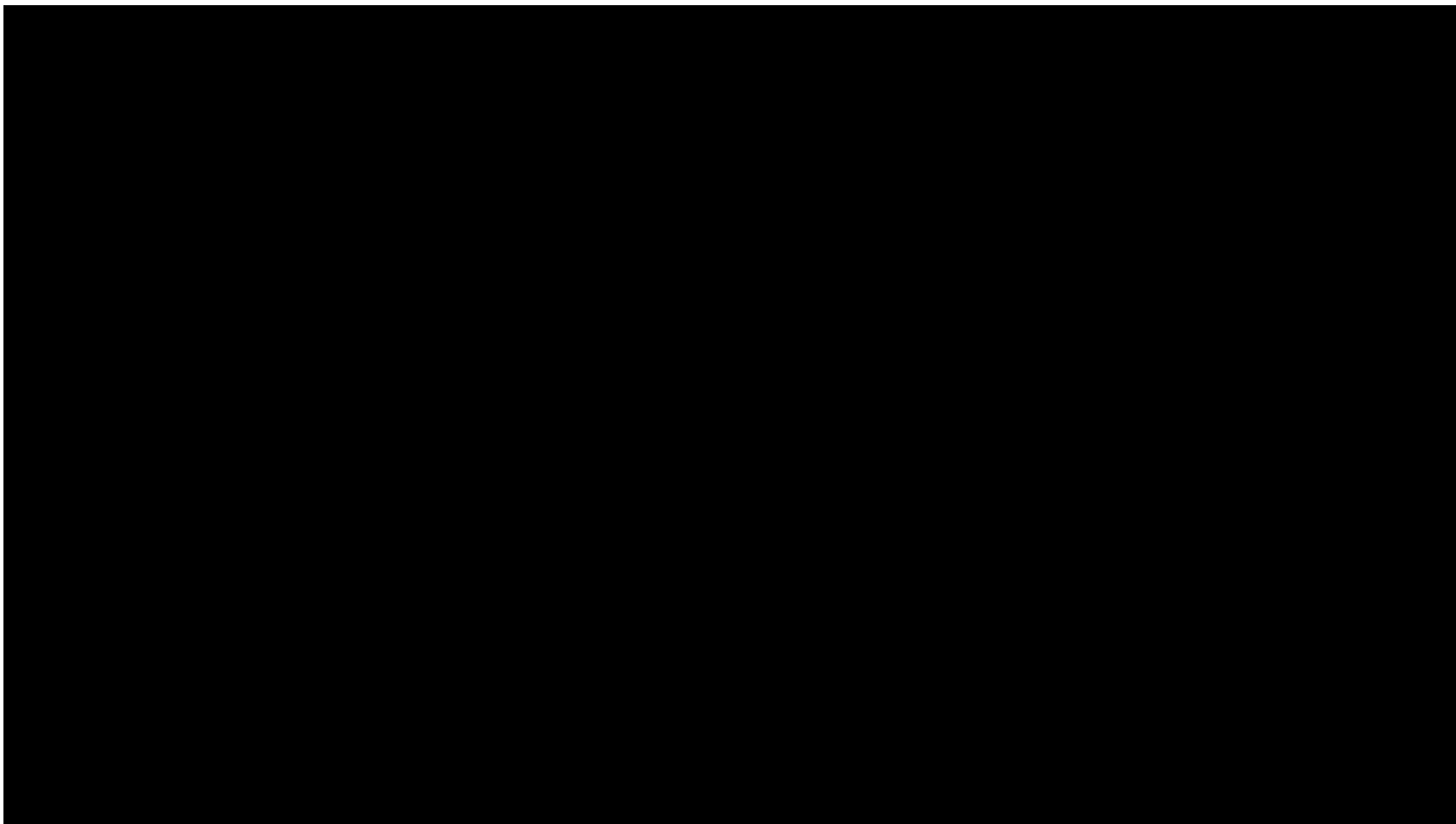
Mouth (average lips):

Brad Pitt
David Beckham
Ryan Gosling



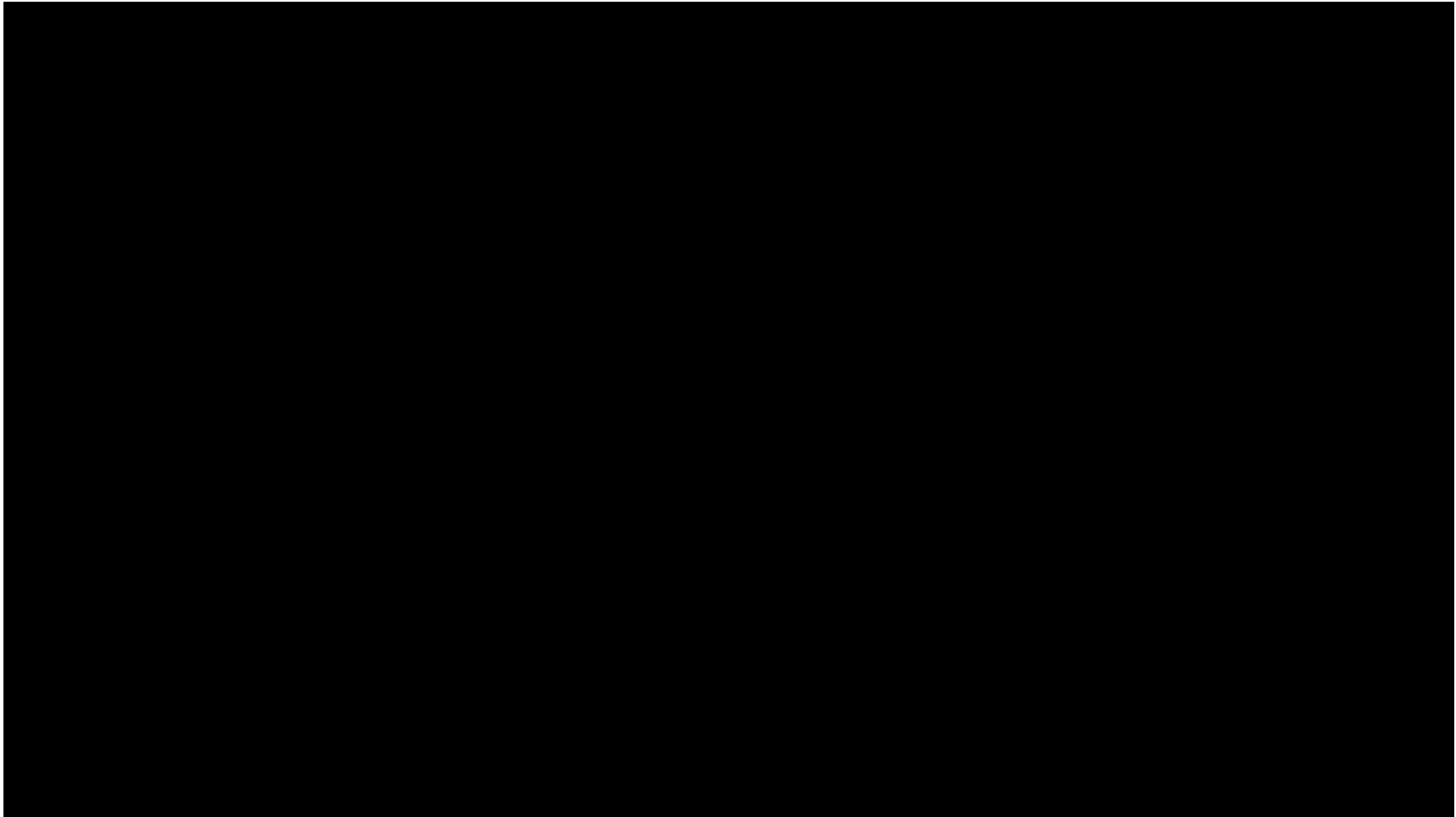






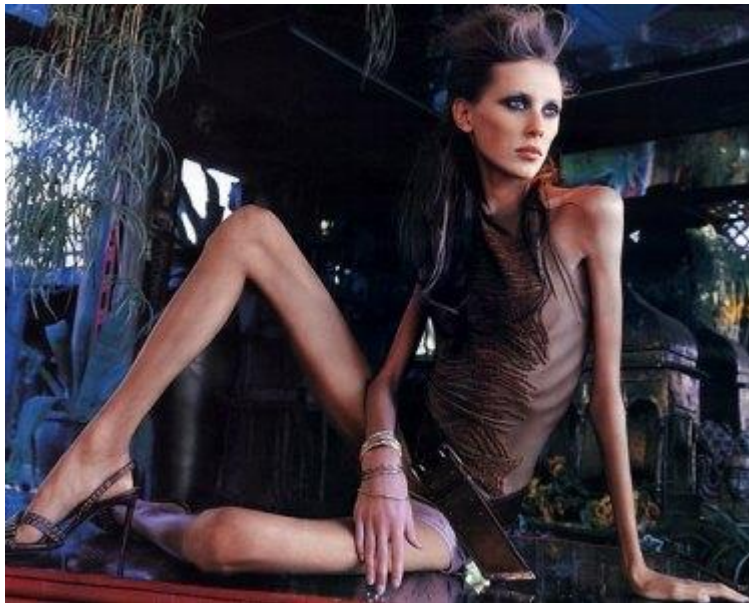
The three women are said to have been denied boarding for
their flight home to China





Learning Objectives 5

- Our desire to live up to cultural expectations of appearance can be harmful.



TV Makes Girls Feel Like Crap About Themselves, But Does Wonders for White Boys

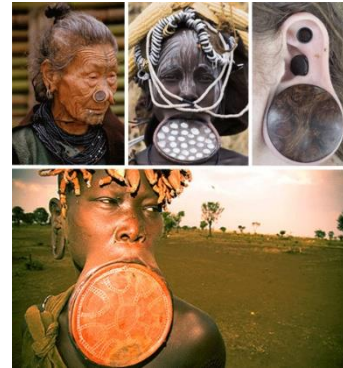
Working on the Body

Working on the Body - Because many consumers are motivated to match up to some ideal of appearance, they often go to great lengths to change aspects of their physical selves.

- Fattism: As reflected in the expression “you can never be too thin or too rich,” our society has an obsession with weight.
- Many have elected to have cosmetic surgery to change a poor body image.

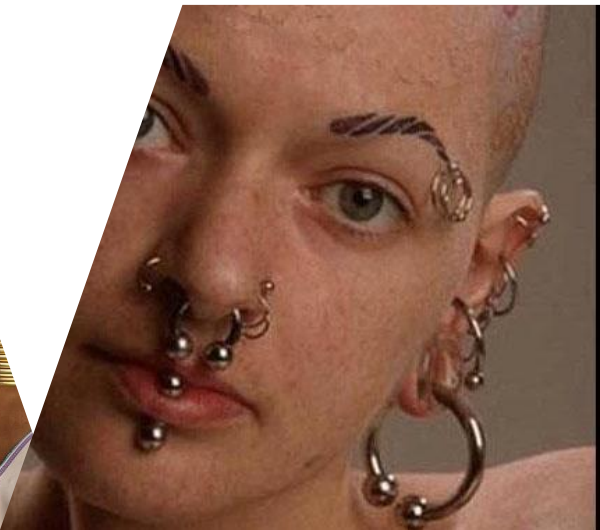
Objective 6:

- Every culture dictates certain types of body decoration or mutilation



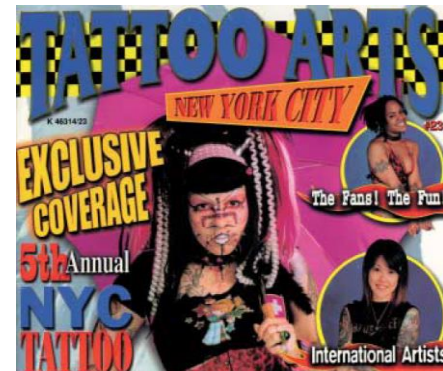
Body Decoration and Mutilation

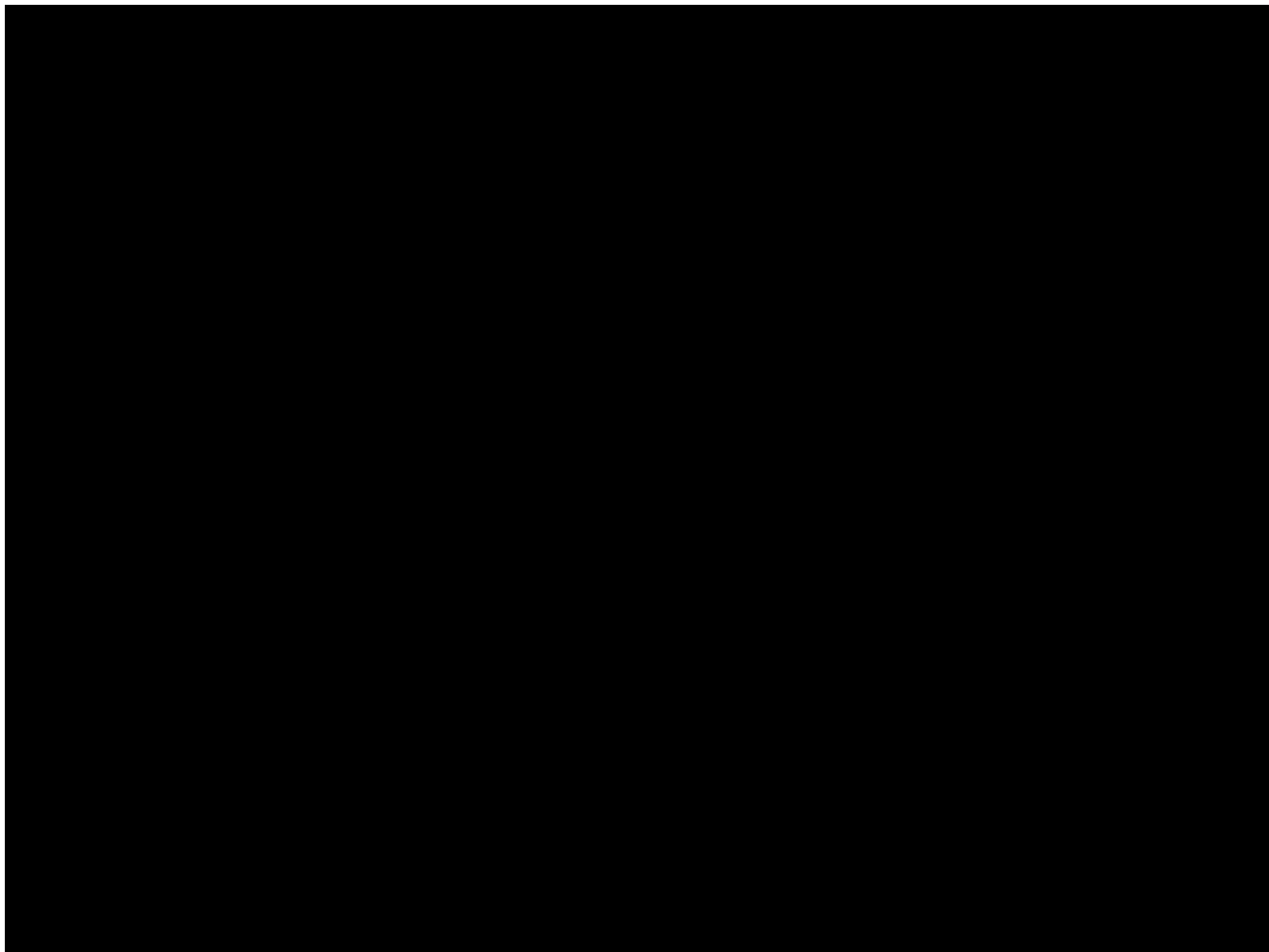
- To separate group members from nonmembers
- To place the individual in the social organization
- To place the person in a gender category
- To enhance sex-role identification
- To indicate desired social conduct
- To indicate high status or rank
- To provide a sense of security



Working on the Body

- Body decoration and mutilation is in the news on a rather regular basis.
 - To separate group members from nonmembers
 - To place the individual in the social organization
 - To place the person in a gender category
 - To enhance sex-role identification
 - To indicate desired social conduct
 - To indicate high status or rank
 - To provide a sense of security
- Tattoos—both temporary and permanent—are a popular form of body adornment
- Body piercing (decorating the body with various kinds of metallic inserts) has evolved from a practice associated with some fringe groups to become a popular fashion statement.





Chapter Summary

- Self-concept as an influence on behavior
- The role of products in defining self-concept
- The influence of sex-role identity on purchases
- Self-esteem and our body image
- Cultural expectations of appearance