

BM62G3 – PERILAKU KONSUMEN

PROSES KEPUTUSAN KONSUMEN: PENGARUH SITUASIONAL

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S1 MBTI – FAKULTAS EKONOMI DAN BISNIS



Learning Objectives

1. Know the 4 broad categories of situations involved in the consumption process.
2. Understand the relationship between the situation, the product and the consumer.
3. Know the 5 categories of situational variables presented, how each may influence consumer purchase decisions and their implications for marketing strategy.





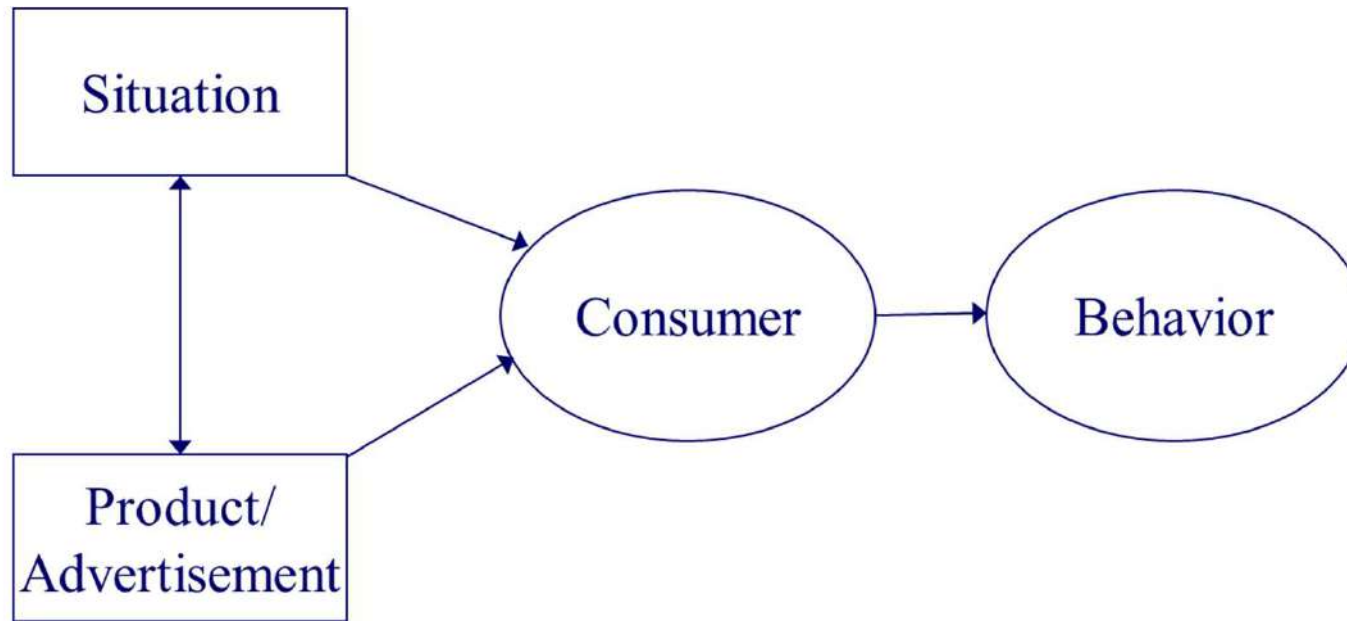
Consumer Decision Process

Situational Influences

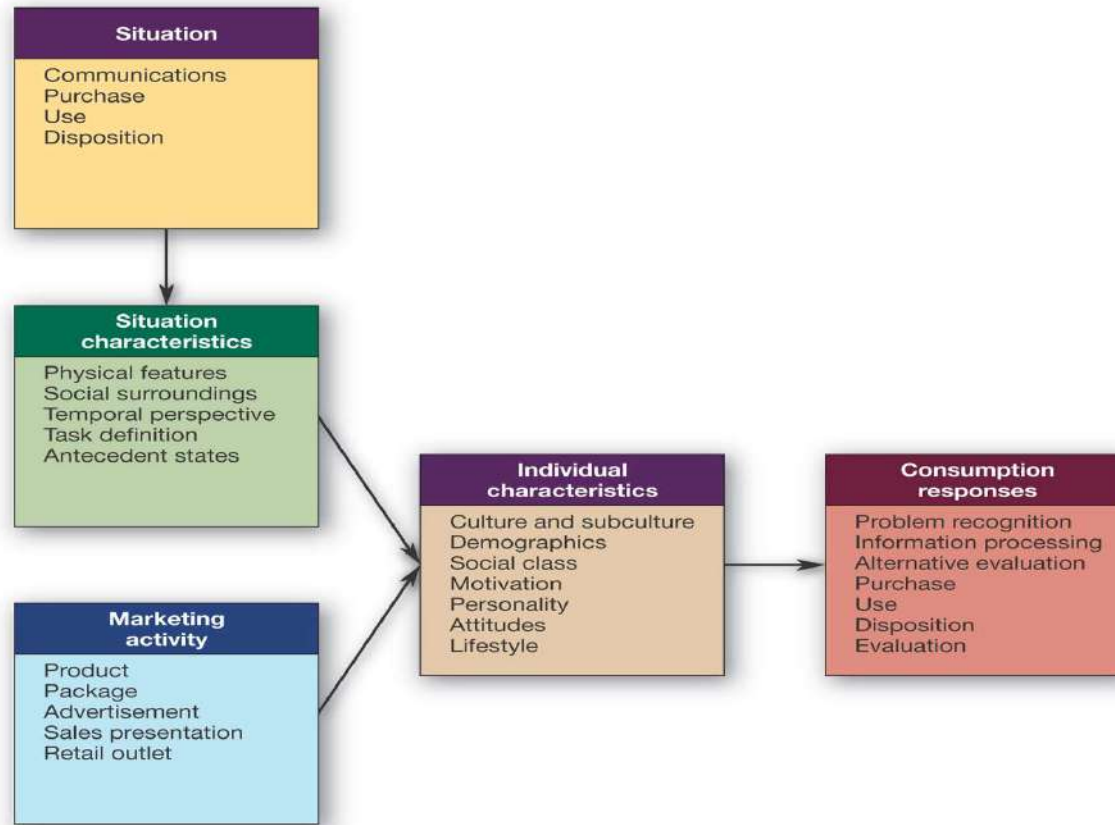
- **What is a situational influence?**
All those factors particular to a time and place of observation which do not follow from a knowledge of personal and stimulus (choice alternative) attributes and have a systematic effect on current behavior.

- **4 Broad Categories of Situations Involved in Consumption Process:**
 - Communication Setting
 - Purchase Situation
 - Usage Situation
 - Disposition Situation






The Role of the Situation in
Consumer Behavior

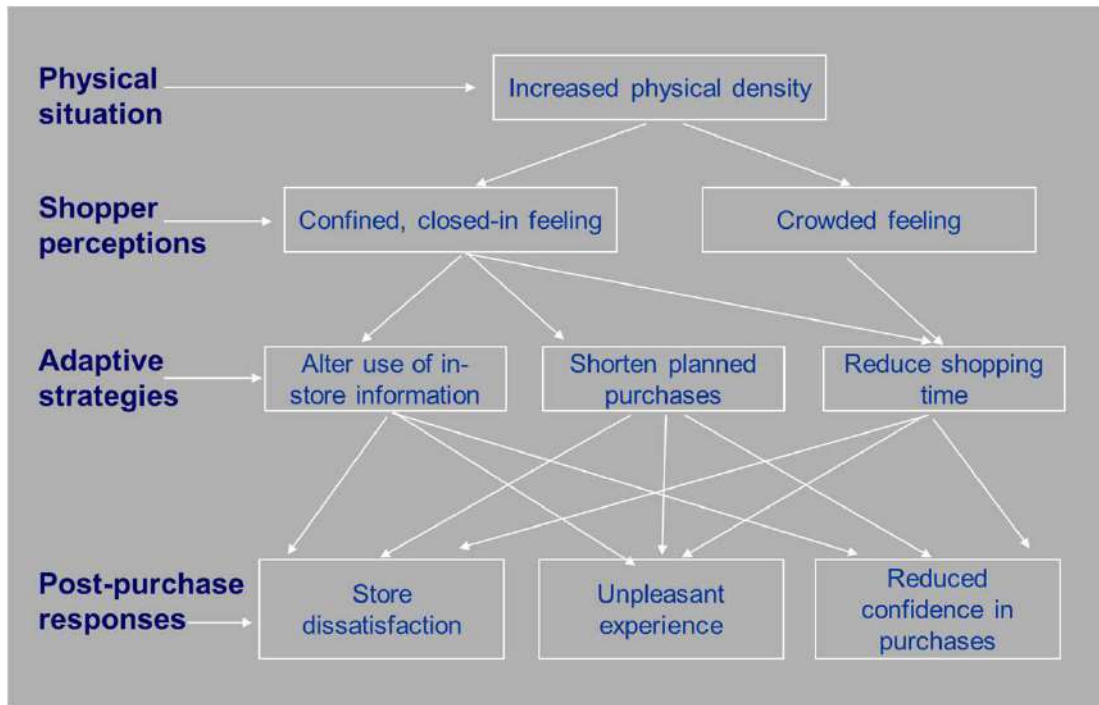


The Role of the Situation

A decorative graphic in the top-left corner consisting of several overlapping triangles in various shades of red and pink, arranged in a complex, abstract pattern.

Five Classes of Situational Influence

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- A decorative graphic in the bottom-right corner, similar to the one in the top-left, featuring overlapping triangles in shades of red and pink.
- 1. Physical features**
include geographical and institutional location, decor, sounds, aromas, lighting, weather, and visible configurations of merchandise or other material surrounding the stimulus object.
 - 2. Social surroundings**
considers examples like other persons present, their characteristics, their apparent roles, and interpersonal interactions occurring.
 - 3. Temporal perspective**
may be specified in units ranging from time of day to seasons of the year.
 - 4. Task definition**
includes an intent or requirement to select, shop for, or obtain information about a general or specific purchase. The reason the consumption activity is occurring.
 - 5. Antecedent states**
features of the individual person that are not lasting characteristics, such as momentary moods or momentary conditions



Source: Adapted from G. Harrell, M. Hutt, and J. Anderson, "Path Analysis of Buyer Behavior under Conditions of Crowding," *Journal of Marketing Research*, February 1980, pp.45-51.

The Impact of Physical Density



**Time Spent
in Facility**

Consumption Purpose

Utilitarian ----- *Hedonic*

Short
[minutes]

Dry cleaner Bank	Fast food Hair salon	Facial Coffee at Starbucks
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Moderate
[hour(s)]

Medical appointment Legal consultation	Business dinner Exercise class	Theater Sporting event
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Extended
[day(s)]

Hospital Trade show	Conference hotel Training center	Cruise Resort
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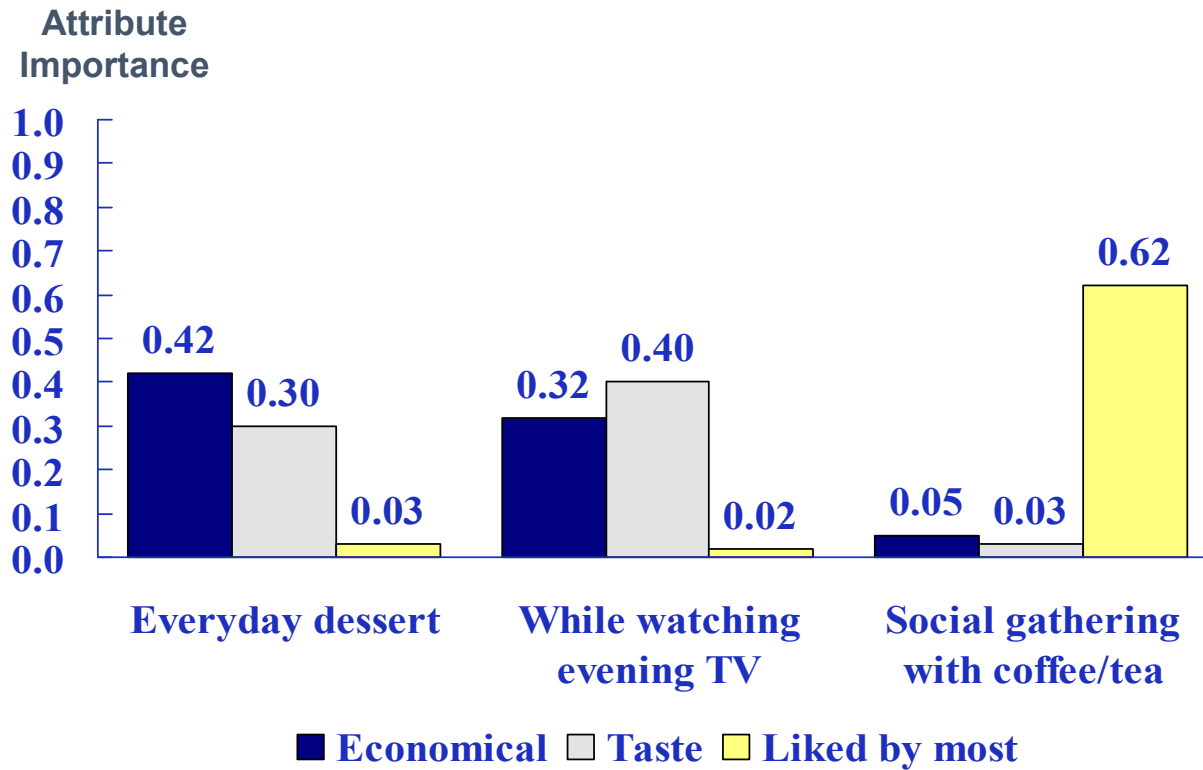
Typology of Service Encounters



<i>Variables</i>	<i>Slow Music</i>	<i>Fast Music</i>
Service time	29 min.	27 min.
Customer time at table	56 min.	45 min.
Customer groups leaving before seated	10.5%	12.0%
Amount of food purchased	\$55.81	\$55.12
Amount of bar purchases	\$30.47	\$21.62
Estimated gross margin	\$55.82	\$48.62

Impact of Background Music

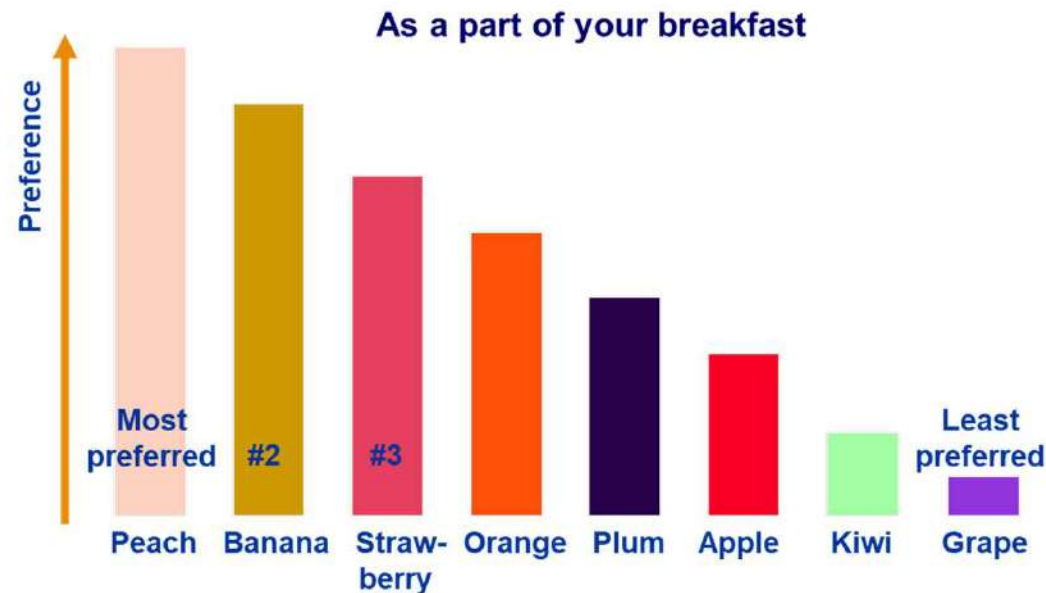




Impact of Social Situations on Dessert Choices

Source: J. B. Palmer and R. H. Croppnick, "New Dimension Added to Conjoint Analysis," Marketing News, January 3, 1986, p. 62.



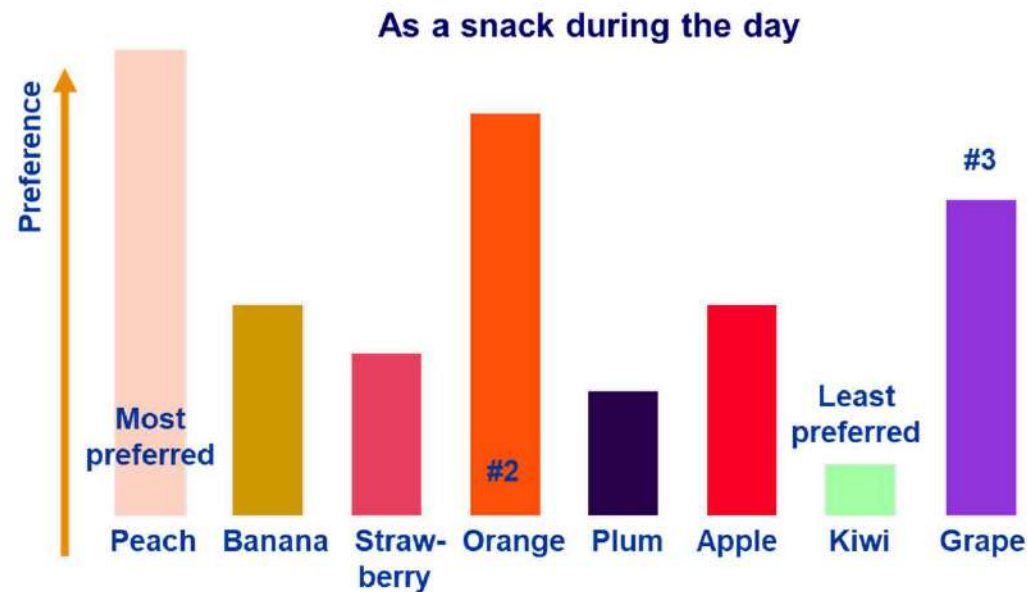


Based on the students surveyed in this study:

- Peaches were most preferred, particularly with breakfast and as a snack.
- Strawberries were most preferred as a supper dessert, and number three overall as a part of breakfast.
- Oranges and grapes were rated two and three, respectively, as a snack.

Temporal Perspectives and Fruit Preferences

Source: Adapted from P. Dickson, "Person-Situation: Segmentation's Missing Link," *Journal of Marketing*, Fall 1982, pp. 56-64.

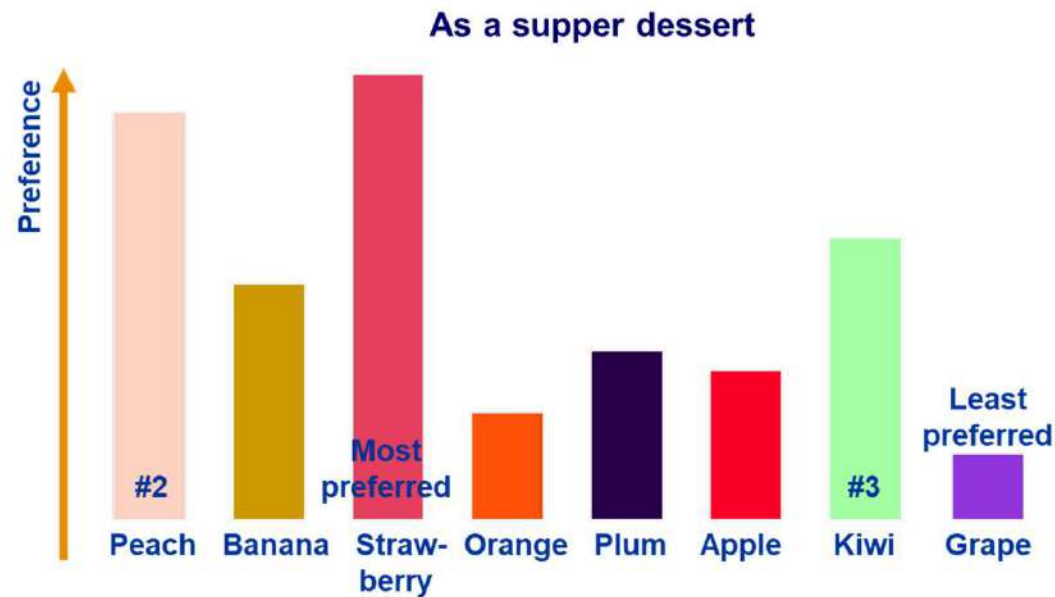


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Task Definition: Evaluative Criteria in Gift-Giving

Benefits “Sought” by Purchaser

Birthday

Enjoyability
Uniqueness
Durability
High performance
Usefulness
Innovativeness
Imaginativeness
Receiver’s need for product
Novelty
Allows receiver creativity

Wedding

Enjoyability
Uniqueness
Durability
High performance
Usefulness
Innovativeness
Prettiness
Receiver’s need for product
Tangibility
Presence of warranty

Source:
S. DeVere, C. Scott,
and W. Shulby,
“Consumer
Perceptions of Gift-
Giving Occasions:
Attribute Sales and
Structure,” in
*Advances in
Consumer Research*
X, ed. R. P. Bagozzi
and A. M. Tybout
(Chicago:
Association for
Consumer
Research, 1983),
pp. 185-90.

Task Definition: Evaluative Criteria in Gift-Giving

Benefits “Avoided” by Purchaser

Birthday

Low quality
Lack of receiver desire for product
Lack of thoughtfulness
Gaudiness
Lack of style
Unreliability
Lack of tastefulness
Disliked by friends and family
Inconvenience
No reflection on receiver’s personality

Wedding

Low quality
Lack of receiver desire for product
Lack of thoughtfulness
Gaudiness
Lack of style
Unreliability
Lack of tastefulness
Disliked by friends and family
Inconvenience
Inappropriate for occasion

Source:
S. DeVere, C. Scott,
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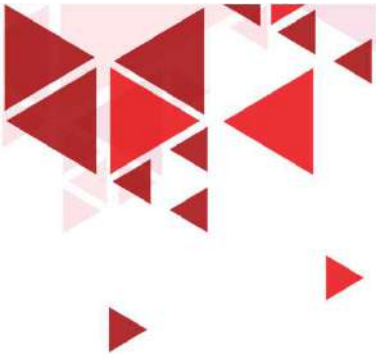
Ritual Situations

- A socially defined occasion that triggers a set of interrelated behaviors that occur in a structured format and that have symbolic meaning.

Some examples:

- Social events
- Holidays
- Injurious consumption
- (Consumer Insight 13-1)





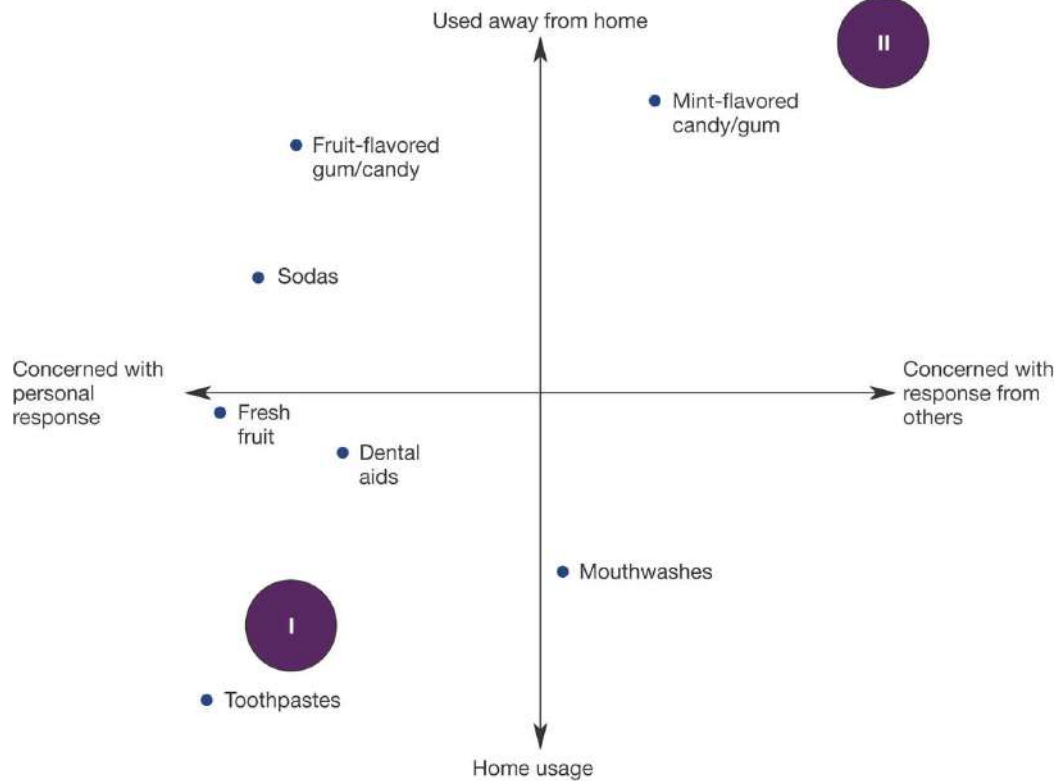
Situational Influence	Description of the Situation	Type of Restaurant Chosen
1. Physical	It is very hot and your air conditioning isn't working	
2. Physical	You're downtown Lebaran's shopping and the stores and streets are very crowded.	
3. Social	Your fiancée's parents are going to take you out for dinner and ask you to pick the restaurant.	
4. Social	Your neighbor comes over to visit, you are having a pleasant chat, and you discover it is time for lunch.	
5. Temporal	You plan to go to a show at 7:30 p.m. It is 6:30 p.m. now.	

How Situations Might Influence Choice of a Restaurant



Situational Influence	Description of the Situation	Type of Restaurant Chosen
6. Temporal	You want to have an evening meal with the family when not rushed for time.	
7. Task	It's your parents' 25th wedding anniversary and you want to take them out to dinner.	
8. Task	Your spouse won't be home for dinner and you are wondering what to feed the children.	
9. Antecedent	You are too tired to cook dinner because you have had a very fatiguing day at the office.	
10. Antecedent	You have just finished a tough semester and you're in the mood to really reward yourself	

How Situations Might Influence Choice of a Restaurant



I = Use situation: "To clean my mouth upon rising in the morning."
II = Use situation: "Before an important business meeting late in the afternoon."

Use Situations and Product Positioning



Person-Situation Segments for Suntan Lotions

<i>Suntan Lotion Use Situation</i>	<i>Potential Users of Suntan Lotion</i>				<i>Situation Benefits</i>
	<i>Young Children</i>	<i>Teenagers</i>	<i>Adult Women</i>	<i>Adult Men</i>	
Beach/boat activities	Prevent sunburn/skin damage	Prevent sunburn while tanning	Prevent sunburn/skin change/dry skin	Prevent sunburn	Container floats
Home/pools sunbathing	Prevent sunburn/skin damage	Tanning without sunburn	Tanning without skin damage or dry skin	Tanning without sunburn/skin damage	Lotion won't stain clothes or furniture
Tanning booth		Tanning	Tanning with moisturizer	Tanning	Designed for sunlamps
Snow skiing		Prevent sunburn	Prevent sunburn/skin damage/dry skin	Prevent sunburn	Antifreeze formula
Person benefits	Protection	Tanning	Protection and tanning with soft skin	Protection and tanning	

TERIMA KASIH

