

Digital Consumer Behavior

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MKT713
Master of Digital Marketing

Lecture 8



The Family and It's Social Standing

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Chapter

8

LEARNING OBJECTIVES

- To understand the family as a consumer socialization agent.
- To understand family decision-making and its members' consumption-related roles.
- To understand the role of the family life cycle in market segmentation and targeting.
- To understand the consumption patterns of nontraditional families and non-family households.
- To understand the impact of social stratification on consumer behavior.
- To understand how to measure social class and segment consumers accordingly.
- To understand the demographics, lifestyles, and consumption patterns of America's social classes.
- To understand how to employ geo-demographics to locate target markets.

The Family and It's Social Standing

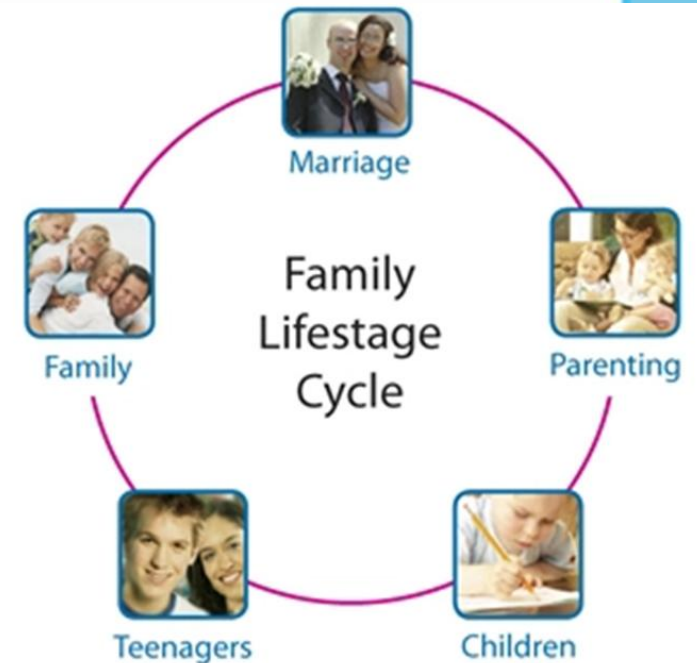


The Family and It's Social Standing

- The first part of this chapter describes the influence of the family on its members' development as consumers (including households that fit into the family life cycle, as well as atypical and non-family living situations); how the family functions as a consumption unit; and the dynamics of family decision-making.
- The second part of this chapter examines the demographics and consumption patterns of the social classes. It describes how to measure social class and segment and target consumers according to social standing. The chapter concludes with examples of how social class membership affects consumption habits, tastes, and values.

A family is defined as two or more persons related by blood, marriage, or adoption residing together.

- **The family life cycle** is a composite variable that combines marital status, size of family, age of family members (focusing on the age of the oldest or youngest child), and employment status of the head of household, and then classifies the family into a “typical” stage.



There are three types of families:

1. married couples,
 2. nuclear families, and
 3. extended families.
- A **married couple** and one or more children constitute a **nuclear family**.
 - The nuclear family, together with at least one grandparent or other relation living within the household, is called an **extended family**.



- The four ads in Figure 10.1 feature Toyota models catering to different types of families.
- The Toyota Auris is a **sporty hatchback** with a “diffuser” and reflectors on each side that is targeted toward **Bachelors or Honeymooners who do not have children and want to enjoy life.**
- The Yaris **subcompact** is promoted as a “great deal” to **newlyweds** who may **have a child on the way.**
- The Verso is a **seven-seater family** car featuring **elegant style and comfort**, which is aimed at **families with children who have more resources than the newlyweds.**
- The Avensis is available as a **sedan or wagon** and features a refined design and touch-screen multimedia. Assuming that the **couple’s disposable income went up (e.g., the father earns more and the mother went back to work)**, it’s time for the Avensis, with its stylish design and built-in multimedia gear.



(a) Bachelors or Honeymooners: Toyota Auris



(b) Newlyweds: Toyota Yaris



(c) Married with Small Children: Toyota Verso



(d) Large Family: Toyota Avensis

FIGURE 10.1 Toyota's Models Target Different Stages of the Family Life Cycle



- Pre-adolescent (pre teenage)
 - Observe parents and older siblings
 - Families more reliable than advertising
- Teenagers
 - Peers most influential
 - Like products when parents disapprove



FIGURE 10.2 Establishing a Relationship Between Children and a Brand

- The aspect of **childhood socialization** that is relevant to the study of consumer behavior is **consumer socialization**,
- **Consumer socialization** is defined as the process by which children acquire the skills, knowledge, attitudes, and experiences necessary to function as consumers.
- The socialization of young children provides marketers with opportunities to establish relationships between children and brands very early in the children's lives.
- Very often, such connections extend into a person's adolescence, teenage years, and adulthood.

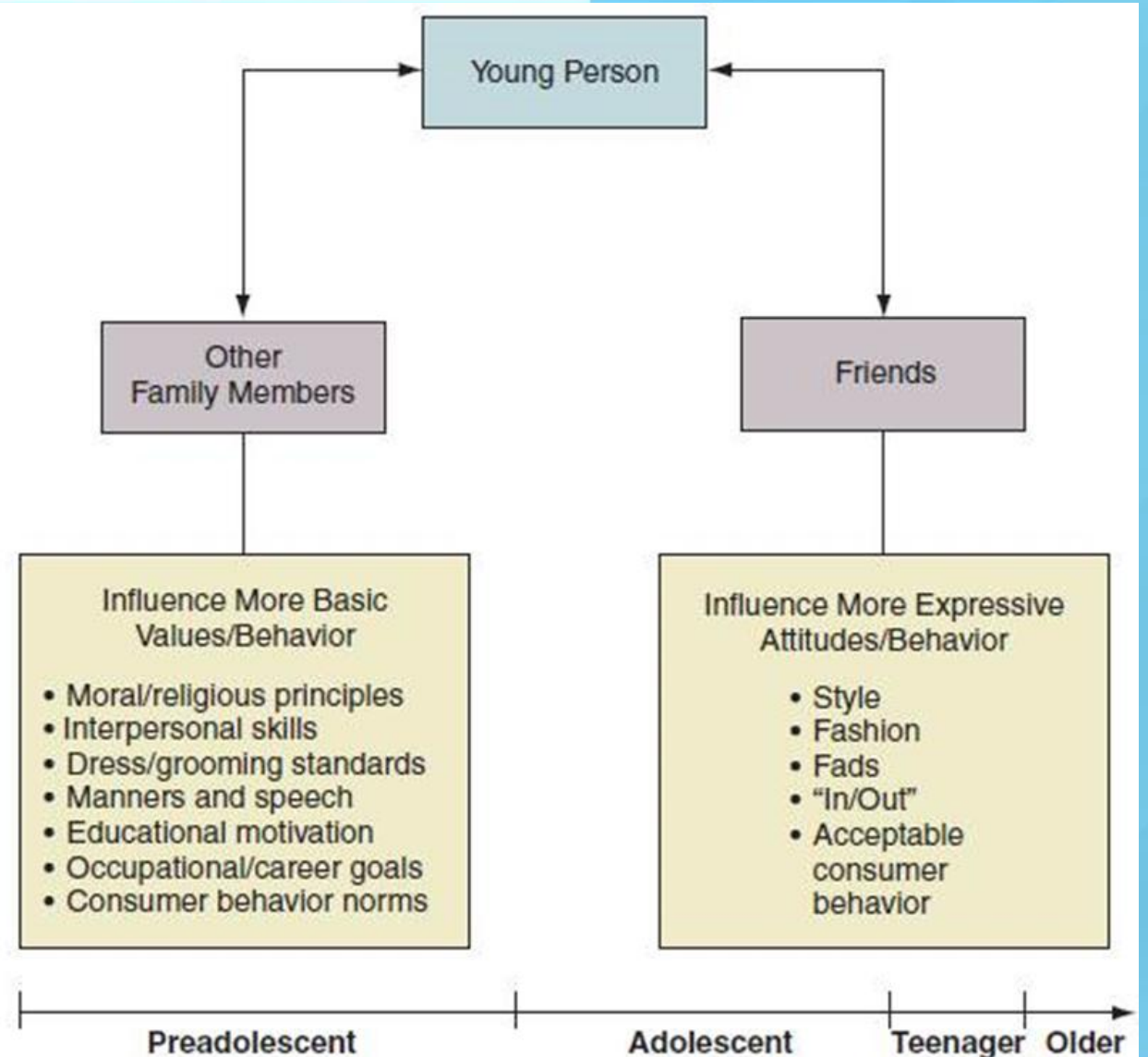
- Many preadolescent children acquire their consumer behavior norms by observing their parents and older siblings, who function as role models and provide cues for learning consumption skills.
- Young children perceive their families as more reliable sources of information about consumption than advertising;
- Peers have the most influence on teenagers' and adolescents' (tween-age) consumption and they like products because their parents do not approve.





Socialization = Two Way Process

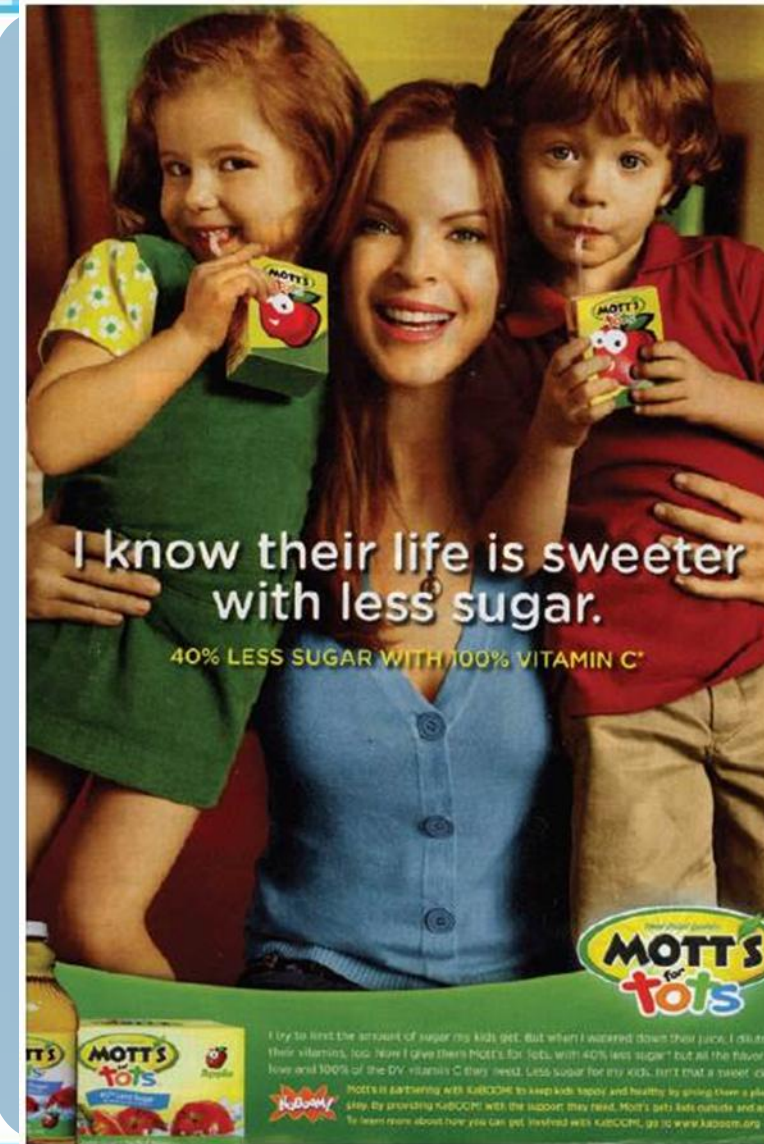
The figure illustrates the sources that influence children's socialization over time and indicates that socialization is a two-way process. The two-directional arrows indicate that a young person is both socialized and influences those who are doing the socializing.





Socialization Agents

- Mothers stronger socialization agents than fathers
- Mothers usually:
 - more involved
 - control children's exposure to commercial messages
 - regulate spending
- The ad for Mott's juice depicts a mother as a socialization agent who is teaching her children that juices with less sugar are healthier.



Socialization Agents

- **The socialization agent** is the person or organization involved in the socialization process because of frequency of contact with the individual and control over the rewards and punishments given to the individual.
- Mothers are stronger consumer socialization agents than fathers because mothers are usually more involved with their children and often control their children's exposure to commercial messages.
- Mothers most often provide instruction in the skills needed to become consumers and regulate the amount of money children can spend and how they spend it.

TABLE 10.1 Mothers' Socialization-Related Attitudes

MARKETING RECEPTIVE

The Balancer:

Married and has a career. Multitasks and teaches her children how to become good consumers. Lets children learn from experience and make buying mistakes.

The Nurturer: المربي

Focused on her family and often sacrifices her own desires to meet the wants of her children. Trusts well-known companies and brands.

The Diva:

Self-focused and seeks acceptance and attention from others; is a conspicuous consumer. Views her children as a part of her image, and often gives in to children's requests to make her life easier.

MARKETING RESISTANT

The Protector:

Highest income and education among all the segments. Rational and teaches her children to shop and spend responsibly. Resents the influence of the media on her children.

The Struggler:

Does not have the money to indulge her children's requests. Very price- and value-conscious shopper. Views her life negatively.

The Stoic: و الناظره المستحمله و منعزلة

Culturally and socially isolated. Views herself as a caretaker and homemaker. Loves her children but feels emotionally distanced from them. Deliberates regarding purchases.

Researchers identified distinct socialization styles among mothers, based on mothers' attitudes toward marketing





THE FIRST SON

THE FIRST SON













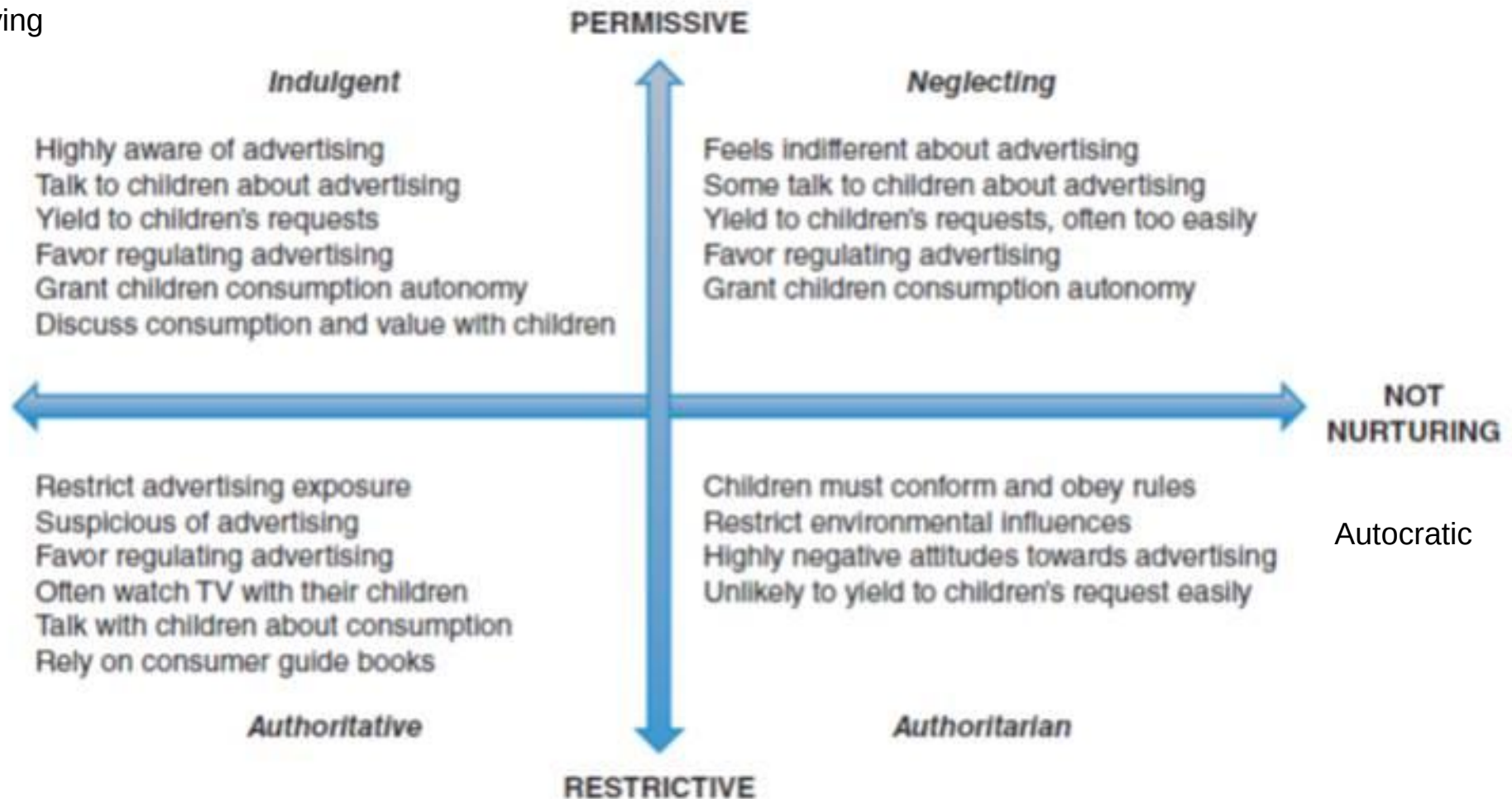




Parental Styles and Socialization

Tolerant ,forgiving

trustworthy



Autocratic

FIGURE 10.5 Parental Styles and Consumer Socialization

A classification of parental styles along two dimensions:

permissive versus restrictive and very nurturing versus non-nurturing.

Four parental styles and their respective attitudes toward advertising, consumption, and yielding to children's buying requests.

The four parental styles include:

1. **indulgent parents**, who are very nurturing and highly permissive in respect to consumer socialization;
2. **neglecting parents**, who are very permissive, but provide their children with little or no nurturing during consumer socialization;
3. **authoritative parents**, who are very nurturing and also very restrictive with respect to consumer socialization; and lastly,
4. **authoritarian parents**, who are very restrictive and not nurturing during consumer socialization.





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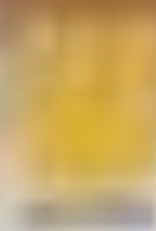


TABLE 10.6 Family Members' Consumption-Related Roles

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 decide which product to buy and where.
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 the service or consume the product.
Maintainers	Family member(s) who service or repair the product so that it continues to function well.
Disposers	Family member(s) who initiate or carry out the disposition of a product or the discontinuation of the service.

The family decision-making consists of identifying the roles that members play in buying decisions.

- Many parents are *gatekeepers*, who control the information that reaches the family's children by using the parental control features available on TVs, computers, and other communication devices.
- Children might be *influencers* in the family's purchase of a new car, although they are neither the deciders nor buyers of family cars.
- Children from dual-income households are often the *deciders, buyers*, and *preparers* of foods, so marketers of cuisine goods must study the roles of children in the consumption of the products offered and consider them in their designs.
- Because children—in the role of *maintainers*—often perform housekeeping chores by themselves, makers of, for example, vacuum cleaners should conduct research where they observe how children use their products and make sure they can do so safely.

Social Class Profiles

- The Upper-Upper Class.
- The Nouveau Rich.
- The Upper-Middle Class.

TABLE 10.8

Social-Class Profiles of the United States

THE UPPER-UPPER CLASS—INHERITED WEALTH AND PRIVILEGE

- Also known as “upper crust,” “WASPS,” or “blue bloods”
- Less than 1% of the population together with the Nouveau Rich
- Inherited privilege, wealth, and trust funds
- Status and wealth are passed on from generation to generation (homes, trust funds)
- Multigenerational wealth and leadership positions (e.g., presidents, senators, judges)
- Serve as trustees and on boards of directors for universities, hospitals, charities
- Control and own significant portions of corporate America
- Heads of major financial institutions; owners of major, long-established firms
- Attended exclusive boarding schools and Ivy League universities
- Belong to exclusive clubs, “summer” together, marry people “like themselves”
- Accustomed to wealth, so do not spend money conspicuously
- Consider “toys” bought to display wealth publicly (e.g., yachts) to be vulgar
- Hobbies: Shooting, sailing, parasailing, golf, horseback riding

THE NOUVEAU RICH—MONEY IS KING

- Also known as the “lower-uppers,” “super rich,” “capitalist class”
- Less than 1% of the population together with the Upper-Upper
- Have millions and often billions of dollars but no inherited wealth
- Some have little or no college education (e.g., celebrities)
- Some are entrepreneurs (often in the technology sector) who attended top universities
- Often isolated from others because of bodyguards and large entourages
- Often featured in tabloids, gossip columns, and public scandals
- Strive to join the Upper-Uppers (e.g., by marriage), mostly unsuccessfully
- Highly conspicuous consumption—the more vulgar, the better
- Prime target for “hot” (and mostly short-lived) fashion and interior designers
- Employ large staffs—chefs, nutritionists, maids, nannies, personal assistants

THE UPPER-MIDDLE CLASS—ACHIEVING PROFESSIONALS

- Key features are high educational attainment and professional achievement
- Approximately 15% of the population
- Career-oriented, highly educated professionals whose work is largely self-directed
- Corporate managers, business owners, doctors, lawyers, professors
- College graduates, many with advanced degrees
- Active in professional networks, community, and social activities
- Trendsetters in antismoking, health (pro-fitness), and environmental causes
- Have a keen interest in obtaining the “better things in life”
- Homes, cars, and travel symbolize their achievements
- Consumption is often conspicuous, but not vulgar
- Some are very child oriented



Social Class Profiles

The Lower-Middle Class.
The Upper-Lower Class.
The Working Class.
The Underclass.

THE LOWER-MIDDLE CLASS—FAITHFUL FOLLOWERS

- Semi-professionals and craftspeople with a roughly average standard of living
- About 30% of the population
- Primarily nonmanagerial white-collar workers and highly paid blue-collar workers
- Most have some college education and are white-collar
- Strive to achieve respectability and be good citizens
- Raise their children to be good and honest adults
- Value religion and are involved in its social activities
- Value and price conscious and avoid fads and “hot” styles

THE UPPER-LOWER CLASS—SECURITY-MINDED

- Also known as the “working class,” solidly blue collar, no college education
- About 30% of the population
- High school education
- Clerical and mostly blue-collar workers whose work is highly routinized
- Adequate standard of living dependent on the number of income earners
- Strive for security (sometimes gained from union membership)
- View work as a means to “buy” enjoyment
- Want children to behave properly
- High wage earners in this group may spend impulsively
- Interested in items that enhance their leisure time (e.g., TV sets, hunting equipment)
- Males typically have a strongly “macho” self-image
- Males are sports fans, heavy smokers, beer drinkers

THE WORKING POOR—THE INSECURE

- Also known as the “lower class”
- About 13% of the population
- Service, clerical, and some blue-collar workers
- Low on the social ladder
- High economic insecurity and risk of poverty
- Some high school education

THE UNDERCLASS—ROCK BOTTOM

- Also known as the “lower-lower class”
- About 12% of the population
- Limited or no participation in the labor force; uneducated, unskilled laborers
- No political or social power and unable to improve their communities
- Reliant on the government, often unemployed and without health insurance
- Children are often treated poorly
- Live a day-to-day existence

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Chapter

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To Sum Up...



مجموعة جامعة
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للتعليم القابضة

MIDOCEAN
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Thank You

Dr. Perihan Salah

