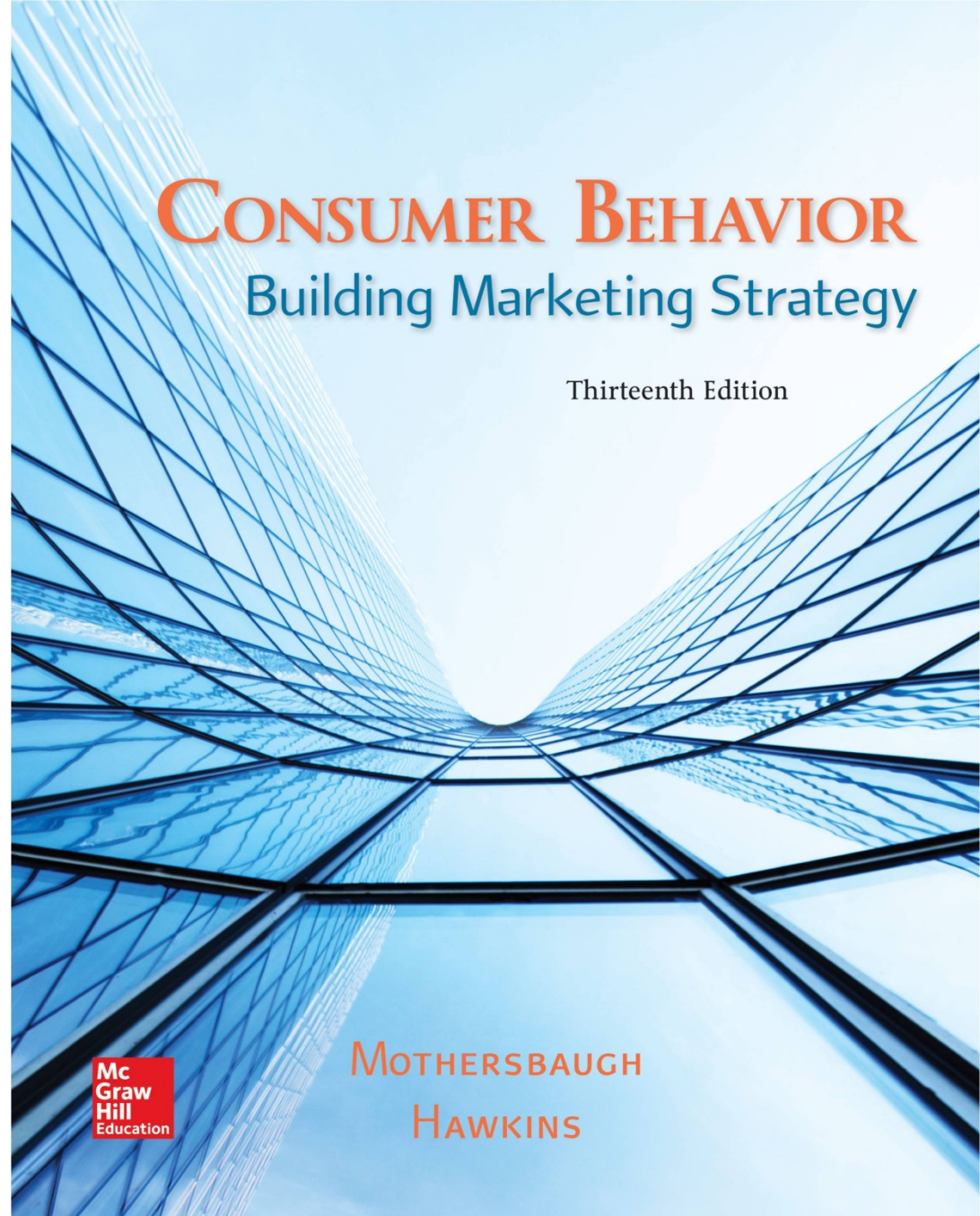


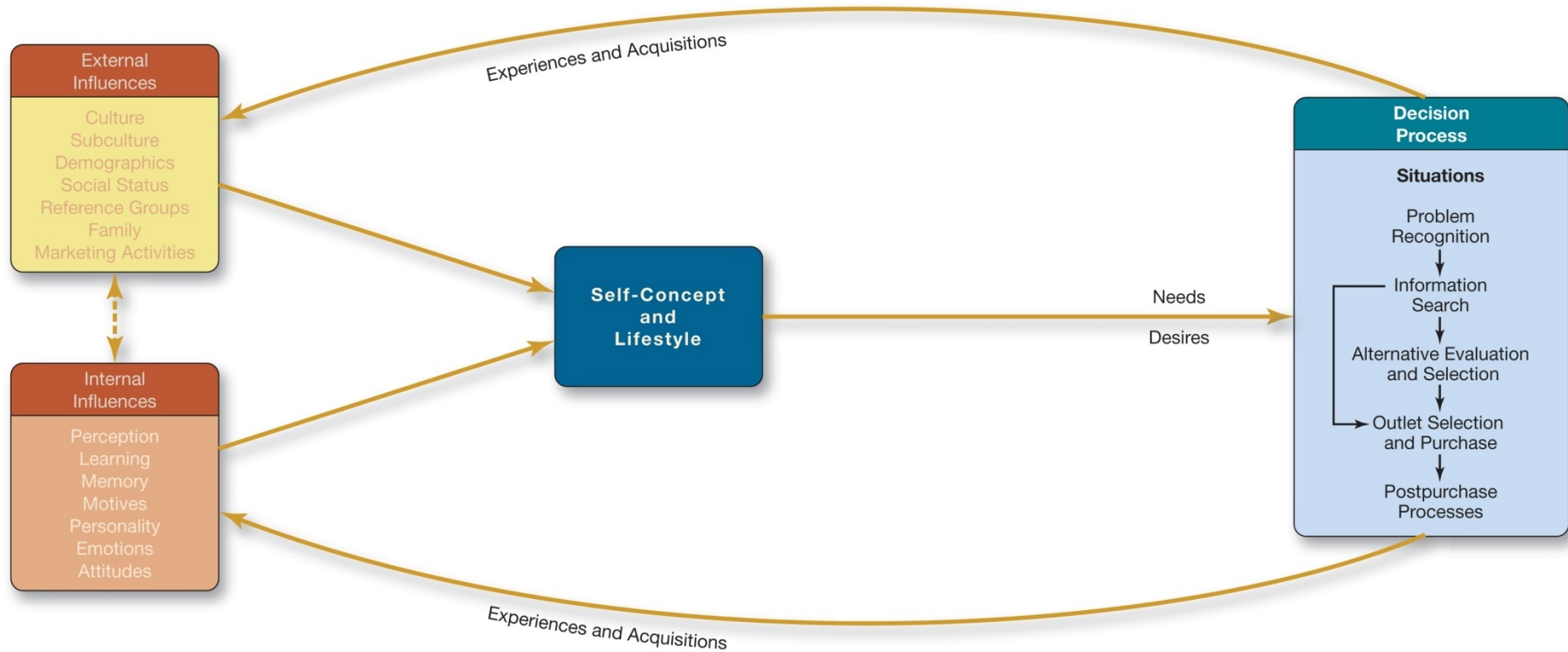
CHAPTER 13

Situational Influences



PART IV: CONSUMER DECISION PROCESS

Copyright © McGraw-Hill Education. Permission required for reproduction or display.







<http://nationalpost.com/news/canada/enter-the-maze-ikea-costco-other-retailers-know-how-to-get-you-to-buy-more>

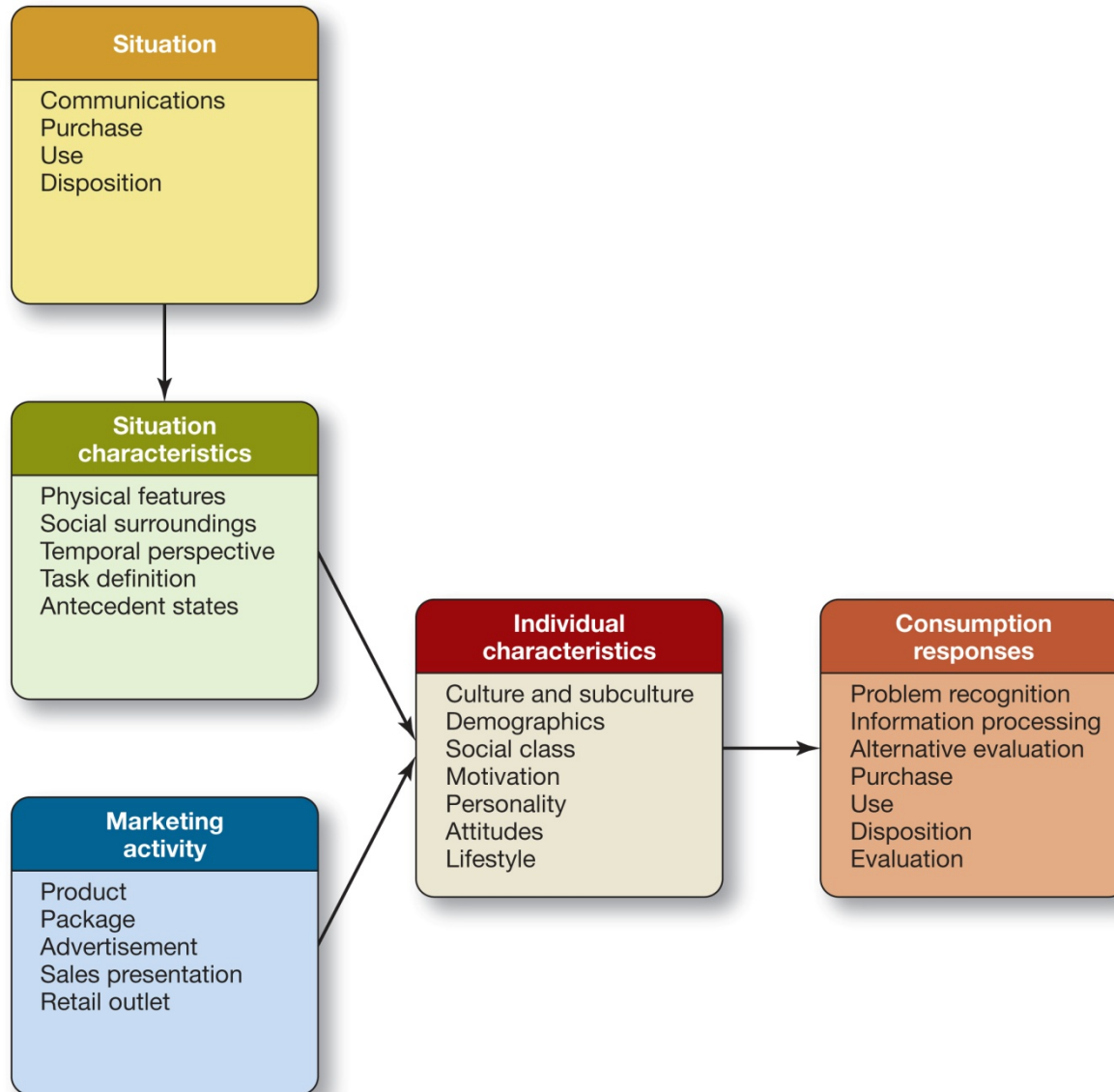
The Nature of Situational Influence

Situational influence includes all those factors particular to a time and place that do not follow from a knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior.

Consumers often behave very differently depending on situation.

The Nature of Situational Influence

Copyright © McGraw-Hill Education. Permission required for reproduction or display.



The Nature of Situational Influence

Four types of situations:

- 1. The Communications Situation***
- 2. The Purchase Situation***
- 3. The Usage Situation, and***
- 4. The Disposition Situation***

Situational Characteristics and Consumer Behavior

Situations can be described on a number of dimensions which determine their influence on consumer behavior.

The five key dimensions or characteristics are

1. Physical surroundings
2. Social surroundings
3. Temporal perspectives
4. Task definition
5. Antecedent states

Situational Characteristics and Consumer Behavior

Physical Surroundings

Store Atmosphere is the sum of all the physical features of a retail environment.

- *Atmospherics* influences consumer judgments of the quality of the store and the store's image.
- *Atmosphere* is referred to as **servicescape** when describing a service business such as a hospital, bank or restaurant.

Situational Characteristics and Consumer Behavior

Physical Surroundings *Typology of Service Environments*

Copyright © McGraw-Hill Education. Permission required for reproduction or display.

**Time Spent
in Facility**

Consumption Purpose

Utilitarian ----- *Hedonic*

Short
[minutes]

Dry cleaner
Bank

Fast food
Hair salon

Facial
Coffee at Starbucks

Moderate
[hour(s)]

Medical appointment
Legal consultation

Business dinner
Exercise class

Theater
Sporting event

Extended
[day(s)]

Hospital
Trade show

Conference hotel
Training center

Cruise
Resort

Situational Characteristics and Consumer Behavior

Components of physical surroundings:

- 1. Colors**
- 2. Aromas**
- 3. Music**
- 4. Crowding**

Situational Characteristics and Consumer Behavior

Copyright © McGraw-Hill Education. Permission required for reproduction or display.

The Impact of Background Music on Restaurant Patrons

Variables	Slow Music	Fast Music
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

Source: R. E. Milliman, "The Influence of Background Music on the Behavior of Restaurant Patrons," in the *Journal of Consumer Research*, September 1986, p. 289. Copyright © 1986 by the University of Chicago. Used by permission.

Situational Characteristics and Consumer Behavior

Temporal Perspectives

Temporal perspectives deal with the effect of time on consumer behavior.

Limited purchase time often limits search.

Internet shopping is growing rapidly as a result of the time pressures felt by consumers.

Situational Characteristics and Consumer Behavior

Task Definition

Task definition is the reason the consumption activity is occurring.

Major distinction between purchases for self versus gift.

Consumers give gifts for many reasons:

- social expectations
- ritualized situations
- to elicit return favors

Situational Characteristics and Consumer Behavior

Types of antecedent states:

➤ ***Moods***

- Transient feeling states that are generally not tied to a specific event or object.

➤ ***Momentary Conditions***

- Temporary states of being (tired, ill, having extra money, being broke, etc.)

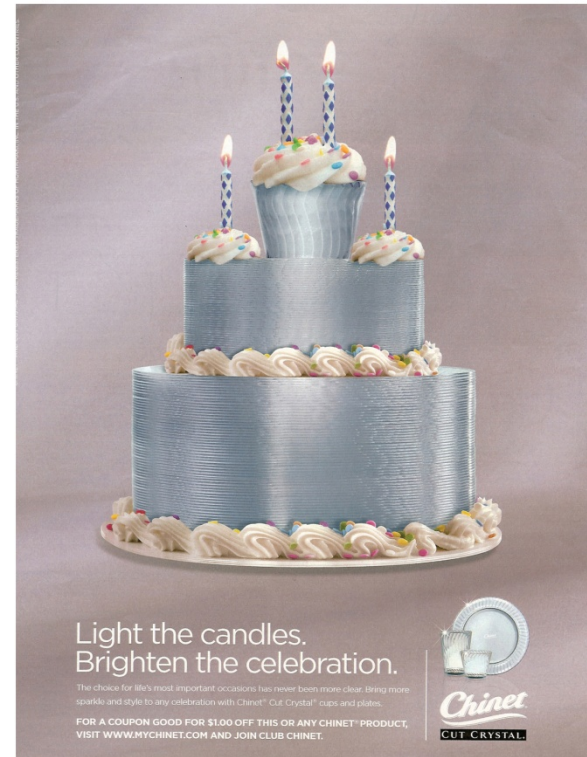
Ritual Situations

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

Critical to marketers because they often involve prescribed consumption behaviors.

However, ritual behavior can involve injurious consumption, such as binge drinking.

Copyright © McGraw-Hill Education. Permission required for reproduction or display.



Used with permission of Huhtamaki, Inc. ©2011. Design by The Burin Group.

Situational Influences and Marketing Strategy

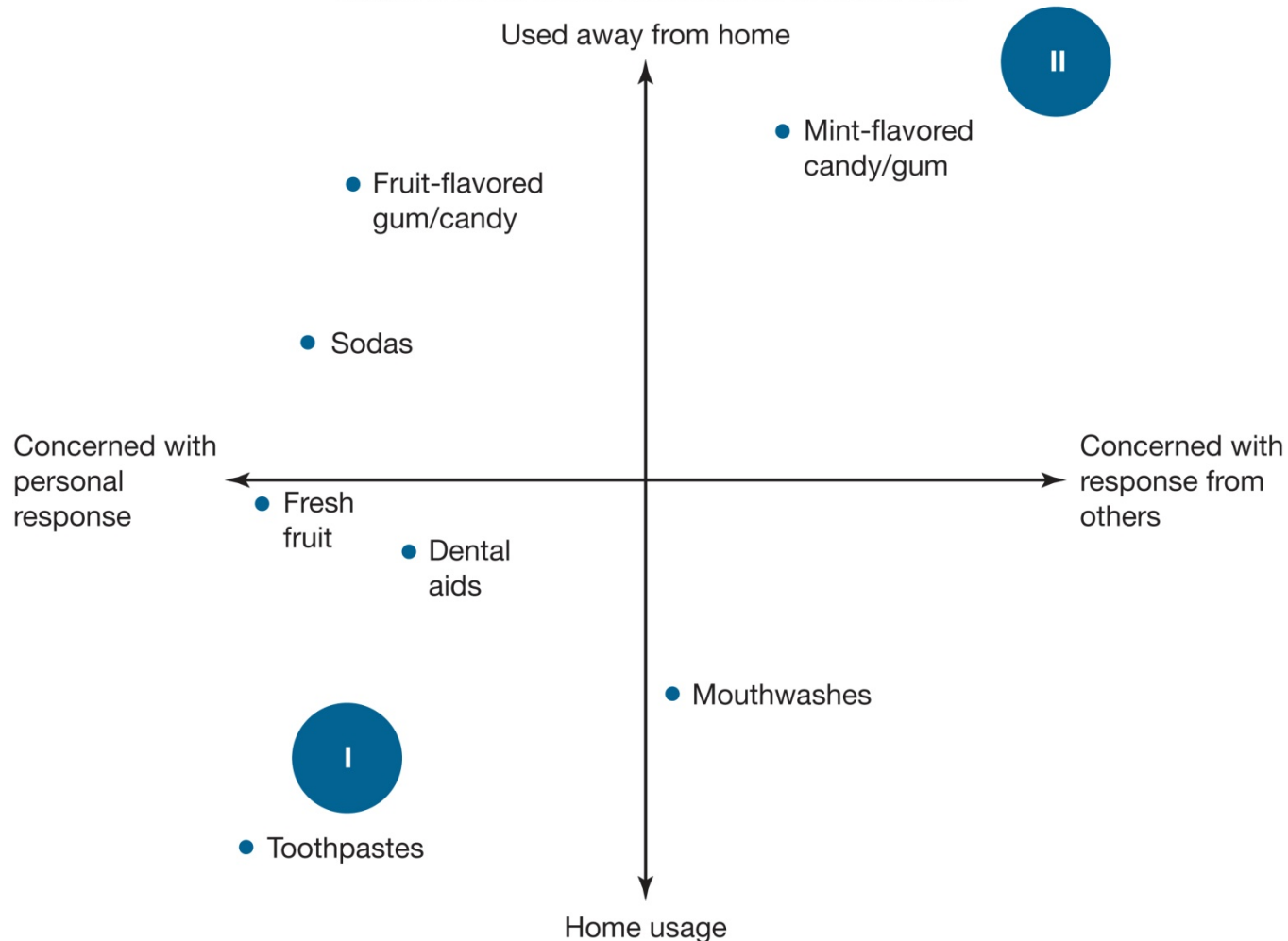
Identify the different situations that might involve the consumption of a product.

Determine which products or brands are most likely to be purchased or consumed across those situations.

- One method of dealing with this question is to jointly scale situations and products.

Situational Influences and Marketing Strategy

Copyright © McGraw-Hill Education. Permission required for reproduction or display.



I = Use situation: "To clean my mouth upon rising in the morning."

II = Use situation: "Before an important business meeting late in the afternoon."

Situational Influences and Marketing Strategy

Five Steps for Developing Situation-Based Marketing Strategies

1. Use observational studies, focus group discussions, depth interviews, and secondary data to discover the various usage situations that influence the consumption of the product.
2. Survey a larger sample of consumers to better understand and quantify how the product is used and the benefits sought in the usage situation by the market segment.
3. Construct a person-situation segmentation matrix.
4. Evaluate each cell in terms of potential.
5. Develop and implement a marketing strategy for those cells that offer sufficient profit potential given your capabilities.

Situational Influences and Marketing Strategy

Copyright © McGraw-Hill Education. Permission required for reproduction or display.

Person–Situation Segments for Suntan Lotions

TABLE 13-2

Suntan Lotion Use Situation	Potential Users of Suntan Lotion				General Situation Benefits
	Young Children	Teenagers	Adult Women	Adult Men	
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	

Source: Adapted from P. Dickson, "Person–Situation: Segmentation's Missing Link," *Journal of Marketing*, Fall 1982, pp. 56–64. Published by the American Marketing Association. Reprinted with permission.