Perspectives on Consumer Behavior

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Consumer Decision Making

Decision Stage	Psychological Process
Problem recognition	Motivation
Information search	Perception
Alternative evaluation	Attitude formation
Purchase decision	Integration
Postpurchase evaluation	Learning

Sources of Problem Recognition

Out of Stock

Dissatisfaction

New Needs or Wants

Related Product Purchase

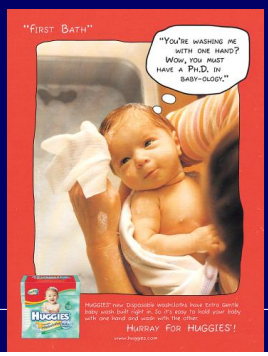
Market-Induced Recognition

New Products

Maslow's Hierarchy of Needs

- Self-actualization needs (self-development, realization)
- Esteem needs (self-esteem, recognition, status)
- Social needs (sense of belonging, love)
- Safety needs (security, protection)
- Physiological needs (hunger, thirst)

Nurturance, Love and Belonging



Freudian Psychoanalytic Approach

Strong inhibitions

Symbolic meanings

Subconscious Mind

Complex and unclear motives

Surrogate behaviors

Probing the Minds of Consumers

- In-depth Interviews
- Association tests
- Projective techniques
- Focus groups

"MR" Not All Positive or All Negative

Pros

- Reveals hidden feelings, drives and fears
- Highlights importance of symbolic factors
- Shifts attention from "what" to "how" and "why"

Motivation Research

Cons

- Qualitative results from very small samples
- Varying, subjective interpretations
- Difficult or impossible to verify or validate

Sexy Ads Get Noticed

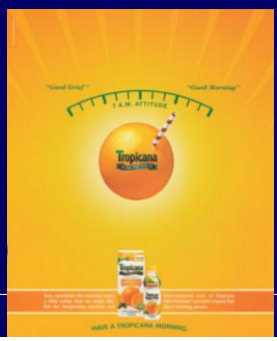
Information Search

- Personal sources
- Market sources
- Public sources
- Personal experience

The Selective Perception Process

1. Selective exposure
2. Selective attention
3. Selective comprehension
4. Selective retention

Using Color to Focus Attention



Evaluation of Alternatives

All available brands

Brand A | Brand B | Brand C | Brand D | Brand E
Brand F | Brand G | Brand H | Brand I | Brand J
Brand K | Brand L | Brand M | Brand N | Brand O

Evoked Set of Brands

Brand B | Brand E
Brand F | Brand I
Brand M

Two Forms of Evaluative Criteria

Evaluative Criteria

- Objective: Price, Warranty, Service
- Subjective: Style, Appearance, Image

Different Perspectives: Marketer's View

Enough power? Traction okay? Too pricy?

Product is seen as a bundle of attributes or characteristics.

Different Perspectives: Consumer's View

How does it cut the taller grass?
Will the neighbors be impressed with my lawn?
How close can I get to the shrubs?
Is it going to be as fun to use later this summer?
Will it pull that little trailer I saw at the store?
Will I enjoy having more time for golf?

Product Is Seen As A Set of Outcomes

Functional | Psychological

Consumer Attitudes Focus on Objects

Attitudes Toward:

- Individuals
- Products
- Ads
- Brands
- Media
- Companies
- Retailers
- Organizations

Ways to Change Attitudes

1. Change beliefs about an important attribute
2. Change perceptions of the value of an attribute
3. Add a new attribute to the attitude formation mix
4. Change perceptions or beliefs about a competing brand

Adding Attributes Changes Attitudes

Purchase Decision and Evaluation

Pre-evaluation	Decision	Post evaluation
Integration processes	Purchase intention	Satisfaction
Heuristics	Brand loyalty	Dis-satisfaction
Affect referral decision rule		Cognitive dissonance

How Consumers Learn

Thinking	Conditioning	Modeling
Intellectual evaluation comparing attributes with values	Based on conditioning through association or reinforcement	Based on emulation (copying) of respected examples

Classical Conditioning Process

Unconditioned stimulus (grapes) → Unconditioned response (fresh and moist)

Association develops through contiguity and repetition

Conditioned stimulus (Lancôme moisturizer) → Conditioned response (fresh and moist)

Classical Conditioning for Cosmetics

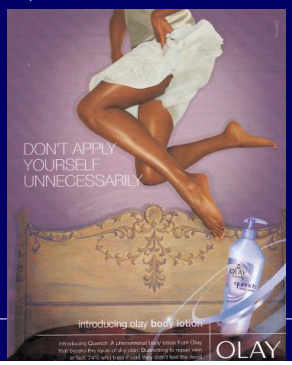
Instrumental Conditioning Process

Behavior (consumer uses product or service) → Positive or negative consequences occur (reward or punishment) → Increase or decrease in probability of repeat behavior (purchase)

Cognitive Learning Process

- Goal
- Purposive behavior
- Insight
- Goal achievement

External Influences on Consumer Behavior

- Culture
- Subculture
- Social class
- Reference groups
- Situational determinants

Subcultural Ads Appeal to Shared Beliefs, Values and Norms