



# MK 311: Consumer Behaviour

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# Session 1: Lecture Outline

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- **Introduction to the Course**
  - Scope and Objectives of the Course
  - Learning Philosophy
  - Texts and Reading Materials
  - Course Evaluation
  - Course Schedule
- **Overview of Consumer Behaviour**



# Consumer Activities in Daily Life

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- **Everyone is involved in consumer activities during a large part of his/her day.**
  - **Early morning routines**
  - **Purchasing decisions**
  - **Late evening routines**
  - **Design/décor of rooms in your house**



# A Morning Ritual

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- Take a few moments right now and think about your first hour this morning.
- What products did you use?
- Are some of these brands that you regularly use?
- Are some of these brands that you feel loyal to?
- Do some of them have special meanings or remind you of certain people or events in your life?
- What are your morning routines and habits?

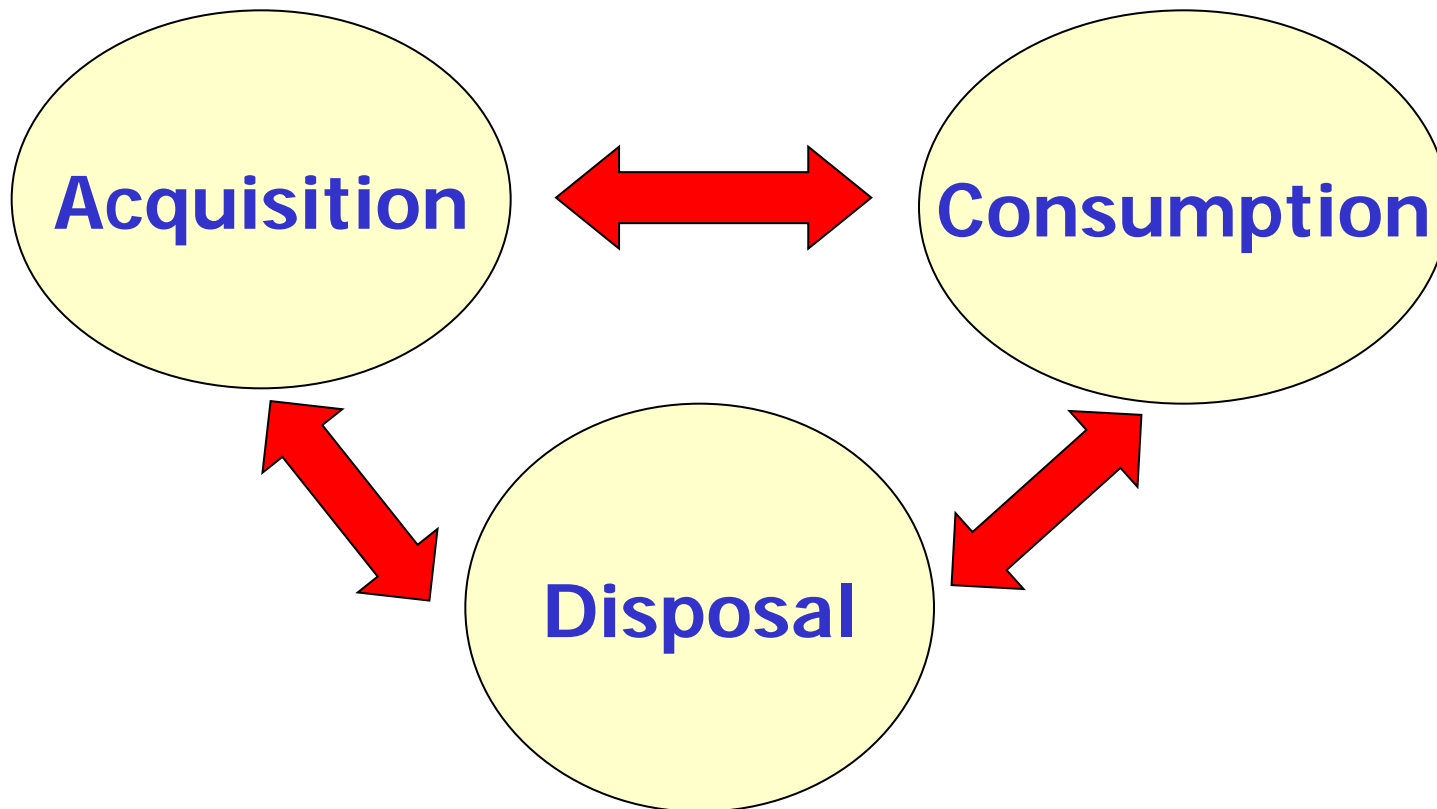


# What is Consumer Behaviour?

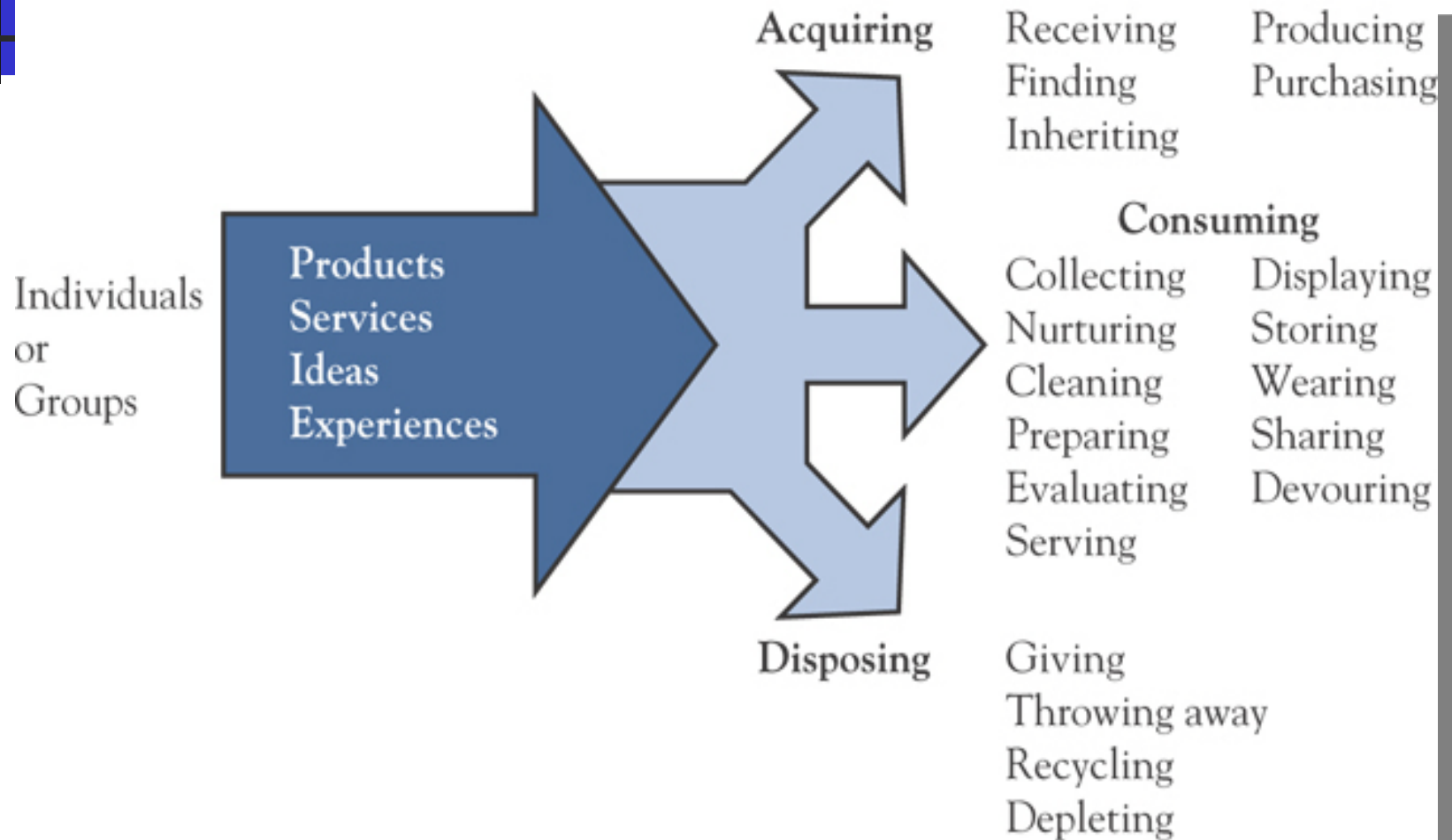
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- **Individuals or groups acquiring, using, and disposing of products, services, ideas or experiences.**
- **Also includes acquisition and use of information.**

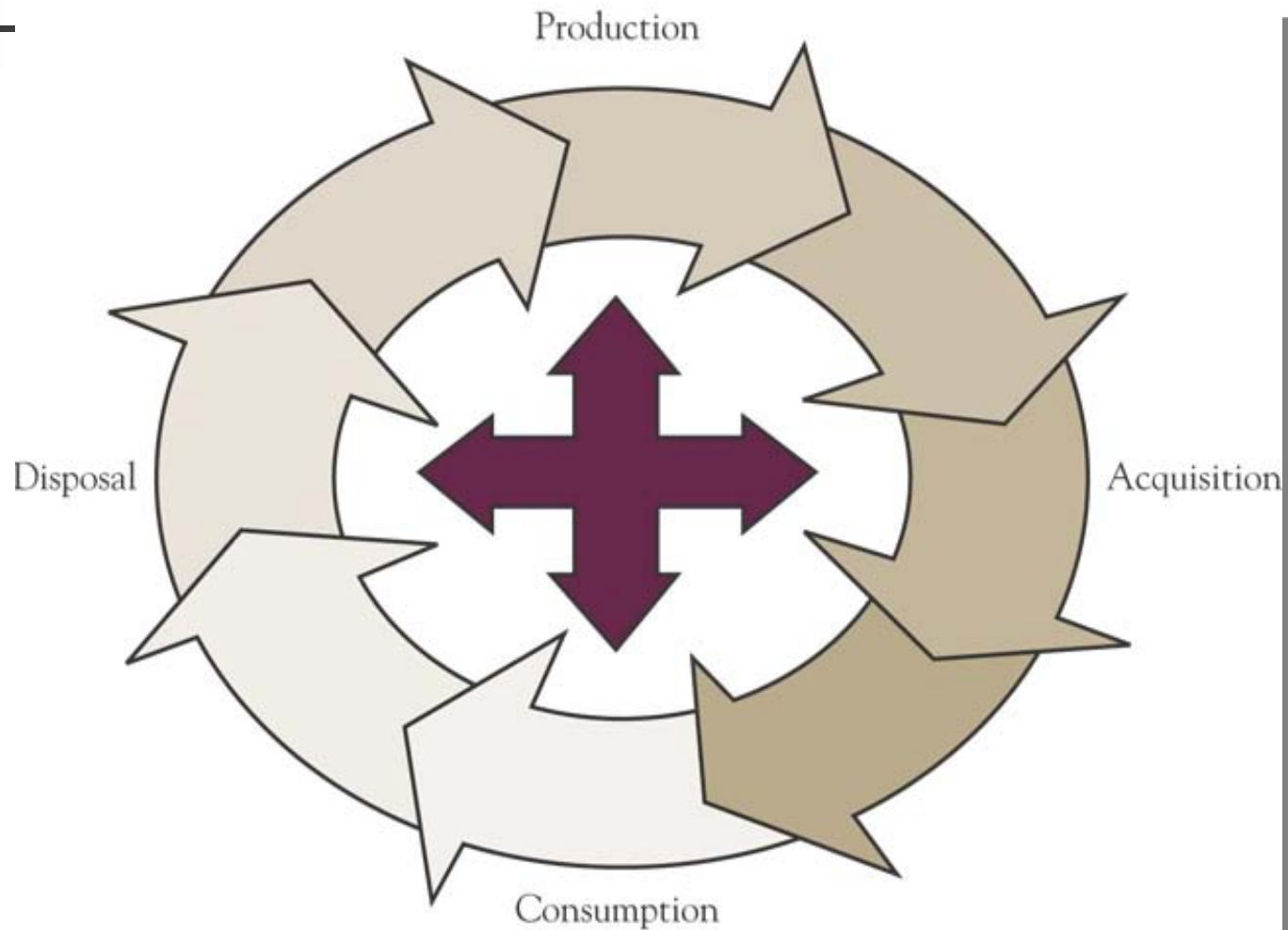
# The Circle of Consumption Patterns of Movement



# The Domain of Consumer Behaviour



# The Circle of Consumption





# The Full Circle in Important

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- **Something may be purchased as a memento, but end up as a collectible which is then sold for profit.**
- **The links between all the phases are important.**



# Consumer Behaviour: 5W1H

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- **What** a marketer need to know about his/her consumers.
- **Is this enough?**
- **Who**
- **What**
- **Why**
- **When**
- **Where**
- **How**

# Consumer Behaviour & Marketing



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- Understanding Consumer Behaviour is the ♥ of Marketing
- *STP* as a Starting Point of the Value Delivery Process in Marketing
- Consumer as the ♥ of the 4 Ps
- 4 Ps and 4 Cs

Consumer  
Insights



Marketing Strategy



**But...**

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**How can we  
understand  
our consumers?**

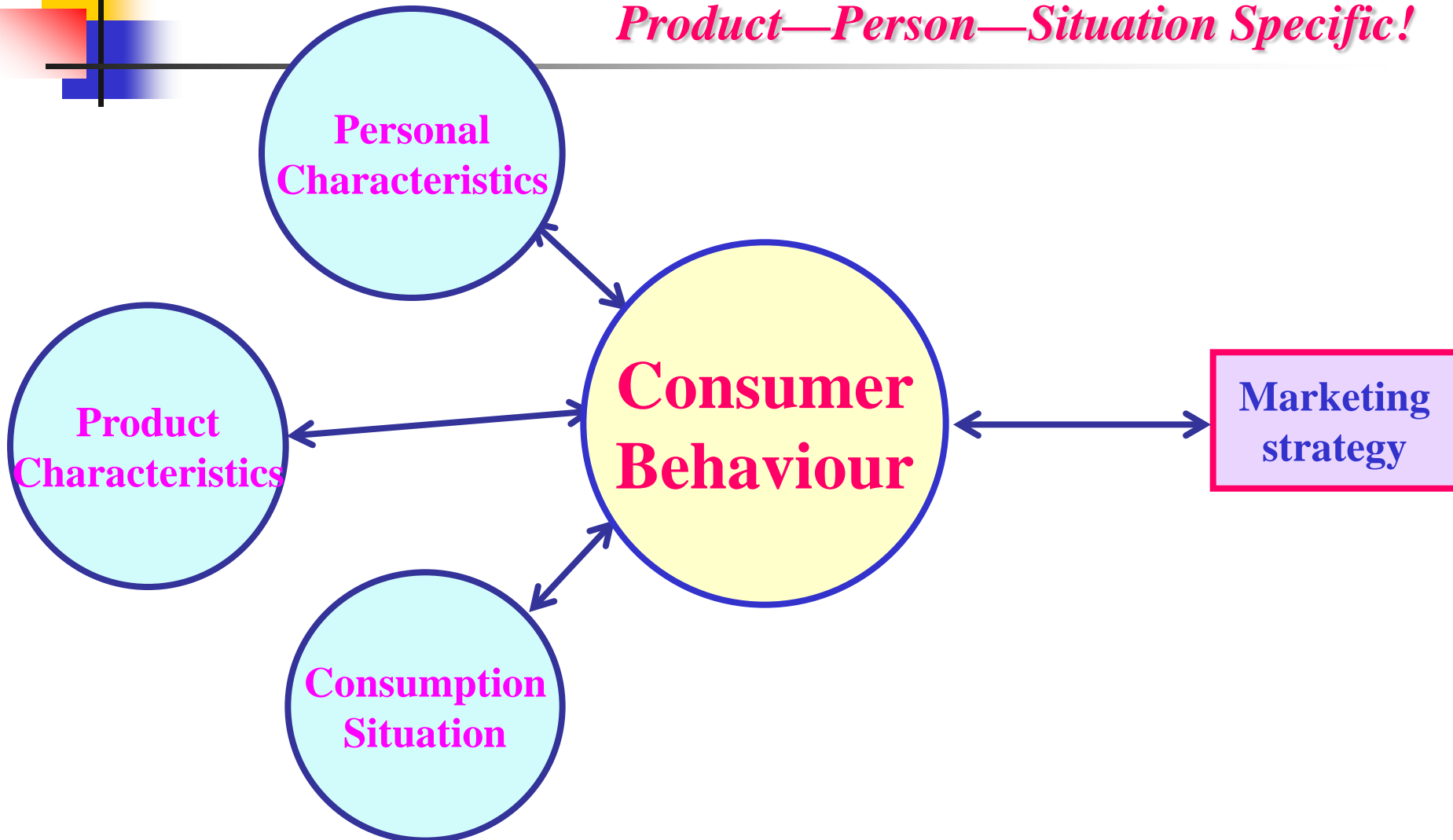
# You Can't Put Consumers in a Box

**Knowing stereotypes  
might not be sufficient!**

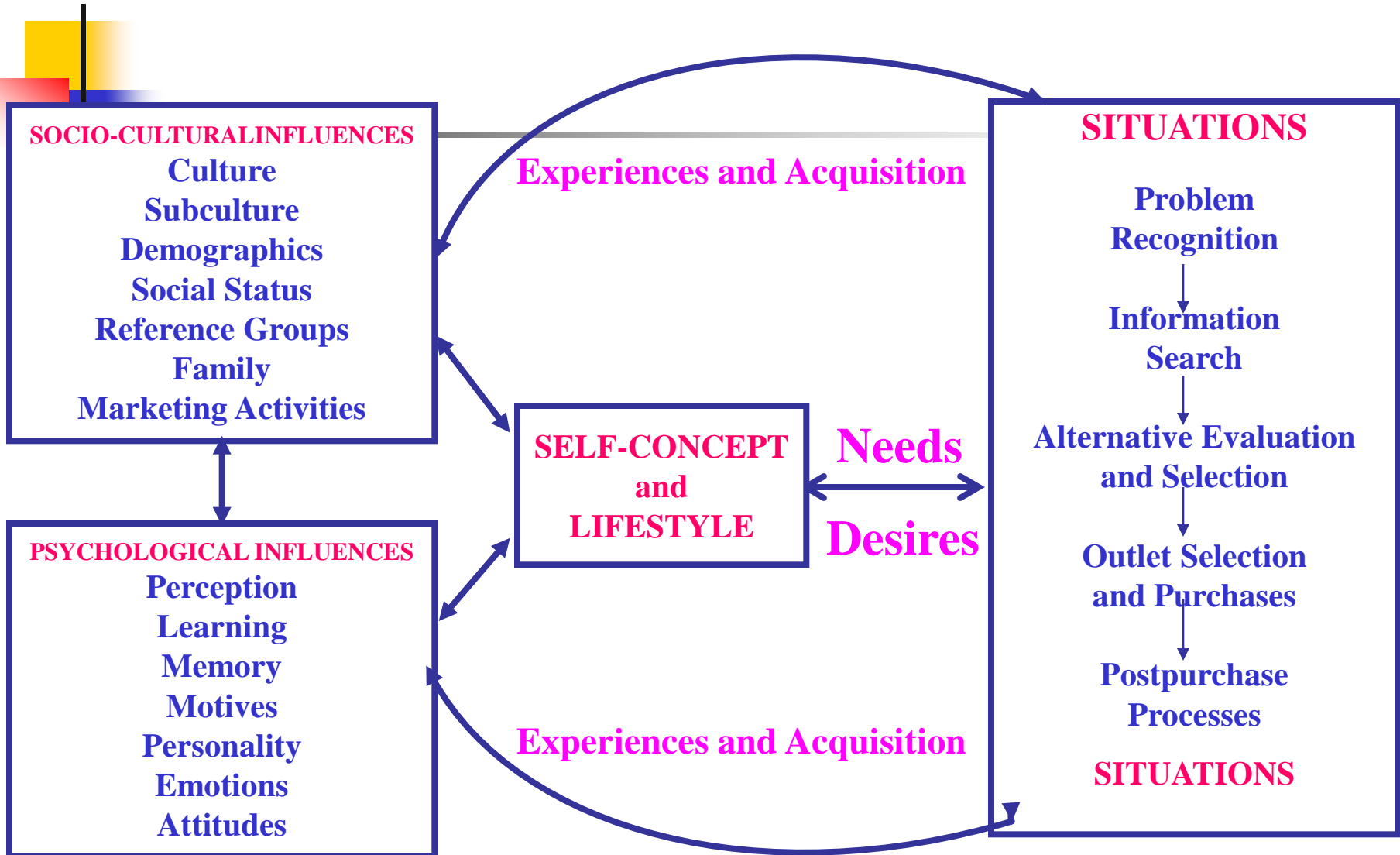
- **People are not acting their age**
- **People are not acting their class**
- **People are not acting their sex**

# Consumer Behaviour is

*Product—Person—Situation Specific!*



# Overall Model of Consumer Behaviour



Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney



# And...

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**This course shall also embrace some new views and alternative theories.**



# Last Reminders:

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- Understanding Consumer Behaviour is the ♥ of Marketing
- Mastering Consumer Behaviour is the 🔑 to Marketing Success
- Consumer Behaviour is 🕸️.
- An Endeavour to 🔒 Consumer Behaviour is Best through an Attempt to Reflect on **Our Own Behaviour.**



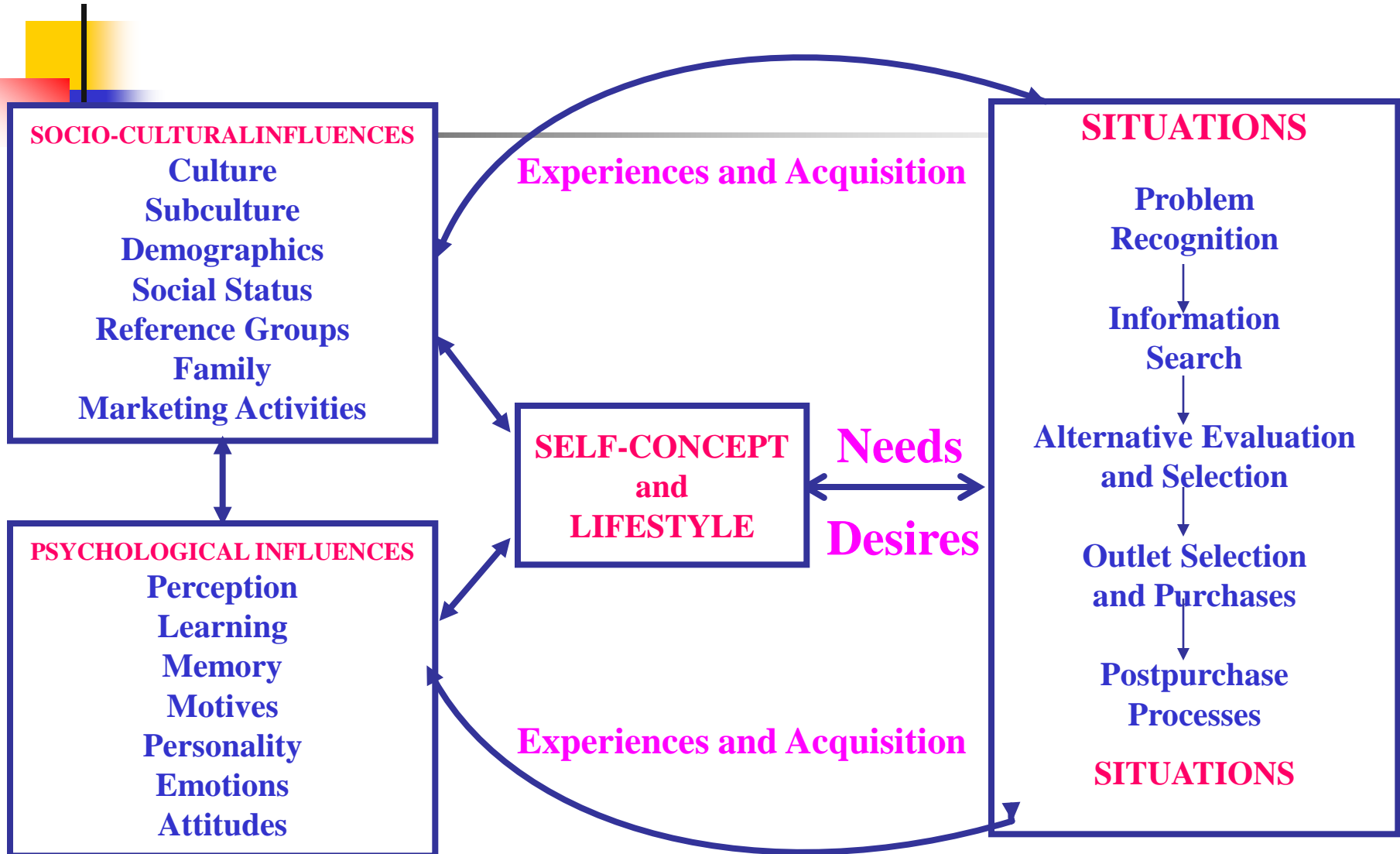
# Session 2: Lecture Outline

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## Consumers As Individual

- Perception

# Overall Model of Consumer Behaviour



Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney



# Perception

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- **The process by which an individual selects, organises, and interprets stimuli into a meaningful and coherent picture of the world.**
- **Perception vs. Sensation**

# Perception vs. Sensation



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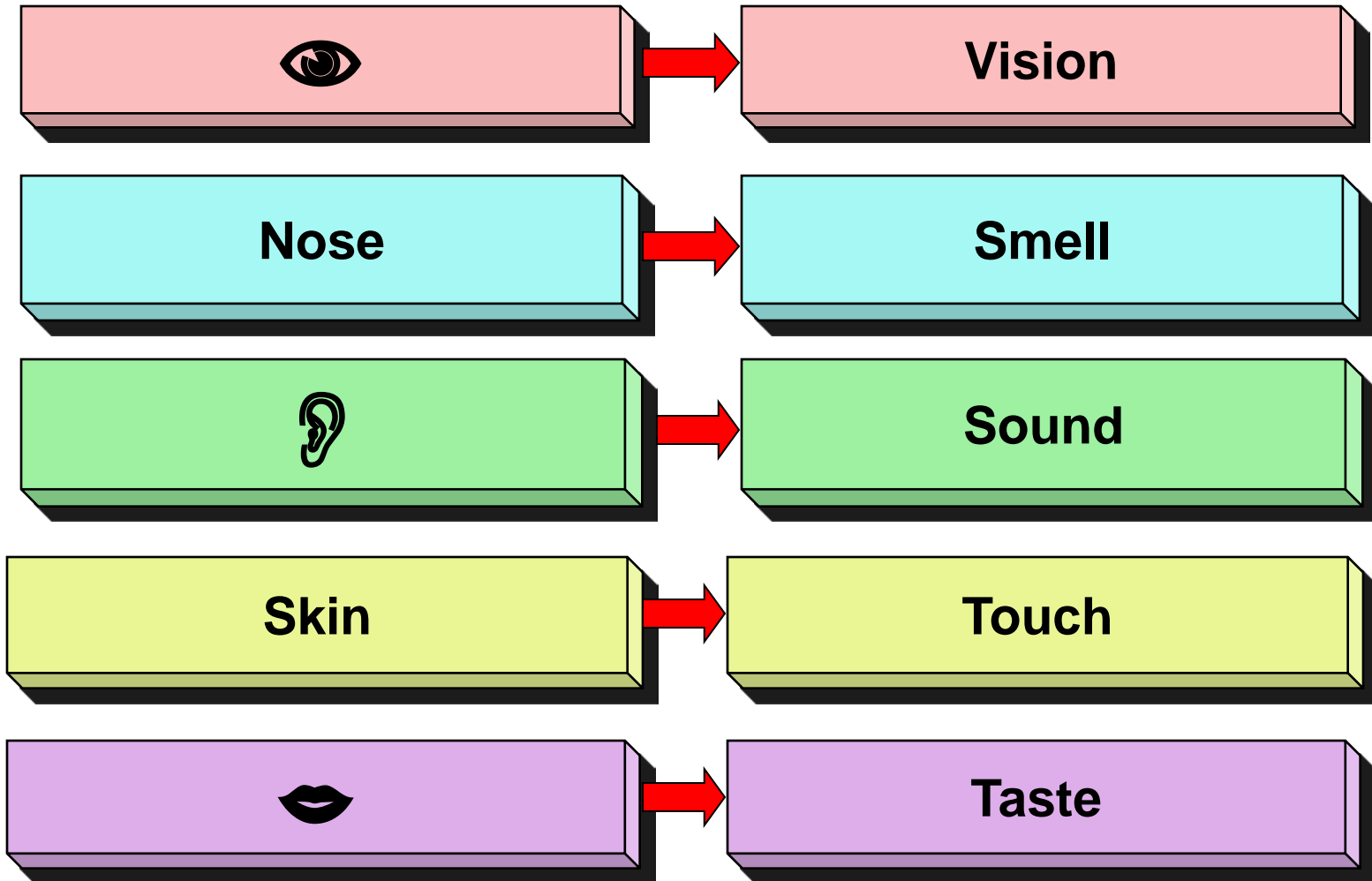
## ■ Sensation

- Refers to the immediate response of our sensory receptors (eyes, ears, nose, mouth, skin) to such basic stimuli as light, color, and sound.

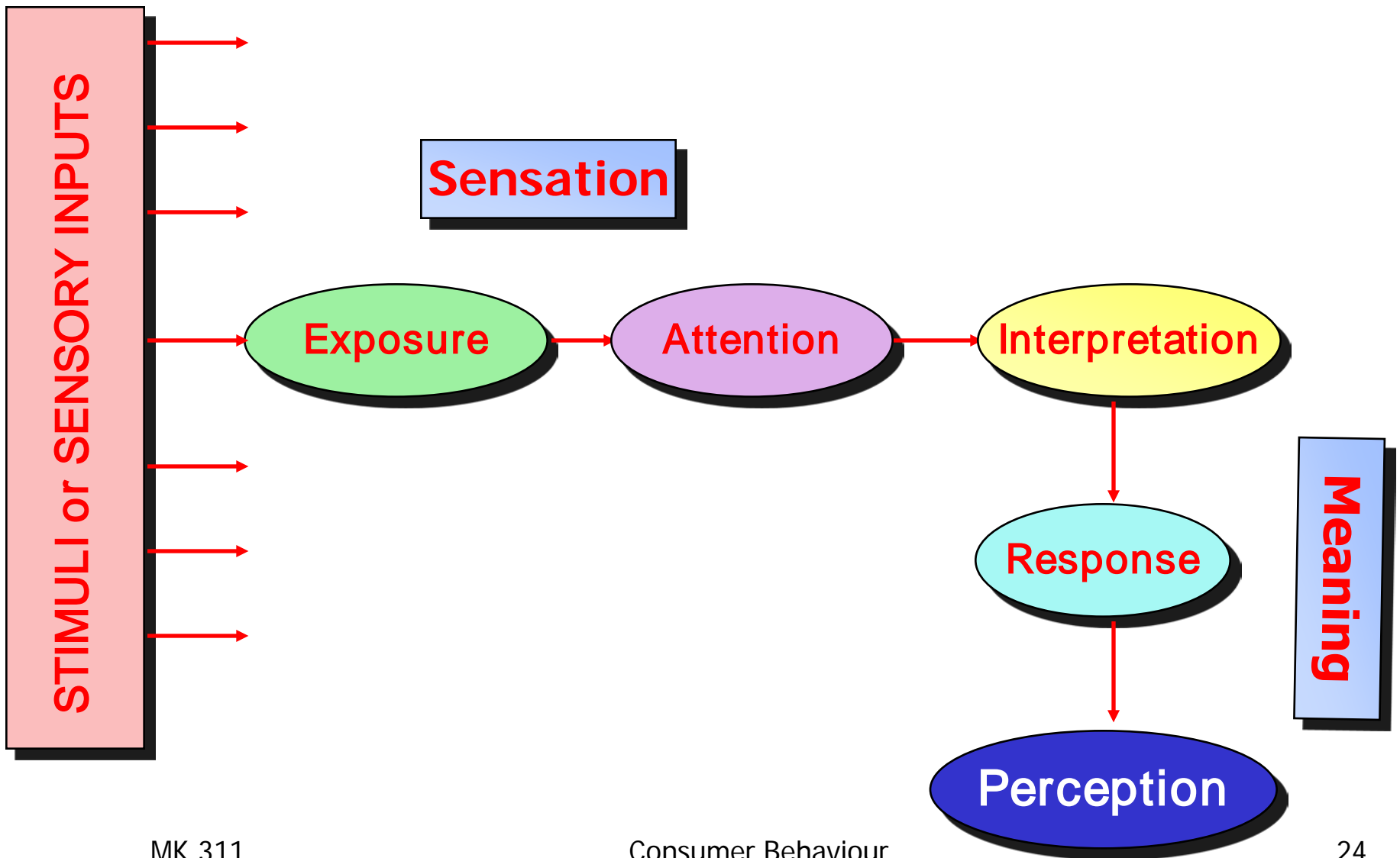
## ■ Perception

- selected, organised, and interpreted.
- People process a small amount of information (stimuli).
- An even small amount is attended to and given meaning.

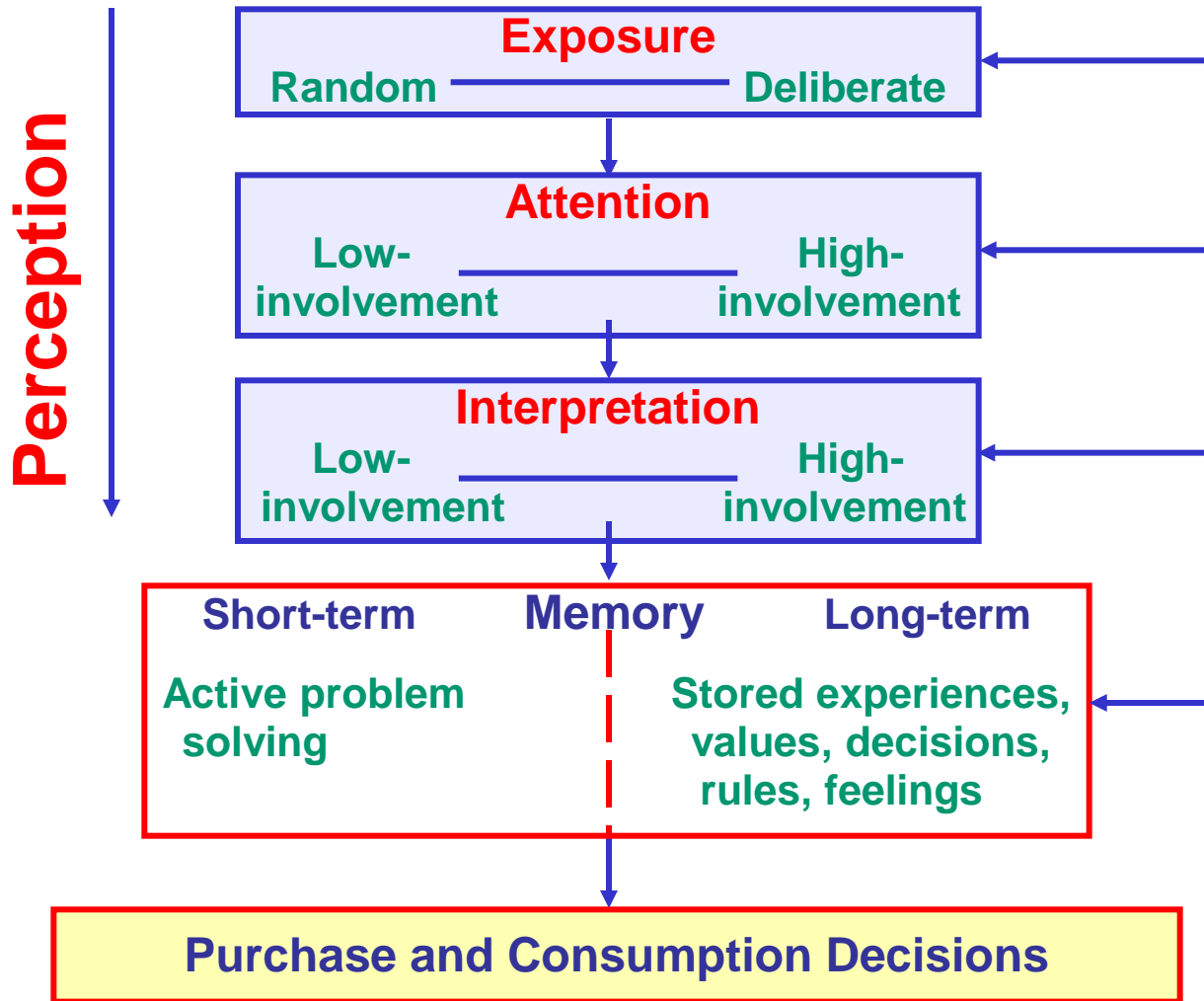
# Sensory System



# Perception Process



# Information Processing for Consumer Decision Making





# Exposure

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**Degree to which people notice a stimulus that is within range of their sensory receptors.**

AA

AA

AA

AA  
AA



# Attention

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**Refers to the extent to which processing activity is devoted to a particular stimulus.**

**Consumers often suffer Sensory Overload, exposure to far more information than they are capable of or willing to process.**



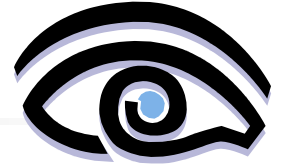
# Interpretation

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**Refers to the meaning that we assign to sensory stimuli.**

Consumers assign meaning to stimuli based on **Schema**, or set of beliefs, to which the stimuli is assigned. **The schema will determine what criteria will be used to evaluate the marketing mix and activities.**

# Elements of Perception



- **Sensation**
- **The absolute Threshold**
- **The differential Threshold**
- **Subliminal Perception**

# Sensory Threshold:

Range of Intensity of a Stimulus That Consumers are Capable of Perceiving:

## ***Absolute Threshold***

*refers to the minimum (maximum?) amount of stimulation that can be detected on a sensory channel.*

## ***Differential Threshold***

*refers to the ability of a sensory system to detect changes or differences between two stimuli.*

- *Just Noticeable Difference (j.n.d.)*
- *Weber's Law*



# Weber's Law

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**A theory concerning the perceived differentiation between similar stimuli of varying intensities (i.e., the stronger the initial stimulus, the greater the additional intensity needed for the second stimulus to be perceived as different).**



# Subliminal Perception

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**Perception of very weak or rapid stimuli received below the level of conscious awareness.**

# Concepts Concerning Selective Perception



- **Selective Exposure**
- **Selective Attention**
- **Perceptual Defense**
- **Perceptual Blocking**



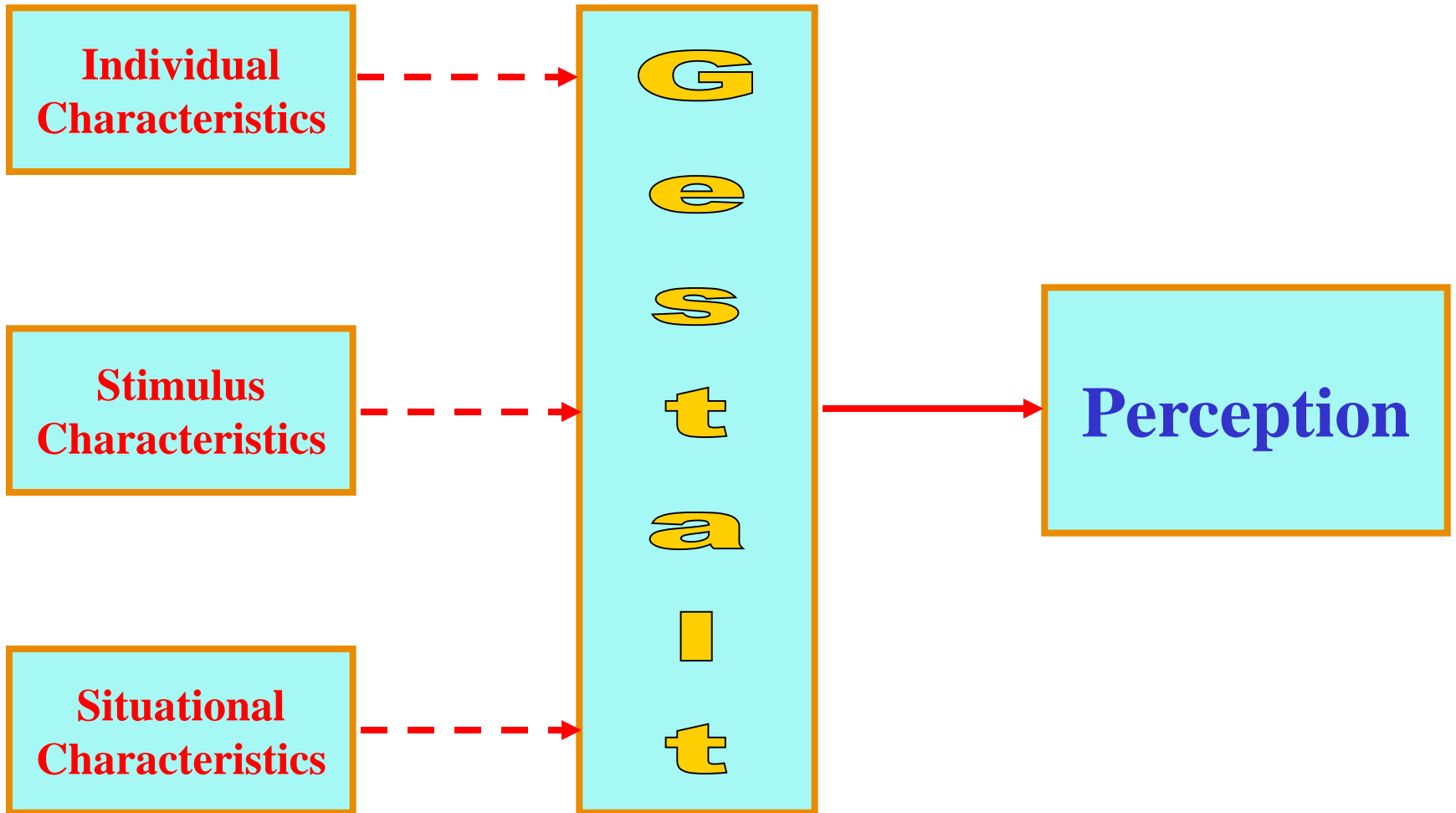
# Selective Perception

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## Consumers:

- Concentrate on some stimuli,
- Are unaware of others,
- Even go out of their way to ignore some messages.

# Determinants of Perception



# Stimulus Characteristics

- Size
- Intensity
- Colour
- Movement
- Position
- Isolation
- Format
- Contrast
- Quantity
- Novelty

## Adaptation Level Theory

Over time, we adjust to the level and type of stimuli to which we are accustomed. Thus, an advertisement that stands out when new will eventually lose its contrast effect and its ability to capture or hold attention.



# Individual Characteristics

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- **Interest & Involvement**
- **Ability to Attend to Information**
- **Attitudes toward Stimuli**
- **Experience** → **Learning & Expectations**
  - **Perceptual Vigilance**
  - **Perceptual Defense**
  - **Adaptation**



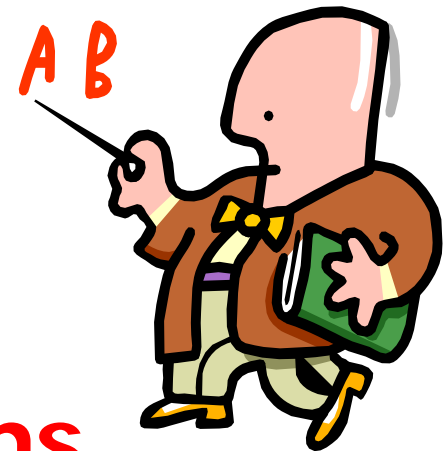
# Situational Characteristics

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- **Context of the Situation**
- **Time Pressure**
- **Crowded Space**
- **Situational Involvement**
- **etc.**

# Distorting Influences

- **Physical Appearances**
- **Stereotypes**
- **Irrelevant Cues**
- **First Impressions**
- **Jumping to Conclusions**
- **Halo Effect**





# Perception & Marketing Strategy

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**How can we apply our  
knowledge of perception  
in our marketing  
strategy?**



# Perception and Product

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- **Perceptual Mapping & Positioning**
- **Stimuli Cues & Product Characteristics**
- **Brand Name and Logo Development**
- **Package & Label Design**
- **etc.**

# Perception and Price

- Price & Quality
- Competitive Price
- Price Changes
- Price Reference
- etc.



Was B199  
Now B99!

20% to 70% Off!



# Perception and Place

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- **Channel & Outlet Selection**
- **Point-of-purchase Display**
- **Store Layout & Interior Design**
- **Shelf Position**
- **In-store Promotion**
- **etc.**



# Perception and Promotion

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- **Advertising Design**
  - Media
  - Creative
- **Sales Promotion Campaign**
- **PR Campaign**
- **Salespeople**
  - Characteristics
  - Uniform
- **etc.**



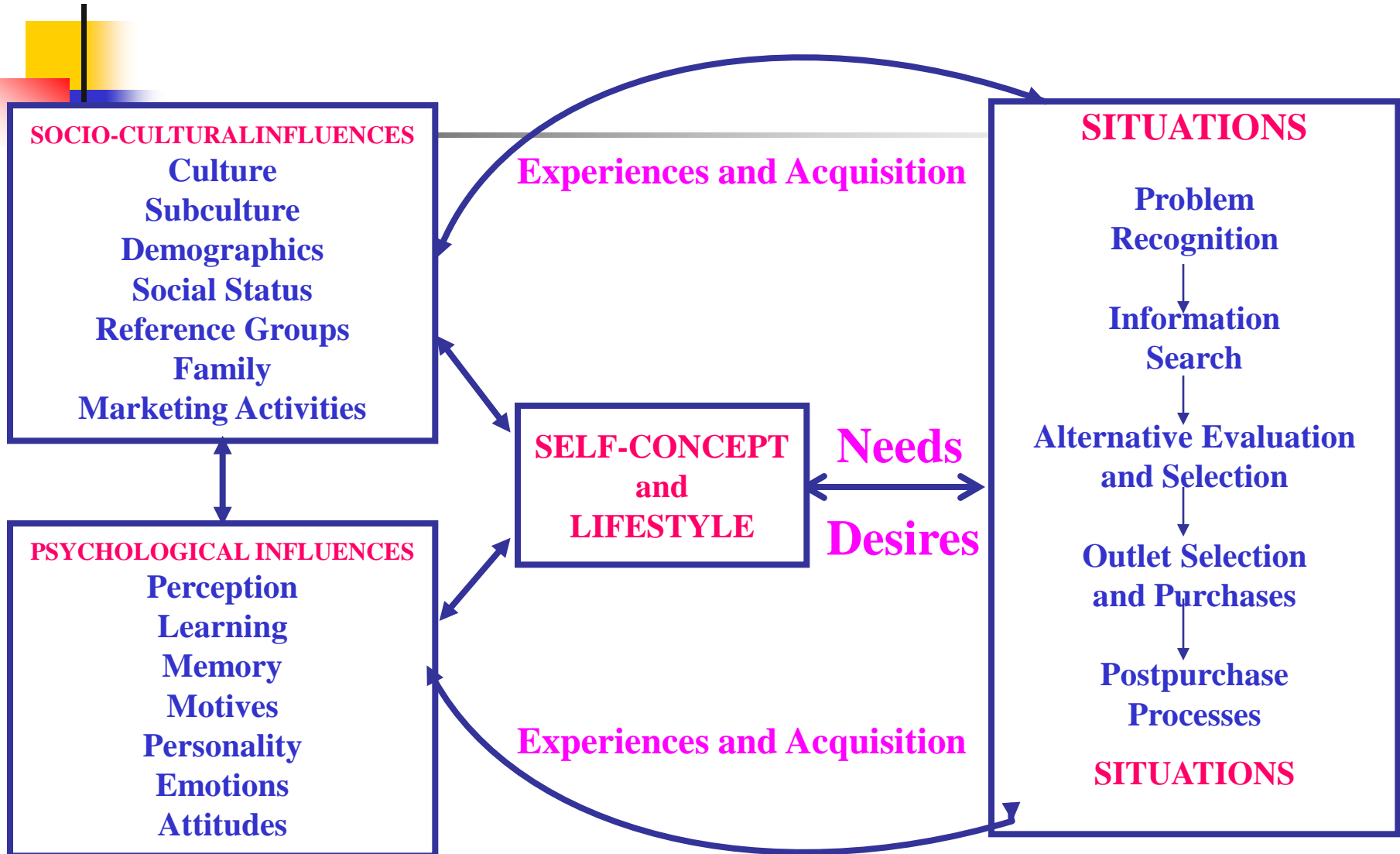
# Session 3: Lecture Outline

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## Consumers As Individual

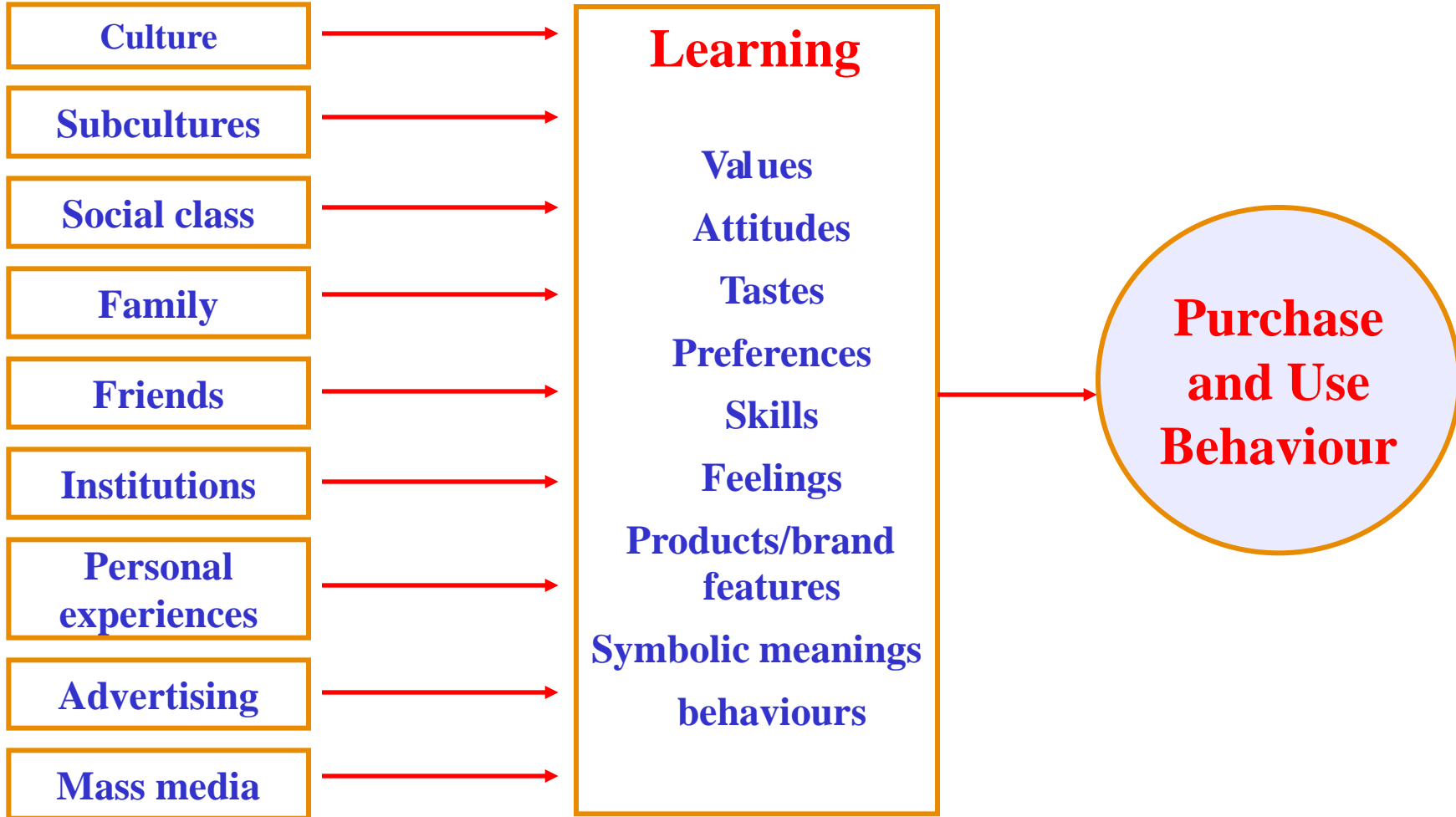
- Learning
- Memory

# Overall Model of Consumer Behaviour



Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney

# Learning Is a Key to Consumer Behaviour



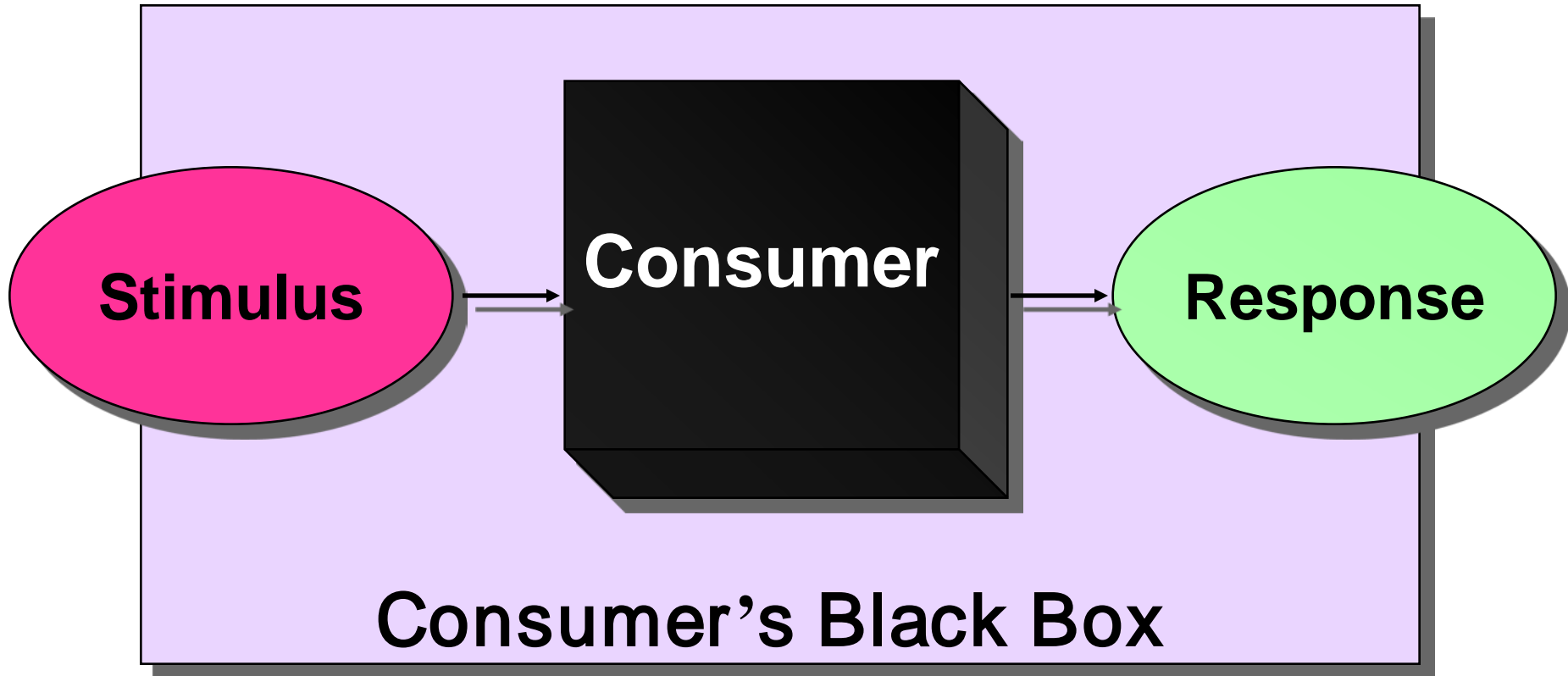


# Learning: Definition

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A **process** by which individuals acquire the purchase and consumption **knowledge and experience** that they apply to **future** related behaviour.

# Consumer Learning





# Two Approaches to Understand Learning

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- **Behavioural theories emphasise response to external events (conditions)**
- **Cognitive theories emphasise information processing**
- **not either / or, but complimentary**



# Behavioural Learning Theories

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- **Classical Conditioning**
  - conditioned stimulus evokes response
- **Instrumental (Operant) Conditioning**
  - responses that are rewarded are repeated



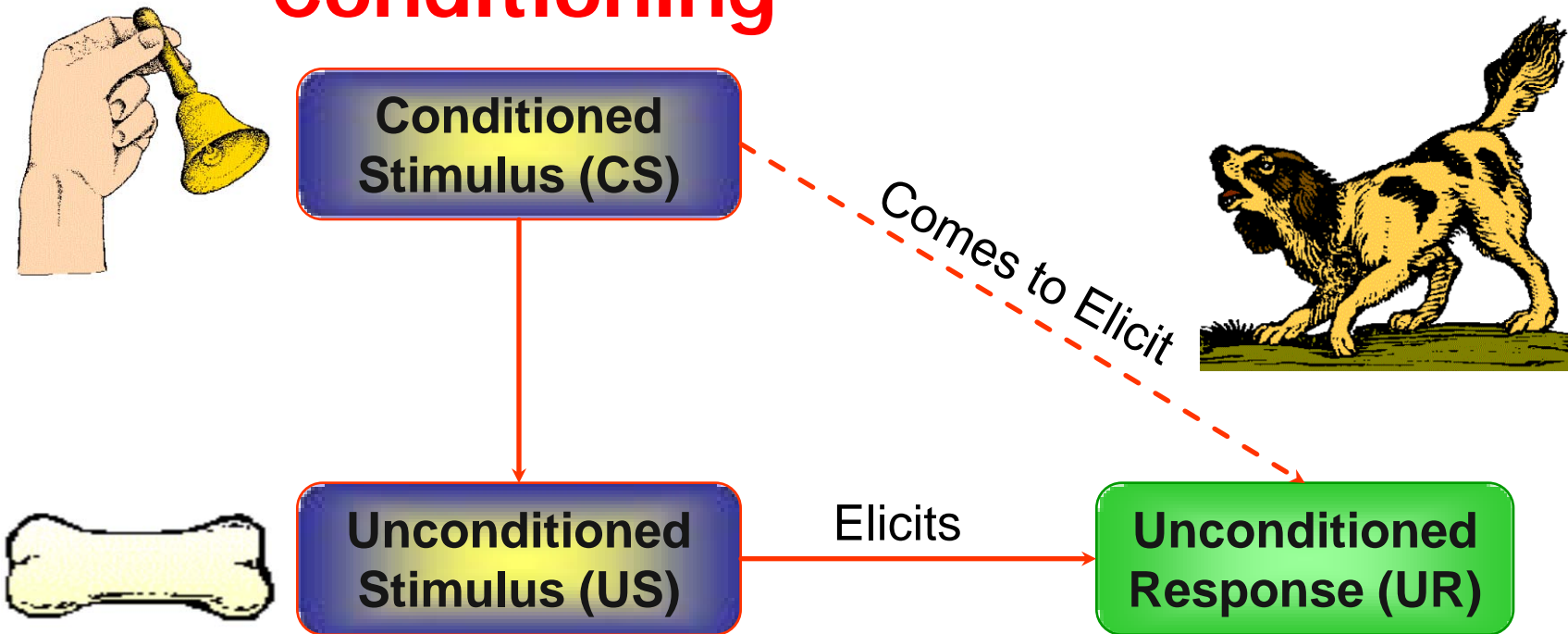
# Classical Conditioning

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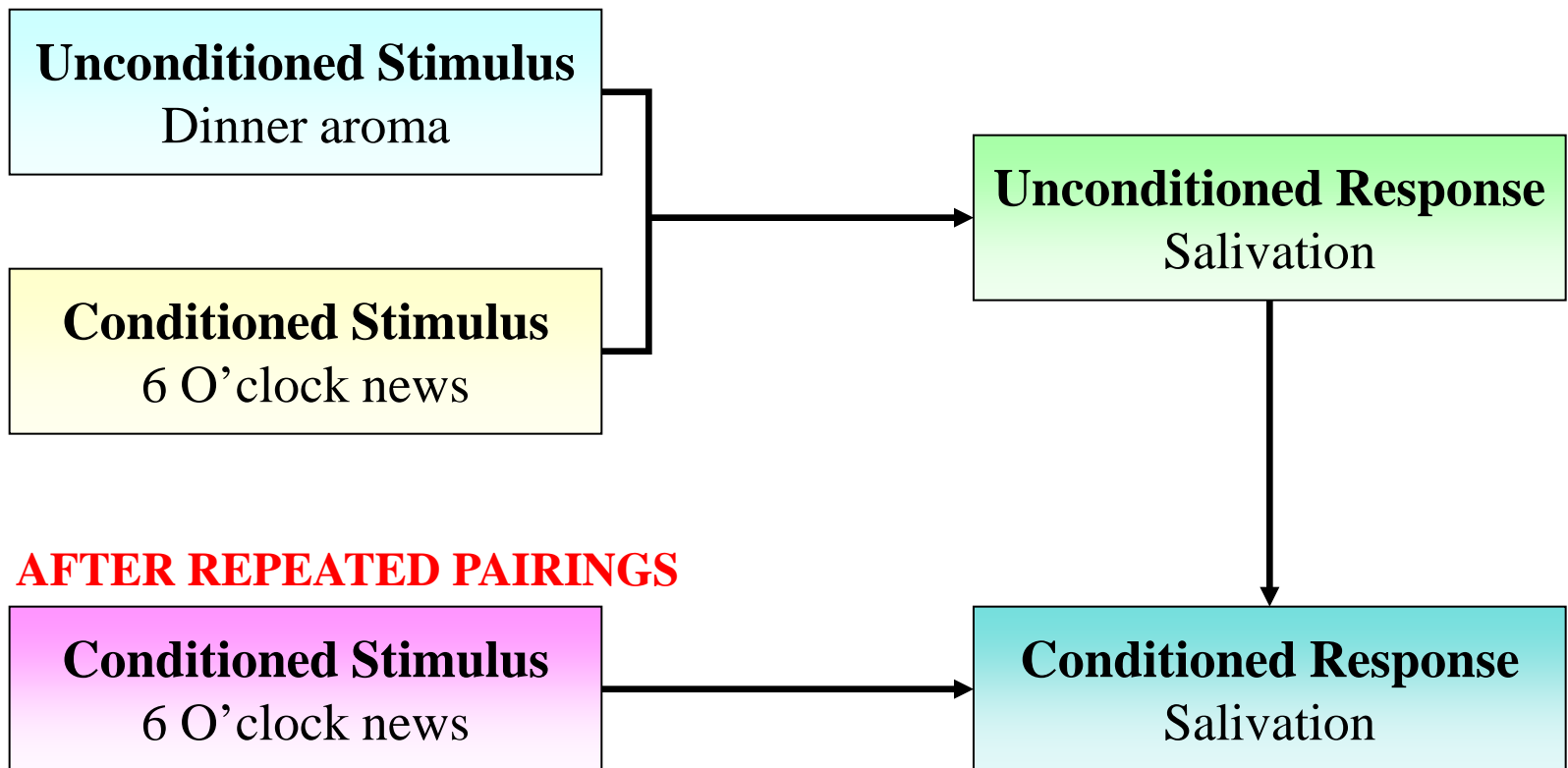
**A behavioural learning theory according to which a stimulus is paired with another stimulus that elicits a known response that serves to produce the same response when used alone.**

# Classical Conditioning

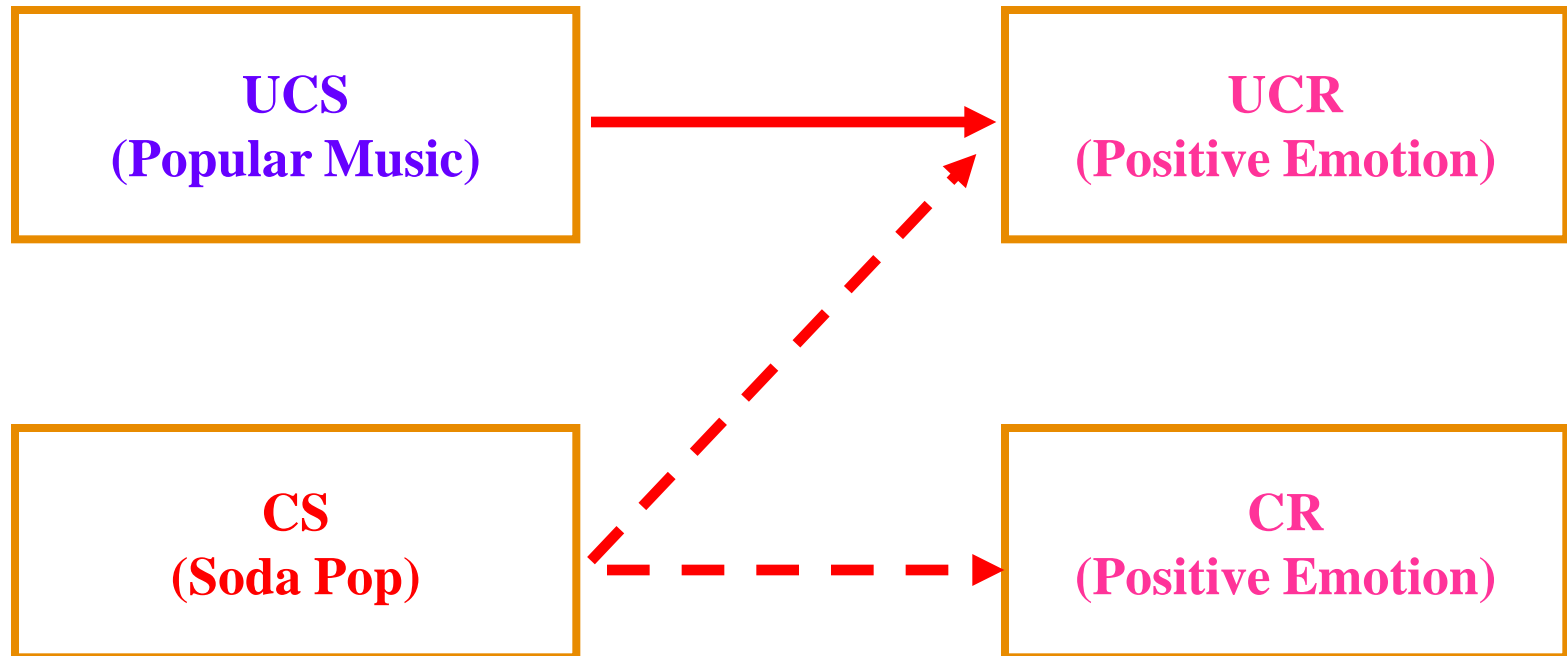
## Schematic Presentation of Classical Conditioning



# An Analogous Model of Classical Conditioning



# Consumer Learning through Classical Conditioning





# Instrumental (Operant) Conditioning

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**A behavioural theory of learning based on a trial-and-error process, with habits forced as the result of positive experiences (reinforcement) resulting from certain responses or behaviours.**



# Reinforcement

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**A positive or negative outcome that influences the likelihood that a specific behaviour will be repeated in the future in response to a particular cue or stimulus.**

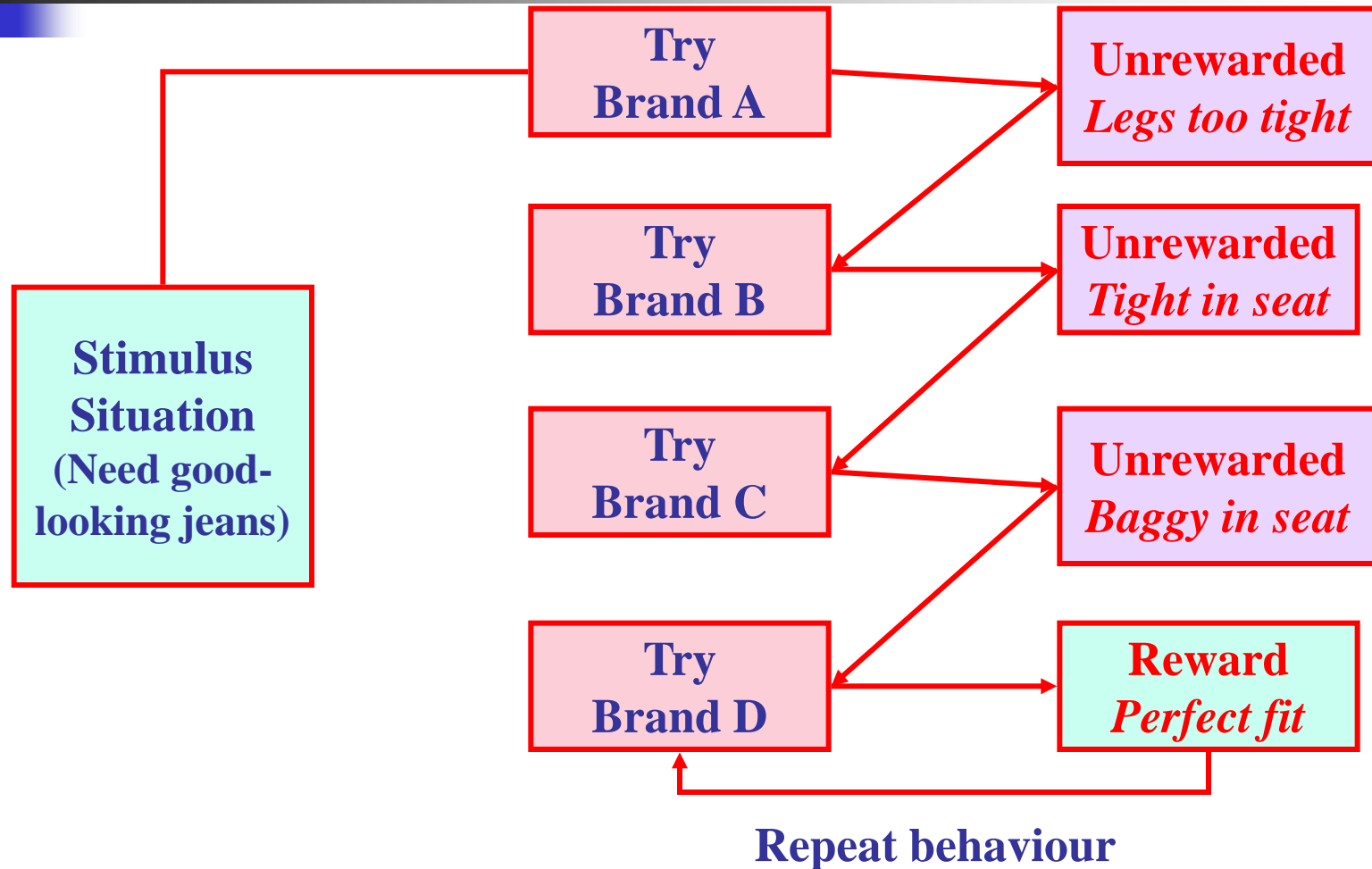


# Learning Principles: Instrumental Conditioning

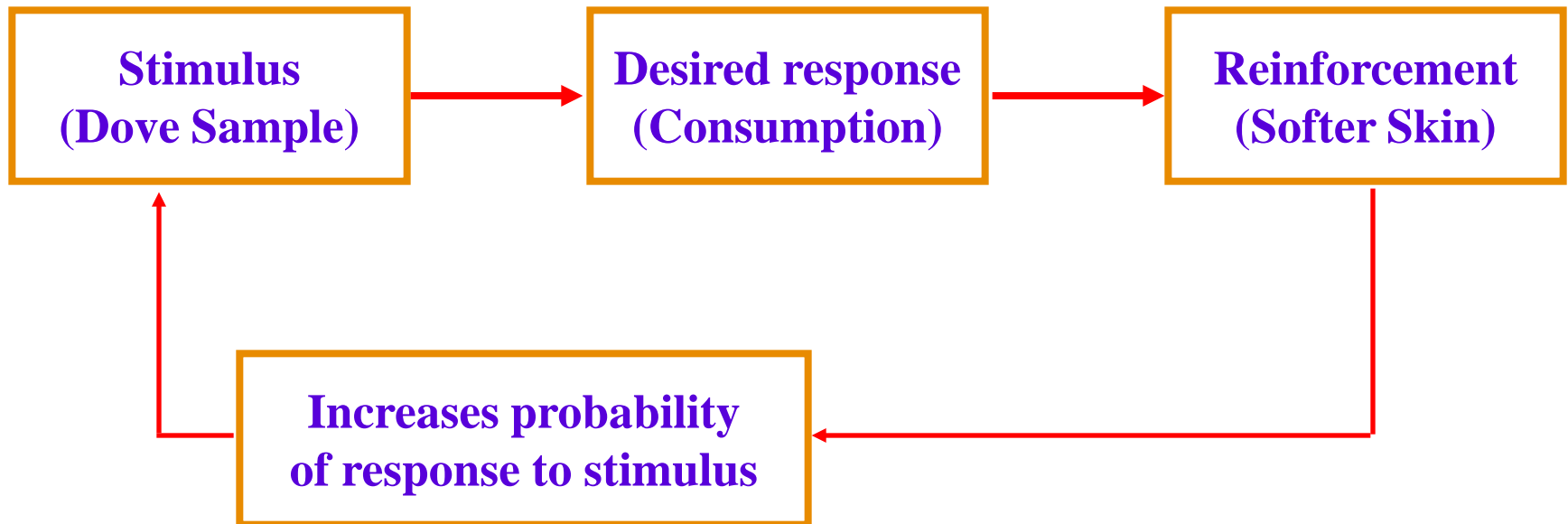
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- **Positive Reinforcement**
  - An inducement to repeat a behaviour to receive a reward.
- **Negative Reinforcement**
  - An inducement to repeat a behaviour to remove an adverse situation.
- **Punishment**
  - An aversive consequence that decreases the likelihood a particular response will recur.

# A Model of Instrumental Conditioning



# Consumer Learning by Instrumental Conditioning



# The Process of Shaping in Purchase Behaviour

Consume a free sample of “Dove” that was distributed in front of the university



Purchase a second package using the discount coupon that accompanied the free sample



Repurchase the product at full price



# Cognitive Learning Theory

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**A theory of learning based on mental information processing, often in response to problem solving.**



# Cognitive Learning

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- **storage, organisation, and retrieval of information**
- **long-term memory and associative networks**
- **knowledge retrieval**
  - **familiarity, relevance, form of information, and repetition increase ability to retrieve**



# Cognitive Learning Theories

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- **Iconic Rote**
- **Vicarious or Modelling**
- **Reasoning or Analogy**

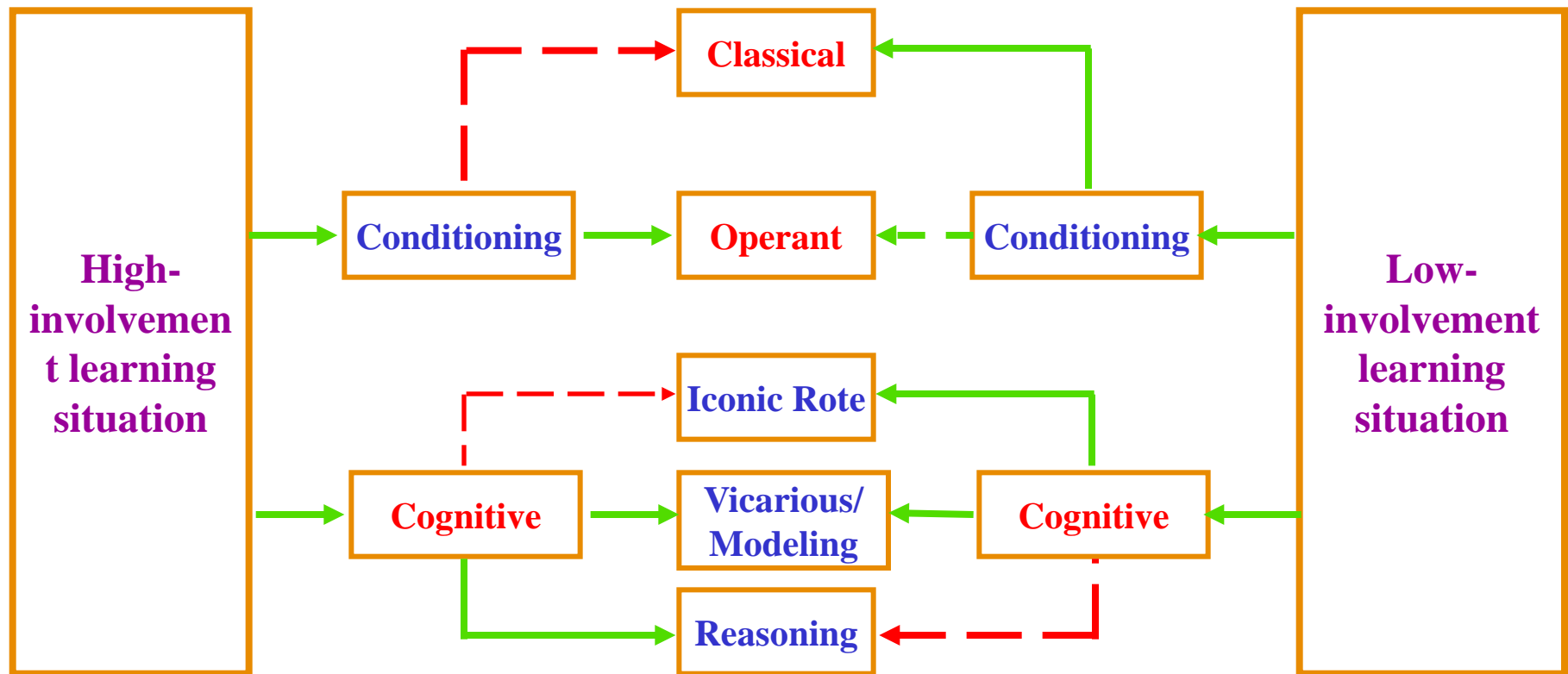


# Range of Learning Situations

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- **Low-involvement Learning**
  - Case where we are less motivated to attend to or process material to be learned.
- **High-involvement Learning**
  - Case where we are motivated to process information to be learned.

# Learning Theories in High- and Low- Involvement Situations



————— **Commonly Used**  
- - - - - **Occasionally Used**



# Consumers and Learning

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- **Rewards increase learning**
  - consumers will buy things for which they're rewarded
  - pleasures and the dark side
- **Repetition increases learning**
  - bombard consumers with marketing communications
- **Samplings and Trials increase learning**



# Consumers and Learning

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- **Stimulus Generalisation:**  
**generalisation of similar stimuli through signs and symbols**
  - Brand Extensions
  - Private Brands VS. Market Leaders
  - Imitations
- **Stimulus Discrimination:**  
**discrimination between dissimilar stimuli**
  - Product Differentiation



# *Stimulus Discrimination*

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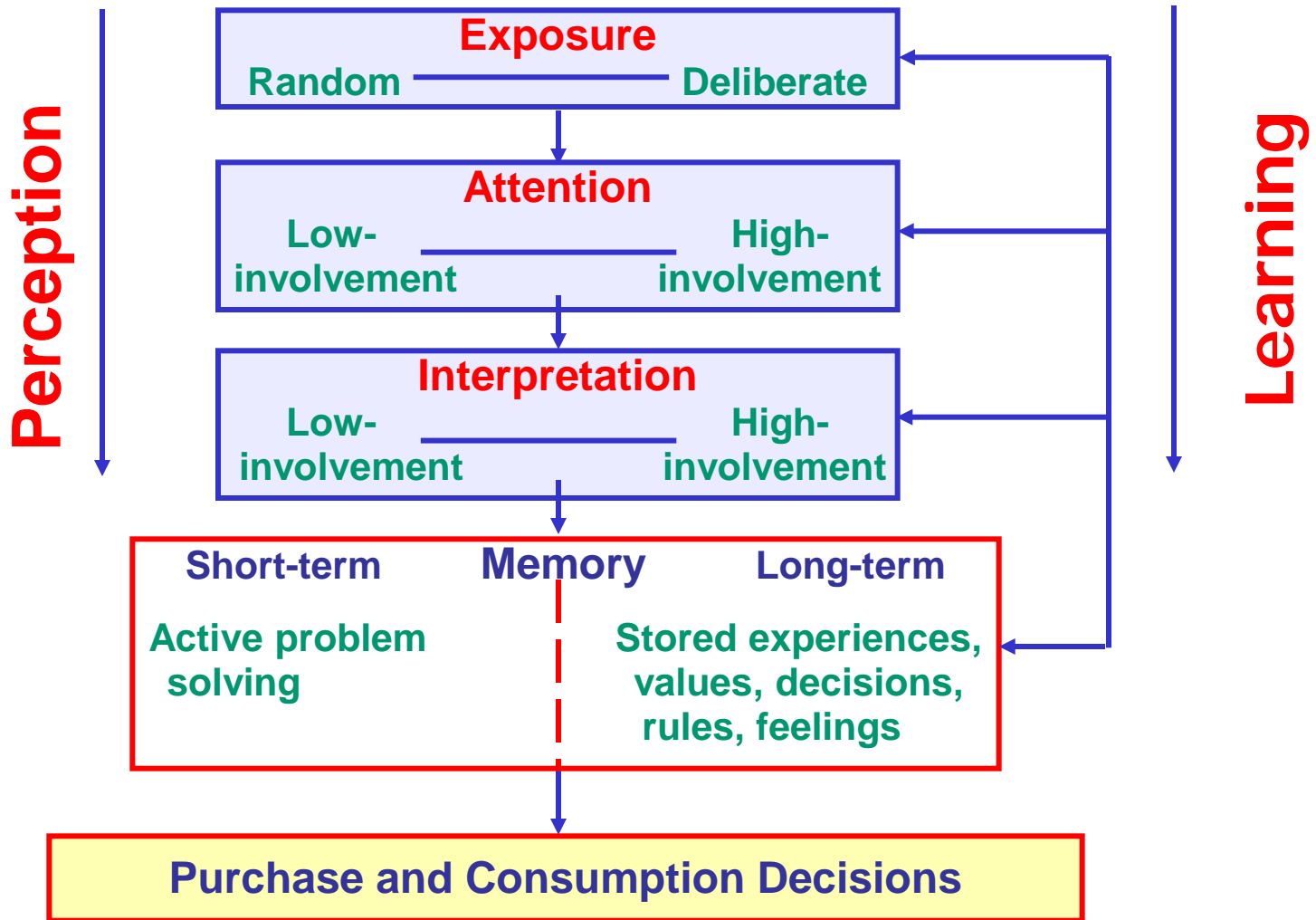
- **Product Differentiation**

# Learning, Memory and Information Processing

- **How Consumers Store, Retain and Retrieve Information**



# Information Processing for Consumer Decision Making



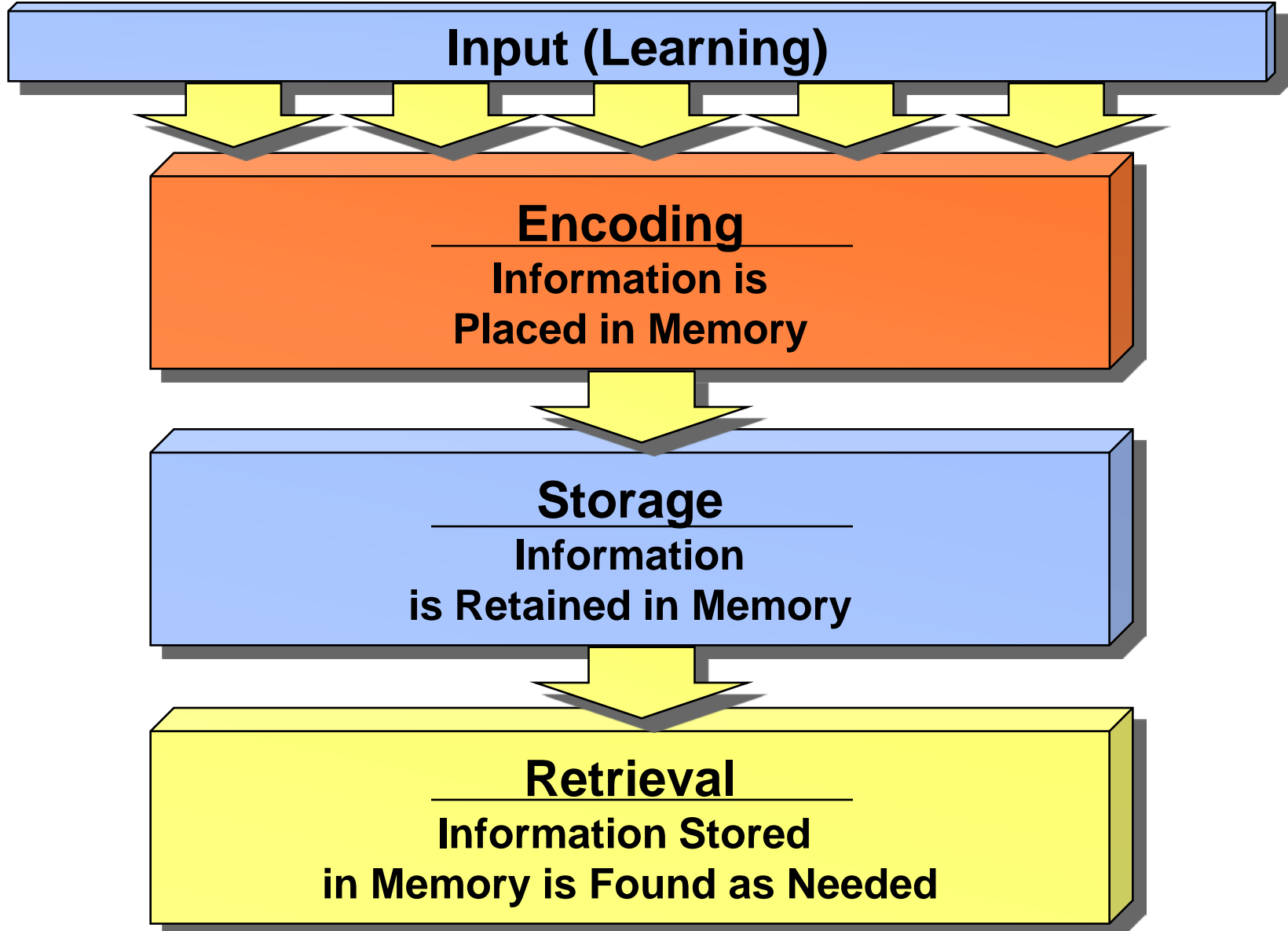
# The Structure of Memory

Memory consists of three storage systems:

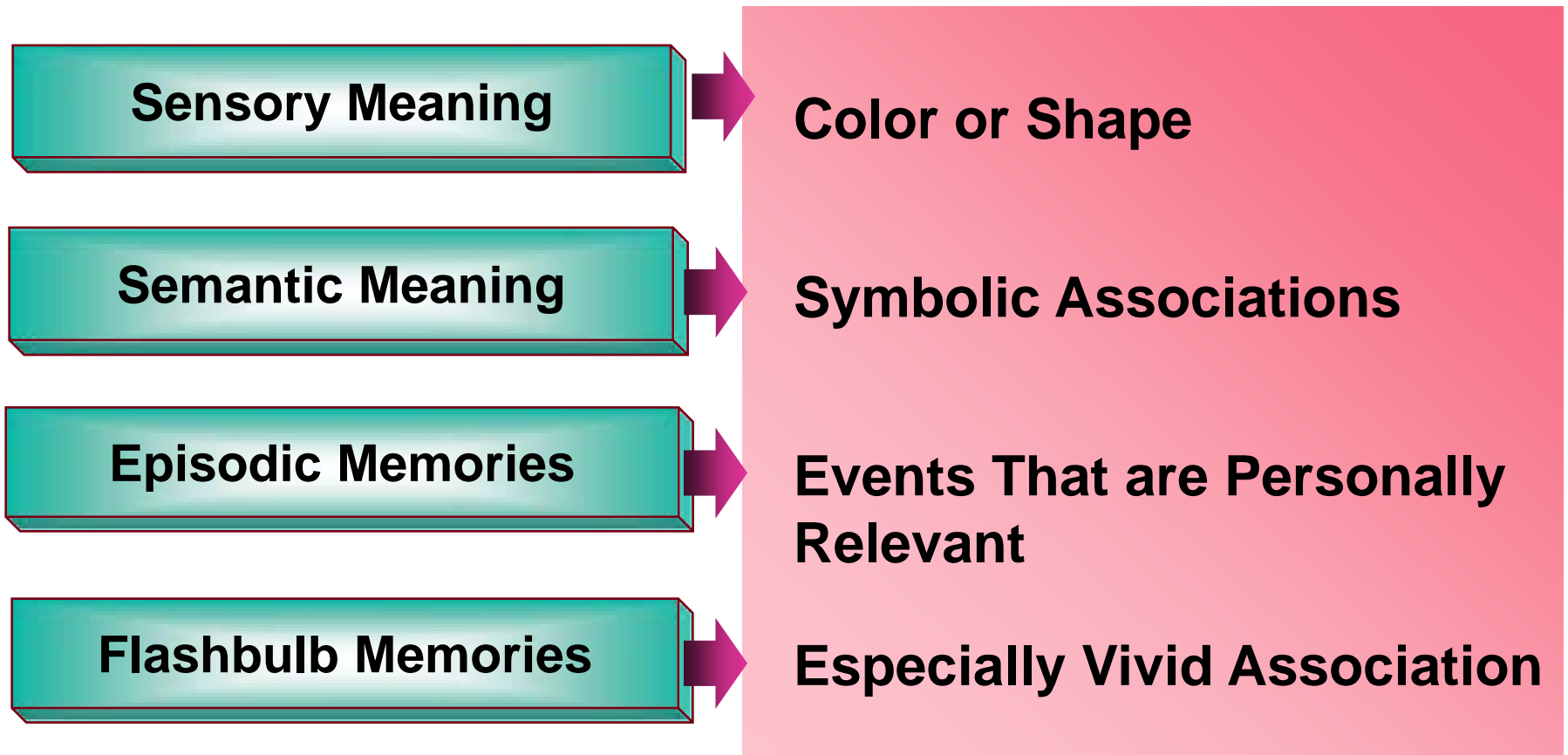
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- **Sensory Memory:** A storage system where incoming data undergo preliminary processing.
- **Short-term Memory:** A storage system that momentarily holds acquired information.
  - If information is significant, it may undergo:
    - Rehearsal
    - Encoding
- **Long-term Memory:** An information warehouse where data are organised and extendedly stored.

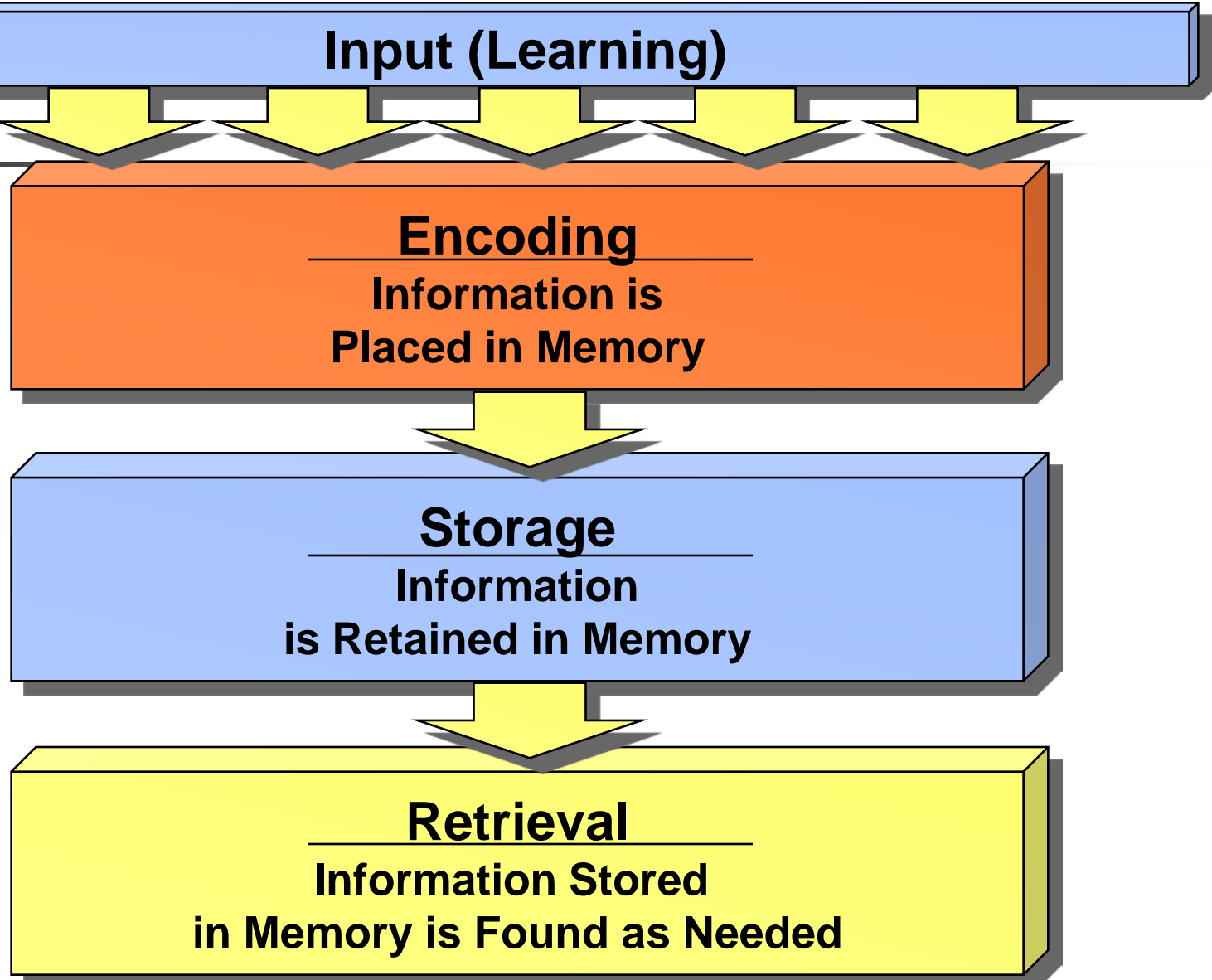
# The Memory Process



# Encoding Information for Later Retrieval



# The Memory Process



# Storing Information in Memory

## ***Activation Models of Memory***

**Short-Term and Long-Term Memory are Interdependent.**

## ***Associative Networks***

**Incoming Information is Organised by Relationships and Stored in Knowledge Structures.**

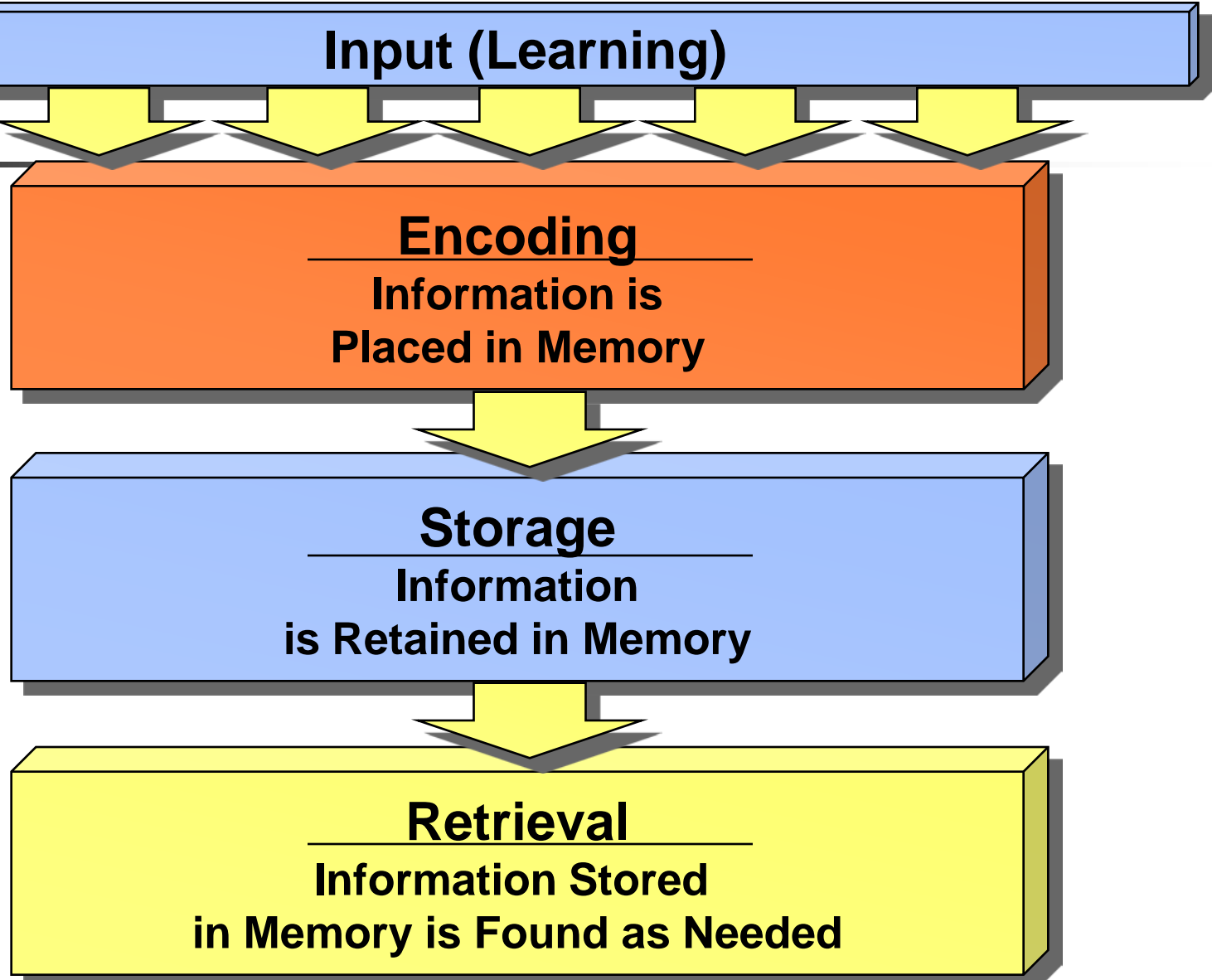
## ***Spreading Activation***

**Allows Consumers to Shift Back and Forth Between Levels of Meaning such as Brands.**

## ***Levels of Knowledge***

**Knowledge is Coded to Produce Meaning Concepts, then Propositions, then Schemas.**

# The Memory Process



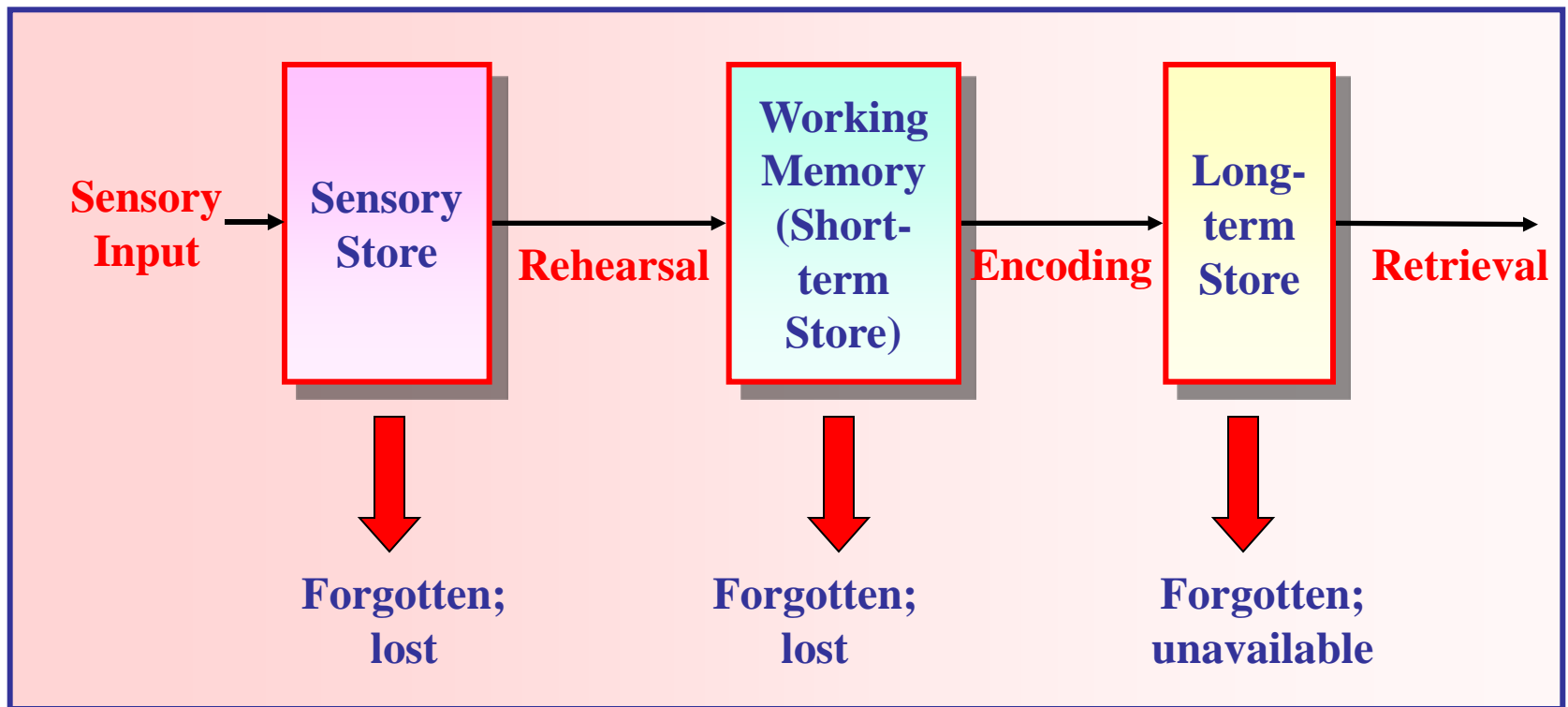


# Information Retrieval, Extinction & Forgetting

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- **Information Retrieval:** Sifting through memory to activate stored information.
- **Forgetting:** When knowledge recedes into the mind's unconscious recesses and cannot be recalled.
- **Retroactive Interference:** When recent learning interferes with recall of previous learning.
- **Proactive Interference:** When prior learning interferes with recall of recent learning.

# Information Processing and Memory Stores Revisited





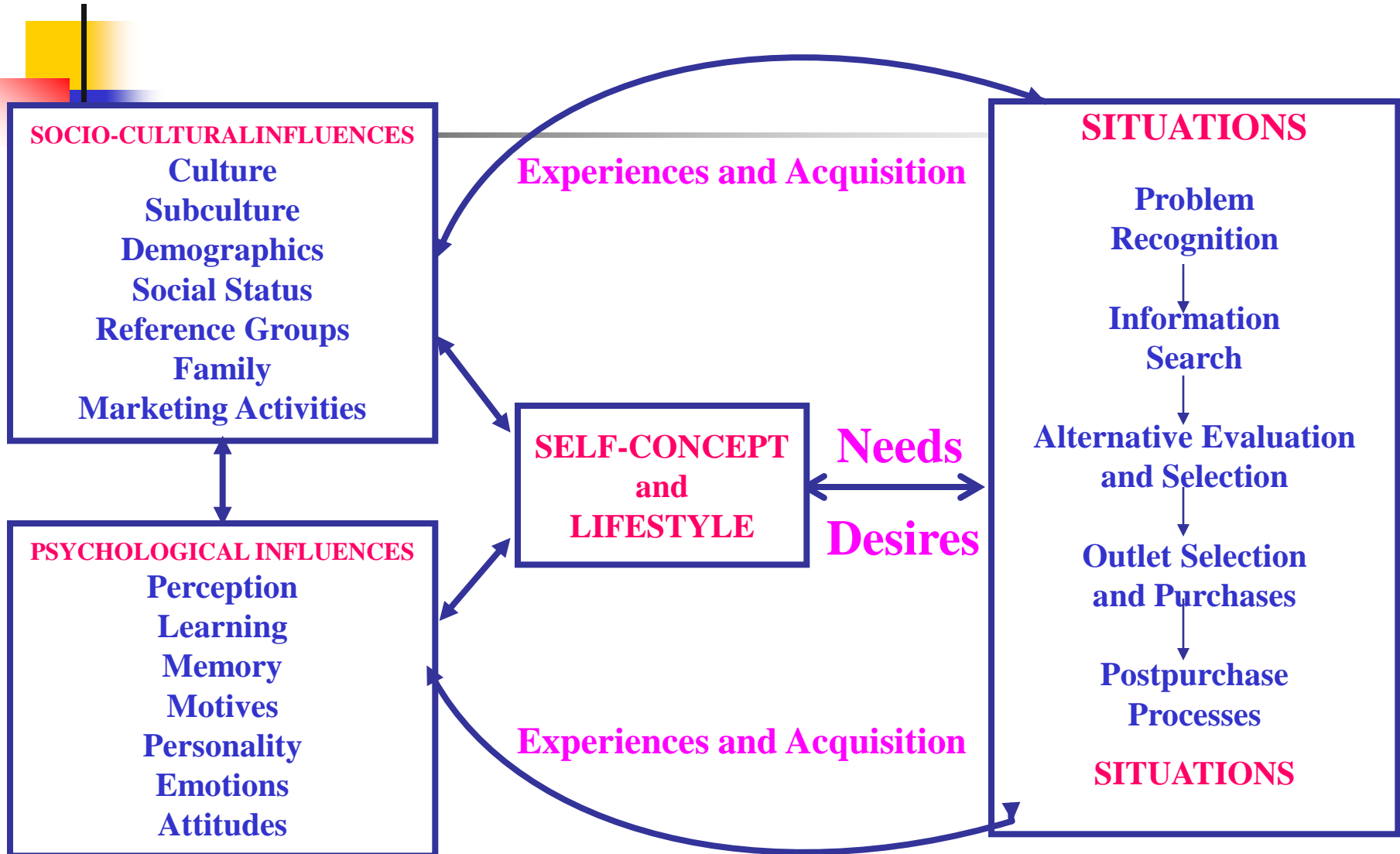
# Session 4: Lecture Outline

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## Consumers As Individual

- **Motivation**
- **Involvement**
- **Emotion**

# Overall Model of Consumer Behaviour




Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney



# What Is Motivation?

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- **A state in which bodily energy is mobilised and directed in a selective fashion toward desirable goals.**
- **Two conditions for a motivated state:**
  - **Arousal**
  - **Direction**



**Motivation** refers to the processes that cause people to behave as they do.

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- Once a need is **aroused**, a state of **tension** exists that **drives** the consumer to attempt to **reduce or eliminate** the need.
- **Needs can be:**
  - **Utilitarian:** a desire to achieve some functional or practical benefit.
  - **Hedonic:** an experiential need, involving emotional responses or fantasies.



# Elements of Motivation

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## Four elements of motivation:

- **Needs:** Internal forces that prompt behaviour toward goal-oriented behaviour.
- **Motives:** A state of tension that pushes the individual to act.
- **Goals:** The sought after objective of motivation.
- **Desires:** Passions that involve longing and wishing for something.



# Classifying Consumer Motivations

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- **Conscious Vs. Unconscious**
- **High Vs. Low Urgency**
- **Positive Vs. Negative Polarity**
- **Intrinsic Vs. Extrinsic**
- **Rational Vs. Emotional**



# Theories of Motivation

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- **Instinct Theories:** Suggest that behaviour is innate
- **Drive Theories:** Suggest that behaviour reflects one's effort to restore physical or psychological equilibrium
- **Arousal Theories:** Suggest that we often seek stimulation and display arousal-seeking behaviour
- **Cognitive Theories:** Suggest that behaviour is a rational act undertaken by intelligent, information-processing individual



# Other Views of Motivation

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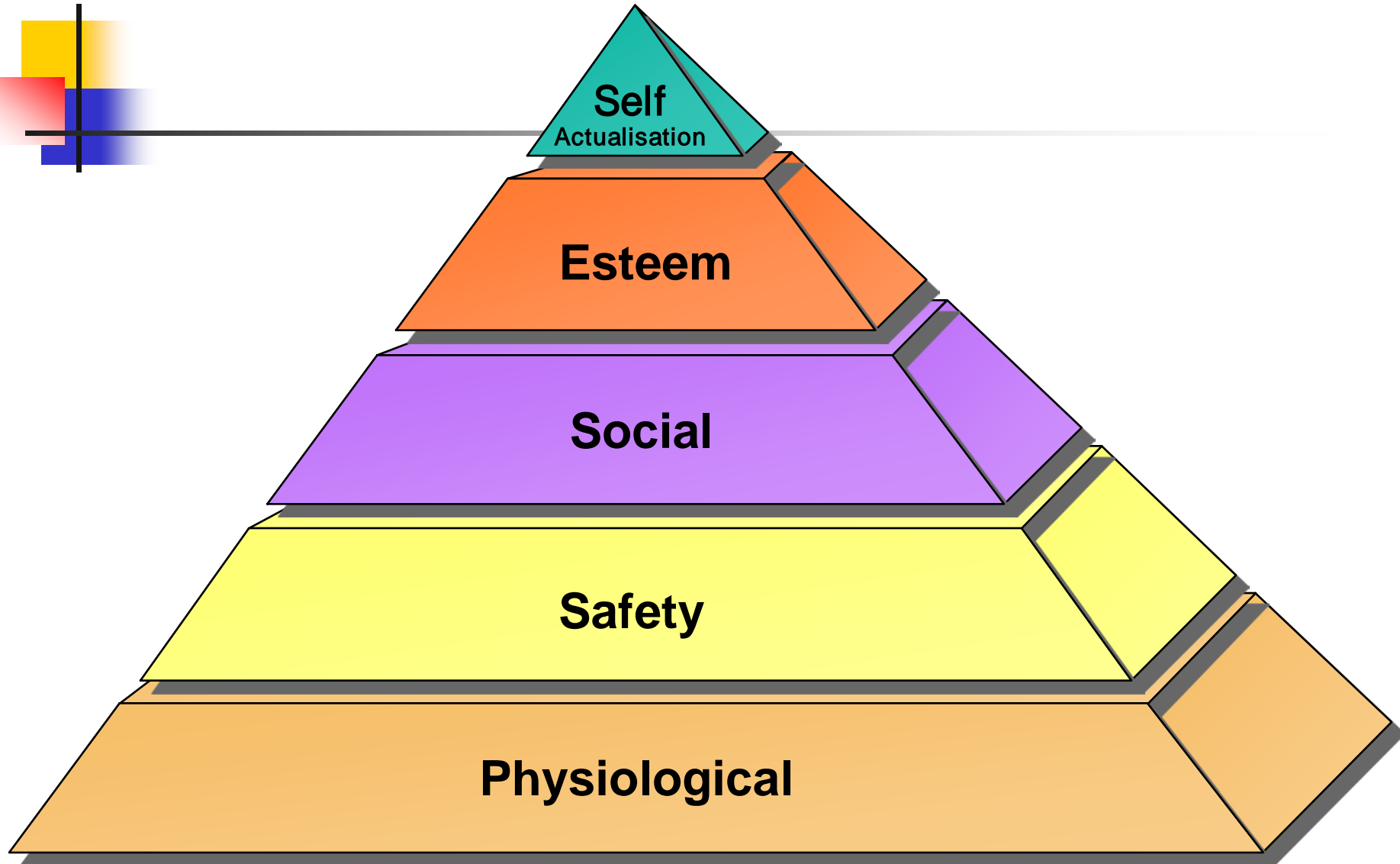
- **Maslow's Hierarchy of Needs**

- Basic needs are ranked in a hierarchy.
- Higher-order needs arise and motivate us only after lower-order needs are satisfied.

- **Social Motivation Theories**

- Murray's instrumental motives (such as harm avoidance).
- McClelland's trio of needs (power, affiliation, and achievement).
- McGuire's internal (nonsocial) and external (social) needs.

# Maslow's Hierarchy of Needs





# Other Views of Motivation

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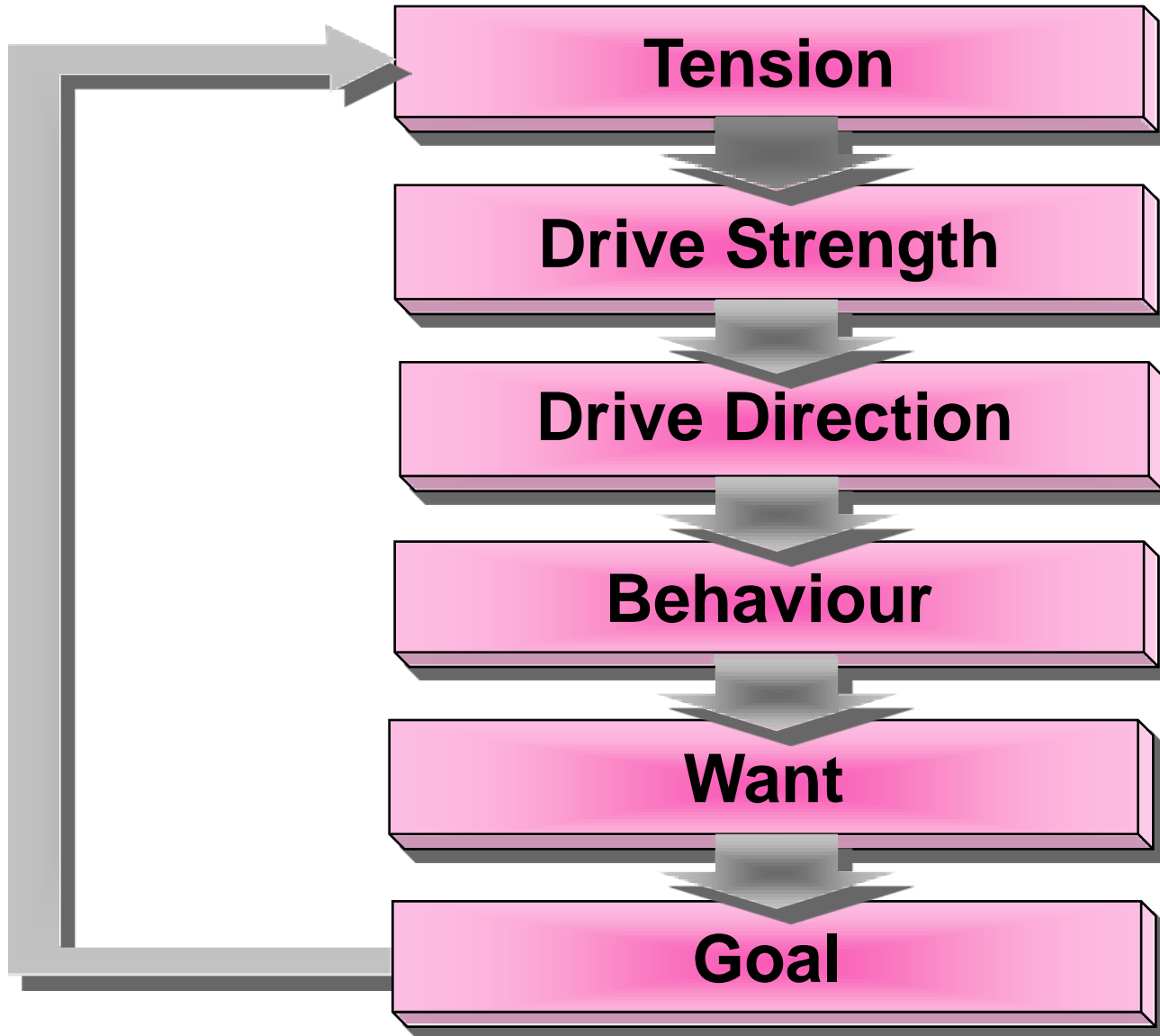


# McGuire's Psychological Motives

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- **Need for Consistency**
- **Need for Novelty**
- **Need for Independence**
- **Need for Modeling**
- **Need for Self-Expression**
- **Need for Ego-Defense**
- **Need for Reinforcement**

# Motivation Process



# Motivational Strength

The Degree to Which a Person is Willing to Expend Energy to Reach One Goal as Opposed to Another.

## Biological Vs. Learned Needs

### Drive Theory

Focuses on Biological Needs that Produce Unpleasant States of Arousal, i.e. Hunger.

**Homeostasis:** Behavior Which Tries to Reduce or Eliminate This Unpleasant State and Return to Balance.

### Expectancy Theory

Behaviour is Largely Pulled by Expectations of Achieving Desirable Outcomes - Positive Incentives - Rather Than Pushed From Within.

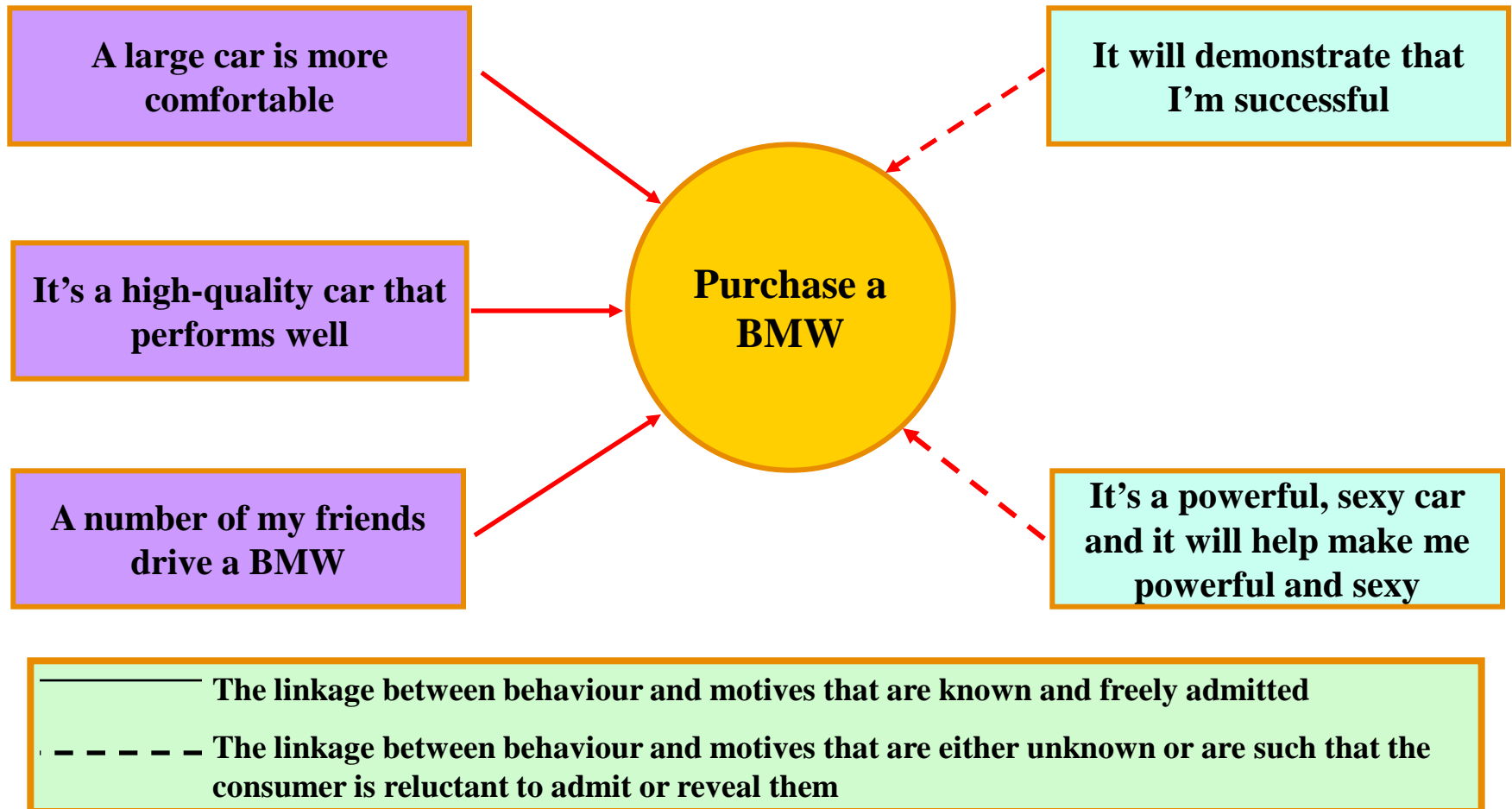


# Motivation: Socially-constructed?

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- **Human motivation**
  - The interaction between events and things in the social world and interpretations of those events and things in people's minds.
- **Consumers' perceptions of social and cultural situations shape their desires and goals for action.**

# Latent and Manifest Motives In a Purchase Situation



# Motivational Conflict

- Situations where multiple contradictory needs simultaneously act upon an individual.
- Lewin's 3 types of motivational conflict:



Buy a new car

Approach-Approach

Go on an extended vacation



Buy a new house

Approach-Avoidance

Incur a huge mortgage



Surrender your driver's license for speeding

Avoidance-Avoidance

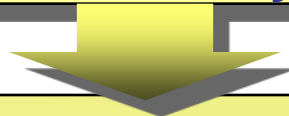
Pay B 400 to keep your license



# Consumer Involvement

## Involvement

The Level of Perceived Personal Importance  
and/or Interest Evoked by a Stimulus



## Involvement

The Motivation to Process Information



## Levels of Involvement



**Simple Processing**

**Elaboration**



# Consumer Involvement

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- **Cognitive involvement**
  - involvement that includes heightened thinking and processing of information about the goal object.
- **Affective involvement**
  - involvement that includes heightened feelings and emotional energy.
- **Enduring involvement**
  - represents the long-term interest that a consumer has in a product class.
- **Situational involvement**
  - temporary interest in a purchase or consumption process.

# The Many Faces of Involvement

## **Product**

Related to a Consumer's  
Level of Interest in  
a Particular  
Product.

## **Message-Response**

Refers to a Consumer's  
Interest in Processing  
Marketing  
Communications.

## **Ego-Involvement**

Refers to the Importance  
of a Product to a  
Consumer's  
Self-Concept.



# Marketing Implications of Different Levels of Involvement

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## High-Involvement Purchase and Consumption

- Complex purchase process by highly involved consumers
- Attention is increased and more importance is attached to the stimulus object.

## ■ Low-Involvement Purchase and Consumption

- Minimal decision making for low-involvement products
- Attention is low and less importance is attached to the stimulus object

# Strategies to Increase Involvement



**Build a Bond With the Consumer**

**Appeal to Hedonic Needs**



**Increasing Consumers' Attention**

**Include Celebrity Endorsers**

**Use Novel Stimuli**



**Use Prominent Stimuli**





# Low-Involvement Marketing Strategies

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**Strategies that increase consumers' involvement with a product or brand over a short period or for longer period**

- Use creative marketing strategies, such as effective advertising or product usage campaigns
- Link low-involvement products with high-involvement issues
- Adapt the advertising medium to the product category.
- Promote the product in a high-involvement medium (e.g., the Web) instead of a low-involvement medium (e.g., radio)
- Use extensive distribution networks, clever in-store displays.

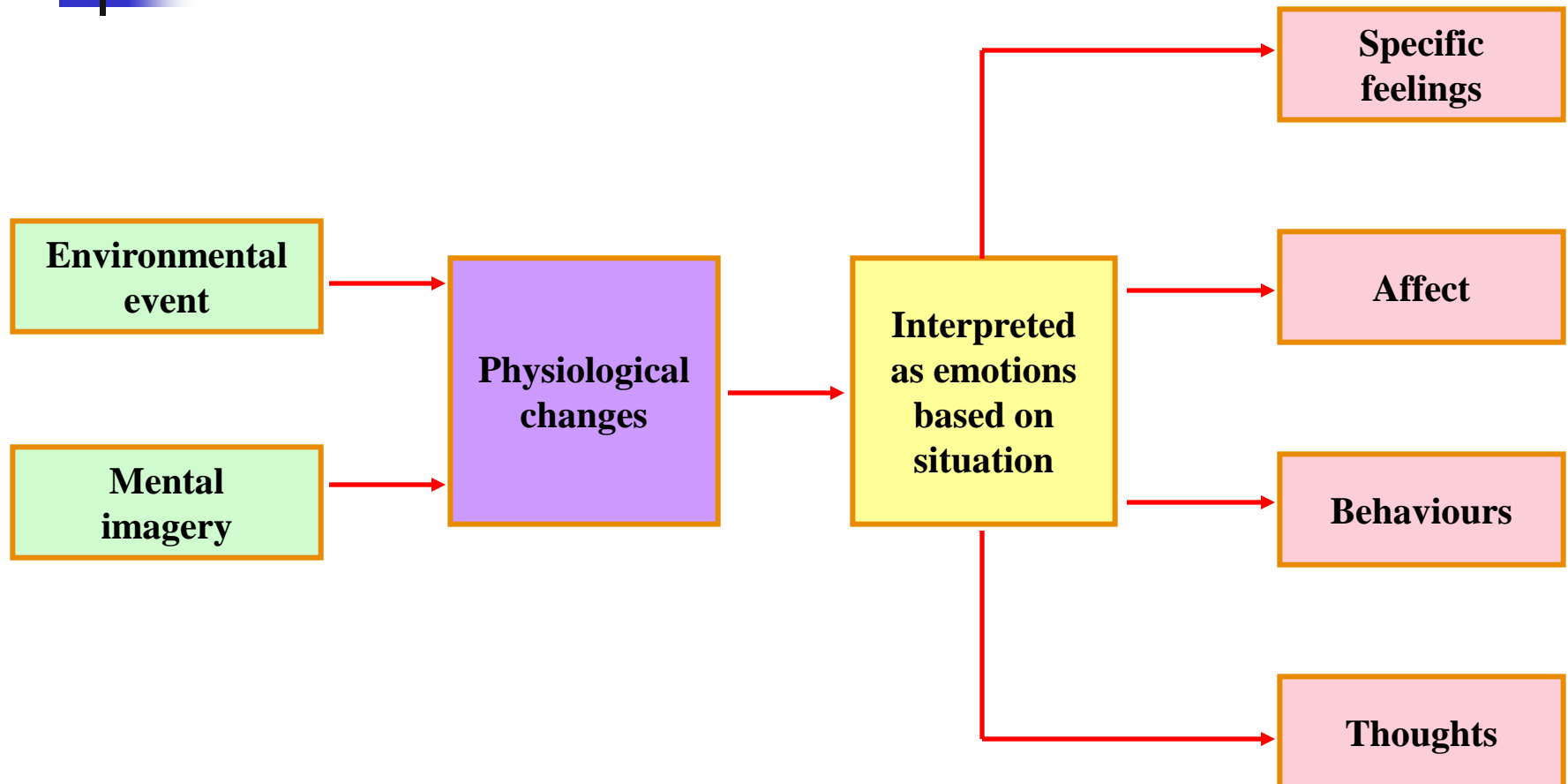


# Emotions

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- **Emotions: Feeling states such as joy, love, sorrow, fear, and anger.**
- **Significance to consumer behavior:**
  - **A product's emotional value represents a major part of the appeal in product acquisition.**
  - **Stirring consumers' emotions is a powerful promotional strategy.**

# Nature of Emotions



# Emotion Versus Mood

- **Mood:** A temporary feeling state or frame of mind as in being in a good or bad mood.
- **Significance to consumer behaviour:**
  - Mood influences whether or not we shop
  - Mood influences the way we respond to shopping environments and cues.
  - Mood influences consumers' flexibility.





# Emotion-Related Concepts

---

- **Bonding**

- Involve connecting the consumer and the product through an emotional tie.
- Consider the connection: Individuals, red roses, and love.

- **Expression of Emotions**

- Bodily and facial expressions serve as social signals of a person's emotions.

# **C Consumer Fun & F Fantasies**



# Consumer Fantasy

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- **Theme Parks**
- **Theme Restaurants**
- **Movies**
- **Novels**
- **Picture Studio**
- **Etc.**



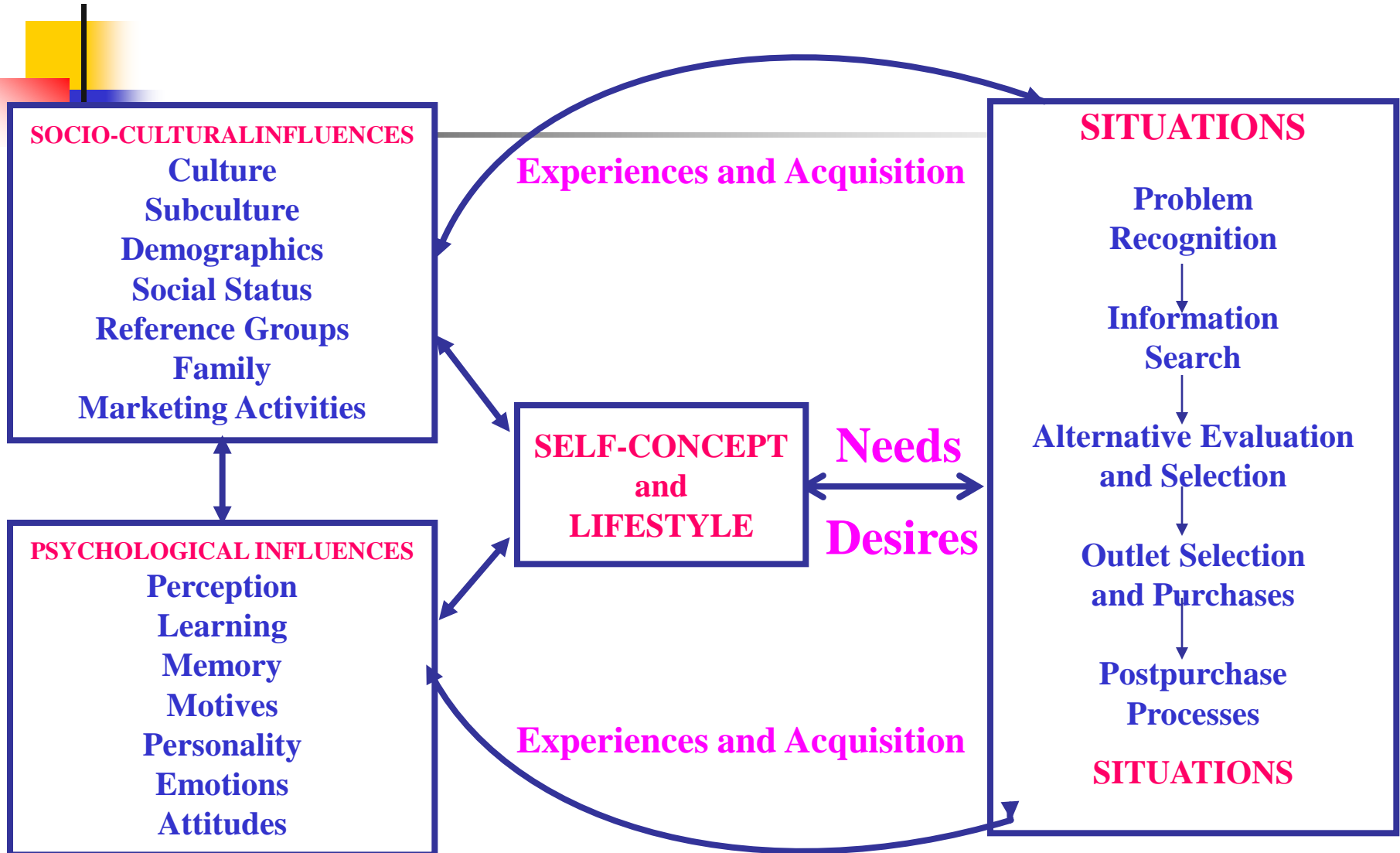
# Session 5: Lecture Outline

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## Consumers As Individual

- **Attitudes**
- **Attitude Change**

# Overall Model of Consumer Behaviour





# Overview

---

- **Consumers make choices every day.**
- **Some brand choices consumers make are relatively simple; in other situations, consumers make brand choices that require extensive information search and difficult choices.**
- **Attitudes are key internal factors that shape individual consumer choices.**

# Consumer Attitudes and Attitude Models

## Attitude

- a way to summarise consumers thoughts, feelings, and actions.
- **Attitude models**
  - provide a description of how consumer information processing, including cognitions and emotions, influence consumer choice processes.



# What Are Attitudes?

---

- **Learned predispositions to respond in a consistent manner to a given object**
- **This definition reveals that attitudes are:**
  - **Learned**
  - **Consistent**
  - **Responsive**



# Attitude Components

---

- **Cognition**

- the beliefs a consumer has about an attitude object

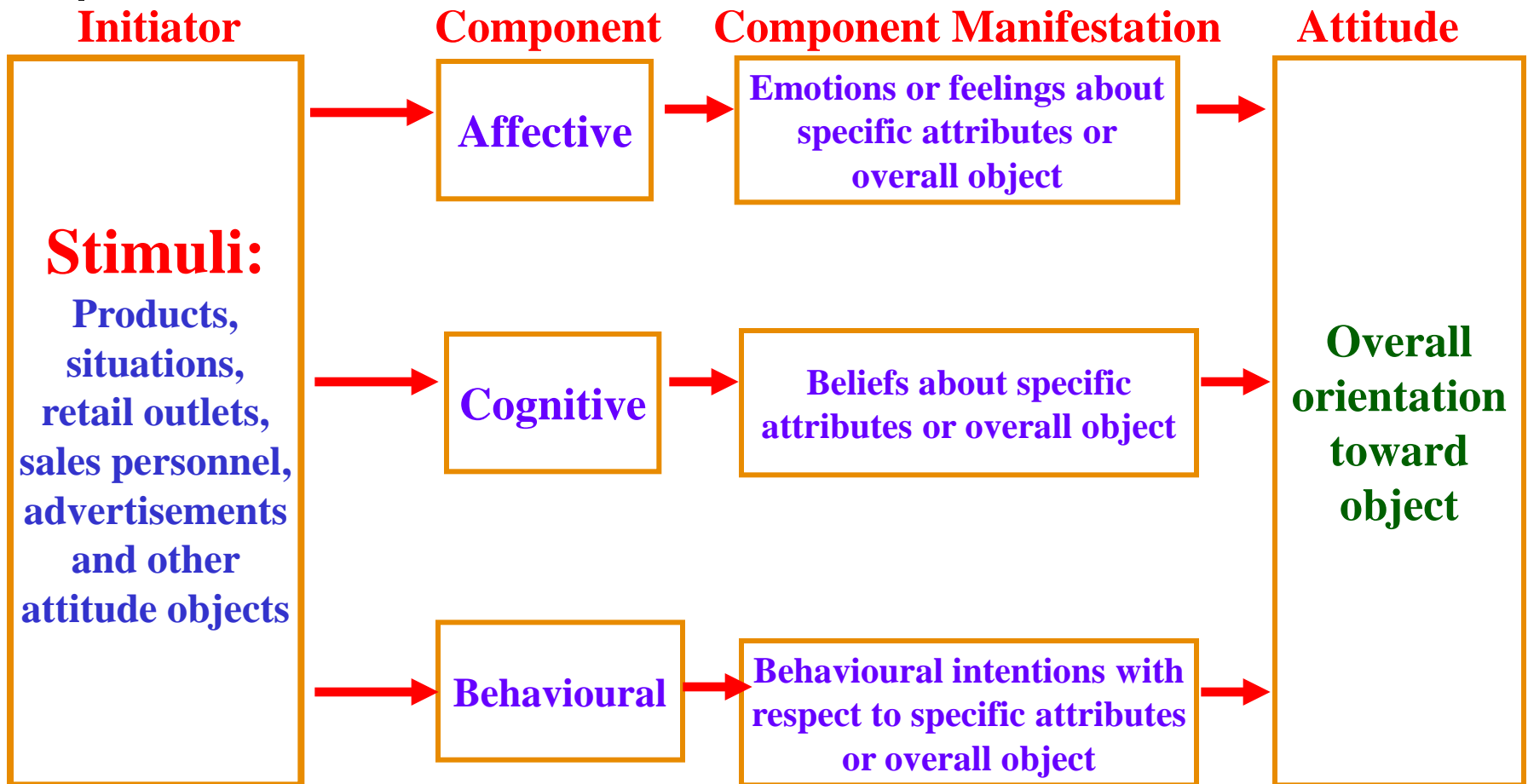
- **Affect**

- the way a consumer feels about an attitude object

- **Behaviour**

- the person's intentions to do something with regard to an attitude object

# Attitude Components and Manifestations





# Dimensions of Attitudes

---

- **Valence:** An attraction or repulsion felt toward an attitude object.
- **Intensity:** The magnitude of one's feelings toward an attitude object.
- **Centrality:** Closeness of the attitude to one's core values and beliefs.



# Sources of Attitudes

---

- **Personal Experience with Objects**
- **Social Interaction**
- **Exposure to Mass Media**



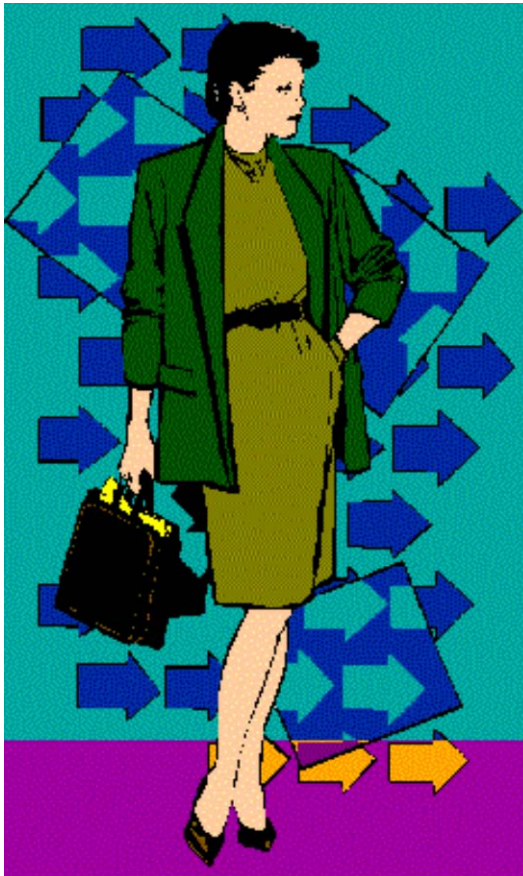
# The Functions of Attitudes

---

Functional theory of attitudes – *help consumers cope with their environments.*

- **Utilitarian Function**
- **Ego-defensive Function**
- **Value-expressive Function**
- **Knowledge Function**
- **Social-adjustment Function**

# Basic Attitude Perspectives

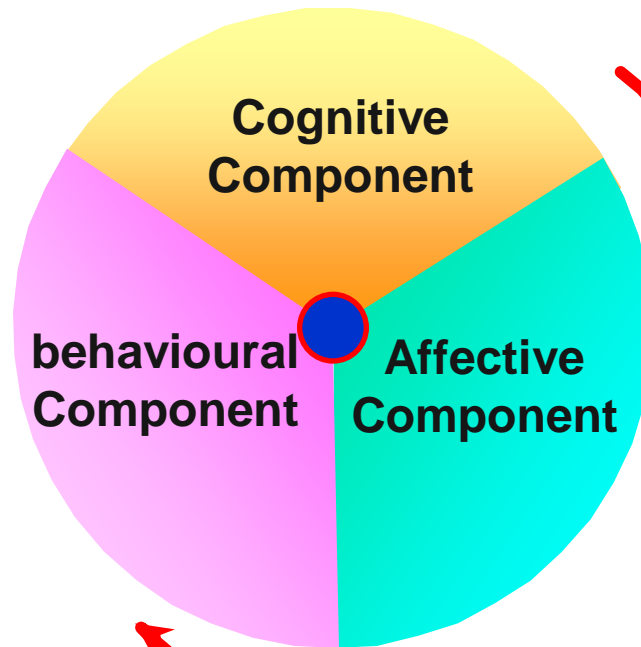


- **The Traditional Model**
- **The Multi-attribute model**
- **The Theory of Reasoned Action**
- **Theories of Goal Pursuit and Trying**

# The Traditional Model of Attitudes

**Cognitive Component**  
What we think we know  
about an attitude object

**Behavioural Component**  
Our action  
tendency  
toward  
an attitude  
object



Leads to

**Affective Component**  
Our positive  
or negative  
reaction to  
an attitude object

Leads to



# But...

---

- **Can cognition lead to affection then behaviour?**
- **Can affection lead to cognition then behaviour?**
- **Can behaviour lead to cognition then affection?**
- **Can behaviour lead to affection then cognition?**



# The Multi-Attribute Model of Attitudes

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- **An attitude object can have a number of attributes that differ in importance to the same person.**
- **Attitude is a function of**
  - **Attitudes on each attribute**
  - **Importance of each attribute**

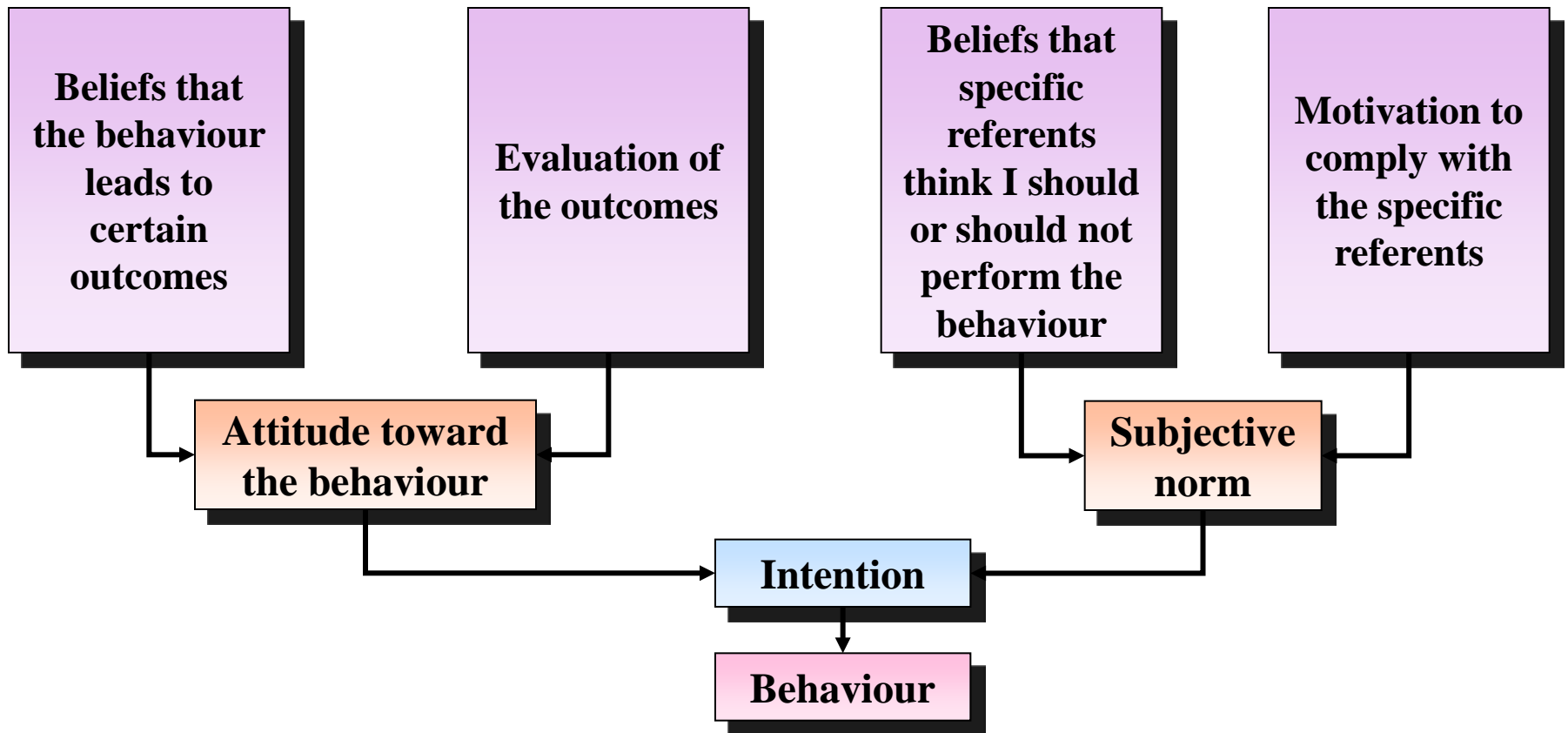


# The Theory of Reasoned Action

---

- Behaviour is determined by a person's intention to behave.
- According to this view, behaviour is influenced by two factors:
  - **Attitude-toward-the-behaviour:** One's overall appraisal of an act.
  - **Subjective Norms:** One's beliefs regarding significant others' reaction to the behaviour.

# A Simplified Version of the Theory of Reasoned Action





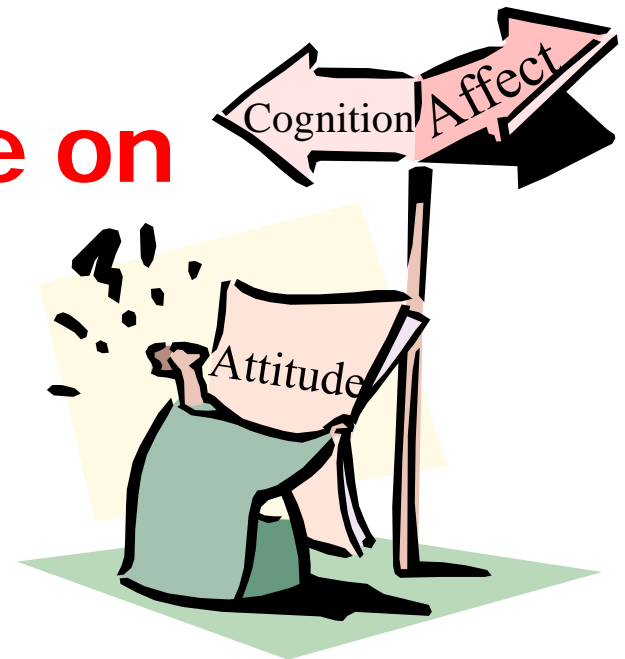
# Theories of Goal Pursuit and Trying

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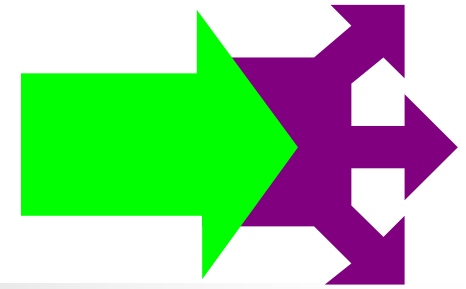
- **Uncertainty of goal achievement reduces behaviour to a mere trying to achieve a goal.**
- **Trying is influenced by:**
  - **Attitudes toward the consequences of succeeding to achieve.**
  - **Attitudes toward the consequences of failing to achieve.**
  - **Attitudes toward the process of goal achievement.**

# Issues in Attitude Formation

- How attitudes are learned
- Sources of influence on attitude formation
- Personality factors

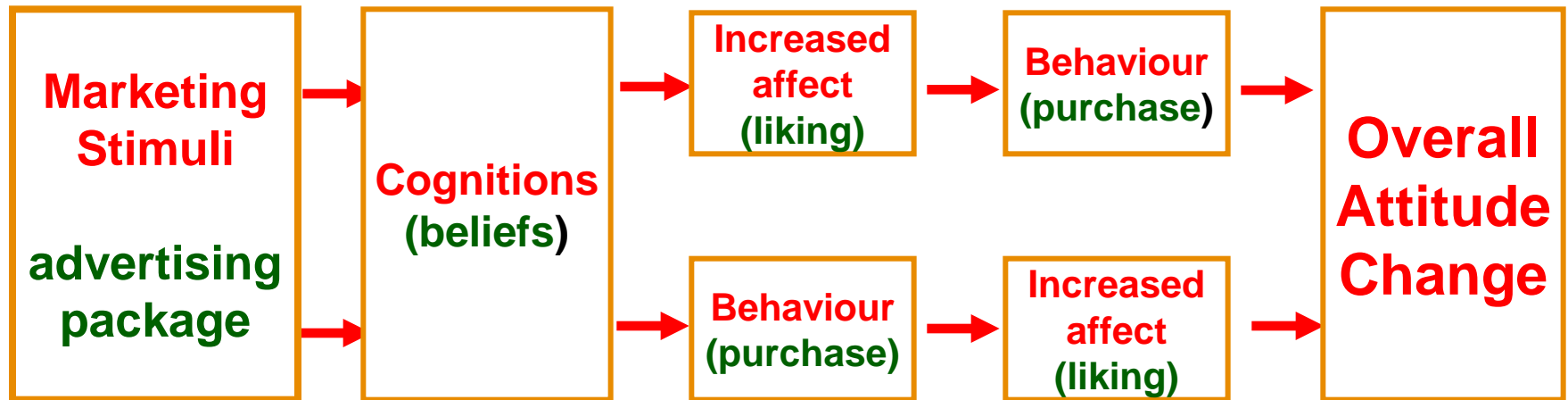


# Strategies of Attitude Change

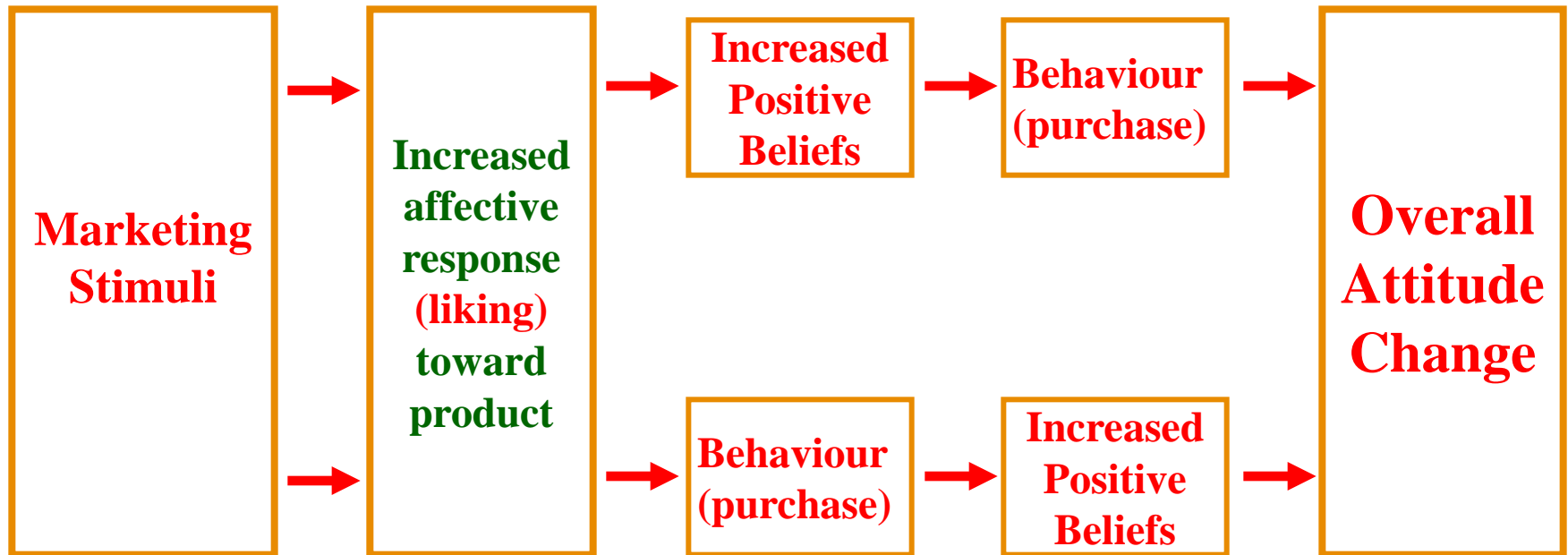


- **Changing the Basic Motivational Function**
- **Associating the Product With a Special Group, Event, or Cause**
- **Resolving Two Conflicting Attitudes**
- **Altering Components of the Multi-attribute Model**
- **Changing Beliefs About Competitors' Brands**

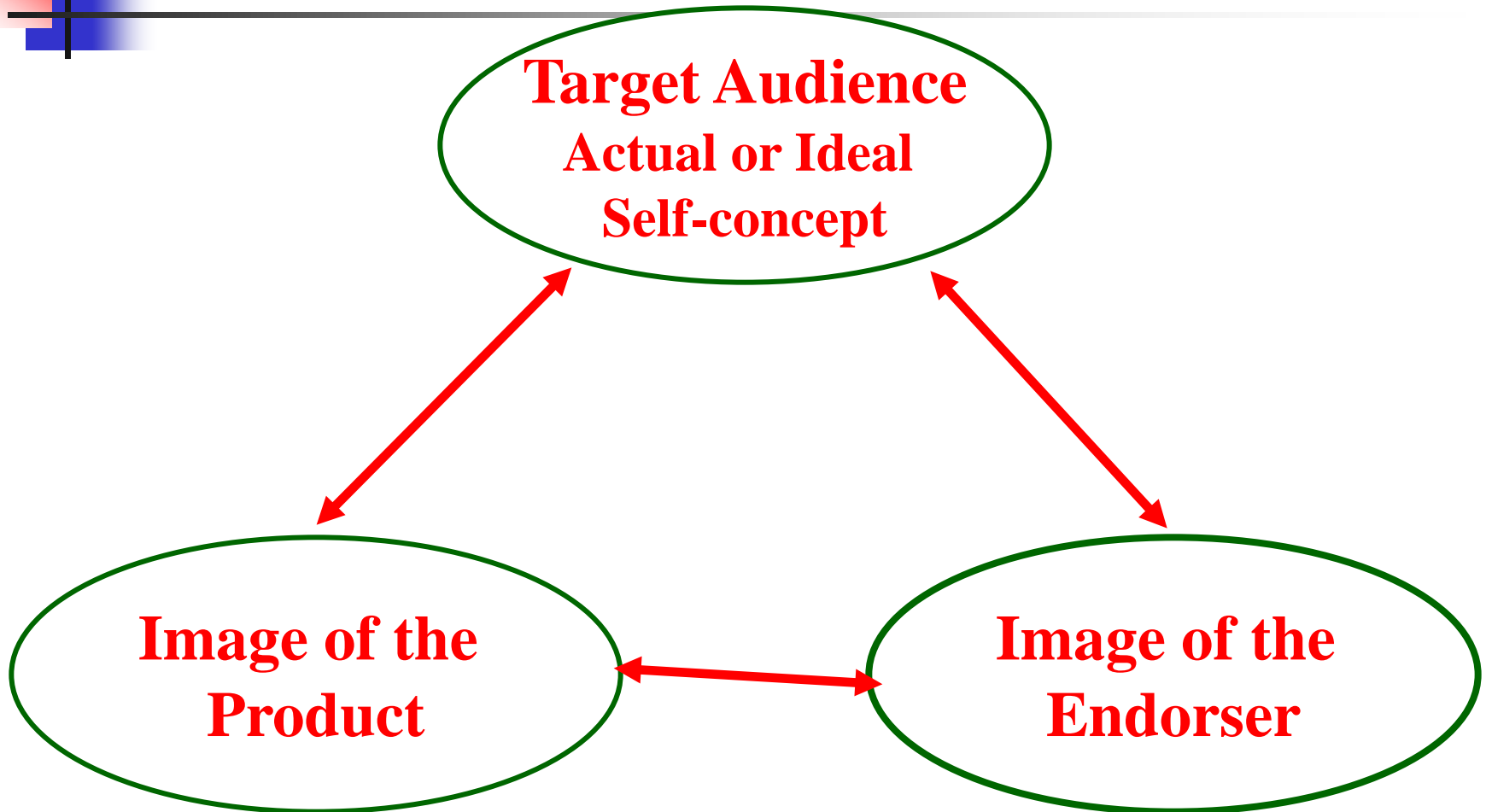
# Attitude Change Strategy Focusing on Cognitions



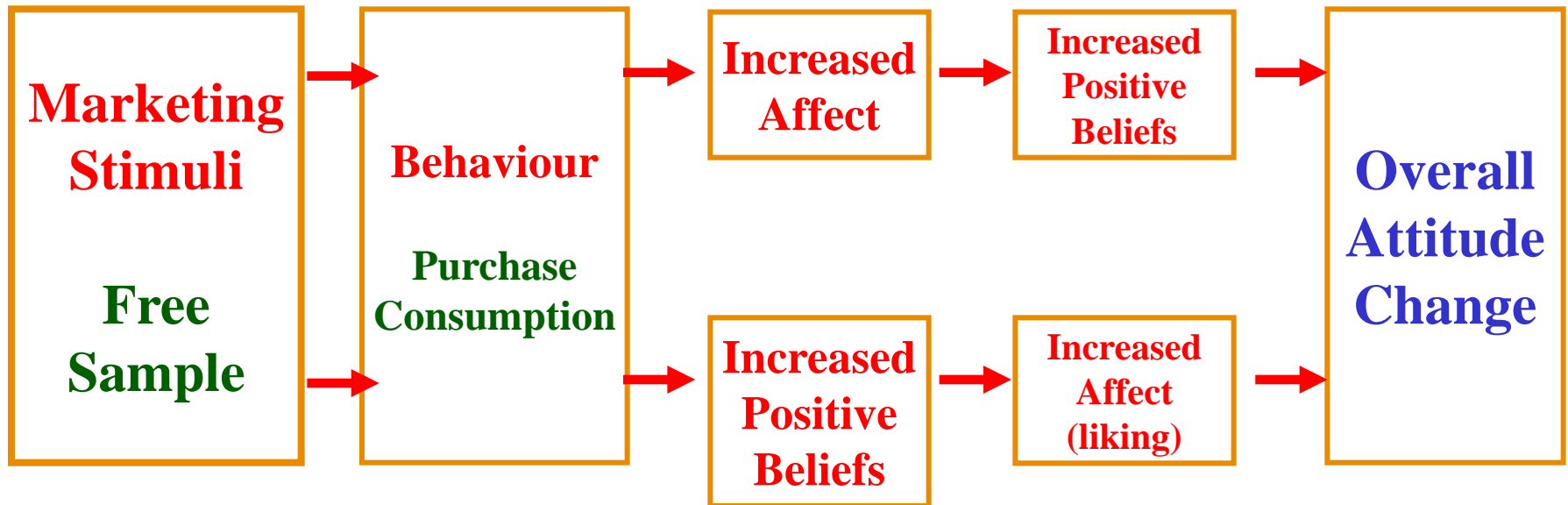
# Attitude Change Strategy Focusing on Affect



# Matching Endorser with Product and Target Audience



# Attitude Change Strategy Focusing on Behaviour



# Approaches to Achieving Attitude Change

- **Two frequently employed approaches are:**
  - **Cognitive Consistency Theories**
  - **Information-Processing Theories**



# The Cognitive Consistency Approach



---

## ■ Cognitive Consistency

- We strive to maintain congruity between our beliefs, emotions, and behaviour.

## ■ Cognitive Dissonance

- Inconsistencies between our beliefs and behaviour cause psychological tension.
- To change consumers' attitudes, a cognitive dissonance state is created by marketers.



# Information-Processing: Attitude Change Strategies

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## Add Information...

- Making comparisons against competition
- Emphasising brand attributes
- Adding new attributes
- Providing knowledge of alternatives or consequences
- Changing the relative value of attributes



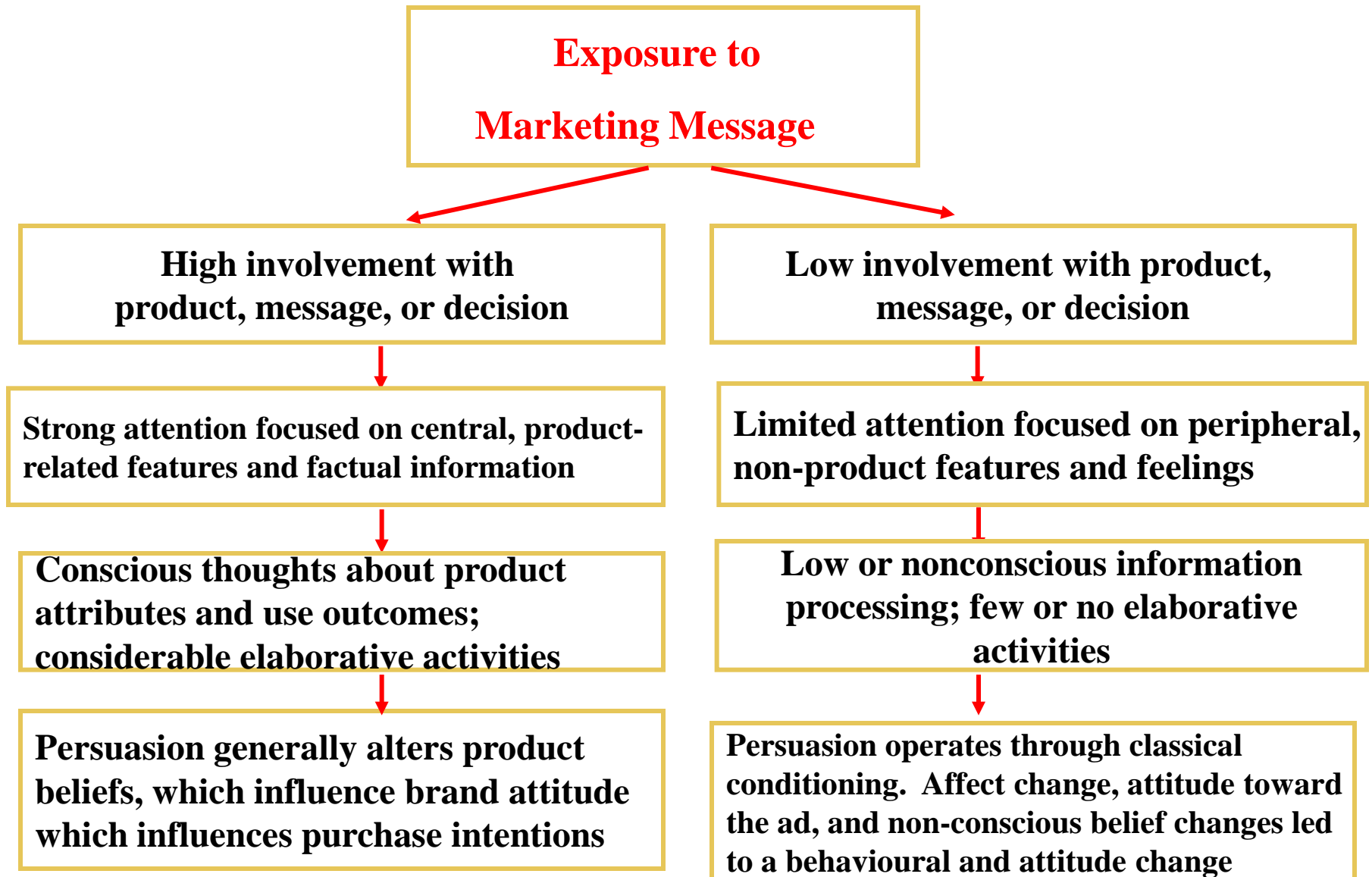
# Consumer Reactions to Attitude-Change Strategies

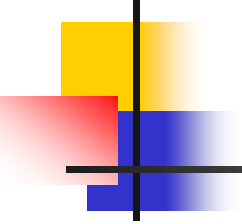
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## The Elaboration-Likelihood Model

- **The degree to which we elaborate on a message depends on its relevance to us.**
- **Two routes to persuasion:**
  - **The Central Route:** Consumers under high involvement conditions diligently process message information.
  - **The Peripheral Route:** Consumers under low involvement conditions act as cognitive misers.

# ELABORATION LIKELIHOOD MODEL



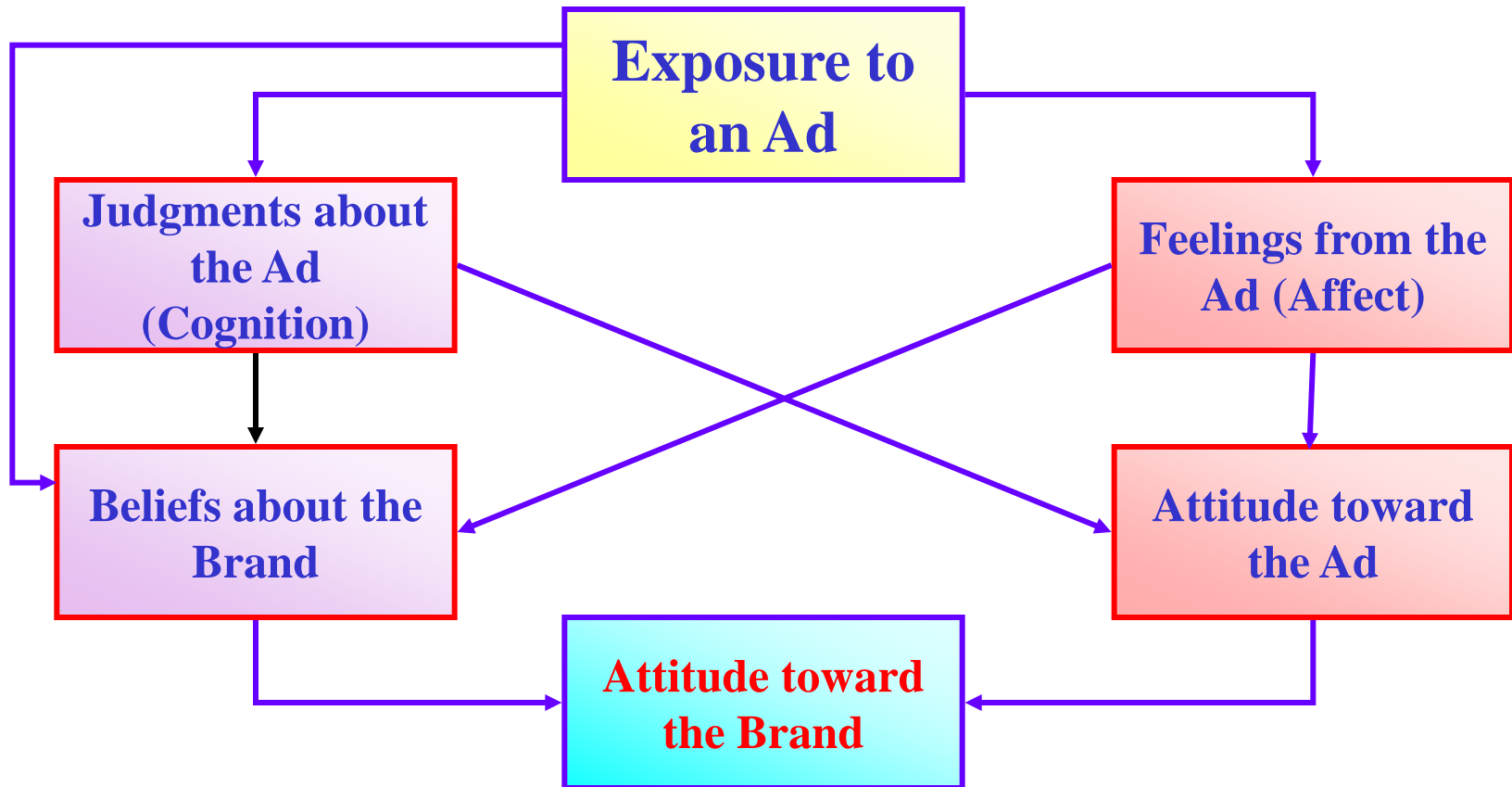


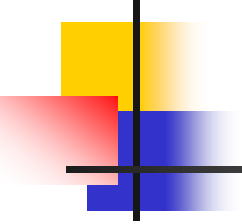
# Attitude-Toward-the-Ad Models

---

- **Focus on advertising's influence on attitude toward a product**
- **Attitude is a function of**
  - **attitude-toward-the-ad**
  - **attitude toward the product's attributes**

# A Conception of the Relationship among Elements in an Attitude-toward-the-Ad Model





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**What about  
attitude towards  
the store (and etc.)?**



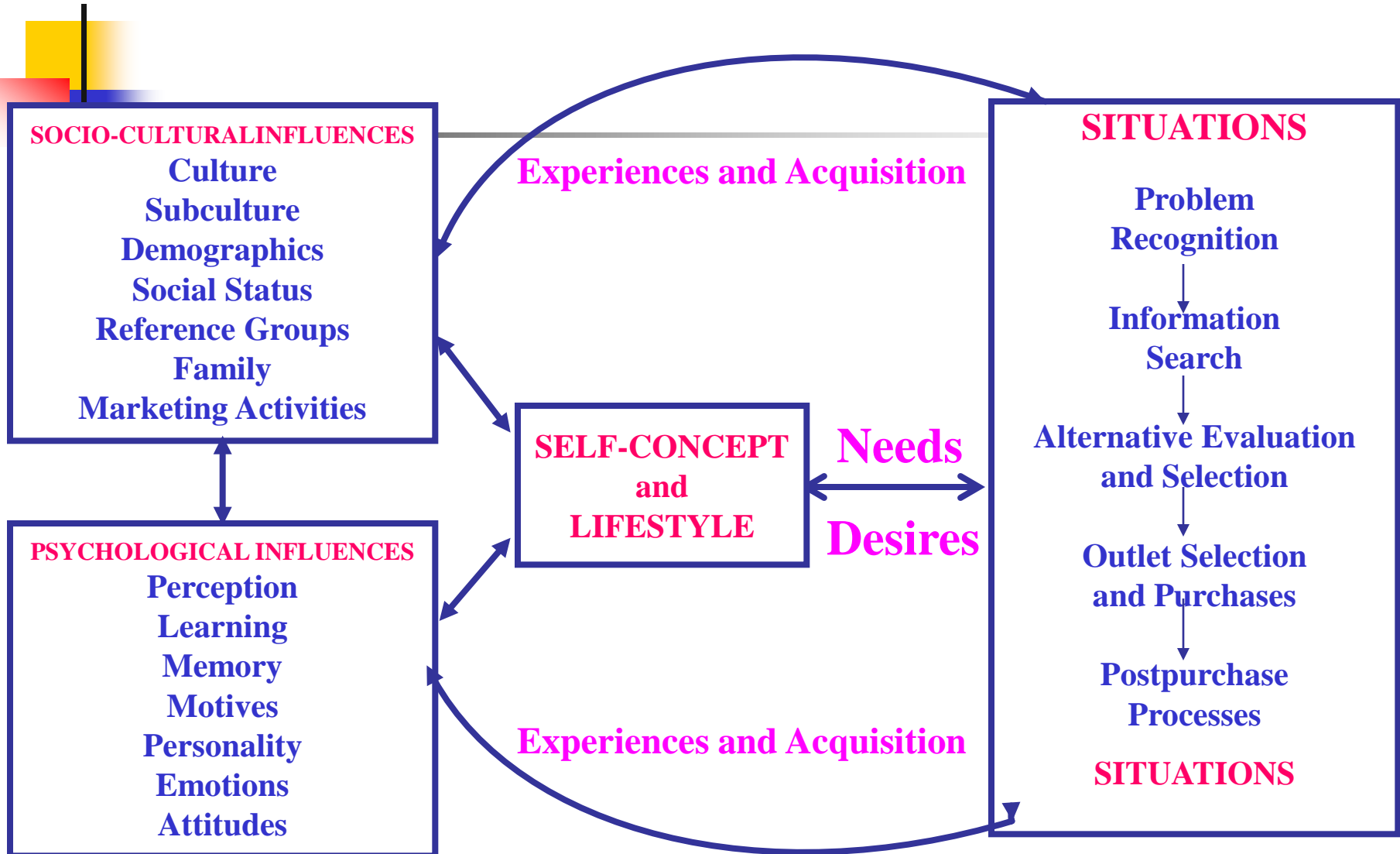
# Session 6: Lecture Outline

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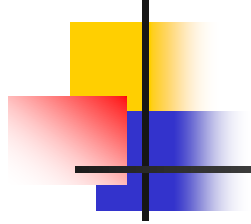
## Consumers As Individual

- **The Self: The Traditional View**
- **The Self: An Alternative View**
- **Personality**

# Overall Model of Consumer Behaviour



Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney



---

# Self-Concept: The Traditional View



# The Self-Concept

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- **The sum total of an individual's beliefs and feelings about him or herself.**
- **Actual Self vs. Ideal Self**
- **Private Self vs. Social Self**

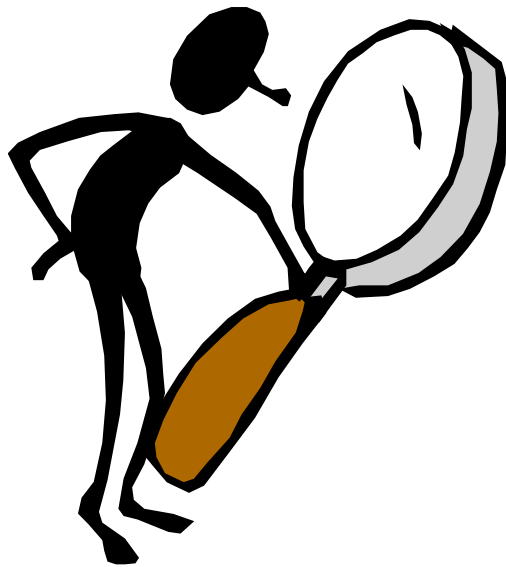


# Interactive Sources of Selfhood

---

- **Significant Others**
  - individuals with whom we interact in various kinds of role relations, are crucial in the formation of our self.
- **Materials and Objects**
  - the physical environment that we rely on for survival and the technologies that support and mediate our social relations affect the development of our self.
- **Ideas, Beliefs and Values**
  - ideology and religious beliefs influence the way we perceive and respond to our social and physical environment

# Self Concept



- ***Intrapersonal Processes***
  - including information processing, affect and motivation
- ***Interpersonal Processes***
  - including social perception, choice of situation, partner, interaction strategy and reaction to feedback

# Different Self-Concepts

**Private**

**Actual Self-  
Concept**

**Ideal Self-Concept**

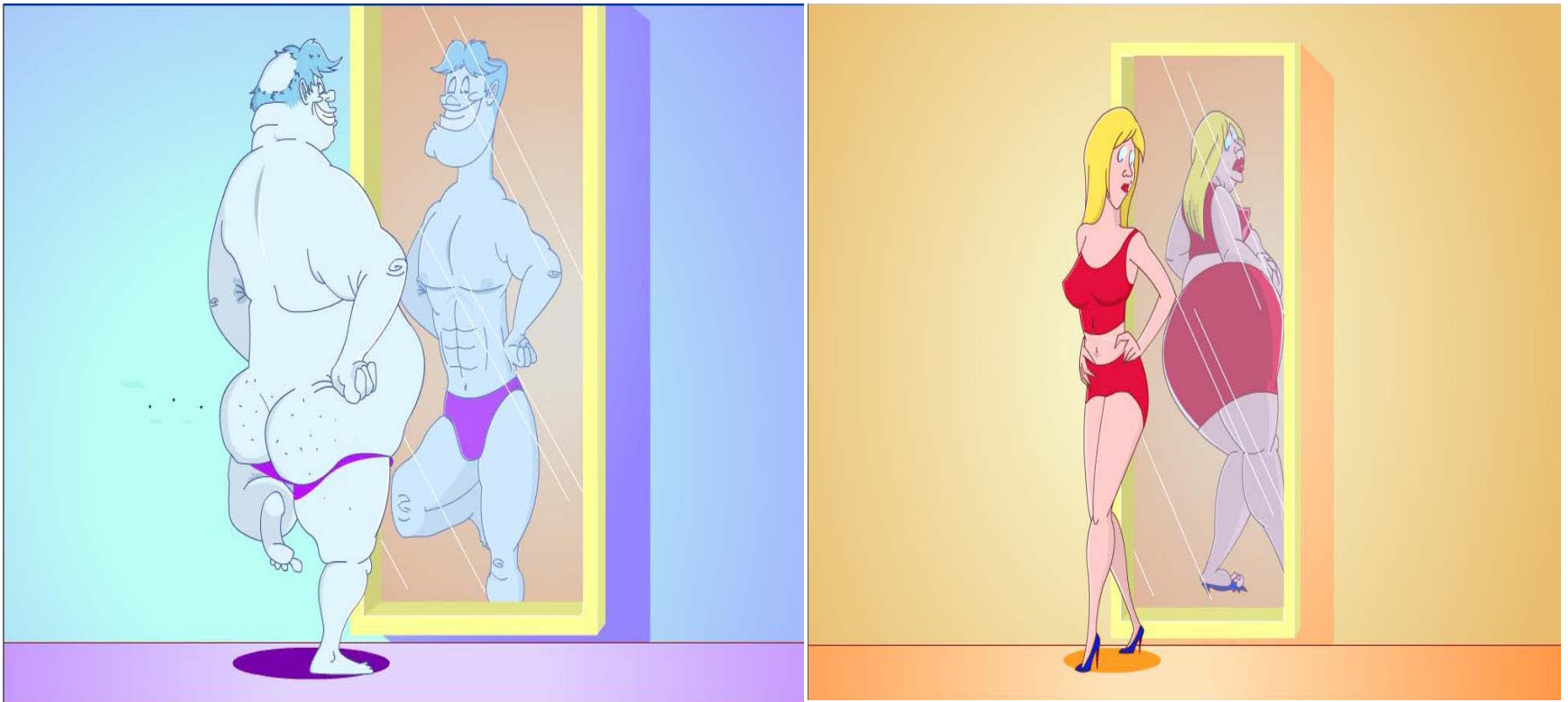


**Ideal Social  
Self-Concept**

**Social Self-Concept**

**Social**

# Self Concept





# Consumption and Self-Concept

---

- **Self-Concept Congruence Models** predict that products will be chosen when their attributes match some aspect of the self.
  - **Ideal-self** : more relevant for highly expressive social products.
  - **Actual-self**: more relevant for everyday, functional products.

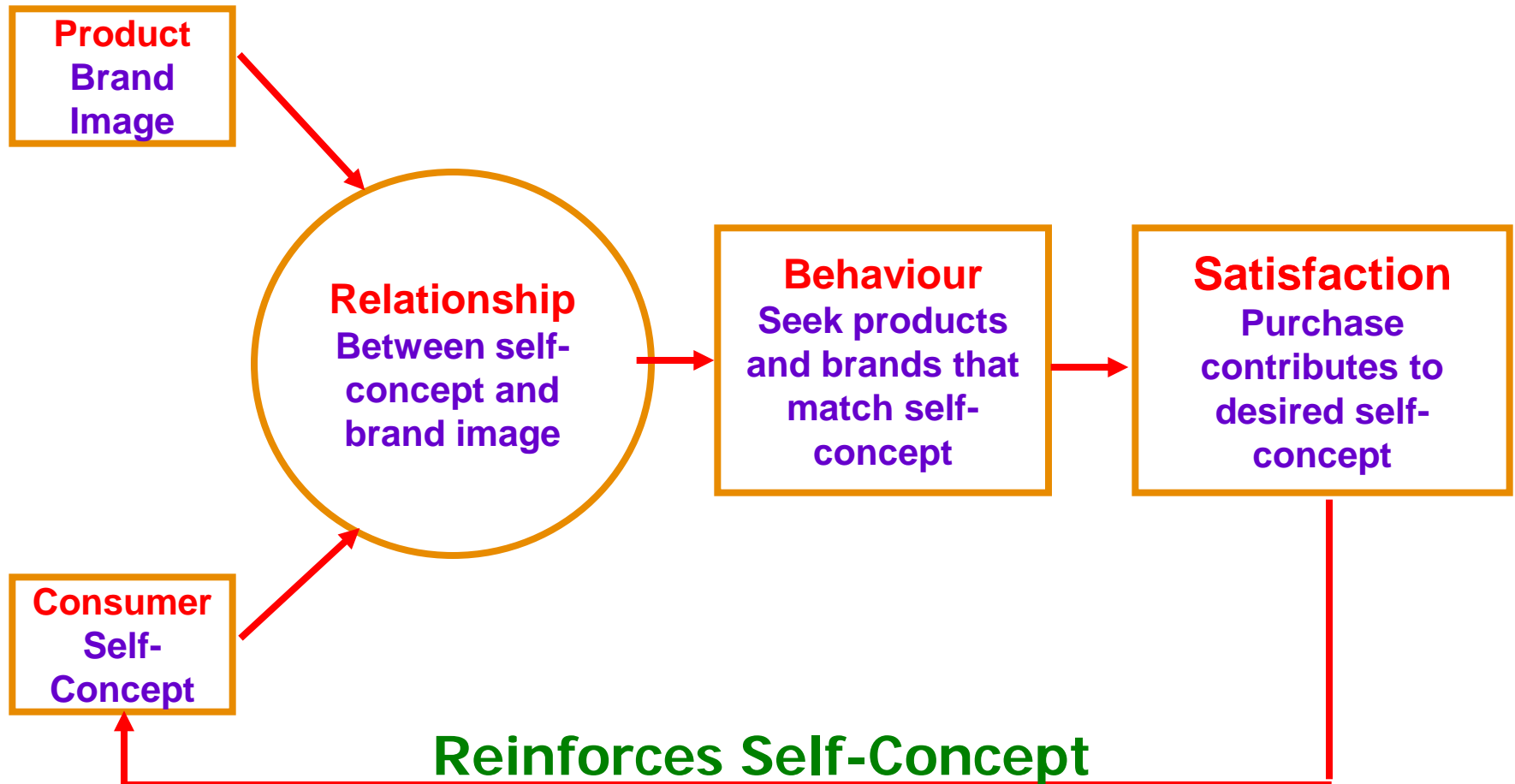


# Image congruence hypothesis

---

*Self-concept is enhanced through the transfer of socially accepted meanings of the product or brand to oneself.*

# The Relationship between Self-Concept and Brand Image





# Self-Concept is Changeable

---

- **Self-concept is flexible and changeable**
- **Consumers' self-concepts are especially dynamic during certain role transitions**
- **Role transitions and self-esteem**
  - *the degree to which people have a positive attitude towards themselves*
- **Role transitions are marked by changes in consumption patterns**

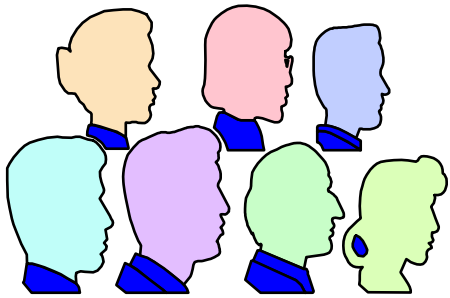


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# The Self:

## An Alternative View

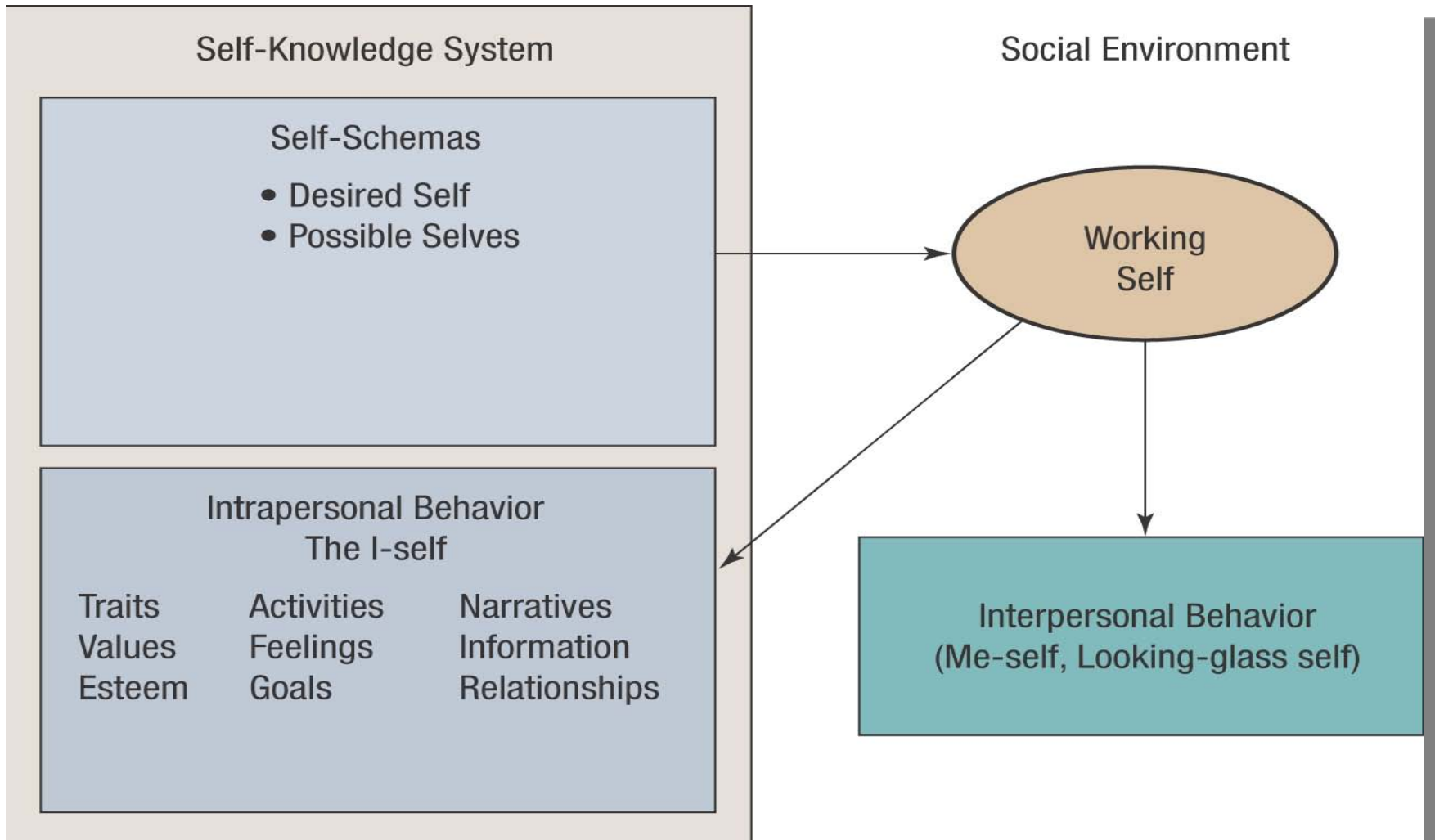




# The Self...

- **is multifaceted**
- **is dependent on situations and motives**
- **is malleable and dynamic**
- **is socially-constructed**

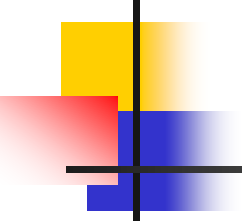
# A Dynamic Model of Self-Concept





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# Eastern Views of The Self

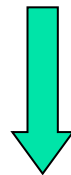


# The Self

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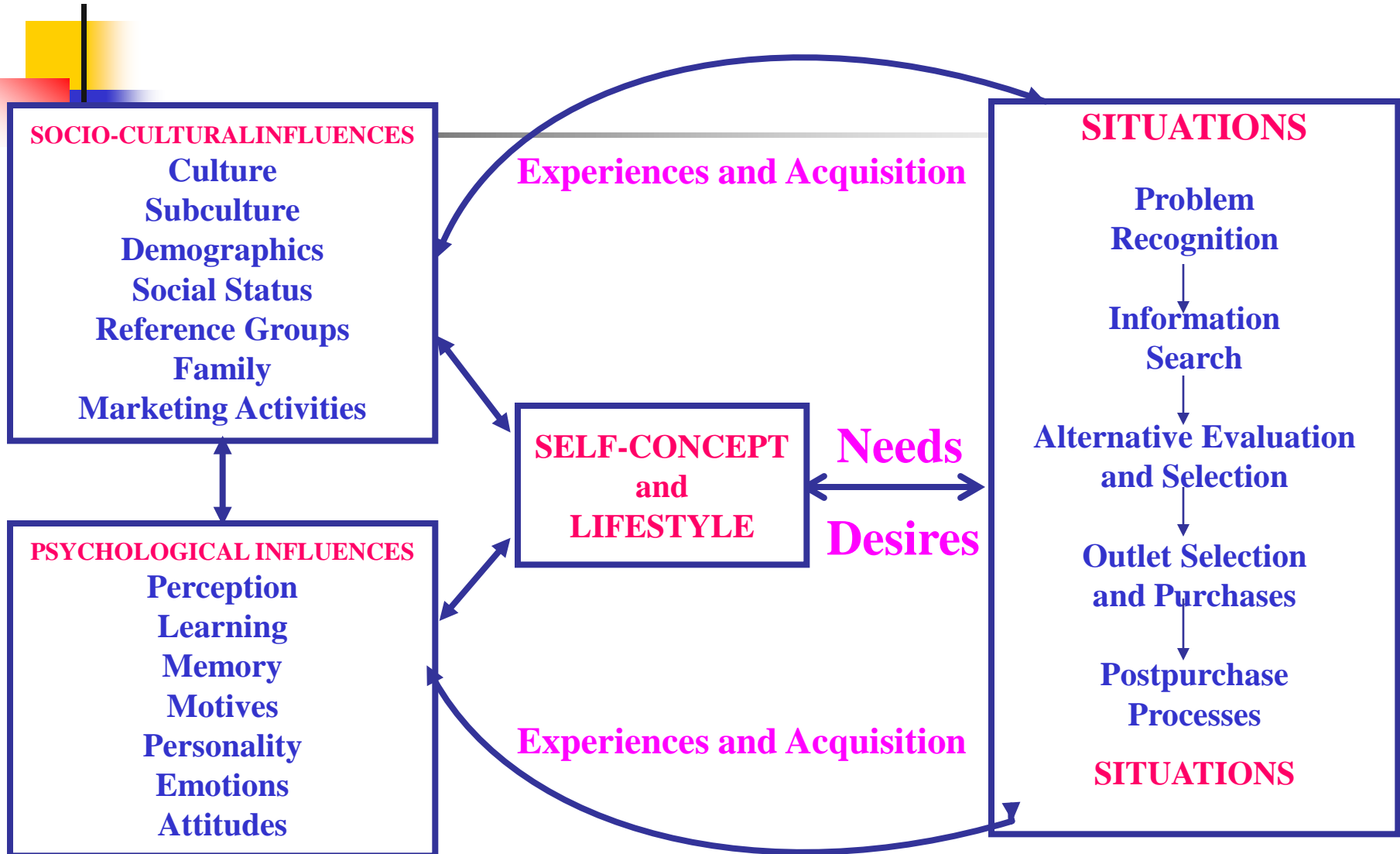
in

# Buddhism



# Anatta?

# Overall Model of Consumer Behaviour



Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney



# Personality

---

**Personality is an individual's characteristic response tendencies across similar situations.**



# Freudian Theory

---

- **Three Elements:**
  - Id: Pleasure Principle/Temptation
  - Superego: Conscience (Societal Rules)/Virtue
  - Ego: Reality Principle/Referee
- **Applications in Marketing:**
  - The Sexuality of Products

# Examples of Cattell's Personality Traits



---

- Reserved
- Shy
- Humble
- Emotional
- Sober/Serious
- Practical
- Conservative
- Relaxed
- Outgoing
- Assertive
- Happy-go-lucky
- Tender-minded
- Tough-minded
- Imaginative
- Group dependent
- etc.



# Theory of Personality Values

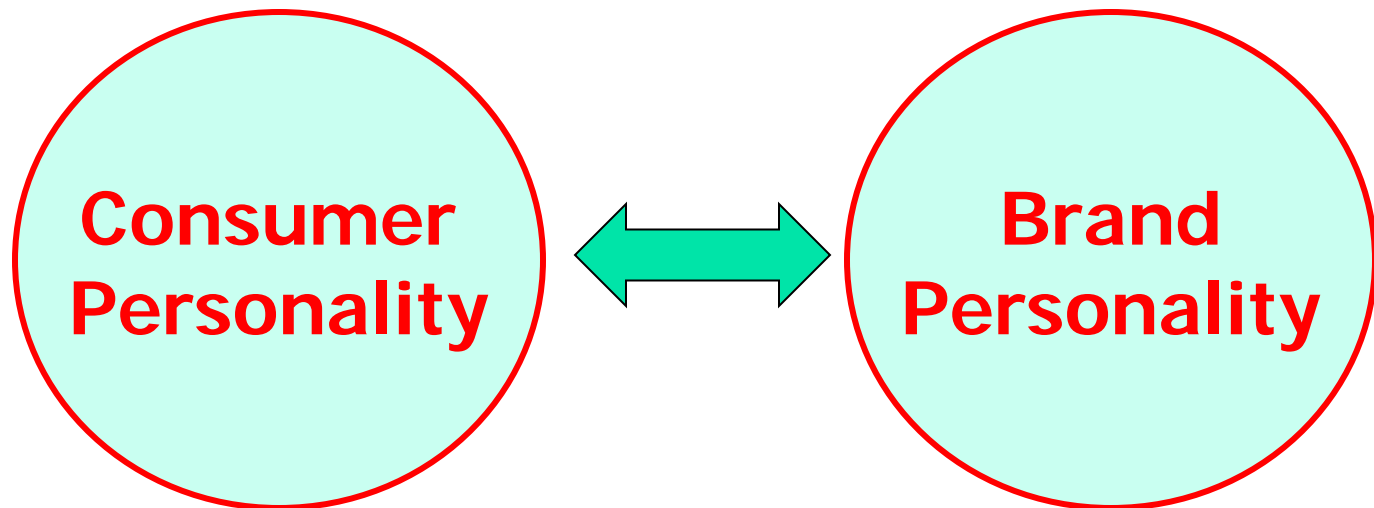
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- **Theoretical Personality**
- **Economic Personality**
- **Social Personality**
- **Political Personality**
- **Aesthetic Personality**
- **Religious Personality**



# Applications in Marketing

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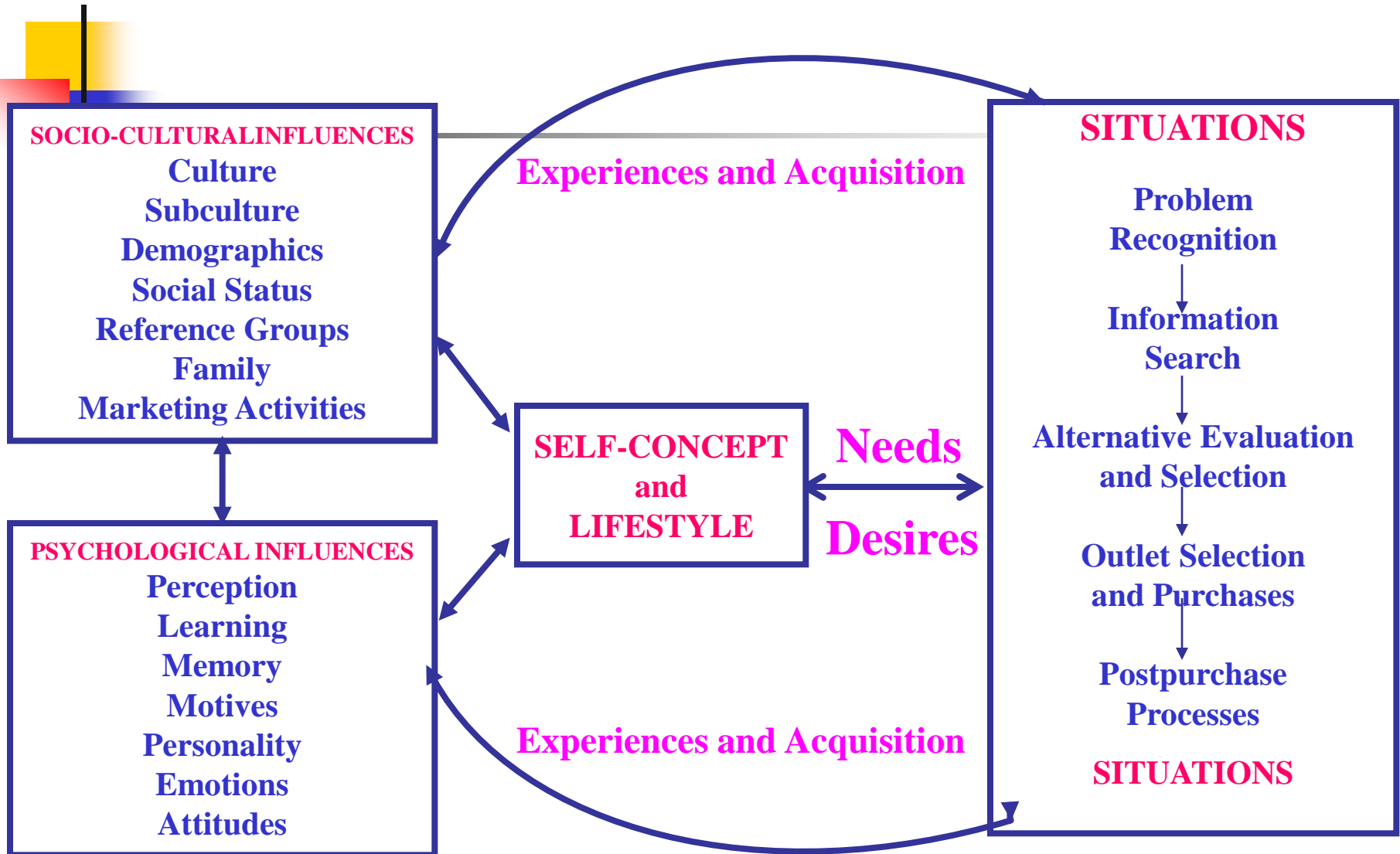
# Session 7: Lecture Outline

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## Consumers As Individual

- **Lifestyle**
- **Values**
- **The Self and Symbolic Consumption**

# Overall Model of Consumer Behaviour





# Lifestyle

---

**Lifestyle** refers to a pattern of consumption reflecting a person's choices of how he or she spends time and money.

# Lifestyle and the Consumption Process

## Lifestyle Determinants

- Demographics
- Subculture
- Social class
- Motives
- Personality
- Emotions
- Values
- Family Life Cycle
- Culture
- Past Experiences

## Lifestyle

### How we live

- Activities
- Interests
- Like/dislikes
- Attitudes
- Consumption
- Expectations
- Feelings

## Impact on Behaviour

### Purchases

- How
  - When
  - Where
  - What
  - With whom
- ### Consumption
- Where
  - With whom
  - How
  - When
  - What



# Lifestyle

---

## ■ **Lifestyles as Identities**

- Lifestyles are statements about who one **is** in society and who one **is not**.
- Each person adds their own individuality to a chosen **lifestyle**.

## ■ **Products Being Consumed Are the Building Blocks of Lifestyles**

- Consumers often choose products, services, and activities over others because they are associated with a certain lifestyle.

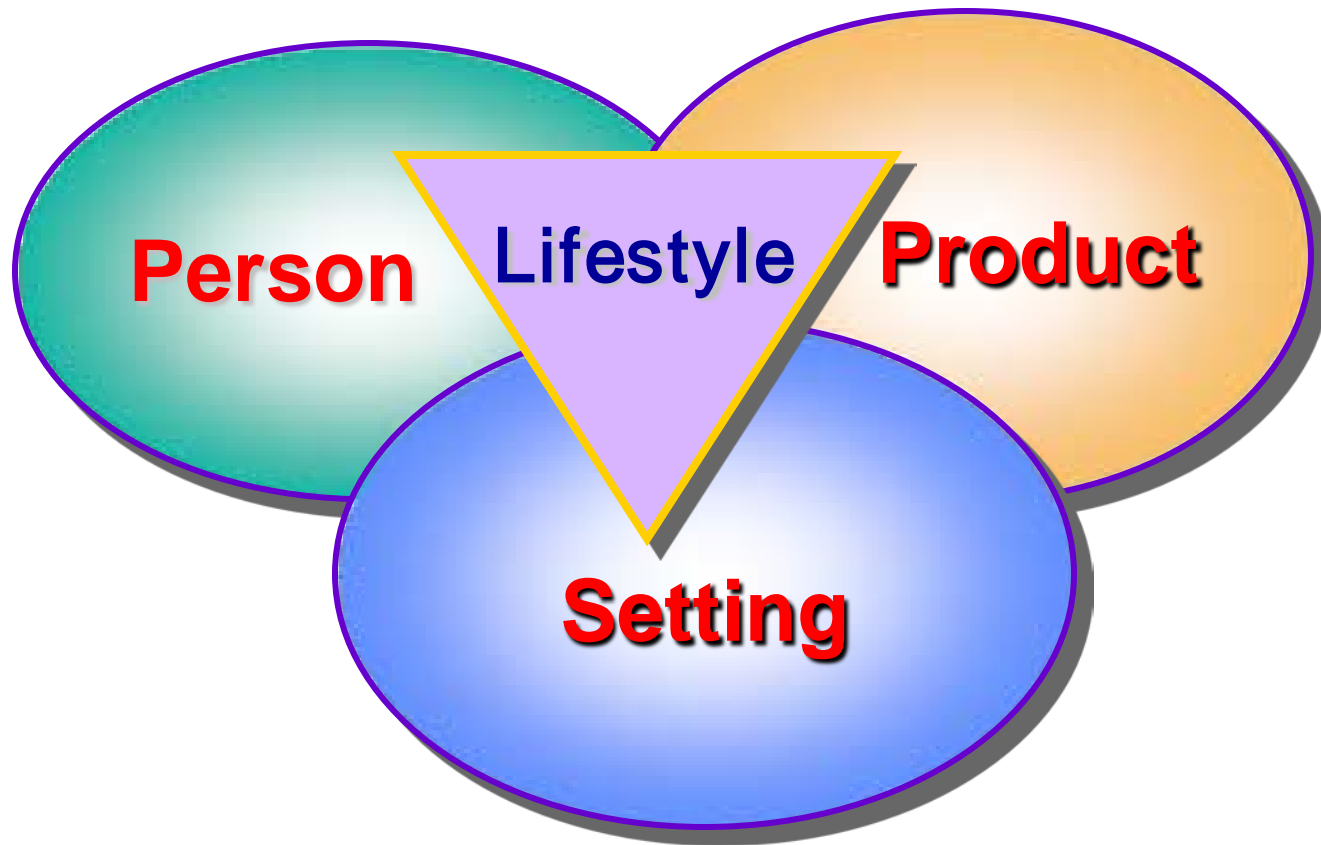


# Product Constellations

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- **Lifestyle**
  - *pattern of behaviour that reflects consumption of interrelated product constellations*
- **Product constellations**
  - *clusters of complementary products, specific brands, and/or consumption activities*
- **Product constellations can be matched with demographic and media preferences to improve targeting**

# People, Products, and Settings are Combined to Express a Certain Consumption Style.

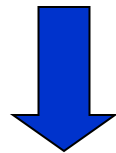




# Lifestyle: An Alternative View

---

- **If the self is multiple, what about the lifestyle?**
- **Protean Lifestyles?**



**An Executive by Weekday,  
A Biker by Weekend!!**



# Values

---

- A **belief** that some condition is preferable to its opposite.
- Every culture has a set of values that it imparts to its members called **Core Values**.
- The process of learning the beliefs and behaviours endorsed by one's own culture is **Enculturation**.
- **Acculturation** is the process of learning the value system and behaviours of another culture.



# Applications of Values to Consumer Behaviour

---

- **Research has tended to classify values as being:**
  - Cultural such as security or happiness,
  - Consumption-specific such as convenient shopping or prompt service,
  - Product-specific such as ease of use or durability.
- **The Rokeach Value Survey identified:**
  - Terminal Values - desired end-states that apply to many cultures,
  - Instrumental Values - composed of actions needed to achieve these terminal values.



# Values and Lifestyles Systems

---

- **VALS 1**
  - partitions market into 9 groups based on Maslow's hierarchy of needs
- **VALS 2**
  - classifies people into segments based on their control of resources and three aspects of their basic motivational self-orientation: principles, status, action
- **Japan VALS**

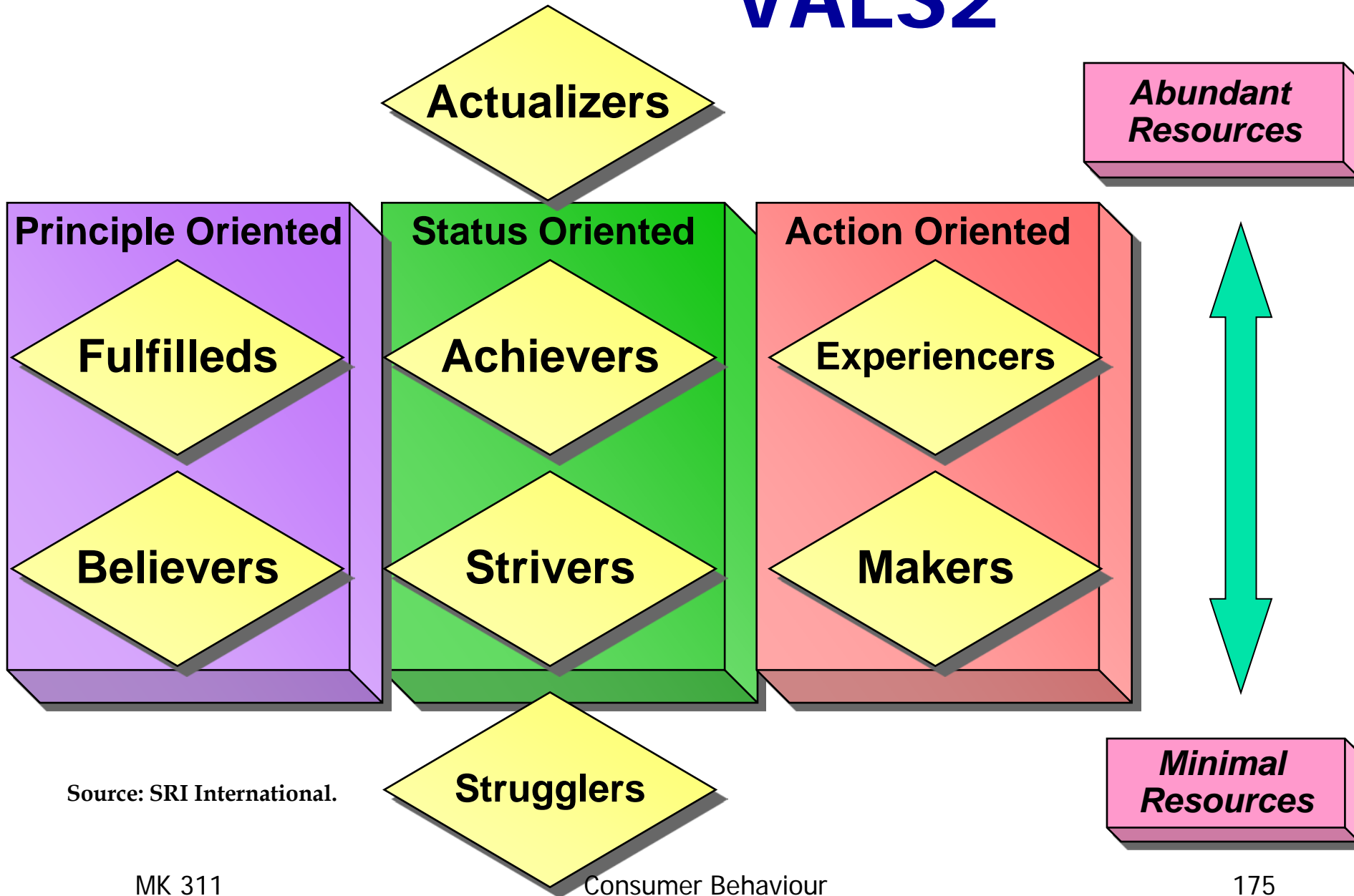


# VALS 1

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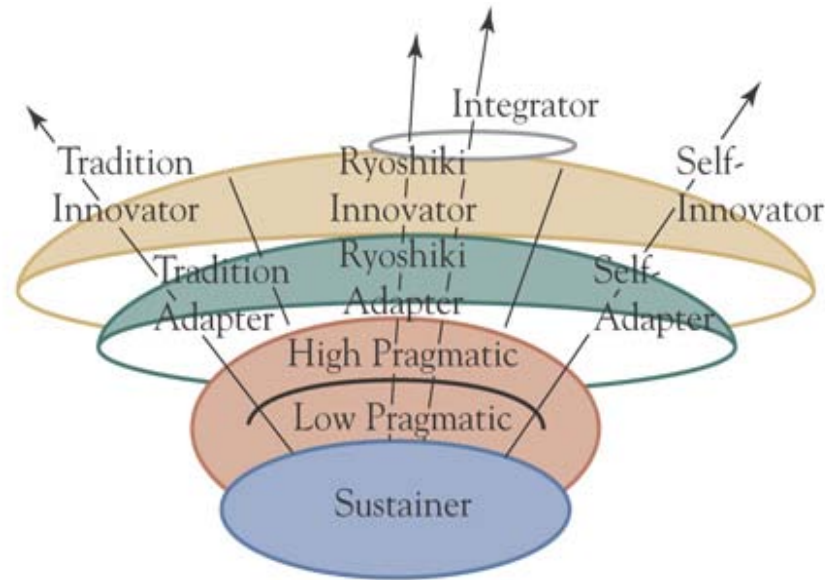
- **The Needy**
  - Survivors
  - Sustainers
- **Outer-Directed Orientation**
  - Belongers
  - Emulators
  - Achievers
- **Inner-Directed Orientation**
  - I Am Me
  - Experiential
  - Societally Conscious
  - Integrated

# VALS2



Source: SRI International.

# Japan VALS Segments



- Change leader segments show high levels of consumer activity, a clear distinct self-concept, and high interests in many areas of life.
- Adapter segments tend to follow the trends of change leaders near them, but at moderate levels of activity.
- Follower segments tend to show no distinct pattern except risk avoidance.
- Change resister segments show low consumer activity, generally reserved attitudes, and few strong interests.



# Values and Lifestyles Systems

---

- **LOVs (List of Values)**
  - assesses adaptation to various roles through fulfillment of values such as self-respect, sense of belonging, excitement, etc.
- **Cohort Analysis**
  - understanding power of cohorts



# International Lifestyle Segments

---

- **Global Scan measures a wide variety of attitude and consumer values, media use, and buying patterns primarily of Triad and Pacific Rim countries and assigns them to five segments**
  - **adapters**
  - **traditionals**
  - **pressureds**
  - **achievers**
  - **strivers**



# Shifting Lifestyles

---

- Lifestyle trends are triggered by major demographic (women entering workforce) and attitudinal shifts (growing organic food consumption)
- Lifestyle trends affect industries as well as products and services
- Lifestyle can be personified by a single person (e.g., Add Carabao)



---

# What about the Thai Values?



# Thai Values Clusters

Source: Komin 1991

---

- **Ego Orientation**
- **Grateful Relationship Orientation**
- **Smooth Interpersonal Relationship Orientation**
- **Flexibility and Adjustment O.**
- **Religio-psychical O.**



# Thai Values Clusters (cont.)

---

- **Education and Competence O.**
- **Interdependence O.**
- **Fun-pleasure O.**
- **Achievement-task O.**



# The Self Revisited

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## Consumers As Social Beings

- **The Self & Symbolic Consumption in Consumer Culture**
- **Appropriation of Consumption Symbolism**
- **Possession and the Extended Self**



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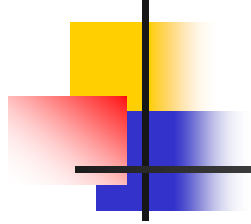
# The Self and Symbolic Consumption



# Having, Doing and Being

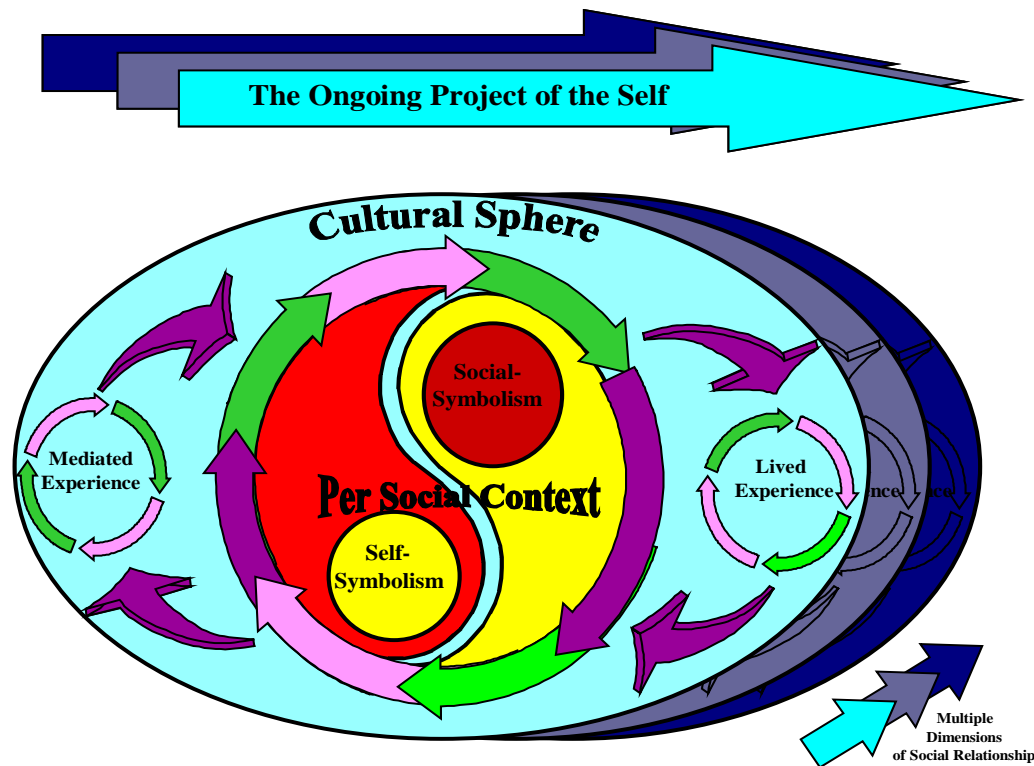
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- *To Have is To Be.*
- *To Have is To Belong.*
- *Not to Have is To Be.*
- *To Have is To Enslaved?*



# **Brands as Symbolic Resources for Identity Construction**

# Meaning Appropriation in Consumer Culture



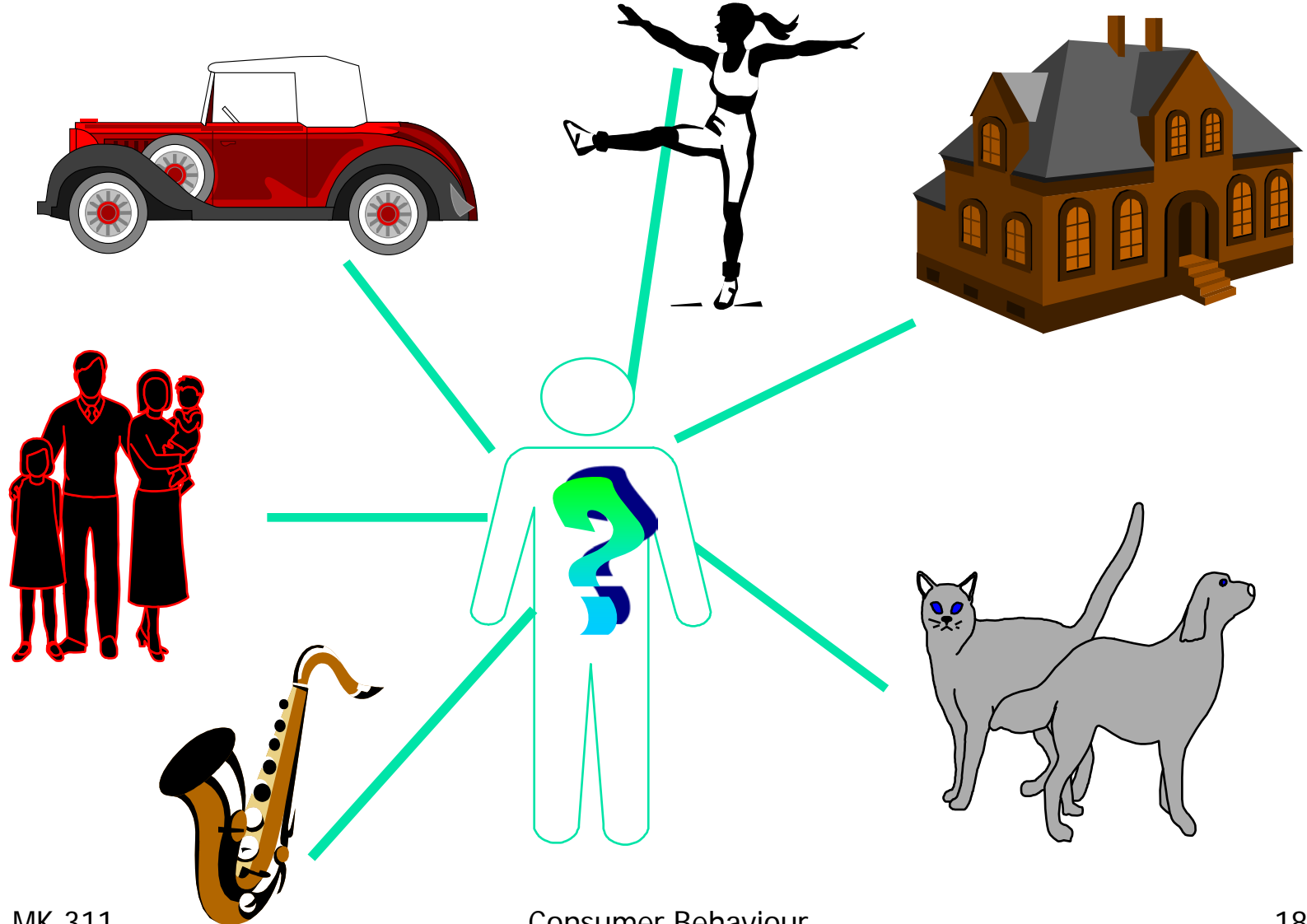
Consumption Symbolism and the Harmonising Self  
(Wattanasuwan 2000)



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# **Possessions and the Extended Self**

# The Extended Self





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# Consumption and Symbolic Immortality



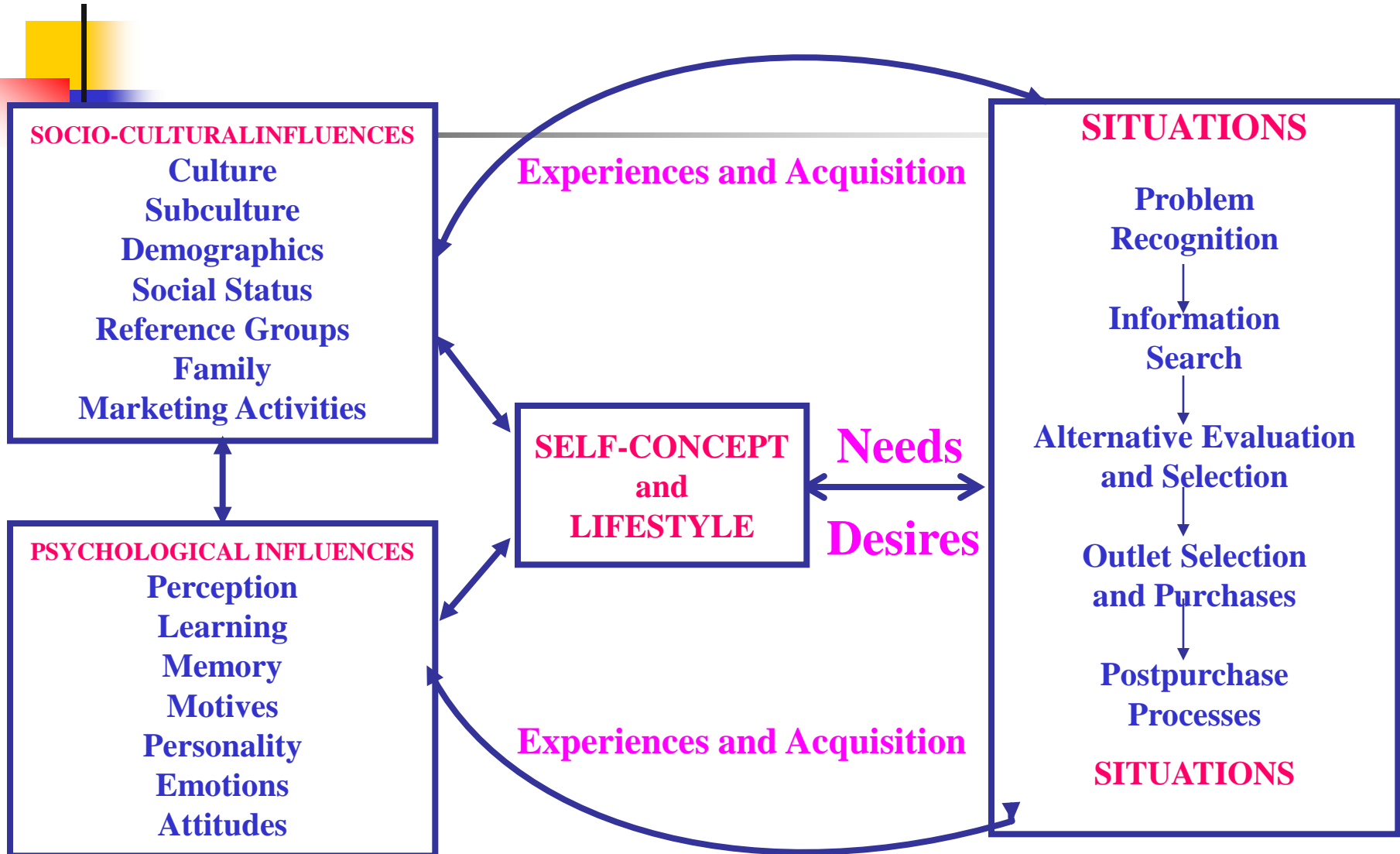
# Lecture Outline

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## Consumers As Social Beings

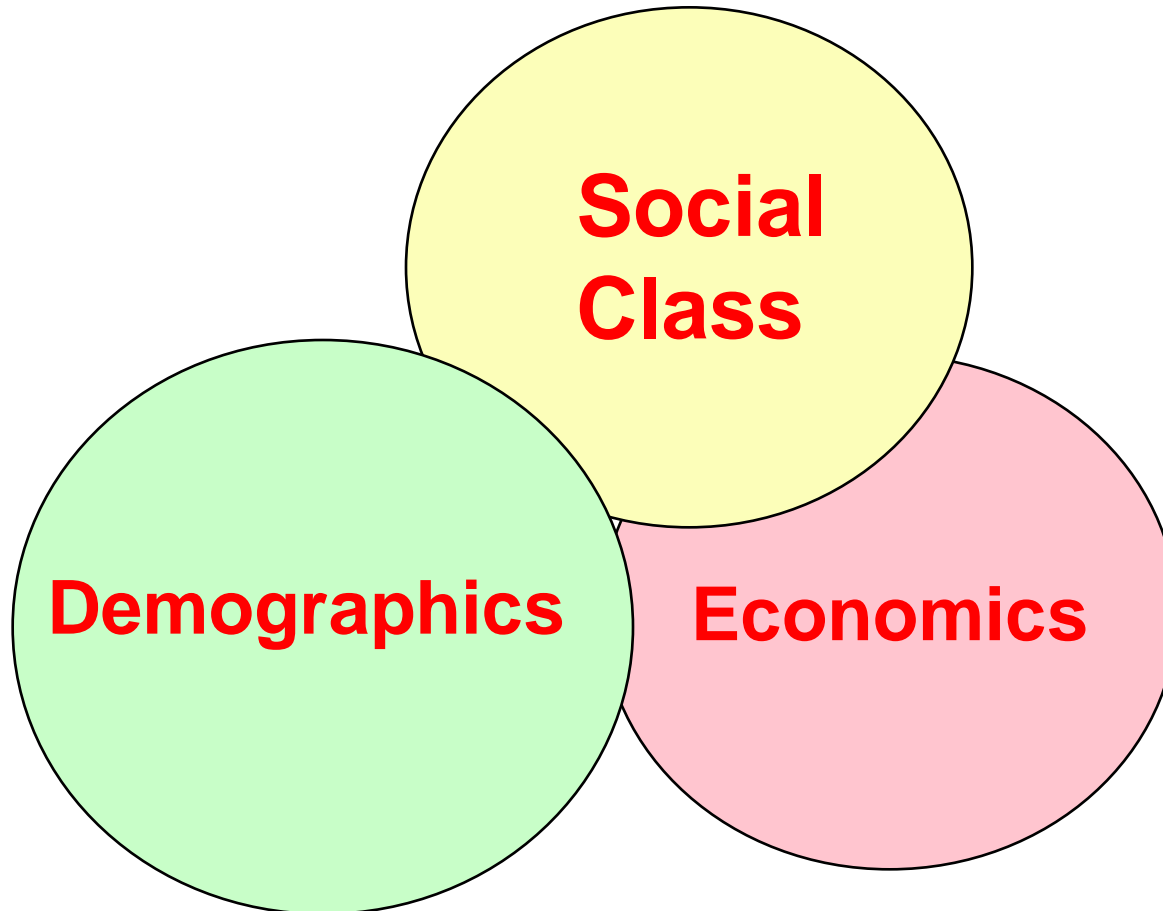
- **Social Structure**
- **Demographics**
- **Social Class**

# Overall Model of Consumer Behaviour



Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney

# Social Structures





# Demographics

---

- **Sex/Gender**
- **Sexuality**
- **Age**
- **Income**
- **Education**
- **Occupation**
- **Religion**
- **Ethnicity**

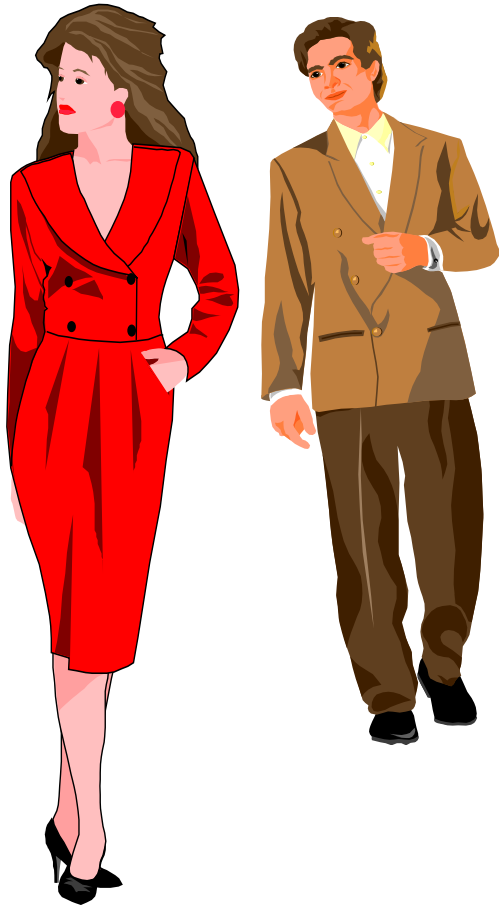


# Demographics

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**Let's Look at  
Demographics  
from various  
Perspectives**

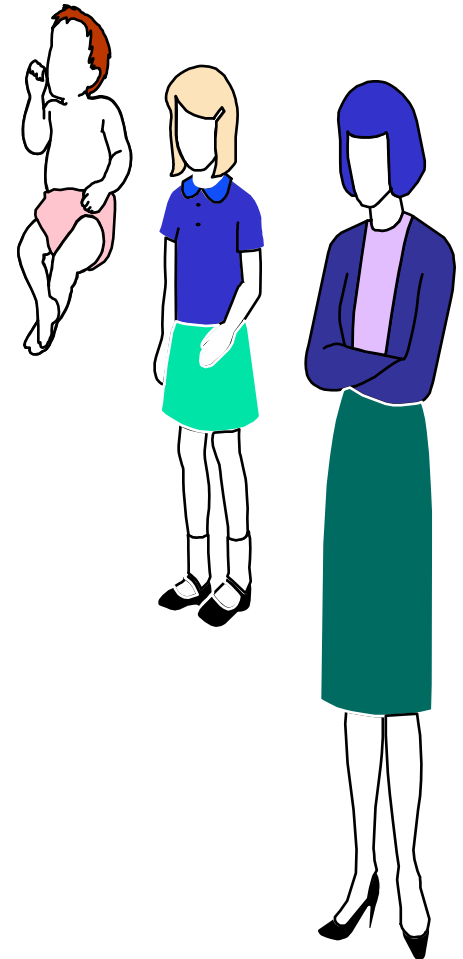
# GENDER



- **Biological Sex**
- **Cultural Conceptions of Gender**
- **Cultural Conceptions of Masculinity and Femininity**
- **Gender Bending and Blending**

# AGE

- Life Cycle Stages
- Consumer Socialisation
- Consumption Choices
- Rites of Passage
- Chronological vs. Psychological Age
- Age cohorts and Shared Values





# RELIGION

---

- **Source of enduring consumer values**
- **Source of consumption taboos**
- **Emerging field of marketing**
- **Targeting opportunities**
- **Positioning opportunities**



# Ethnicity

---

- *frequent association and identification with common national or cultural origins of a subgroup found within the larger society*



# Ethnicity (continued)

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## ■ **Situational Ethnicity**

- when expressions of ethnicity vary with social context

## ■ **Acculturation**

- changes in knowledge, beliefs, values, and behaviours when an individual member of an ethnic group comes into prolonged contact with a dominant culture



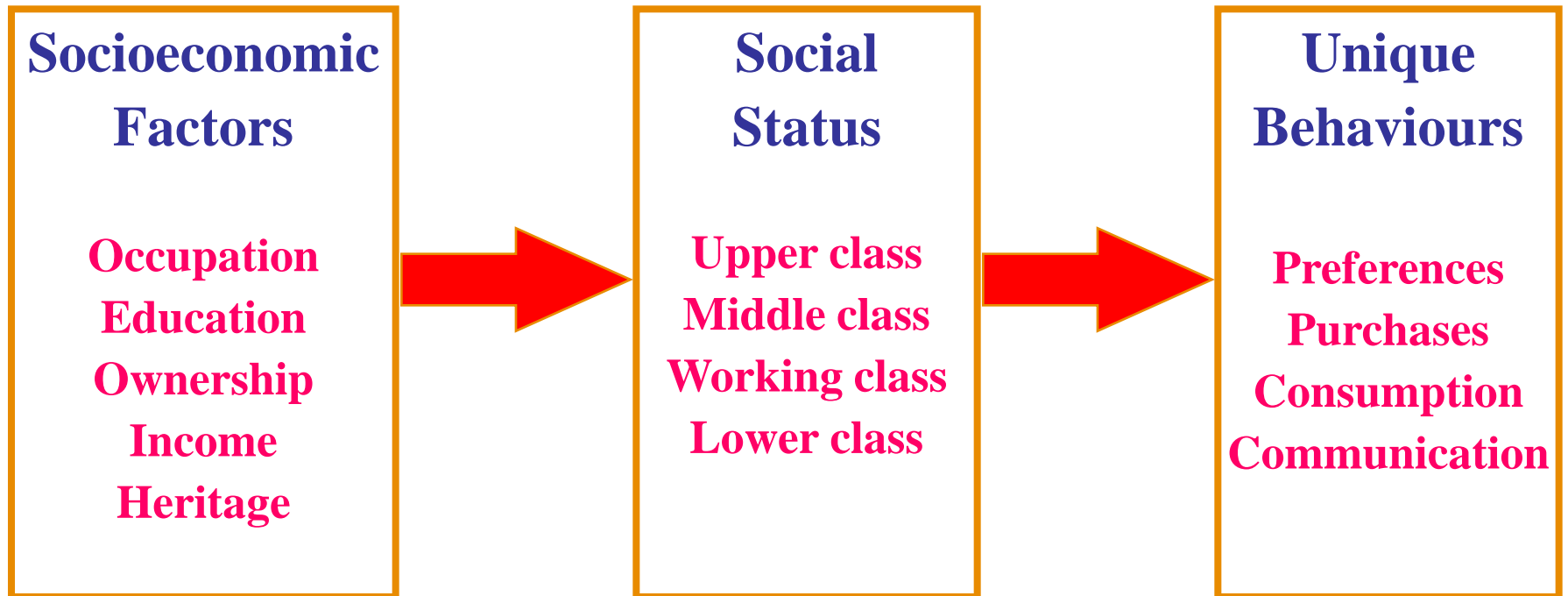
# Ethnicity (continued)

---

## ■ Assimilation

- process of interpretation and fusion in which persons and groups acquire memories, sentiments and attitudes of other persons or groups and, by sharing their experience and history, are incorporated with them in a common culture life

# **Social Status Is Derived and Influences Behaviour**





# Consumer Capitals

---

- **Economic Capital**

- financial resources, including income

- **Social Capital**

- relationships, organizational memberships and social networks that are often nurtured in schools, jobs, or neighborhoods

- **Cultural capital**

- implicit practical knowledge and skills, access to consumer goods and objects such as fine arts and heirlooms, degrees, diplomas, and memberships in clubs and associations that certify certain qualities to others.



# Symbolic Capital

---

- **Status-oriented Consumption**
  - *behaviour involving competition for symbolic capital often associated with status symbols*
- **Status Symbols**
  - *consumer products, activities, or services that indicate ones position in the class hierarchy*

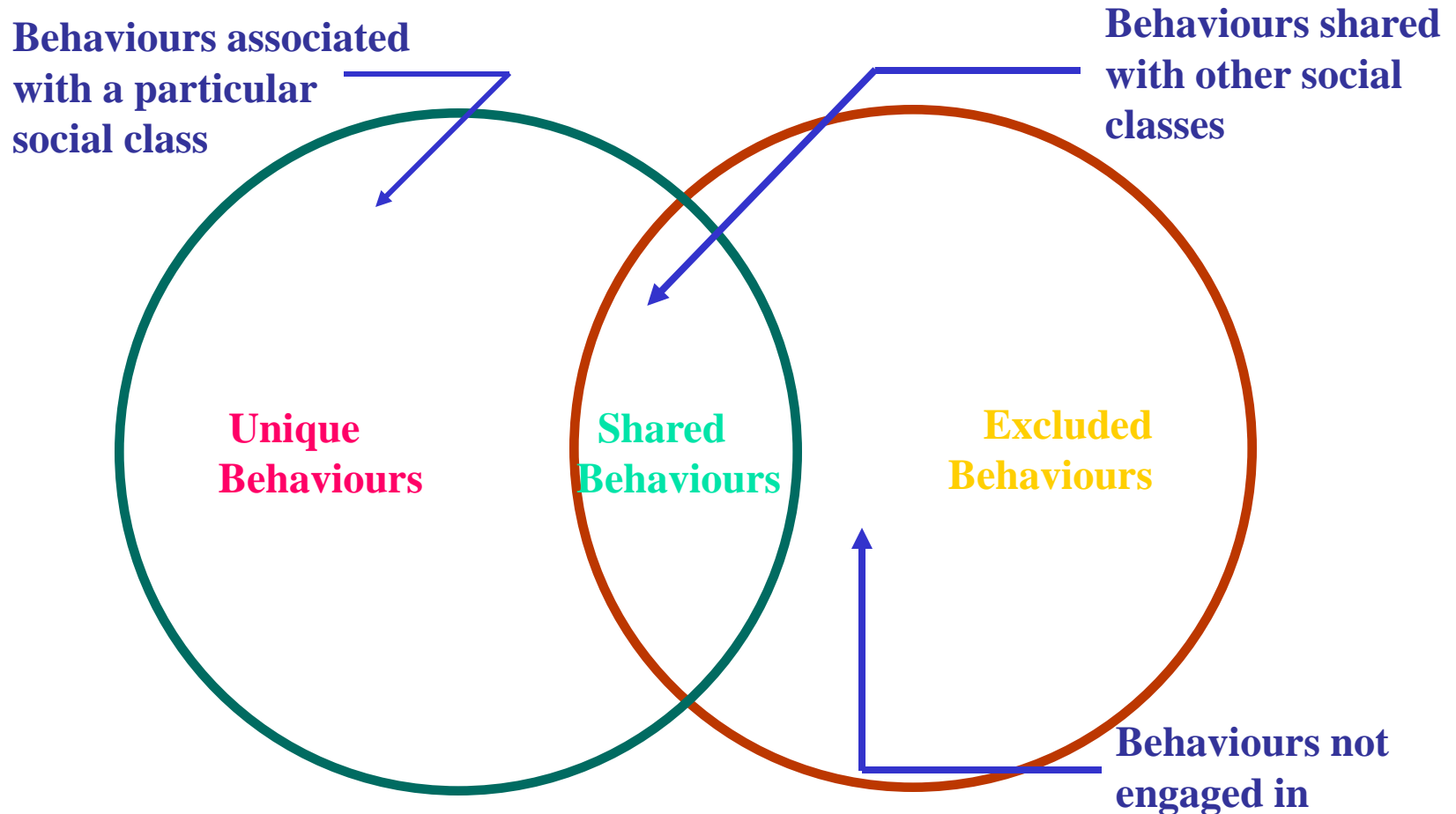


# Consumption Patterns and Class-Based Segments

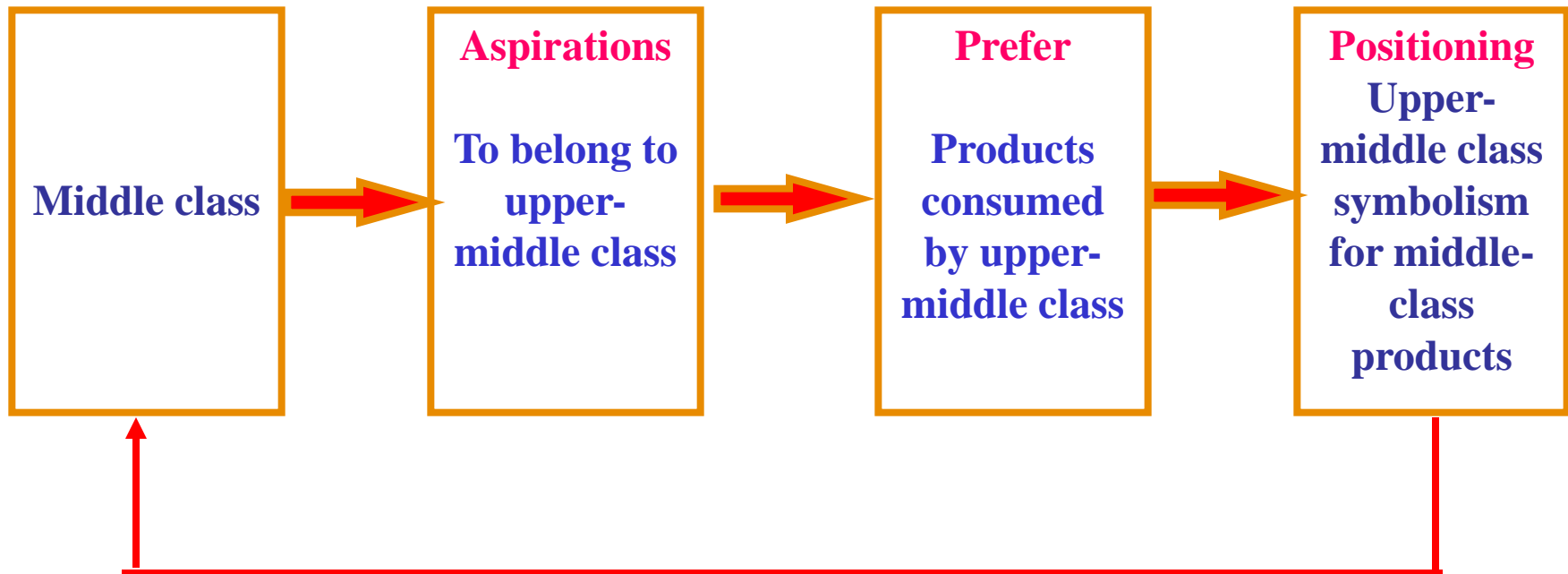
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- **Three main class-based segments**
  - **Upper Class**
    - Old Money
    - Nouveau Riche
    - Professional (e.g., CEO)
    - Get Set?
  - **Middle Class**
  - **Working-Class and Under-Class**

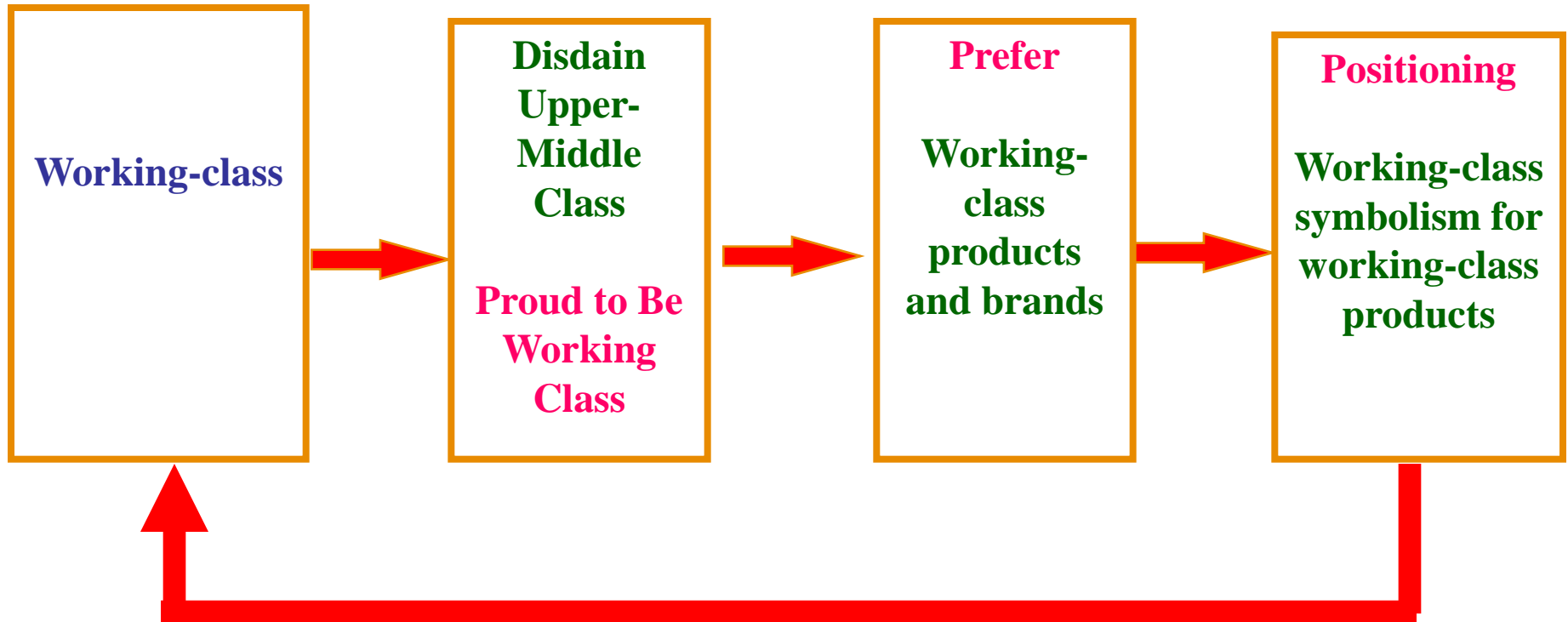
# Not All Behaviours within a Social Class Are Unique



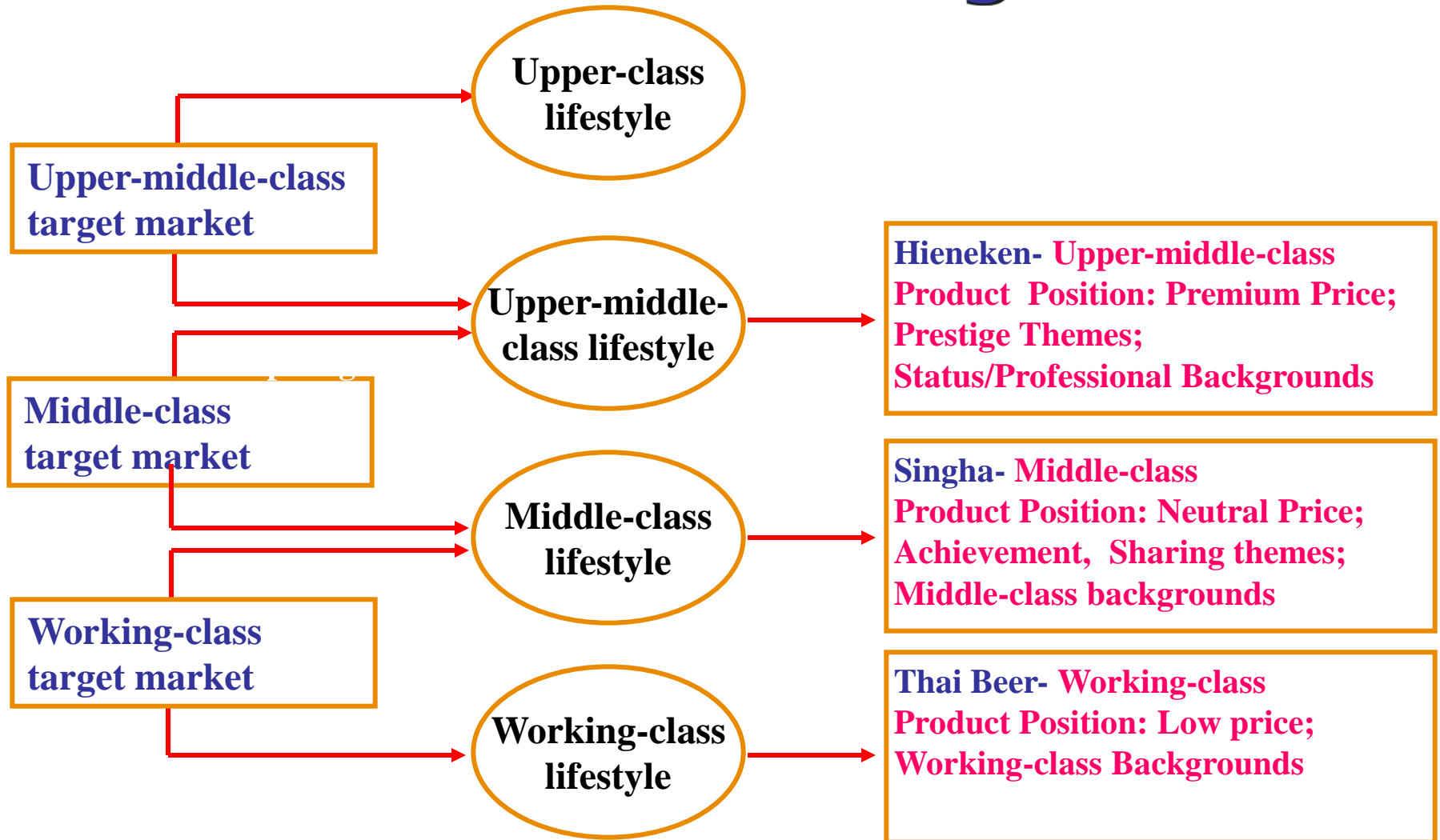
# “Upward Pull” Strategy Targeted at Middle Class



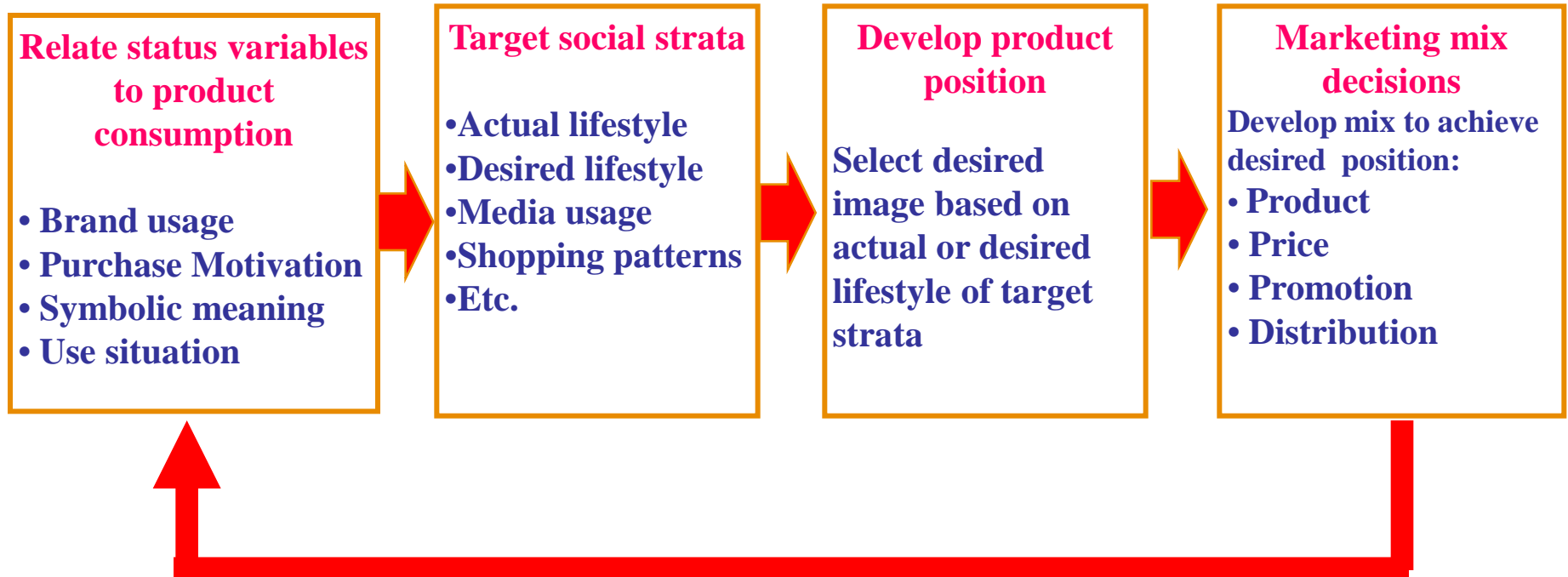
# Positioning Within Social Class



# Positioning to Social Class Segments



# Using Social Stratification to Develop Marketing Strategy



# Changes in Society that Affect Marketing Strategy

## Changes in Thai Society

- Cultural Values
- Subcultures
- Demographics
- Gender Roles
- Social Class

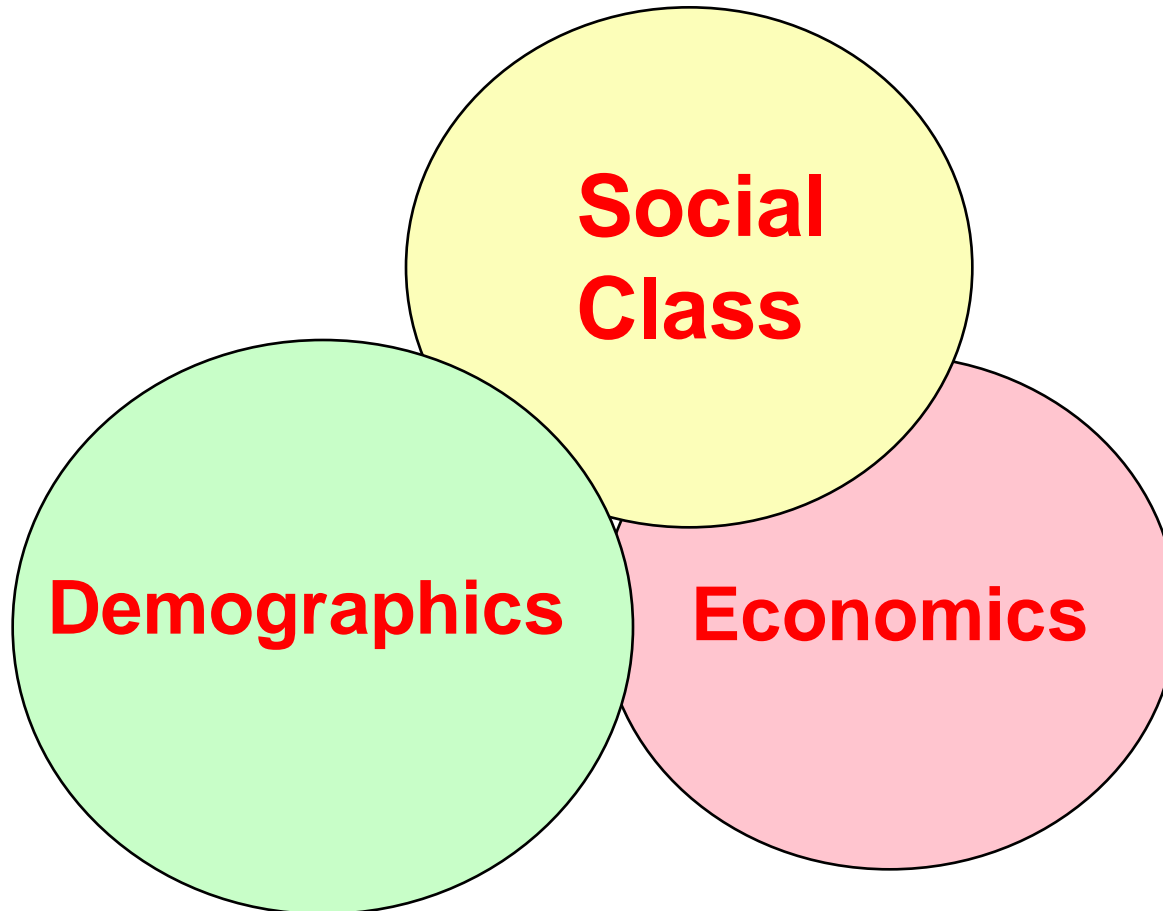
## Changes in Market Behaviour

- Products
- Service
- Outlets
- Media
- Images
- Occasion

## Changes in Marketing Strategy

Understanding these changes is a key input in developing a successful strategy

# Social Structures





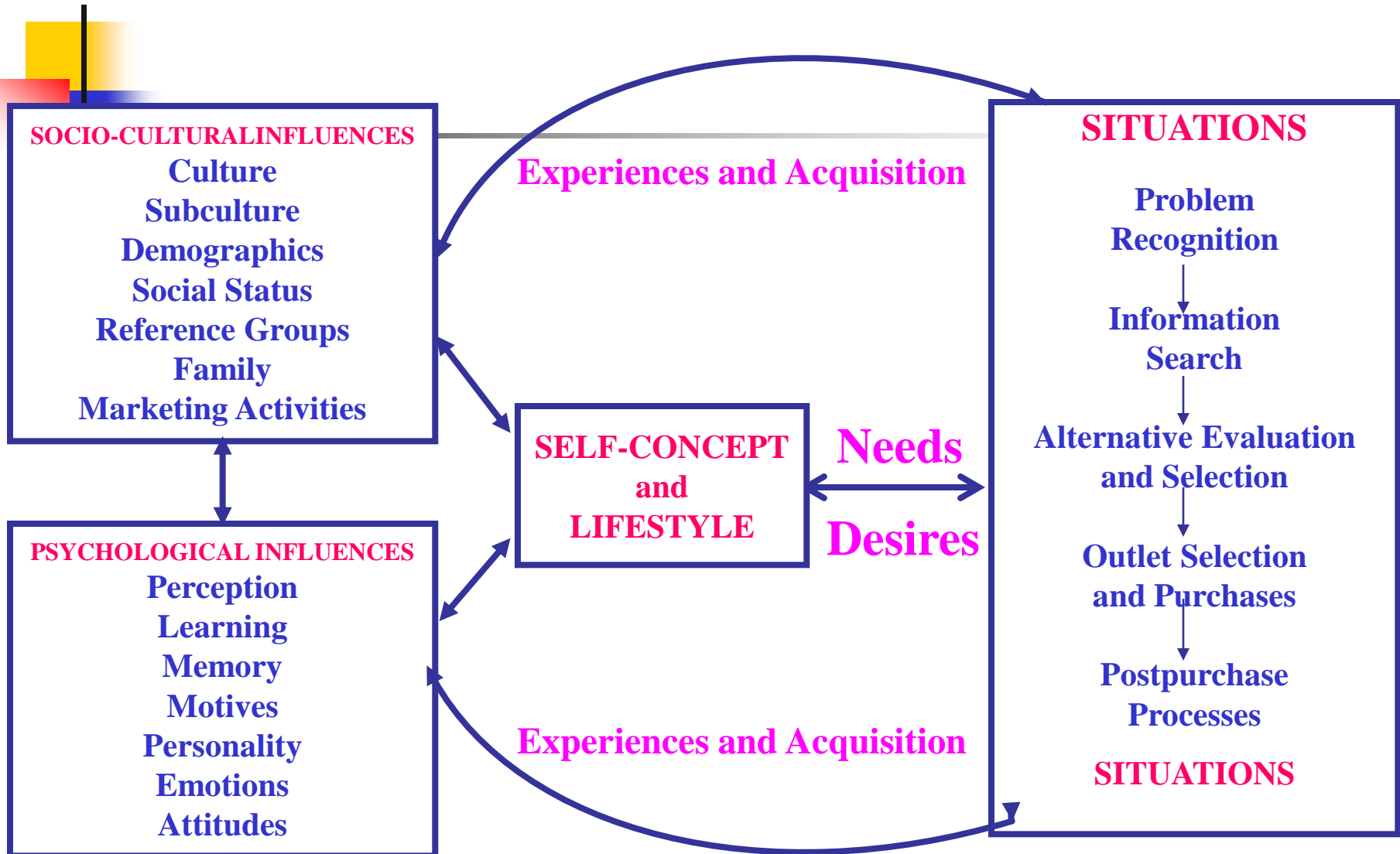
# Lecture Outline

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## Consumers As Social Beings

- Social & Reference Groups
- Family

# Overall Model of Consumer Behaviour



Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney



# Social Group

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**A group (or a person) that serves as a point of comparison (or reference) for an individual in the formation of either general or specific values, attitudes, or behaviour.**



# Meaning and Importance of Groups

---

- **A Group:** Two or more individuals who share beliefs, have role relationships, and experience interdependent behaviour.
- **Socialisation:** The process by which we develop socially relevant behaviour through interaction with others.
- **Modeling:** Our conscious attempt to emulate others in a group.



# Types of Groups

---

- **Primary Groups:** Intimate groups that meet regularly and communicate face-to-face.
- **Secondary Groups:** Groups where regular, face-to-face contact is lacking.
- **Formal Groups:** Groups with an explicit structure and specified objectives.
- **Informal Groups:** Loosely organised groups where structure is less evident.

# Selected Consumer-Related Reference Groups



- **Friendship groups**
- **Shopping groups**
- **Work groups**
- **Virtual groups or communities**
- **Consumer-action groups**



# Reference Groups and Their Types

---

- **Reference groups provide a perspective for evaluating or patterning our own behaviour.**
- **Types of reference groups:**
  - **Membership:** Groups in which one qualifies for membership
  - **Aspirational:** Groups which one desires to join but lacks qualifications
  - **Anticipatory:** Groups that one has reasonable expectation of joining
  - **Symbolic:** Groups where chances of joining are remote



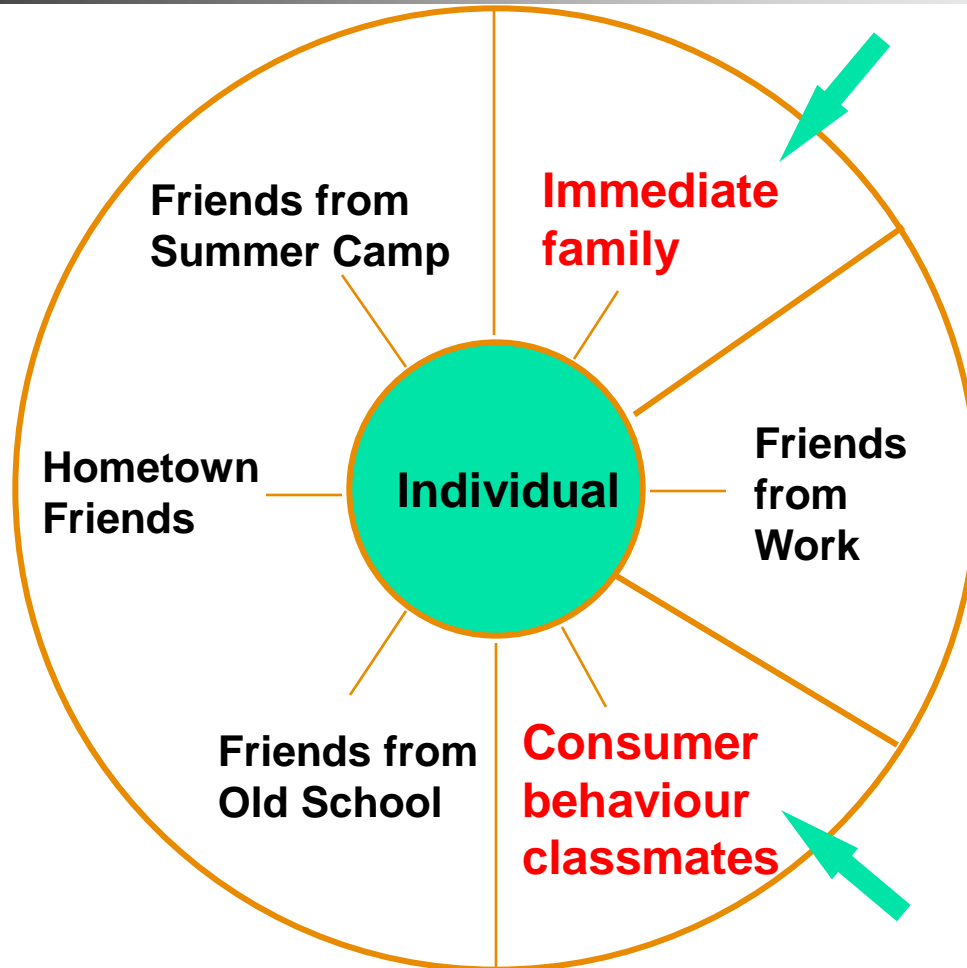
# Dissociative Reference Groups

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**Not all groups provide consumers with a positive frame of reference.**

- **Types of dissociative reference groups:**
  - **Negative Reference Groups:**  
Groups that we avoid association or identification with.
  - **Disclaimant Reference Groups:**  
Groups that we may have belonged to, but whose values we now reject.

# Reference Groups Change as the Situation Changes



# Nature of Reference Group Influence



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- **Informational Influence**
- **Normative Influence**
- **Identification Influence**



# Degrees of Reference Group Influence

---

**Three degrees of group influence are identified:**

- **Compliance:** Going along with group mandates to obtain approval.
- **Identification:** Abiding by group mandates to maintain a self-defining relationship with the group.
- **Internalisation:** Accepting group norms and values as one's own.



# Factors That Affect Reference Group Influence

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- **Information and experience**
- **Credibility, attractiveness, and power of the reference group**
- **Conspicuousness of the product**

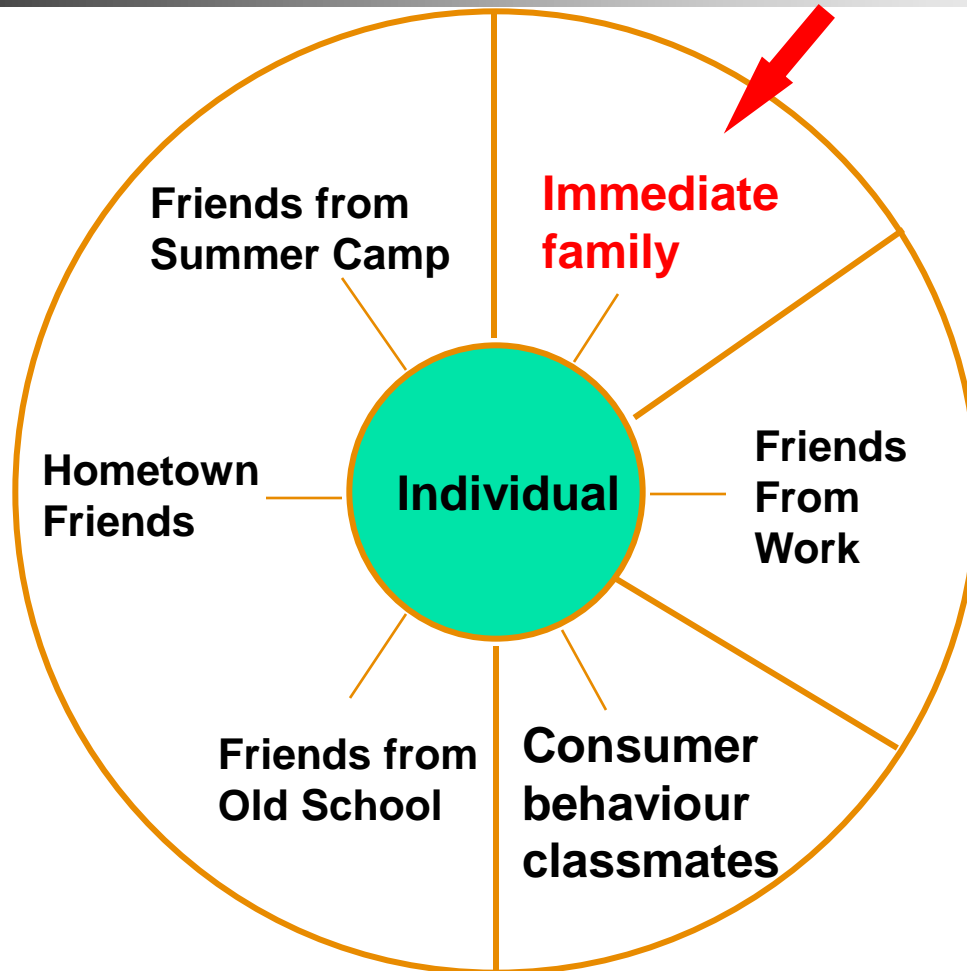


# Reference Group in Communication Strategy

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- **Testimonial**
- **Endorsement**
- **Presenter or Spokesperson**
- **Actress/Actor**

# Family as Important Reference Groups





# Families and Households

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- **Domestic groups comprise a primary, involuntary unit of social life between the individual and the community.**
- **Families comprise individuals related by blood, marriage, adoption, and emotional commitment.**
- **Households are defined as co-resident, activity groups**
  - **Fictive Kin: individuals informally adopted into a household as family members.**

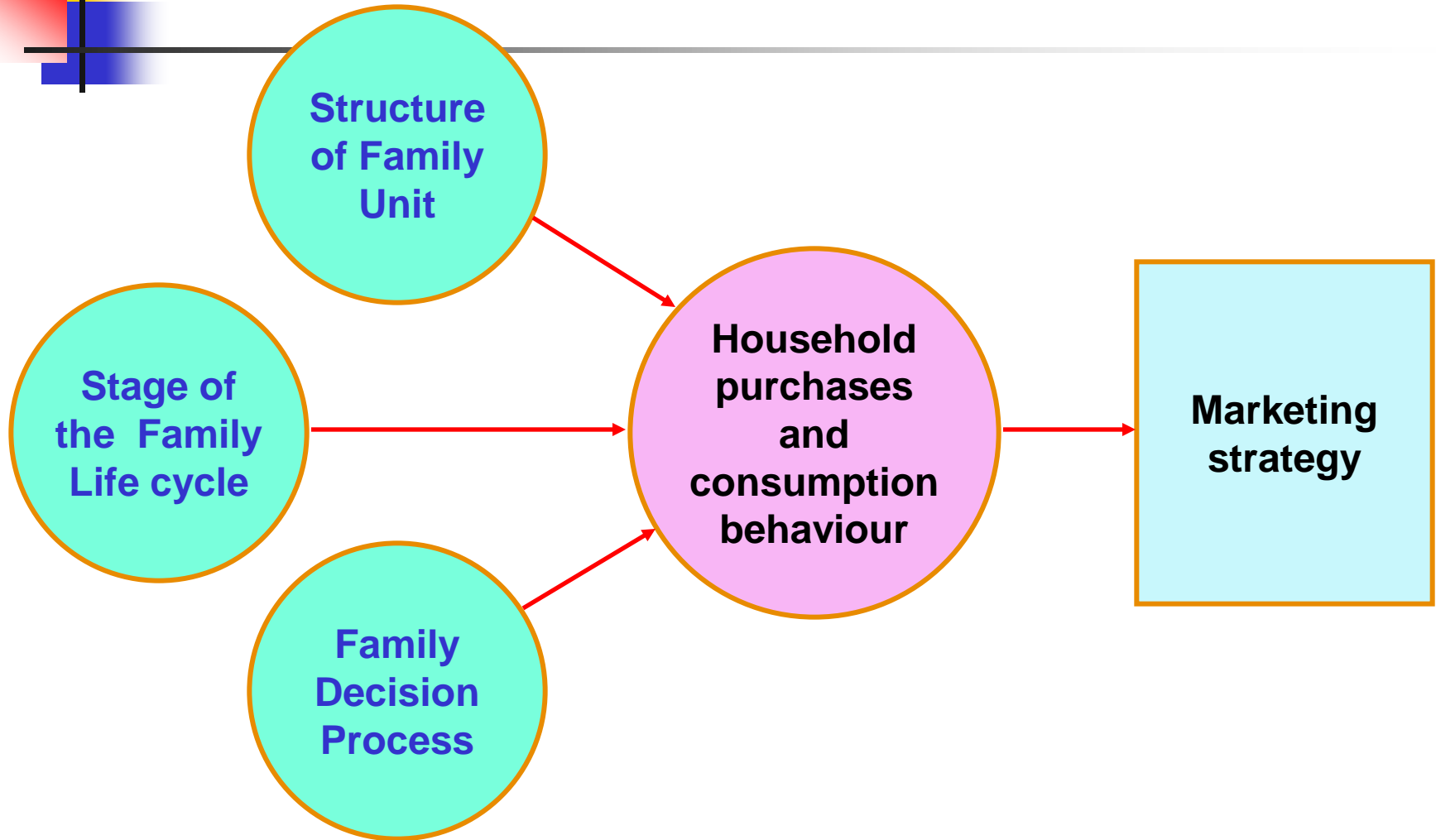


# Consumer Socialisation

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- **Consumer Socialisation refers to imparting the values, norms, beliefs, and procedures associated with behaving as competent consumers in a given cultural setting.**
  - **Direct socialisation: parents purposively train children in consumer knowledge**
  - **Indirect socialisation: involves more passive learning through modeling of children's behaviours based on parental models.**
  - **Co-shopping: involves children accompanying parents on shopping trips.**

# Family Influences Most Consumption Decisions



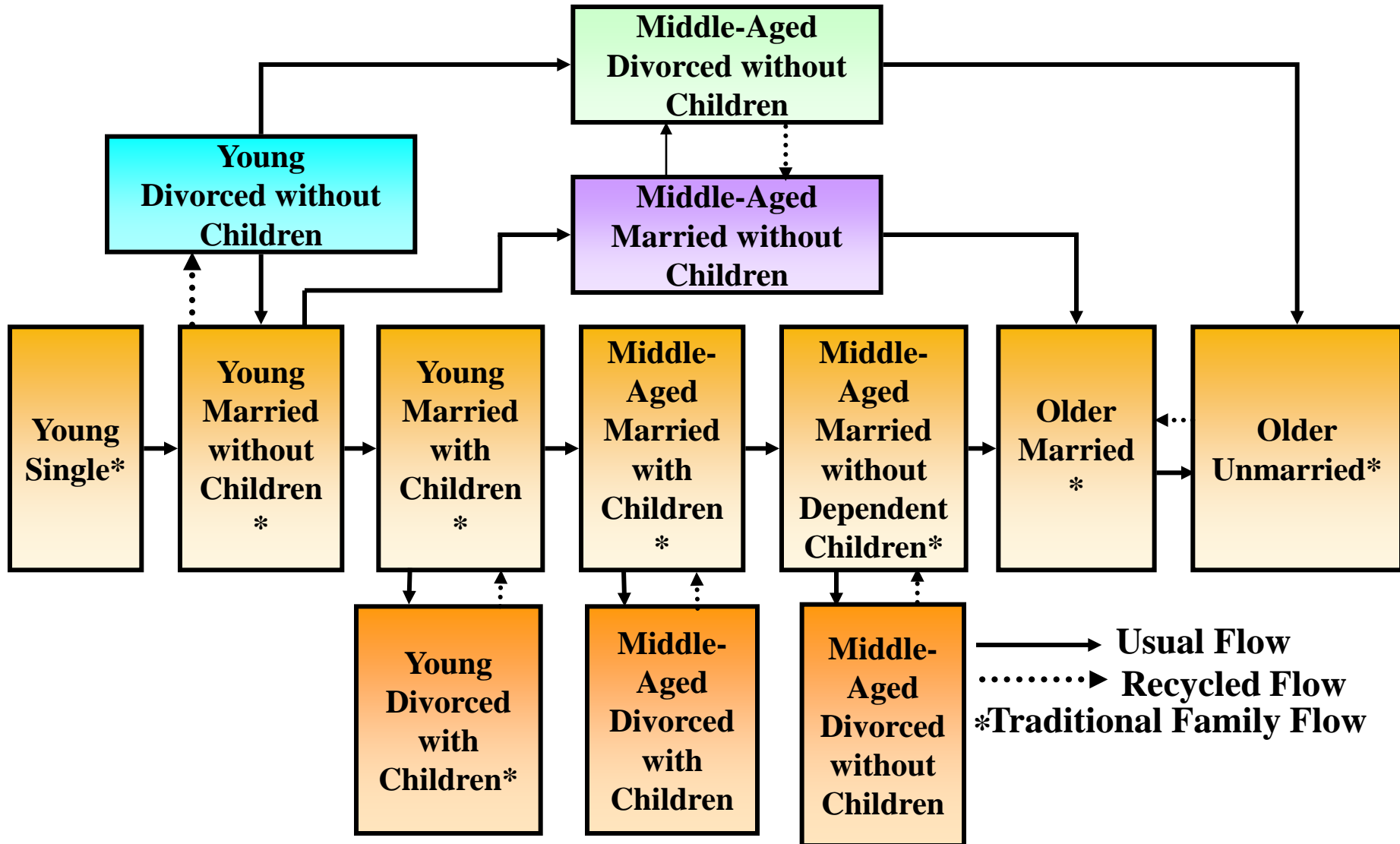


# Structure of Family

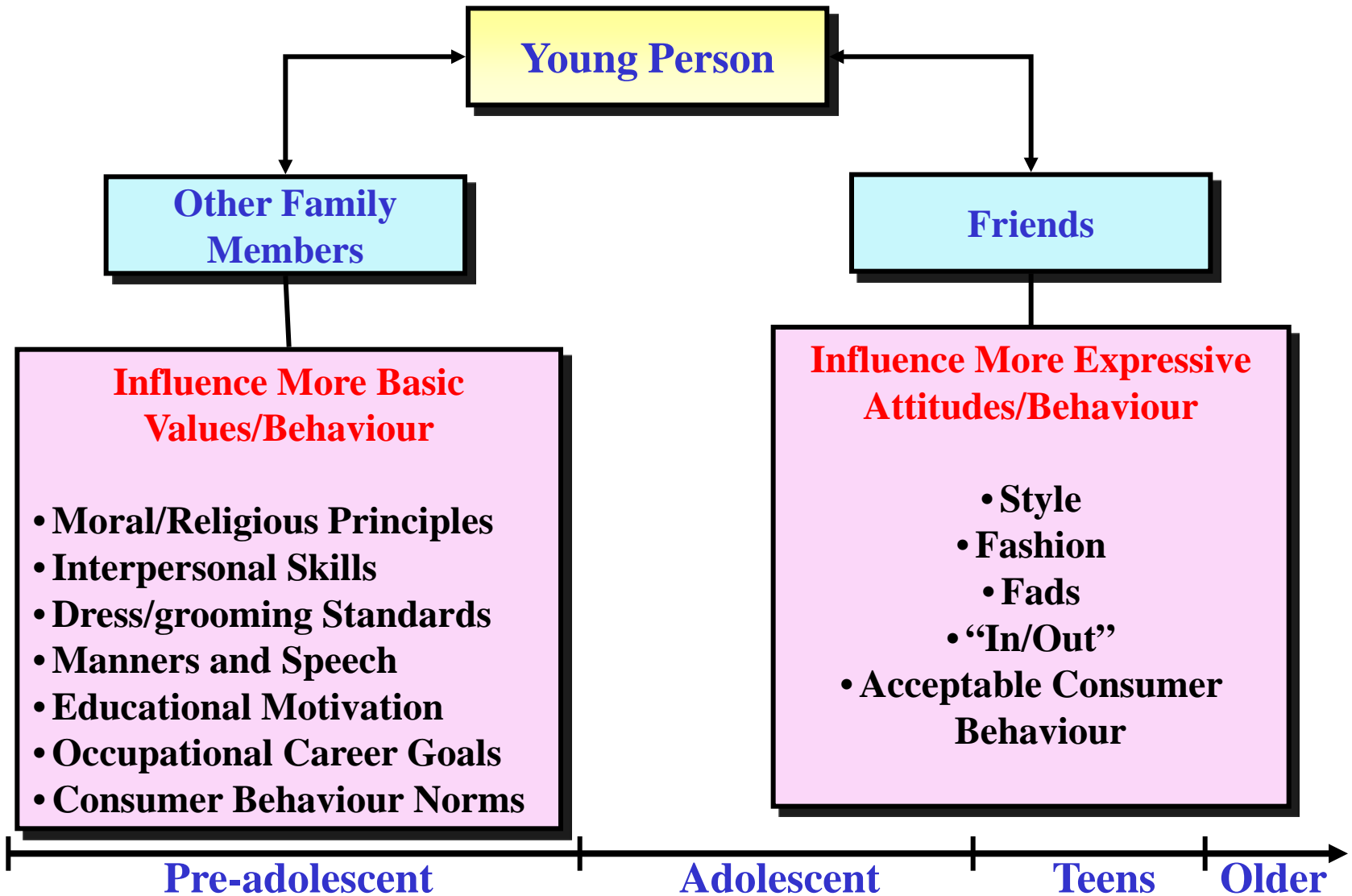
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- **Nuclear family: comprised of a married couple and their children**
- **Extended family: households comprised of multiple generations of family members, or joint households comprising of the families of married adult brothers.**
- **Co-residence and Dwellings:**
  - **significant to marketers because it implies acquisition and maintenance of a home**

# A Family life Cycle



# A Model of the Socialisation Process





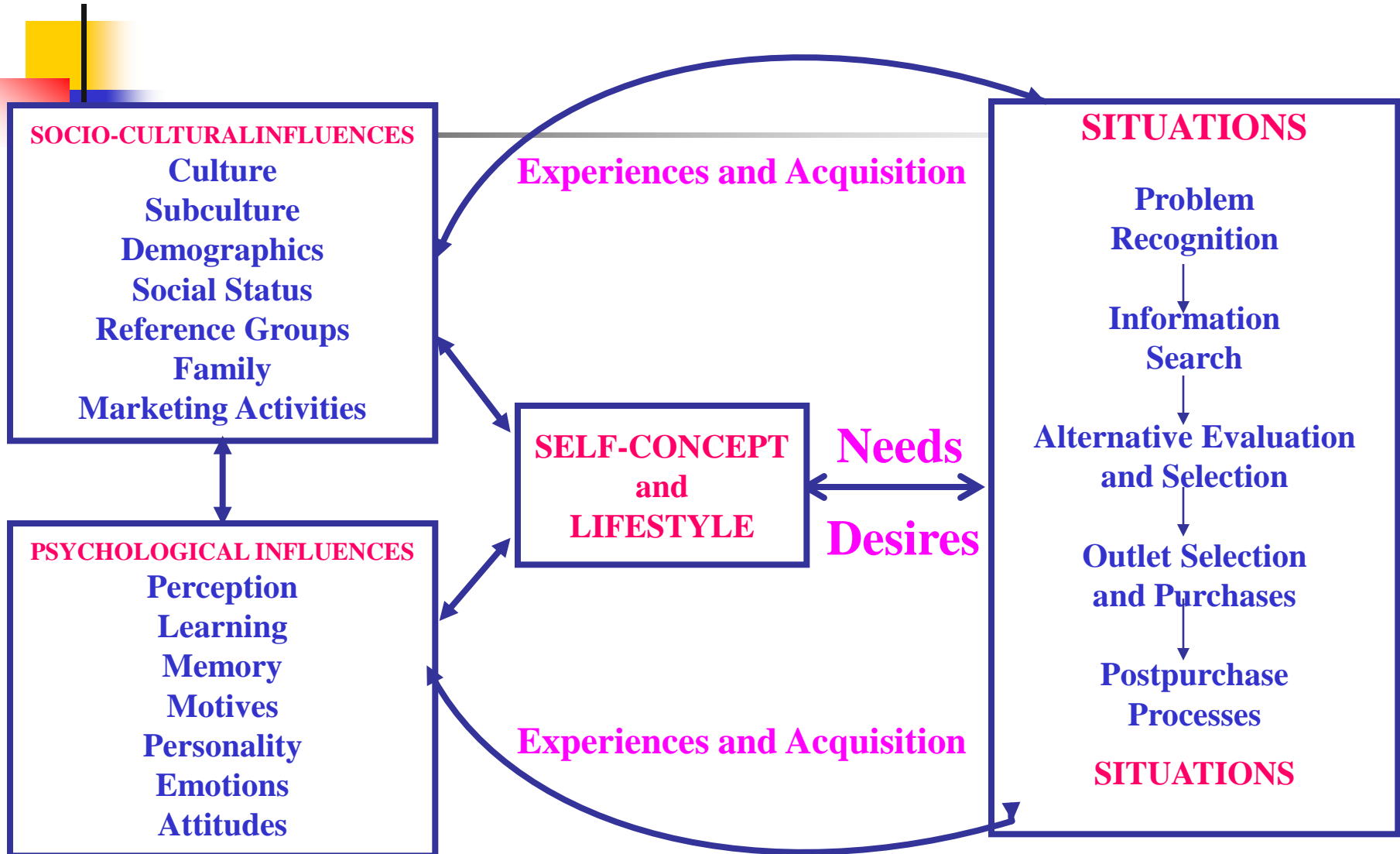
# Lecture Outline

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## Consumers As Social Beings

- Culture & Subculture
- Cultural Changes
- Consumer Culture

# Overall Model of Consumer Behaviour



Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney



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# **Culture & Subculture**



# Culture

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- **What Is Culture?**
- **Why Does Culture Matter?**
- **Components of Culture**
- **Cultural Changes**



# Meaning and Nature of Culture

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**Culture consists of shared blueprints or schemas both for action and for understanding.**

- **Cultural Categories**

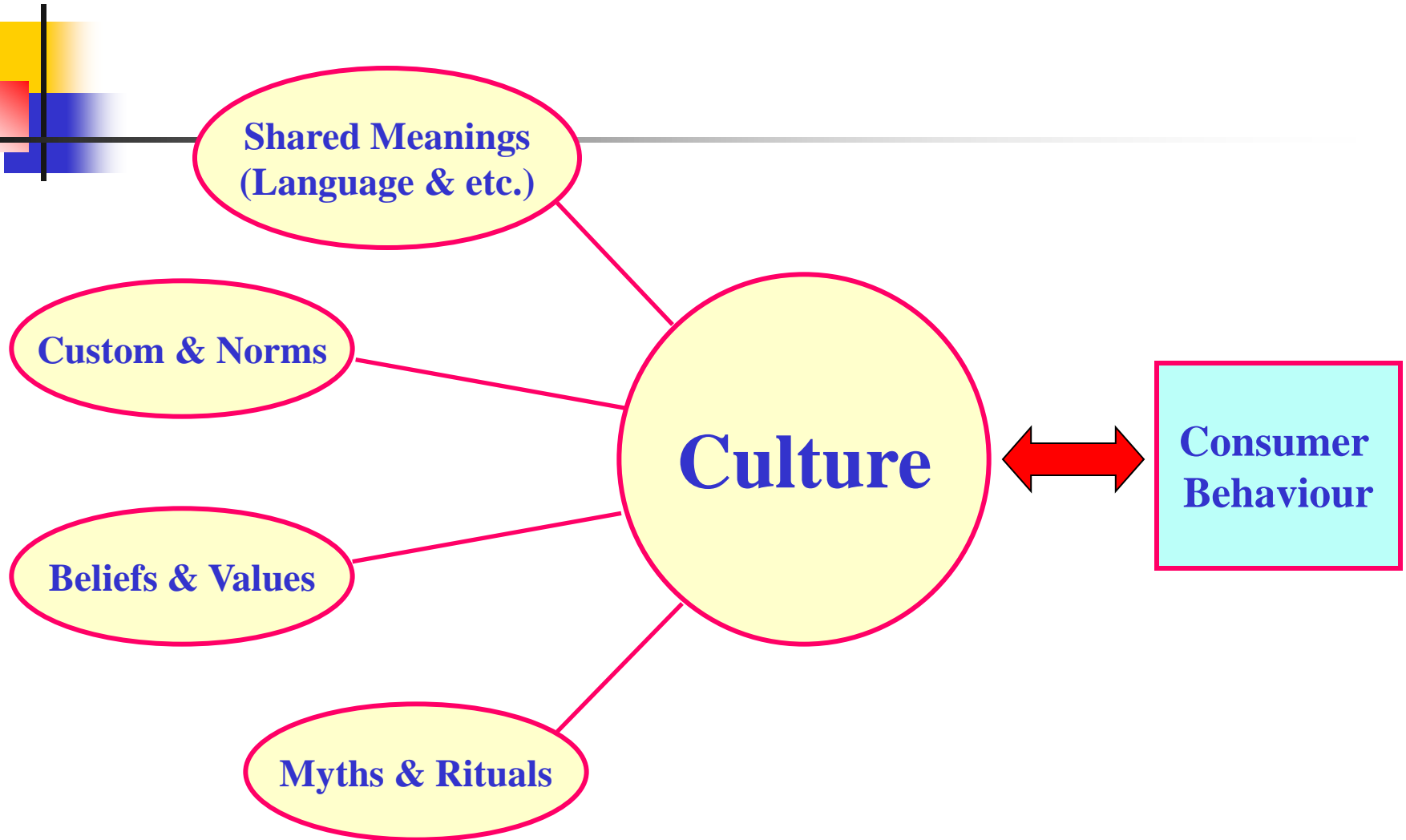
- time, space, nature, and the human community

- **Cultural Principles**

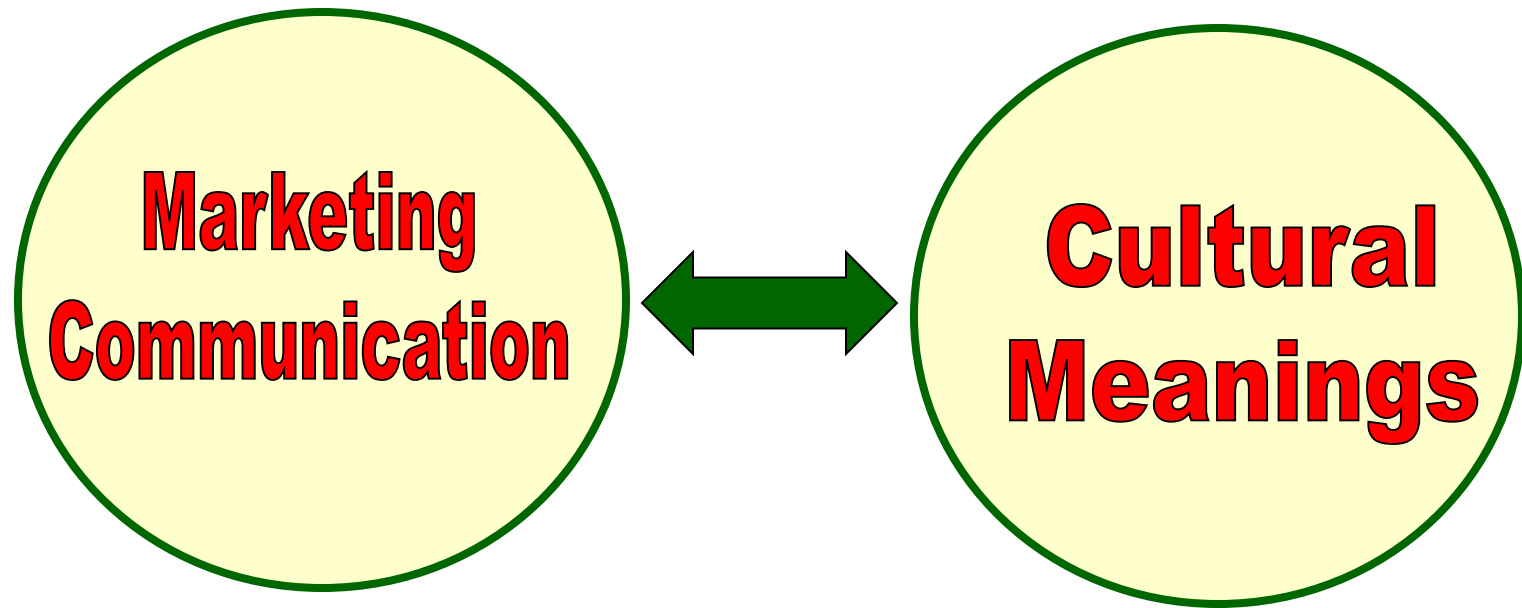
- values, norms, and beliefs that allow things to be grouped into cultural categories, ranked, and interrelated

**Marketing challenge: aligning products with cultural blueprints, categories, and principles.**

# Cultural Factors



# Marketing and Cultural Meanings





# Cultural Values

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- **Cultural values are those shared broadly across a society, values that are conditioned at the society level and reinforced and augmented at successive subcultural levels.**
  - **Instrumental values**
    - shared beliefs about how people should behave and desired end states.
  - **Terminal values**
    - desirable life goals



# Cultural Values (continued)

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- **Value-Attitude-Behaviour Hierarchy**

- abstract values affect midrange attitudes that led to specific consumer behaviours

- **Consumer Ethnocentrism**

- preference for one's own system of tastes and preferences over those of another cultural group



---

- **Conspicuous consumption**

- acquisition and visibility of “luxury” goods and services to demonstrate one’s ability to afford them

- **Materialism**

- importance consumer attaches to worldly possessions or consumption-based orientation to happiness seeking



# Cultural Myths and Symbols

---

## ■ Myth

- a story containing symbolic elements that express shared emotions and cultural values, maintain social order by authorizing a social code

## ■ Urban Legends

- stories passed by word of mouth that purport to be nearly first hand accounts of real events, but are fictions

## ■ Cultural Symbols

- objects that represent beliefs and values

# Cultural Rituals



- Repetitive behavioural sequences
- Taken-for-granted scripts
- Exhibit arbitrary patterns
- Incorporate values
- Sustain social consensus
- Integrate interpersonal behaviours
- Examples include entry, exit, grooming, support, possession, exchange, divestment



# Cultural Rituals (continued)

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- **Exchange Rituals**
  - Holiday gift giving
  - Rites of passage
- **Life cycles of Rituals**
- **Global Consumption of Rituals**



# Guidelines for Cultural Awareness

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- **Diderot effect**

- *force that encourages an individual to maintain a cultural consistency in his/her complement of consumer goods*

- **Culture is adaptive and dynamic**

- **Culture is an open system**

- *it influences and is influenced by changes in their environment*



# Cultural Symbols

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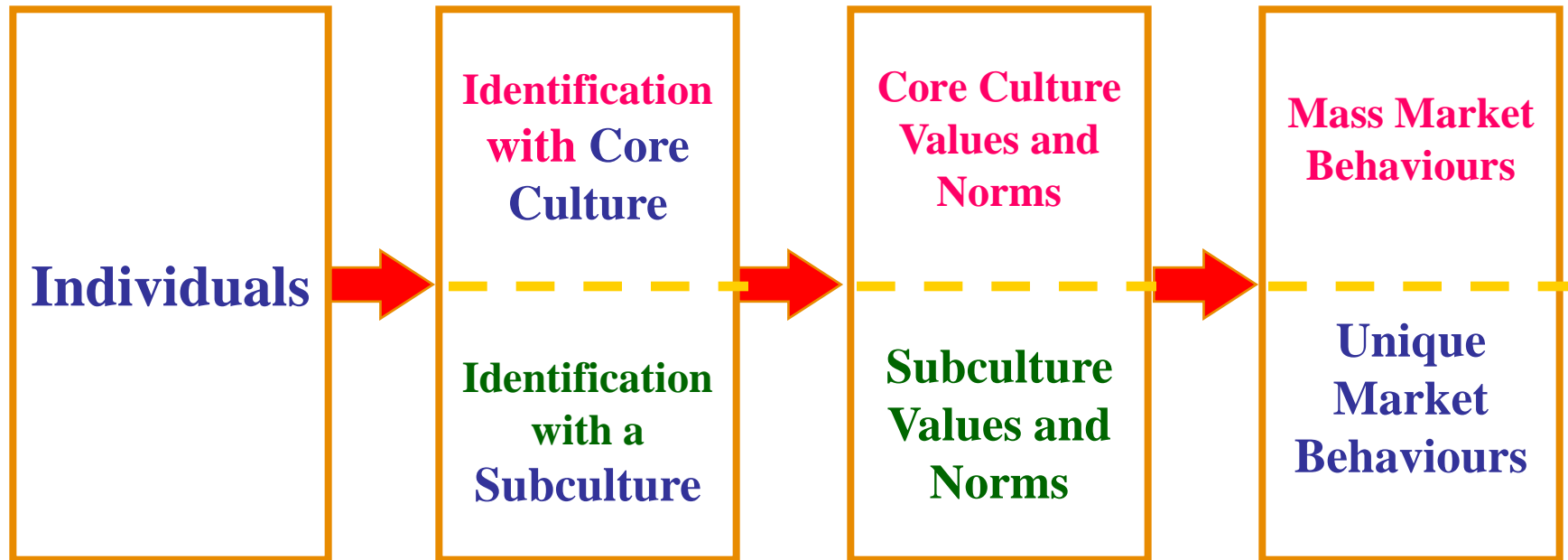
- **Cultural symbols are shared symbolic meanings.**
- **Culture is reflected in core symbols.**
- **Consumer goods often become core symbols in a culture.**



---

# From Culture to Subculture

# Identification with a Subculture Produces Unique Market Behaviours





# Consumption and Cultural Changes

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- **Consumption Patterns and Preferences**
- **Trends and Changes in Consumer Behaviour**



# Consumer Culture:

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- **Popular/Media Culture**
- **Body Culture**
- **Globalised Culture**
- **Postmodern Culture**
  - **Fragmented Culture**
  - **Hyperreal Culture**
  - **Aestheticised Culture**



# Globalization, Consumer Culture, and Cultural Creolisation

---

## Trends:

- **Global spread of brands and consumption practices**
- **Creolisation**
  - consumption patterns that combine elements of local and foreign consumption traditions
- **Nostalgic Defense**
  - ethnocentric consumer reaction against globalization, rejecting foreign consumption consumption and values



# Fragmented Culture

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- **Lots of small sub-culture**
- **Against Diderot Effect?**
- **Mix & Match Culture**
- **Fragmented Self**

# Consumer Culture and Identities



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- **Consumer Culture and Gender**
- **Consumer Culture and Sexuality**
- **Consumer Culture and Thainess**
- **Consumer and Social Class**
- **Consumer Culture and ???**



# Gender Imagery

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- **Cultural Meaning**
- **Body Imagery**
- **Attitudes**
- **Relationship**
- **Gender and etc.**



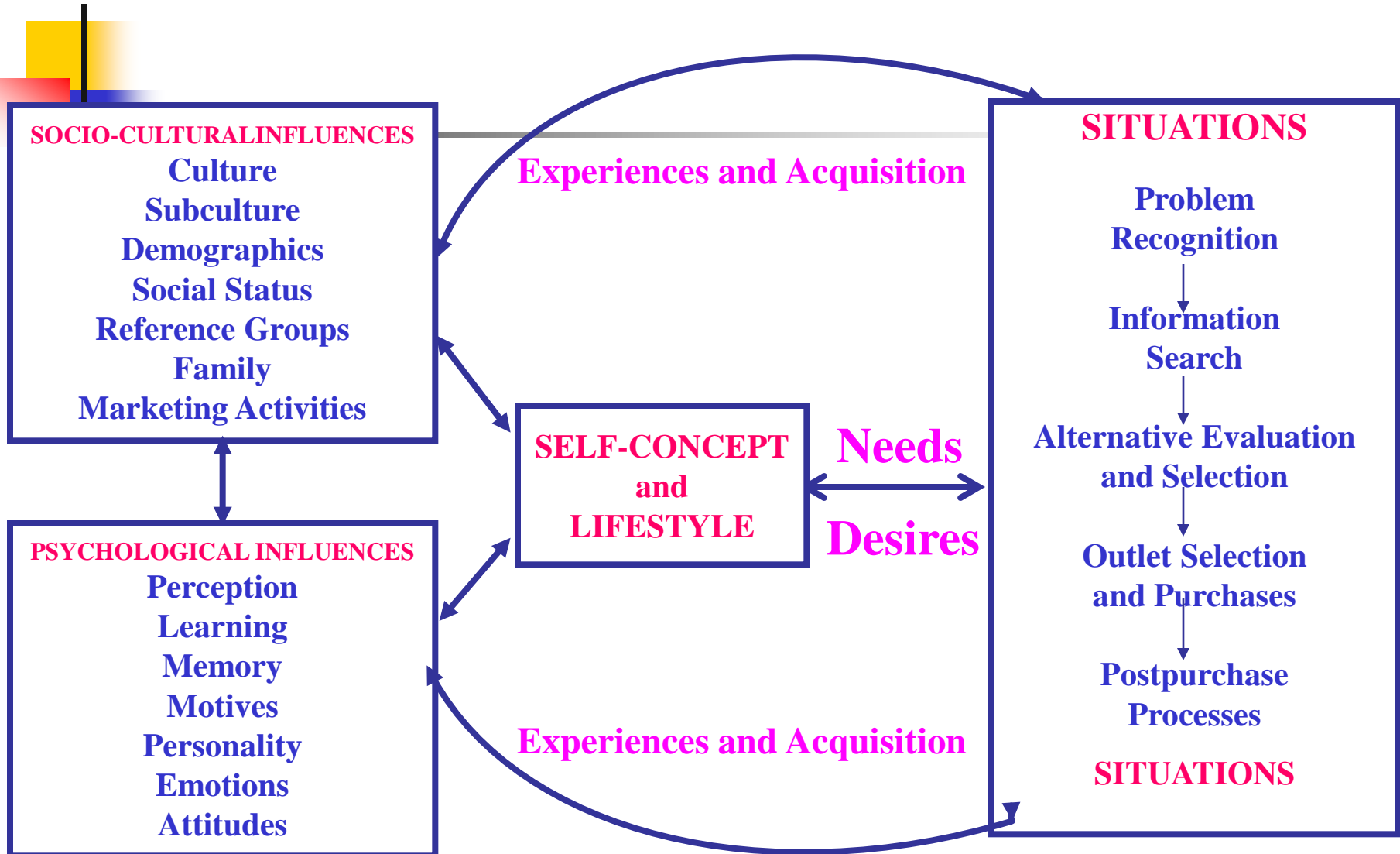
# Lecture Outline

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## Buying Decision Process

- Individual Decision

# Overall Model of Consumer Behaviour



Adapted from "Consumer Behavior: Building Marketing Strategy" by Hawkins, Best and Coney

# Purchases

- Consumers make many kinds of purchase decisions
- The different types of purchase decisions include:
  - basic purchase decision
  - product category decision
  - brand purchase decision
  - channel purchase decision
  - payment decision
  - initial vs. repeat purchase decision
- Purchase decisions need not be made in the order indicated above.





# Are **all** purchase processes **the same?**

---

- **Vary by Situation**
- **Vary by Product**
- **Vary by Consumer**

**Yes, indeed!**

**All purchases are not the same!**



# Several factors may affect the buying-decision process:

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- The prospect can withdraw at any stage.
- Stages may overlap, and are likely to be of different lengths.
- Consumers are often involved in several buying decisions simultaneously.
- The consumer's involvement level, the effort exerted, can vary.

# Levels of Consumer Decision Making

**Extensive Problem Solving**



**Limited Problem Solving**

**Routinised Response Behaviour**





# The Nature of Situation

---

- **The Communications Situation:**  
The situation in which consumers receive information.
- **The Purchase Situation**
- **The Usage Situation**
- **The Disposition Situation**
- **The Ritual Situation**



# Situational Influences

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- **Physical Surroundings** -location, décor, sounds, aromas, lighting, crowding..
- **Social Surroundings** - others present/not
- **Temporal Perspectives** - time, day, season, since last purchase, until payday.
- **Task Definitions** - self/gift, work/play
- **Antecedent States** - moods, cash on hand



# Consumer Characteristics

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- **Culture and Values**
- **Family Life-Cycle**
- **Demographics**
- **Psychographics**
- **Personality, Lifestyle, and Self-Concept**



# Influences on Levels of Decision Making

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- **Involvement:** Degree of personal relevance a product or service holds for the consumer.
- **Perceived Risk**
- **Experience with Product Category**
- **Frequency of Purchase**
- **Cognitive Resources and Time**



# Effects of Involvement

---

- **The higher involvement, the greater cognitive effort**
  - more sensitive perception
  - more search for information
  - extensive decision making
- **Results in different steps through the purchase process**

# Involvement and Types of Decision Making

Low-purchase Involvement

High-purchase Involvement

Routinised Decision Making

Limited Decision Making

Extended Decision Making

Problem recognition  
Selective

Problem recognition  
Generic

Problem recognition  
Generic

Information search  
Limited internal

Information search  
Internal  
Limited external

Information search  
Internal  
External

Purchase

Alternative evaluation  
Few attributes  
Simple decision rules  
Few alternatives

Alternative evaluation  
Many attributes  
Complex decision rules  
Many alternatives

Postpurchase  
No dissonance  
Very limited evaluation

Purchase

Purchase

Postpurchase  
No dissonance  
Very limited evaluation

Postpurchase  
No dissonance  
Limited evaluation

Postpurchase  
Dissonance  
Complex evaluation



**Wait a minute...**

---

**What about  
“Impulse  
Buying”?**



# Problem Recognition

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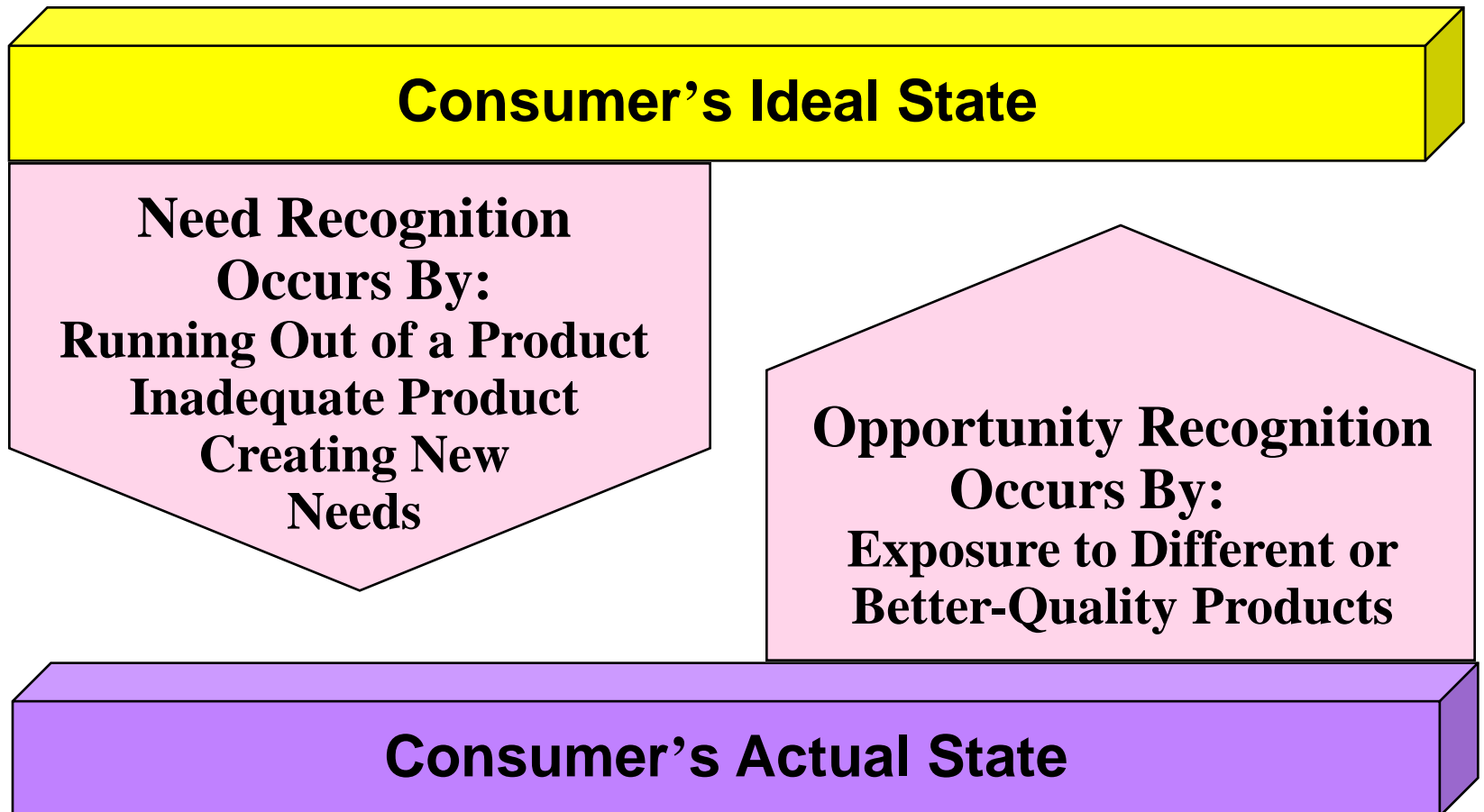
A consumer's incongruity or tension state resulting from variance between an actual and a desired state of affairs.

- **Problem recognition and its associated dissonance trigger behaviour.**

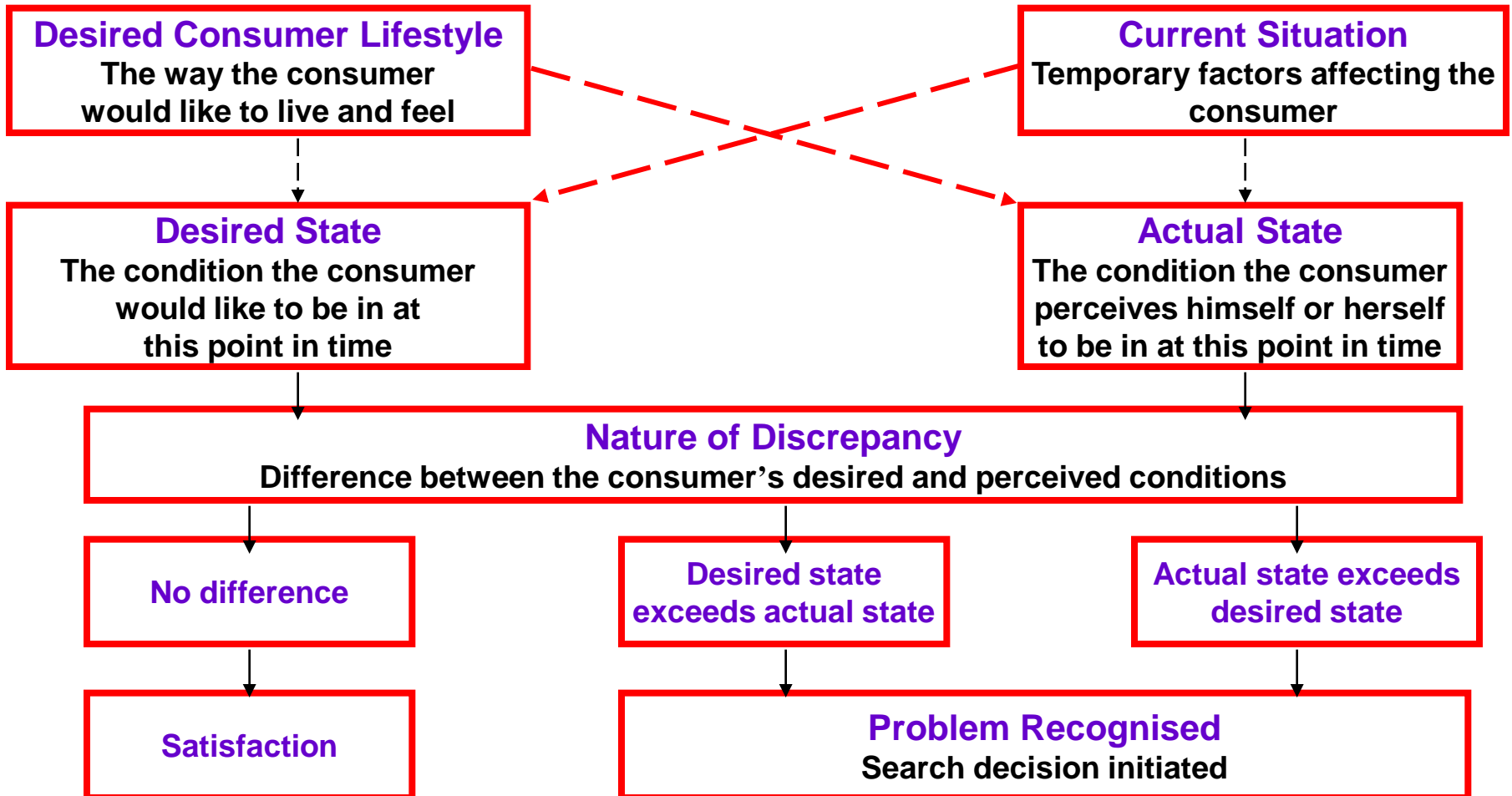


# Problem Recognition

Occurs Whenever the Consumer Sees a Significant Difference Between His or Her Current State and Some Desired or Ideal State.



# The Process of Problem Recognition



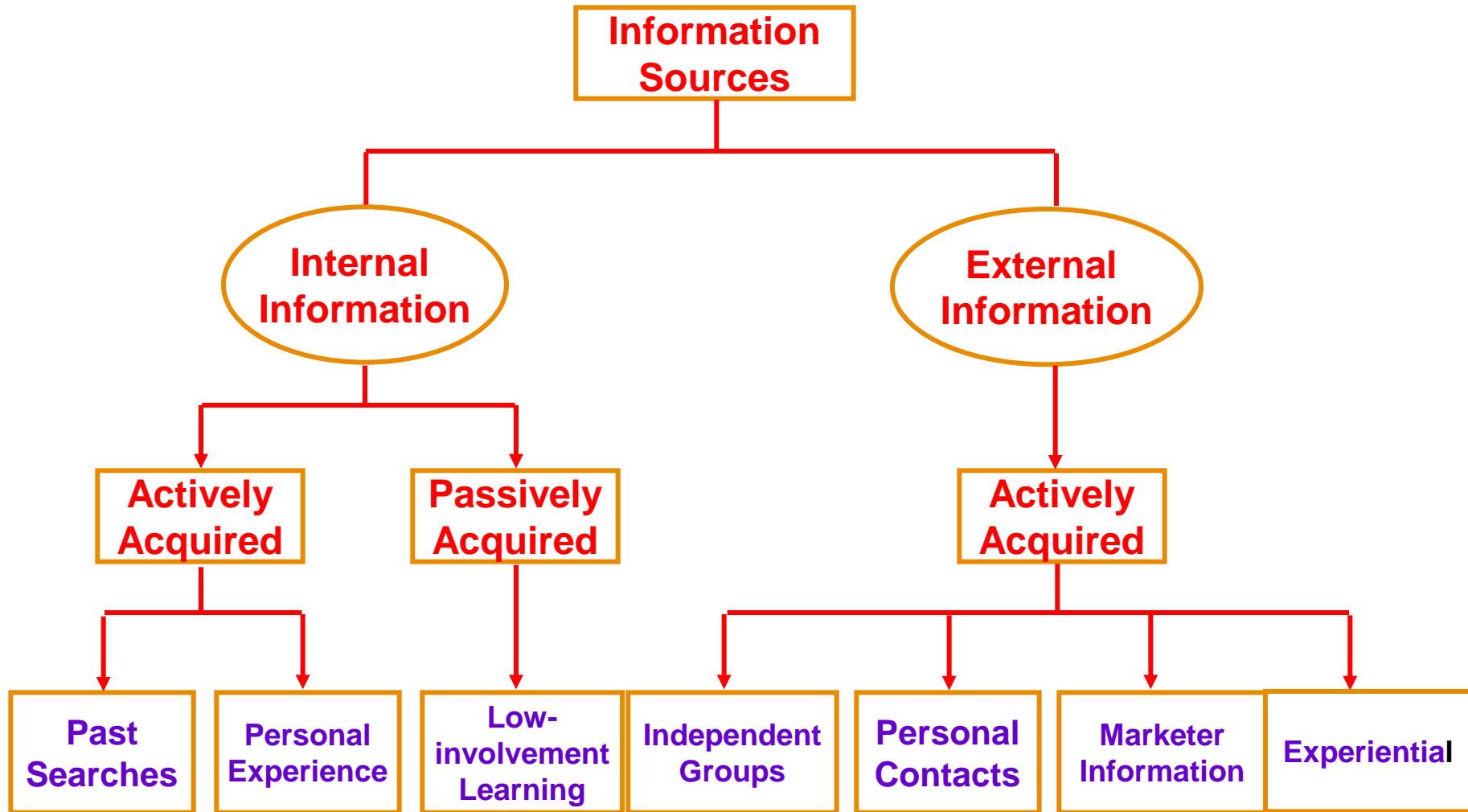
# Information Search

Familiarising oneself with courses of action available to solve the problem.

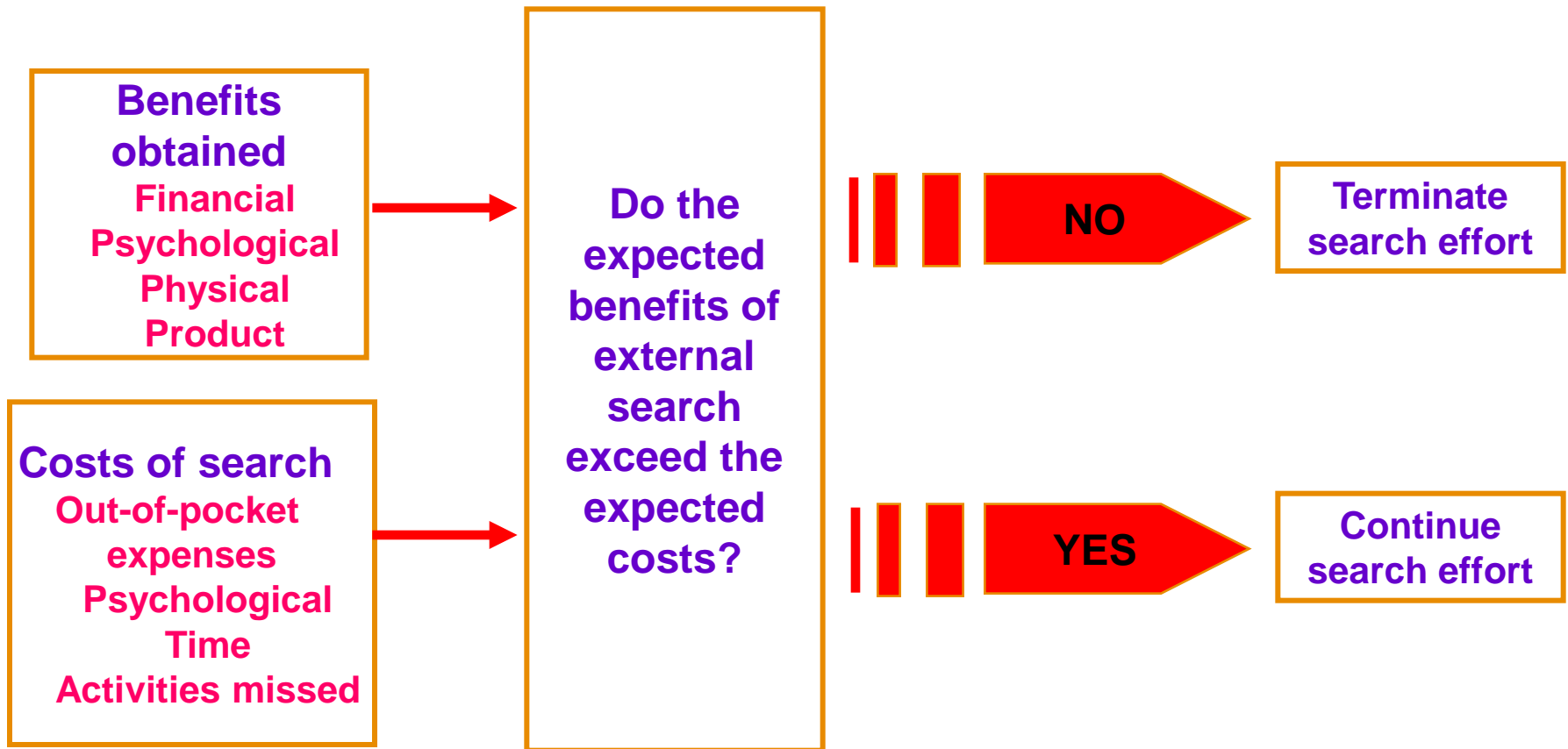
- **Types of search:**
  - **Internal Search:** Retrieving relevant information from memory
  - **External Search:** Seeking information from external sources



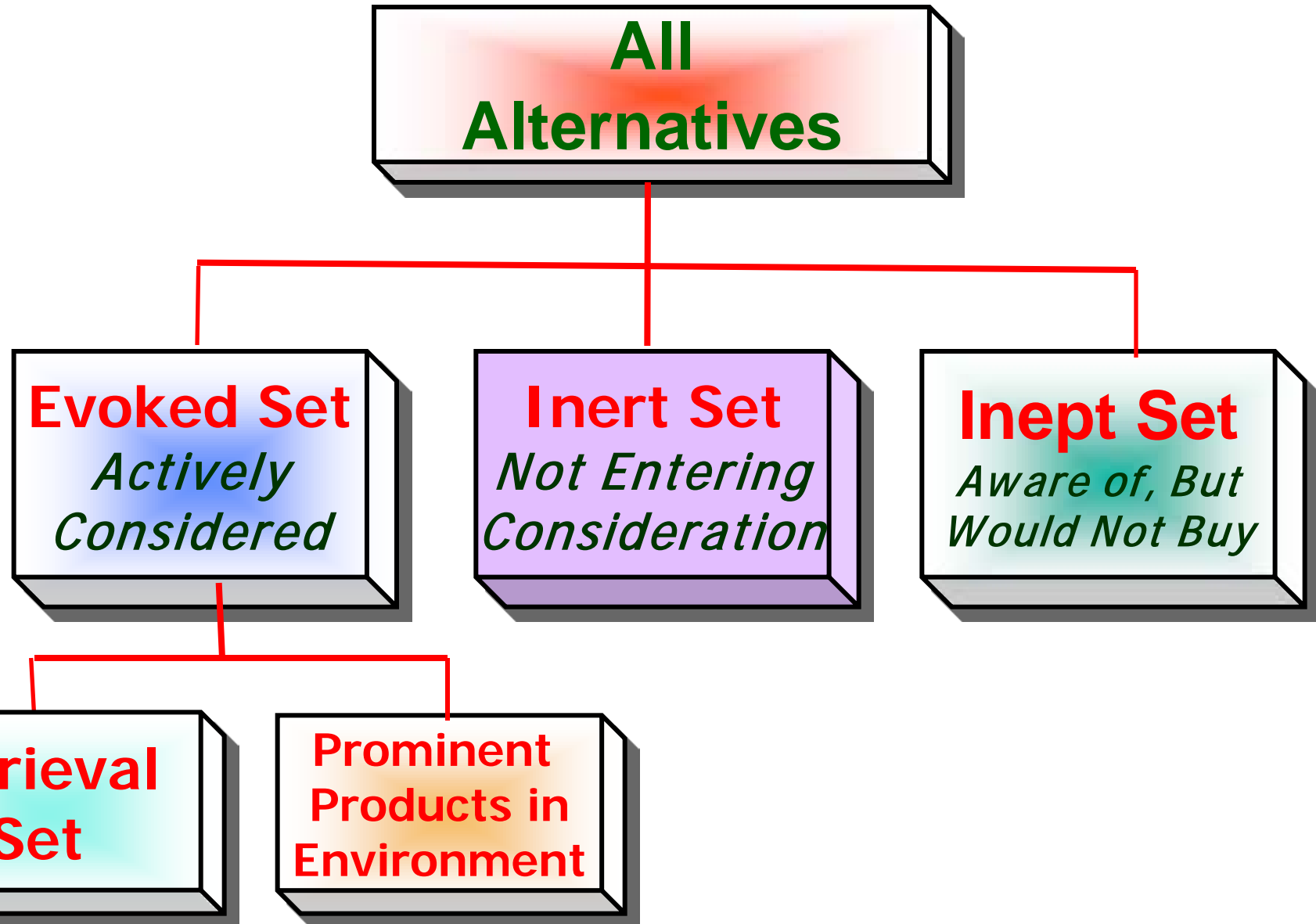
# Information Sources for a Purchase Decision



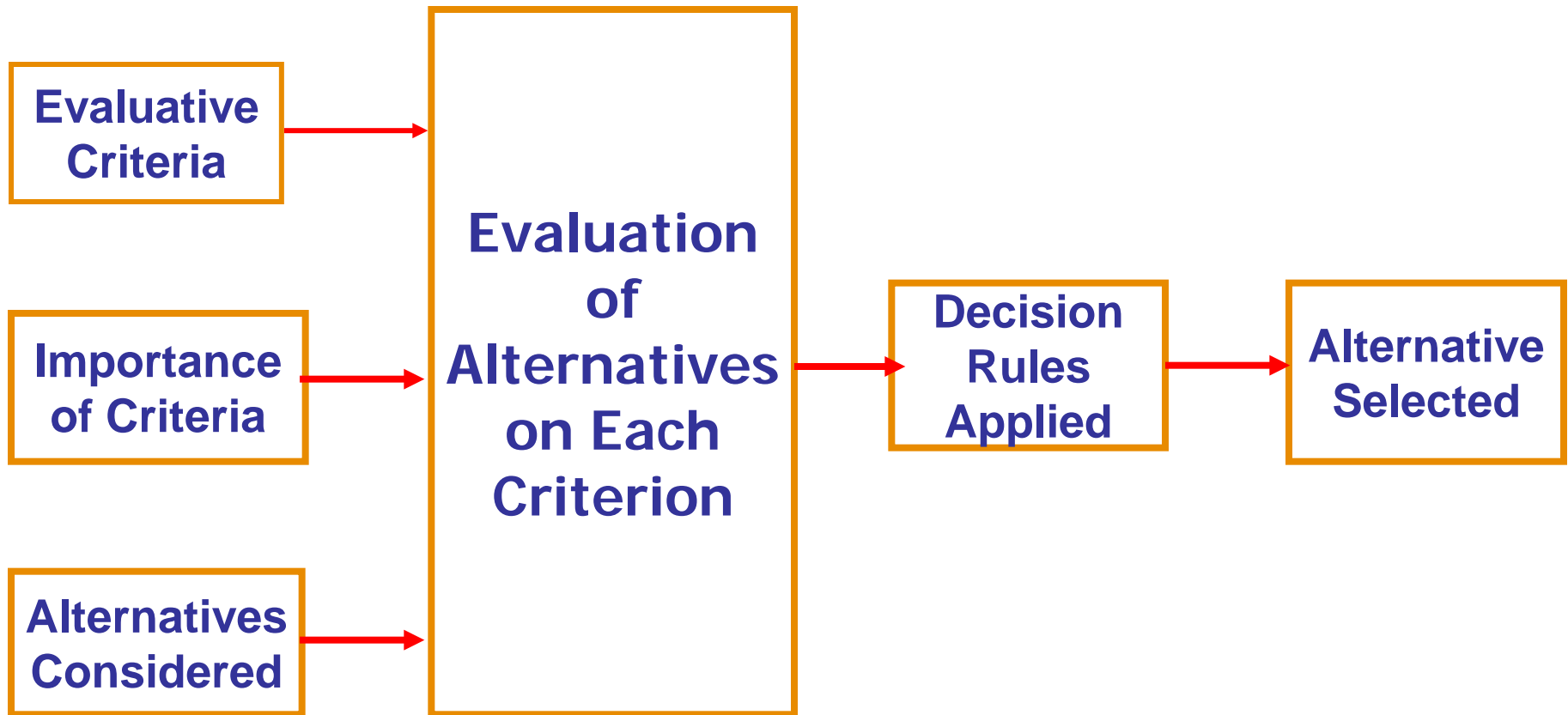
# Perceived Costs and Benefits of Consumer Search Guide Search Effect



# Evaluation of Alternatives



# Alternative Evaluation and Selection Process





# Product Choice: Selecting Among Alternatives

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- **Evaluative Criteria** are the dimensions used to judge the merits of competing options.
- The attributes actually used to differentiate among choices are **Determinant Attributes**.
- Marketers can educate consumers about a new decision criterion.



# Decision Rules Used by Consumers

---

**Conjunctive:** Select brands that surpass a minimum level on each relevant evaluative criterion.

**Disjunctive:** Select brands that surpass a satisfactory level on any relevant evaluative criterion.

**Elimination-By-Aspects:** Rank the evaluative criteria in terms of importance and establish satisfactory levels for each. Start with the most important attribute and eliminate all brands that do not meet the satisfactory level. Continue through the attributes in order of importance until only *one* brand is left.



# Decision Rules

## Used by Consumers (cont.)

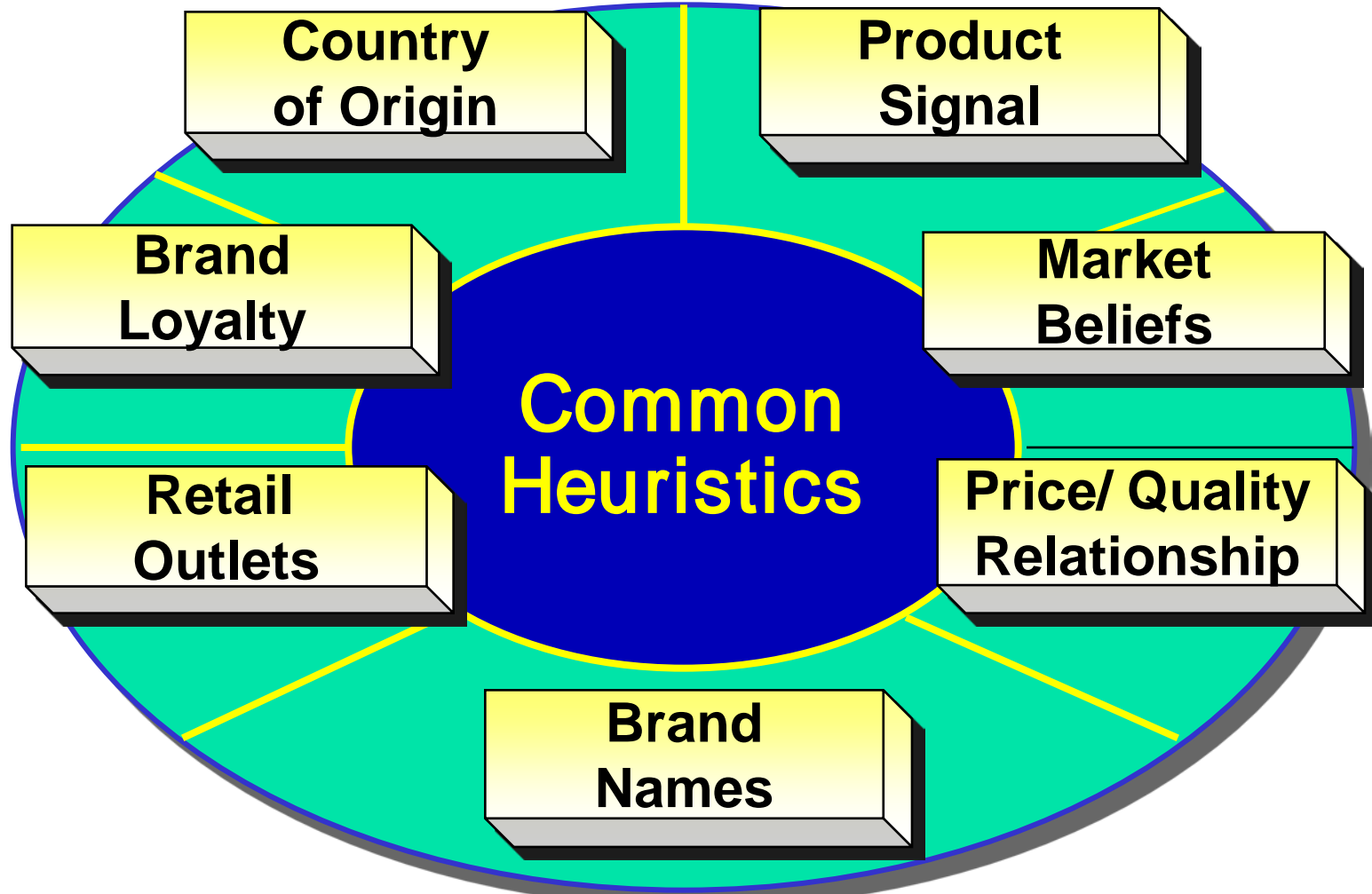
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**Lexicographic:** Rank the evaluative criteria in terms of importance. Start with the most important criterion and select *the* brand that scores highest on that dimension. If two or more brands tie, continue through the attributes in order of importance until *one* of the remaining brands outperforms the others.

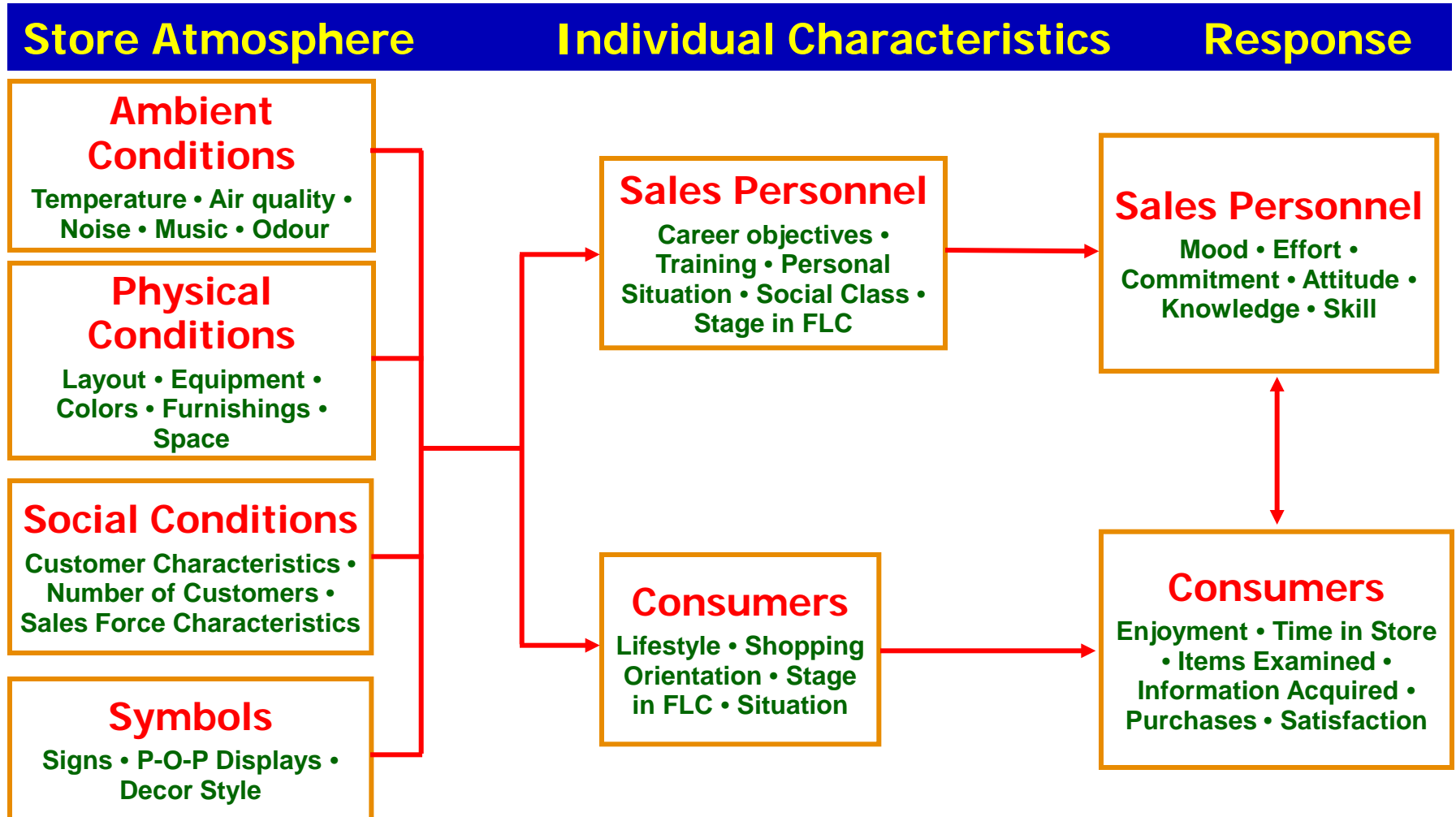
**Compensatory:** Select *the* brand that provides the highest total score when the performance ratings for all the relevant attributes are added (with or without importance weights) together for each brand.

# Heuristics

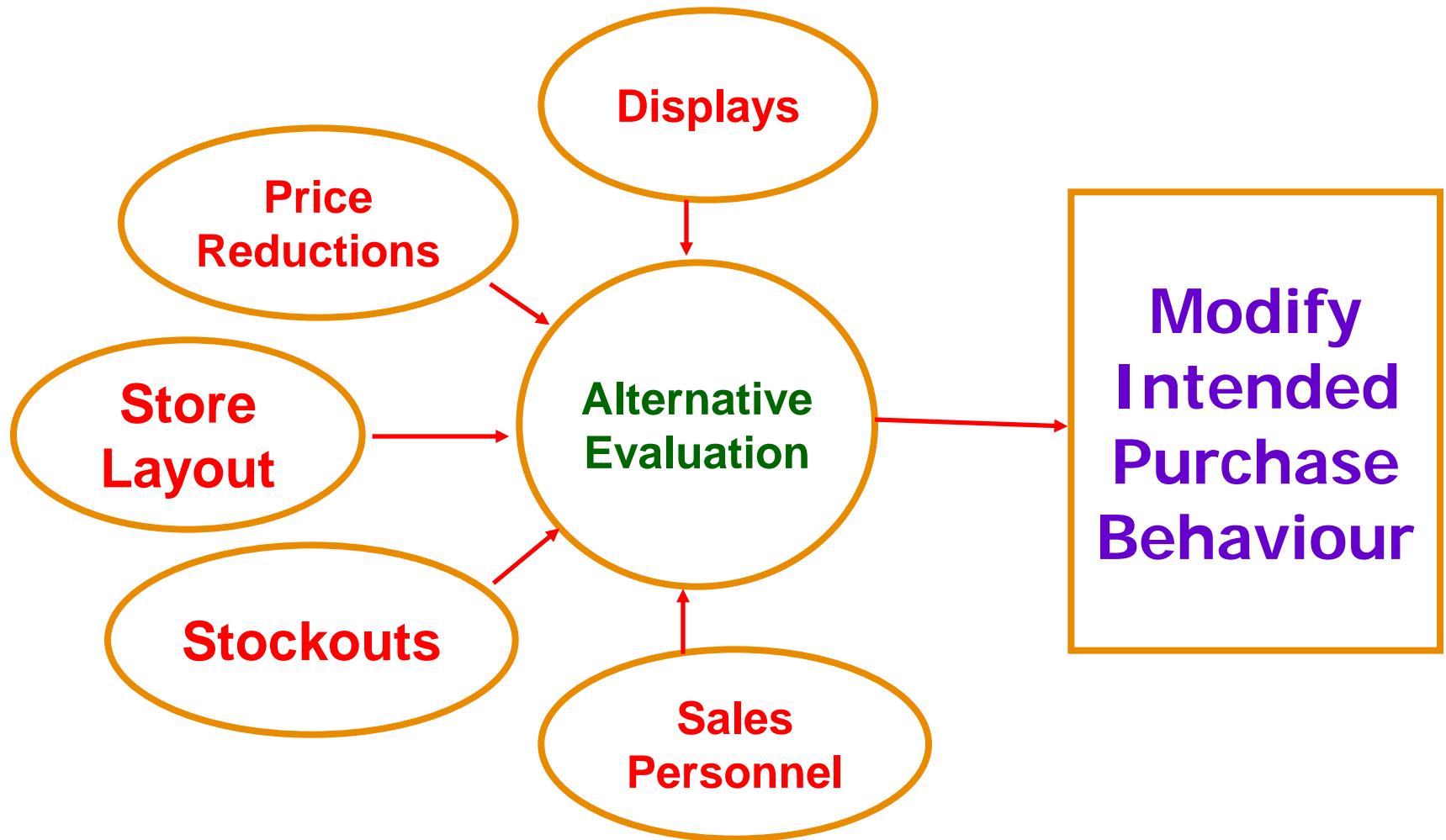
**Heuristics** are Mental Rules-of-Thumb  
That Lead to a Speedy Decision.



# Store Atmosphere and Shopper Behaviour



# In-Store Influences that Impact Alternative Evaluation and Purchase





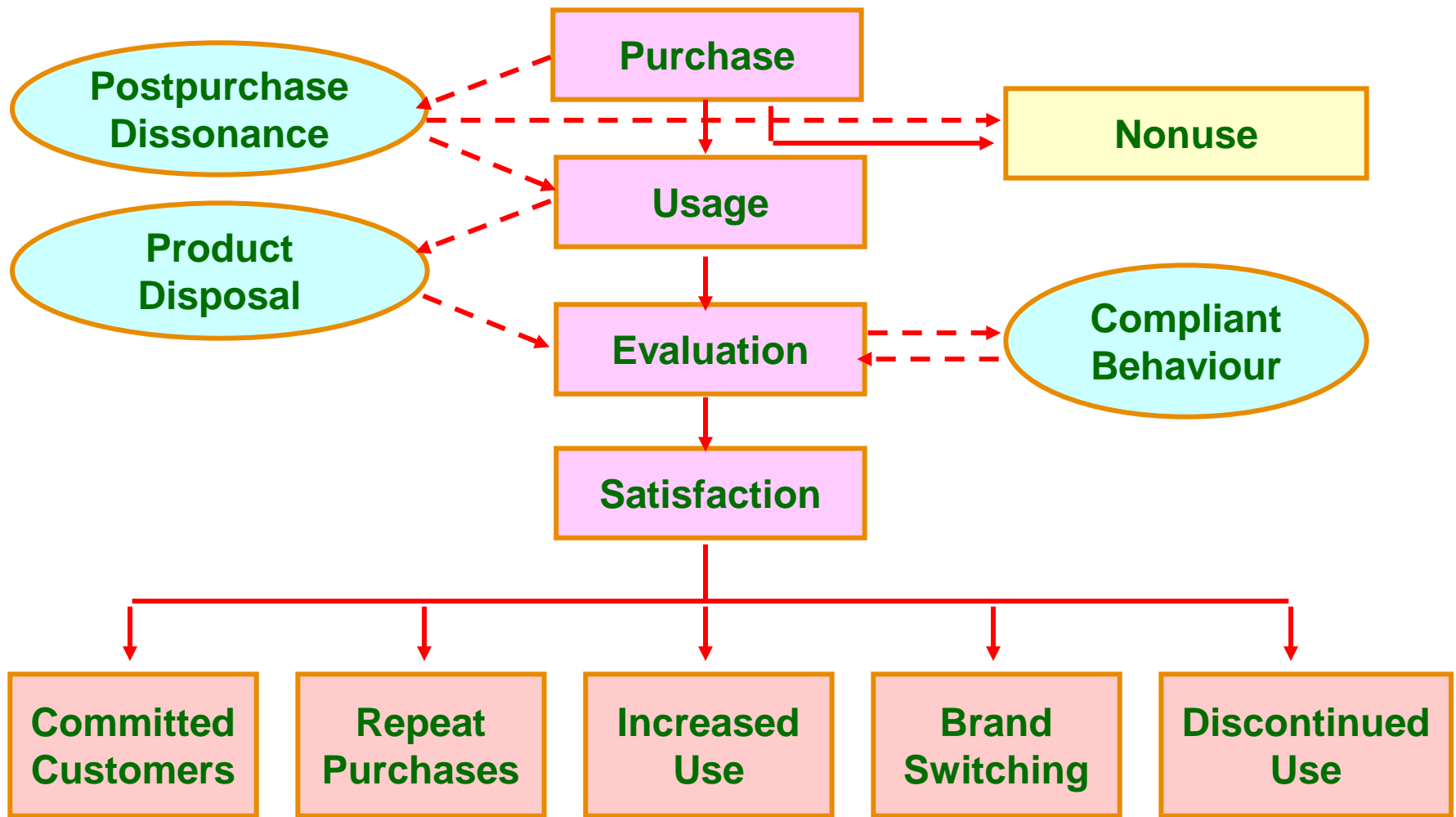
# Post-purchase Considerations

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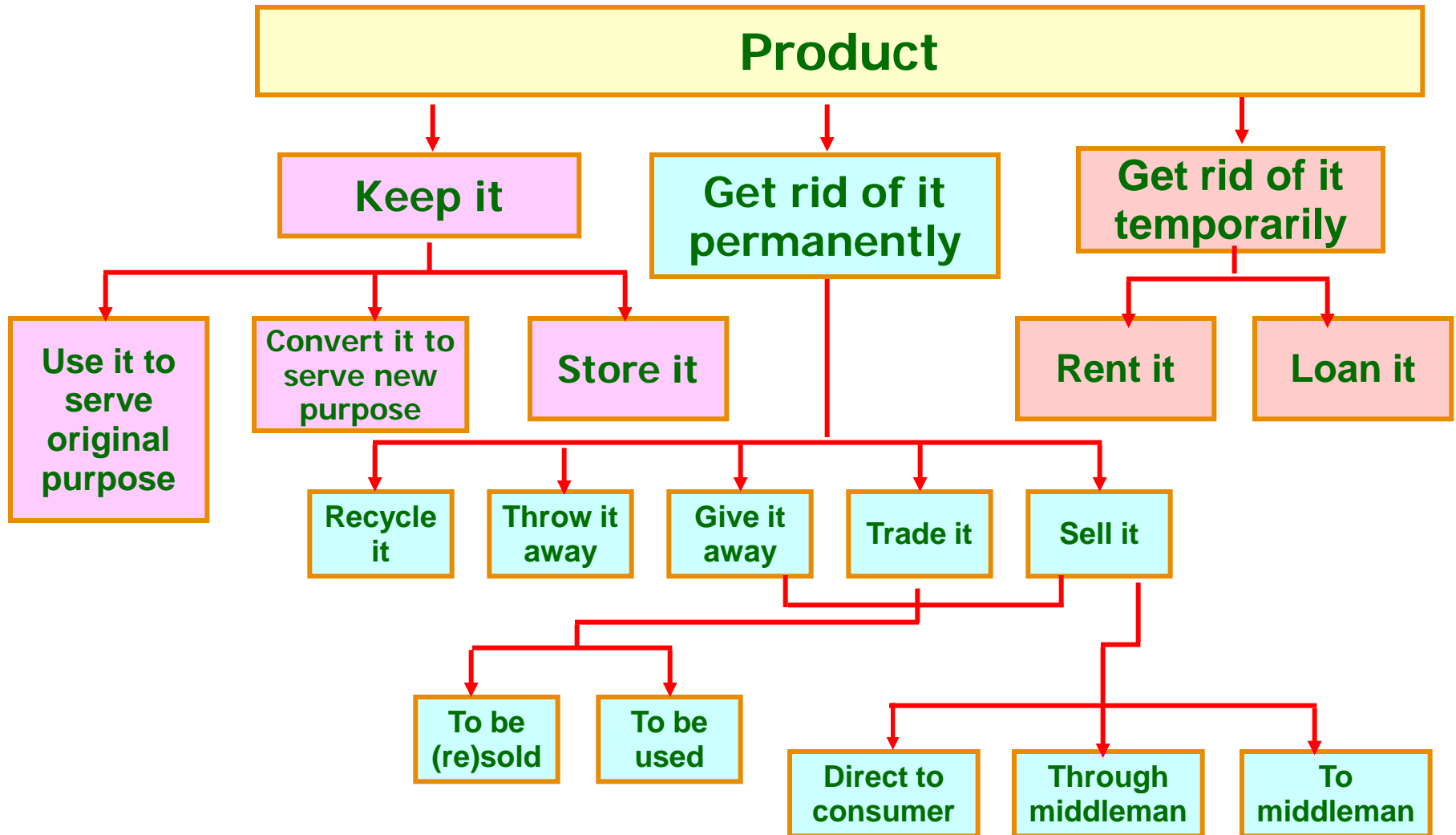
Feelings of satisfaction or dissatisfaction due to product performance are natural outcomes.

- **Distinguish between:**
  - **Instrumental performance:** The utilitarian performance of the product
  - **Expressive Performance:** The social or psychological aspects of the product
- **Satisfaction is a function of expectations rather than of actual product performance.**

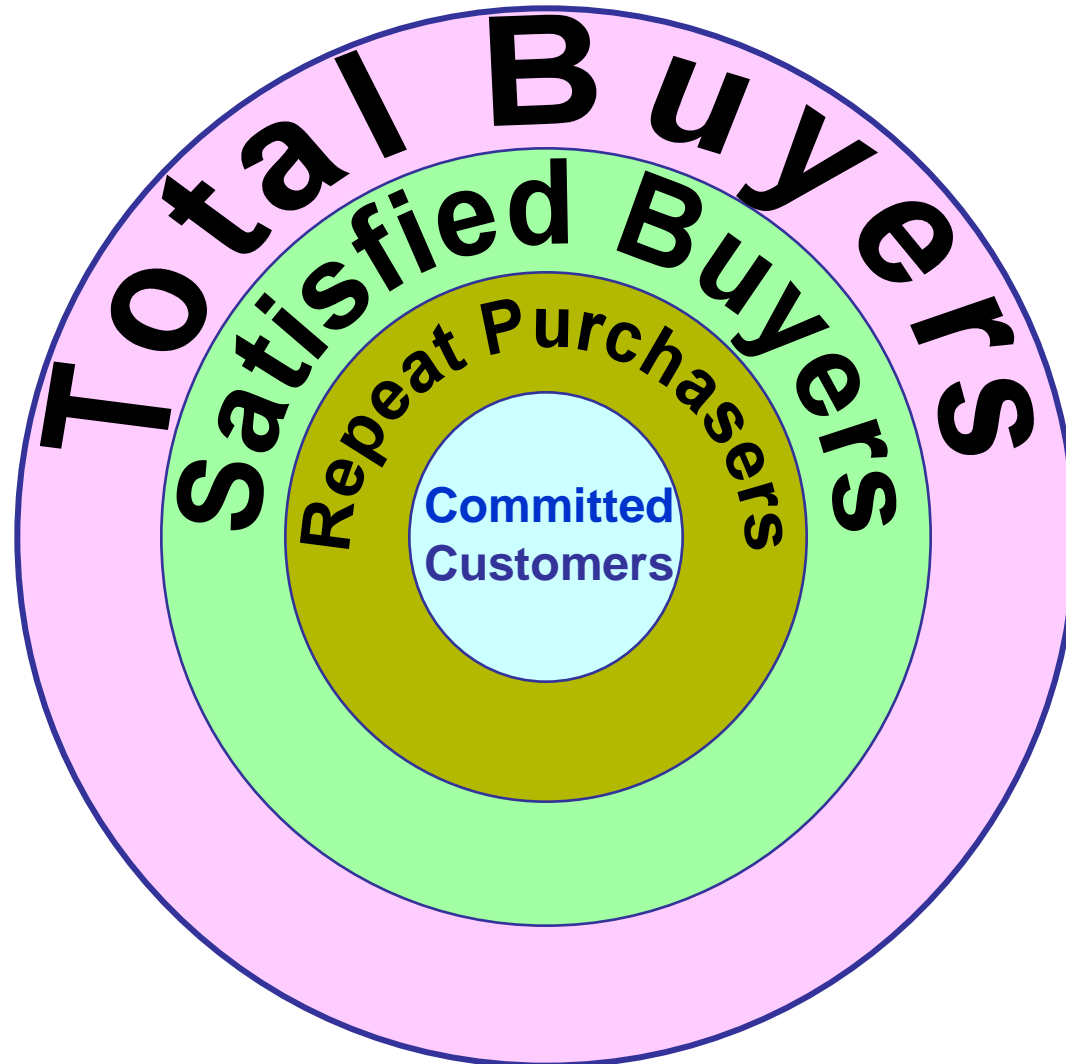
# Post-purchase Consumer Behaviour



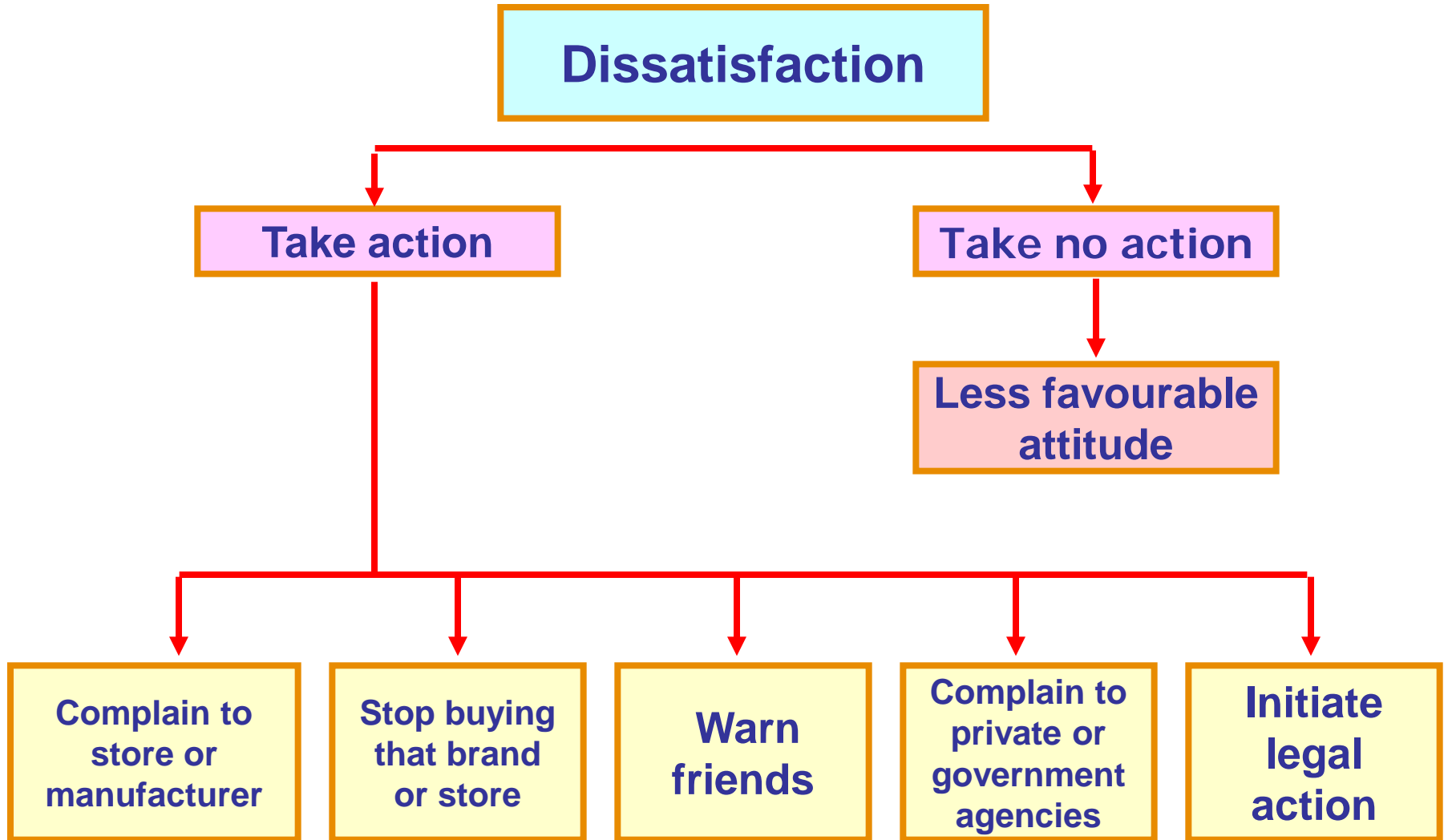
# Product Disposition Alternatives



# Committed Customers



# Dissatisfaction Responses





# How do Consumers Judge Satisfaction?

---

- **Expectations: anticipation or predictions of future events.**
- **Expectancy-Disconfirmation Model of Satisfaction:**
  - disconfirmation of pre-consumption expectations is the key influence on consumer satisfaction.
    - Positive disconfirmation: performances exceed expectations
    - negative disconfirmation: expectations are not met
- **Ceiling floor effect:**
  - Very high expectations (ceiling) are more likely to result in negative disconfirmation and very low expectations (floor) in positive disconfirmation.



# How do Consumers Judge Satisfaction?

---

- **Sources of expectations include:**
  - memories of past experiences, word-of-mouth communications, third party information, cultural milieu.
- **Expectations vary in abstractness, complexity, accessibility.**
  - active expectations
  - passive expectations
- **Satisfaction is a process extending across the entire consumption experience.**



# Desires as a Satisfaction Standard

---

- **Desires model of satisfaction**
  - Satisfaction is a function of the consumer's assessment of the degree to which a product meets or exceeds his or her desires, the outcome being called desires congruency
  - **Desires** are levels of products' attributes and benefits that a consumer believes will lead to, or are connected with, higher-level values.



# Fairness

## as a Satisfaction Standard

---

### ■ Fairness

- Perceptions of fairness affect consumers' satisfaction
- Homans's rule of justice proclaims parties' rewards in exchanges with others should be proportional to their investments (or losses)
- Three dimensions of fairness and satisfaction/dissatisfaction
  - Distributional fairness
  - procedural fairness
  - interactional fairness



# Satisfaction Management

---

**We need  
to manage  
our customers'  
expectations!**



# Lecture Outline

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- **Group Buying Decision**



# Group Buying Decision

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- **Purchase Roles**
- **Types of Purchase**
- **Dynamic of Group Decision**



# Group Purchase Roles

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- **Initiator(s)**
- **Information Gatherer(s)**
- **Influencer(s)**
- **Decision Maker(s)**
- **Purchaser(s)**
- **User(s)**



# *Types of Purchase*

---

- **New-task Buying** (the most difficult and complex buying situation), which is the first-time purchase of a major product.
- **Straight Rebuy.** This is a routine, low-involvement purchase.
- **Modified Rebuy.** The buying situation is somewhere between the other two in terms of:
  - The time and people involved, the information needed, and the location of buying authority.

# Dynamics of Group Decision Making



- **Someone-Dominated**
- **Joint**
  - Equal
  - Syncretism
- **Autonomic**
  - Solitary
  - Unilateral



# Factors Affecting Purchase Roles

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- **Culture & Subculture Determinants**
- **Role Specialisation**
- **Involvement**
- **Personal Characteristics**



# Conflict Resolution

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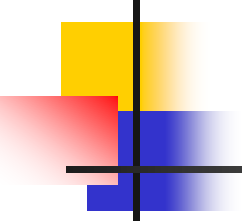
- **Bargaining**
- **Impression Management**
- **Use of Authority**
- **Reasoning**
- **Playing on Emotion**
- **Additional Information**



# Session 13: Lecture Outline

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- **Impulsive Buying Behaviour**
- **Consumer Fantasies, Feeling and Fun**
- **Dark Side of the Consumer**
- **Consumer Abuse & Critical Marketing**
- **Marketing Ethics & Public Policy**
- **Consumer Research & Ethics**



# Impulse Buying



# Impulse Purchases

---

- **Impulse purchases occur when consumers experience a sudden, often powerful, and persistent emotional urge to buy immediately.**
- **Impulse purchases also entail a sudden mental match between the meaning of a product and a consumer's self-concept.**
- **Impulse purchases do not conform to economic man or decision-making man perspectives.**
- **The impulse to buy is hedonic (pleasure-seeking). In some cases, impulse purchase behaviour is compulsive and represents a “darkside” of consumer behaviour.**



# Self-Gifts

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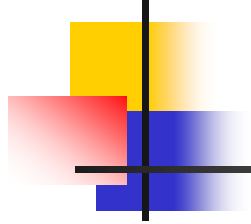
- **In self-gifts, consumers give to themselves.**
- **Self-gifting often occurs in in the context of personal accomplishment, distress, or holiday occasion.**
- **Two types of self-gift experiences are reward and therapeutic self-gifts.**
- **Self-gifts are a form of personal, symbolic self-communication.**
- **In terms of outcomes, self-gifting can positively enhance self-concept, consistency, or esteem.**



# The Dark Side of Consumer Behaviour

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- **Addictive Consumption**
  - Cigarette, Gambling, Internet, etc.
- **Compulsive Consumption**
  - Born to Shop, Shopaholic
- **Illegal Activities**
  - Consumer Theft
  - Consumption of Counterfeit Products
  - Illegal Consumption: Prostituted, Stolen



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# consumers & Marketers



# Critical Marketing

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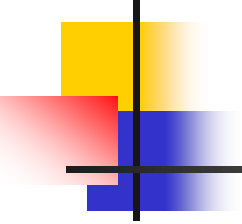
- **Customer Satisfaction VS. Customer Seduction?**
- **Customer Relationship VS. Customer Captivity?**
- **...???**



# Marketing Ethics

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What is it  
anyway?



# Public Policy

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Do Consumers  
Need to Be  
Protected?



# Consumer Research

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- **Traditional View**
- **Alternative View**
  - **Incredulity toward Metanarratives**
  - **Welcoming Pluralism**
  - **Sensitive to the Other**
  - **De-centring Human Subject**



# Note

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**There is no limit to the ways in which the world can be interpreted.**



# Consumer Research Ethics

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- **How far can we go to study consumer behaviour?**
  - **Consumer Privacy**
- **Other Controversial Issues**