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Perspectives on Consumer Behavior

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Consumer Behavior

The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and wants.

The Consumer Decision Process

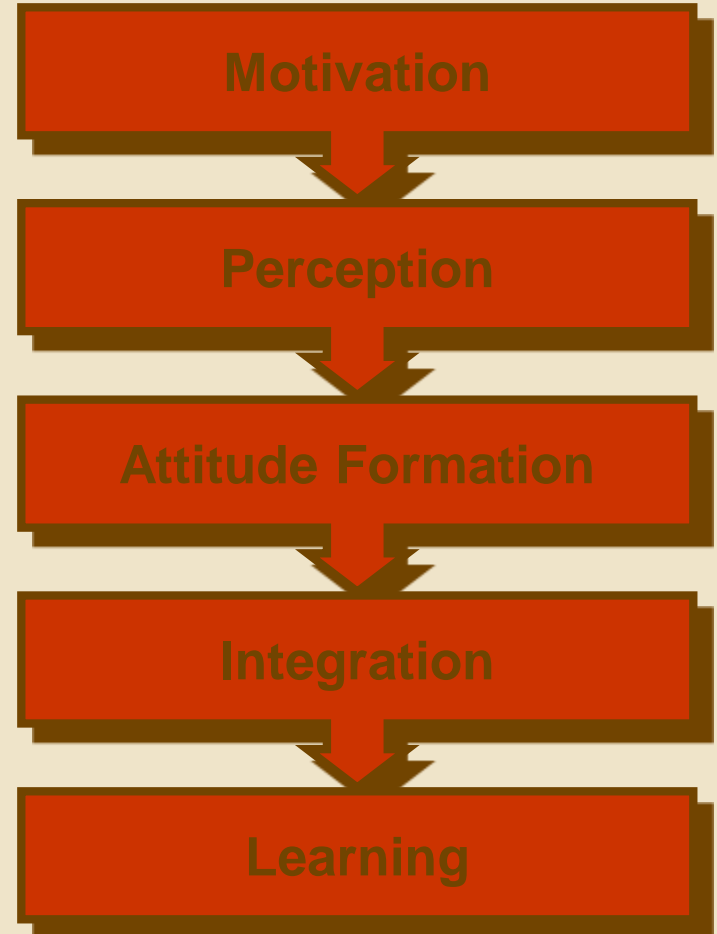


Consumer Decision Process and Relevant Internal Psychological Processes

Decision Process Stages



Psychological Processes

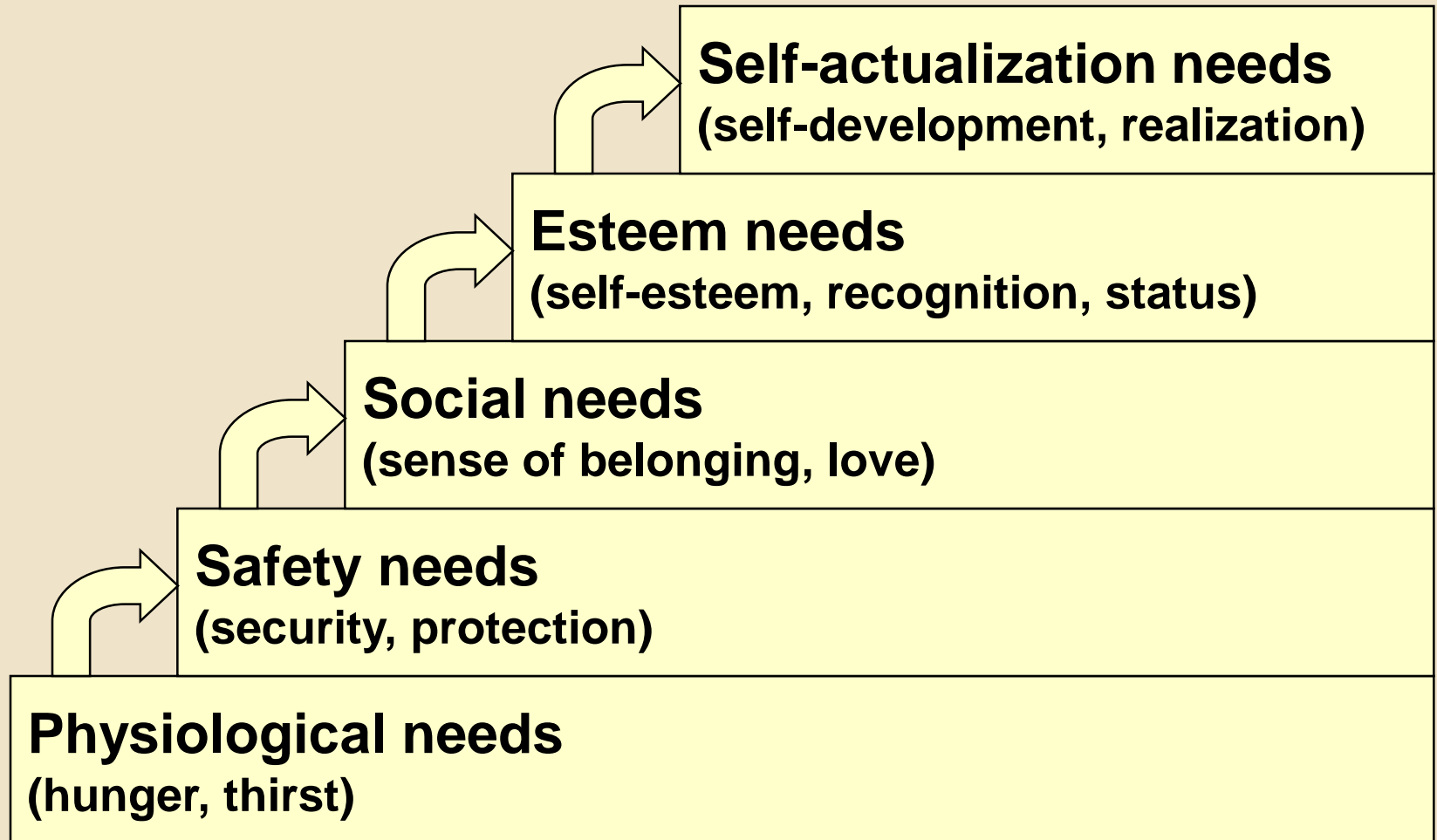




Sources of Problem Recognition

- Out of stock
- Dissatisfaction
- New needs or wants
- Related product purchase
- Market-induced recognition
- New products

Maslow's Hierarchy of Needs



Pampers appeals to needs for love and belonging in this ad



**love at
first touch**

**#1 Choice
of Hospitals***

Pampers
swaddlers

Pampers
lovesleep&play

Wrap your baby in the most trusted comfort and protection of **Pampers Swaddlers**, the only diaper trusted to be the **#1 Choice of Hospitals.***

*Based on sales of the newborn hospital diaper.

Probing the Minds of Consumers

Psychoanalytic Theory & Motivation Research

➤ In-Depth Interviews

- The consumer talks freely in an unstructured interview to obtain insights into his or her motives, ideas or opinions.

➤ Projective Techniques

- Methods allowing consumers to project values, motives, attitudes or needs on some external object.

➤ Association Tests

- Consumers respond with the first thing that comes to mind when presented with some verbal or pictorial stimulus.

➤ Focus Groups

- A group of consumers with similar backgrounds or interests discuss a product, idea or issue.



Information Search

Internal Search– information stored in memory

External Search – actively seeking information from various sources

- Personal sources
 - Friends, relatives, co-workers
- Market-controlled sources
 - Ads, salespeople, in-store displays
- Public sources
 - Print articles, news reports
- Personal experience
 - Handling, examining, testing, using

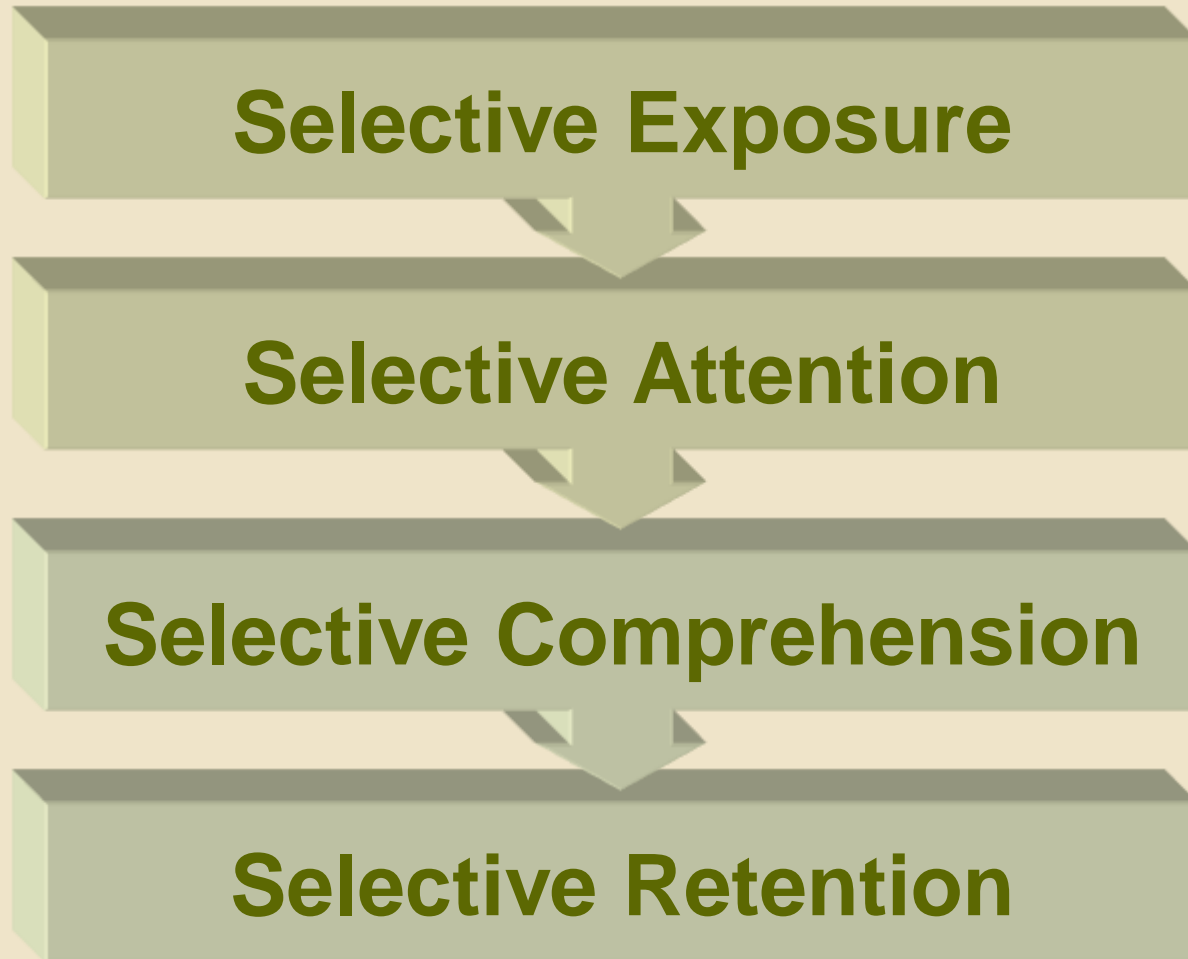
Perception

The process by which an individual receives, selects, organizes and interprets information

Stages in the perception process:

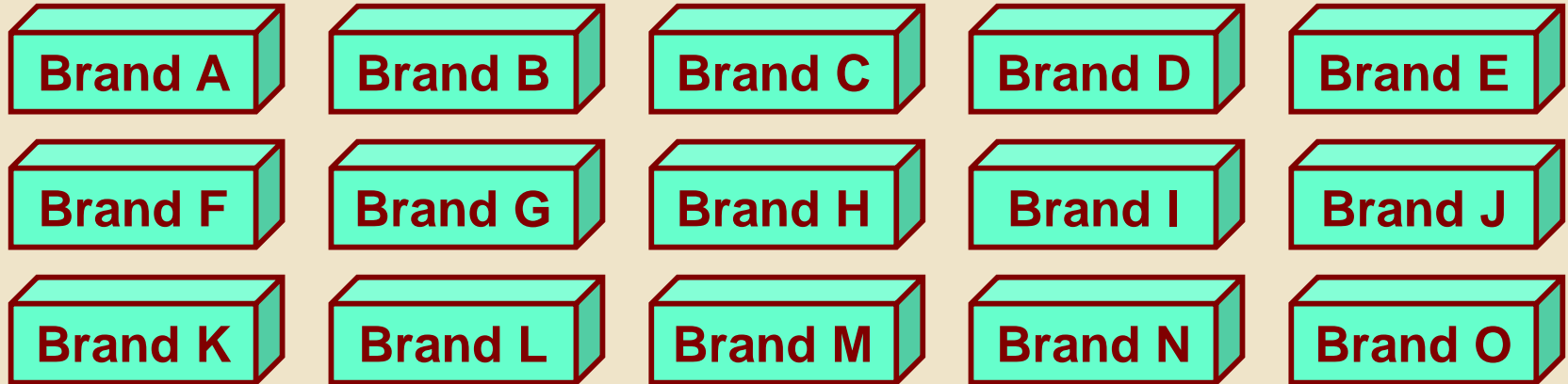
- Sensation
- Attending to information
- Interpreting information
- Responding to information

The Selective Perception Process



Evaluation of Alternatives

All available brands



Evoked Set of Brands





Evaluative Criteria

Criteria - Dimensions or attributes of a product or service used to compare various alternatives

- Objective criteria - price, warranty, color, size
- Subjective criteria - style, appearance, image

Consequences – outcomes that result from using a product or service

- Functional consequences – concrete and tangible
- Psychosocial consequences – abstract, intangible

This ad focuses on the favorable consequences of using Colgate Oral Care Products





Consumer Attitudes

Learned predispositions to respond toward an object—an individual's overall feelings toward or evaluation of an object.

Consumers may hold attitudes toward:

- Individuals
- Brands
- Companies
- Organizations
- Product categories
- Retailers
- Advertisements
- Media



Multiattribute Attitude Model

Attitudes are a function of:


$$A = \sum B_i \times E_i$$

A = Attitude

B_i = Beliefs about brands performance on attribute i

E_i = Importance attached to attribute i

N = Number of salient attributes considered by consumer



Ways to Influence or Change Attitudes

- Increase or change the strength or belief rating of a brand on an important attribute
- Change consumers' perceptions of the importance or value of an attribute
- Add a new attribute to the attitude formation process
- Change perceptions of belief ratings for a competing brand

Integration Processes and Decision Rules

Integration processes are the way product knowledge, meaning, and beliefs are combined to evaluate alternatives

Types of decision rules:

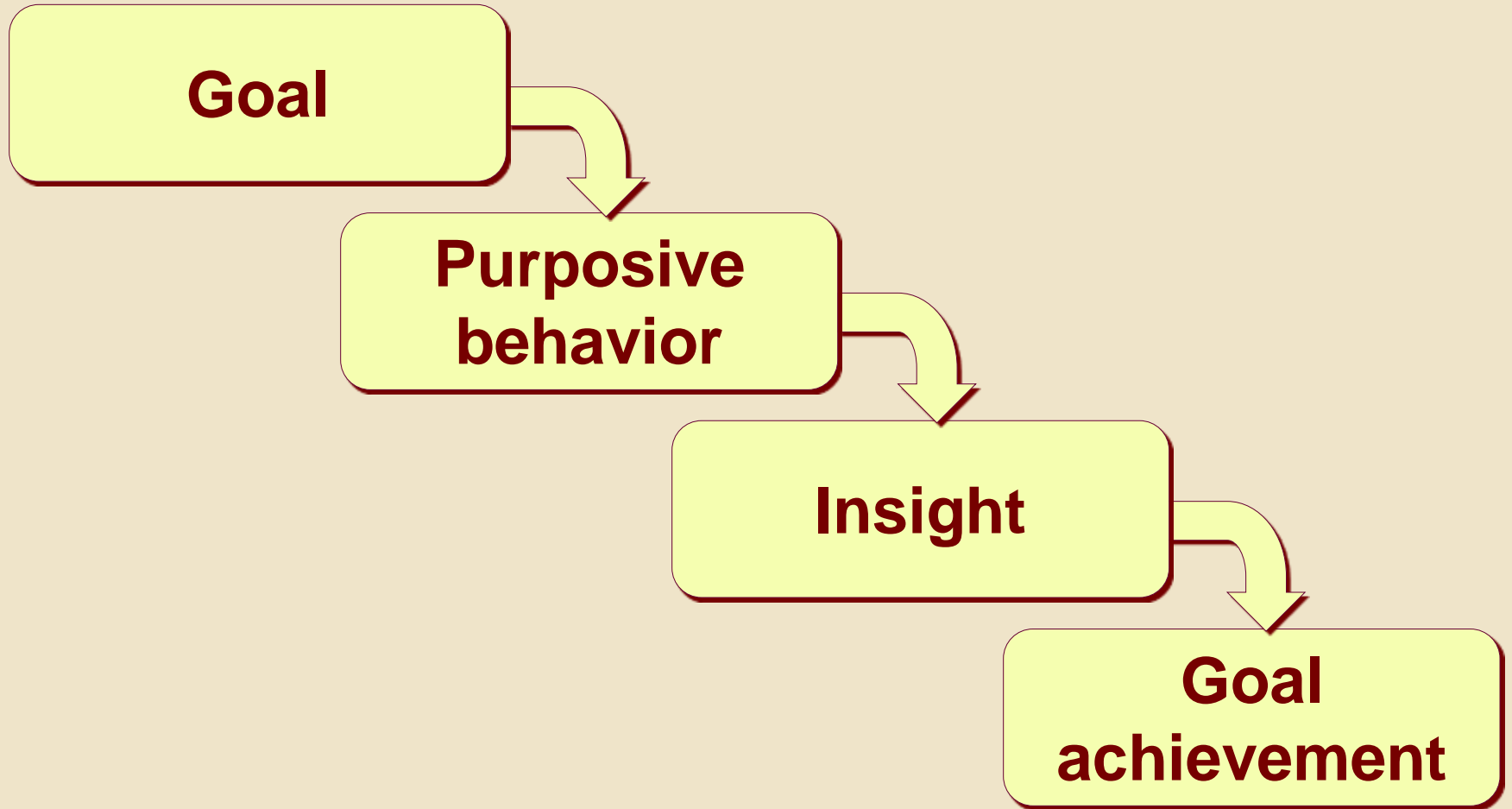
- Heuristics – simple rule of thumb rules that are easy to use and apply
 - Buy least expensive brand
 - Buy brand on sale or for which I have a coupon
- Affect referral rule – make decision on basis of overall affective impression or feelings about the brand
- Compensatory rules – evaluate the strengths and weaknesses of each brand



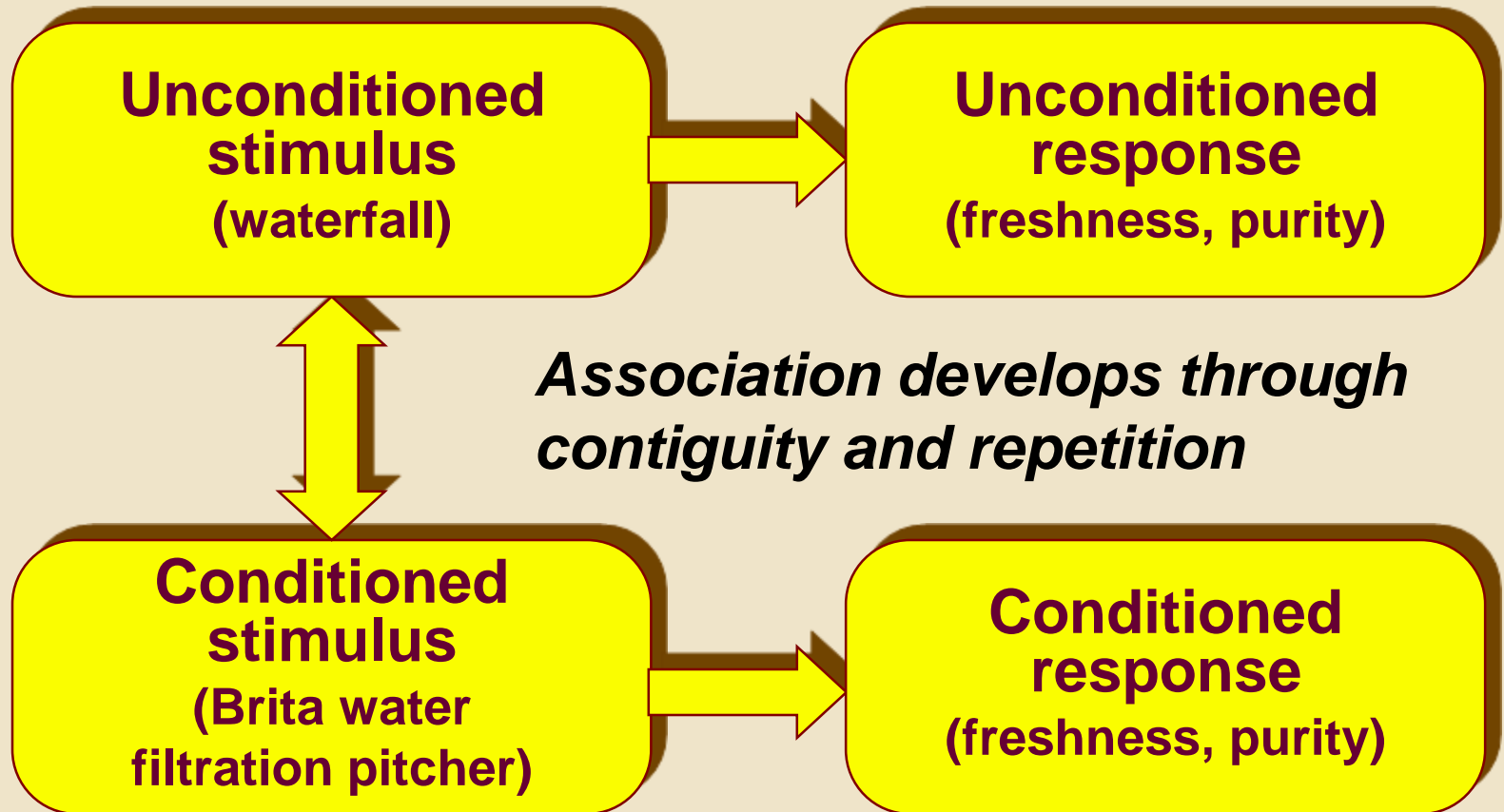
Consumer Learning Processes

- **Cognitive Learning**
 - Consumers learn through information processing and problem solving
- **Behavioral Learning**
 - Learning via association (classical conditioning)
 - Learning via reinforcement (instrumental cond.)
- **Modeling Processes**
 - Based on observation of outcomes and consequences experienced by others

Cognitive Learning Process



Classical Conditioning Process



This Brita ad uses classical conditioning



We can't bring you here.

But we can give you a taste.

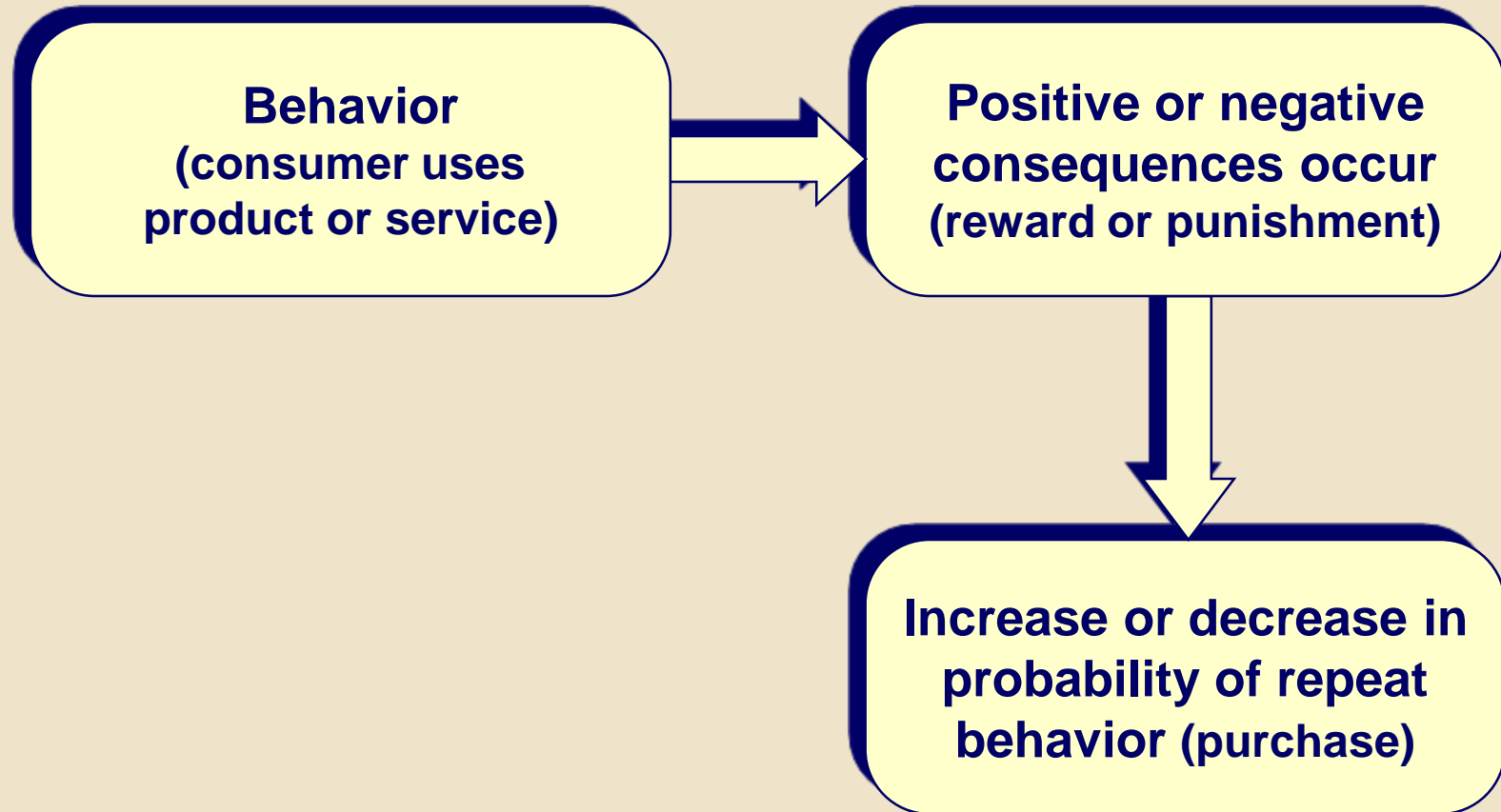
How far do you have to go for clear, fresh, wonderful water? As far as your faucet. All you need is the Brita® Water Filtration Pitcher. Just fill with tap water. The remarkable filter does the rest, reducing chlorine taste, sediment,



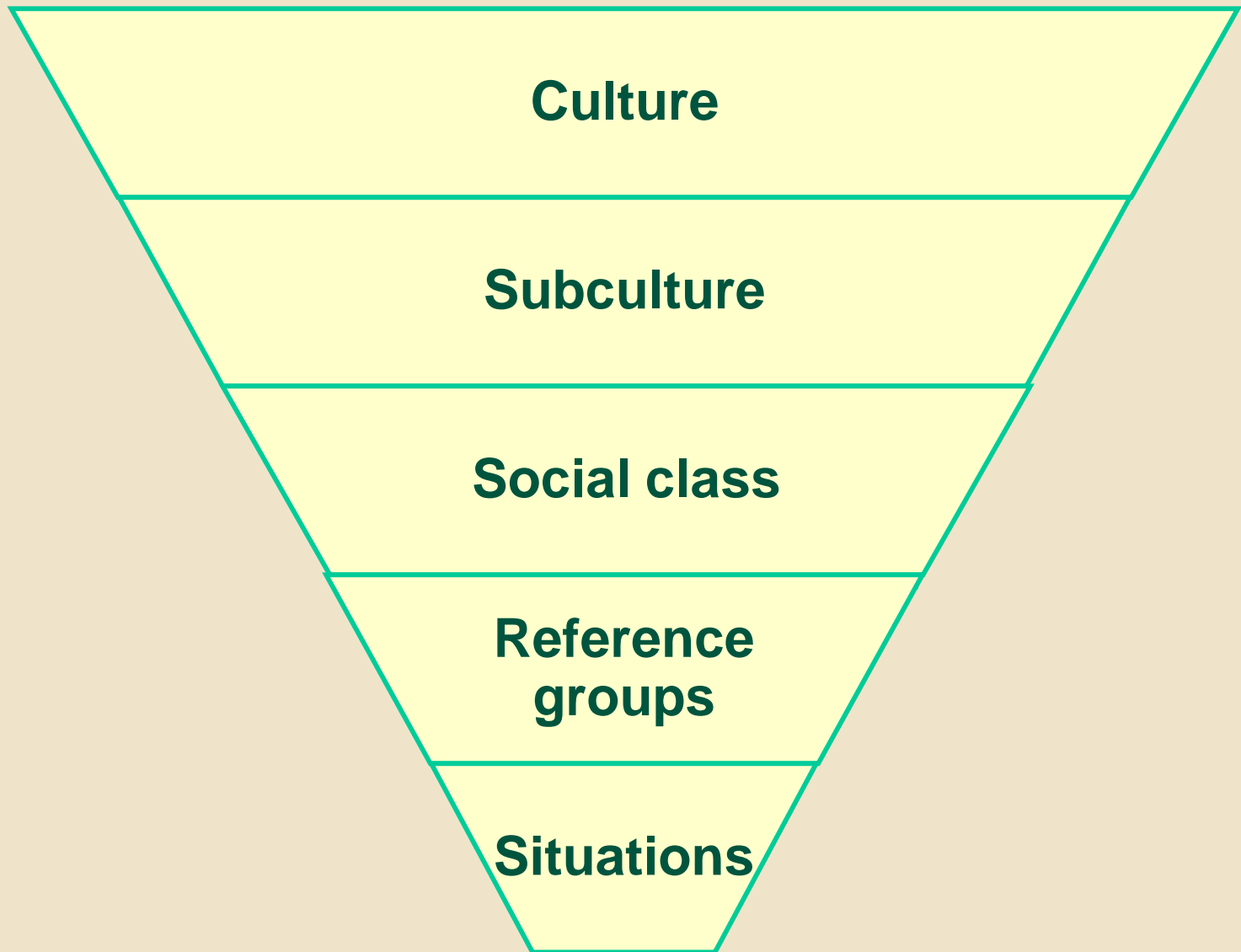
water hardness and copper. It even removes 93% of lead. You'll get some of the best tasting water in the world. And you don't have to go anywhere.

BRITA
Tap into great taste.

Instrumental Conditioning Process



External Influences on Consumers





Variations in Consumer Decision Making

Types of Decision Processes:

- Extended Problem Solving
- Limited Problem Solving
- Routine Response Behavior

IMC Communications Task Grid

Decision Role	Communication Task	Target Audience	Where and When	IMC Options
Role in Decision Making Process	Desired result or effect from communication	Primary group to reach at each stage	Best way to reach at each stage	Best IMC tool to accomplish communication task
Initiator				
Influencer				
Decider				
Purchaser				
User				