

Consumer Behaviour
Class Notes- Should not be posted on the internet

Individual Factors

Are characteristics of the individual
Interest and Need are the primary individual characteristics that influence Attention.
Is a reflection of overall lifestyle as well as a result of long-term goals
Interest or involvement with a brand can be relatively enduring or very temporary.

Situational Factors

Include stimuli in the environment other than the focal stimulus and temporary characteristics of the individual that are induced by the environment

People in a hurry
Overcrowded store
Unpleasant environment

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Hemispheric Lateralisation: Refers to activities that take place on each side of the brain.

Basis for Involvement or Non Focused Attention::

Left side is primarily responsible for verbal information, symbolic representation, sequential analysis and the ability to be conscious and report what is happening.

It controls what we call "rational thought"

Right side deals with pictorial, geometric, timeless and nonverbal information.

It works with images and impressions.===Without involvement

Left brain needs fairly frequent rest.

However, the right brain can easily scan large amounts of information over an extended period of time.

Right brain has picture-taking ability and permits rapid screening of the environment

This is the reason why Ads are repeated often

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Subliminal Stimuli:

Is a message presented so fast or so softly or so masked by other messages that one is not aware of seeing or hearing.

Eg: "Terms and Conditions Apply" in fine print

Eg: "Offer open until stocks last"

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Memory:

Is the total accumulation of prior learning experiences.

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Short-Term & Long-Term Memory

Short-Term Memory has limited capacity to store information and sensations.

It is more like a RAM in a PC

Has 2 components: ELABORATE ACTIVITIES and MAINTENANCE REHEARSAL

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Elaborate Activities:

Are the use of previously stored experiences, values, attitudes, beliefs and feelings to interpret and evaluate information in working memory as well as to add new elements to memory.

Maintenance Rehearsal:

Is the continual repetition of a piece of information in order to hold it in current memory for use in problem solving or transferal to long-term memory.

Eg: Marketers repeat the brand name or a key benefit in a prominent manner several times.

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Long Term Memory is viewed as an unlimited, permanent storage.

It can store numerous types of information such as concepts, decision rules, processes, affective (emotional) states and so forth.

Long Term Memory consists of 2 types:

Semantic Memory: Is the basic knowledge and feelings an individual has about a concept.

Eg: BMW, Bentley >>>luxury cars.

Episodic Memory: Is the memory of a sequence of events in which a person participated.

Eg: Graduation data, first date, learning to drive etc.

Episodic Memory elicits imagery and feelings.

Marketers evoke episodic memories either because their brand was involved in them or to associate the positive feelings they generate with the brand.

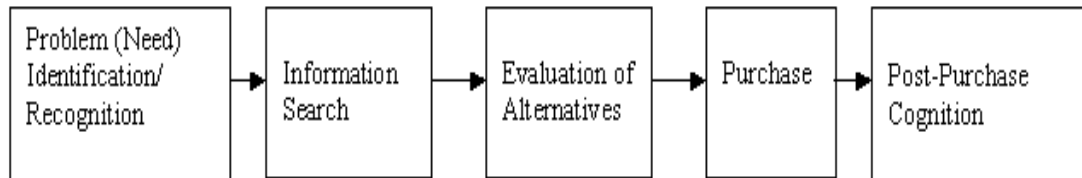
Eg: Garnier Fructis: Long & Strong hair>>to pull off a concrete block.

Eg: Woodward's Grape Water

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Consumer Buying Process:

CONSUMER BUYING PROCESS



Problem Recognition::

Consumer problems can be ACTIVE or INACTIVE.

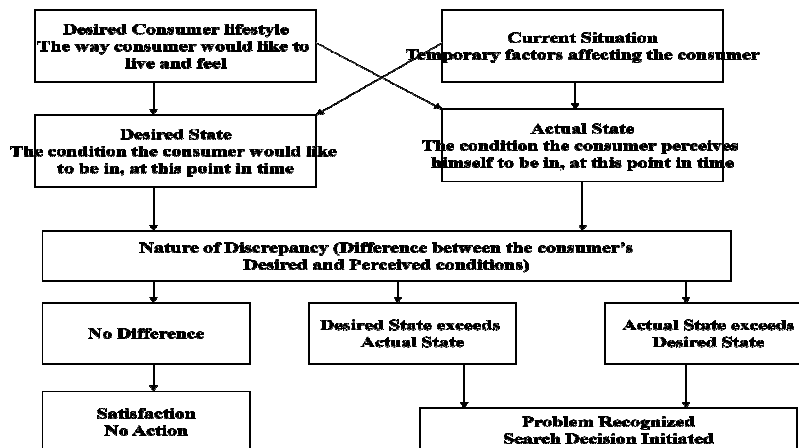
An ACTIVE problem is one the consumer is aware of or will become aware of in normal course of events.

An INACTIVE problem is one of which the consumer is not aware.

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Nature of Problem Recognition::

Is the result of discrepancy between a desired state and an actual state that is sufficient to arouse and activate the Decision process.



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Information Search:

Can be Internal and/or External

Internal can be from LT Memory

External::

Opinions, attitudes, behaviors, feelings of friends, neighbours, relatives, even strangers

Professional info: Catalogues, Articles, Internet, Books, Personal contacts

Direct experiences through inspection, trial, observation etc

Market generated: Ads, Displays, Promotional Leaflets etc

Memory of past searches, personal experiences and low-involvement learning

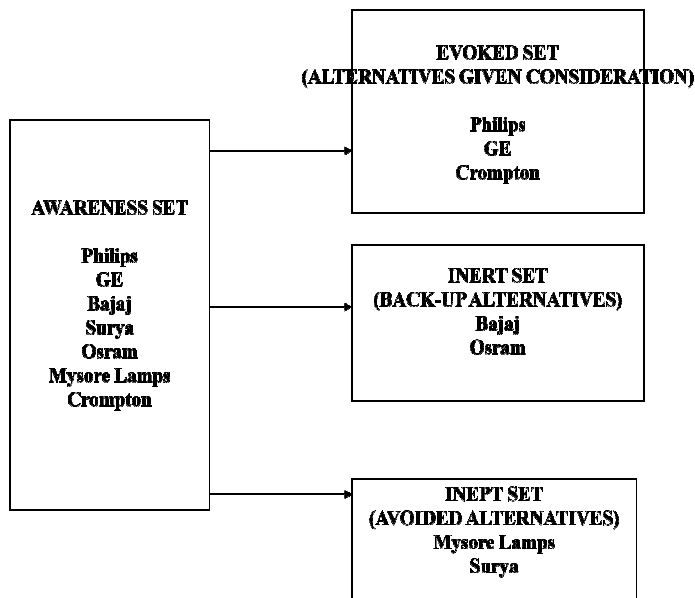
Personal Sources, such as friends, family, others

Independent Sources, such as magazines, consumer groups and government agencies

Marketing Sources such as sales personnel, websites and Advertising

Experiential Sources such as inspection or product trial.

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Evaluation of Alternatives & Selection::

All consumers have BOUNDED RATIONALITY- a limited capacity for processing information.

Selection can be based on Affective Choice-Garments, some Lifestyle products, Perfumes, etc

Selection may be ATTRIBUTE-BASED or ATTITUDE-BASED.

Attribute-based requires the knowledge of specific attributes at the time the choice is made; involves attribute-by-attribute comparison across brands

Attitude-based choice involves the use of general attitudes, summary impressions, intuitions or heuristics; no comparison is made at the time of choice.

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Purchase::

Outlet Selection

Internet Retailing

Outlet Image

Outlet Location and Size

Advertising

In-Store Influences

=Planned buying

=Emergency buying

=Impulsive buying

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Post Purchase Behaviour:

Satisfaction

Exceed Expectations

WOMA

Repeat Purchases

Customer Commitment to brand

Product Usage/Product Non-Usage

Dissatisfaction

Cognitive or Post-Purchase Dissonance

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