

# Consumer Behavior

## Consumer learning process

- **Learning produces attitudes and interest**
  - **Attitude is our acquired mental position regarding some idea or object**
- **Learning leads to habits and brand loyalty**
  - **Three aims**
    - **Breaking habits**
    - **Acquiring habits**
    - **Reinforcing habits**
- **Learning defines needs and wants**

# Consumer motivation process

- Motivation refers to the underlying drives that contribute to our purchasing actions

# Hierarchy of needs

Need

Product

Promotional appeal

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Self-actualization

Golf clubs

“Time to enjoy”

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Esteem

Luxury car

“Be in control of the road”

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Social

Pendant

“Show her you care”

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Safety

Tires

“Bounces off hazards”

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Physiological

Breakfast cereal

“The natural energy source”

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# Interpersonal influences on consumer behavior

- Family influence (diminishing in US)
- Society's influence
  - Social divisions: the group we belong to (divisions quite muddled)
  - Resource groups: people we relate to (fellow students, co-worker)
  - Opinion leaders: the people we trust

# Influence of culture and subculture

- Culture: homogeneous group's set of beliefs, attitudes and ways of doing things
- Subculture: shares a set of meanings, values, or activities that differ in certain respects from the overall culture

# Non-personal influences

- Time
- Place
- Environment
  - International environments

# How advertising affects the consumer decision-making process

- Stimulates attention
- Creates influence (interpersonal level)
- Presents goals (visualize peoples goals)
- Promises product benefits
- Reinforces purchase decision



# Post-purchase evaluation

- Theory of cognitive dissonance
  - People strive to justify their behavior by reducing the dissonance, or inconsistency, between their cognitions and reality
  - Consumers are more likely to read ads for brands they've already purchased than for new or competing brands

# Four As of advertising

- Attention
- Awareness
- Attitude
- Action

# Learn / Feel / Do circle

- Can enter at any point
- May go in either direction

# Resonance theory

- When you achieve resonance, your external message relates to internal values and feeling of the person you are talking to
- Attuning the message to their prior experience
- Communicator should be aware of what is inside the minds of people he/she wants to reach so that he/she can find a link between his/her material and those who receive it.

# How to have an idea

- An idea is nothing more or less than a new combination of old elements

# Creative process

- Preparation
- Frustration
- Incubation
- Illumination
- Evaluation
- Elaboration

- If illumination does not come right away, you might not have done enough preparation
- Selling an idea might be even harder than having one
  - Great copy and great ideas are deceptively simple
  - Help your idea become their idea
- Your idea isn't always the right idea
- It's hard work, you may need help