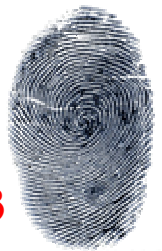




Consumer Behavior-5

Psychological Core of Consumers

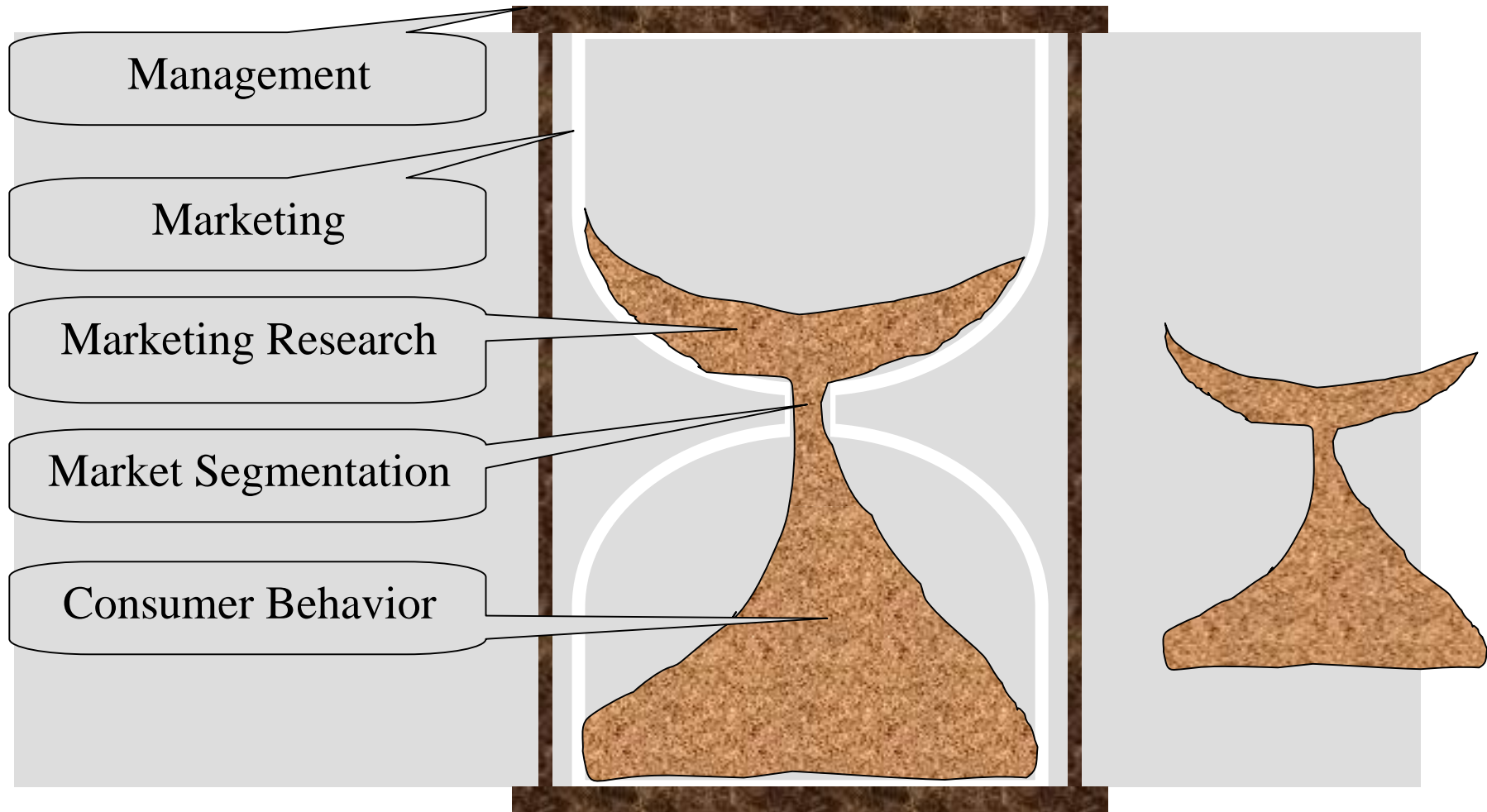
1. Management
2. Marketing
3. Research
4. Segmentation
- 5. Consumer Behavior-3**
6. Creativity



Danny Abramovich
Marketing Plan Specialist

MarketingPlanNOW.COM

5. Consumer Behavior ⁴ Methodology



5. What Affects CB?

What Affects Consumer Behavior?

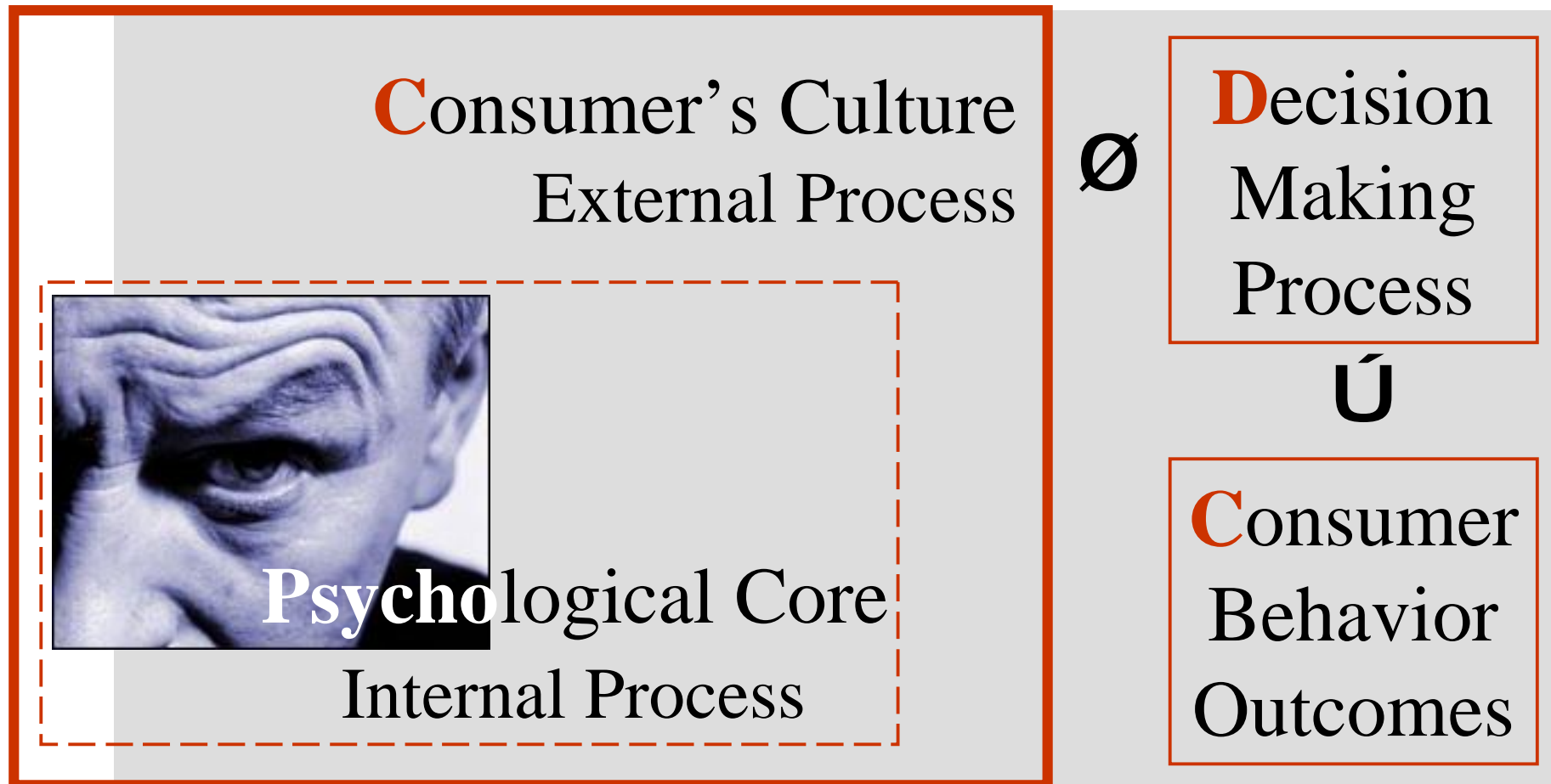
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5. What Affects CB?



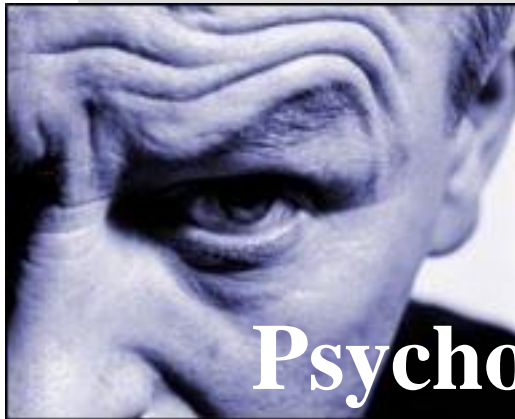
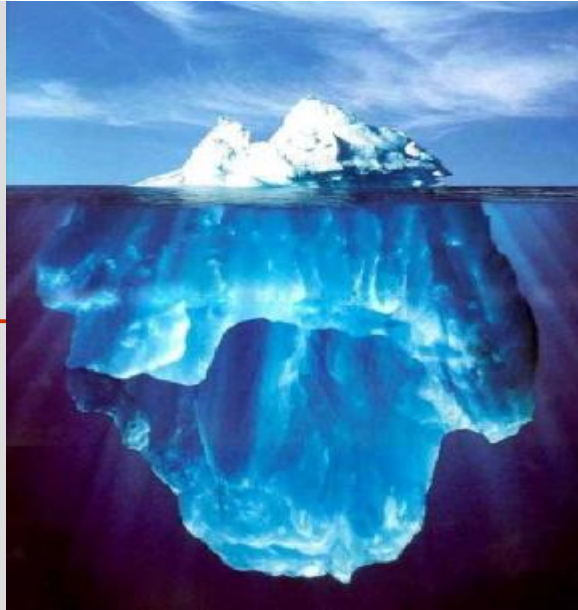
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



Psychological Core
Internal Process

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



5.1.1. Perceptions



5.1.2. Learning & Memory

5.1.3. Motivation and Values

5.1.4. Attitudes & Attitude Change

5.1.5. The Self

5.1 Psychological Core (Internal Process)

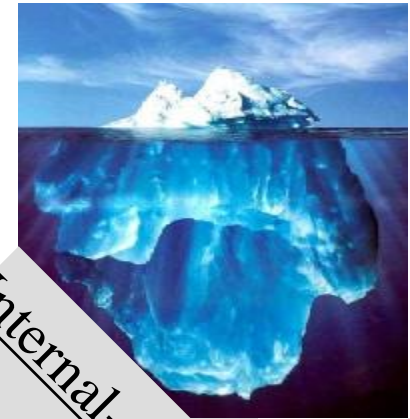
5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

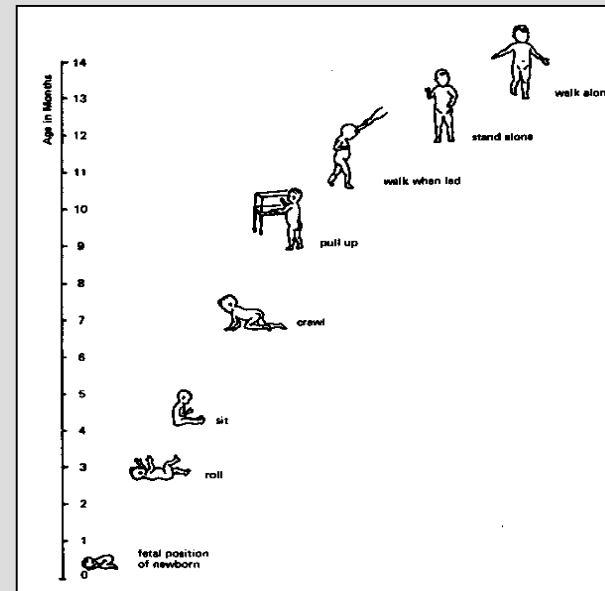
5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Learning – Change in *behavior* which comes with experience; directly or by *observing* events that affect others.



Internal-process
Learning & Memory



Brand Equity

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

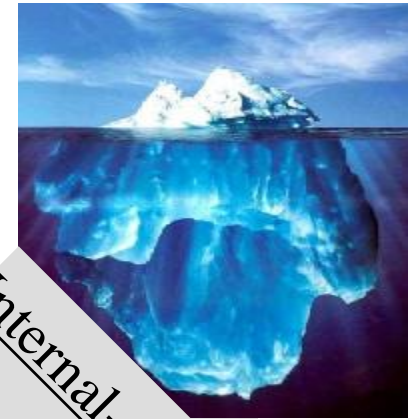
5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Memory – The process of acquiring information and storing it over time so that it will be available when needed.



Nostalgia



*Internal-process
Learning & Memory*

External **4** Encoding **4** Storage **4** Retrieval
inputs

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



5.1.1. Perceptions



5.1.2. Learning & Memory



5.1.3. Motivation and Values

5.1.4. Attitudes & Attitude Change

5.1.5. The Self

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Motivation – The processes that cause people to behave as they do especially when a **NEED** is aroused.



Internal-process
**Motivation, Values
& Involvement**



Marketing to satisfy needs!
What are those needs?
Why do they exist?

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



**Pyramid of Needs
(Maslow, 1954)**



Internal-process
**Motivation, Values
& Involvement**

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



*Internal-process
Motivation, Values
& Involvement*



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Types of Perceived Risk

- Functional
- Financial
- Physical-Safety
- Social
- Psychological
- Time



*Internal-process
Motivation, Values
& Involvement*

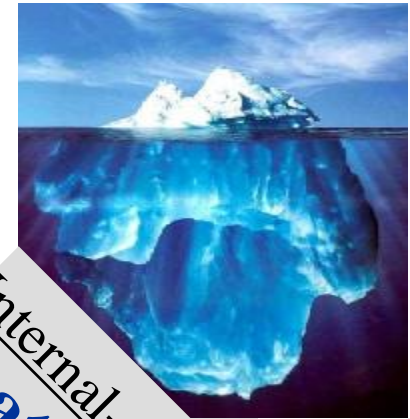
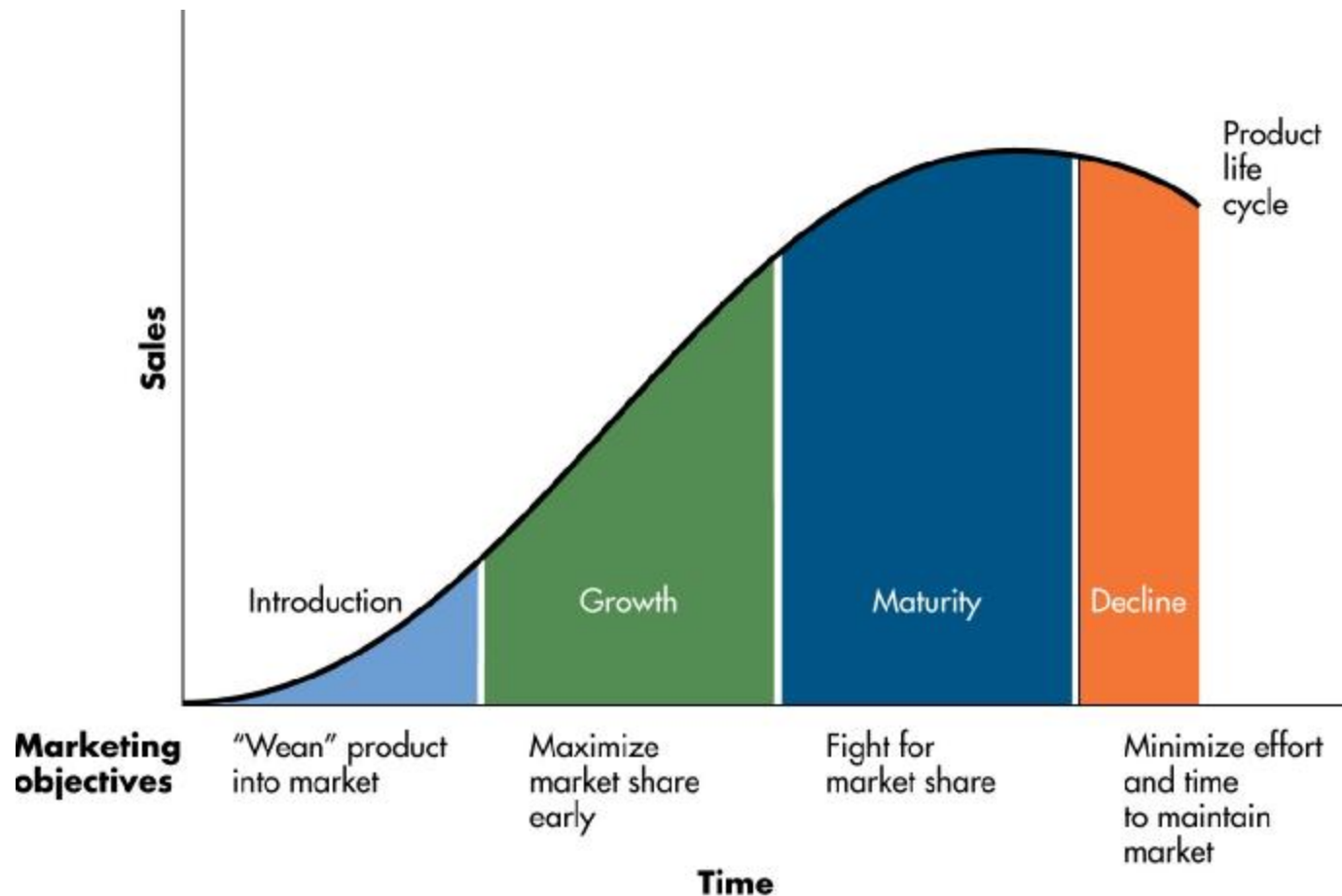
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



Internal-process
Motivation, Values & Involvement

Perceived risk vs. PLC?



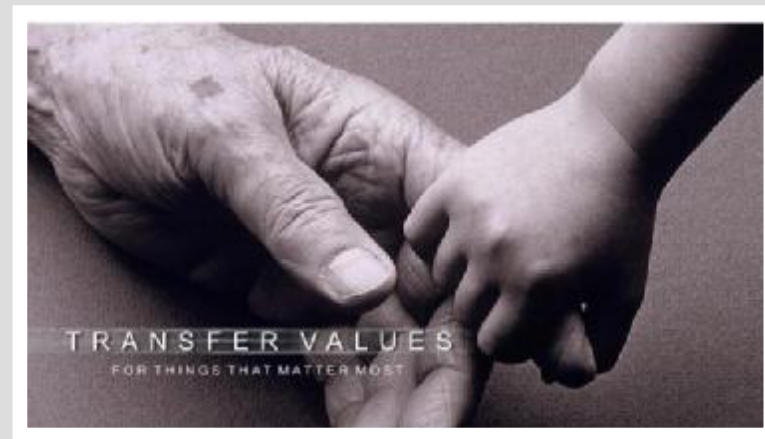
5.1 Psychological Core (Internal Process)

- 5.2 Decision Making Process
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Value – A belief about some desirable end-state within a

given culture.



*Internal-process
Motivation, Values
& Involvement*



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

List of Values (LOV)

A widely used nine-categories scale for the measurement of values in a variety of consumer behavior contexts to include cross-cultural comparison. e.g. Japanese tourism behavior abroad⁴



*Internal-process
& Involvement
Values*



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core⁴ LOV



*Internal-process
& Motivation, Values
& Involvement*

- 4 **S**ense of belonging
- 4 **F**un & enjoyment in life
- 4 **W**arm relationships with others
- 4 **S**elf-fulfillment
- 4 **B**eing well-respected
- 4 **E**xcitement
- 4 **S**ense of accomplishment
- 4 **S**ecurity
- 4 **S**elf-respect



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Involvement – The level of perceived personal importance evoked by the stimuli within a specific situation. These levels can vary from ‘inertia’; **buying** a baguette, to ‘passion’; **buying** a ticket to a concert of a celebrity you worship.



Internal-process
**Motivation, Values
& Involvement**



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

FCB Grid – Working in Foote, Cone & Belding (FCB) advertising agency, Richard Vaughn has incorporated a model that allows to understand people's attitude toward advertising (1980).

It is based on two dimensions:

1. Level of **Involvement**.
2. Thinking/ Feeling-related products.



*Internal-process
Motivation, Values
& Involvement*



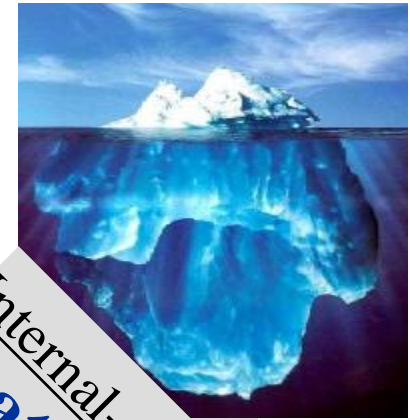
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

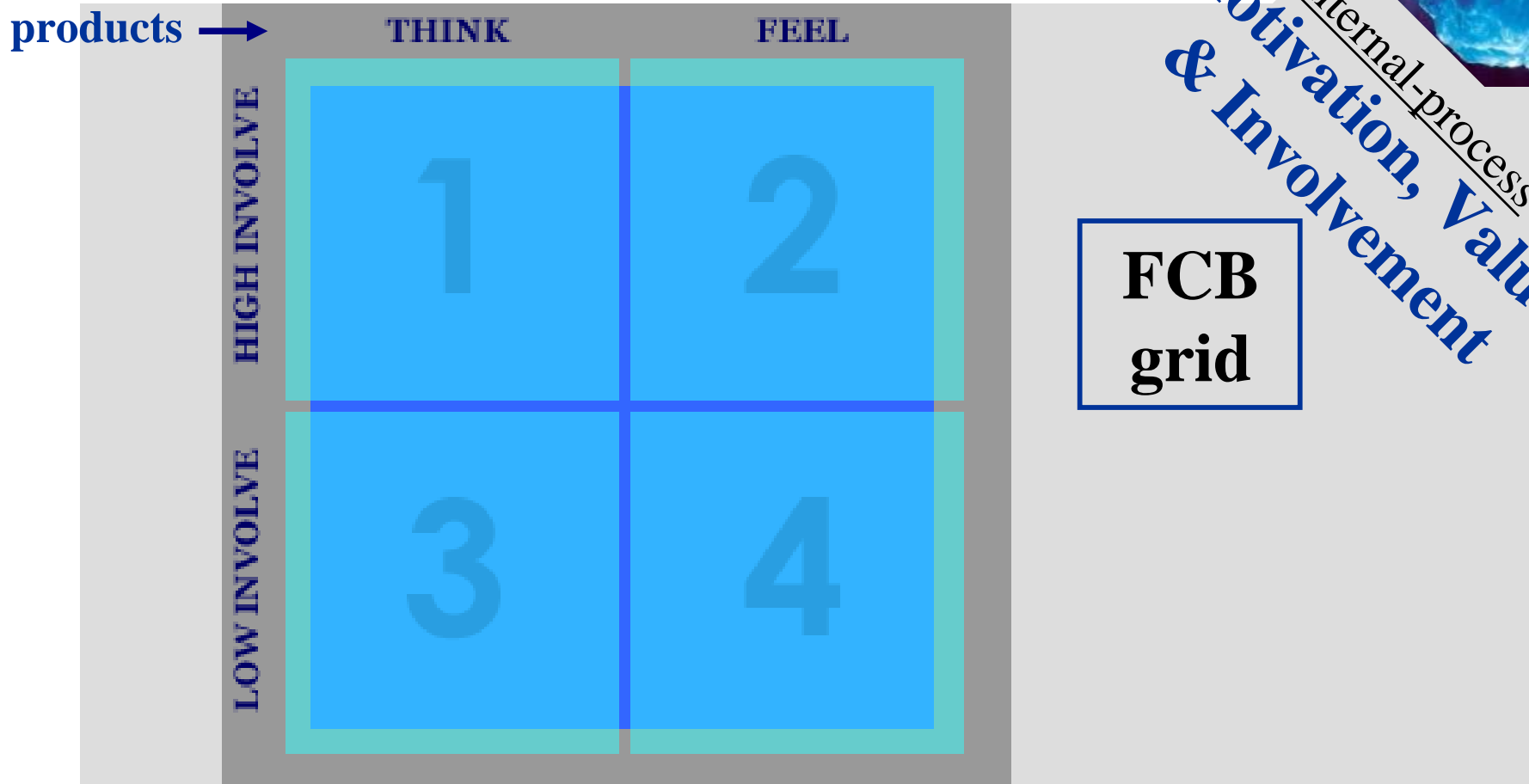
5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



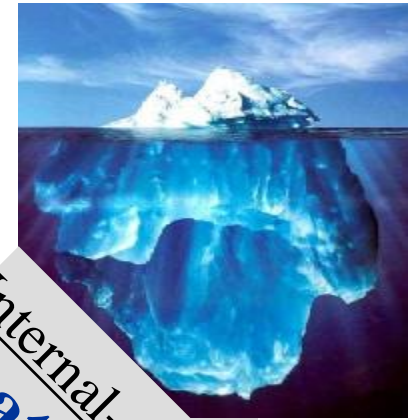
*Internal-process
Motivation, Values
& Involvement*



5.1 Psychological Core (Internal Process)

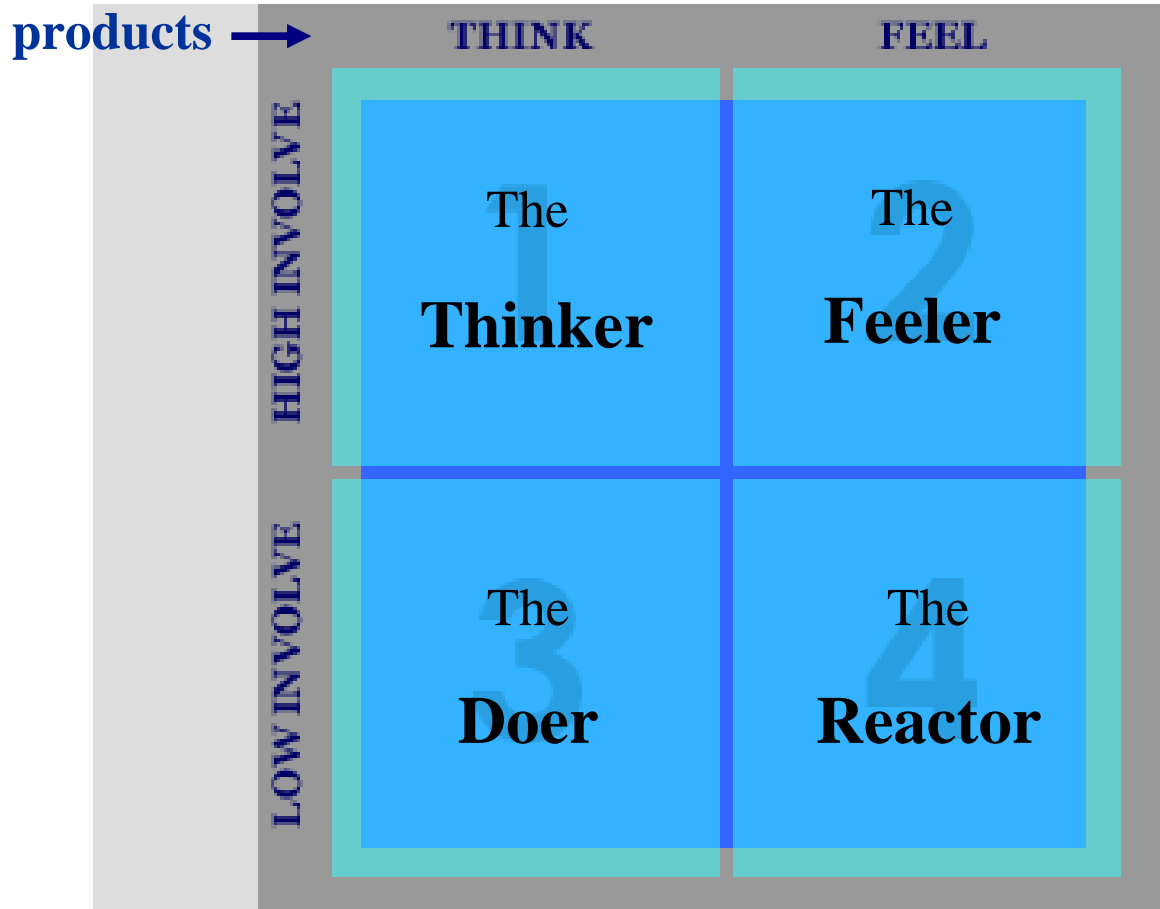
- 5.2 Decision Making Process
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes

5.1 Psychological Core



*Internal-process
Motivation, Values
& Involvement*

**FCB
grid**



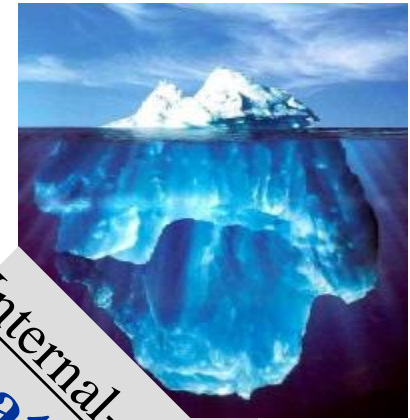
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5.2 Decision Making Process

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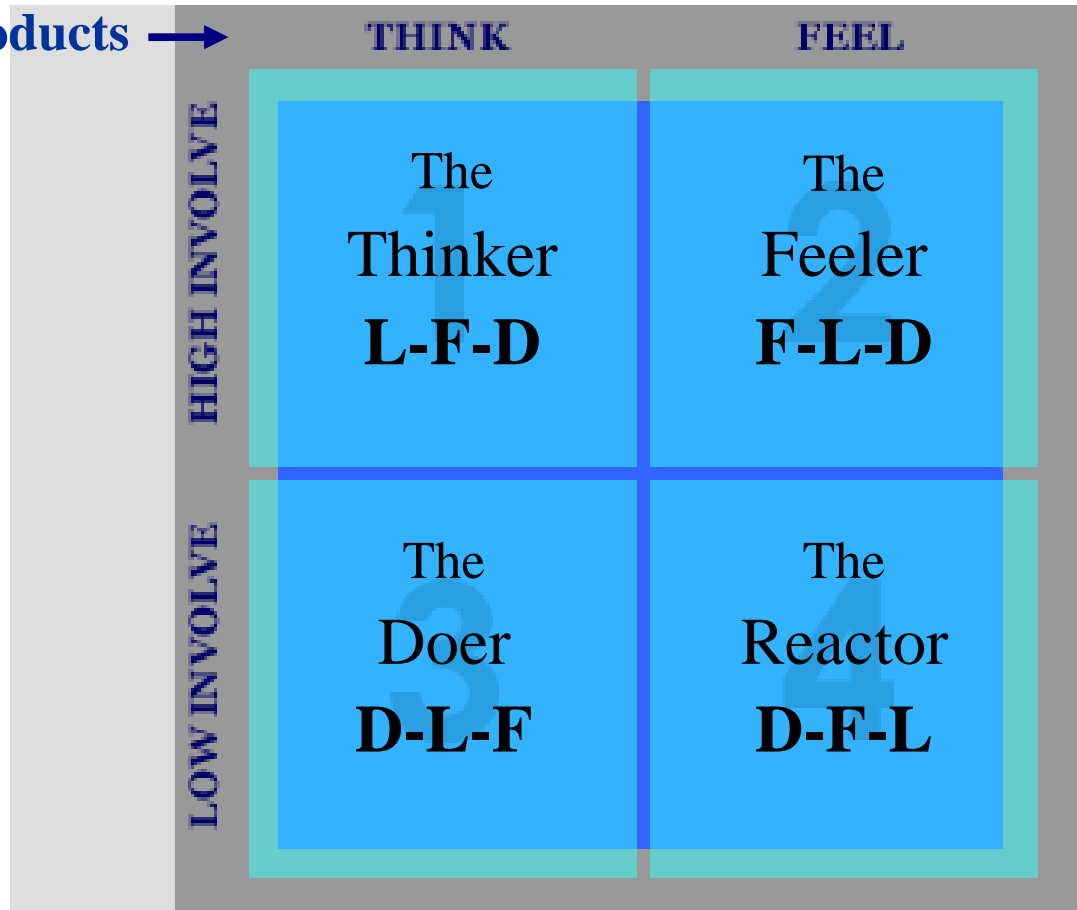
5.4 Consumer Behavior Outcomes

5.1 Psychological Core



*Internal-process
Motivation, Values
& Involvement*

products →



**FCB
grid**

Learn = information

Feel = attitude

Do = behavior



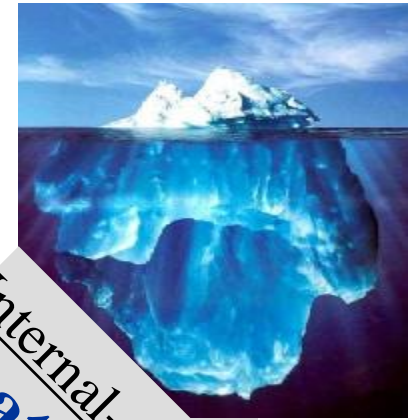
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5.2 Decision Making Process

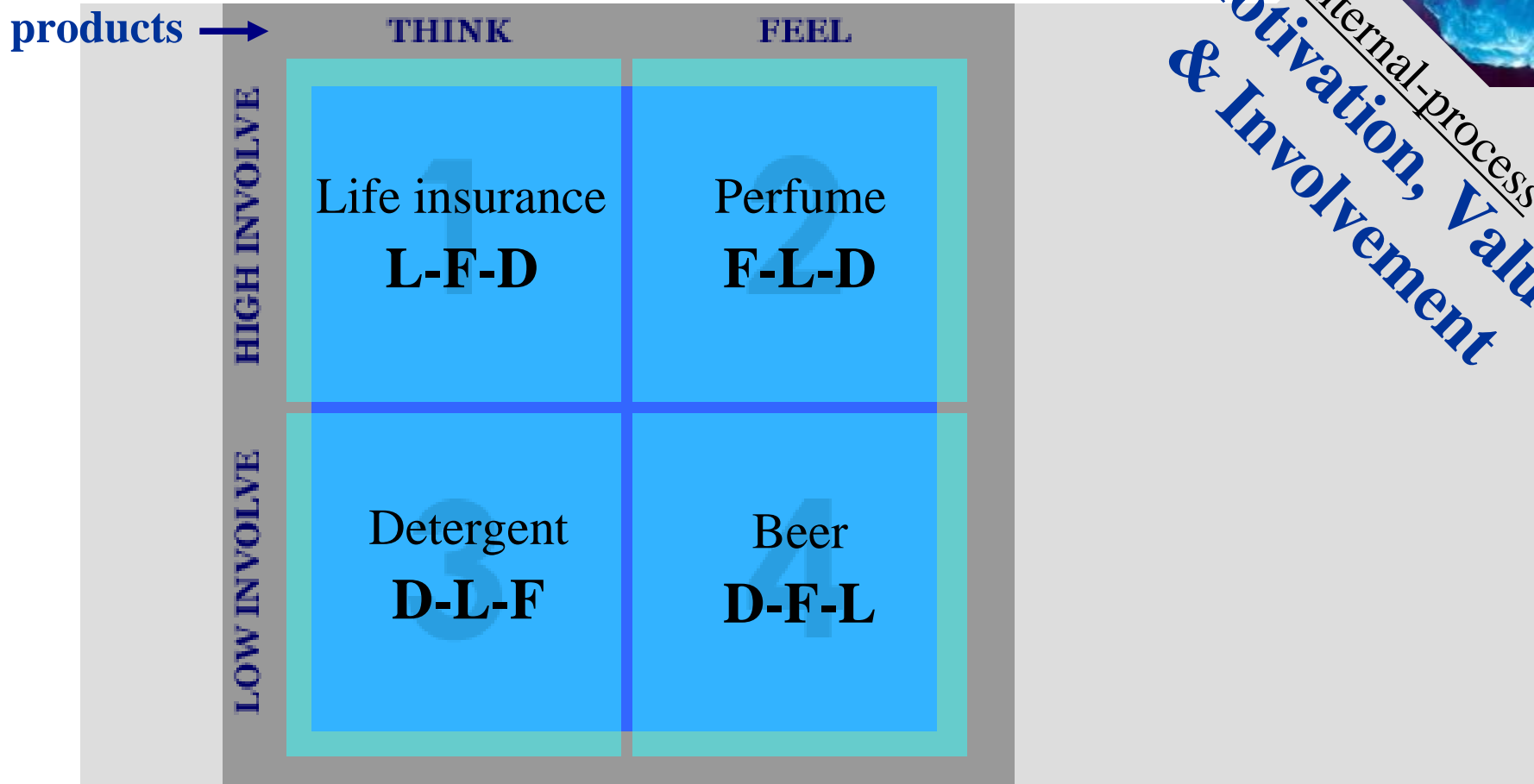
5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



*Internal-process
Motivation, Values
& Involvement*



5.1 Psychological Core (Internal Process)

- 5.2 Decision Making Process
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Measuring Involvement

To me (object to be judged) is:

1.	Important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unimportant
2.	Boring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Interesting
3.	Relevant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Irrelevant
4.	Exciting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unexciting
5.	involving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Un-involving



*Internal-process
Motivation, Values
& Involvement*

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

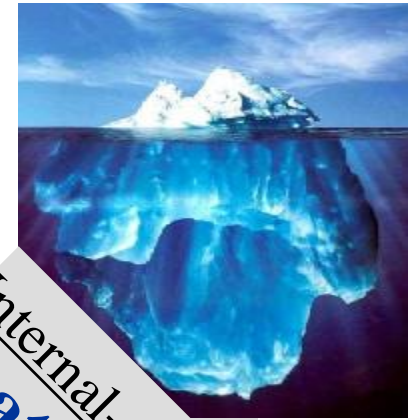
5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

How often do you experience the following feelings as a result of eating chocolate?

Happy	never	_:_:_:_:_:_:_:_:_:_	very often
Excited	never	_:_:_:_:_:_:_:_:_:_	very often
Delighted	never	_:_:_:_:_:_:_:_:_:_	very often
Joyous	never	_:_:_:_:_:_:_:_:_:_	very often
Satisfied	never	_:_:_:_:_:_:_:_:_:_	very often
Proud	never	_:_:_:_:_:_:_:_:_:_	very often
Annoyed	never	_:_:_:_:_:_:_:_:_:_	very often
Depressed	never	_:_:_:_:_:_:_:_:_:_	very often
Guilty	never	_:_:_:_:_:_:_:_:_:_	very often
Regretful	never	_:_:_:_:_:_:_:_:_:_	very often



*Internal-process
Motivation, Values
& Involvement*

5.1 Psychological Core (Internal Process)

- 5.2 Decision Making Process
- 5.3 Consumer’s Culture (External Process)
- 5.4 Consumer Behavior Outcomes

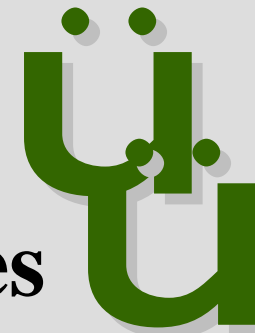
5.1 Psychological Core



5.1.1. Perceptions



5.1.2. Learning & Memory



5.1.3. Motivation and Values

5.1.4. Attitudes & Attitude Change

5.1.5. The Self

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



*Internal-process
Attitudes and
Attitude change*

Attitude – A lasting, general evaluation of any marketing stimuli: people, products, brands, etc.

Its components are **A**ffection - feel
Behavior - do
Cognition - know



Social Marketing

Think Globally Act Locally



5.1 Psychological Core (Internal Process)

- 5.2 Decision Making Process
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes

5.1 Psychological Core



Internal-process
Attitudes and
Attitude change

The **ABC** of attitudes

ÿ The **A**ffective component (feel):
I feel good about myself when I drive a BMW.

ÿ The **B**ehavioral Component (act):
I will buy a BMW next time.

ÿ The **C**ognitive Component (beliefs):
I think BMWs are quality cars.

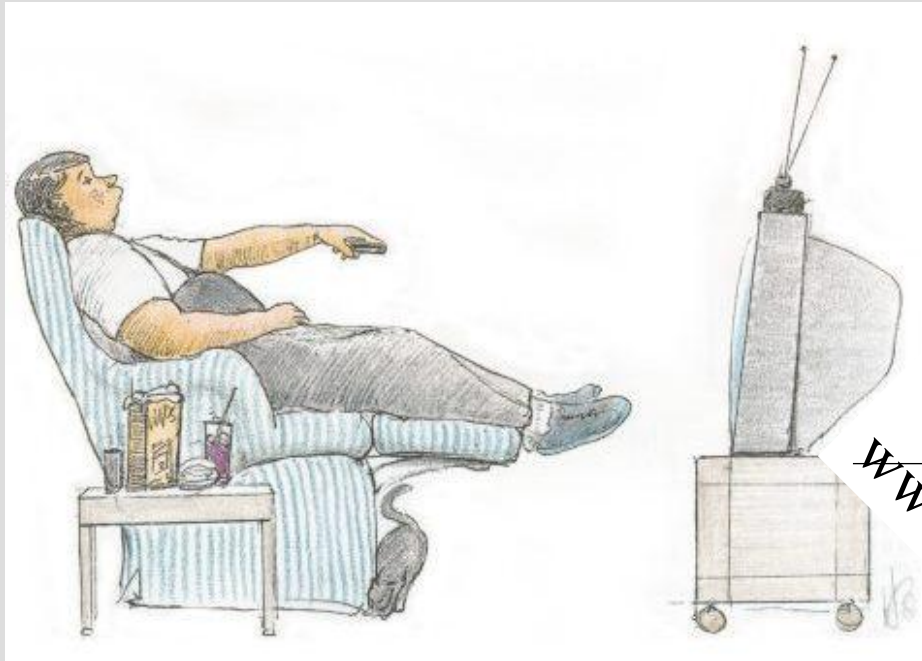
5.1 Psychological Core (Internal Process)

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5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



Internal-process
**Attitudes and
Attitude change**
Automated
audience
measurement
solution
www.quividi.com

5.1 Psychological Core (Internal Process)

- 5.2 Decision Making Process
- 5.3 Consumer's Culture (External Process)
- 5.4 Consumer Behavior Outcomes

5.1 Psychological Core



*Internal-process
Attitudes and
Attitude change*



...evaluation of people, objects, or issues.

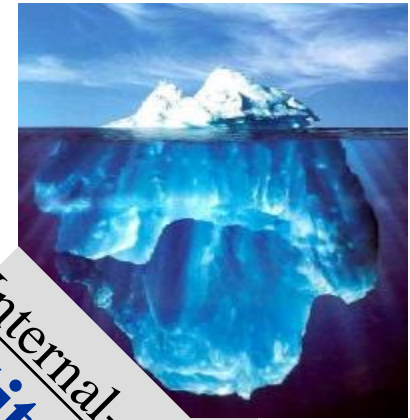
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



*Internal-process
Attitudes and
Attitude change*

**Changing Attitudes through
Communication,
Marketing Communication,
MarCom!**



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



*Internal-process
Attitudes and
Attitude change*



= Information



= Communication



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core 4 Appeals



*Internal-process
Attitudes and
Attitude change*

Selected Types of Message Appeals:

4 Emotional vs. Rational:

• Sex

• Metaphors

• Humor

• Rational

• Fear

• Emotional

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core⁴ Appeals

Y Sex



Attitudes and
Attitude change

- Subliminal techniques.
- Sex increases attention.
- Brand recall is lower.
- May interfere message.

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core⁴ Appeals

• Sex

• Humor

BOOKS PRICED SO
LOW EVEN PEOPLE
WHO DON'T READ
TOO GOOD IS
BUYING THEM.

*Attitudes and
Attitude change*

- Used in 30% of all ads.
- Score \hat{a} in recall tests.



World's
Biggest
Bookstore

5.1 Psychological Core⁴ Appeals


- Sex
- Humor
- Fear

“It was a year ago that I had a heart attack and died.”

It was a miracle that my heart started beating again. My doctor says a regimen of aspirin, along with diet, light exercise and awareness, could reduce my risk of another heart attack by up to 50%.

Of course I'm taking pure BAYER Aspirin now. Because mine isn't the only heart I have to think about.

Ask your doctor how BAYER Aspirin can help you. For a free booklet of information about heart attacks and stroke prevention, call 1-800-838-2253.



YOU GET OLDER. YOU GET SMARTER. YOU GET BAYER.

The Bayer name has been a symbol of quality and trust for over 100 years. Bayer is a registered trademark of Bayer AG. © 2003 Bayer AG. All rights reserved.

American Heart Association

Attitudes and Attitude change

- Solutions to anxiety.
- “If-then approach”.
- **á** fear can backfire.

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer’s Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core⁴ Appeals

- Sex
- Humor
- Fear
- **Y** Metaphors

When a word or phrase

is applied to something it does not literally resemble in order to emphasize particular qualities.



*Attitudes and
Attitude change*

5.1 Psychological Core (Internal Process)

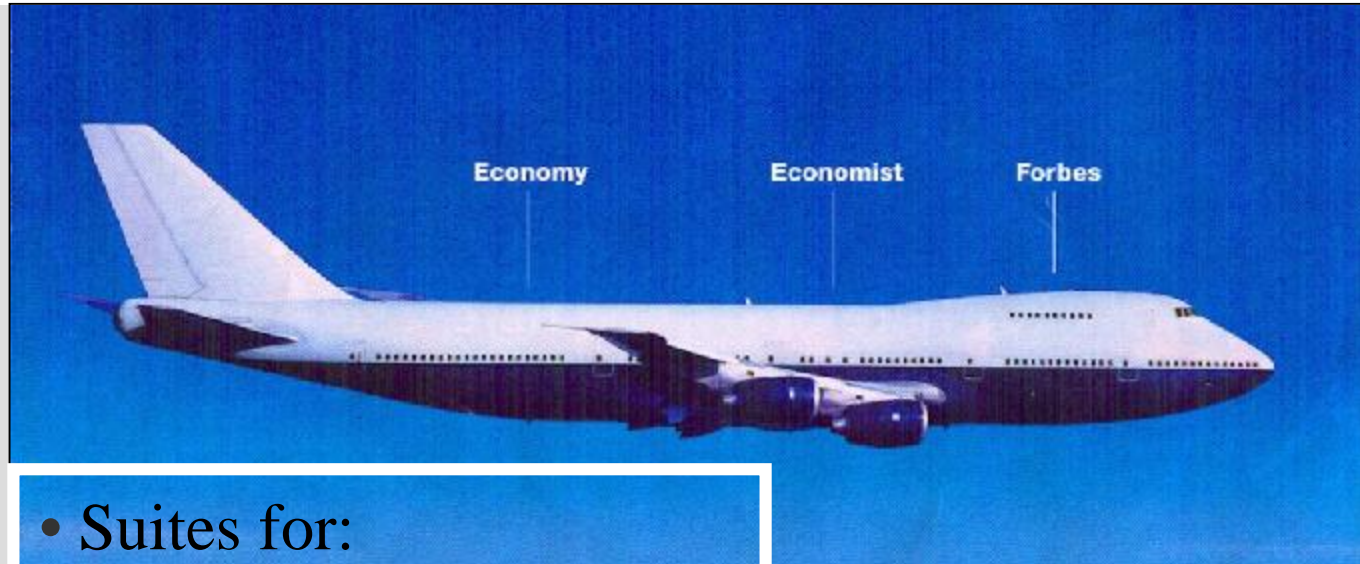
5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core⁴ Appeals

- Sex
- Humor
- Fear
- Metaphors
- Rational



- Suites for:
 - Printed media,
 - B2B advertisers,
 - á involvement products.

*Attitudes and
Attitude change*

5.1 Psychological Core (Internal Process)

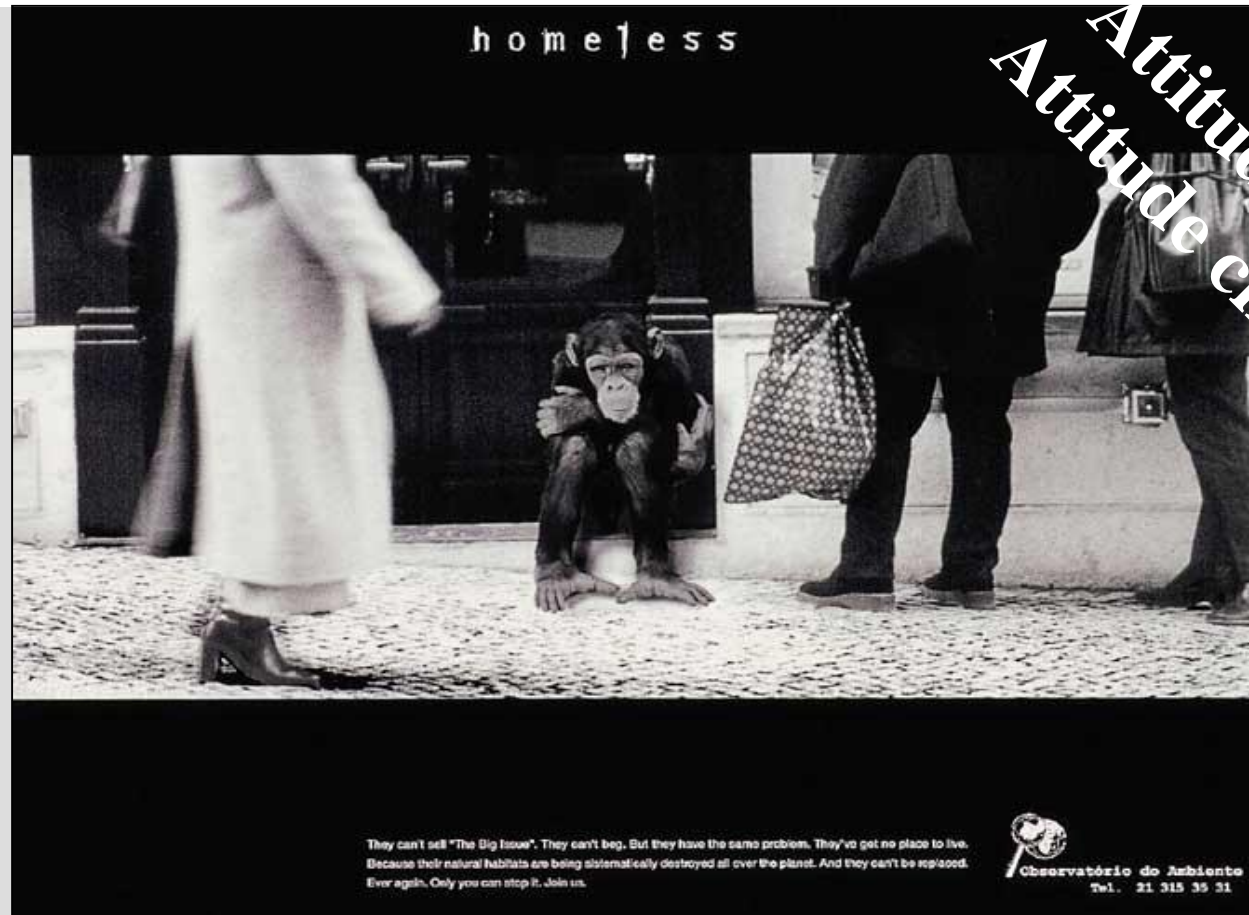
5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core⁴ Appeals

- Sex
- Humor
- Fear
- Metaphors
- Rational
- Emotional



Attitudes and
Attitude change

This ad for a nonprofit animal rights and rescue group draws on viewers' sympathies toward animals.

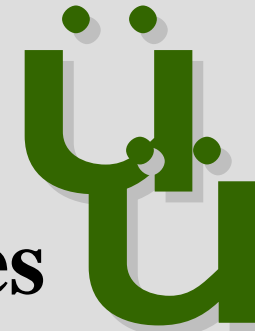
5.1 Psychological Core



5.1.1. Perceptions



5.1.2. Learning & Memory



5.1.3. Motivation and Values

5.1.4. Attitudes & Attitude Change



5.1.5. The Self

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Many products are bought because the person is trying to highlight or hide some aspect of the **self**.

e.g. consumers strive to fulfill their society's expectations about how a **male** or **female** should look and act (**Solomon & Al., 1999**).



Internal-process
The Self

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Self-esteem (SE) refers to the **quality** level of a person's self-concept.

e.g. consumers with a **high SE** tend to prefer last-minute offers while those with a **low SE** tend to opt for portion-controlled snacks.



Internal-process
The Self



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Self-consciousness (SC) refers to
The level of embarrassment deriving
from the feeling that others are
critically aware of you.

e.g. a student during class vs. in
a student party.



Internal-process
The Self



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

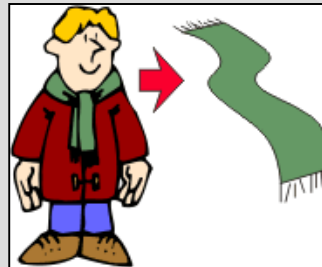
5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Sexual identity is a state of mind as well as body and may vary according to cultures.

Each society determines what “real” men and women should and should not do!



Internal-process
The Self

5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Ideal of beauty refers to a particular or exemplar appearance: physical features, clothing style, cosmetics, skin tone, body type, etc.



Is beauty universal?



Internal-process
The Self



5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

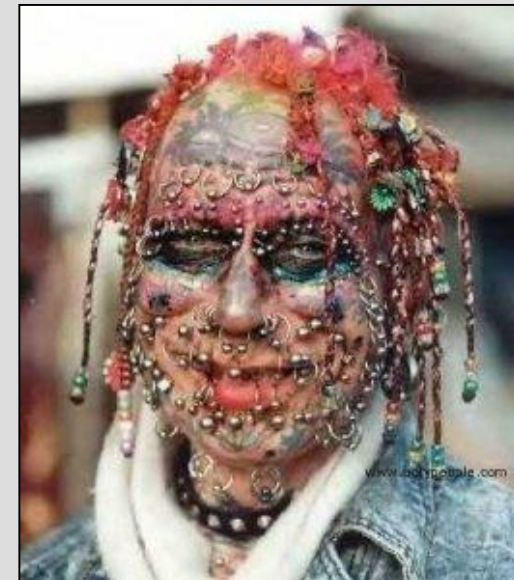
5.4 Consumer Behavior Outcomes

5.1 Psychological Core

Ideal of beauty refers to a particular or exemplar appearance.



Internal-process
The Self



5.1 Psychological Core (Internal Process)

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5.4 Consumer Behavior Outcomes

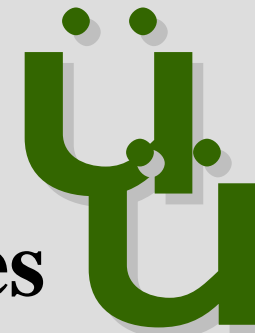
5.1 Psychological Core



5.1.1. Perceptions



5.1.2. Learning & Memory



5.1.3. Motivation and Values

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5.1.5. The Self



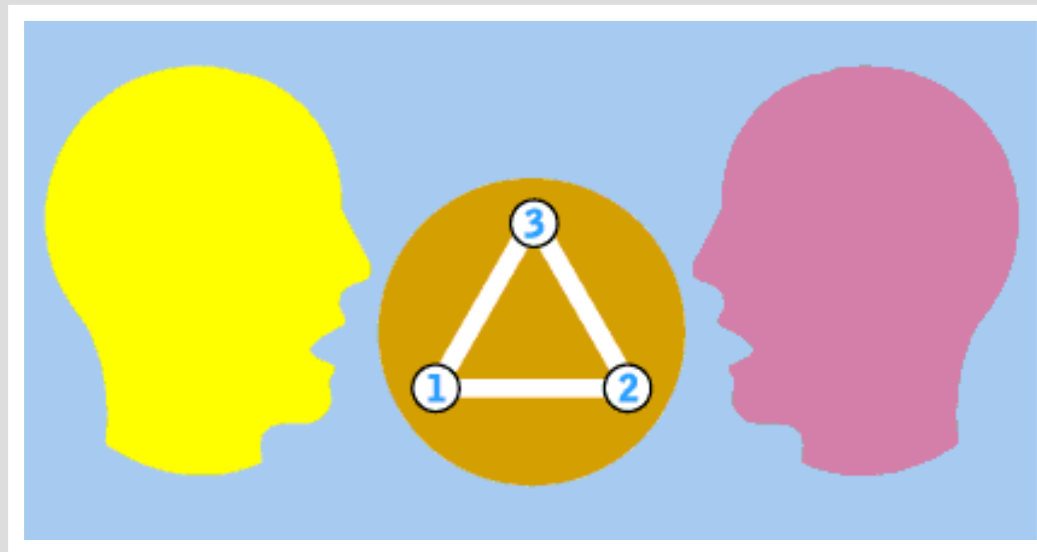
5.1 Psychological Core (Internal Process)

5.2 Decision Making Process

5.3 Consumer's Culture (External Process)

5.4 Consumer Behavior Outcomes

5.1 Psychological Core



5. What Affects CB?

What Affects Consumer Behavior?

5.1 Psychological Core (Internal Process).

5.2 Decision Making Process.

5.3 Consumer's Culture (External Process).

5.4 Consumer Behavior Outcomes.



Part **Six** out of Six

