Consumer Behavior and Advertising

Perspectives of Consumer Behavior

1. Systematic Decision-Makers
   - Maximize the benefits derived from purchases

2. Active Interpreters
   - Cultural/Social membership defines response

Consumer Decision-Making

I think, therefore I buy

The Consumer Decision-Making Process

1. Need recognition
2. Information search and alternative evaluation
3. Purchase
4. Postpurchase use and evaluation

Problem Recognition

Maslow’s Hierarchy of Needs
- Physiological
- Safety
- Social/Love and Belonging
- Esteem
- Self-Actualization

The advertiser’s job is to make the connection between the product and the needs it fulfills (functional or psychosocial).

Freud’s Psychoanalytic Theory
- Consumers may have subconscious motivations for purchasing

Bed

Purchase a Washable Bed and Pillows Today!
Multi-Attribute Attitude Model (MAAM)

- Used to understand consumers' attitudes about products. Products have a number of attributes that consumers use in forming their attitudes.
- Need to Know:
  - Attributes that are important
  - Level of importance for each
  - Brands consumer consider (evoked set or consideration set)
  - How consumers rate each brand on the attributes

How can marketers change attitudes?

- Adding new attributes to the mix
- Changing consumers' perceptions of the importance of an attribute
- Changing the belief about a brand on an important attribute
- Changing beliefs about competing brands
Changes beliefs about competing brands

Changes beliefs about competing brands

Creates an affective impression of the brand, an overall feeling for it

In Alternative Evaluation, consumers integrate information to evaluate the alternatives and arrive at a purchase decision. They may use:

- **Formal Integration Rules**
  - Compensatory
  - Non-compensatory

- **Informal Integration Rules**
  - Purchase may be based on an overall feeling or impression or the consumer may always go for the cheapest brand

**Modes of Consumer Decision-Making**

1. Extended problem solving
2. Limited problem solving
3. Habit or variety seeking
4. Brand loyalty

**Consumer Learning**

Behavioral Learning Theories:

- **Classical Conditioning**
  - Consumers associate an unconditioned stimulus with a conditioned stimulus and learn through repetition

- **Operant Conditioning (Instrumental Conditioning)**
  - Consumers learn through their own experience with a brand

- **Shaping**
  - Rewarding a simple behavior initially and then rewarding more complex behaviors

**The Consumer as Social Being**

I buy what I am
Sociocultural Consumption

- Family
- Values
- Object Meaning
- Social Class
- Rituals
- Gender
- Culture
- Race/Ethnicity
- Society
- Reference Groups

Adapting the message to the subculture