



Consumer behaviour

- Consumer behaviour consists of all the activities people undertake when obtaining, consuming and disposing of products and services.
- One of the most important areas of marketing
- Emphasis on customer centrality
- Large proportion of academic research
- The decision-making process: the Engel, Kollat and Blackwell model (EKB) or Consumer Decision Process (CDP)



Consumer behaviour

The Consumer Decision Process (CDP) stages:

- Need recognition
- Search for alternatives
- Pre-purchase evaluation of the alternatives
- Purchase
- Consumption
- Post-consumption evaluation
- Divestment



The Consumer Decision Process

1. Recognition by the consumer of a dissatisfied need.

Need recognition: a divergence between the persons' actual state and their desired state.

A wide variety of stimuli (internal or external) can activate needs or desires.

- Internal stimuli (hunger / thirst, pain, boredom)
- External stimuli, coming from the senses (visual, sensory, etc.)

**Marketing is: understand the needs that a product
can satisfy;
understand unfulfilled desires.**



Maslow's Hierarchy of Needs

- Self-Actualization
- Esteem
- Love
- Safety
- Physiological



Maslow's Hierarchy of Needs

**MOST NEEDS HAVE TO DO WITH
SURVIVAL PHYSICALLY AND
PSYCHOLOGICALLY**



PHYSIOLOGICAL OR SURVIVAL NEEDS

Maslow's Hierarchy of Needs

**ON THE WHOLE AN INDIVIDUAL
CANNOT SATISFY ANY LEVEL
UNLESS NEEDS BELOW ARE
SATISFIED**



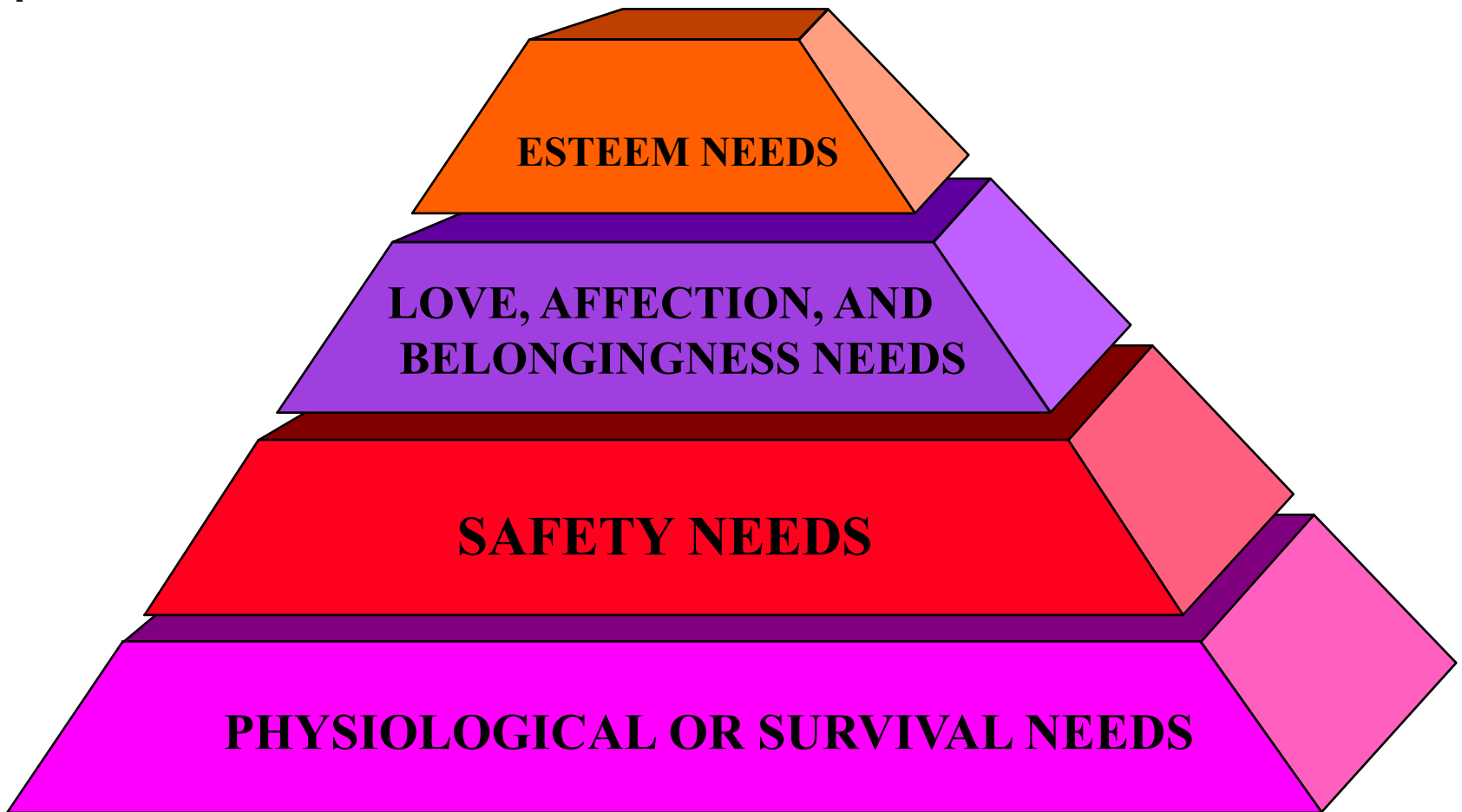


Maslow's Hierarchy of Needs





Maslow's Hierarchy of Needs



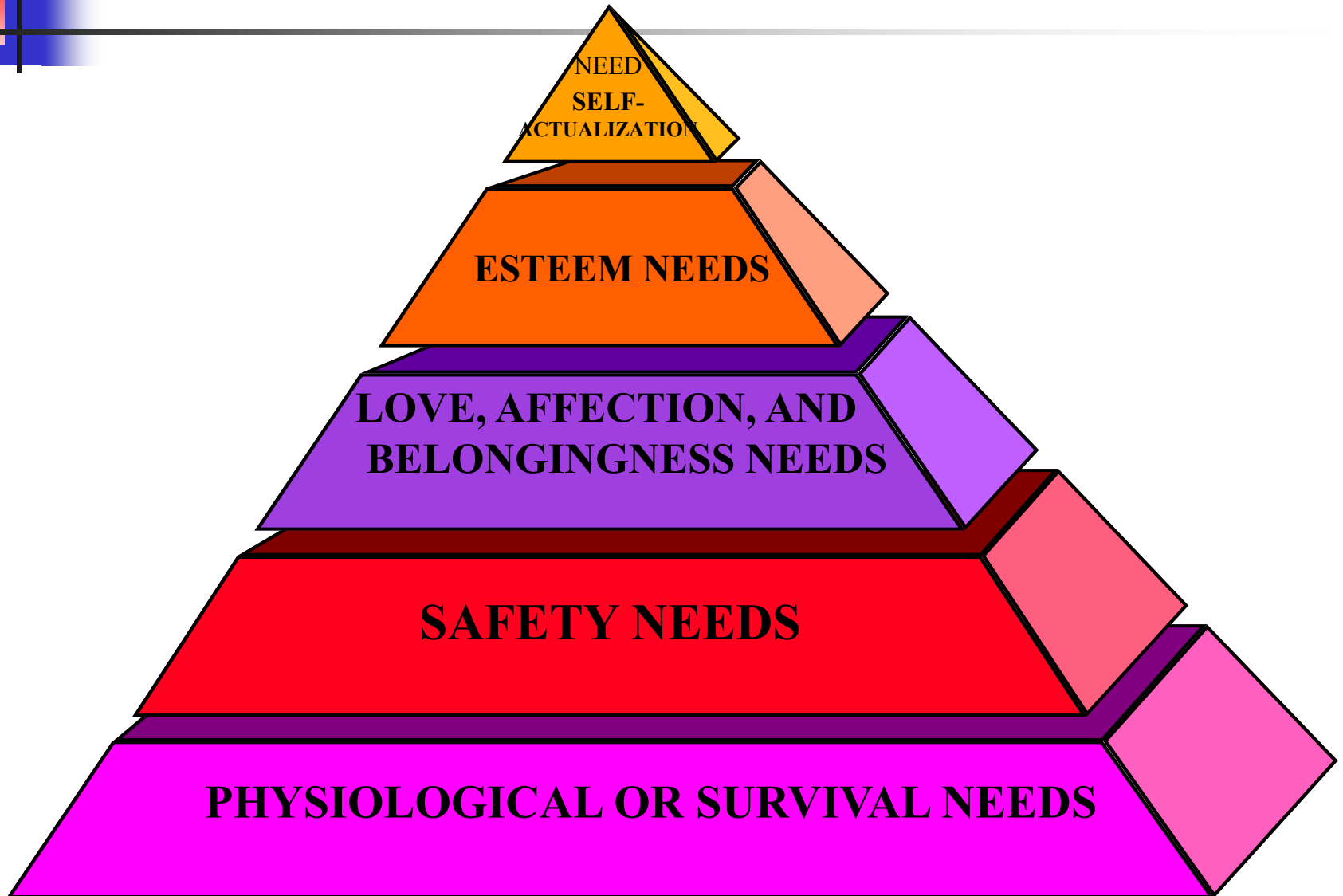
Maslow's Hierarchy of Needs



**MASLOW EMPHASIZES NEED FOR SELF
ACTUALIZATION IS A HEALTHY INDIVIDUAL'S PRIME
MOTIVATION**

**SELF-ACTUALIZATION MEANS ACTUALIZING
ONE'S POTENTIAL BECOMING ALL ONE IS
CAPABLE OF BECOMING**

Maslow's Hierarchy of Needs





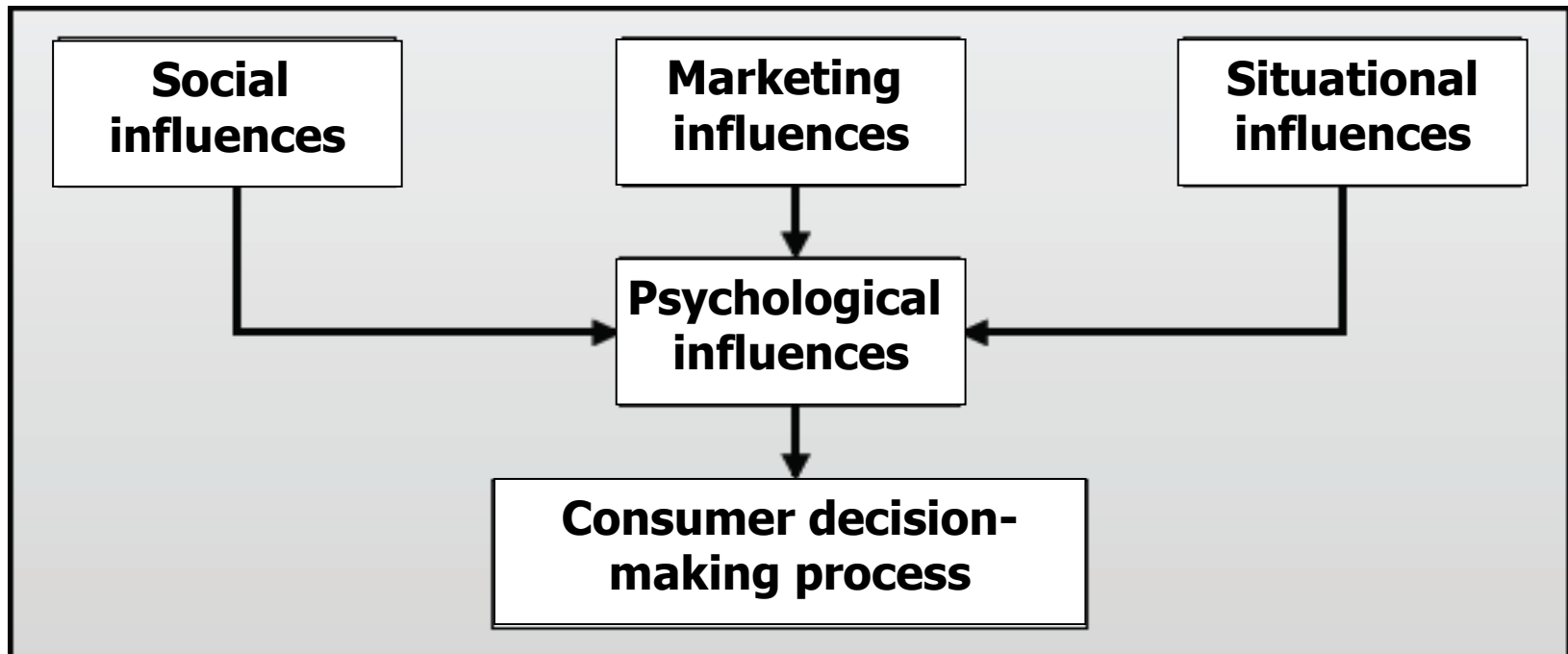
The Consumer Decision Process

2) Search for alternatives to satisfy needs (sources of information)

- Internal (knowledge / experience) => usual purchases
- Social (family / friends / known expert) => new purchases, changes
 - => consumer / prescriber (skimming the market)
- Marketing (advertising / sellers / label) => test purchases
- Public (magazines / sites / publications) => complex purchases
- Experience (exam / test) => expensive purchases

Consumer buying behavior

- *The explanation of consumer buying behavior is very complex.*
- *A schematization of the elements leading to the decision-making process is shown in the following diagram*





Consumer buying behavior

Social influences:

- Cultural systems
- Social class
- Reference group / person

Marketing influences:

- Product attributes (material and immaterial); appearance
- Price savings; value of quality
- Communication content;
- Distribution is easy to find; exclusive points of sale; sale on store

Situational influences (conscious and unconscious):

- Physical environment (place)
- Social environment (people)
- Time perspective (relative and absolute time)
- Definition of the task (buyer / user)
- Antecedent conditions (moods / conditions)



Consumer buying behavior

The information provided by the social, marketing and situational aspects are elaborated by the psychological factors that modify the interpretation and the impact on the decision-making process

Two significant psychological factors in this regard are:

- **Product knowledge:** a set of information stored in the consumer's memory about particular classes and forms of product, brands, models and ways of buying them. It influences the speed of decision making
- **Product involvement:** a consumer's perception of the importance or personal interest of a good. Extend the decision-making process



Consumer buying behavior

Influences on the buying process:

- Product knowledge
- Product involvement
- Frequency of purchase
- => Familiarity



Consumer buying behavior

Influences of the type of product:

- Convenience goods
 - The customer knows the product very well
 - The product is purchased with the minimum effort (ordinary products)
- Shopping goods
 - Comparison in quality, price, styles; different points of sale
 - The customer does not have a complete knowledge of the product (complex product)
- Specialty goods
 - The customer knows the product perfectly
 - The customer is ready to support a considerable effort to buy a specific brand



The Consumer Decision Process

3) Evaluation of alternatives (logical sequence)

- knowledge of the alternatives
- selection of the alternatives of interest
- consideration of the attributes of the selected alternatives
- focus on attributes of interest
- identification of the alternative with the best attributes
- assignment of preference and desire to purchase



The Consumer Decision Process

4) Purchase decision

The passage from the identification of the best alternative to the purchase is conditioned by the perception of risk, considered from different points of view: a) economic, b) dissatisfaction result / use c) loss of image. The consumer tends to minimize the risk through three strategies:

- quantity reduction
- downsizing expectations
- acquisition of further information



The Consumer Decision Process

5) Post-purchase evaluation

Fundamental for the repetition of the purchase in the future.

The more satisfied the consumer is the more the "stimulus-response" sense of trust and loyalty => CUSTOMER LOYALTY

The consumer mechanism takes root which leads to the same decision and establishes and reinforces the experience or to a state of perplexity and uncertainty regarding the purchase, which can be determined by:

- financial and / or psychological implications
- presence of many alternatives with comparable characteristics
- (*cognitive dissonance*)

Confirmation / Disconfirmation Paradigm

- Consumers expectations before the purchase
- Gap between expectation and product performances