



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**

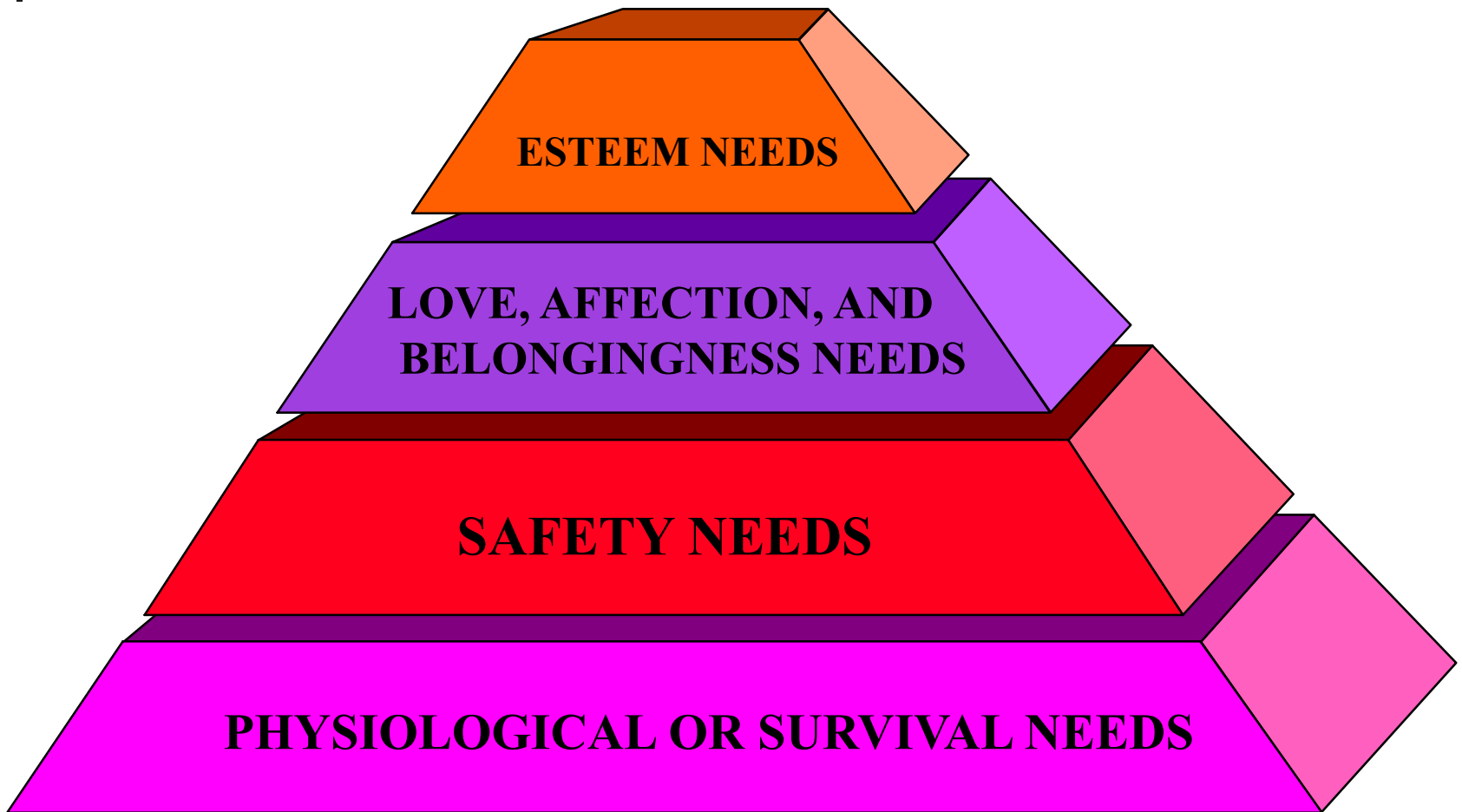




Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs



Maslow's Hierarchy of Needs

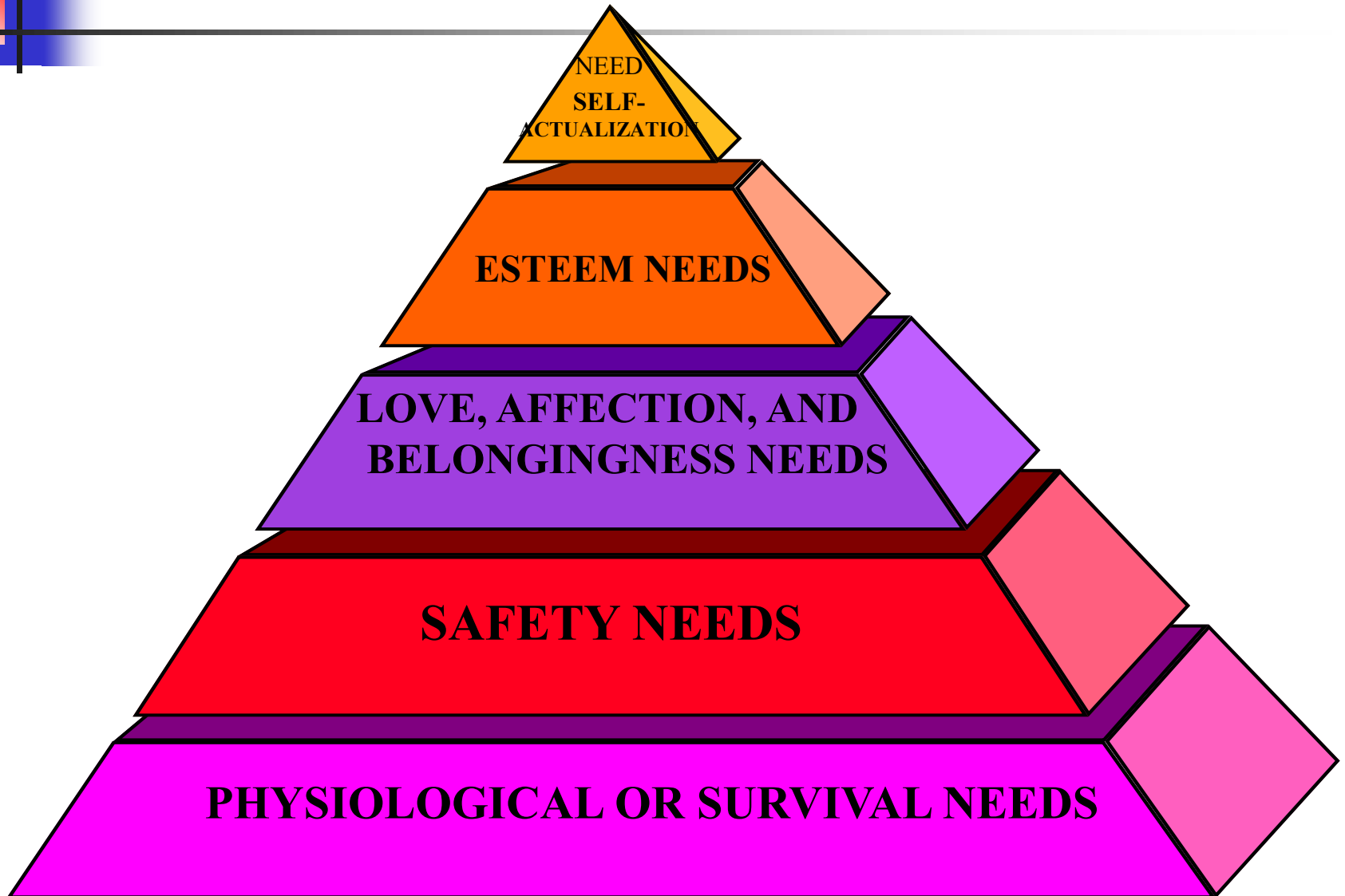




**MASLOW EMPHASIZES NEED FOR SELF
ACTUALIZATION IS A HEALTHY INDIVIDUAL'S PRIME
MOTIVATION**

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

Maslow's Hierarchy of Needs





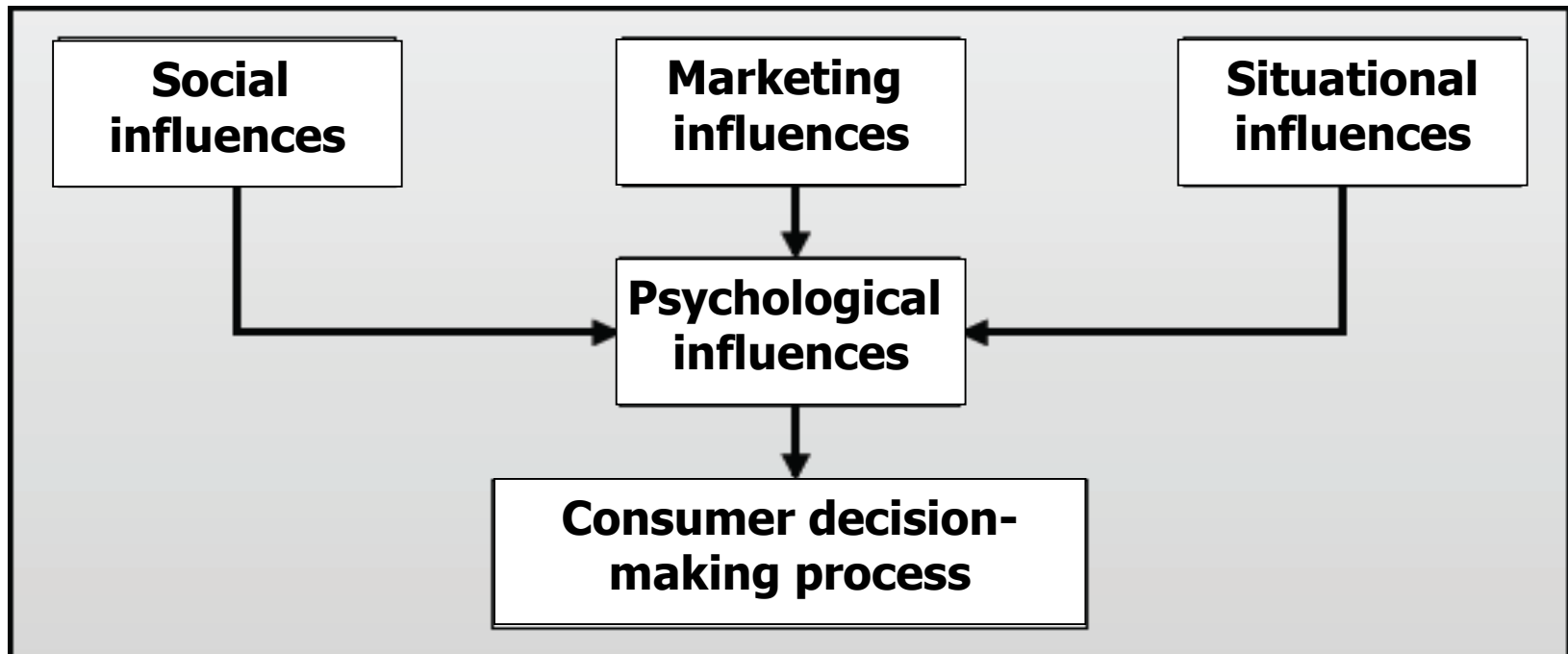
The Consumer Decision Process

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



The Consumer Decision Process

Characteristics of a product:

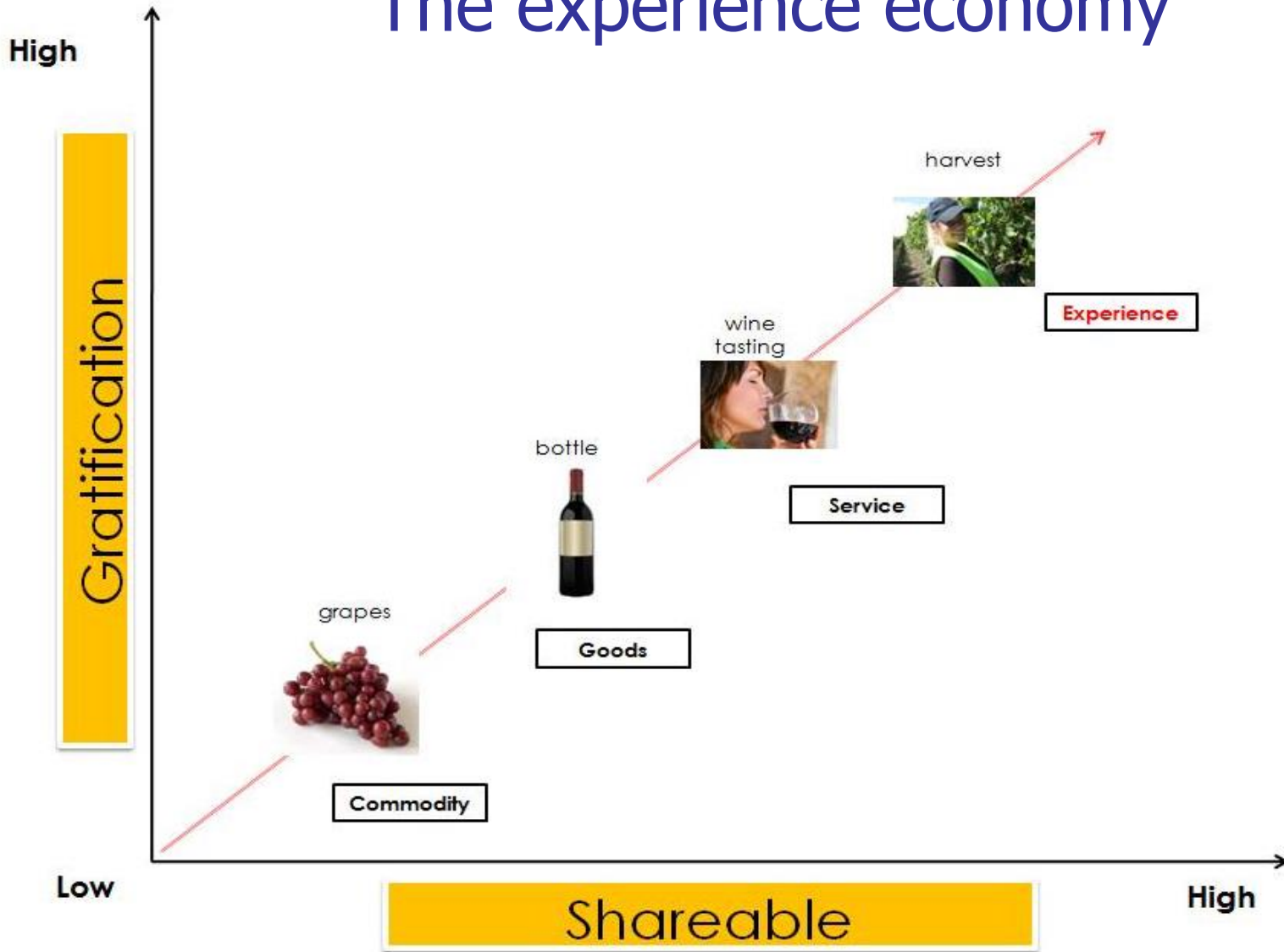
- «research»
- «experience»
- «trust»
 - Trust: all the characteristics that a consumer is not able to verify:
 - Brand (=> guarantee of quality) = «signal of quality»
 - Company from owner to «keeper» of its brand
 - Price = «signal»
 - Quality certification (organic, PDO, etc.) = «indicator» of quality



The Consumer Decision Process

- «Consumatore» (= consumer)
- «Consumat-tore» (= consumer + actor)
- Prosumer = Producer + Consumer (i.e. IKEA)
- Experience economy

The experience economy



The experience economy

The decommoditization cycle

Through the **decommoditization cycle** the consumer shifts from being just a **user** to enjoying an **experience** and being a **coffee expert**

Coffee as a commodity:

Coffee grounds are sold in bulk (wholesale)



Cost: 2-5€/kg (1kg = 140 servings)*

Coffee as a product:

Toasted coffee is selected, branded and marketed in retail as toasted with a special process



Cost: 4-7€ (500gr)

Coffee as a service:

Together with the coffee itself, the consumers buy the service at the café



Cost: 1€ per serving

Coffee as experience:

Consumers can stay at the café as long as they like, surfing the internet and working/studying



Cost: 3-5€

Course in coffee tasting

The single consumer is now a coffee expert



Cost: 100€ - 400€

FINAL RESULT:
complete transformation

The single consumer is now an **expert** and a coffee **evangelist**

* Some luxury roasting can go up to 20€/kg

The experience economy

Experience

CANTINA VALPOLICELLA NEGRAR
ALLE ORIGINI DELL'AMARONCO

HOME CHI SIAMO DOMINI VENETI CANTINA DI NEGRAR OSPITALITÀ DOVE ACQUISTARE

EXCLUSIVE TOUR

3 proposte esclusive alla scoperta della Valpolicella Classica e dei cru Domini Veneti.

SCOPRI DI PIÙ

JACK DANIEL'S

PROGRAMMA SINGLE BARREL SELECT · PERSONAL COLLECTION

Seleziona la tua botte di Jack Daniel's Single Barrel Select. Falla imbottigliare e personalizzare.

SCIEGLI LA TUA BOTTE

Vieni a farci visita alla Distilleria Jack Daniel's per vivere un'esperienza unica insieme al nostro whiskey. Il team di distillatori ti guiderà personalmente negli assaggi per trovare la botte che fa al caso tuo. Se non puoi farci visita, ti manderemo campioni di whiskey da diverse botti, ciascuna con un profilo preciso quanto a sapore. Oppure il nostro team di distillatori sceglierà una botte in base alle tue preferenze.

JACK DANIEL'S DISTILLERY
HAND-SELECTED SINGLE BARREL

INEDITO RECIOTO

Il Vino dell'Anima

Passaggiate lungo i sentieri storico naturalistici della vallata di Negrar in Valpolicella Classica, alla scoperta del "Vigneti di Moron" (2 ore circa, dislivello 150 metri circa, difficoltà facile-media, consigliate scarpe da camminata).

Menù insolito 4 portate.

Degustazione di 4 tipologie di Recioto della Valpolicella Classico D.O.C.G. Domini Veneti: d'annata, invecchiato ("Vigneti di Moron" e "Amando"), spumantizzato.

Solo per gruppi di min. 12 persone € 75,00 a Persona

PRENOTA QUESTO EXCLUSIVE TOUR ★

DOMINI VENETI Our Valpolicella, Your Wines

Cerca... ACCESSO CARRELLO: €0,00

AMARONCO RECIOTO VALPOLICELLA E RIPASSO SELEZIONI VENETE COLLEZIONI REGALA IL VINO NEWSLETTER

DOMINI VENETI

Our Valpolicella, Your Wines.



UN PO' DI STORIA...

Domini Veneti nasce nel 1989 quando Cantina Valpolicella Negrar ha dato vita a uno strutturato progetto qualità incentrato sull'individuazione e la riscoperta di alcune aree vitivinicole particolarmente preziose della Valpolicella. Da linea di prodotto, oggi Domini Veneti è diventato vero e proprio marchio della Cantina.