

# CONSUMER DECISION MAKING

Prepared by: Ricardo J. Cajina



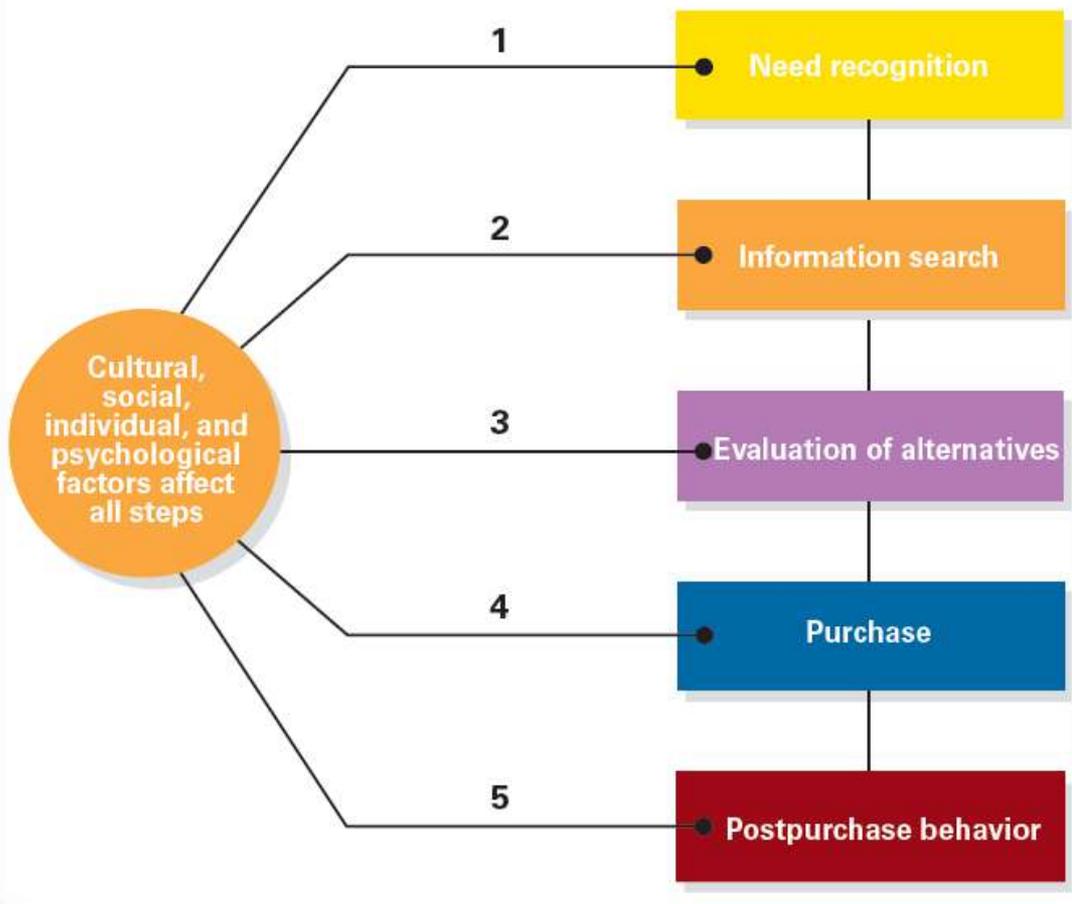
Un blog de marketing

# Learning outcomes

1. Explain why marketing managers should understand consumer behavior
2. Analyze the components of the consumer decision-making process
3. Explain the consumer's post-purchase evaluation process
4. Identify the types of consumer buying decisions and discuss the significance of consumer involvement
5. Identify and understand the cultural factors that affect consumer buying decisions
6. Identify and understand the social factors that affect consumer buying decisions
7. Identify and understand the individual factors that affect consumer buying decisions
8. Identify and understand the psychological factors that affect consumer buying decisions



# The consumer decision making process



A five-step process used by consumers when buying goods or services.



# The consumer decision making process

**Need  
Recognition**

Result of an imbalance between actual and desired states.

Marketing helps consumers recognize an imbalance between present status and preferred state.

*Internal  
Stimuli*

*External  
Stimuli*

**Present  
Status**

**Preferred  
State**



# What is a **STIMULUS** ?

Any unit of input affecting one or more of the five senses:

- sight
- smell
- taste
- touch
- hearing

## Recognition of Unfulfilled Wants

When a product is not performing properly

When consumer is running out of a product

When another product seems superior to the one currently used



# STIMULUS characteristics

Larger

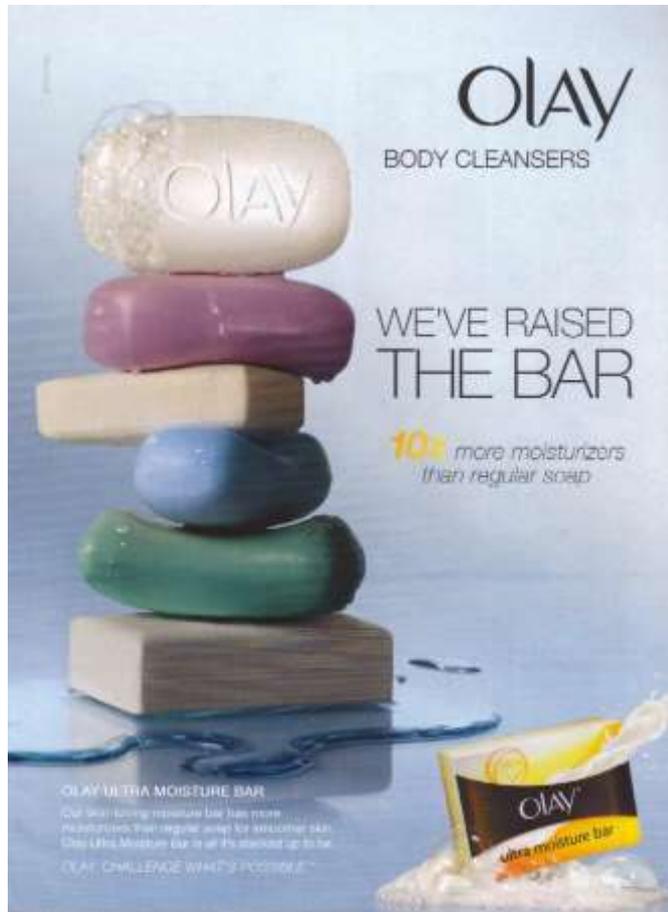
VS

Smaller



# What is a **STIMULUS** ?

Less copy



**OLAY**  
BODY CLEANSERS

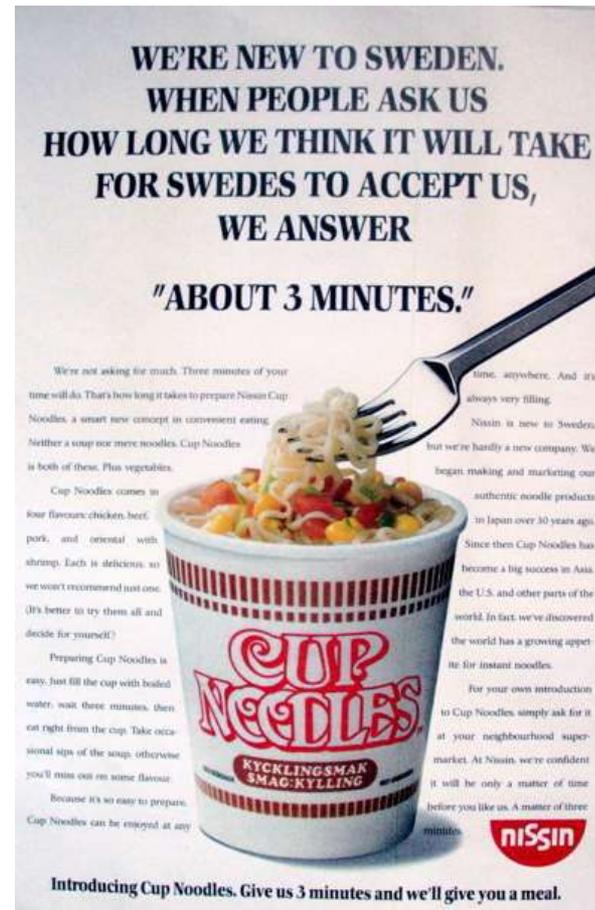
WE'VE RAISED  
THE BAR

10x more moisturizers  
than regular soap

OLAY ULTRA MOISTURE BAR  
Our skin-loving moisture bar has more  
moisturizers than regular soap for smoother skin.  
Olay Ultra Moisture Bar is all it's stacked up to be.  
OLAY. CHALLENGE WHAT'S POSSIBLE.™

VS

More copy



**WE'RE NEW TO SWEDEN.  
WHEN PEOPLE ASK US  
HOW LONG WE THINK IT WILL TAKE  
FOR SWEDES TO ACCEPT US,  
WE ANSWER  
"ABOUT 3 MINUTES."**

We're not asking for much. Three minutes of your time will do. That's how long it takes to prepare Nissin Cup Noodles, a smart new concept in convenient eating. Neither a soup nor mere noodles, Cup Noodles is both of these. Plus vegetables.

Cup Noodles comes in four flavours: chicken, beef, pork, and oriental with shrimp. Each is delicious, so we won't recommend just one. (It's better to try them all and decide for yourself!)

Preparing Cup Noodles is easy. Just fill the cup with heated water, wait three minutes, then eat right from the cup. Take occasional sips of the soup, otherwise you'll miss out on some flavour.

Because it's so easy to prepare, Cup Noodles can be enjoyed at any time, anywhere. And it's always very filling.

Nissin is new to Sweden, but we're hardly a new company. We began making and marketing our authentic noodle products in Japan over 30 years ago. Since then Cup Noodles has become a big success in Asia, the U.S. and other parts of the world. In fact, we've discovered the world has a growing appetite for instant noodles.

For your own introduction to Cup Noodles, simply ask for it at your neighbourhood supermarket. At Nissin, we're confident it will be only a matter of time before you like us. A matter of three minutes.

**introducing Cup Noodles. Give us 3 minutes and we'll give you a meal.**

**nissin**

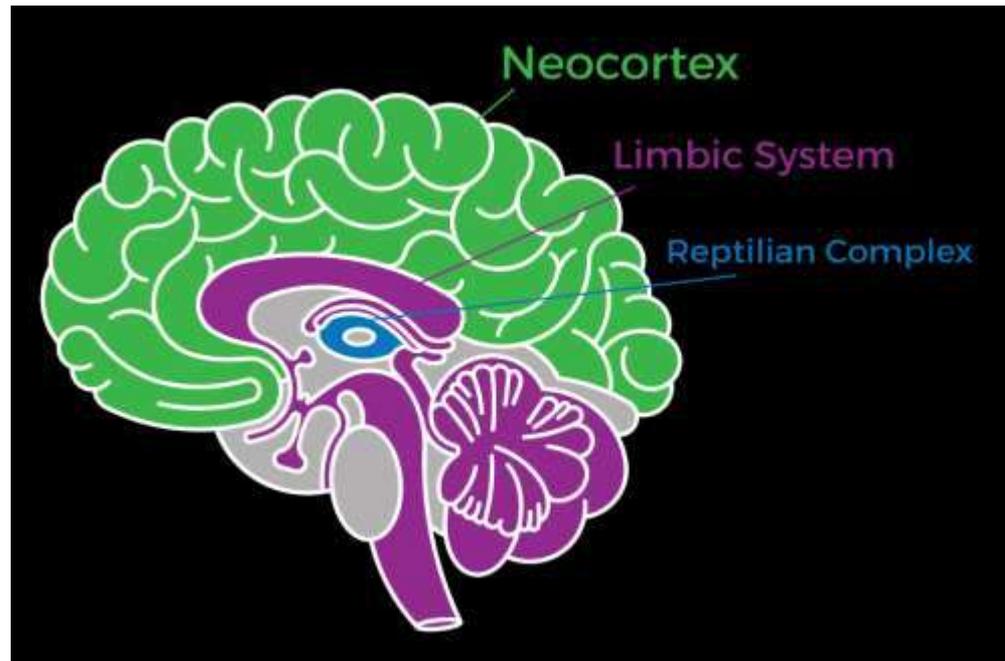


# The consumer decision making process

**Internal**

Recall info in your memory

**Information  
Search**



## External

Seek information outside  
-Marketing controlled  
-Non Marketing controlled

Marketing controlled

VS

Non marketing controlled



# External information searches

***Need Less  
Information***

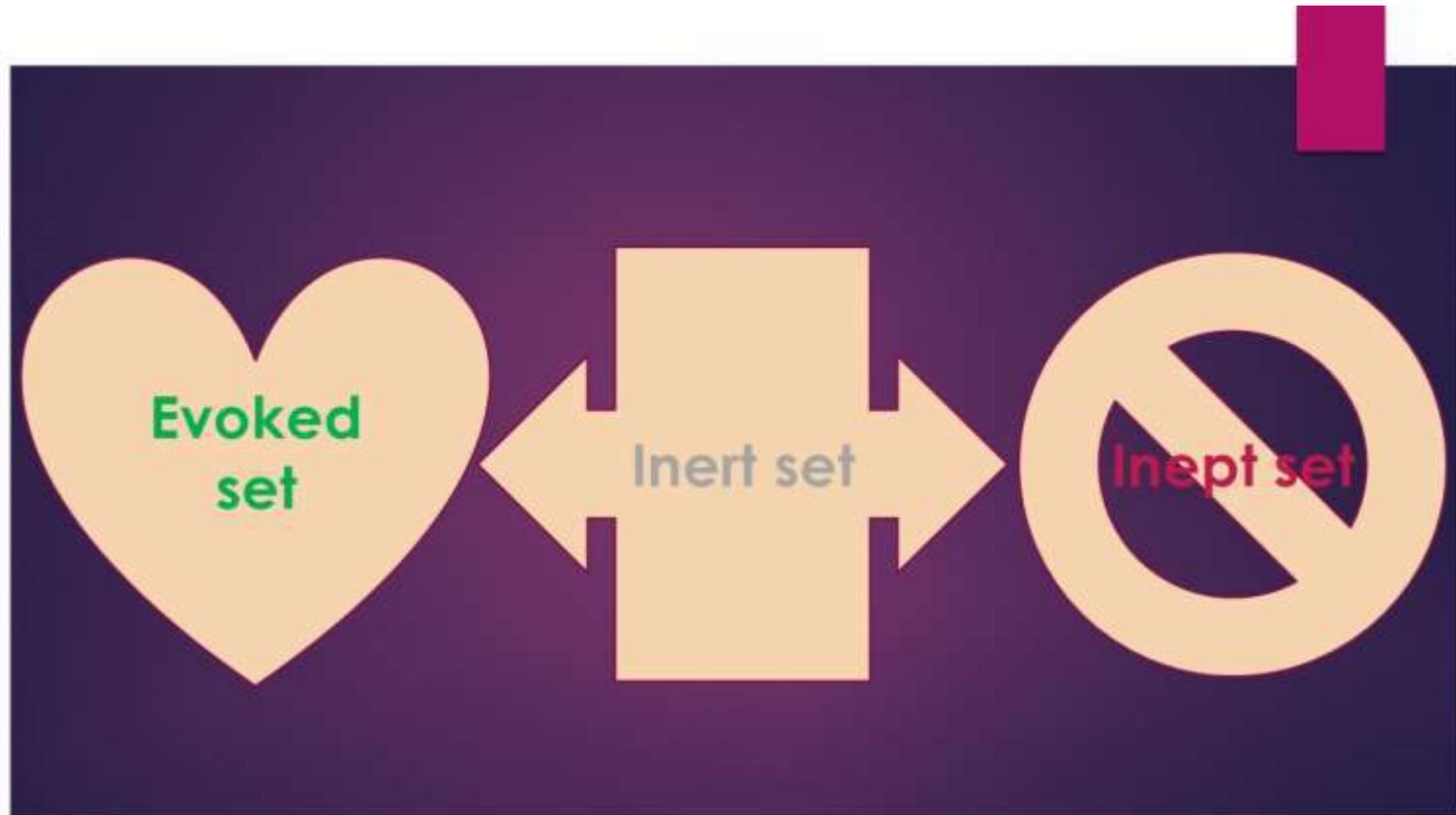
***Need More  
Information***

**Less Risk**  
**More knowledge**  
**More product experience**  
**Low level of interest**  
**Confidence in decision**

**More Risk**  
**Less knowledge**  
**Less product experience**  
**High level of interest**  
**Lack of confidence**



# External information searches

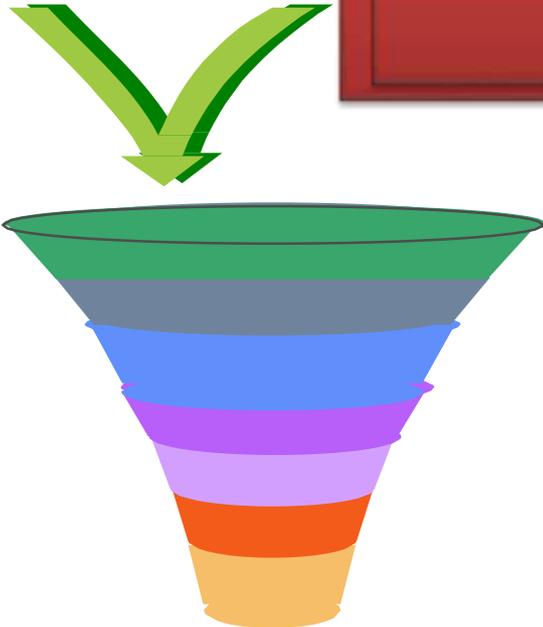


# The Evoked Set

Evoked Set

Group of brands, resulting from an information search, from which a buyer can choose

Purchase!



Analyze product attributes

Rank attributes by importance

Use cutoff criteria



# External information searches

TARGET MARKET DECISION-MAKING PATTERN			
Brand position	Habitual decision making (no search)	Limited decision making (limited search)	Extended decision making (extensive search)
Brand in evoked set	Maintenance strategy	Capture strategy	Preference strategy
Brand not in evoked set	Disrupt strategy	Intercept strategy	Acceptance strategy

## **Maintenance Strategy**

Aims to maintain current purchase behavior in a situation where the brand is habitually purchased by the target market.

## **Capture Strategy**

Brands are only evaluated on a few points such as price or availability. Marketers need to provide a lot of information on the POP.

## **Preference strategy**

Aims to cause consumers to choose a brand already within the evoked set.

## **Disrupt strategy**

Aims to completely disrupt the existing decision pattern.

## **Intercept strategy**

Objective is to reach and intercept the consumer while they are searching for information on brands in the evoked set.

## **Acceptance strategy**

Aims to become the preferred brand by stating the brand comparative superiority.



# Post Purchase Behavior

Explain the consumer's postpurchase evaluation process

**Cognitive  
Dissonance**

Inner tension that a consumer experiences after recognizing an inconsistency between behavior and values or opinions.

Consumers can reduce dissonance by

Seeking information that reinforces positive ideas about the product

Avoid information that contradicts the purchase decision

Revoking the original decision by returning the product

Marketing can minimize the dissonance by effective communication strategies

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