

Chapter 2 Consumer Behaviour Theory

Chapter 2 Consumer Behaviour Theory Chapter 2 Consumer Behaviour Theory Unlocking the Secrets of Purchase Decisions Meta Dive deep into Chapter 2 of consumer behaviour theory This comprehensive guide explores key models influential factors and actionable strategies for understanding and influencing consumer choices Includes realworld examples expert opinions and FAQs Consumer behaviour consumer behaviour theory consumer decisionmaking purchase behaviour marketing strategies consumer psychology behavioral economics influencing consumer choices buyer behaviour market research Understanding consumer behaviour is paramount for any business aiming to thrive Chapter 2 delves into the theoretical frameworks that explain why consumers make the purchasing decisions they do This isnt just about identifying demographics its about understanding the intricate psychological and sociological processes driving actions By mastering these principles businesses can craft effective marketing strategies develop successful products and ultimately boost their bottom line Key Theories Shaping Consumer Behaviour Several influential theories illuminate the complexities of consumer behaviour These arent mutually exclusive they often intertwine to provide a holistic understanding 1 The Consumer DecisionMaking Process This classic model outlines a series of stages consumers typically go through before making a purchase Need Recognition Identifying a problem or unmet need eg realizing your old phone is slow Information Search Seeking information about potential solutions eg researching phone specifications online Evaluation of Alternatives Comparing different options based on criteria eg comparing price features reviews of different phone models Purchase Decision Selecting and buying a product or service eg purchasing a new smartphone PostPurchase Evaluation Assessing satisfaction with the purchase eg determining if the new phone meets expectations 2 Realworld example Consider a consumer buying a new car The need recognition is the desire for a new vehicle The information search involves researching different makes and models Evaluation involves test drives and comparing features The purchase is the final transaction and postpurchase evaluation involves assessing fuel efficiency reliability and overall satisfaction 2 Cognitive Dissonance Theory This theory explains the mental discomfort experienced after making a significant purchase Consumers strive for consistency between their beliefs and actions If a purchase contradicts their beliefs eg buying an expensive item despite believing in frugality they may experience dissonance This can lead to attempts to justify the purchase eg emphasizing the products quality or even return the item A statistic from

the Journal of Consumer Research shows that postpurchase dissonance is particularly high for highinvolvement purchases

3 Maslows Hierarchy of Needs This widely recognized theory suggests that consumer needs are hierarchical starting with basic physiological needs food shelter and progressing to higherlevel needs like selfactualization personal growth Marketers can leverage this by understanding which level of needs their product caters to For example luxury brands often appeal to esteem and selfactualization needs

4 Theory of Reasoned Action TRA and Theory of Planned Behaviour TPB These theories emphasize the role of attitudes and subjective norms in shaping behavioural intentions TRA focuses on attitudes towards a behaviour and subjective norms what others think while TPB adds perceived behavioural control belief in ones ability to perform the behaviour These theories are particularly useful in predicting consumer intentions regarding specific products or services For instance a campaign promoting healthy eating could focus on changing attitudes towards healthy food and addressing perceived barriers to healthy eating habits

Influential Factors Affecting Consumer Behaviour Understanding the theoretical frameworks is only half the battle Several factors significantly influence consumer decisions

Cultural Influences Culture subculture and social class significantly shape consumer preferences and purchasing patterns

Social Influences Reference groups family and opinion leaders exert considerable influence

Psychological Influences Motivation perception learning beliefs and attitudes all play a crucial role

Personal Influences Age occupation lifestyle personality and selfconcept influence buying decisions

3 Situational Influences The purchase environment time constraints and mood can all impact choices

Actionable Advice for Marketers

Conduct thorough market research Understanding your target audiences needs preferences and motivations is critical Utilize surveys focus groups and data analytics to gain valuable insights

Develop targeted marketing campaigns Tailor your messaging to resonate with specific consumer segments considering their cultural backgrounds social influences and psychological factors

Create a positive postpurchase experience Manage customer expectations provide excellent customer service and encourage feedback to minimize postpurchase dissonance

Leverage social proof Showcase positive reviews testimonials and endorsements to build trust and credibility Utilize storytelling Connect with consumers on an emotional level by crafting compelling narratives that resonate with their values and aspirations

RealWorld Example Apples success partly stems from understanding and cultivating brand loyalty by tapping into aspirational values and creating a strong community around its products

Expert Opinion According to Philip Kotler a leading marketing expert Marketing is the science and art of exploring creating and delivering value to satisfy the needs of a target market at a profit Understanding consumer behaviour is fundamental to this process

Chapter 2 of consumer behaviour theory reveals the complex interplay of psychological social and situational factors that drive purchase decisions By understanding key theories like the consumer decisionmaking process cognitive dissonance theory and Maslows hierarchy of needs marketers can

develop effective strategies to influence consumer choices. This involves thorough market research, targeted marketing campaigns, and a focus on creating a positive customer experience. By mastering these principles, businesses can enhance customer engagement, build brand loyalty, and ultimately achieve greater success.

Frequently Asked Questions (FAQs)

1. What is the difference between needs and wants? Needs are fundamental requirements for survival (e.g., food, shelter). Wants are desires or preferences that go beyond basic needs (e.g., a luxury car). Marketers often focus on transforming needs into wants by associating their products with desired lifestyles or aspirations.
2. How can I reduce postpurchase dissonance? Provide clear and accurate product information, offer excellent customer service, provide guarantees or warranties, and solicit feedback to address any concerns. Follow-up communications after purchase can reinforce the positive aspects of the purchase decision.
3. How important is social influence in consumer behaviour? Social influence is extremely important, particularly for high-involvement purchases. Reference groups, family members, and opinion leaders can significantly impact consumer choices. Marketers often leverage social influence by using celebrity endorsements, influencer marketing, and creating brand communities.
4. How can I use Maslow's Hierarchy of Needs in my marketing? Identify which level of needs your product caters to. For basic products, focus on functionality and affordability. For premium products, highlight the status, self-esteem, or self-actualization benefits.
5. How can I conduct effective market research to understand consumer behaviour? Utilize a combination of quantitative methods (surveys, data analytics) and qualitative methods (focus groups, interviews) to gather both broad and in-depth insights. Target your research to specific segments of your target market for more focused and relevant results. Consider using online tools and social listening to gather insights from consumer conversations online.

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a trusted resource for consumer behaviour theory and practice consumer behaviour explores how the examination and application of consumer behaviour is central to the planning development and implementation of effective marketing strategies in a clear and logical fashion the authors explain consumer behaviour theory and practice the use and importance of consumer research and how social and cultural factors influence consumer decision making the sixth edition of this Australian text provides expanded coverage of contemporary topics

the second edition of this popular text brings up to date marieke de mooij's important analysis of the impact of culture on consumer behavior worldwide the author shows how it is increasingly vital for marketing students tomorrow's marketing professionals to understand the limits of consistent brand identities and universal advertising campaigns consumer behavior is not converging across countries and therefore it is of even greater importance to understand and be able to respond to differences in behavior this edition offers a new chapter chapter 7 on culture communication and media behavior that extends the prior edition's discussion on communication theories and advertising styles to cover differences in media usage worldwide particularly the use of the internet

consumer behaviour satisfies the need for a comprehensive accessible and contemporary textbook which gives significant weighting to issues

the role of the human senses in food acceptance the socio cultural context of eating and food choice what animal research tells us about human eating the developments of children's eating habits what does abnormal eating tell us about normal eating the contextual basis for food acceptance food choice and food intake marketing and consumer behaviour with respect to foods

economic influences on food choice food choice mood and mental performance attitudes and beliefs in food habits dietary change

first published in 2012 routledge is an imprint of taylor francis an informa company

seminar paper from the year 2010 in the subject communications multimedia internet new technologies grade a university of leeds language english abstract this study focuses on consumer behaviour in relation to internet marketing there is a relationship between consumer participating on online marketing and their behavioural perspective for instance the behavioural perspective of consumers towards e shopping varies depending on several factors first it is based on the media system dependent theory which explains dependency relationships between individuals and the medium of communication it is also based on the perceived usefulness of e shopping in meeting and understanding ones society or self orientation meaning actions or interactions of consumers and finally it depends on play that deals with e shopping and interactive goals for example using an email survey that focused on 166 respondents that were randomly picked from the staff faculty and student population in a mid western university in us studied the influence of consumer behaviour on online business chatting with friends and news reading was empirically tested averagely consumers surveyed had purchased eight various products online in the last seven months spent twenty minutes in daily reading news online and ten minutes were spent on net chatting with clients the consumers also portray positive attributes towards e shopping and overall e commerce this report thus seeks to analytical research on how consumer behaviour can be used on internet marketing

abstract the various social sciences can be united in the description of consumer behavior as an aspect of human behavior by using the concepts and framework of each discipline to analyze complementary aspects of human behavior from consumer economics which comprises the most formal approach derives social psychology personality theories physiological psychology motivation theory and ideas on personal utility common themes such as the need for organization and consistency perception and attitudes link these ideas into the same general theoretical framework how consumer behavior changes is reflected in consistency of preference balance of priorities and situational limitations the behavioral science approach to consumerism is intended for social science students and professional economists

this text should contribute to the role that consumer behaviour research plays as a research discipline in an international context it provides insights into developments in consumer behaviour including the emotional and cognitive as well as social

factors influencing consumer behaviour

aandacht voor de methodologie bepaling van voorkeur voorkeur op basis van voedselkwaliteit consumptie van alternatief geproduceerd voedsel en gevolgen van consumentenonderzoek voor de afzet van diverse produkten onder andere wordt een vergelijking gemaakt van de kwaliteit van intensief en extensief geproduceerd pluimveevlees aan de hand van een smaakpanel en fysisch chemische analyse

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