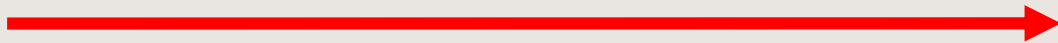


WHAT MAKES CONSUMERS BUY?



The Art of Influencing Consumer Behaviour

PREFACE

Consumer Behavior Today focuses on the varied topics related to the consumer behavior discipline with special focus on contemporary issues of consumerism, marketing, and social media. The consumer in the modern competitive society is the focus of all attention. The dramatic relationship between Consumers & Marketers has forced the business firms to design and sell products that better satisfy the consumer needs and wants. The essence of marketing, concept is that all elements of a business should be geared to the satisfaction of its consumers.

Operating under the marketing concept requires a thorough understanding of consumer behavior.

This book is a collection of various articles written by the students of PGDM(2019-21) of Jagan Institute of Management Studies, Rohini, Delhi.

Considerable effort has been made to present the material clearly and in a style that is readable, interesting, and motivating to readers.

This book touches upon various marketing strategies & tactics used by marketers in order to satisfy the consumers & thereby achieving their goals of Increased Profitability & Market Competitiveness.

ACKNOWLEDGEMENT

We express our deep sense of gratitude to our respected & leaned guide **Prof. Vinod Kumar Mehta**, for his valuable help & guidance, we are thankful to him for the encouragement he has given us in making this E-book.

We are also grateful to our respected Dean **Prof. (Dr.) Pratima Daipuria** & to our respected Director **Dr. Pooja Jain** for permitting to us to utilize all the necessary facilities of the institution.

We are also thankful to all the other faculty & staff members of our department for their kind co-operation & help.

We would also like to appreciate the efforts of our classmates & editors of this E-book **Palak Narang & Sonali Sundriyal**. Lastly, we would like to express our deep apperception towards our classmates & our indebtedness to our parents for providing us the moral support & encouragement.

MESSAGE FROM THE DEAN



Dear Readers,

Writing is the most beautiful form of expression and speaks volumes of human mind. And a mind that thinks well possesses the ability to write well. Clear expression of ideas and thoughts is one of the exemplary skills a manager must learn in order to be understood better and this compilation of articles is built around this idea.

The life of a management student pursuing PGDM is not easy and during the two years in college they write innumerable number of articles, papers, assignments, reports and research papers. But most of the times these articles go unnoticed or are piled somewhere.

But this time, many thanks to Professor V K Mehta, who wanted to do something different and showcase the work done by the students to the world at large. PGDM batch 19-21 students wrote articles on different facets of consumer behaviour and posted those on LinkedIn for viewing, comments and discussion. The articles created a buzz on the platform with views, reviews and discussion threads and I was delighted to see notifications popping on my screen with a familiar name as author. I enjoyed reading each article with an underlying concept woven around consumer stories, some new, some old and some untold. This compendium is a compilation of all those articles and is a powerful reflection of confidence expressed by students in their journey of exploring management.

For most of the students it was entirely a new experience, a transformation, and a deeper shift to leap for more such learning experiences. Each article reflects a new dimension of consumer behaviour and eloquently touches on its applicability in real life.

I congratulate PGDM students who have relentlessly worked past few months on the articles and extend my gratitude to Prof V K Mehta who has been the source of inspiration in compilation of this volume.

Best Wishes

Dr Pratima Daipuria

Dean, PGDM Program

JIMS Rohini, Delhi

THE FORWARD...

BY: Mr. Vinod Kumar Mehta



It is one thing to learn and understand a theoretical concept, but is another thing to apply this concept in real life. And it is yet another thing to write an article covering the concept and its applications for many more people to read and enjoy. It gives me great pleasure to write that my students did this with full involvement and zeal to excel. They displayed their capability and willingness not only on comprehension of the subject matter, but also critical thinking, literature study, team work and dedication despite many challenges prevailing at the time. My kudos to the entire team.

This collection of articles goes beyond classroom learning and provides real-life learning for the readers in plain and simple words.

Consumer behavior is a complex subject and requires marketers to deeply learn human behaviors and their underlying psychological and sociological influences to be able to delight these consumers. The student-authors in this collection have covered all these influence comprehensively.

The articles are not only well authored, but well-acknowledged by readers too. This is evident from the response to each article on LinkedIn, which is a unique platform with blend of professional and social medium. As a matter of fact, many articles were found to be ‘trending’.

I congratulate each student for contributing well to make it happen. My special acknowledgement also to Dr. Pratima, Professor and Dean at JIMS to have come out with this brilliant idea of multi-faceted student-activity to inculcate all-round development.

I strongly wish the readers to find it of value to them and then to reciprocate with their enriching reviews to the JIMS community.

LETTER FROM THE EDITORS

To the Reader:

Welcome to *“WHAT MAKES CONSUMERS BUY: The Art of Influencing Consumer Behaviour”*

It is with great pleasure that we present this E-Book created by the students of PGDM (2019-2021) of JIMS, ROHINI. This book is a student led publication with the goal of shedding light on the wide range of perspectives, attitude, and behaviour that a rationale consumer tends to exhibit while making a buying decision. This book highlights the unique aspects of consumer behaviour which is formed by the constant influence of both internal & external factors by shaping one’s self concept.

We collected a wide range of articles from the students who want to contribute, because it is our firm belief that this book should be written by the students for the students as well as various industry enthusiasts while highlighting the glory of our prestige institute JIMS Rohini.

This book has been divided into 10 sections, each section consists of varied articles written by students who have poured their views in simple & plain words for readers while critically analysing & understanding the multiple dimensions of consumer behaviour. This book has been designed in such a way that makes it easy for the readers to easily navigate & read the articles of their choice by simply clicking on the links provided in the Table of contents highlighting the 10 sections which will further land them on the sectional content page which has certain articles related to section so selected by the reader.

Lastly, a big thank-you to everyone who contributed articles & images for this E-Book; you are the ones who made this book outstanding & we’re honoured to be able to share your thoughts & ideas with the world.

The Editorial Board.

MEET THE TEAM

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EFFECT OF COLOURS ON PERCEPTION

BY: HIMANSHU GUPTA



ABSTRACT:

This article focuses on the various effects that different colours pose on our perception. It talks about the importance of using proper colours for attracting audience. Customers react differently to colours on the basis of their age, gender, character, etc. Each colour is associated with different emotions which further creates our perception regarding a brand or product.

Consumer Perception which should be the central stage for the marketing strategy, but it's the most ignored aspect. Many marketers think like in order to gain a market share they have to focus only on 4P's, creating USP etc. But managing perception in order to gain a attention of your customer is not a common activity which every marketer follows which is a big-big-big mistake **because consumer perception is that psychological window which is the first gateway through which a customer interact with any product. And why we should consider managing perception as an important tool?**

Simply because people's behavior is based on their perception of what reality is, not on reality itself.

And how that perception is get formed?

Our Five senses play a major role to form perceptions

1. **Sight** : Size, shape, text-lettering, colour etc.
2. **Hearing** : Pitch, pace, loudness, music, jingle etc.
3. **Taste** : Taste sampling, sweetness, bitterness, etc.
4. **Smell** : Aroma, Odours, fragrance, stink, intensity, smell of product, salesperson or ambiance etc.
5. **Touch** : Feeling Smoothness or rough to Fingers, skin, by product or salesperson etc.



So the senses through which we interact with the outside world and interpret their sensory impressions in order to give meaning to their environment helps in forming perception, and as a marketer we can play with these senses in order to gain an attention of our consumer and given them a positive impression.

EFFECTS OF COLORS ON PERCEPTION

You will be surprised to know how different colors which we will choose for our retail outlets, creating brand logo, packaging can have an effect on your customers. The colors that a company chooses to represent their brand can really affect the moods, feelings, and behavior of their target consumer and influence whether they will prefer that brand or not. Whether we realize it or not, color psychology in marketing is influencing the buying decisions of consumers.

According to one study by researcher Satyendra Singh about the impact of color psychology in marketing: “People make up their minds within 90 seconds of their initial interactions with either people or products. About 62-90 percent of the assessment is based on colors alone. So, prudent use of colors can contribute not only to differentiating products from competitors, but also to influencing moods and feelings (positively or negatively) and therefore, to attitude towards certain products.”

On the basis of gender, age and impulsivity of actions users have different reaction on colors.

- **Age**

Younger audiences love vibrant, bright, saturated colors. But for older consumers, we should be wary of bright colors - too vibrant can reduce conversion. Mature users often consider bright colors to be repulsive.

- **Male vs Female**

According to various research, men prefer bright, contrasting colors, while women prefer softer colors. Both men and women prefer blue and green, but many women meanwhile prefer purple, a colour that overtakes men.

- **Character**

Impulsive shoppers who decide under the influence of immediate emotion often choose orange, red, royal blue, and black. Price sensitive buyers, who think ten times before taking action, prefer a green blue and a sea blue. Traditional shoppers - Often visitors to clothing stores prefer pink, ashes of rose and sky-blue.

Roles of different colors in forming our perception about the brand, product or anything-



Red-Power, passion, entertainment, excitement, energy, fearlessness, risk, danger , anger , warning, love The red colour creates a sense of urgency, which is good for clearance sales. Encourages hunger, often used by fast-food chains such as McDonald's, Coca-Cola, Red Bull, Cafe Coffee Day, and even the interior of MC Donald and Cafe Coffee Day outlets to increase appetite Could. Physically stimulates the body, increases blood pressure, and heart rate, which is associated with agitation, excitement, and passion. Recently, YouTube has also changed its logo from red to redder, Netflix, ESPN, Dream 11, Bookmyshow, which has now become a symbol of entertainment. The red color is high in energy and triggers instant pulse movement..

Often teachers use red pens to indicate an incorrect answer on a test or horror films use red in their branding to express fear. Additionally, red is used almost as a color associated with STOP or, for some caution, for hazards such as red crosses, red skulls, and red lights in traffic lights.

Blue -calmness, , dependability, reliability, productivity, social, security. Blue color is one of the most popular color among both men and women, besides those who suffer from color blindness can see it. As a universal color for both sexes, blue is actively used in social-messenger design (Skype, Twitter, Facebook). The blue ones, as major, are suitable for industries: finance, health, transportation, technology, agriculture.

There are no natural blue foods in nature that increase appetite and increase productivity. It also shows coldness. "It has also been proven that people are most productive and calm when working in a blue environment." The blue color is related to the sky and the ocean, which both evoke feelings of peace and security. "

Ex- Samsung, Intel, HP, IBM, Ford, Dell uses blue in their logo in order to promote security as technology is more concerned with vulnerability. American Express, Paytm, Pay-pal, and Visa uses blue in their logos to help instill trust in these financial brands.

Green- sustainability, health, nature, freshness, harmony, success and new beginnings. Researchers believe that the warm green tint, the first color of spring leaves, is a symbol of growth and professional development. It is frequently used for promoting environmental issues, also used in stores to relax customers also associated with health, nature, authenticity. Ex- Eco-friendly campaign generally blue in color, Beverages like Limca whose logo is green in color targets towards health, Sprite, 7UP are green in color which promotes relaxation, Starbucks coffee logo is also using green color which promotes a sense of relaxation.

Black- power, strength, premium, evil, authority. Black is a powerful color which is synonymous with luxury and power. The black color is a symbol for luxury goods. It is popular for categories: technology, clothes, cars. As the core, this color use MontBlanc, Jaguar, BOSS, PUMA, US POLO and many other fashion houses. Black color is well suited with fashion industries but not with health and food industry as it's a symbol of evil and dirtiness. Black color car will be considered a premium flagship car, but a toothpaste black in color will not be preferred by anyone. So black color is wearable, carriable but not eatable.

Yellow- Creativity, optimism, happiness, warmth, intellect, fun, irrationality. Yellow inspires joyful emotions and optimism, used to draw impulsive buyers and window shoppers as it catches the attention of buyer as it's the highlighted and bright colour. It is often used to attract youth and kids like McD using yellow colour logo as to spread happiness, NIKON, Prem-studio and various photography firms used yellow colour logo in order to show its creativity.

Orange – Courage, confidence, innovation, warmth, friendliness, Energy, immaturity, ignorance. Orange evokes feelings of warmth in the form of association with the Sun. Orange is the only colour that is named after an object i.e. orange fruit. Due to this, it has an association with fruits and citrus industries such as crush juice, Fanta. The vibrancy of orange branding is a natural choice for brands to express their confidence and optimistic energy. Companies that are using the colour orange in their branding: Fanta, Mozilla Firefox. Another major location is that orange is a large part of the construction and security industries. Between construction marks, life jackets, and street cones because it is a highly noticeable colour.

Whether we are driving on the road or looking in the water, the orange stands outside and alerts us to whatever is at hand, so it is a symbol of danger and alarm.



Since color is an important factor in the identification of products as well as brand recognition, color psychology has become important for marketing. Marketers need to be aware of the application of color in different media (such as print vs. web), as well as different meanings and feelings that a particular audience may assign to color. Even though there has been an attempt to classify consumer response to different colors, everyone treats color differently. The physical and emotional impact of color in each person is influenced by many factors such as past experience, culture, religion, natural environment, gender, race, and nationality. When making color decisions, it is important to determine the target audience to deliver the right message.

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SENSORY MARKETING

BY: MANVI TALWAR



ABSTRACT:

In the era of Artificial Intelligence and Digital Marketing, the marketers are losing the essence of marketing, i.e., Sensory Marketing. The 5 senses: sight, smell, hearing, touch and taste, play a very crucial role while creating a perception regarding a brand or a product. Therefore, it is highly essential that marketers take these 5 senses into consideration while promoting or advertising their products. This article discusses in depth about how each sense organ affects consumers perception of a product.

With the increased exposure to digital marketing strategies like social media marketing, e-mail marketing and technological advancements like Artificial Intelligence, marketers often overlook the basic and most fundamental aspect of appealing the customer towards their product i.e. through their 5 senses. Sensory Marketing helps in appealing the human senses and providing them some unforgettable experiences. Nowadays, customers are drowned in tonnes of advertisements and promotions everyday but they lack the real essence of the product, therefore it becomes very important to engage the customers through their emotions and senses.

As emotion is the heart of perception, Sensory Marketing deals in building a perception of the product in the minds of the customers. The more you engage the senses, the more of an emotional response your customers will give.

Let's take a closer look at each sensory marketing 5 senses.

1. Taste

Taste is a very simple and basic concept. It becomes very difficult to make the customers feel the real taste of a chocolate, pasta or a cake through online screening. Many of the marketers overlook the impact of providing this real life experience and hence fail in appealing the customer's taste sense.



Providing a sample taster of the food items while market testing of a new product in the market is an effective way of appealing the customers by developing a favourable taste as well as perception in the minds of the customers which they can never forget.

Brands like *Kellogg's* and *Bagrry's* use this strategy to provide sample tasting of their new products in stalls or super markets to provide the best experience to their customers and hence convincing them to buy your product.

2. Smell

Smell acts as a first and the most vigilant stimuli in attracting a customer. The aroma in a coffee shop, pizza shop or a popcorn store instantly grabs the the shop and become a potential customer.



Brands like *Starbucks* and *Dunkin Donuts* use this sensory appeal to make an impression and perception in the minds of the people and make them remember their store experience by the pleasant aroma they offer.

3. Sight



As the picture needs no explanation, it is clearly evident that vision is the most important stimulus that helps in developing a visual impression in the customer's mind. If the first impression goes wrong, the entire experience of the customer goes even worse.

The marketers need to think beyond attractive shelf displays, packaging and decorating the interiors of the store. They need to think out of the box to give a distinctive and memorable experience to the customer when they visit their stores.

Brands like *Apple* use this sensory marketing strategy to attract their customers in an aesthetic white showroom interior by displaying their sleek and stylish mobiles in an exceptionally beautiful way.

4. Touch



Touch is one another such stimulus that can't be triggered unless you give a real life experience to your customers out of their computer screens. Using clean towels and skin friendly products in a beauty parlour, clean utensils in a restaurant and even the air that comes in contact of your skin in any of the stores is an essential part of touch stimulus in sensory marketing. Many of the online clothing stores often deal with such problems where the customers do not tend to buy the clothes online because of the lack of touch of the fabric used. However this does not mean that online marketing is a failure. Even if it can't trigger the touch stimulus, other sensory appeals can be used while using online mediums of marketing.

5. Sound



Sound is another very important stimulus in Sensory Marketing. Marketers use catchy slogans and jingles to make them worth remembering so as to retain their customers for lifelong. Sound is another very important stimulus in Sensory Marketing. Marketers use catchy slogans and jingles to make them worth remembering so as to retain their customers for lifelong.

The most memorable jingles like “*Washing Powder Nirma*”, “*Amul- The taste of India*” and many more are still in the minds of people that help them distinguish these from the rest of the competitors. In a similar way, many cafes and salons have now incorporated such sensory marketing strategy by playing soothing music in the background to give an exceptionally pleasant and peaceful experience to the customers.

Today, taking advantage of sensory marketing is one of the smartest ways for brands to trigger emotion and maintain engagement. Sensory marketing is a powerful method for any company who wants to make its interactions with customers more meaningful and compelling.

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POWER OF TOUCH SENSORY SYSTEM FOR ENHANCING CONSUMER PERCEPTIONS

BY: TATHAGAT CHANDRA



ABSTRACT:

In the age of online world, touch still plays a very essential role in creating perceptions in the minds of the consumers. Many consumers still prefer the brick and mortar stores so that they can touch and feel the products before purchasing them. This article talks about the importance of one particular sensory organ, i.e., touch; and how it affects the perceptions of the consumers.

"Touch has a memory."

In today's competitive environment, every business should and must exploit every sensory system of a customer in order to create an impact about their product and service. 'Touch' is one of the most important sensory systems that can be used to create positive perception of the product in the mind of a customer.

Online shopping is increasing exponentially but still around 55% of the customer opt to visit a retail store before buying the product online. This clearly suggests that people around the globe are still into the traditional way of shopping. Age is also a factor here as older people are more likely to visit a store to first get a feel of the product before buying it online.

Since many shoppers are now choosing to visit a store to check the product or touch the product before buying it online, it is very important for the retailers these days to maintain their retail shop as a showroom which gives a better experience or memory to the customers whilst feeling the texture, temperature, hardness, etc. of the product. This brings us to the point that e-commerce is lacking in this field as the majority of customers are willing to first feel or see the product before buying it online. Thus e-commerce around the world should change or adapt to new technology to improve customer satisfaction. **Augmented reality (AR) and virtual reality (VR) is the next step to move forward for e-commerce.** AR technology helps create a complete virtual world which is superimposed by computers in the real scene. They are of two categories -

Non-geometric and Completely virtual geometric. In non-geometric, information is superimposed on the real objects, for example - as projected in Asian Paints ad campaign of '*Reimagine your Home*', one can click a photo of the wall and then superimpose the colour they want to choose on that wall to get a better idea of colour combination they want in their home through an app of Asian paints.

In completely virtual geometric, the video or images are completely virtual, that is 3D objects, scenes and so on.



Augmented reality can help marketers to use this technology and provide an immersive experience to the shoppers. AR in collaboration with Tactile feedback can do wonders in e-commerce as 'touch' is an important factor considered by many shoppers. Tactile feedback uses force and vibration to produce a sense of touch to the user. This will be very important for products like clothes as customers tend to evaluate the quality of clothes through feeling it's texture. This can be the future solution for e-commerce businesses to further improve and eradicate the current problem of not being able to provide a complete shopping experience to the shoppers. Few e-commerce businesses have already started using AR effectively to retain their customer base in the coming future as it is very important for businesses to be able to study and adapt the new technology in time rather than being left behind and gradually being obsolete. For example - Amazon has introduced AR view which lets their shoppers to use camera of their smartphones, visualizing the product in real places.

So, 'touch' plays a crucial part in mind of majority of shopper whether the customer is interested in online shopping or traditional shopping.

Marketers can capitalise over this sensory urge of shoppers through providing better in store experience or in online shopping using AR and can build a positive perception about their product which will definitely be fruitful for their business.

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CONSUMER PERSPECTIVE TOWARDS SHOPPING ONLINE

BY: RADHIKA GUPTA



ABSTRACT:

In this fast-paced world, everyone prioritizes their own comfort over everything else. This is one major reason for the tremendous growth of E-commerce. Most of the consumers have started preferring online stores rather than brick and mortar stores. This article studies in the depth, the major causes that stimulated the growth of online platforms.

Perspective is point of view of different individuals, it differs from person to person, it can be stated as how a person thinks or interprets something. Different people have different perspective towards online shopping. Nowadays e-commerce is emerging at a great level, it is helping people in smaller towns gain access to quality products and services like the people in the larger cities. Internet is changing the way people buy goods and services, be it food, clothing or services like laundry or ac cleaning. Online shopping has evolved into a global phenomenon. Companies are using online sales services and internet to cut down several costs including marketing costs, which reduces the price of their goods and services. Shoppers can shop anything and everything just by visiting web stores from the comfort of their homes. Now a days, online shopping has become popular among people of every generation be it the youth or elderly people, they have become technology friendly and feel very comfortable in using internet. Consumer behaviour on online shopping is different from physical market shopping, where he/she has access to see the products. Online shopping sites are fast replacing traditional or physical shops. The technology oriented factors like guaranteed quality, cash on delivery discounts persuade consumers to shop more online, however customers have their privacy concerns when it comes to shopping online. With increasing promotion of digitalisation, more companies and websites are coming up online which provides more variety and options for the consumers. consumer perception on e-shopping depends

upon different factors which can be broadly identified as convenience, website design, delivery, price advantage, reliability, and responsiveness.

Consumers get ease of free delivery and on time delivery which helps them to save their time and cost of travelling. Apart from this the factors which majorly affect the consumer perspective are pricing, packaging and quality . The reliability as well as the safety offered by the internet connection is also an important factor in conducting e-commerce transactions, because of which there lies a negative relationship between people's perspective towards shopping online and concerns about making online payment.

Some major advantages of online shopping includes :

Better Prices And Price Comparison:

Customers can easily check the best prices available for any particular product within seconds. The price available online is generally lower than the prices provided to the customers offline as they don't have middlemen.

Discreet Purchases Are Easier:

Some things are better done in the privacy of your home. Online shops are best for discreet purchases for things like under garments, etc.

Variety:

The choices available online are vast. People get different brands and all types of products from various sellers in one click all in one place, it isn't restricted to domestic product but also includes international trends.

Instead of all these advantages many times customers doesn't not prefer to buy goods online which can be because of increasing numbers of frauds. For example the recent cases can include the online ordered food which was already tasted by the food delivery person, or ordering mobile phones online and getting soap in the phone packaging

Because of all this the consumers have quite a mixed perspective towards online shopping.

Some people prefer more of online shopping than offline shopping and vice versa. Consumers tend to feel that online shopping might increase in future if this becomes more secure and gives 100% satisfaction to the customers.

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AT LAST POINT WHAT MATTERS IS THE CUSTOMERS' "PRICE PERCEPTION"

BY: ASHISH SINGHAL



ABSTRACT:

This article focuses on the significance of Price Perception for marketers. Marketers often tend to side line this factor, however, it plays a major role in successfully completing a sale. A marketer can impress his customers with exquisite advertisements and promotions, despite that, if he fails to quote the right price of the product that lives up to the expectations of the consumer, he will lose the deal. Therefore, this article talks about ways in which marketers can manage a consumer's price perception.

After a wonderful marketing, are you not keeping your fingers crossed that the customer displays a positive signal on hearing the price from you? Whatever be the product, for most of the outcomes of the marketing and sales process, the price perception may turn out to be the slip between cup and the lip.

It is thus important to research on the value tag the customers have in their mind while fixing and communicating the price. If we understand how this price perception is formed in target customers' mind, we may hit a higher conversion rate.

Firstly, most of us subconsciously consider INR 999 to 'much better price' as compared to INR 1000, as the price tag appears to be smaller in number of digits.

Secondly, the past experience of oneself or another opinion leader helps in setting the benchmark price in one's mind. Thirdly, marketing promotion of the firm and its competitors makes some explicit or implicit price-value promise. So let us manage all these three influences intelligently.

When you go for a shopping and see a 40% Discount in the Mall you may think that the seller is selling Lower Quality of goods, while another person may think totally differently and go crazy about this Deal. So this is another angle in price perception. Managing the "price perception" is a marketing strategy used by enterprises to increase their sales.

A business enterprise sometimes reduces the prices of their premium goods to show that when high-end product is sold at lower price, it persuades the customer to create 'high value' perception.

For example, if a person wants to book an airline ticket or a movie ticket, say at higher prices as compared to some other customers, it leads to perception of prices to be unfair. I also recollect a case of a friend Dheeraj who used to go to Barber shop for trimming his hair where they charged INR 50 with no extra facility to him. Whereas, another saloon nearby seems to be quite attractive as they provide welcome drinks to their customer. Dheeraj never used to go there thinking that this saloon service charges may be higher. However, on one fine day, when he visited there and was charged for the service at the same price of INR 50, he was pleasantly shocked as it was much lower than his price perception. According to Marielza Martins and Kent B. Monroe, the price unfairness adversely affects the perception of the people. A REFERENCE PRICE is the benchmark price which is placed by the customer on their assumptions and they compare them with the actual price: eg. A person expects to pay Rs 40,000 for the Apple I-pod This is called a Reference price.

HOW TO MANAGE PRICE PERCEPTION:

KVI: It stands for key value items. For these items, customer notice and remember prices. There are some products that customer are more conscious while estimating price level. Those types of products are frequently bought by the customers, e.g. two Lays packets; for price of one gives good value. Price sensitive customers will remember how prices are used in supermarkets or Departmental stores such as Walmart and Big Bazaar.

As per some theories related to price perception, namely "acquisition-transaction utility theory", there are two types of satisfaction or utility combined with the customer as one of them is acquisition utility, which relates to economic gain or loss associated with purchase and depends on product utility. The second is "transaction utility" that involves pleasure or displeasure related to monetary benefits.

Thus, it is safe to conclude that invariably price perception can work against the organization if not implemented properly.

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PERCEPTUAL MAPPING

BY: SHIVAM CHOPRA



ABSTRACT:

Our perceptions make us see various things in a different manner. It is our perceptions that creates a particular outlook regarding different brands and products. It becomes crucial for the marketers to understand the factors that affect a consumer's perception. For that purpose, this article focuses on perceptual mapping, how it is important for marketers, its advantages as well as disadvantages.

When you think of speed, Bugatti (car maker) comes to your mind or when you think of high-performance smartphones, Apple comes to your mind. This relatedness between features and brand names is all because of perception. In this article, we will ponder over the importance of perceptual mapping in consumer behavior and its advantages.

The term Perceptual mapping comes from the word "perception" only. Perception can be defined as to how we interpret information about others or how we see the world around us. and

Perceptual mapping is the diagrammatic or visual representation of perceptions of customers or potential customers about a particular brand, good, service or organization. Perceptual maps also known as position maps or market maps act as an indispensable tool for marketers, that helps them to figure out what customers think of their product or service. It also helps the marketers to identify if they have been able to occupy a distinctive position in the minds of customers or not. Marketers may also use perceptual maps to find out what customers think of their competitors as well in order to create a competitive position for themselves. An important element of a perceptual maps are the dimensions in the perceptual map. Dimensions are the common patterns of all the taken variables. Dimensions act as the backbone of perceptual mapping because they help us to chart the variables on the map. A map generally has two dimensions but it can multidimensional also.

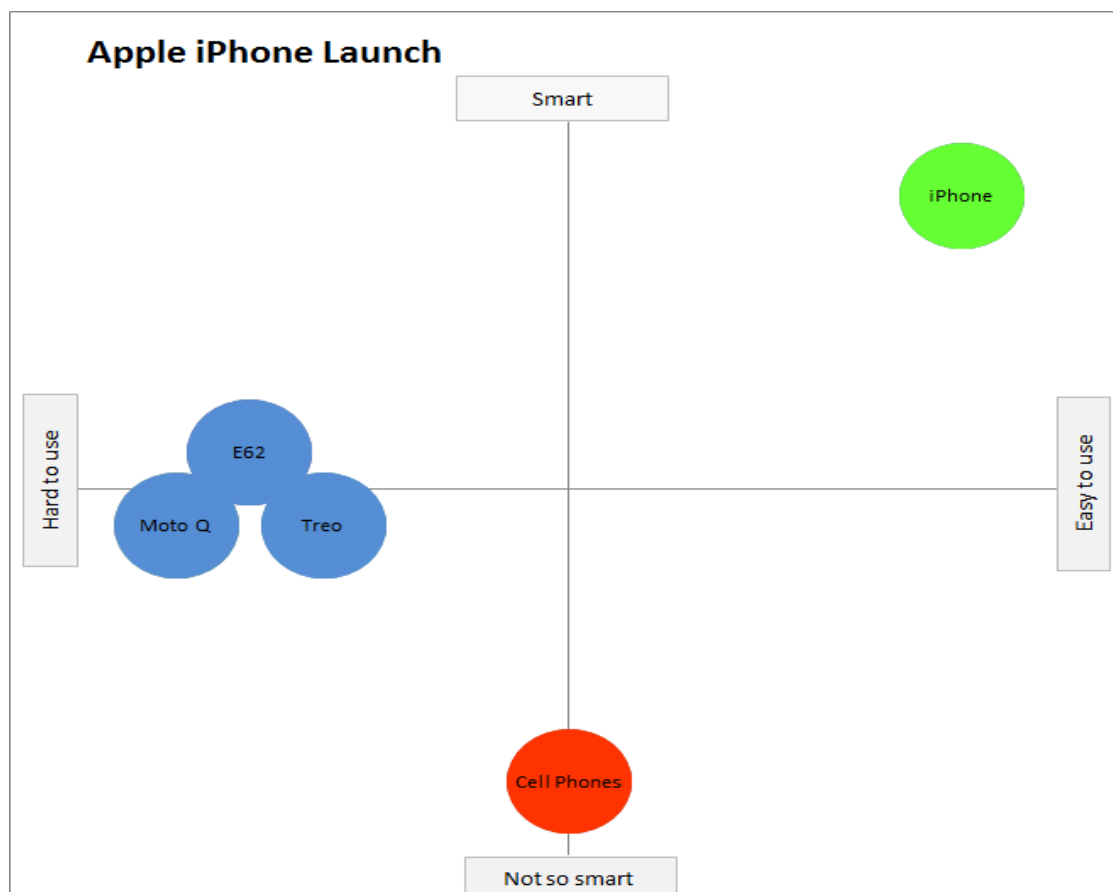
HOW TO CREATE A PERCEPTUAL MAP

4 major steps involved in creating a perceptual map are as follows-

- 1) In order to create a perceptual map, we firstly need to conduct a survey for which we can assemble a group of consumers. quality of results will largely depend on personal experiences and diversity of consumer group.
- 2) The next step is to set the dimension for the map, where we select the attributes on the basis of which products would be charted on the map. Opting for the right dimensions is very important as it can substantially influence the outcomes of mapping.
- 3) Further we will collect the relevant information about various products from the consumers.
- 4) Lastly, when all the relevant information has been obtained, we will analyze the information and position the products on map on the basis of dimensions chosen.

Example –

A better understanding of perceptual mapping can be obtained by scrutinizing the diagram below.



The above diagram is the perceptual map of apple I phone which was presented by Steve jobs. It depicts the perception of smartphones and cell phones among people. This map has 2 dimensions taken on X axis and Y axis, namely easiness to use and smartness respectively.

It also shows as to how apple perceives the target market.

According to map, Position of Cell phones (red color) states that they are not so smart and not easy to use either. And smart phones (blue color) are actually smarter, but they are harder to use and really complicated.

Then, there was apple, which wanted to be neither of the above i.e. a cell phone which is harder to use.

So, they came up with a product which was very smart and easy to use, which was I phone. Thus, I phone (green color) was positioned on the map at right top corner which shows that it is both smarter and easy to use. **Few other**

types of mapping

Spider Grams– it is a type of mapping that is also a marketing tool in which consumers are required to rate attributes.

Multi-Dimensional Perceptual Maps- It is same as perceptual mapping; however, it considers more than 2 variables for charting positions on the map.

Intuitive Maps – perceptual maps are based on information obtained from costumers, but intuitive maps are not based on detailed study of consumer experiences, but on the basis of marketers understanding of the industry.

ADVANTAGES OF PERCEPTUAL MAPPING TO THE MARKETER

- It helps the marketers to know about the opportunities that can help them to differentiate their product.
- Empty areas on the map can be used by new companies as there are no competitors in these areas.
- It helps companies to monitor changes in consumer preferences, that helps them in making relevant improvements in the product.
- It helps to identify gaps in the market.
- It also helps the companies to gain better knowledge about their competitors.

Some limitations of perceptual mapping:

- Traditionally Perceptual mapping considers 2 variables and ignores other variables. This assumption can substantially aggravate the expected results as it is not possible that a product is influenced only and only by 2 factors.

- There is a difference between what a marketer offers and what consumers expect him to offer. This could be due to miscommunication, lack of knowledge, unawareness about the product etc.
- Another disadvantage is availability of data and biasedness of data which may also influence the results of perceptual mapping.

Thus, even after a few limitations we can conclude that a perceptual mapping plays a crucial role in studying the consumer behavior as it helps the marketers to create an offering that is palatable and embraced by their target consumers and their endeavor in creating the offering doesn't go in vain.

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CONSUMER MOTIVATION

MANAGING CONSUMER INVOLVEMENT

MANAGING MOODS

LINKING THE MOTIVATING FACTORS OF
INSTAGRAM USAGE WITH MOTIVATION THEORIES

FRUSTRATION, IT'S MANIFESTATION &
CONSUMERS' DEFENCE MECHANISM; THE MARKET
OPPORTUNITIES.

WHY MARKETERS CONVERT RATIONAL PRODUCTS
TO EMOTIONAL OFFERS

MANAGING CONSUMER INVOLVEMENT

BY:MEHRAJ AHMED



ABSTRACT:

This article is all about how to involve consumers by generating need for the product and the relationship between marketer and consumer also factors affecting the consumer involvement is discussed.

Customer is known to be the king of the market. This is because in a market, there are different products of different brands belonging to different companies and they are available at different prices. It depends on the customers that which product, at what price and of what quality they want to purchase. A good and successful company is that which understands the thinking of the consumer. According to the consumer, they produce goods. Sometimes need of the product is not there but a marketer generates a need of the product or in simple words, we can say that to understand the psychology and behaviour of the consumer while doing purchasing and selling, there are many consumers which are more involved while purchasing a product. let's understood with an example. Some people who have high interest in a certain product category, they will take more time to take a decision for purchasing a particular product or any brand. It is known as a consumer involvement.

In consumer involvement, the relation between marketer and the consumer is generated because it involves consumer in the business and product development process such as design, marketing, sales and customer services etc. The degree of involvement can be as far as to make the customer a part of the product, experience, and delivery. The product should be according to consumer what consumer wants. If the product will be according to consumer and a consumer gets satisfied, then only consumer makes a decision of post purchase. If the product is not according to the consumer, then they will not go for post purchase of the product.

Let's understand with the help of an example- recently Nike started a concept that their sport shoes are designed according to the consumer need. Because of that, many consumers of their competitors like Reebok, Puma and Adidas are shifted towards Nike because they want their shoes according to their choice and preferences. By seeing this, recently many companies have started to build Web portals that involve customers in the idea generation, selection, development, and commercialization.

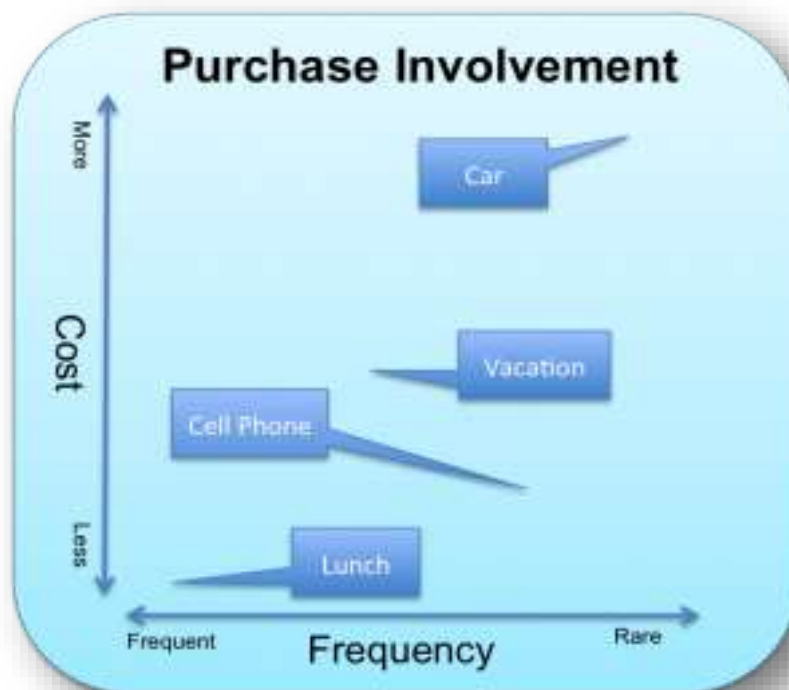
Table 1: High and Low Involvement Products vis a viz Consumer Decision Making

	High Involvement < >		Low Involvement
	EPS	LPS	RPS
1. Problem recognition	Actual state type to Desired State	Actual state type to Desired State	Actual state type
2. Information search	Extensive Internal and external sources	Limited Mostly internal sources	Minimum Restricted to internal sources only.
a) Number of brands considered	Many	Several	One
b) Number of sellers considered	Many	Several	One/Few
3. Evaluation of alternatives	Complex	Moderate	Simple (if at all)
Number of product/service attributes evaluated	Many	Moderate	One/None
4. Purchase	Gradual after a cognitive process	Not so gradual	Immediate
5. Post purchase processes	Cognitive dissonance is high. Brand loyalty if satisfied	Cognitive dissonance would be rare	Brand loyalty. Repeat purchase.
6. Time spent in purchase	Large	Moderate/Little	Small/Minimal
7. Types of goods	Specialty goods	Mixed	Convenience

source:<https://nptel.ac.in/content/storage2/courses/110105029/pdf%20sahany/Module.6-16.pdf>

With the help of previous table, we can understand that how different factors are affecting high involvement and low involvement of a consumer while purchasing goods and products. A consumer indulges in high involvement when they want to purchase an expensive good or we can say that any product whose price is high for e.g., car, television, laptop mobile phones etc.

On the other hand, if we talk about low involvement of consumer while purchasing a certain product is that when consumers don't think too much before purchasing a product and it is low in cost and it doesn't take too much time for consumer to indulge in low involvement for example-bread, butter, pen and note book etc.



source:<https://www.google.com/url?sa=i&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjyqDkKHnAhVM7nMBHYxCBIYQjRx6BAgBEAQ&url=https%3A%2F%2Fblogs.sas.com%2Fcontent%2Fcustomeranalytics%2F2013%2F03%2F29%2Fconsumer-decisionprocessesandonlinemarketing%2F&psig=AOvVaw2aILTvjDykHojookIKSr1J&ust=1580122852913285>

FACTORS AFFECTING CONSUMER INVOLVEMENT:-

- There are many things which effect the consumer. They are interests of the consumer, perceptions ,attitudes, learnings and lifestyle of that consumer because of these only, consumers make a decision whether they have to purchase a product or not.

- The occasion, situation, reason of purchase also have a bearing on the level of consumer involvement; for example, while gifting to a person special to oneself, we are careful about the product or the brand. Also, for gifting to self or to near and dear ones on special occasions, we are extremely conscious of the kinds of products and the brands we buy, as opposed to routinized regular purchases
- The consumer will purchase that thing only which is beneficial for them; for example offers, quality and image of the brand because where consumer find a less price of a same product, then consumer will go there only.

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MANAGING MOODS

BY: AYASHA AJAZ



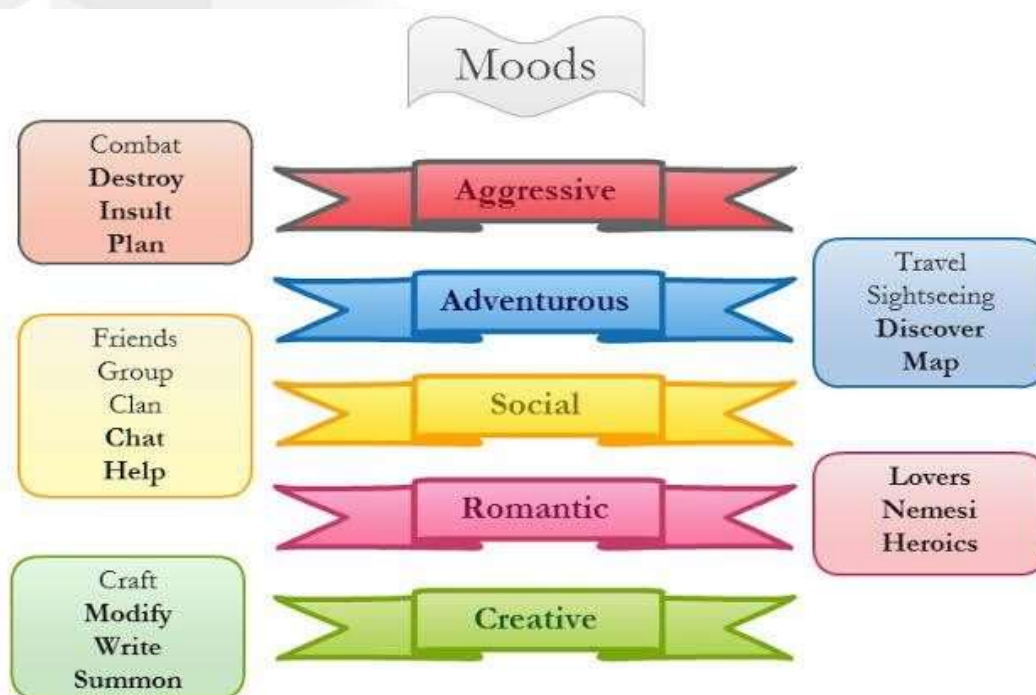
ABSTRACT:

This article explains about the importance of consumer mood and how to manage consumer mood so the results can be in Marketers favour.



Mood refers to a fugitive state of mind and lasts for a short time. It can be both positive as well negative and differ from person to person. As well know that Customers are considered to be the king of the market so it is extremely important for marketers to cater the needs of the customers by knowing their current mood and dealing with them. This will lead to a successful sale of the product and would automatically leads to generation of revenue. If the customers are in a good mood , they are more receptive towards buying a new product while in case if they are in a bad mood they unnecessarily argue and as a result do not make a purchase. Not only this customers who are in a good mood they are interested in knowing about new product. This also leads to impulsive buying. e.g. I can take my own example, whenever I plan to go for a shopping I make a list of things which I need to buy but after visiting the store.

My mood intently gets lightened up by the surroundings, by looking at things which are arranged there in a beautiful way that leads me to make an impulsive purchase of items which are there. So all this happened because of my mood. On the other as discussed with my friend when a person is in a bad mood she doesn't like to involve much in purchasing the item because her mind is already occupied with some other thought that she does not want to make a purchase.



[online diagramming & design] [createy.com](https://www.createy.com)

Moods can be formed in a number of ways such as seeing a smiling face leads to creation of good mood on the other hand sometimes seeing a face which is unhappy and dull leads to lower down our mood. If the things are not going the way it was planned can also lead to a bad mood. Having a sound sleep also contributes towards a good mood. We feel fresh and energized. On the other hand if someone is sleep deprived his mood may not be good and he feels tired and lousy. Taking a proper diet also leads to a good mood and vice-versa. Sometimes seeing a person whom you admire a lot can revitalize one's mood.

There are three words which are used often by most of us. These are Mood, Motivation, and Emotion. Emotions refers to strong feelings deriving from one's circumstances and relationship with others and lasts for a comparatively lesser time. Motivation refers to a force that directs a behavior and often energizes it. This can be linked to mood as a bad mood can be resolved by using the technique of motivation.

In case when consumers moods are positive, marketers can show them new products as they are very much inclined towards making a purchase and they focus on each and every detail very carefully and also compare those products with other's and then make a buying decision. So provides an opportunity to a salesperson or a marketer to market their product and increase their revenue.

On the other hand if the customer's mood is bad because of several reasons such as waiting too long at the billing counter or some other reasons then the marketer should approach them and should provide them a cup of tea or water and also can provide them a seat and should listen to their problems. Like this their mood can be resolved.

So as a conclusion we can say that Mood plays an important role while making a purchase and the marketer should take utmost care before showing any product to the customer he should know their mood first and should accordingly deal with them.

THE MOTIVATING FACTORS OF INSTAGRAM USAGE WITH MOTIVATION THEORIES.

BY: VAIBHAV RATHORE



ABSTRACT:

This article is all about product differentiation and unique appeals to motivate the consumers. This article highlights the usage of different motivational theories that can be used by marketers when it comes to influencing consumer behaviour

In the current scenario of market where product differentiation on functionalities has been minimalized it is vital for a marketer to create unique appeals that motivates the targeted shopper to take action. However, concentrating on just one or two Motivation theory will not be effective for the marketer. To penetrate a larger area of market, appeals need to be created using all the Motivation theories. INSTAGRAM has done this with great effectiveness as it offers various functionalities & appeals to stimulate the consumer's motivation.

Following is the table that connects the motivating factors with the different Motivational theories:-

Motivating factors of using INSTAGRAM	Maslow's	Herzberg	ERG	McClelland	Equity	Vroom's
Posting Images	Self esteem	Hygiene	Relatedness	Need of Affection	Yes	High Reward
Socializing	Social	Hygiene	Relatedness	Need of Affection		
News	Psychological	Motivators				
Entertainment		Hygiene	Relatedness			High Reward
Shopping		Motivators				
Information		Motivators	Existence			
Marketing		Motivators		Need of Power	Yes	
Business		Motivators		Need of Power	Yes	
Pass Time		Hygiene	Existence			

Studying the various allures of Instagram and aligning them with the different Motivational theories, I found out that there are many appeals that are directly associated with the various factors of the motivational theories. All the appeals are linked to different theories as not a single theory would be enough which enhances the need to study all the motivation theories simultaneously.



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FRUSTRATION, ITS' MANIFESTATION & CONSUMER DEFENCE MECHANISM :THE MARKETNG OPPORTUNITIES

BY: ISHA GOYAL



ABSTRACT:

This article explains about the positioning of marketing offers as solution of frustration and the defence mechanism management.

It is true for all of us that we encounter plethora of our 'needs' consistently every moment of our life. Not surprisingly, many needs are not fully satisfied. Such gap in need satisfaction may lead to many forms of reaction including arousal of new needs, review of target or goal, state of frustration, etc. In this article, we are limiting this phenomenon to consumer's state of frustration, its noticeable manifestation & common defence mechanisms adopted by them to cope up with the frustration. We conclude by considering these states to be opportunities for positioning of marketing offers as solutions to consumers for expression of getting over their frustration.

Frustration is a response to the disappointment or anger that arises when you are seeking for a goal or looking for something passionately and yet after doing all the hard work, it doesn't get fulfilled.

In case of a consumer, it has two reasons to take care of. First, the marketer should ensure its offers including promotion and deliveries to avoid any failure causing customer dissatisfaction.

Second, any situation of consumer frustration gives an opportunity to either get over the frustration or at least, help customers to protect their self-esteem in some way. To do this it is essential to understand the observable defence mechanisms adopted by the customer in the state of frustration.

Customers may react to the frustration on failing to attain goal in many forms, such as aggression, rationalization, regression, withdrawal, projection, daydreaming, identification, and repression, as briefly defined in the table below.

These defence mechanisms are psychological strategies that are unconsciously used to protect a person from anxiety arising from unacceptable thoughts or feelings. It is used to protect a consumer from the feelings of anger or guilt. It is done to redefine one's frustrating situation in order to protect their self-esteem.

Construct	Items
Aggression	In response to frustration, individuals may resort to aggressive behavior in attempting to protect their self-esteem. The tennis pro who slams his tennis racket to the ground when disappointed with his game or the baseball player who physically intimidates an umpire for his call are examples of such conduct. So are consumer boycotts of companies or stores.
Rationalization	People sometimes resolve frustration by inventing plausible reasons for being unable to attain their goals (e.g., not having enough time to practice) or deciding that the goal is not really worth pursuing (e.g., how important is it to achieve a high bowling score?).
Regression	An individual may react to a frustrating situation with childish or immature behavior. A shopper attending a bargain sale, for example, may fight over merchandise and even rip a garment that another shopper will not relinquish rather than allow the other person to have it.
Withdrawal	Frustration may be resolved by simply withdrawing from the situation. For instance, a person who has difficulty achieving officer status in an organization may decide he can use his time more constructively in other activities and simply quit that organization.

The marketers recognize the importance of these defence mechanisms in designing their propositions and often use these as the basis of campaign appeal. The 'Slice-of life 'advertisements are the popular examples. These ads generally portray an individual experiencing a frustration, and thereafter overcoming the problem. The customer can identify himself with the frustrating situation, and then he is very likely adopt the Slice-of- life solutions and buy the product. Many examples of advertisements of shampoos & conditioners for getting rid of dandruff, oral hygiene, sanitation, washing powder, TV, fairness creams, deodorants, etc., have successfully yielded promotion of products to manage customer's frustration and the defense mechanisms thereto.

It can thus be concluded that despite all efforts by marketers to satisfy customers' needs, dissatisfaction may lead to customers' frustration that may become an opportunity for marketers.

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WHY MARKETERS CONVERT RATIONAL PRODUCTS TO EMOTIONAL PRODUCTS?



BY: SHIVANI SONI

ABSTRACT:

This article explains about the use of rational products as emotional offers with some current examples from the brand that are using this technique.

Advertisers have been utilizing this stunt for such a long time to make the client base for their brands. For the years we might have come across many advertisements which are for rational products, but marketers ingeniously converted them into emotional offers, then you might not have understood that trick.

By Rational products, we mean products which are intended to be used for rational purposes like utility, profit, hygiene, etc. instead of selling these products Based on their benefits marketers choose to attach an emotional appeal to them to connect with the potential buyers emotionally.



We can take the classic example of Dettol advertisement wherein marketers have focused on depicting mother's care for their child rather than directly showing product benefits by quoting 'Maa mane Dettol ka dhula'. We all know the success Dettol as a brand has achieved in the past years as it has built trust and loyalty among its customers just by emotionally connecting with them. Another great example to quote here would be of life insurance. Life Insurance company's always make an emotional appeal to its customers.

SO Why marketers do this trick on us when they can simply give us rational reasons for using a product rather use an emotional appeal?

Answer to this question is that marketers believe in the fact that human beings runs on emotions. Many studies have proved the fact that buyers think rationally as well as emotionally while making a purchase decision. At the time of the purchase Buyer first thinks emotionally (From his past experience and personal feelings) and then they think rationally to justify product's monetary worth. On the other hand, marketing research also says that emotional content in an Ad appeal more to the consumer than the information part and people are more likely to buy a product if they feel emotionally connected to it.

Also, it has been seen if consumers are emotionally connected to a brand, they are more likely to become the brand loyal consumers. Positive emotions towards a brand always result in long term relationships.

Marketers play with our psychology in many ways. They use emotions as motivation to purchase for consumers. They don't focus on what a product does instead how it is going to make you feel.



Brands inculcate emotions in our mind in such a way that when we are really experiencing those emotions, we cannot think of anything else. Like when its time for some celebrations we immediately think about having chocolate because if its celebration time then “Kuch Meetha Ho Jaaye” and when we want to buy jewellery, Tanishq is the brand that comes first in our mind.



source:<https://www.youngisthan.in/wpcontent/uploads/cmsimported/img-5489394f47c6b-posts-10014.jpg>

In the conclusion it can be said that when marketers use emotional marketing, they create the need even when there's no need to purchase the product at first. Now-a-days almost every brand whether online and offline using emotional marketing because this trick works for all types of products and marketers are not leaving any stone unturned for making their product a success.

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CONSUMER LEARNING

VICARIOUS LEARNING

MAKE YOUR CONSUMERS LEARN BY USING REINFORCEMENT THEORY

REDUCING FORGETFULNESS & ENHANCING CUSTOMER RETENTION

CONDITIONS FOR PAIRING IN CLASSICAL CONDITIONING

MESSAGE REPETITIVE DECISIONS

ANALYZING APPLICATION & DESIGNING PROMOTIONS BASED ON VARIOUS LEARNING THEORIES.

MOTIVATIONAL CONFLICT

VICARIOUS LEARNING

BY: ABHIMANYU SINGH



ABSTRACT:

Through this article we get to know how vicarious learning (second hand learning) is more of an observation thing and influences the consumption behaviour of the consumers. Further it also tells how marketers capitalize this learning to introduce their products into the market and influence people to buy it. It also focuses on advertisements and audio & visual sources as an example of vicarious learning.

I used to invariably wonder as to how I know about so many products in the market, their brands, their prices, reviews, and so on. Only when I studied consumer behaviour as a subject, I realized that marketers play a major role in making their consumers learn about all these, one way or the other.

Consumer learning as I understand, is the process of acquiring new knowledge through reading, thinking, observing, experience etc. To understand deeper about the Learning process, there are many theories which are categorized in to two sets:

a) Cognitive theories – that involve learning by thinking and analysing
b) Behavioural theories – that involve learning by doing and analysing
In this article, I am limiting the scope to exploring Cognitive learning only. This type of learning is based on mental processing of information and sometimes in response to problem solving. It is the process of acquiring knowledge and processing of knowledge through thoughts, experience and senses.

Rote or verbal learning: It is the technique of learning and memorization based on repetition, that we all experienced in primary schools while learning alphabets or number-tables. The overall idea is that one will be able to remember the material or content the more one repeats it.

Marketers use this technique to promote their products and have a place in the minds of the consumer by repeated advertising messages. They keep on showing the brand image and name in advertisements so that it could be remembered for a long time. When 'Nirma' washing powder was launched, it had to challenge a giant brand 'Surf', which was known more as a generic product rather than a brand since nobody used the term 'detergent' instead. The pleasing chimes and simple words in 'Washing Powder Nirma, Washing Powder Nirma' very effectively used the Rote principle and made consumers tag along humming the phrase without applying too much of rationality behind it. And the outcome is quite obvious that Nirma could carve out a place for itself. This type of learning primarily works well when consumer is not highly involved and look for recollecting quickly the solutions for mundane problems.

Vicarious or social learning: I am reminded of my childhood when I learnt almost everything by looking at everyone around me, and just imitating almost mindlessly, whatever caught my fancy. This is precisely what observation learning is and is probably the only way that we all learn during the entire span of our life, though it may reduce in its effectiveness as we mature gradually in our information-processing capabilities.

Observation helps us learn a lot and to even rectify our mistakes. The word "Vicarious" has been derived from Latin word "vicarious" which means substitute. Vicarious Learning is learning through behaviour of others and the consequences of such behaviour. Individual learn through other's behaviour as well as direct involvement. When we drive a car and see the brake light of the car in front of us, we also apply the break to stop the car and that is vicarious learning. Vicarious learning involves learning through indirect sources such as audio and visuals. Advertisers use this technique to influence consumers to buy their product. The consumers are influenced by making them observe and imitate 'celebrities' in their ads.

Another example of vicarious learning is of Road Safety advertisement by Delhi Police in the

Road Safety Week which focuses on Drink and Drive and about its impact. This will give a message to the public that we should not drink and drive as this will cause accidents.

Similarly, we see advertisement in movie hall related to tobacco and how it has led to cancer. The advertisement is almost shown every time to help in spreading a strong message in the society and have a positive impact on public.

Vicarious learning also has some negative impacts as whatever is shown in advertisements leads to learning and consumer gets influenced by the content. Here we could discuss about the youth. Pulsar bike advertisement show stunts and race being performed on bike by professionals and it gets repeated at home by teenagers which might lead to increased accident cases. It can be concluded that the consumer learning is a continuous influence on their consumption behaviour and vicarious learning is more of observation and has a strong influence on the consumers. This opportunity is capitalized by marketers to introduce their product and influence people to buy it.

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MAKE YOUR CONSUMERS LEARN BY USING REINFORCEMENT THEORY

BY: BHAVYA PRAKASH



ABSTRACT:

This article talks about the reinforcement theory and how it plays an important role to the marketers who try to influence the consumers by positive reinforcement. This article also talks about the types of reinforcements such as positive reinforcement, negative reinforcement, punishment and extinction. It also enlightens us about the implication of these reinforcement theories in our daily lives

Reinforcement Theory was proposed by an American psychologist B.F. Skinner and his associates. Reinforcement approach focuses on why an individual's behaviour is maintained and changed over a certain time period thereby stating that an individual's behaviour or actions is a function of its consequences. The theory of reinforcement is simply based on Law of Effect concept that states that an individual's actions are likely to be influenced and repeated if the actions have a positive consequence whereas behaviours or actions that result in negative or punishing consequences are less likely to be repeated.

For Example-

Skinner emphasized on the role that consequences play in process of learning and thereby starting a relationship between response and stimulus.

The reinforcement theory works on the relationship between operant behaviour and consequence therefore it is called operant conditioning.

Let's take an example for a product like perfume. A person who wishes Reinforcement Theory to buy a perfume visits a shop and tries various perfumes till he manages to buy the perfume. The next time he wants to purchase a perfume he we repeat the same behaviour i.e. purchase because the satisfaction or positive response with his first purchase reinforced his behaviour towards his next purchase i.e. stimulus.

A good behaviour is always encouraged by driving forces whereas a poor behaviour is restricted from the restraining forces. There are four different types of reinforcement:

▪ **Positive Reinforcement:**

A motivating or reinforcing stimulus is presented before an individual after a certain behaviour is exhibited making an individual repeat his behaviour in future. **For example:** An employee receives a bonus of Rs. 5000(reinforcing stimulus) for completing his target for every month(behaviour).

Implications: A consumer continues favour a brand and be brand loyal as long as he is satisfied by his purchase decision. Satisfaction is a reward for a consumer thus the chances of repetition of purchase becomes higher and brand loyalty is developed. **For example:** A customer would continue buying Lipton green tea as long as the customer finds that it has antioxidants as is effective. Thus, the marketer needs to fulfil all the promises that he tends to deliver with the product also by enhancing its quality in terms of adding flavours with time.

▪ **Negative Reinforcement:** A negative reinforcement usually occurs when a certain stimulus i.e. usually an aversive stimulus is eliminated after a particular behaviour is exhibited.

For example:

People take shower in order to avoid bad smell. Similarly, insurance companies make their consumers aware of the uncertainties thereby encouraging users to purchase insurance policies.

Implications: The marketer should always encourage a user to make purchase of their brand to avoid negative consequence i.e. marketer convinces customer to buy his brand in order to avoid unpleasant experiences.

For example: Anti-aging and anti-wrinkle skincare creams that gives a perfect looking skin and avoids wrinkles (negative consequence). Thus, marketer encourages a consumer by conveying a withdrawal of undesirable consequence through the purchase of his brand. In some cases it also tends to change the behaviour of a consumer by shifting from existing brand to a new brand.

▪ **Punishment:**

Punishment is a process by which a consequence is immediately followed by behaviour which reduces the future frequency of the behaviour. It is of two types:

- **Positive Punishment:** Students are given extra homework as they did not complete the tasks assigned to them.
- **Negative Punishment:** An employee is demoted (reinforcing stimulus removed) from his position because he could not complete the targets (behaviour).

Implications: This strategy has fewer implications, however certain policy makers like governmental organizations or other bodies may imply this strategy in order to generate fear among people.

For example: In order to make citizens law abiding there are various fines for violation of traffic rules which would in return stop or discourage a person to repeat an action in future that would result in a negative consequence.

- **Extinction:** Extinction refers to extinguishing a learned behaviour by retaining positive reinforcement or reward that has encouraged behaviour i.e. it serves a purpose to stop any unwanted behaviour. For example: An employee works hard so that he is promoted but every time some other person is given promotion thereby the person stops working hard.

Implications: A company which provides frequent discounts and offers if someday withdraws all its schemes the consumers will be discouraged from purchasing products again as consumers would have become used to such offers and discounts. Therefore, the likelihood of a repeat purchase would reduce.

Example: Brands like Cantabil and Koutons offer heavy discounts to its customers throughout the year. The customer that seeks great deals and is price sensitive would look for such offers and discounts if the company withdraws such discounts the likelihood of consumers buying from there would be reduction.

B.F. Skinner worked with animals and birds like rats and pigeons and based his theory on such experiments. He developed a cage, known as “*Skinner Box*”. The cage had levers and keys and also a bar on its walls, that when pressed caused the mechanism to release food in the cage. The rats when moved across the cage accidentally pressed the bar and every time, they pressed the bar food was released. The rats began to understand a connection between his movement and the food and thereby they learnt to press the bar that was the right key that gave them the food.

Skinner repeated these experiments with pigeons as and when they pecked the right key/bar, food was released. The food acted as a reward, wherein the rats and pigeons were "rewarded" for choosing an appropriate behaviour and were positively reinforced. Over time, Skinner decided to withdraw the food while the rats and pigeons made the movements, food was no longer released and the creatures were disappointed. After making several attempts with unrewarding consequences, they stopped pressing the right bars. This was referred to as extinction.

Skinner concluded *that any behaviour that is followed by pleasant events (reinforcing stimulus), is likely to be repeated a positively reinforced behaviour increases the likelihood of repetition of such behaviour.* On the other hand, any behaviour that is followed

DID YOU KNOW ?

by unpleasant events (and a non-reinforcing stimulus), is less likely to be repeated thereby resulting in a decreased probability of that behaviour occurring in the future.

It can be concluded that reinforcement theory plays an important role for any marketer as consumers are motivated by positive reinforcement and helps in influencing an individual's decision.

Hence by reinforcement theory any consumer can be either driven towards a certain product or service or can be refrained from using a product or service.

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REDUCING FORGETFULNESS AND ENHANCING CUSTOMER RETENTION

BY: JAI SACHDEVA



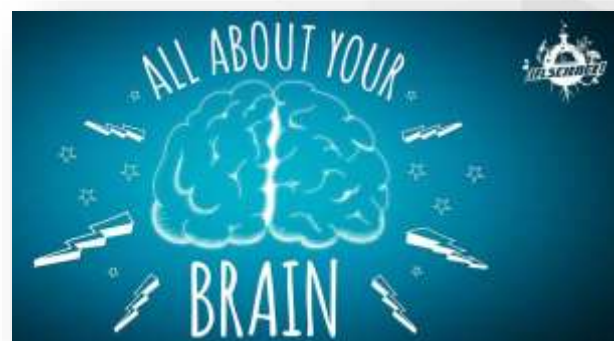
ABSTRACT:

Through this article we learn that retention and forgetfulness go hand in hand and a marketer has to adopt various strategies that will help them out in dealing with the consumers and they do not forget that product. It talks about creating a campaign and repetition of promotion as the ways to bring back old customers and a way to remarket the product. Marketing retention plays a very crucial role for a product's success

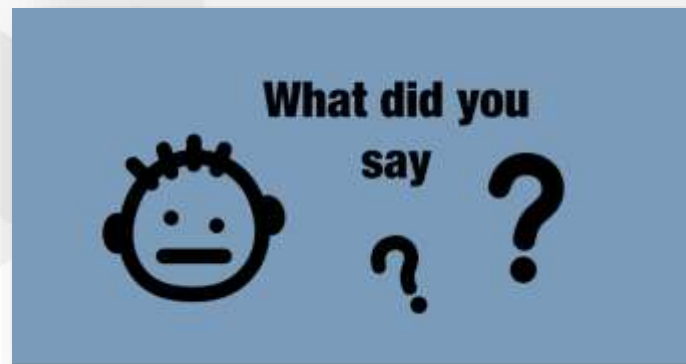
Is it not true that you as a marketer put so much creativity, efforts and resources behind a stimulus like a message- text, graphics or video; a jingle and many more to attract, motivate and persuade a consumer. On the other hand, what happens on this in the consumers' mind? It is heart-breaking for me to find that these stimuli/messages are forgotten and not retained long enough to influence the consumers' buying process. I thought it is worth looking into the case of consumers' forgetfulness and then look into few ways that can help me make them retain our inputs longer. So here I go.

Forgetfulness - This word simply means memory lapse or something we have done or purchase or any incident occur but are not able to recall it is called forgetfulness

Forgetfulness is very common in such a dynamic market because of similar products, features, usage, this is because of many reasons such as high level of advertisement made by different companies on daily basis and they are attracting consumers every second.



There are many reasons customers forget the product is because of mainly his memory. There are short, long term memories that affect customers, and let us understand them in brief with examples.



Short term memory-it is a memory where thoughts are holding to some extent, a small amount of information is holding is called short term memory. For example, have you ever tried to remember a password, but it just slips your mind, or you have forgotten the name of a new acquaintance the next day, despite being able to remember their face, so same happens with the customer in the market they forget the products because the brand was not able to make an impact on the customer.it may be because of several characteristics. Long term memory-long term memory is anything you remember for a few days that is stick to your mind because of its characteristics.

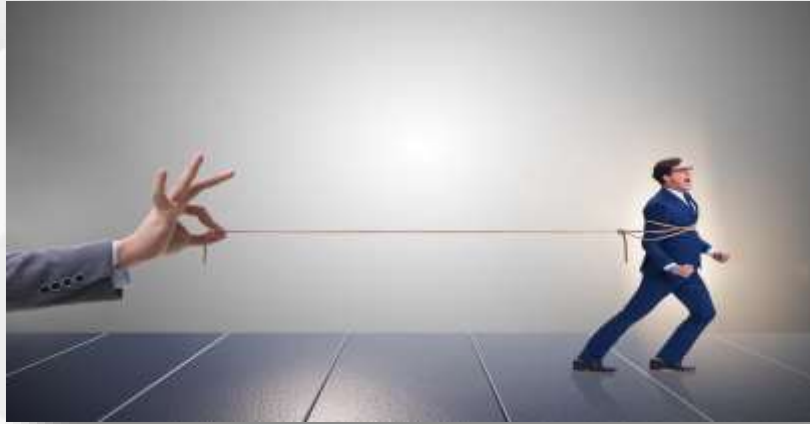
For example- many brands push their products in the eyes of the customer through marketing, the advertisement that creates as a long term memory in the eyes of the consumer.

The first thing that comes to my mind is that the customer's forgetfulness can be reduced by using the sensory market also. Let us take examples of some brands that show how we reduce customer forgetfulness. Let us start with the vision, various retail stores such as home360, or studio apartments, high-end clubs that are made with good architecture and lightning, attract customers and one can easily get attracted and remember things.

Second is sound –in this, we hear thousands of sounds every day, and some brands use catchy sounds to attract the consumer. Many audio showrooms like BOSE play music in their showroom.

Third is touch, in this customer can feel the product, and can feel the personal experience of the product, in many big brands such as Zara people can try their products and feel the quality.

Fourth is a smell, it is very clear that fragrance is perceived as a pleasant everyone. Many restaurant and cafes target their customer through smell. The fifth is taste, it can be used by companies by offering free samples of their products and making trust in them. Now let me focus second side of the coin, that is customers' memory space retention



Losing a customer is lost and is costly as a marketer puts so much effort to bring new customers and to retain its old customer has always been the priority but still we see many old customers **Forgets** the brand they used because of many natural reasons. Retention and forgetfulness go hand in hand a customer will never be retained if he/she is treated like a god, the marketer has to adopt various strategies that will help them to not to forget that product.

There are various ways through which marketer uses so that the customer does not forget its brand or product such as,

- Give lost customers an incentive to come back, use phrases that appeal to a niche like this
 - ✓ I haven't seen you in a while.
 - ✓ don't be a stranger.
 - ✓ we want you back.



- **Create a campaign** where you listen to your customer and you might get solutions to your problems. For example, dominos collected feedback and found that their audience had a problem with the taste so in this way they had an interaction with the customer and got to know about why they miss some customers.

Repetition of promotion is one of the ways to bring back old customers or remarketing **For example** –advertisement of fashion brands like GUCCI, CHANEL, these types of brands usually gives their advertisement again and again so that customer is a force to remember the brands and they also purchase the product. To bring back the decaying memory of customer is not an easy task but if we follow these steps on time we can help customer to recall the products and brand with specific characteristics attach with it . some major role can also be played by famous personality in the advertisements because people treat them as a consumer of that product and people believe in them and relate with it.

At last, I would say in marketing retention of your marketing inputs in the minds of consumers plays a very crucial role for your success.

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CONDITIONS FOR PAIRING IN CLASSICAL CONDITIONING

BY: NAMAN BANSAL



ABSTRACT:

In this article we get to know about the Classical conditioning theory and the pairing of conditioned and unconditioned stimuli. It also tells about the conditions i.e.. the contingency, contiguity and the repetition. It also makes us familiar with the application of Classical conditioning in today's life and its major aspects which are emotions, advertisements, addiction, hunger, in creating phobias, post traumatic disorders.

Conditions for pairing in classical conditioning. Consumers are playing a very important role in today's marketing. Consumer behaviour is influenced by many psychological factors. One of the important factors of psychological influences is "learning" which affects the consumer behaviour a lot. So, for every marketer it is very important to know about "consumer's learning" that how it will impact the market conditions. In the past, there were many psychologists and scientists which give us many psychological theories in our marketing domain also. Some of the various well known theories are:

- Behavioural theories

1. Classical Conditioning theory
 2. Instrumental or Operant Conditioning theory
- Cognitive theories

1. Rote or Verbal Learning theory
2. Social or Vicarious or Observational Learning theory
3. Information Processing or Reasoning theory

In my article, I am only focusing on the conditions in which the pairing of the classical conditioning theory is done. There are 2 stimuli in classical conditioning theory.

One is **Unconditioned Stimuli** and another is **Conditioned Stimuli**, when a marketer combined these 2 stimuli's, this is known as pairing in classical conditioning theory.

For example:

1) There is an advertisement of Nivea cream in this an *indirect relationship* has shown between the Nivea cream and the relation of mother and her son. Mother tries to put the cream on her son's face and try to tell something to him she shows her love and affection for him this is unconditioned stimuli but when the son doesn't cooperate with her. She puts the condition listen to me carefully whether tomorrow I will be there or not this is conditioned stimuli. So, unconditioned and conditioned is added and the love, care and affection has shown for a mother for her child. For a successful marketer it is very important to know about those conditions where the pairing according to the classical conditioning theory is successful.

Conditions are:

1. Contingency:

First condition of pairing is "contingency". In this one stimuli is depend on the other stimuli and I can say that one stimuli must followed by another stimuli. It means that Conditioned Stimuli must precede the unconditioned stimuli to make it a successful pairing of conditions.

For example: A flash of lightning is usually followed by the thunderstorm. Here, the conditioned stimulus is flash of lightning and

2. Contiguity

Another condition of pairing is "contiguity". In this condition, it tells us how much these two stimuli's (i.e. unconditioned stimuli and conditioned stimuli) are connected to each other in the form of space and time. This connection will be either permanent or temporary but there should be some connection between these two stimuli's. The ideal time between these two connections is 0.5 seconds.

For example: If food was presented to dog one hour after the bell was rung, it doesn't make any connection between these two stimuli's.

3. Repetition

Another condition of pairing is "Repetition". Here the word Repetition means "frequency of pairing". It means how many times unconditioned stimulus and conditioned stimulus are connected with each other for making it a successful pairing. There is a direct relationship between frequencies of

pairing and successful pairing. For example: Bell rung again and again before presenting the food to dog every time. If the bell only rung once before presenting the food to dog, then there was no relation between the bell and food.

Application of Classical conditioning in today's life:

In today's time also classical conditioning is using in different aspects in the life of human beings. It plays a very important role in daily life. Some of the major aspects are:

- Emotions
- Advertisement
- In creating phobias
- Addiction
- Hunger
- Post –Traumatic Disorders
- Classical conditioning at school
- Drugs.

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MESSAGE REPETITIVE DECISIONS

BY: RISHABH SHARMA



ABSTRACT:

This article talks about the frequency of the message repetitive decisions (which should be always high), as to not fall off from people's mind. The more the product comes in the eyes or the minds of consumers, the more the consumer tends to learn about the product and talks more about it.

If there is a potential customer the marketer increases the frequency of the messages so as to get inside the mind of the consumer and end up convincing him to go for the product. The message repetition frequency also depends on the age of the product.

“You can learn a lot from someone's behavior”

Let's go back in 19th century. An era during which some of the most important products were invented. Products such as Telephone, Typewriter, Camera and Electric Batteries. This era also saw a huge growth in industrialization. Businesses were increasing in size and markets were getting saturated. Competition was increasing and new research were done in the field of marketing. New techniques were developed to attract customers and during this time, marketers realized something, something so important that it changed the way a business interacts with its customers. They realized the significance of knowing a thing or two about human behaviour (consumer behaviour to be exact). And logically, it makes sense. Having basic behavioural information about your user-base will not only help you to make better products & services, it will also help you market them better. One example from this era is about Henry Ford, the founder of Ford Motor Company. He converted the automobile from an expensive luxury item into a practical conveyance that made people realize that automobiles can be used for productive purpose.

He recognized the needs of people. What they want, what they do and what can be done to solve their problem? He researched about his consumers to design better products. Henry Ford is regarded as one of the best marketers of all time. For the first time, cars were accessible to general public at a reasonable price. Consumer learning is very important for a business to function & survive in 21st century. Every firm, small or big, wants to collect as much data about their user base as possible. This data shows the current situation of user-base demand and market trends. Having latest data means that a business will have first mover advantage. This is important to be successful in today's crowded market.

So, what is consumer learning?

In simple words, consumer learning is a process by which a consumer collects and analyse information about products & services and use this analysed information in buying patterns & consumption behaviour. To learn about consumers, we've to discuss about some theories. We'll be discussing about Behavioural Learning Theories. As these theories are more in line with our main topic.

So, what are behavioural learning theories?

These theories are based on the fact that behaviour is shaped by our environment. Behaviour can be changed or learned through reinforcement, reinforcement can be both positive and negative.

Behavioural Learning is perfectly summarized by John B. Watson. He said, *"Give me a dozen healthy infants, well-formed, and my own specified world to bring them up in and I'll guarantee to take any one at random and train him to become any type of specialist I might select—doctor, lawyer, artist, and, yes, even beggarman and thief, regardless of his talents, penchants, tendencies, abilities, vocations, and race of his ancestors."*

First is Classical Conditioning, this is a behavioural learning theory in which a neutral stimulus and a naturally occurring stimulus are paired together. Eventually, the neutral stimulus results in evoking the same response as the naturally occurring stimulus, even without the presence of naturally occurring stimulus. Here learned behaviour is known as conditioned response & neutral stimulus is known as conditioned stimulus. Second is Instrumental conditioning, also known as Operant Conditioning. Here behaviour learning is done through reinforcements & punishments. Here is a visual example of Classic Conditioning:

As seen in the picture above, every time the cat hear the sound of electric can opener (unconditioned stimulus), he knows that it's feeding time. This is an unconditioned response. But every time the electric can opener is used, the cabinet door is also opened, the squeaky sound of the door is a neutral

stimulus. Cat is observing that the cabinet door is always opened when it's feeding time. So now the cabinet door resulted the same response as our unconditioned stimulus i.e., electric can opener. So we can say that the cabinet door is a conditioned stimulus and the salivation of cat is a conditioned response. In other words, we've linked a neutral stimulus (Cabinet door) with a naturally occurring stimulus (Sound of electric can opener) and now we're getting the same behavioural reaction from the cat.

In Classical Conditioning, we've four conditions to establish connections between a natural occurring factor and a neutral factor. These four conditions are Repetition, Contiguity, Contingency and Congruity. We'll be discussing about Repetition as it's the main part of our topic. It refers to the frequency of pairing a conditioned and an unconditioned stimulus. In other words, it refers to the amount of times, a conditioned & an unconditioned stimulus is paired together. It is generally accepted that higher frequency of pairing will lead to stronger association of natural and neutral factors (conditioned and an unconditioned stimulus).

Now the question is, how to decide the frequency of message repetition?

Finding answer to this question is quite difficult. Because there're so many factors that can affect the frequency of message repetition. Factors like, nature of the product, target audience, culture of people, market competition, price of the product, necessity of the product for its user, frequency of using the product and more.

Let's discuss some theories to discuss further on our topic:

Two Factor Theory

Two Factor theory was developed by Professor Daniel Berlyne. In this theory, we've two factors, wear-in & wear-out. This suggested that repetition has a positive effect for a specific period of time and after that, more repetition leads to have a negative effect.

For the first stage (wear-in), repetition leads to consumer getting familiar with the brand/product. As the frequency of the repetition continues to increase, consumer gets more used to the brand and its presence. But after a certain point, our second stage starts.

Second stage (wear-out), here the increased frequency leads to consumer getting tired of hearing/viewing about the brand and increase in repetition leads to consumer ignoring the message and interaction with anything that is related to the brand/product. **This situation is also as bad as no repetition.** Here's the thing, we can't determine the level which is equally between wear-in & wear-out stage. As mentioned above, there're too many factors to calculate. This type of decisions are mostly made through deep analysis, done with using computer based simulations. Some major IT

companies also use Artificial Intelligence to analyse past data and generate data on which the repetition decisions are made. Now these type of processes are trade secrets. So what we can do is to see the examples of repetitive decisions that were successful.

Example 1 (Raid Shadow Legends)

Raid Shadow Legends is a mobile/computer based role-play game which was released in July of 2018. Since then, it has gained millions of users and earning over \$7 million every month. The concept of this game is not new, in fact, there're multiple games that are almost same in terms of gameplay and storyline. So what made them so special and successful within a short period of time? Answer is, aggressive marketing. Just after the launch, Plarium Games (developer of the game), started their aggressive advertisement campaign on YouTube. They not only paid for the ads, they also paid video makers on the platform to play the game and talk about them. Now other companies also do this, but for Plarium Games, they didn't limited themselves to popular YouTubers, they offered paid promotion to even small YouTubers. This lead to a situation, where YouTube was filled with videos talking about this game. It got so out of control that people were complaining to YouTube to stop showing them Raid Shadow Legends ads. Even though they were way past wear-out stage of two factor theory, they welcomed all the negative press that were criticizing them for their aggressive market campaign. People on internet started making fun of Raid Shadow Legends as they were advertising everywhere. This further increased their popularity as people wants to know what this game is all about.

According to an article on Gamerempire.com, Raid Shadow Legends paid almost \$100,000 to some celebrities for the advertisements. Here's a picture of Google Trends showing the Raid Shadow Legends search results on Google Search:

In January of 2020, Raid Shadow Legends was one of the most searched item in Google Search.

Example 2 (OPPO & VIVO)

I created a questionnaire with this picture on top and asked only one question, do you recognize these two brands? 60 people filled the form and here're the results:

Out of 60, 52 people know about OPPO&VIVO. Why is that? And the interesting thing is, you probably know about these two brands and even own their products. So, a little info about these two brands. Both OPPO&VIVO are owned by a china based company, BBK Electronics. VIVO came in India back in 2009. In recent 2-3 years. They've marketed

their products the most when compared to other phone brands. According to qz.com, OPPO&VIVO funds 50% of India's sports sponsorship. Like the above example of Raid Shadow Legends, both OPPO&VIVO followed the concept of, "more is better". They advertised themselves on every major online and offline platform. This strategy worked for them and as of 2020, OPPO own 12% and VIVO own 21% market share of India's Mobile Phone Market. IN May 2017, VIVO paid Rs. 262 crore for the Pro Kabaddi League. In March 2017, OPPO made the highest bid ever for the Indian Cricket team, this sponsorship was worth Rs. 1,079 crore.

OPPO&VIVO, don't have anything unique about their product. So they used the power of marketing to make themselves visible to customers. Most people relate these two companies with cricket. They created themselves as a neutral factor, which reminded people about the cricket. These two examples shows high frequency of message repetitions.

Conclusion:

After all the research which was performed to structure this article, I can comfortably say that modern marketers are focusing more on creating unique identity to get in customer minds. And talking about the message repetition decisions, they are highly based on the type of product, targeted area and other factors that may be unique to the product category. It's is seen if the marketer is sure that the targeted audience can be a potential customer, the frequency of message repetition is high. Not only that, the message repetition frequency also depends on the age of the product. If it's a new product, the frequency is high and if it's an old product, the frequency is low, unless it's a relaunch or some special occasion. In my opinion, if you're a marketer and you're confident with your targeted audience, keep the frequency of your message repetition decisions high (if your budget allows you to do so).

How much do you agree with this study? Do you think that consumer learning and message repetition decisions have real life application in marketing as I see?

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ANALYZING APPLICATION AND DESIGNING PROMOTIONS BASED ON VARIOUS LEARNING THEORIES

BY: SIDDHANT VASHISHT



ABSTRACT:

This article talks about the classical conditioning in which a neutral stimulus is associated with a natural response, operant conditioning in which a response is increased or decreased due to reinforcement or punishment and observational learning which tells that learning occurs through observation and imitation of others. It also tells us that marketing segmentation can be used to influence consumers' buying decisions because different consumers perceive the market for a product differently.

This article talks about the classical conditioning in which a neutral stimulus is associated with a natural response, operant conditioning in which a response is increased or decreased due to reinforcement or punishment and observational learning which tells that learning occurs through observation and imitation of others. It also tells us that marketing segmentation can be used to influence consumers' buying decisions because different consumers perceive the market for a product differently.

Cognitive learning theory is based on the concept of 'cognition' and it can be used to govern and anticipate one's behavioral pattern. There are three types of cognitive learning; rote and verbal learning, social and vicarious learning, and information processing and reasoning. Rote and verbal learning is a technique of retaining data through repetition. In social and vicarious learning, people observe the behavior of other people and try to imitate. And lastly, in information processing and reasoning, information is acquired, stored and then processed by the brain so as to bring about a behavioral response.

Analyzing Application and Designing Promotions based on Cognitive Learning Theory

Nowadays, consumers are getting more rational and reasonable about the purchasing decisions. They do a lot of market research and comparison between the brands and the products before making the final buying decision. For example, if the consumer wants to buy a mobile phone, so, he will gather information from a variety of sources and then do screening of the brands and the products on the basis of its features, specifications, prices, technology, etc. and will ultimately choose the best one out of the lot. Not only market research but also the past experiences of the customers play an important in shaping a consumer's purchase decision. For example, if a customer hasn't had a good experience with a particular mobile brand in the past, the next time when the consumer is faced with a similar situation, he might not consider purchasing that brand's product. So, analyzing application and designing promotion is of paramount importance for the marketers, to create a good and everlasting impact of their products in the minds of their targeted customers. Designing promotion is a very creative and sagacious art. Therefore, a marketer should devote a good amount of time and effort analyzing and understanding which promotional technique would be suitable for which target market, at what time.

For example, Nescafe distributes free sample sachets of their coffee in order to develop the customer's taste for Nescafe.

This influences the purchase decision of the customers who have been accustomed to Nescafe by trying out free samples. By distributing free pet bottles of coke repeatedly Coke used a similar strategy to make consumers develop a taste for Coke. Psychologists have found out that apart from repetition, learning also depends upon generalization. For example, a multitude of marketers design products that look similar to popular products. This is because people also purchase the products because of 'stimulus generalization' that is, they have a tendency to buy products which look alike. Market segmentation can also be used to influence consumers' buying decisions because different consumers perceive the market for a product differently. For example, in order to promote a new brand of ice cream, the marketer will have to approach a consumer who consumes ice cream seldom and a consumer who prefers a certain brand of ice cream, differently

A marketing strategy could also be region wise depending on which part of the country demands what amount of a given product. Therefore, marketing strategy must be formulated considering a multitude of factors affecting the customer's learning.

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MOTIVATIONAL CONFLICT

BY: VIJAY PRAKASH



ABSTRACT:

Through this article we get to know how consumers face conflicts while purchasing a product and how marketers help in resolving those conflicts.

There are 3 types of motivational conflicts:

Approach-Approach

Approach-Avoidance

Avoidance-Avoidance

This article also talks about how a marketer goes about resolving these conflicts by using various techniques.

How to pull consumers out of “**MOTIVATIONAL CONFLICTS**”
Conflicts are generally a roadblock for any outcome. In marketing, it is obvious that the buying process of a consumer gets stalled, or worse, aborted if the consumer encounters any kind of conflict in his or her mind. Such kind of conflict is also known as motivational conflict. It is one important source of hindrance. It results when two or more motives drive behaviour towards mismatched goals. A motivational conflict is a situation in which a consumer is driven to make a choice based on conflicting goals. There are three main types of motivational conflict marketers should have knowledge of, defined as

1. Approach-Approach,
2. Approach-Avoidance,
3. Avoidance-Avoidance.

This article includes three main types of motivational conflict and ways marketers can sort them.

1st understand the meaning of approach and avoidance

Approach: when we want something, we approach it, we get close.

Avoidance: when we do not want or fear something, we keep away or avoid it.

(i) Approach-Approach:

In this there is two situation and each situation are positive and positive and equally important. In this type of conflict, a person is faced with two attractive options, only one of which can be selected. consumer is confronted with two or more choices which are equally as attractive as each other and the consumer can only pick one.

Let's take example like you went to computer store and see two things in front of you let's take desktop computer and laptop, now you are attracted to both the things but your need of the hour is laptop. Then there is confusion take place in the mind of customer.

Which one should buy?

How marketer can resolve the issue Comparative advertising with importance on highlighting key benefits of laptop in comparison to computer is a way a marketer could resolve this conflict.as well as in addition the seller can provide some Lucrative offers like discount voucher, coupon, loyalty card, additional accessories will guide the customer to select the right product for them and to swing the mood of consumers stuck in an approach/approach conflict situation.

(ii) Approach/Avoidance motivational conflict occurs when a consumer is attracted to purchasing a product or service but a negative motivational conflict related to the procurement of the product will lead to postponement of their purchases.

It happens when making decision on single product both positive and negative aspects of the product are extreme opposite but influence the buyer to decide whether to purchase or not to purchase.

A great example to acquire a car, consumer may hesitate because of scarcity of sizeable amount of money required to purchase the car. There is both thing + and -.

Positive is consumer wants to buy the car but the problem is consumer will spend a hefty amount in single time.

As consumer are avoiding purchase due to money problem,

Car is good but I've money problem. Ways for marketers to resolve Approach-Avoidance conflicts is to offer ways to minimizes the impact of the negative aspect of the acquisition of the product. As there is marketer can offer EMI options to their consumer to avoid confusion and convert it into sales. In this way marketer will not lose their consumer.

Effective marketing campaign designed to resolve an approach/avoidance motivational conflict. (iii) Avoidance/Avoidance motivational conflict arises when consumers are faced with two equally undesirable choices or alternatives. **The choice can be seen as choosing between a ‘lesser of two evils. Situation like “between the devil and the deep sea “.**

For better understanding of this topic let me explain with the help of an example let's take “Sid” who is consumer /customer of a repetitive brand, Is having old plasma tv and it is not in good condition so he is looking for repair of this one but repair cost is equivalent to new tv. now consumer is confused because in both cases hefty amount will incurred. Marketers can resolve this conflict by offering interest free payment plans for Consumers. The payment plan will minimize the negative consequence of losing money for the consumer and will raise the possibility of the consumer purchasing the particular product. Interest free payment plans are a great example of ways marketers can sort Avoidance/Avoidance conflict situations.

It is thus important for us to realize that we should be able to critically foresee as to what is likely to conflict the consumers’ mind against the needed motivation, thereby holding the decision-making process; and if possible, try to pre-empt the situation with conflict resolution built into our value proposition itself.

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CONSUMER PERSONALITY

ADDRESSING THE CONSUMER PERSONALITY FOR SUCCESS

BRAND PERSONALITY

CONSUMER PERSONALITY TRAITS

MEANS-END CHAIN ANALYSIS HELPING BETTER UNDERSTAND CONSUMER MOTIVATION

PERSONALITY AS A SEGMENTATION VARIABLE

ADDRESSING THE CONSUMER PERSONALITY FOR MARKETING SUCCESS

BY: JANVI BHUTANI



ABSTRACT:

This article is about the personality which plays a major role in buying behaviour and decisions including product selection and marketing promotion. Involves theories of personality – mainly Cattell's Trait Dimension, Myers Briggs Type Indicator, Big Five Model. As every theory has a benefit and limitations as well. This personality brings up the different ways and methods of individual to deal with situation.

Personality has arisen from Latin word "persona" which means to speak through. It is defined as the ways in which individual reacts and deals with others. Personality also deals with the different ways and methods chosen by an individual to deal with situation.

In marketing context, consumer's personality is a major influence on their buying behavior and decisions including product selection and response to marketing promotion. It is thus important for any marketer to 'look into' the personality of their customers and accordingly 'position' their marketing stimuli.

There are several theories of personality, namely, Freud's Psycho-analytical theory, Neo-Freudian Ericson's Psycho-Social Theories and Trait Theories, that have successfully been applied by marketers to do this. While each theory has its own benefits and limitations with regard to marketing application, I am limiting the scope of discussion in this article to Trait theories, and more precisely on the Big Five framework, as I find it to define personality quantitatively and precise enough out of all Trait theories.

The popular frameworks used to describe personality are: –

1. Cattell's Trait Dimension
2. Myers-Briggs Type Indicator (MBTI)
3. Big Five Model

1.CATTELL'S TRAIT DIMENSION

Cattell's Trait Dimension describes the personality and helps us in studying about the 16 different traits and personality of different individuals.

16 personality factor theory

1. emotional, easily upset	vs. calm, stable
2. Intelligent	vs. unintelligent
3. suspicious	vs. trusting
4. reserved, unfriendly	vs. outgoing, friendly
5. assertive, dominant	vs. not assertive, humble
6. sober, serious	vs. happy-go-lucky
7. conscientious	vs. expedient
8. shy, timid	vs. venturesome
9. tender-minded	vs. tough-minded
10.practical	vs. imaginative
11.shrewd	vs. forthright
12.self-assured, placid	vs. apprehensive
13.conservative	vs. experimenting
14.group oriented	vs. self-sufficient
15.undisciplined	vs. self-disciplined
16.Relaxed	vs. tense, driven

2.THE BIG-FIVE PERSONALITY TRAITS



As mentioned earlier, I am focusing on the BIG Five as this model is the result of many researches. It gives reasonably precise definition of how personality driven consumers react to different situations in different conditions. It helps us in identifying the correct trait, and then perform more effective market segmentation and positioning.

The basic underlying fundamental is that Consumers look for marketing stimuli like product, brand, advertisements, etc. that talk to them in compliance to their own personality. It is also known as **OCEAN** theory (Openness, Conscientiousness, Extroversion, Agreeableness, Neuroticism). These 5 traits define the characters and attributes and it is also used as measuring tool of personality traits. Each of these traits ranges between two major extremes as described below:

a) OPENNESS:

It talks about how open a consumer is towards its new experiences and also how much eagerness he has to learn new things. This trait talks about imaginative, creative, sensitive of people. Openness at work not only deals with helping a person to do his job effectively but it also tries to make a comfortable and happy environment. Individuals who are open to experience are found to be affective and approachable.

IT IS RELEVANT:

- In increasing good learning
- For having more creativity
- For enhanced leadership & training performance

It is found that people with high openness are found to be more engage in risky activities and in unpredictable things, whereas people with low openness tends to be close minded.

Openness is measured on a **scale of curious to cautious.**

O	Openness to Experience	High <i>Imaginative</i>	Low <i>Conventional</i>
C	Conscientiousness	High <i>Organized</i>	Low <i>Spontaneous</i>
E	Extraversion	High <i>Outgoing</i>	Low <i>Solitary</i>
A	Agreeableness	High <i>Trusting</i>	Low <i>Competitive</i>
N	Neuroticism	High <i>Sensitive to stress</i>	Low <i>Emotionally stable</i>

A consumer with high Openness is more likely to be motivated by aesthetics and intellectual pursuits, and will respond well to images and words that communicate innovation, intelligence, sophistication, imagination and creativity. Marketers target such customer as those who are always ready to buy the products, immediate purchase, impulse purchase as they value new ideas and innovation.

b). CONSCIENTIOUSNESS:

This personality describes about individual who is responsible, dependable, organized and even well maintained about his life and goals. An individual may range from highly reliable to unreliable. Consumers with high conscientiousness are careful and disciplined. They look for greater effort & persistence, higher performance, greater longevity, etc.

Consumers who are low on conscientiousness are considered to be more disorganized, inconsistent, whereas those who are high on conscientiousness are considered to be more structured, well-organized.

Conscientiousness is measured on a **scale of efficient or organized to easy-going or careless.**

Self disciplined, organized and planned purchase over products will be done in highly conscientiousness as they take time before purchasing any product. Marketer should position in such a way that more concern is made over sensitive and environmental concern.

c). EXTRAVERSION:

It indicates about how active and expressive the individual is. People with good level of communication and attached to social welfare are found to be more cheerful. Ranging from introvert to extrovert is current-form describing individual. Introverts is the one who is reserved kind of a person, enjoys spending time alone. They prefer small groups and are considered as a thoughtful individuals. Extroverts, the opposite of introverts, are outgoing and fun loving person. They choose to spend time with group of people rather staying alone.

A customer high in Extraversion will be attracted to brands that exude an outgoing and friendly personality.

d). AGREEABLENESS:

It deals with individual propensity to react to others. Agreeable people are more considerate than Disagreeable people. Agreeable people experience less conflicting situation than others did. It is a personality trait that

describe someone who is good natured, cooperative and trusting. People who score high on agreeableness are found to be cooperative, warm and trusting and people who score low on this dimension are cold and disagreeable.

Agreeableness is measured on a **scale of Compassionate or challenging**. **A customer high in Agreeableness is more likely to be motivated by compassion, interpersonal harmony and a sense of belonging.**

e). NEUROTICISM:

It is the ability to experience negative emotions, like anger, anxiety, or depression. This state is called as emotional instability. This trait also leads to negative stress. This dimension characterize someone as calm, secure and self-confident or nervous, depressed and insecure. Individual high on this dimension is found to be secure where as individual low on this found to be in-secured. Neuroticism is measured on a **scale of nervous to confident**.

A customer high in Neuroticism is likely to respond well to messages that make them feel safe and secure.

It is thus appropriate to conclude that matching the personality of product, brand or promotional stimuli with the personality of target customer is a key to successful outcome.

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BRAND PERSONALITY

BY: NANCY MITTAL



ABSTRACT:

This article reflects the product or brand personality. Basically, Brand personality represents various human traits like: Enthusiasm, Sincerity, Ruggedness, or Sophistication. Different brands/companies choose different logos, brand names, taglines which creates brand personality over customers. In this, company has to segment the customers, personality/characteristics, demographic features plays a crucial role as it matters a lot as country to country.

Recall the first thing that comes to your mind when you see a black Royal Enfield Bullet... a Panjabi gabru (youth) most probably. Okay let's do it again: what is the first image or thought that comes to your mind when I say Dove.... A woman, tenderness, softness. This is what brand or product personality can do!

Brand personality is a set of traits, qualities and attributes that the brand represents. It is about how a potential customer feels about the brand or product. It should be something which the customers can easily relate to. Customers are more likely to buy those brands which embodies the personality similar to that of their own, thus the brand can represent various human traits like enthusiasm, sincerity, ruggedness or sophistication .For example, Harley Davidson represents muscularity and ruggedness; Apple represents creativity and innovation; Infosys displays intelligence, uniqueness and sophistication etc. every brand has some kind of personality in itself.

A brand can build a particular personality with the help of taglines, choice of words, logos, brand name, choice of endorsers and ambassadors. In case of celebrities, they are chosen according to the personality the company want to display. The brand and the celebrity should supplement each other. For example, most sport brands hire eminent sport persons, Virat Kohli for

Puma, Hima Das and Leonel Messi for Adidas etc. or John Abraham for Castrol. Imagine Virat Kohli endorsing Mcdonalds.... Weird enough, right? Thus, companies need to carefully choose a celebrity who him/herself displays those personality traits. Similarly, the taglines and logos should in sync with the brand. The words chosen should be precisely in line with the brand. For example; *think different* for Apple, *just do it* for Nike, *connecting aspirations* for Tata etc. all these things can make customers sync with the brand. A simple and relevant tagline can do the magic for your brand. A company must choose the brand personality according to the segment of the customers the company wants to target. Brand personality not only includes the personality features/characteristics, but also the demographic features like age, gender or class and psychographic features. Brand personality not only includes the personality features/characteristics, but also the demographic features like age, gender or class and psychographic features. These traits may vary from country to country for a same brand according to the demands of those areas. The traits should also evolve with the changing customers and marketplace. In other words, it need not to stay the same for its complete life. Every brand should also try to differentiate itself from its competitors. Its all similar to creating a love partner for the customers. Something towards all customers will stay loyal to.

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CONSUMER PERSONALITY TRAITS

*BY: ADITI GOEL,
BHOMITRA TYAGI
AND YATIN CHARAKH*

ABSTRACT:

This article says consumer behaviour in organization creates environment helps to identify the characteristic, individual personality traits plays an important role to understand the target customer, marketers has to target acc. To the choice of customers. As to identify the target audience they need to know the characteristics, personality traits. Here, twelve traits has been discussed.

Consumer's Personality reflects his/her behaviour and the inner distinctiveness of one from the other. It is the personality of a consumer that determines how he/she will respond to a given product/service, whether they will be in favour of using it or totally against it. Consumer is the ultimate target of marketer. That's why marketers always try to understand how personality affects the consumption of their product. This helps the marketer to understand their target customer as marketer targets only those, whose personality is favourable with their product. Though there are plenty of resources available that highlight the personality, its constituents, characteristics and traits that influence the human behaviour, we looked into those which help us concentrate on personality traits of specific importance to marketer from consumer behaviour point of view. The following twelve traits are discussed with illustrations in this article:

- Consumer Innovativeness
- Dogmatism
- Social Character
- Need for Uniqueness
- Consumer materialism
- Fixated consumption
- Compulsive Consumption
- Consumer Ethnocentrism
- Visualizer vs. Verbalizer
- Need for Cognition
- Optimum stimulation level
- Variety-novelty seeking

CONSUMER INNOVATIVENESS

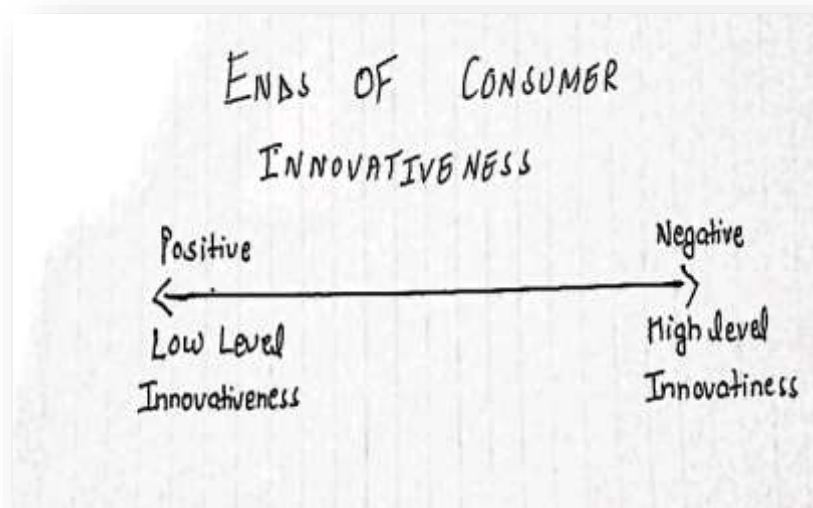
Consumer innovativeness can be defined as the inclination or desire of consumer to buy the innovative product. This is the most important aspect when a company tends to launch the product or tend to extend their brand.

There are two theories which define the consumer innovativeness into two different aspects-

Trait Theory- According to this theory the desire of innovativeness is a genetic trait of an individual which means desire of perceiving the innovative product in any individual is intrinsic or from the birth.

Attitude or situational theory- On the other hand this theory defines that the consumer innovativeness can be swayed by the environment, attitude of individual or groups. This theory actually defines the factors of consumer innovativeness in a productive way.

There are two ends of consumer innovativeness

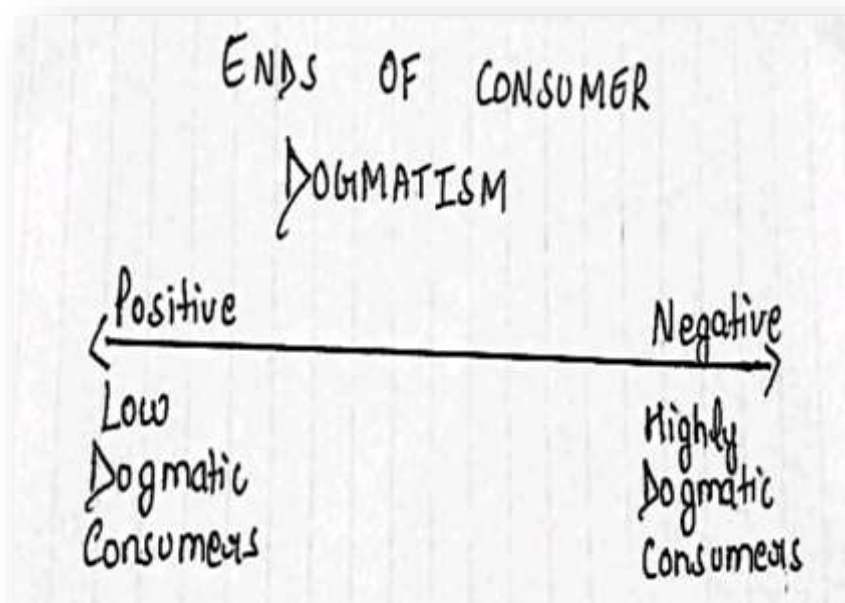


If anyone continuously orders a food from the same restaurant because his friend suggest him that this is the best restaurant in your area and also he don't want to take any risk considered as high level of consumer innovations. On the contrary, if anyone likes to order the food from the different restaurant as he like to taste different food or he has a curiosity to try something different considered as high level of consumer innovativeness. From the above example this clearly shows that the consumer innovativeness can also be affected by the environment , attitude of individual as well as the group , this is not a trait which is from the birth.

CONSUMER DOGMATISM

Consumer Dogmatism can be defined as the level of austerity which consumer shows towards the information of the unfamiliar product that is contrasting their own belief and opinion of customer.

There are two ends of consumer Dogmatism



HIGHLY DOGMATIC CONSUMERS	LOW DOGMATIC CONSUMERS
High dogmatic consumers are generally close minded.	Low dogmatic consumers are generally open minded.
They prefer established or successful product or services.	They prefer innovative product and services.
Marketer generally uses the celebrity for the advertisement of their new product which act as an innovation.	Marketer are highly focuses upon the product information and features during the advertisement of their product.

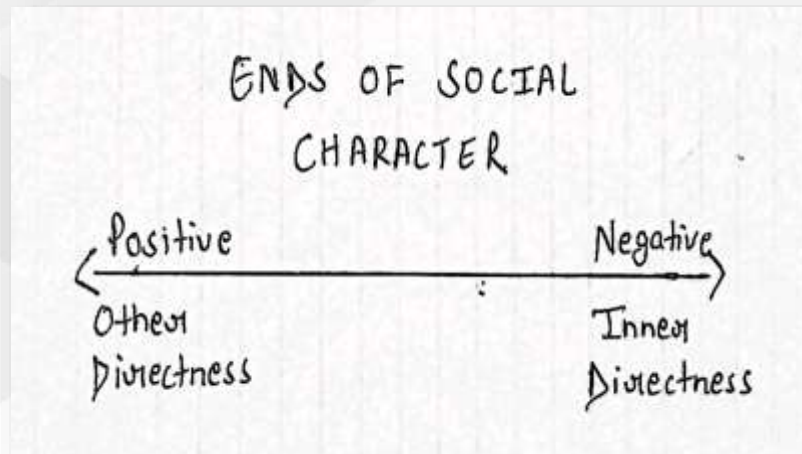


In the above advertisement of thumbs up company uses the face of salman khan which act as an innovation for the non innovator whereas this is totally opposite in case of Apple.

SOCIAL CHARACTER

Social character can be defined as the level of dependency which customer shows while taking purchase decisions. Consumer could be dependent on his own or could be dependent upon the other for guidance.

THERE ARE TWO ENDS OF SOCIAL CHARACTER



INNER DIRECTNESS

When the customer purchases the product on behalf on his own values, perception and belief considered as the inner directness. Under this end Marketer should use that appeal in their advertisement which is highly focused upon the product benefits and then leaving it to the consumer whether the consumer purchases that product or not depending upon their own values and evaluation.

OTHER DIRECTNESS

When the customer relies upon the others especially socially influenced while taking the purchase decision considered as other directness. Under this end Marketer structure the advertisement of their product in that form which reflects social appeal and approaches.



Under this advertisement, Harpic appeals the customer to purchase their product by showcasing 'INDIA'S No.1 Toilet Cleaner' along with the social appeal which connects with 'HAR GHAR SWACHH MISSION'.

NEED FOR UNIQUENESS

Need for uniqueness can be defined as the trait of being different which consumer can acquire with the help of possession, consumption, and disposition of consumer goods in order to develop, elevate and maintain their own social and self image.

In simple terms if anyone wants to be being different or wants to enhance their social and self image in his surroundings or in his group than they have to purchase or replace a unique or unpopular product which ultimately create their image into the publicly recognized personality.

Need for uniqueness include three dimensions:

1. **Creative choice counter conformity:** Creative choice counter conformity define as when consumer uniqueness considered as his creativity means when the consumer purchases unique, innovative or original consumer good or by arranging, decorating and displaying their consumer goods that showcase their creativity and through because of this he will able to be recognized, considered as creative choice counter conformity. For ex. If Mr. Ram purchase a painting and painting have some uniqueness, so he décor that painting in their living room in order to showcase to their guests than the image formed of Mr. Ram by this painting considered as creative choice counter conformity.
1. **Unpopular choice counter conformity:** Unpopular choice counter conformity define as When consumer uniqueness can not be considered as his creativity and this also considered against the norms of their group but through this consumer able to create their social and self image. In the simple sense it means if any unpopular product may later gain social acceptance and because of this any customer gain their own social and self image considered as Unpopular choice counter conformity

For example Telephones in their initial stage were rejected by many of us but in the later half they got their social acceptance.

3. Avoidance of Similarity: The consumer must ignore the similarities in order to replace their existing product. Creativity as well as the social and self image are for the short period ,So consumer have to adopt new products in order to maintain or enhance their social and self image and in that process they have to monitor others in order to successfully able to avoid similarities of others.

CONSUMER MATERIALISM

Diamonds! What comes to your mind when you think about diamonds? There can be two possible responses from distinct consumers – those who are fond of them as they reflect the social class they belong to or those who think going on a family vacation is more worthy than spending money on diamonds.

HIGH END -The consumers in the first category are high on consumer materialism as they place more significance on the possession of material objects rather than gaining happiness from what they have. They think that in order to reflect their social status, basis of what they have possessed or acquired. they need to acquire material things. They try to find happiness in status objects. This type of people judge a person's success on the **For example:** People who give more importance to a new car in comparison to old friends.

LOW END – The second category of consumers who give less importance to material objects and more importance to the physical comforts and the people around them are low on consumer materialism. These types of people find joy and ebullience in the little things in life. They are content with what they have and what they achieve in life.

For example: People who are happy with a family dinner in a small, quiet restaurant than a five star hotel just because they get to spend time with their loved ones.



FIXATED CONSUMPTION

This is a widely possessed behavior by enthusiasts, hobbyists, etc. This type of behavior is seen in people who are passionate or enthusiastic about a particular category of objects. They can go to any lengths to add desired objects to their collections. They like displaying their products to their peers and are often involved with people who have similar interests as them.

HIGH END –The consumers who are high on fixated consumption leave no stone unturned in adding the preferable article to their respective collections. They are extremely passionate about their assemblages.

For example: Some people have a keen interest in collecting old coins. They can go to immeasurable lengths and can spend ungodly amount of money to acquire the coins that they wish to add to their collection.

LOW END – These consumers are also keen of gathering objects to add to their collection but they are not immensely passionate about it. They are usually not ready to go to unjustifiable lengths to get a hold of the object or the item that they have been eyeing.



COMPULSIVE CONSUMPTION

Compulsive consumption behaviour is not scarce in the consumers nowadays. This type of behaviour generates a need in the consumers to consume a particular product. Any class of consumers can inherit such tendencies. Compulsive buying is usually observed in people who lack self control and can go to infinite lengths to purchase or consume whatever they desire even if it results into inconvertible consequences.

HIGH END –The consumers who can no longer control their needs to buy or consume a particular product fall under the category of buyers who are high on compulsive consumption. This behavior ultimately leads to an addiction which needs to be controlled before it gets out of hand. For **example:** People who are shopaholics and cannot control their impulse to buy clothes, accessories, etc. even if it is adversely affecting their marital life.

LOW END –These consumers are still capable of administering their yearnings of buying whatever they desire whether or not it affects their personal life as well as their financial conditions. They can still be in charge of their wishes and can distinguish between what they want and what they need.

For example: People who save to satisfy their need for shopping and then purchase within their budget.



CONSUMER ETHNOCENTRISM

Ethnocentric consumers are those who view their group or peers to be superior to others. They are not very acceptable and open to new cultures or trends. They value their own view opinion too much in comparison to the people with different mind-sets. These types of consumers are not very

flexible to consuming the products of a country with a different culture than them. These consumers pose a threat to the businesses which are willing to expand their business globally as they are not in favor of purchasing their products.

HIGH END – These consumers are extremely rigid to any kind of change. They are tremendously loyal to their home country and are not ready to purchase goods from other countries at all costs.

For example: US consumers usually prefer consuming products manufactured in their home country.

LOW END – These consumers are comparatively flexible when it comes to consumption. They are open to give a fair chance to the foreign products. Moreover, they are also open to constructive feedback and criticism.

For example: Indian consumers are open to and acceptable of products manufactured in other countries as well.



VISUALIZER VS VERBALIZER

According to the Cognitive theory consumers can be classified into two categories while perceiving information, the first one is visualizer and the second is verbalizer.

Visualizers are the people who tend to gaze more on pictures than information text that means visualizers are the one who understands more from pictures and they rely less on text information.



For example: We can see in this advertisement Himalaya is showing that by using our shampoo you can also make your hair long (anti-hair fall), silky and shiny.

Verbalizers are just the opposite of Visualizers that means they rely more on information texts rather understanding the pictures.

NEED FOR COGNITION

Need for cognition refers to an individual's tendency to engage in and enjoy activities that require thinking. It means individual's interest in product related information. The need for cognition can be high or can be low.

In this example of TVS apache commercial we can see that the company is trying to capture the interest of people who have high need for cognition and this bike is targeted for the segment which is enthusiasts as its advertisement is clearly highlighting its performance.



Individuals who qualify the above criteria fall in the category of High need for Cognition while some customers or people are not really concerned about the product information and features they come under the category of low need for Cognition.

OPTIMUM STIMULATION LEVEL

OSL is a personality trait that tells us about the amount of novelty or complexity that individuals seek in their personal experience

Customers with high OSL tends to purchase new products in the market and are often come under the category of innovators.

On the other hand customers with low OSL often purchase products when they think it has been tested and successful in the market. They often come under late majority.

VARIETY-NOVELTY SEEKING:

This personality trait is similar to OSL but it measures the response of consumers to different varieties of product.



Customers with high variety-novelty seeking loves different varieties of products be it flavour, alternatives, etc.

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MEANS – END CHAIN ANALYSIS HELPING BETTER UNDERSTAND CONSUMER MOTIVATION

BY:RITWICK KUNDU



ABSTRACT:

Motivation of consumer is required to bring a specific action on buying process. This article focuses on mean and chain theory includes that from this theory marketers can understand the mind set, emotions in a better way. Describing the three parameters of means-end chain analysis. This helps the marketers to understand the end point of value chain that from where the consumer is actually buying the product. It makes marketers to aware about choice, behaviour of consumer and emotions in the product.

What is Means end chain analysis?

It is the process where consumers *thought and feeling* about a particular *brand and consumers behavior regarding it*. Mean end chain theory is a marketing technique where the researcher tries to investigate the mind of the customer in order to see degree of variation in consumer behavior. It is a combination of both qualitative and quantitative method to unrevealed need of the customers.



It is used to *bring the underlying emotions, consequences, and personal values* that drive consumer choice into the lime light, so, that a marketer can understand the customers mind set better. The result is a value chain *linking a product attribute to its functional, psychosocial and emotional consequences* respectively, to the underlying personal value. Means – end analysis is to *deploy and employ* the marketing *strategy and tactics* in order to identify the consumers need and to provide him or her with the best product which will fulfil his or her need also *matching consumer's personality*.

It is associative network between concrete and abstract product attributes, functional as well as psychosocial consequences linked with products use and, finally, consumers' instrumental and terminal values.



There are three parameters of Means – end chain analysis: -

1) Attributes

A feature which a product possesses can be thought of as being appealing to customers. Attributes can include properties like size, functionality, components that affect the product's acceptance in the market. Attributes can have only two possible ratings negative or positive that they can be acceptable or unacceptable, tangible or intangible, etc.

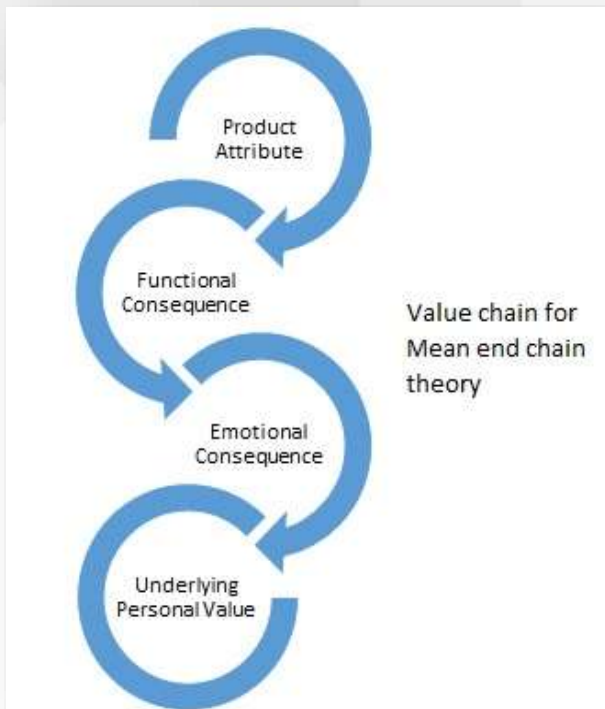
2) Consequence

This is of two types –

- (i) Psychosocial – What the brand does for us or say about us, i.e., Benefits and liabilities.
- (ii) Functional – Product helps us to fulfill our need and accomplish a goal or in simple words the practical usage of a particular product.

3) Value


It is the worth of the product in the eyes of the consumer. It leads to customer retention and reflects the company's worth, loyalty by their product to the consumer.



Attributes: "I like this car because it is convertible".

Consequences: "I feel young and free when I drive this convertible car".

Core values: "The feel of youth makes me feel attractive".



Laddering

Laddering means to connect product and brand attributes to the personal as well as social factors of customers. This can be done by directly interviewing the customer or the marketer can provide questionnaire to the customer, that he or she can fill the questionnaire, so, i.e., the marketer can understand the thought process and buying behaviour of the customer or consumers as the case may be.

It is to identify –

- What factors do you consider when you *decide* to purchase a product?
- Why it is *important* to you?
- What you *get* from it?



Conclusion

At the end to explain the topic in few lines, in my opinion the marketer should *identify that what are the tangible and intangible benefits* associated with the product for which the consumer finally purchase the product and also the marketer should understand the *circumstances* which leads to the purchase and at last marketer should also consider the end points of value chain that from *where the consumer is actually purchasing* the product, so, that marketer can understand the *factors which influence and trigger* the purchase cycle and can read the mind of the consumer, therefore, the marketer can check the critical points in this process. Marketer then could *reflect consumers thought, functions and emotions in the product*, so, *i.e., consumer ultimately purchase product of that particular brand.*

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PERSONALITY AS A SEGMENTATION VARIABLE

BY: Simran Singh



ABSTRACT:

This article describes about customer segmentation, as without segmentation marketers has to face problems. To sustain in long run marketers need to identify the consumer's specific personality traits. By segmenting into different personality it makes easier to marketers to link the product Personality and Brand Personality with the Consumer's Personality.

Customer segmentation is one of the most basic practices in the world of marketing. We have often seen marketers segmenting customers on fairly visible external parameters to tailor their marketing strategies targeting specific customers that can resonate with their existing products and for new innovations.

But **Psychographic segmentation** over Demographic and Geographic segmentation can bring a paradigm shift in analysing consumer behaviour. Let's suppose for a dessert parlour we can't just segment our target customers on the basis of "Age". A 23-year-old might prefer dessert but at the same time, another 23 years old might be avoiding sugar. So for in-depth segmentation marketers should prefer Psychographic segmentation more. This article focuses on one of the most important psychographic parameters and that is **PERSONALITY**.



PERSONALITY IS INNER ATTRIBUTES OF AN INDIVIDUAL THAT REFLECTS INDIVIDUAL'S BEHAVIOURAL RESPONSE TO THE ENVIRONMENT.

People often go for products that resonate with their personalities because personality is an internal parameter that sways an individual's choice for brand and product. Therefore the marketers must market their product in accordance with consumer's specific personality traits. Sanjiv Goenka's FMCG project that launched low-calorie baked snacks under the **Too Yumm brand**, chose fitness enthusiast **Virat Kohli** as their brand ambassador. Too Yumm wanted to break the myth that chips are a bad snacking option with the brand's latest healthy alternative: multigrain chips. Kohli is a strong adherent of eating right and staying fit which makes him the ideal choice and motivation behind his role as a brand ambassador.



There are various personality theories in the field of psychography which gives us an idea about various personality traits. For a marketer, ***Understanding the personality*** and ***measuring the personality*** are very important because they give qualitative as well as quantitative data. By measuring the personality, the whole population can be segmented into different personality and it would be easier for the marketers to link the **Product Personality** and **Brand Personality** with the **Consumer's Personality**.

Down below are two of the most famous personality tests:

1) THE BIG 5 PERSONALITY TRAITS OR OCEAN MODEL

This test measures 5 of our personality factors that psychologists believe are core to our psychological makeup. Scientifically, it's the most robust way to measure personality based on the scores. The test usually contains 60 questions which you can finish in 5-10 minutes. The 5 factors are depicted in the diagram below:



OPENNESS	EXTRAVERSION	AGREEABLENESS	NEUROTICISM	CONSCIENTIOUSNESS
Individual's openness to new experiences and ideas	How outgoing, active and social are you	How considerate, honest, tolerant and likable are you	How sensitive you are to stress and negative emotional triggers	How goal-directed, persistent, and organized an individual is

2) CATTELL'S 16PF PERSONALITY QUESTIONNAIRE

This test measures 16 personality dimensions based on hundreds of questions about everyday situations. It was developed by Raymond B Cattell and his Co-workers. The two diagrams attached below shows the 16 personality factors and describe the analysis of your scores.

16 Personality Factors



Cattell's 16 Factor Key

Factor	low score	high score
Warmth	cold, selfish	supportive, comforting
Intellect	instinctive, unstable	cerebral, analytical
Emotional Stability	irritable, moody	level headed, calm
Aggressiveness	modest, docile	controlling, tough
Liveliness	somber, restrained	wild, fun loving
Dutifulness	untraditional, rebellious	conforming, traditional
Social Assertiveness	shy, withdrawn	uninhibited, bold
Sensitivity	coarse, tough	touchy, soft
Paranoia	trusting, easy going	wary, suspicious
Abstractness	practical, regular	strange, imaginative
Introversion	open, friendly	private, quiet
Anxiety	confident, self assured	fearful, self-doubting
Openmindedness	closeminded, set-in-ways	curious, exploratory
Independence	outgoing, social	loner, craves solitude
Perfectionism	disorganized, messy	orderly, thorough
Tension	relaxed, cool	stressed, unsatisfied

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CONSUMER ATTITUDE

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UNDERSTANDING CONSUMERS' ATTITUDE
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CONSUMERS' BELIEFS ON MARKETING STIMULI

BY: NIKITA KALRA



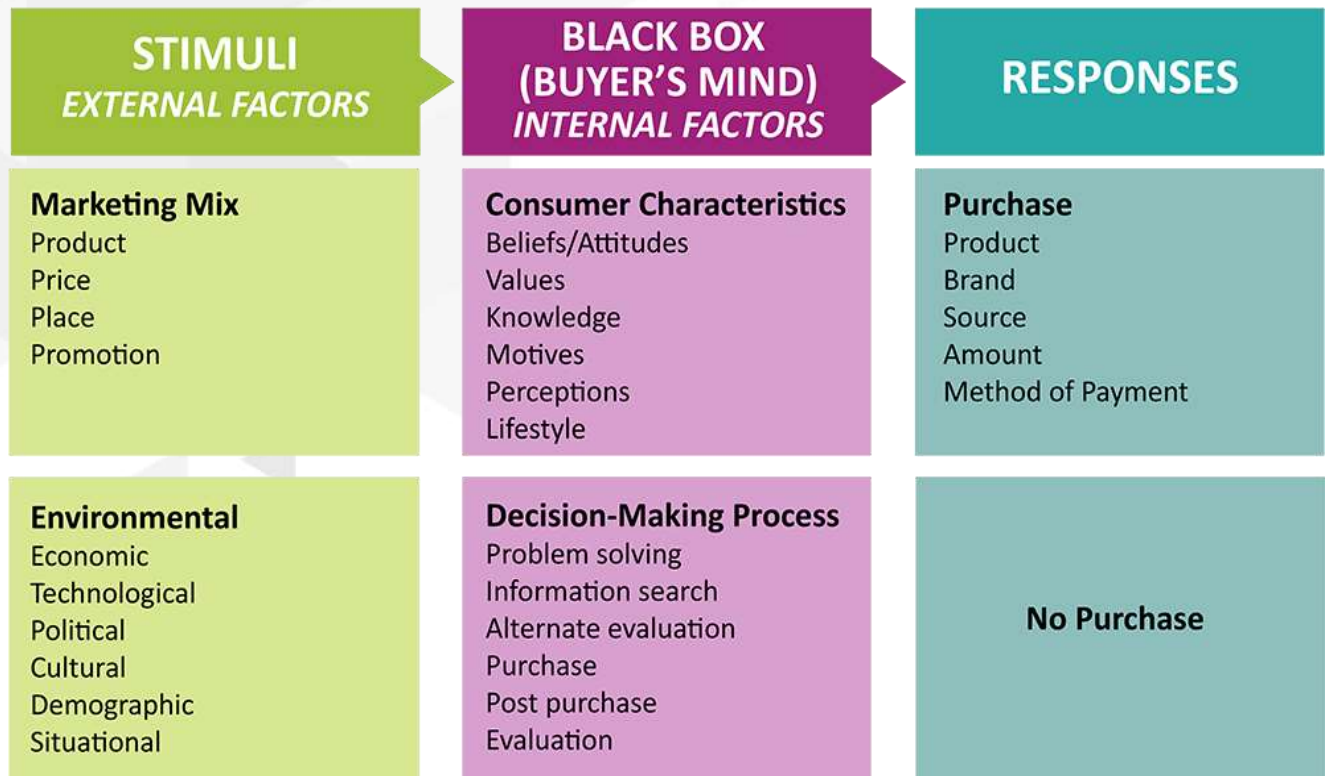
ABSTRACT:

The starting point to understand buyer behaviour is the stimulus-response model. Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decisions. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decision. A consumer's buying behaviour is influenced by cultural, social, and personal factors. Cultural factors exert the broadest and deepest influence. Culture is the fundamental determinant of a person's wants and behaviours. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationality religion, racial groups, and geographic region.

What is stimuli in consumer behavior?

When the consumer goes to make the purchase, **stimulus** is the process the buyer goes through. So before the buyer takes the final decision, it is the marketer's job to figure out what the consumer is thinking and thus encourage them to do the ultimate purchase. Let's understand consumer behavior through one of the model used by marketers to understand why consumers do or do not buy a product.

STIMULUS-RESPONSE MODEL OF BUYING BEHAVIOUR



This is one of the simplest types of consumer behavior model. The Environmental stimuli such as economic, technological etc. combine with marketing mix stimuli inside a consumers' mind (also called the black box). Here the consumers take the final purchasing decisions.

This black box can be considered as the region of consumer's brain that is responsible for their purchasing decisions.

Stimuli can be stirred or generated through many things which the marketer has to work upon and try to generate positive results. Not just the physical features of the product but consumers are influenced by a wide range of factors. Understanding of the factors is crucial to marketers because they are helpful in segmenting and positioning the products and in motivating consumers to buy. The factors influencing the consumer behavior are discussed below.

1. Culture, Sub-Culture and Social Class:

The most basic determinant of a person's wants and behavior is the culture. Its includes norms, learned values, rituals, and symbols of society. A child in a family gains a set of values, perceptions, behavior through his or her family. A child growing up in Hindu family will learn to touch the feet of his parents. Sub-culture is the more specific identification for the members of a culture or society.

Marketers need to keep in mind these sub-culture for designing their products. Social class are the homogeneous divisions in a society, whose members share same values, and behavior.

2. Social factors: Reference Groups, Family, Roles and Statuses

Philip Kotler defines it as, “A person’s reference group consists of groups that have a direct or indirect influence on the person’s attitudes or behavior.”

Family is a very important factor and plays a significant role in determining social behavior. Family’s involvement varies widely by product category and lifestyles.

Roles and Statuses define how a person carries activities in his life. People buys products that communicate their role and status in society. It is common to think that a CEO of a company wears high end brands and drives a BMW.



3. Personal factors: Age, Occupation, Economic Circumstances, Lifestyle, Personality and Self Concept

With the changing stages of a person’s life, the needs of the person changes too. Only a baby eats baby food. Marketers should pay close attention to changing life circumstances on consumption behavior. Occupation also has impact on the consumption pattern. A blue-collar worker will buy a corporate suit. Economic circumstances also decide the attitude of the consumers. Marketers should keep in mind the economic conditions of the consumers while making the decision. Consumer behavior can be analyzed by the personality traits variable. Different personality traits can be classified accurately and that strong correlations exist between brand choices.

4. Psychological Factors: Motivation, Beliefs and Attitudes, Learning and Perception.

Needs that arise from physiological states of discomfort such as need for recognition, esteem, or belonging. A belief is a thought that a consumer holds about something which maybe based on opinion, faith or knowledge.

Attitude resulting in favorable and unfavorable evaluations drives the marketer to have interest in the beliefs people carry in their heads.

Learning results in change in a person's behavior and attitude that is arising from experience of an individual.

These factors along with some other tangible and non-tangible factors are the major influencers for consumer behavior and a marketer after carefully studying each factor and then by using some consumer behavior models to persuade the consumers for final purchase.

ATTITUDE CHANGE STRATEGIES

BY: DHRITI MISHRA



ABSTRACT:

An attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object (e.g., a product category, a brand, a service, an advertisement, a Web site, or a retail establishment). Each property of this definition is critical to understanding why and how attitudes are relevant in consumer behavior and marketing. Of considerable importance in understanding the role of attitudes in consumer behavior is an appreciation of the structure and composition of an attitude. Four broad categories of attitude models have received attention: the tricomponent attitude model, multi-attribute attitude models, trying-to-consume attitude model, and attitude-toward-the-ad model.

Attitude is a feeling, it may be positive or negative, belief, or opinion. Attitude is a frame of mind or perspective towards something. Attitude change; reflects personal experience based on different situations. Change in attitude occurs, with the change in culture, education, experience, behaviour etc. When emotions or mental position of our mind is change according to some fact or situation, also includes our thoughts, beliefs, and ideas are changing called attitude change. Nowadays attitude change is a key strategy for marketers. As change in attitude of consumers, brings change in the intellect of marketers. The main aim of the marketers is to create positive attitude in consumer sense towards the product. As it's very difficult to change the attitude of customer for any product to convince them to replace with new product, as increase in competition has increased the challenges for market leaders. More threat for marketers to make positive attitude of consumer towards product. Market leaders attract consumer by providing special offers, discounts to them.

1) Changing the consumer's basic motivational function:

As consumer worth particular product of particular brand, but here strategy that change the consumer's attitude towards product or brand is to make particular needs eminent. This includes four functions: the utilitarian function, the ego-defensive function, the value-expressive function, and the knowledge function.

2) Utilitarian function: Consumers worth particular brand due to its utility. As they are already using that product or experienced that from past years.

3) The Ego-Defensive function: Attitude that protect our self respect or justify actions that make us feel convicted.

4) The Value-Expressive function: Attitude which is based on the consumers values, lifestyle and outlook. Type of positive expression or attitude they hold with themselves.

5) The Knowledge function: Consumers attitude that is based on the "need to know more", knowing more about product, getting more and more information about brand. So, this function of attitude helps in getting more understandable, clarifying as well as knowable. Prediction of consumer's behavior helps marketers to know about their perception about the product.



Changing attitude of consumers towards product :

Utilitarian Function says that consumers buy a product because it brings forth a specific advantage. For example: Apple is a company, giving consumers and their utilitarian function of attitude in many ways. Nowadays, consumers today identify that the product they are using must be to expectations of others in society. While with Apple, everyone knows about their products, its brand name and fame, and innovation have created a consumer culture and expectation in society. Apple is providing such a high utilitarian attitude towards consumers, brand loyalty, customer satisfaction. As above shows the positive attitude of consumers towards a brand (APPLE)



1) **The Knowledge function** says that consumers have a strong need to know and understand the people and things with which they come into contact. Consumers attitude that is based on the “need to know more”, knowing more about product, getting more and more information about brand. For example: For an Apple product user, if apple launches a new product in a market, he/she will definitely prefer to buy that product because they have knowledge about apple products, can make decision to buy that product without any doubt as they trust their quality based off the other products.

Above two attitude functions have different strategies to change the attitude of an individual, how same product has the change the attitude of consumer to buy the product. Another example of Knowledge function :- How a negative attitude comes in a mind of consumer with the knowledge function of attitude for example: individual needs new tires for car because tires on it now do not perform well and are cheap, so he is looking for other better brand to purchase new tires for his car. Buying cheaper tires from local brands, will be disqualified earlier.

2) Associating the Product With a Special Group, Event or Cause:

Attitudes are related to part of particular groups, events which are social or causes. Attitudes can be altered towards companies, their products, services and brands by focusing on the special social groups, events or causes. For example: Ronald McDonald's House helping ill children and their families to survive when they are in critical situations or in struggle. This charity, helping poor families, giving them a chance to live their life. So this changes the perspective of the company from negative to positive.



3) Resolving two conflict attitudes:

Attitude change strategies can sometimes be determined by resolving actual or potential conflict between two attitudes. Suppose if consumers were made to see that their negative attitude towards a product, specific brand and they do not have any conflict, this thus makes consumers to change their perception of the product. For example: Organic cotton production does not use genetically modified seeds. But as it is grown up without using harmful pesticides, chemicals and synthetic fertilizers.



4) **Altering components of the multi-attribute model:** This model involve changing the valuation of products attributes, as consumer's overall attitude, changing the overall brand opinion, interpretation , brand rating is also changed or adding an attribute to a product. This model has changed the aspect of the consumer regarding the product or brand. For example: Burger king cannot compete with McDonald's in operational excellence, as burger king is highly effective and mass-producing standardized hamburger.



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COGNITIVE DISSONANCE

BY: SONALI SUNDRIYAL



ABSTRACT:

Cognitive dissonance occurs when tension arises between a person's attitudes or beliefs and a decision that contradicts those pre-existing modes of thinking. The psychological phenomenon also occurs when a person chooses between two equally attractive or equally unappealing options. Cognitive dissonance can occur across multiple product lines as well as a competitor's products. Marketers work to combat dissonance by providing consumers with ways of narrowing down product choices and separating products from the competition. Advertising and promotional campaigns can help raise consumer confidence about making product purchases and reduce the chances of buyer's remorse that may cause consumers to return products in favor of those offered by the competition..

Human beings have a tendency to seek consistency in their perceptions and beliefs. Cognitive dissonance is used to explain the feeling of discomfort that arises when a person holds conflicting beliefs. When there is a conflict between the beliefs and perceptions, humans tend to find a middle ground to ease the discomfort by reducing dissonance. People then tend to find a bias that can ease the psychological discomfort by arriving to a convenient, often irrational, middle ground that could bring about consistency in their chain of thought.

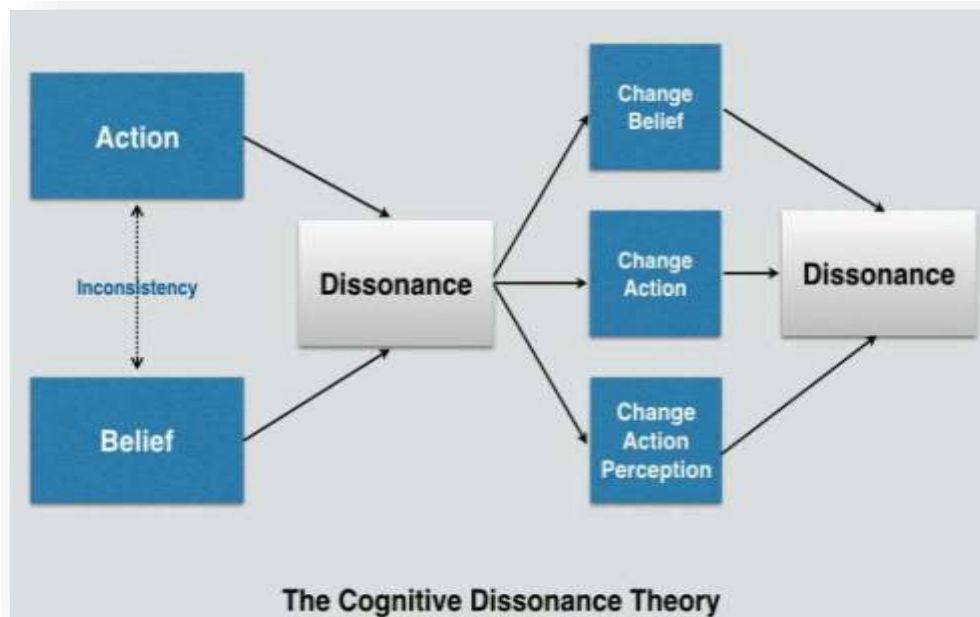
For example:

Suppose you have an attitude that you like to save money. When you look at an expensive smartphone and the first impression would be that it requires too much of money and you like saving money. While you understand that saving money is good and at the same time you like the smartphone, there is a sense of discomfort about buying the smartphone. Let's say you went ahead and bought the smartphone, and to ease the psychological discomfort of high price tag you come up with a thought that you are sometimes a little spontaneous with money and high purchase.

This new chain of thought, hence is not totally against your nature and still lets you buy the smartphone. This is the dissonance comfort easing you have naturally done on a psychological level to maintain the consistency in your beliefs and perceptions.

Dissonance arises in three ways:

- Any logical inconsistency can create dissonance.
- Dissonance is created when there is a difference between beliefs and perceptions of the human and his actions are not in consistency with them. That means that when a person does something which is not in consistency with his strongly held beliefs.
- Dissonance also occurs when very strongly held beliefs and perceptions are challenged. This observably creates a lot of discomfort in the human being.



Use of Cognitive Dissonance by marketers

Marketers often use various marketing strategies to exploit the use of the cognitive dissonance concept. The marketing strategy using cognitive dissonance may require a customer to be subjected to two conflicting views by buying a product, especially if the reconciliation of opposing views protects or enhances the consumer's self-image. This can be easily understood by an example of automobile purchase:

Let's say you are a technologically driven person and you went to a high-end automobile dealership. The sales person there shows you various models of cars and emphasizes that "most people are not sophisticated enough to buy such tech savvy cars". On one hand you will feel the resistance not to buy the car due to a premium price tag and at the same time not buying that car would make you feel unsophisticated.

Hence most people will go with the sales pitch and buy the car to avoid being viewed as unsophisticated. This exploitation of the concept of cognitive dissonance is very often used by marketers to make the marketing campaigns more effective and hard hitting.

Generalization of the use of cognitive dissonance by marketers

Most marketing strategies that employ cognitive dissonance in the service of selling a product **rely on our desire to be perceived favorably**.

For example: As sophisticated, hip, knowledgeable or affluent. This is true for almost everything that is marketed from mass produce to niche and ultra-niche products, from FMCG to insurance policies, from medicines to alcohol and cigarettes.

The more the strategies are perfected through test and pilot marketing projects the more effective is the use of such strategies. It is evidently clear that use of cognitive dissonance is not limited just to products which promote health or technology; they are equally effective, if not more, in boosting the sale of products such as cigarettes and alcohol.

Let's take the example of cigarettes: Marlboro cigarettes manufactured by Phillip Morris International have from its inception since 1920 "pushed the sales by marketing smoking as hip and cool". During 1960s the brand positioned smoking as healthy when early medical evidence hinted towards a link between smoking and cancer.

Although people understand that smoking is highly injurious to health and causes cancer, but by "establishing that to smoke is socially acceptable and a likable factor among peers" drew people towards smoking. This was done by showing ads where rich people were smoking, or establishing that smoking was a 'manly trait'. In 1924 Marlboro's tagline was "**Mild as May.**" The brand sold filtered cigarettes and those were seen as universally feminine. Marlboro's early ads featured up class and sophisticated women endorsing cigarettes. This is a good example of cognitive dissonance.

Using various media channels, celebrities were excessively used to advocate the smoking of cigarettes. The consumers were consciously and subconsciously aware that cigarettes were very bad for their health and smoking them induces a forced habitual nature as well as addiction. A conflict or dissonance existed and it was shrewdly capitalized by marketers. Hence it becomes easy to say that cognitive dissonance or internal conflict already existing or artificially created can be capitalized by marketers to gain more share, popularity and increase sales.

Limitations to the use cognitive dissonance

The strategies pertaining to cognitive dissonance work within limits.

The first limitation would be that it requires a very skilled marketing campaign or a team to explore, research, design and implement such strategies, any gap in the same would likely cause the brand and product a lot of harm.

It could be understood that the stronger the consumer's view that the advertising potentially opposes, the better the strategy can work. But if the gap in the same is too much, the consumer will altogether reject the product and the marketing campaign. This could bring the product a lot of bad light and could potentially destroy the brand image.

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IMPORTANCE OF THE ATTITUDE FUNCTIONS IN CONSUMER ATTITUDE FORMATION AND CHANGE

BY: ADITI TYAGI



ABSTRACT:

Consumer attitude can be better explained by understanding the nature and characteristics of attitude. Attitudes are composed of three components, viz, a knowledge or cognitive component, a feeling and affect component and a behavioral and conative component. In terms of consumer learning, the attitude would express a consumer's feeling of like or dislike about a product or service offering and the marketing mix. The knowledge component is reflected in the learned knowledge that a consumer obtains from his interaction with others as well as his own experiences. In terms of consumer behavior, an attitude is reflective of a consistent favorable or unfavorable feeling that a consumer or a prospect forms as a result of an evaluation about an object; the object being, a product/service offering, brand, price, store and dealer, salesperson, advertisement, promotion etc. As Schiffman puts it, it is "a learned predisposition to behave in a consistently favorable or unfavorable way based on feelings and opinions that result from an evaluation of knowledge about the object".

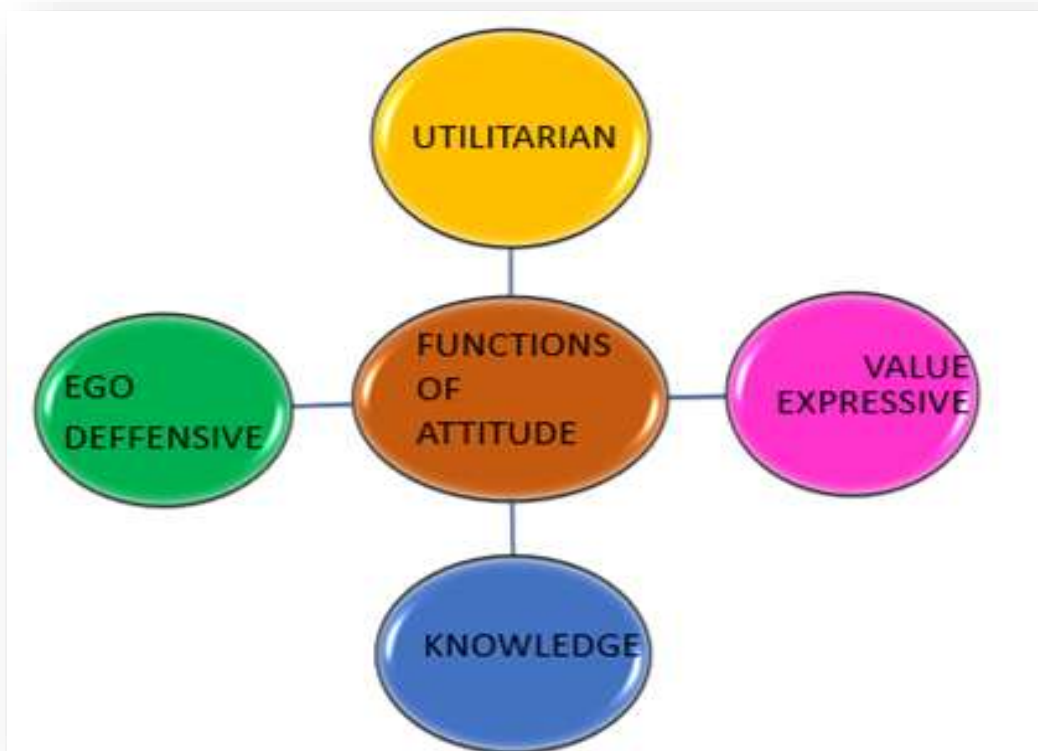
Attitude is the general evaluation of a person regarding any object which can be favorable or unfavorable. It depends upon the belief, learning, knowledge and the environment of a person i.e. how he/she is directed towards something. In terms of consumer behavior, consumer attitude is the expression of Inner feeling towards the product or service offering and the offer in the form of marketing mix.

For example, a consumer attitude towards the Kellogg's Brand is different as compared to its competitor Bagrry's. Since, Kellogg's is a well-established brand, therefore, consumers are much more loyal towards it as compared to its competitor Bagrry's where the promoter has to pitch the customers to sell the products as it is not known to many buyers.

So, for every marketer it is important to know about the consumer attitude towards their brand because a marketer plays a crucial role in influencing the consumer attitude by creating a positive impact in the minds of consumers to attract them as compared to competitor products.

The Tri-component model of Attitude is fairly simple framework which helps us understand the anatomy of the consumer attitude. According to this model, attitude is the net outcome of a consumer's beliefs, the emotional connect of liking or disliking and the intention towards the marketing object. In this article, I limit my focus on the motivational functions of the attitude which marketers can use to form or modify the Affect component (liking or disliking), and thereby the ultimate Consumer Attitude.

The four functions that attitude serves are as follow:



1) Utilitarian function– There are certain products and services which consumer purchase because of their utility or practical uses that are based on the needs of the consumers. If a product provides a rewarding outcome or experience through its benefits then the consumers form a positive attitude towards that product.

2) Ego-Defensive function- It is an attitude which the consumers form to protect their self-esteem or self-image from their inner feeling of doubt. Therefore, if there is a mismatch between the consumer self-image and the product image then it leads to formation of negative attitude because consumers want to replace their insecurities with a sense of certainty and personal confidence.

3) Value-expressive function- The Value -expressive function serves the formation of affect when the consumption of a product helps the consumers in expressing their values, ethics or principles to others. It reflects a consumer's personality and the self-concept. So, a positive attitude can be formed if the product or service expresses a consumer's values or standards and self-image.

4) Knowledge function – knowledge as a function of attitude helps an individual in understanding the environment by organizing and structuring the experience. If a consumer thinks positive about a brand, knowledge helps in reestablish his/her opinion and makes decision making simpler as well as faster. Attitude helps in simplifying the decision-making process.

The marketer, as a matter of choice, has all the four functions to deploy for development of consumer attitude. Depending upon the target customer profile, situational factors or competitive positioning, marketer can creatively utilize equally well any one of these functions. I am trying to demonstrate this by selecting one product as an example and then applying all the four functions as alternatives to form the affect component of attitude.



***Example product -
CLOSE UP
TOOTHPASTE***

1. **Utilitarian function:** Close up toothpaste protect the teeth and gums against bacteria build up and bad breath. It also helps teeth to feel stronger.
2. **Ego-defensive function:** Close up toothpaste prevents bad breath as it has lasting freshness with sensational flavors which increases the confidence while being with friends.
3. **Value-expressive function:** Close up helps the consumers take care of oral hygiene of themselves and their dear ones in family and friends. This helps them to like the product for helping them live up to their expectations of values of social wellbeing and family care.
4. **Knowledge function:** The Company helps consumers in enhancing their knowledge on oral hygiene that the Close up contains fluoride content so, it protects the teeth by restoring tooth enamel and its cinnamon flavor also prevents burning which result in giving up to 12 hours of fresh breath.

It can thus be concluded that consumer attitudes take into account the motivational function of attitudes for forming or modifying its Affect component. The marketers have a choice of selecting any of the four functions to manage consumer attitudes.

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MULTI ATTRIBUTE MODELS AND THEIR APPLICATION IN MARKETING

BY: JESWIN VARGHESE



ABSTRACT:

A brand's ability to measure consumer attitudes provides a very helpful insight into what is driving consumer behavior. Generally a consumer's attitude towards the various brands in the marketplace has a significant influence over their purchase **MULTI ATTRIBUTE MODELS AND THEIR APPLICATION IN MARKETING** and word-of-mouth actions. Positive attitudes will lead to positive behavior. But attitudes are quite complex and have been formed possibly over many years of the consumer's journey – based upon various brand exposures (touch-points), media and word-of-mouth communication, and possibly direct purchasing experience. As suggested by the name, this model breaks down the consumer's overall attitude (that is, view of each brand) into smaller components. These components are the individual product features, functions and perceived benefits – which are collectively known as product attributes.

Multi-Attitude Models represents the most important and relevantly noticeable beliefs one person has in terms of a particular object. The beliefs include the attributes, benefits and features of the product which affect the consumers' preference on whether to buy the product/ service or not.

Fischbein's Attitude-toward-an-Object Model

This model is based on the features of the object and the level of importance these features hold for any individual consumer. This model is also known as ***Theory of Reasoned Action***. This model studies how various attributes affect the purchasing behavior of a consumer.

For Example: A consumer will look on some important attributes/characteristics before making the purchase of a car. Some of those attributes are:



- Design of the Car
- Maintenance Cost
- Fuel efficiency etc.

There are various factors that affect the beliefs of a consumer regarding an object:

- Peer Pressure
- Marketing
- Public Relations
- Learning
- Self-Concept & Lifestyle

The mathematical formulation of this attribute model by Fischbein is as follows: $A_o = \sum B_i E_i$

where: A_o depicts the overall attitude toward object o

B_i depicts the strength of the belief that object o has some particular attribute i

E_i depicts the evaluation of the goodness or badness of attribute I

The evaluation of the attribute is done by assigning weights to each attribute.

Let's take Chips as product and analyze the consumer preference using

Fischbein's Attitude-toward-an-Object-Model



Perceived Attribute	Importance assigned to each attribute (Values range from 1- 5)	Beliefs about each brand of Chips –Numerical Rating (1-10) multiplied by weights(1-5)		
		Lays	Doritos	Bingo
Taste	5	x 9 =45	x 7 = 35	x 8 = 40
Packaging	3	x 8 = 24	x 9 = 27	x 7 = 21
Quantity	4	x 6 =24	x 7 = 28	x 8 = 32
Brand Image	4	x 9 = 36	x 9 = 36	x 7 = 28
		129	126	121

Consumer attitude towards product attributes brand chips *Lays, Doritos and Bingo* showed a positive attitude, where the overall score from all three brands is positive. The result of consumer ratings of Lays brand has a higher valuation than the other two brands. This comparison could mean that consumers prefer Lays to Doritos and Bingo because consumers evaluate that product attributes Lays brand is better than on the attributes of Doritos and Bingo.

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UNDERSTANDING CONSUMERS' ATTITUDE CHARACTERISTICS

BY: SAGRIKA SINGH



ABSTRACT:

Consumer attitudes is a composite of three elements: cognitive information, affective information, and information concerning a consumer's past behavior and future intentions. In other words, attitude consists of thoughts or beliefs, feelings, and behaviors or intentions towards a particular thing, which in this case is usually a good or service. As we, all know that an individual with a positive attitude is more likely to buy a product and this results in the possibility of liking or disliking a product. Consumer attitude basically comprises of beliefs towards, feelings towards and behavioral intentions towards some objects. Belief plays a vital role for consumers because, it can be either positive or negative towards an object though human beliefs are not accurate and can change according to situations. Behavioral intentions show the plans of consumers with respect to the products. This is sometimes a logical result of beliefs or feelings, but not always.

I always wondered as to why some people feel so strongly good about a debatable consumption like smoking or drinking, while on the contrary there are many who very strongly dislike the same. I got the answer when I analyzed these behavior linked to the individuals' attitude. Attitude is basically how a person is predisposed to behave in a positive or negative manner with respect to a given object. It can be described as a tendency to react in a favorable or unfavorable manner to an object. Let's talk about Consumer attitude so it is a favorable or unfavorable perception that a consumer forms after evaluating a good or service, brand, store, salesperson, promotion, prices etc. Why do consumers do so is aptly explained by the famous ABC of Tri-component model of attitude.

ABC Model of Attitude

Attitude has three components which are Affective, Behavioral and Cognitive.

- **Affective** Component is the *feeling* of a consumer towards a product. It could be liking or disliking for a product.
- **Behavioral** component is the *intention* to do something with respect to the product.
- **Cognitive** component is the *belief* a consumer has for a particular product.

What it means when applied to my opening paragraph here on smoking or drinking, that the individual has a Positive Attitude towards smoking if he/she believes that smoking somehow benefits him or her (say – relaxing stress, focus on thoughts, etc.), and he/she has a liking to smoke-rings, and has no inhibition to buy and consume it whenever he or she feels lie doing it.

Since consumer attitude significantly influence their behavior, it is worth discussing the major characteristics of Attitude based on the above three components and their impact on consumer behavior.

1. **Attitude has direction:** Based on Affective component Attitude lead to liking, disliking or neutral towards the object. For example Mr. A likes Hyundai Venue because its overall look and design suits his personality.



2. **Attitudes are a learned predisposition.** In the above example Mr. A has a *belief* that this car is best as it is a compact SUV loaded with advanced features in this segment and has also been awarded the Indian Car of the Year Award 2020.

3. **Attitude can be observed by Behavioral Component only.** Though not impossible, but it is difficult to measure the affective and cognitive components of attitude. The attitude scales focus on the measurement of

consumers' intention to behave in a specific manner. In the above example if Mr. A wants to buy Hyundai Venue and visits Hyundai Showroom for the same, it indicates a level of intention component.



4. Attitudes have consistency. Tina buys Maggi noodles whenever she goes to a supermarket and does not spend time in evaluating different options which are available in the market. What it means that a consumer will demonstrate a consistent attitude towards the product as long as some deliberate influence does not work on their belief, liking/disliking or reasons to shift intention.

5. Attitudes can be changed. Probably the most important aspect of attitude is that marketers can change the consumers' attitude in their favor by providing different or additional knowledge on various aspects of their offering, and emotionally triggering the affect system and persuading the consumers to act with a suitable incentive.

Attitude of Tina towards Maggi may be changed if she somehow learns that people are suffering from heart problems, obesity and are shifting to healthier sources like oats. No doubt, it is clear that consumers' attitude is a major influence on their buying decisions, and we marketers have to have a deeper understanding of the components of attitudes and their characteristics to be able to form or modify their attitude in our favor.

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CONSUMERS' SELF CONCEPT

HELPING CONSUMERS BRIDGE THEIR SELF- CONCEPT GAPS WITH IMPRESSION MANAGEMENT

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SELF - ESTEEM

HELPING CONSUMERS' BUILD THEIR SELF- CONCEPT GAPS WITH IMPRESSION MANAGEMENT

BY: ADITYA DHAKA



ABSTRACT:

In this article we will study about Impression management, the way a person influences another person by interpreting person, place, thing by altering or controlling the information they receive. This can be use in self – presentation, here people aimed to develop a favorable image of themselves in the eyes of others and try to achieve this goal by altering their external appearance from body language to their behavior, etc. in order to achieve favors, flattery, association, conformity, apologies, excuse, self – promotion. E.g.- Politicians adapt this marketing technique in front of public before every election, etc..

What is impression management?

Impression management also called self-presentation, is a process by which people control and steer how they perceived by others. People aim and try to develop a favourable image of themselves in the eyes of others. It can be both a conscious and sub-conscious process that involves several influential factors and information that can steer the opinion of others about a person on both personal and social levels. In most cases, people who try to make their impression favourable are trying to align other people's perception with their goals and which they try to achieve through –

- Body language
- Dress, make-up, and hairstyles
- Behaviours and manners.

People attempt to control and steer how others perceive them is depicted through the range of products they use like their clothes or maybe the phones they use. For example, a person who is in the position of leader aims to be respected and to uphold his impression; the person wears an inquisitive tailored suit, carries a good looking leather bag, and behaves professionally.

The professional clothing and the gracious manner in which the person conveys him or herself plays a significant role in the impression management process.

People are motivated to control how others perceived them or will perceive them and when they are certain that their public images are relevant to the completion of the desired goal, the goal for which their impressions are relevant and a difference exists between how they want to be perceived and how they are being perceived by others.

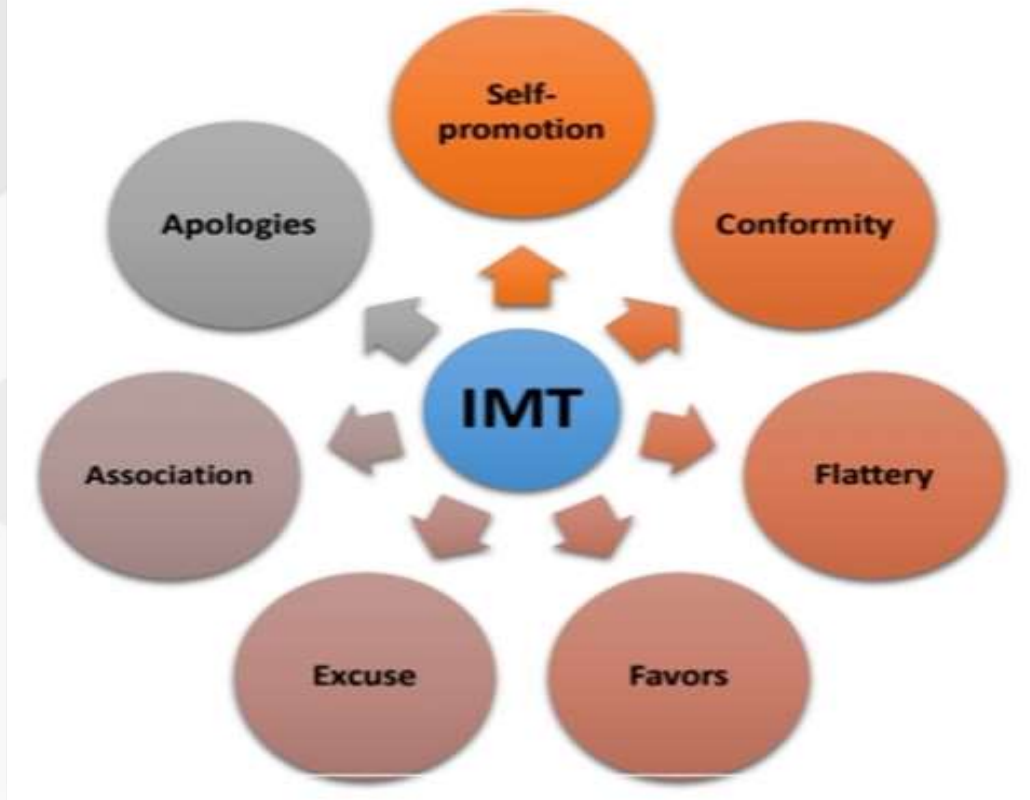
Let's take an example of impression management here, at college placements, students are motivated and would want to showcase them in the best possible way because company recruiters watching them. Any student would be well-dressed in good looking formal suits, carrying folders, well-groomed, polished shoes, clean, with a big smile on their faces even if they are nervous about it and want to show their knowledge and skills. Their main goal would make a favourable image about themselves in the eyes of recruiters in a way that maximizes their chances of being selected for the job. Why we do it?

There are two main motives: the instrumental and the expressive.

The instrumental motive includes the desire for increased self-image, self-respect or self-esteem. As I said earlier people feel motivated when they get something back from others some rewards like appreciation or recognition. They become motivated because they were trying to make a favourable self-image of themselves in the eyes of others and get success. For example, if a sales representative shares with the customer that he/she uses a same particular product like hair oil or shampoo and goes on to explain how it has helped his/her hair, the reason for encouraging this sale might be his/her desire for an incentive or a promotion. Maybe that is why he/she has been trying many products lately and praising them to customers.

When people feel like they need to revamp themselves or change how they have been perceived by others? Maybe when they were growing up, their parents, friends, and society want them to dress, speak or act in a certain way. Many people become aware of how they are viewed and want to change that view of them it is because when they think others can't define them. An expressive motive comes down to when people want to be the in-charge of one's behaviour and individuality. It can come from a response to social norms, expectations or restrictions.

Impression Management Strategies –



1. Self-promotion – Showing off one’s best qualities, down toning one’s deficiencies, and calling attention to one’s achievements.

Example: A salesperson tells his customer, “Sir/Mam the other shop is not good, they don’t even provide after-sales service and the quality of their product is very cheap. We outsource our materials from international markets and they are one of the best in quality.”

2. Apologies – Acknowledging responsibility or confessing for an undesirable event and seeking to get a pardon for his/her actions.

Example: Marketer to the customer, “Sir/Mam, I’m apologetic for late delivery, I know you called us yesterday but we are short on staff. I am sorry again but I assure you now that it’ll be delivered by today evening.”

3. Association – Improving or protecting one’s image by handling information about people and things with which one is associated.

Example: A salesperson says to the customer, “What a short world we live in. I remember you, sir, we both met on our Rishikesh holiday trip and we both shared a 6hour journey, it was fun.”

4. Excuse – Useless explanations of an event intended to minimize the bad impacts of the predicament.

Examples: Sales team to their customer, “Sorry to hear this mam that your query hasn’t resolved yet but the problem was from your end because your husband said something else and you are saying something else, so it is difficult for us to comprehend and also you called at an inappropriate time.”

5. Favours – Doing something good for someone to gain that person’s consent.

Example: Salesperson to a client, “I’ve got the best offer only for you Sir, if you can buy two more things from me, I can help you getting a discount on your total purchase.”

6. Flattery – Flattering others about their intrinsic worth to make them appear likable.

Example: Sales trainee to a customer, “Sir, this car just matches your bold and masculine personality. Also with the body like yours, it suits you. I must say this car will look more appealing if you drive it.”

7. Conformity – Agreeing with someone else’s views or thought or pains or faults to gain his or her consent.

Example: A marketer tells his customer, “You are right Sir, this bike should have Metzeler tyres rather than normal tyres, I agree with you, it will increase its grip on the road and will also look sportier than it is. If you buy it, Sir, for you I will get the tyre changed to Metzeler.

Managing impressions in business

The most common type of impression management in business is the presentation of services and commodities, i.e., advertising. Advertising is the business of seeking consumers’ attention to a product and encouraging them to buy it.

Every business in the world, if it aims to bloom, market its products in the best possible way. Sales and marketing experts only want the consumer to focus on the favourable, desirable and attractive side of their products.

If I sell cola, for example, I focus on its delicious taste and appealing look and how your friends will like it. I am not going to focus on how cola can make people obese and ruin their teeth.

Managing impressions signifies a major part of marketers and advertisers. Their goal is to create favourable impressions in the consumer's mind, i.e., make people like their products. Above all, they want these impressions to lift their company's cash figures. Not only they do create impressions, but they also manage them.



In the above ad, a company is using the conformity impression management technique. Where they are trying to show that they understand the pain of both husband & wife and trying to create a win-win situation for both. By providing a product that can be a single solution to the problem of a couple, the advertiser is trying to gain consumers' consent or agreement for the use of their product. Conclusion Impression management is a strategy that focuses on refining a person's image in the eyes of others. Impression management presents positive and favourable images to the public, inspiring a positive result. Impression management is a common process that involves social and cultural implications. The social implications of impression management have a very

thin line between their positive and negative aspects. The cultural repercussions of impression management define the importance of cultural traditions, standards, and ways of life. The skin and hair, as well as, the clothing and smell people choose to wear, are all chunks of the impression management process. The spiritual implications include both the social and cultural implications to complete the impression management process. The social, cultural, and spiritual implications are all deep-rooted components of impression management although they change from person to person and from culture to culture.

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EXTENDED SELF CONCEPT

BY: DIKSHA CHABBRA



ABSTRACT:

In this article we study about Extended self marketing concept where a product or a thing becomes a part of personal well being and it gets attached to the consumers emotions, sentiments, later becoming the part of one's personality here the consumer sees themselves from the eyes or view of point of the other person that from micro to macro level, that is, individual level, family level, community level and group level. Consumer know that he or she is good but they want to be better.

What is self concept or self image?

Each individual has a specific perception and image of himself or herself as a certain kind of person having certain personality traits, habits, possessions, behavior, etc. These self concepts or images are closely linked to the personality of the products or services patronized by them. This means that individuals tend to purchase goods or services, which according to them are aligned to their self image. Each individual has a unique self image based on his or her background and experience, and knowledge gained from various persons over a period of time.



“Oh yes! I am Good and I can be Better.”

Why is it important for marketers?

Consumers prefer those products and services which match their personal images. Thus, knowledge of the various types of self images of consumers will help marketers formulate marketing strategy programmes. Marketers try to create product images that are consistent with the self concept of their target market. For instance, the marketers can work on market segmentation programmes on the basis of the relevant consumer self image and then position their products or services to match the consumers' social status and lifestyle, in various product categories.

There are a variety of self concepts. However, in this article, my focus is only on extended self concept.

What is extended self?

The extended self is the combination of self and possessions. It can be defined as self formed by the external objects with which one surrounds oneself. External objects become a part of self when one is able to exercise power or have control over them, just as one might control his arms or legs. Greater the control we exercise, greater should be the connection between the object and self. Many material objects can help to make a person's identity. Loss of self is experienced when these objects are stolen.

The four levels of extended self are as follows:-

Individual Level

Family Level

Community Level

Group Level

1. Individual level: It comprises of personal possessions like clothing, accessories, car, etc. If someone wants to show that he is a fashionable person, he'll buy fashionable garments to portray his self concept. If someone is technology driven, he'll purchase things which show his interest in technology. For example, Reebok's sport shoes are meant for people who want fitness enthusiasts. These shoes become a part of their extended self.

2. Family level It includes a consumer's residence and its furnishings. The type of house we live in and its furnishings reflect our personality and status. For example, Asian Paint's tagline "Har ghar kuch kehta hai" tries to target the extended self of individuals.

3. Community level: It is the neighborhood, town or city where the consumer lives. A person is known by where he lives. The image of one's locality gets attached with his self. For example, Housing.com's recent TVC claims that they assist you in finding your best home.

4. Group level: Attachments to certain social or other groups can be considered a part of self. There are many bodies which encourage you to become their members or get associated with them. For example, country club's billionaire card offers lifetime membership and promises to fill your life with happiness.

In my opinion, marketers have countless opportunities for almost any product that can be 'positioned' to address the need of the consumers to 'extend' their ever-growing self-concepts. All that matters is if we can make our product as part of consumer's self as any of the four levels of extensions as mentioned herein before

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HOW FANTASY APPEALS OF SELF-CONCEPT CAN BE USED WHILE MARKETING PRODUCTS

BY: KALYANI KOHLI



ABSTRACT:

In this article we will find out the answer to a common question that is “Who am I?” from a marketers point of view. Consumers here will see two types of his or her image namely – Self image (what the consumer thinks of himself or herself) and Ideal self (what he or her want to be, in order to show an imaginary world full of fantasies just by taking the consumer into confidence by feeding in his or her mind that their product can change their real world into the desired or ideal world, which every consumer wants to have, e.g., buy a king size bed and become a king, etc.).

What is a fantasy?

A fantasy is any mental image or images that we create in our minds. We usually imagine ourselves in very preferred and unlikely situations like flowing in a chocolate river, living in a house made of cheese, being filthy rich, or of being surrounded by people and be desired by them.



Each individual has her/his own fantasies. They may differ with one's dreams, lifestyles, popularity, wealth and happiness. Fantasy is a getaway from reality, and is often a way of soothing one's stress and worries.

Fantasising is a healthy way of empowering one's imagination. For, one can imagine oneself in any, desirable or undesirable situation. Of course, just like every other emotion, fantasies can be negative (or unpreferable) too. Mentally preparing oneself for an argument that may never take place, or imagining situations that makes one sad are examples of fantasies that one never wishes to face in reality. But others, can we really wait for those to happen?



Self-Concept:

Self-Concept is an idea about oneself that one creates by the opinion of self and others. It is the information that one has about oneself and how one perceives oneself in the presence and absence of others.



A self-concept is a collection of beliefs that answers questions like: Who am I? How do the people around see me? How do I behave? How do I look? Am I good at my work? All these questions are covering either one or many aspects of one's life. It may either be positive or negative. Some women may consider themselves to be pretty, while other might think of them as average or less. Similarly, some men think themselves to be well in shape, while others may think they are less attractive in terms of physique.



Many people may consider themselves to be happy in any relationship, while others may feel they are compromising something. It is all in one's mind. Self-concept directly affects one's self esteem, as one's thoughts about oneself affects his/her confidence, mental health and attitude, which brings about a change in the behaviour as well.

How can fantasy appeals be used while marketing (using the self-concept)?

Self-concept is one's beliefs about oneself and fantasies are what a person would like to be (or not like to be).

Imagine, sitting in a comfortable king-sized bed in your beach-facing villa on a Sunday morning, sipping on some hot coffee when your dog comes and greets you. This imagination will suddenly bring a sense of relaxation in one's mind. What can this, as a scenario for an advertisement, be for? King-sized bed? Beach facing villa? Coffee? Or dog food?

Usually, one fantasises for things one doesn't have, and these are desires that one may not possess for any reason. A marketer's job, in this case, is to arouse that need (or desire) and strengthen it by showing a visual of this need, and influence the customer to buy the product.

Many companies have been selling burgers, deodorants, air fresheners and even something as small as a pen using fantasy appeals, let alone properties, luxury cars or mutual funds.

Everyone fantasises. Everyone dreams. Everyone desires. But, it is the job of the marketer to arouse this need and satisfy the customer through this visual in such magnitude that the customer is driven to go and buy the product.

SELF- CONCEPT WITH CONSUMERS' BODY & BODY PARTS

BY: SAHIL



ABSTRACT:

In this article you will study about the belief of an individual on his or her personality traits, self worth, abilities, values along with his or her physical appearances. A marketer understands this concept so that, he or she can understand that a consumer buy a product only if they found that the product suits them and at the same time support their personality in order to achieve the ideal image, which a consumer desire to achieve. e.g. – beauty products like fairness creams or fittest products, etc..

Self-concept is the sum total of an individual's belief about his personality traits, abilities, values along with physical appearance. Self-concept is dynamic in nature , it keeps on changing with time. Although self-concept grows and changes throughout the lifespan of an individual but it develops at a faster rate during childhood and adolescence. Self-concept has a great influence on consumer buying behaviour. consumers buy products or avail services which they think suits them or they think it will help them in developing their ideal image.

There are four kinds of self-image:-

- 1) Actual self-image – It means what a person thinks about his personality traits , abilities, values and physical appearance.
- 2) Ideal self-image – It means how a person wants to identify himself i.e. what he wants to be.
- 3) Social self-image – It means what an individual feels about how others see him.
- 4) Ideal social self-image – It means how an individual wants other to see him.

Though there are many constituent facets of the self-concepts discussed above, the scope of this post is intentionally limited to the physical aspects of the self-concept, i.e. body and body parts. Today's era is the era of perfection. Most of the people want to appear physically perfect. Most of us have a pre notion about what is physical perfection. It differs from person to person like for example for some people having fair complexion is ideal physical self while others may not feel the same. Studies show that around 75% males and 83% females don't feel good about their physical self. They are not satisfied with their body and body parts. Many of them are not happy with their skin complexion, they think they are a few tone darker. Some of them feel bad about their weight. Some are unhappy about their distorted and yellowish teeth, some are not satisfied with their hair, they want their hair to be more shiny and dense.

So there is a huge gap between Actual self-image and Ideal self-image. Marketers have great opportunities to position their products based on the difference in actual self-image and ideal self-image. Similarly, marketers also have opportunities due to gap in social self -image and ideal social self-image of a consumer.

Broadly there are four categories of such opportunities on which marketers can target physical self-concept:-

1) Beauty - Beauty can be defined as an aggregate of qualities in a person or thing that gives pleasure to the senses. Every individual has a different opinion on beauty. Marketing has played a significant role in benchmarking the concepts of ideals of beauty. As a result, an individual who feels that due to his dark complexion he/she

doesn't look handsome or beautiful can be targeted for using fairness cream brands. Here there is a difference between actual self and ideal self. The marketers have opportunity to bridge the gap between actual and ideal self.



2) Lower Weight – Individuals may not be satisfied, and are invariably obsessed with their body weight. They may perceive themselves overweight or underweight. The individuals who feel they are underweight can be targeted by brands which sell protein supplements, protein shakes etc. on the other hand the individuals who feel they are overweight can be targeted by gyms, saunas, green tea etc.



3) Cosmetic surgery & Dermatology – Individuals may have difference in their actual and ideal self regarding their features such as lips, eye lashes, cheek bones, chin, wrinkles etc. Individuals may want to have fuller lips, prominent lower jaw, wrinkle - free skin etc. They are seen as huge opportunity by marketers in the cosmetic surgery and dermatology domain.



4) Body Cathexis- – The body cathexis is the degree of satisfaction or dissatisfaction one feels towards various parts and aspects of his or her own body. Invariably, the individual's subjective evaluation of oneself on aspects like height, built, shape or structure makes them go for supplementing or enhancing these aspects with products and services available in the market. Some short heighted individuals want to have taller height , some having wider waist may want to have slimmer one etc. Their intent for being close to perfection gives unlimited scope for marketers to explore and position themselves favourably.



In my opinion, it can thus be concluded that most of us are having gap in what we think of ourselves and what we want to be. This gap in multiple self concepts of consumer body and body parts has great opportunity for the marketers which they can utilize to market their products and services.

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BOOMING MARKET FOR COSMETIC SURGERY & DERMATOLOGY

BY: SRISHTI JAIN



ABSTRACT:

In this article you will study about the image attach to the product or service, so, that consumer can buy or use to enhance his or her current external texture which according to their thought process make them perfect and more desirable in front of others. Things like cosmetic surgery, etc., are under taken my a person to achieve his or her desirable self which ultimately make them more confident, positive and acceptable.

WHAT IS SELF CONCEPT?

Self-concept is basically the thought and perception we have about ourselves. How do we think we are and how do we evaluate ourselves? There can be various factors of evaluation like looks, physical characters, intellect, socialisation, beauty etc. All the changes outside begins with the self-concept we have inside. It consist of three major components which are connected with each other:



Self-ideal: It talks about all that we want to be, what we want to become, our goals and visions. It is basically our ideal self that indicates the gap between where we are and where we want to reach. It is achieved by setting high standards for our self and then meeting them.

Self-image: it is the mirror image of our self. It tell how we presently see ourselves. The power of the self- image is that it reflects outside the image we have inside. Our internal image affects our behaviour attitude and also the way people think of our self.

Self-esteem : it is basically an emotional component of self-concept as it tells how much we like ourselves. Those with high self-esteem would be more confident and would rather set higher standard for them. It reflects how much we believe in ourselves.

NEED FOR COSMETIC SURGERY

Researcher found that people generally between the age of 7-18 having scars, Visible vascular and pigmentary conditions, birthmarks and bad skin conditions have very low confidence and bad self-image. They are either depressed or too anxious about their looks and appearance. Hiding the scars and marks is the only way they find right or doing makeup just to make them look good temporarily.

Also adults not in in western society but all over the world find plastic surgery necessary as a need for public recognition, public image, prestige and affiliation to have flawless body, face and features especially nose and lips. We can see various bloggers, film stars in Bollywood who have undergone cosmetic surgery just to look more attractive in front of the audience in order to improve self-esteem and self- image. Studies have shown that after a cosmetic surgery people the self-esteem of people have significantly increased.

Self-assessment of people's own appearances have prompt them to take decisions to undergo cosmetic surgery. Usually women with low self-assessment are more likely to undergo such surgery. People are usually are mentally prepared for such surgeries and they act as a therapy for them to build self-esteem and self-image.



DERMATOLOGIST: NEED OF THE HOUR

Today we can see every second teenager going to a dermatologist for treatment of acne, pigmentation or scars. The field of dermatologist have come up to great extent as people are more conscious of their appearance and beauty among peers. Dermatology is now partly a surgical field. Also adults need to hide their aging problems, skin diseases and wrinkles in order to look young. Dermatology has an ample amount of money and future because people will not stop thinking to look better. They keep a track of the patients and motivates them to undergo medical dermatology. People are also willing to spend money and undergo these surgery.

MARKET SCENARIO OF COSMETIC SURGERY AND DERMATOLOGY SPECIALISTS IN INDIA

India has now become a hub for cosmetic surgery especially Mumbai has great market opportunities and growth prospects.

- The overall size of the cosmetic surgery industry is now \$110 million. It is the result of increasing consumer awareness, technology and advertisement about the surgical procedures.
- Apart from the high income groups the disposable income of the middle class have also increased who are willing to spend money in order to pretend to be attractive.
- Some of the new therapy in this industry includes Botox therapy, vampire facelifts and fractional lasers.
- Cosmetic procedures in India has now become an essential commodity now.

We can take the examples of famous Bollywood stars like Miss Rekha, Mrs Shilpa Shetty Kundra and many more who have under these surgeries for permanent self-beautification. Also they have broken the myths of people about the side effects of these types of surgeries and are leading a normal life.



Before

After

Thus marketing in medical profession have seen growing opportunities by arousing needs of consumer's self-concepts by promising them to look more young fair, glamorous, handsome or beautiful and what not.

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SELF-ESTEEM

BY: NISHANT JHA



ABSTRACT:

In this article you will study about the self - worth or personal value. Marketer love this concept because they can change consumers attitude, behavior towards their product and also can create a positive vibe for their product in the minds of consumer and at the same time they can say that their product adds value to the self worth of a person, therefore, he or she should buy that particular product only, not that of their competitors. The marketer could apply three techniques which are known as – Over image, Over purpose, Over act

I have often heard people say, “Oh! I am so unlucky” on one hand, while on the other, “Well, give it to me, I will do it.” I first thought perhaps this is to do something with a

person’s self-confidence. But soon it dawned to me that it a far broader concept of *Self-esteem*.

Self-esteem is the overall view and appreciation of an individual towards himself or

herself. In psychology, self-esteem stands for one's overall sense of self-worth or personal value. It means how much someone appreciates and like oneself.

Why Self-Esteem is important for our consumers?



Why marketers want you to love yourself.

Self-esteem marketing is a type of marketing which attempts to change consumers' attitudes and behavior toward products by motivating positive feelings toward themselves.

For example, one of the sales pitches in the world starts with, "You look lovely today, Madame. The main hypothesis is that advertising which has positive effects on consumers' attitudes toward themselves has positive effects on their attitudes toward brands. Although good brands build trustworthiness, great brands build self-confidence. As customers, we all make buying decisions based on our perception, Our emotion and our sense of connection to the brand. But how are those connections formed? Or better yet, how can any Company influence customers emotions to create those connections?"



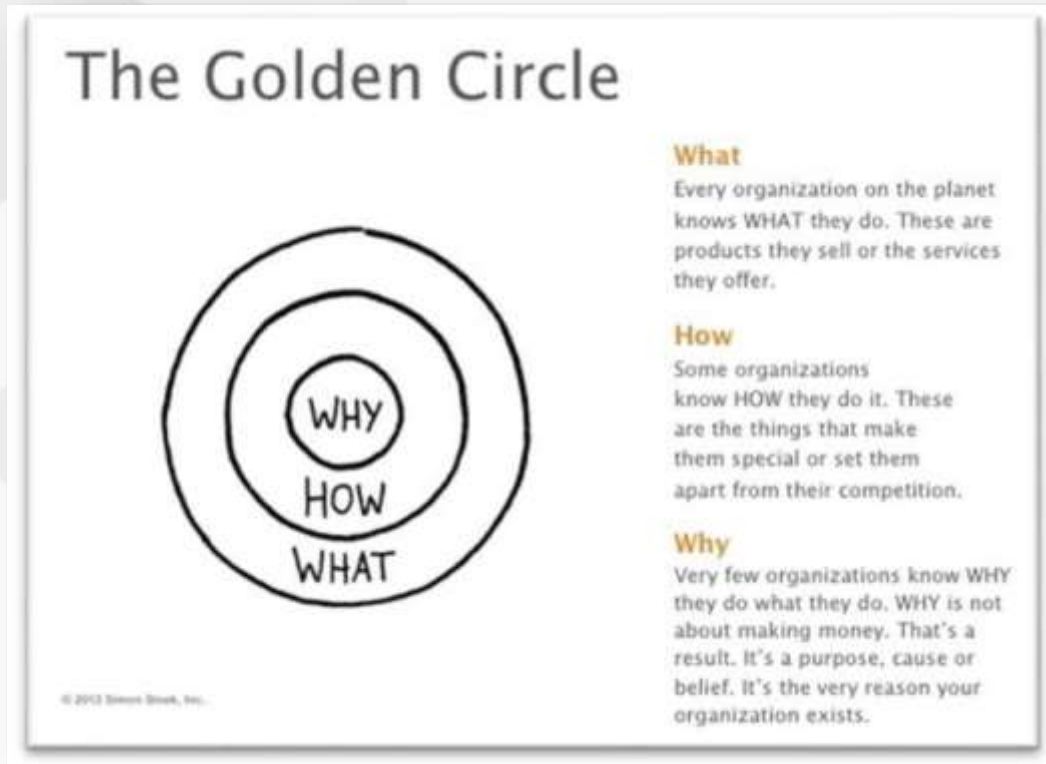
OVER IMAGE

Our shopping habits reflects the ideal version we have of ourselves. Research shows that the act of purchasing a specific brand can be emotionally rewarding because it can bring the consumer closer to their ideal image. The person they aspire to be. When a brand mirror's an attribute they aspire to be (sophisticated, hip, beautiful, etc), the act of purchasing alone will raise their self- esteem. Making them feel valued.



An expressive bond then builds between the consumer and a brand that constantly reinforces their self-image. How can your brand build your consumer's self-image?

OVER PURPOSE



Function is a necessary approach to building a connection to your customers through their confidence. Research found that brands can play a significant role in the lives of their customers, especially when it comes to skill. The perception of one's own skill and abilities can be affected by the usage of brands. For ex- some brands make them feel more confident in their skills when performing certain tasks. This sense of increased confidence in their own ability creates a connection between the user and the brand.

OVER ACT

One of the most powerful and popular trends in the last decade has been the “body positive” advertising movement. Brands like Dove and Lane Bryant have been prominent players in this movement, which mainly targets women, inspiring these customers to embrace their looks instead of criticizing themselves. And when this technique works, it gives audiences a sense of confidence, which they can then associate with the brand, creating a strong emotional brand connection.



A rise in confidence means an increase in sales. In the 10 years since Dove introduced its "Real Beauty" campaign in 2004, sales increased from 2.5 billion to 4 billion. Whatsoever connection you try to make with your consumer to build their confidence and encourage brand loyalty, make sure it is genuine. By building up their self-image, giving them the tools, they need to be successful, and following through with action, your brand can reach the level of greatness.

Steps to help build business self-esteem



Identify the potentials and skills most closely connected to your idea of success. As you look at your entrepreneur goals, make sure you are following your own definition of success that gives you self-importance and passion in its pursuit.

Identify your current strengths and begin plans for improving. Once you have cleared your personal sense of startup success, inspect where you currently are relative to where you want to be. Whatever your goals, there are few things more esteeming than knowing you're making progress toward your picture of success.

Be on the lookout for new opportunities to grow your talents and experiences. Businesspersons have a natural base for adventure and inquisitiveness and should relish trying new things each day to stretch them.

Identify and redirect unhealthy competition and comparisons. Make you the base, not others. Your sense of worth can't be determined by other startups, or what you think nobles expect of you. Rivalry sabotages teamwork and leaves feelings of seclusion. Use others as a source of motivation, rather than envy.

Pardon yourself for past mistakes and poor decisions. From a rational point of view, criticizing ourselves for past startup failures makes no sense. Free up your energy to be consumed on more productive activities and learn from past efforts. The great tycoon Thomas Edison said that every wrong try discarded is another step forward.

Hold yourself completely liable for your actions, decisions, and outcomes. The real place for short-term guilt and regret is making these leads to some type of behavior change. Failing to hold yourself responsible sends subtle messages that may damage others self-esteem, and it doesn't encourage lasting confidence or competence.

Develop a pattern of self-talk that validates your worth and abilities. It's important that our stories neither harm us nor free us from fault. We should endure to feel worthy, liable, and capable, with a mindset that allows us to continue to trail our entrepreneurial passion.

Emphasis on what you can control, not what you can't. Our short-term purpose is not always in our control. What we can do is make a promise to do our best in whatever entrepreneurial atmosphere we find ourselves. We can also make sure we build durable relationships with successful business leaders in advance of our needing their wisdom.

Here is a list of appeals that can be used in designing marketing mix to help consumers build healthy self-concept and thereby a sustained relationship:

- Help them accomplish in their personal/business goals.
- Enhance their creativity
- Align with their values.
- Overcome their limiting beliefs.
- Make them get over their bitter past.
- Solve their problems worrying them.
- Inspire them.
- Help them maintain or recover their integrity.
- Offer a new skill

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LIFE STYLE MARKETING

FACTORS BEHIND THE SUCCESS & FAILURE OF CELEBRITIES' BRAND ENDORSEMENTS

MANAGING THE INTIMATE – ENEMY (HUSBAND-WIFE) RELATIONSHIP FOR FAVOURABLE CONSUMER BEHAVIOUR

WORD-OF-MOUTH; USING ITS' POSITIVE ASPECTS & DEALING WITH ITS NEGATIVE ASPECTS

OPINION LEADERS-HOW TO IDENTIFY, CULTIVATE AND RETAIN THEM

HOW TO DEAL WITH RUMOURS

HOW ARE MARKETERS USING REFERENCE GROUPS INFLUENCE EFFECTIVELY

FACTORS BEHIND THE SUCCESS AND FAILURE OF CELEBRITIES' BRAND ENDORSEMENTS

BY: AKHIL VERMA



ABSTRACT:

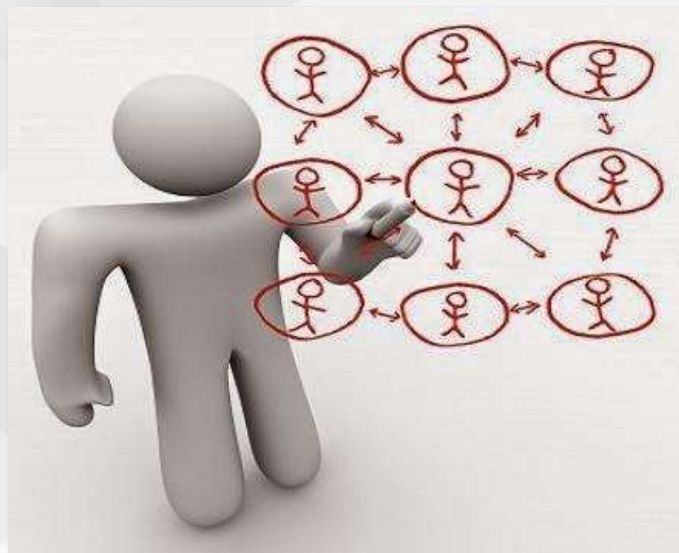
Celebrities brand endorsements are a common thing in today's modern era. But how often have we tried to explore the actual reason a brand endorsement as successful or flopped in the market. This article will talk about the brick and mortar decisions various brands should or have to make while curating any advertisement.

Have you ever noticed how we get attracted to or even want some products just because our favorite celebrity endorses it? Or why do companies use Celebrities to launch or endorse their products? Or why do we as consumers invest in some new products just because we like the celebrity who endorses that product?

The reason is human beings are actually "social beings" and the society we are part of is actually a great part of our identity. Therefore, we are influenced by the people around us and the people we see around us. These people are from different groups and these groups are called reference groups.

What are "Reference groups"?

Reference groups are groups of those people who influence us in every manner. These people influence our opinions and beliefs in such a way that it changes our attitude as well as our behavior. Reference groups are very important for the marketers as these reference groups influence the purchase decisions of individual consumers to a great extent



Types of Reference groups:

1. **Normative reference groups:-** These are groups which influence our attitude, norms and behavior etc. Examples of these groups are parents and friends.
2. **Comparative reference groups:-** These are groups which influence and set the standards to follow and to compare. Celebrities are examples of these groups.

Celebrities as “Reference Groups “and their influence

Do you ever noticed that you we always wish to be seen and look like our favorite celebrity? Generally we all do it. Usually people follow the celebrity based on their own interest like if somebody wants to be an actor then he follows his favorite actor and so on. As mentioned above, Celebrities are examples of comparative reference groups. Though celebrities have a very strong influence on the consumers as these celebrities are looked up as the heroes and people or we can say consumers try to imitate them to a great extent, it is not necessary that everything endorsed by them gets successful as there are multiple factors behind the success or failures of celebrity brand endorsements.

Following are main factors on which the success or failure of celebrities’ endorsements depends:-

1. Familiarity of the celebrity:

There are many celebrities in any country but some celebrities are more popular or we can some are known to more people. For marketers these celebrities are very important because if a brand wants to address masses

then these celebrities can convey the message of brand to a huge number of people. To understand this in a better way, we have an example of Mr. Amitabh Bachchan who is a familiar face among all the generations. Thus, he is preferred choice for the marketers to endorse any brand.



2. Attractiveness of celebrities

Another important factor behind the success of celebrity brand endorsement is the degree of attractiveness of celebrity endorsing the brand. People tend to follow the advice of that celebrity whom they like or to whose personality they are attracted to. In other words, to capture the attention of consumers, the degree of attractiveness plays crucial role.



Source: www.maplediversity.com

3. Trustworthiness of the celebrity

Trustworthiness of the celebrity plays an important role in the conversion of a potential buyer into an actual buyer. There are many celebrities but not everyone is that successful as some celebrities are able to capture consumer attention but people don't follow their endorsement because consumers don't trust them as much.

To understand this, we can take the example of Mr. Amitabh Bachchan, Who can endorse any product successfully because he is one of the most trusted celebrities in India.



Source: www.mapsofindia.com

3. Celebrity product fit

An important factor which plays a major role in success or failure of the celebrity endorsement is the degree to which the image of the celebrity fit with the product which he or she is endorsing. To understand this, we have the example of Sports star Virat Kohli promoting healthy snacks is easily accepted by the consumers as the product he is endorsing fits with his image and profession because being an athlete he has to stay fit and eat healthy food.



Source: www.linkedin.com

But at the same time when a well-known Hollywood actor promoted “Pan Masala” in India, it created a controversy and the actor himself had to issue a clarification that he did not endorsed any tobacco product.



Therefore, in this way the above factors determine the success and failure of celebrities as reference groups.

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MANAGING THE INTIMATE-ENEMY (HUSBAND-WIFE) RELATIONSHIP FOR FAVOURABLE CONSUMER BEHAVIOUR

BY: DIVYANSHU JAIN



ABSTRACT:

We all have come across advertisements that target a particular segment and the fact that many a times, in our family the purchase decisions for various products are taken by specific individuals. This article takes a dig in a very interesting pair – Husband and Wife. This in depth article will be able to explain the concept of reference groups as well.

Consumer behaviour studies are of great significance to marketers as most of their marketing strategies and tactical plans have to be customer-centric for optimum outcomes. While there are many psychological, social and cultural influences that matter for understanding and managing the consumer behaviour, I am intrigued by the most influencing factor ‘family’ out of all these. The family as can be seen in Fig 1 has the most significance as it is the reference group closest to the consumer.

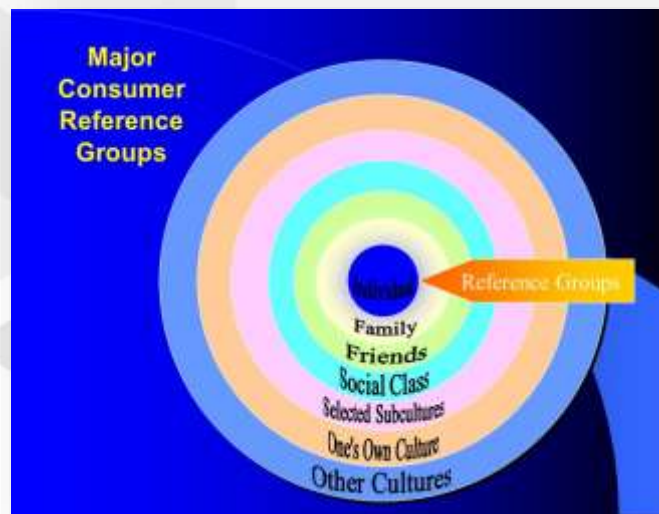
I also came across a fascinating statement that husband-wife are the ‘intimate enemies. Intimate because they are together physically and emotionally for a large part of their lives. Perhaps enemies because two personalities are never alike and very unlikely to be synchronized in decision-making process.

What does this mean to a marketer?

A catch-22 situation. This reference group is most important to influence buying process outcome, but equally difficult because of situations with disruptive influence like:

- Difference in opinions
- Dominance
- Adultery
- Disagreements
- Difference of personality
- the status of relationship of Husband – Wife affects their behavior which ultimately affects the behavior of the whole family.

The family is the most influential group because of frequency of contact, maximum interaction, and influence on values and lifestyles, attitudes and opinions



Even as per one of the concept of the consumer behaviour ; **CHILD** has the **PESTER** power in the family and can influence anyone in the family for his/her demand but still the child learns or we can say gets the behaviour pattern from their parents only ; learns the use and value of money by listening to and watching his or her parents. Decisions about a new car, a vacation trip etc are consumption decisions usually made by the Husband - Wife within the context of a family. As a major consumption unit, the couple is also a prime target by the marketer for the marketing of many products and services.

Determining what products should be bought, which retail outlet to use, how and when products are used, and who should buy them is a complicated process involving a variety of roles and actors.

Role Behaviour are of eight types such as:

- Influencers
- Gatekeepers
- Deciders
- Buyers
- Preparers
- Users
- Maintenance
- Disposers

Marketers need to communicate with potential consumers assuming each of these roles, remembering that both Husband-Wife will assume different roles depending on the situation and product.

For example

- Wife are users of cosmetics, Groceries and many other products but may not be the buyers.
- Similarly, Husband wears a shirt or a pant or any other accessories but not a buyer of it as may be her wife bought that according to her choice by considering the husband's choice in mind. Both members may be the decider and the buyer, as influencers and users. As per one research done on the involvement of Husband-Wife in Buying decision making: In analysing the results both husbands' and wives' views were taken into consideration. It was hoped that responses of both husbands and wives would be more meaningful and add to the existing knowledge of family buying behaviour. As far as the durable goods are concerned, **Husbands dominate the decision**. Husbands and wives gave similar responses and there is no significant difference in the dominance pattern. Husbands' dominance is virtually non-existent in this product category. Husbands' dominance can also be found in the consumable category. However, in this category wife-dominance is also noticeable. Joint decisions are not very common in either category because of the fact of intimate enemies that I discussed above.
- Everything has two aspects if we talk about a specific finding or an outcome, Though Wives have greater influence in buying decision making than her husband but still we just can't ignore the involvement of Husband in the decision making as there are some of the areas or roles where husband have dominance like on the financial aspects or some product categories as I have discussed above, through all these analysis, **Marketers start playing a game when they see some opportunity in the market**. Marketers have a tendency to work according to the needs and aspirations of the potential buyers i.e. Spouses through various strategies and campaigns.

One of the famous campaigns done on Husband – Wife influential marketing is **ARIEL-SHARE THE LOAD CAMPAIGN** which is done to examine the dynamics of Husband-Wife decision making in family buying process.



Like this campaign, Marketers use some strategies also to influence family buying decision making i.e. Use of child pester power where marketer needs to push the child and then the child is who influence the family purchase behaviour.

It is thus important for a marketer to do the following for getting favourable family decisions:

1. Understand intimacy and differences in the family members
2. Satisfy the needs of the role being played by each family member
3. Observe the dominance-equation between husband and wife for the given situation
4. Propose a win-win resolve to satisfy all members, and
5. Judicially use the child's pester power to help family decision-making

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WORD-OF-MOUTH USING ITS POSITIVE ASPECTS AND DEALING WITH ITS NEGATIVE ASPECTS

BY: KHUSHBOO SINGHAL



ABSTRACT:

We all live in a society where word of mouth might travel faster than light. We all have at some point suggested or asked for suggestions from someone and trusted what they had to offer, that's the power of word-of-mouth. This article takes a deep dive in this arena and talks about various positive and negative attributes that might concern you.

Netflix and chill!! That's what almost everyone is doing nowadays. Having said that, have you ever suggested a good movie or some psycho-thriller series to your friends? Or have you taken suggestions from them? This is referred to as word-of-mouth



Word-of-mouth refers to suggesting or getting suggestions for a product/service. It may be positive or negative, depending upon the person's experience who is spreading out the word. This makes it a great marketing tool, as well as the most crucial for people, trust more on their friends and family members than on a traditional advertisement.

POSITIVE WORD-OF-MOUTH



For marketers, it is crucial to have positive word-of-mouth for their brand to get sales conversion. The positive word-of-mouth can be created in several ways:

- Providing an overwhelming experience
- Seeking customers' reviews and feedbacks
- Providing great offers and rewards

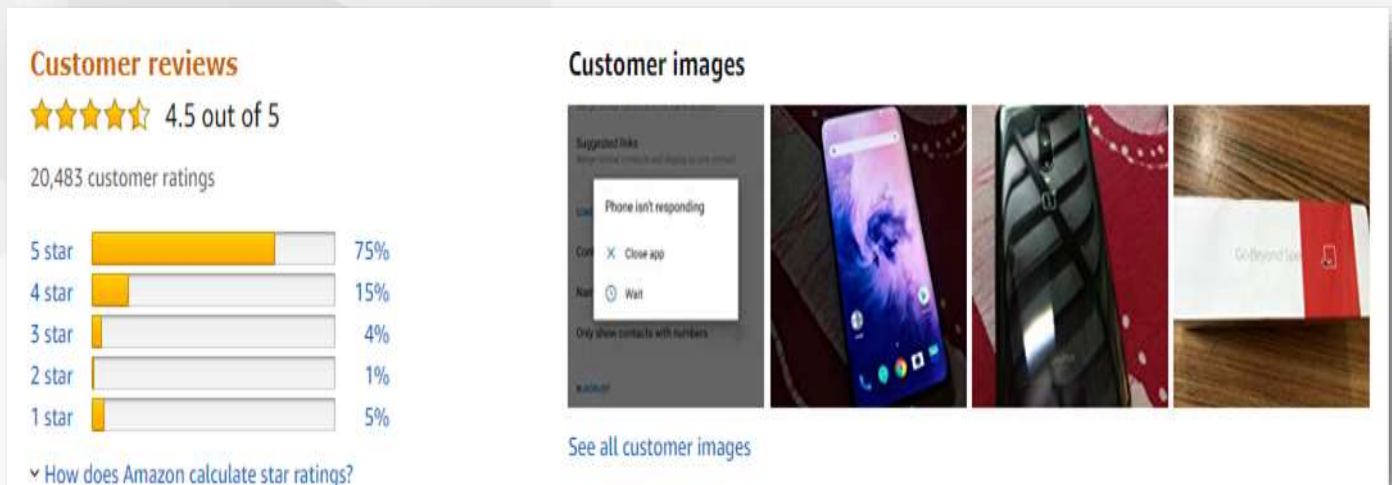
Having created an experience that a customer would love to share with her friends or family members, the word-of-mouth will help the marketers in building a positive brand image. The marketers can exploit the positive image that is created by the customers in many ways:

· **Curating Campaigns**

Joining Me-too movement back in 2019, the brand Gillette created a buzz by communicating “it’s time to stop excusing bad behavior”.



Sales Conversion: The best example of sales conversion using reviews is Amazon. People go through the “Reviews Section” before making a purchase.



Achieving Customers’ Trust and Loyalty: LUSH is a brand that is renowned for the customer experience that it provides in its stores. It has left people flabbergasted and customers not only come back for the products but for how it makes them feel in the LUSH store. In the tweet, the brand emphasizes on communicating directly with its customers and not by paying to the social media. That’s a brave and bold move to make.



Creating a rampant Brand Image

Harley Davidson- The company is a “cult brand” and has a strong brand image. It’s a family of H-D, the brand is providing joy to many in the form of motorcycles.



NEGATIVE WORD-OF-MOUTH



Sometimes there are rumors regarding a particular brand that may lead to havoc. Marketers have to deal with rumors and negative word-of-mouth as well. These rumors/ negative WoM, if not controlled asap, can leave an everlasting negative image of the brand in the market. Ways in which rumors can be controlled are:

- Speak truth
- Provide a solution
- Use alternatives wisely
- Identify the source of rumors
- Focus on creating a blissful customer experience

Word-of-mouth cannot be stopped. It can be in favor of the brand or can ruin the efforts that a marketer puts in creating a decent brand image. Whereas, it can be controlled and can be tackled with, wisely.

Have you ever had an experience related to a product/service, that is worth sharing with your friends and family members? Or have you trusted a rumor and went to the store only to find out that it was all hoax? Do share it below, I would love to hear your experience!!

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OPINION LEADERS- HOW TO IDENTIFY, CULTIVATE AND RETAIN THEM.

BY: PANKAJ KUMAR JHA



ABSTRACT:

This article talks about the opinion leaders embedded in our society who are sometimes hard to identify. It describes motivation behind the opinions presented by them and how it impacts an individual's mind. They are omnipresent and we all unknowingly seek answers or opinions from them.

Opinion leaders are those personage or institutions that are viable to influence people by their opinion or beliefs. They are the ones whom people presume reliable and put dignified attention in their particular fields.

Opinion leaders could be anyone whether it is your family friends, politicians, actors, websites or anything.

For example if there is one particular person in your family who is a big foodie then the entire family will must ask him/her before trying out any new refreshment. This makes the individual an opinion leader in terms of food.



How to identify opinion leaders:

In every organization or community there are individuals with some instinctive eminence and reliability. These foot pace is acquired by dint of accomplishment such as pecuniary achievements or prestigious awards. In other times influence is possible only through years of work experience or through a lot of trusted peculiar connections.

These are some characteristics of opinion leaders:-



To collaborate with the opinion leader it is important to identify their target audience that you are trying to reach out. In many cases businesses hire industry expert and influencers who are popular among the masses but those type of opinion leaders will not be appropriate for every brand. For example shopkeepers, hairstylist etc usually know more about what is going in their local community as compared to other people and are likely to have influence among their long-time customers.

Contemplate whether you will find your ideal customers internationally, nationally, online or in your local community. After that look for opinion leaders who are good enough to be able to reach out that audience.

How to cultivate and retain opinion leaders:



If a person is interested in becoming an opinion leader he/she must prepared themselves to be social because it is important to make yourself approachable in front of your community both in person and online also. It is also mandatory that you leave a positive impact on the target audience. Making strategic connection is also important, it means that you have to surround yourself with people who are equally interested in the same material as you. To become a specialized expert you have to be attentive enough to build good networking and it could be possible only by attending local events, so that you can begin to build your personal brand and reputation. It is also important to build your opinion by continuous research in your interest area. Now a days it is easy to build networking with your target audience through social media but you have to be active and aware about the suitable media which can help you to connect with your target audience.

Generally an opinion leader give opinion because they think their opinion should be spread among others. And to enlarge the circle of people they give opinion to others so that people will get to know about the product or things in which the opinion leader is interested. There are two types of motivation behind opinion leadership that are financial and Non-financial motivations.

Financial motivation- In the Journal of Advertising Research is the segment of consumer who can be characterized as being " opinion leaders" are much more motivated by tangible reward like cash.

It is known as extrinsic motivation, in which a person is being compensated with cash, discount of free goods.

Non-financial motivation- Opinion leaders begin to satisfy some of their personal need.

For example- social acceptance, self-improvement and bring down his/her own post purchase dissatisfaction and to clarify himself that he has made the correct choice.

An opinion leader always tried to get the attention from others that people will appreciate him/her of their knowledge about the product.

He may get the satisfaction to won the heart of people through his knowledge and awareness about the product. All this is self-involvement. Other than self-involvement an opinion leader may be motivated by product involvement.

Product involvement reveals a high degree of product satisfaction or dissatisfaction with a product which an opinion leader wants to share with others.

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HOW TO DEAL WITH RUMOURS.

BY: SANYA KANDHARI



ABSTRACT:

Rumours are an age-old tradition deep rooted in our society. This article focuses on rumors in the marketing world and how it impacts the consumer's behaviour. It sheds light on solutions to manage rumours in our lives to maintain a peaceful equilibrium.

“In any given moment we have two options: to step forward into growth or to step back into safety”, Abraham Maslow has beautifully stated the mantra of taking care of problems in our lives.

We live in a world with people enjoying the diversity of interests and relationships. Every day, we are fighting a battle to please the people around us. We work and try to get better in the eyes of the ones we admire or the ones who are looking upon us. At the same time, there's a parallel running to downgrade the ones opposing us or striving better. This category of people makes their decisions based on jealousy, envy and lack of compassion. These people fail to appreciate the good things in people and to make sure of their fall, they tend to start spreading rumors.

Rumours are unverified pieces of information that arise in the context of ambiguity, usually aimed at downgrading a person's reputation. There are groups of people who are not completely satisfied with their ways of life and often envy those who can achieve a better stance of life. These people often choose to spread rumors about the ones they envy. It makes them feel better about themselves and accepted in their circle.

There are two types of people that respond to rumors. One kind is the listener, who has the immediate response to the rumors floating around. And the other is the person whom the rumor is about.



The listener has the foremost response to the rumors. As (s)he is told the rumor they immediately take the responsibility to react. It stays their choice whether they are willing to participate in spreading them along while it takes a hit. It is usually determined by their relationship with the person the rumor is about or the one telling it. As the piece of information is unverified, it is to their morale to believe it to be truthful or flawed. There lies an option of ignoring or moving forward to break the ethical ties. The person on whom the Rumor is directly dominant is the person about whom the rumor is floating. As (s)he is intimidated with the rumor, the expected human behavior is rage and annoyance. The person tends to be protective about the scene considering that in usual circumstances his reputation is at stake. The reaction of rage and annoyance is understood until the moment of self-actualization kicks in. It is really important to face the authenticity of the rumor as this person is the best to confirm its authenticity.

The process of acceptance of a rumor allows the person to move forward in a direction that allows them to take decisions keeping everyone's best interests in mind. It is acceptable to feel betrayed and revengeful at the time of hearing the rumor. However, a lot of people fail to understand that it is not the best way to move on.

It is ideal to communicate with the interested parties in order to clear the air. It is for the benefit of all to be able to liaise their stance on the situation to bring to a conclusion. The person spreading the rumour is usually insecure about his own self.



On the understanding of the reason behind the spread of rumours, it becomes easier for the person to accept the reason for ridicule and move on with positive energy.

There are ways in which the rumors can create a menace a person's life. This is the result of callous behavior born out of envy and indifference in the minds of many. There have been reported cases where the rumors or gossip have led to serious damage to the mental health of many.

For over 70 years, psychologists have tried to learn the behavior that participates around rumors and tackle it with the best of the interests. This was all about the general point of view, considering the rumors affecting the mental health, let us see, how Rumors affect the various companies or the brand and how they deal with it.

There are ***three main strategies*** which help in managing the Rumours which companies are also adopting nowadays.

- ✓ Outright Denial
- ✓ Pairing the Rumours
- ✓ Putting customers to second thought

DENIAL:

No means No. We all know how strong meaning does a no holds and this rule applies everywhere. Simply denying the rumours and clearly stating that “NO, THE RUMOUR ISN’T TRUE” can speak a lot while handling them.

When it comes to denying rumours at bigger level companies shall follow this strategy by accompanying the denial with a fact otherwise people may not believe it.

Though by denial a rumours and company get attached in a manner and even those customers who had zero knowledge about the rumours become aware of the same.

Another con of this strategy is that some consumers may tend to forget the denial. E.g. ABC company does not use calcium in its product and therefore denies the rumours of them using it by stating – WE DON’T USE CHOCOLATE IN OUR PRODUCT- but customers may only remember words – WE USE CHOCOLATE IN OUR PRODUCT-. This makes us realize that outright denial may not be successful in changing a customer’s response towards rumours. This made customers who don’t have chocolate unwilling to use those products.

PAIRING THE RUMOUR:

A loophole of the first strategy brings us to this second strategy of clubbing rumours with a positive fact. In short, backfiring the rumours or rather using it as a helping tool. Like if we take the above-mentioned example of rumours about a company using chocolate in its product. The company can turn up the rumours by stating a good positive fact about the rumors and thus connecting it with the same. Like chocolate is mineral-rich and good for the heart. This will make customers who are health conscious have the products thus, in turn, increasing sales.

But then again pairing may always not be possible. Or sometimes rumours may not be of a kind that can be associated with a positive thing. Thus, making us arrive at 3rd strategy.



PUTTING CUSTOMERS TO SECOND THOUGHT:

Directly questioning the customers that are they 100% confident about the rumours depending upon what they heard will bring the strongest mitigation impact on the customers. This will make the customers themselves go to the deep and thus themselves use it and see it.

This strategy will thus not involve the company into any justifications rather will let customers rethink about it.

Just as an addition, companies can set a reward or something. Like anyone who is 100% confident about the rumours can prove it. This will have the following benefits:

1. It will give the impression, that the company is very much sure about itself and clean in respect of any false rumours.
2. Will let customers search about the product and many more items
3. Someway or the other company will come to the attention of the mass.

Will also warn whistle-blowers.

DETAILED EXAMPLE OF CORONA BEER:



In the 1980s there was a rumor about the Corona Beer having a piss in its bottle, seems a joke, right? Or feels disguised when you hear this kind of stuff from someone. Well, that was the rumor that was outspread in the early 1980s that corona beer contains piss in its bottle because of the same yellow color and because of bizarre aroma, as per the Washington report. As it comes to light, that this wacky story was outspread by none other than its rivalry brand “Heineken”.

The worst part for Corona Beer come when usual beer drinkers started believing the rumor and sales of Corona dropped up to 80% and suppliers started returning the stocks to the manufacturers.

Now the question arises how Corona Beer rumor was managed?

For that, Corona Beer’s handlers started tracing the source from where the rumor was outspread. After that some legality happened just to overcome from the rumor because it was destroying the image of the brand. As turns out, that rumor was outspread by the Rivalry brand Heineken, so Corona Beer’s handlers “Barton Beers ltd.” file a case against a local Heineken distributor “Luce”. And this case was closed when Luce agreed to apologize and make a public announcement regarding the Rumor, that Corona Beer was not contaminated, having a piss in the bottle was a complete hoax, they intended to destroy the image of the brand.

After that Corona Handlers did many press conferences, press releases for the sake of the brand because they also want the public to be aware of the hoax that was outspread by Heineken Distributors. Their Executives visited to many talk shows, for various interviews and conferences for about three weeks. They visited to almost 20 shows.

And as an end result, within a couple of years, Corona regained its position and its market share and in 1999 it becomes the 10 best Beer sellers overall, also becomes the best seller in the US in terms of import.



And here is the recent Rumor that clouded the market regarding Corona Beer, i.e., 38% of Americans said that they will not drink Corona Beer due to Corona Virus because they felt that consumption of Corona Beer will make them an effective patient of Corona Virus, due to which Beer's sales decreased.

But handlers of Corona Beer made a statement and the proper article was published from their side, stating that their sales have not been affected and have stayed strong in the US as it was before, whatever people are whispering regarding the Beer is a complete hoax, it is not being affected by Corona Virus.

Conclusion- It is human nature that we sense things whatever is going around us because this is the ambivalence that makes us uncomfortable. We use our Creativity, our experience, our perceptions, our understanding to top up the gaps when we are unaware of the relevant and absolute information regarding a state of affairs. Sporadically, our sinful side takes over and we make use of grubby tricks like outspread the rumour about our competitor to put them down. Nevertheless, of why or from where the rumour was outspread, what matters the most that how you will manage it.

It is difficult to for us to get rid of the rumours when you are in the middle of that, but by the learning experience, you may be able to know how to manage the rumours effectively, because once you have crossed this stage, you can make your lives peaceful and lessen the repercussions you have in your personal and professional lives.

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HOW ARE MARKETERS USING REFERENCE GROUPS INFLUENCE EFFECTIVELY?

BY: SUYASH A WASTHI



ABSTRACT:

The article talks about the significant impact of various influence groups on an individual and how are the marketers using this strong tool in their favor for a long time. Influence groups can have all kinds of influences – positive, negative, and neutral. This topic dives in the depth of consumer behavioral patterns with popular marketing examples.

Before we discuss that how marketers are using reference groups influence effectively let's discuss that what basically a reference groups mean. So basically, reference groups are those real or imaginary individuals or a group of individuals that has a considerable impact on an individual's choices, behaviour, etc. these groups range from the individuals we know to the individuals that we are not aware off and also includes any famous person or character. These groups are often served as a point of comparison and we psychologically identify with to which we may and may not belong but we may aspire to belong so it means that you actually don't have to be a part of the group that you refer to.

These four types of reference groups are shown below. Advertisers make use of only positive attitude appeals in their ads.

1. **Membership Groups**-When a person joins a group by virtue of membership or even when he qualifies for the same for example business executives who-are assigned the project together. Advertisers show membership in these kinds of groups as a means of winning product approval.
2. **Aspirational groups** – when an individual aspires to be a part of a group in future and adapts values, norms and behaviour of the member. For example- when an individual aspires to be in a group higher in the organizational hierarchy, this is basically for rewards like power, status, prestige and money

3. **Disclaim ant groups-** these are the groups in which a person holds membership but don't accept the group values, attitudes, behaviour and adopts an attitude that is directly opposite to the group norms.

4. **Avoidance groups-** these are the groups in which an individual doesn't hold membership and also don't approve the group values, norms, attitudes, etc. the individual completely avoids the group and also don't want to be a part of that group in future.

A table showing a comparison of these 4 types of reference groups is shown below-:

	Membership	Non membership
+ve Attitude	Positive Membership Group	Aspiration Group
-ve Attitude	Disclaimant Group	Dissociative Group

Coming to the point of influence exhibited by the reference groups there are 3 types of reference groups influences these are:

1. **Informational-** An individual will only accept information from a group if he or she thinks that the group provides only reliable information and expertise and if he/she believes the information will enhance knowledge about product choices. The information can be obtained directly from knowledgeable persons or by observing the behaviour. Few examples include professional advisors, experienced consumers etc.

2. **Normative-** Normative influence is when the reference groups exert some amount pressure for conformity that affects the behaviour and attitudes of consumers. a consumer usually conforms to the norms and behaviour of the group if :

- a) The group provides adequate rewards for compliance and punishment for non-compliance
- b) The individual's behaviour related to conformity is visible to members of the group. Few examples include work groups, family etc.

3. **Comparative-** This type of influence occurs when one person compares himself/herself to other members of the group and also judges whether groups would be cooperative or not .A consumer compares their attitudes to those of members of important group and tries to associate themselves with groups with which they agree and by dissociating themselves from groups with which they disagree. Few examples include cultural heroes, sports & films celebrity etc.

Now let's have a look how the marketers and advertisers use different reference groups appeals effectively to communicate with their customers. They **use three types of group influence** informational, comparative and normative to develop different advertising and personal selling strategies.

Informational influence -: Marketers uses Spokespersons **appeal** that includes an expert in his/her field to convey informational influence through advertising. After that they are used to communicate product features and performance that is a must for any marketer to convey so that he/she can draw consumer attention towards the product. For example –Mukesh Ambani in the advertisement of reliance Jio. Marketers usually use two approaches to portray expert spokespersons. **One is to portray the role the expert plays as in the example above.**

A second approach is Testimonial appeal that shows a celebrity who has expertise in the product area. For example-using a tennis star's testimonial for a tennis racket. The second approach uses the celebrities to provide product testimonials. Such testimonials are accepted only by the consumers to the degree that consumers view that spokesperson as being an expert on the product. For example, popular tennis brand **Wilson** uses roger **Federer** a famous tennis star in their testimonial ads and thus showing the benefits of using Wilson tennis rackets.





2. **Comparative Influence-** Marketers use a “real consumer” approach to persuade consumers to show that people like themselves have chosen the advertised product.

Marketers use this to portray comparative influence and here a typical consumer is referred because, by citing common needs and problems, he or she is portrayed as similar to the prospective purchase buyer. For example – in the advertisement of dove “real consumer” approach is used i.e. those ladies who don’t have time to spend hours for looking beautiful can associate themselves with that advertisement and thus can feel more connected with the brand.

Marketers uses this kind of approach to depict that consumers can associate themselves with the person shown in the advertisement and after that consumer compares his/her attitude to those of members of group and try to associate themselves with group with which they agree and by dissociating themselves from groups with which they disagree.

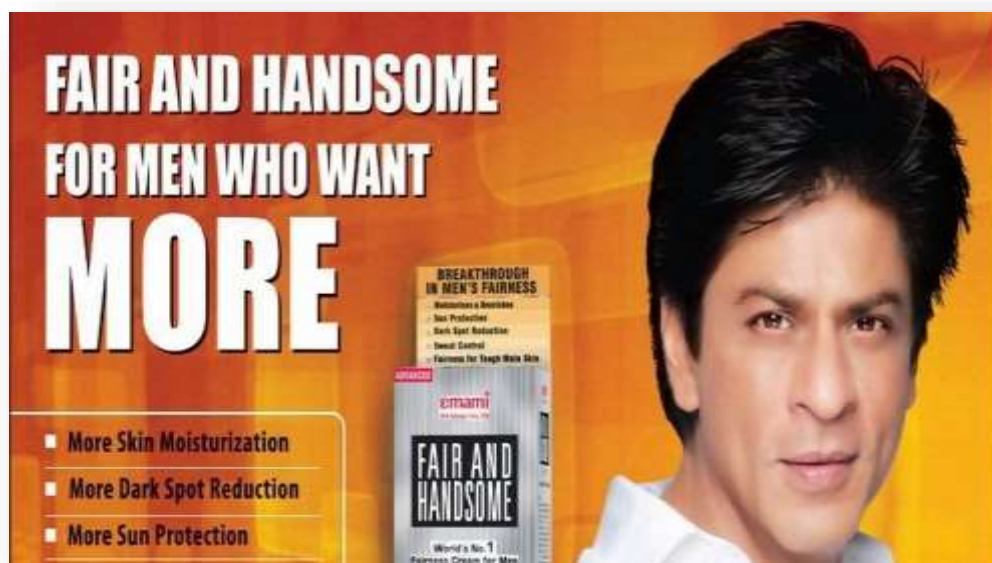
There is another way which is also very often used by the marketers is to use a celebrity as a reference group. This approach is very effective if a segment of consumers wants to identify with the reference group because he or she is likable and/or attractive and also if the consumers has a close degree of attachment with that person. Few ads are shown below:-



Reveal beautiful glowing skin.

Use Dove bar for 7 days & upload your photo at www.facebook.com/Dove

Per OTC-PDR No. 14861 s. 2012
Photoshoot: Aug 8 - Nov 06, 2012
Log on to www.facebook.com/Dove for more details.



**FAIR AND HANDSOME
FOR MEN WHO WANT
MORE**

- More Skin Moisturization
- More Dark Spot Reduction
- More Sun Protection

BREAKTHROUGH IN MEN'S FAIRNESS

- Retinol & Seaweed
- Sun Protection
- Dark Spot Reduction
- Sweat Control
- Fairness for Tough Male Skin

FAIR AND HANDSOME

World's No. 1
Fairness Cream for Men

3. **Normative influence-**Marketers convey this type of influence by showing group approval in advertising. For ex- in ads like soap, bike, floor cleaner etc. In these entire ads smooth skin, comfortable ride, shiny and clean floor are used as advertising's simulation for social approval. In all the above cases, an individual who is important to-the consumers (i.e. a friend, neighbour, spouse etc.) has expressed approval of the consumer's choice and thereby affecting the individual's choice of buying the product or rejecting the advertised product. These social groups are closely associated with the individuals and has the highest chance of affecting a consumer's choice regarding a product as sometimes consumers change their actions to match the group even though they don't agree with the norms of the group as they want to be associated with that group so marketers are closely associated with these social groups of the individual and they make their marketing strategies keeping in mind the interest of these social groups of the individuals also. For example, in Green Label' a liquor ad shows reward power by associating the product with the rewards for achievement in the organization.

Few examples of advertisements are shown below -:





Conclusion

Reference group's influence has relevance for the marketers as these reference groups help impact consumer values, attitudes and behaviour. Reference groups also inform and educate the consumers (potential) about a product/service offering, by acting as a standard and as a frame of reference, they also help in influencing potential consumers towards adopting and using such product and service offerings. Marketers are effectively using them in advertisements to communicate with the masses, for example, celebrities, sportsperson and leaders marketers uses their influence in advertisements to influences the masses as They are admired and followed by the consumers who desire to identify with them and even aspire to become or behave like members of such reference groups. Further they also help in providing information and increasing consumer awareness but they also reduce perceived risk amongst consumers with respect a product and service and/or brand.so these all things marketers keep in mind and thus they are able to use different kinds of reference groups influence effectively.

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CONSUMER REFERENCE GROUPS

CONSUMER REFERNCE GROUP: THE DIGITAL TRANSFORMATION

FAMILY LIFE CYCLE & ITS' EFFECT ON BUYING DECISIONS & APPLICATION AS SUITABLE DEMOGRAPHIC SEGMENTATION

CONSUMERS' LIFESTYLE HELPING MARKETERS WITH EFFECTIVE SEGMENTATION

REFERENCE GROUP

CHILDS' PESTER POWER MANAGEMENT BY MARKETERS WITH ANALYSIS OF LIVE EXAMPLES

THE SOCIAL CLASS MOBILITY ASPIRATION: A MARKETING OPPORTUNITY

CONSUMER REFERENCE GROUPS: THE DIGITAL TRANSFORMATION

BY: ADITYA JAIN



ABSTRACT:

The article mainly focuses on the reference group and how it influences the purchasing decisions of an individual in the era of digital transformation. Traditional marketing has been explained firmly and the article also states some similarity and distinctive ways in which consumers use the reference group in traditional marketing and digital marketing. It also classifies different consumer reference groups and how it influences a purchasing decision in digital marketing.

In marketing, we are always strategizing to steer customers' journey in the buying process to come to a favourable conclusion sooner than later. For this a variety of influences, both within and outside the consumers are evaluated and managed. One such influence which I intend to focus on in this post is the *Reference Groups*. Apart from the fact that this set of influence on consumers' behaviour is wide-dimensioned, and further, with the advent of digital media and marketing, it is transforming into new shape which marketers have to take cognisance of. I am attempting to look into the concept of reference group and then elaborate on how it changing from traditional approach to modern digital concept.

What is "Reference Group"?

Reference group can be an individual or a group of individuals that have a capacity to effect one's beliefs, attitude or maybe behaviour of an individual. From the point of view of a marketer, reference group play a major role because they influence the purchasing decisions of an individual. They have a capacity to influence an individual to purchase the product of a particular brand.

Consumer reference group can be classified into : -

NORMATIVE REFERENCE GROUP- This group basically influences individual values, attitudes and norms. Normative reference group basically includes those with whom a person usually has close relation and a direct interaction with them such as parents, siblings, teachers, peers, friends etc.

COMPARATIVE REFERENCE GROUP- The group, as the name describes includes the people to whom an individual compares himself/herself. Comparative reference group basically refers to the people whom others compare themselves and strive to be like them. Examples include public figures such as celebrities and heroes.

INFORMATIONAL REFERENCE GROUP- This is a type of reference group by which consumer seek information about a particular brand from the people who are associated with that brand. It can be anyone i.e. friend, family etc.

VALUE EXPRESSIVE GROUP- This is a type of reference group in which a person adopts a group values in such a way that they become a member of a group in order to express their own values and beliefs.

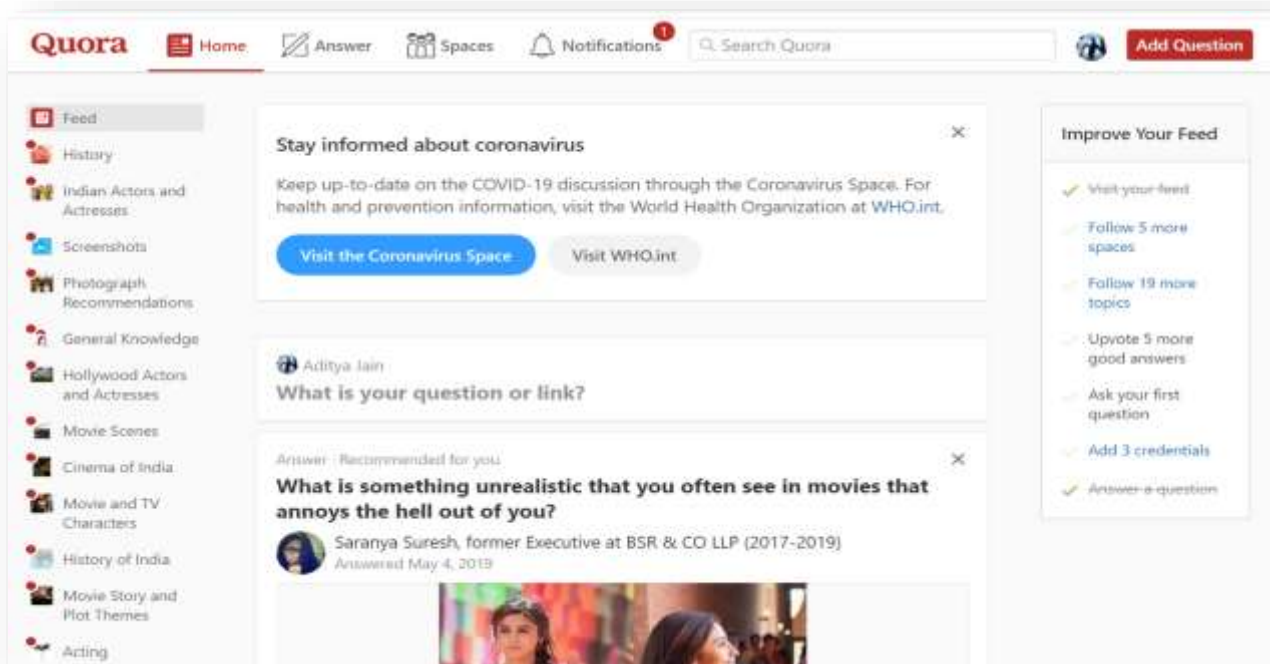
ASPIRATIONAL REFERENCE GROUP- This is a type of reference group where a person admires to be in a group but are not currently a member of that group. For ex- X is a high school senior who is applying for college in hope of becoming a career psychologist. He might use career psychologists as an aspirational reference group to determine which programs he should apply to, what his undergraduate major should be and what societies he should join.

UTALITARIAN REFERENCE GROUP- This is a type of reference group in which consumer's choice of product is influenced by the reference group preferences. For ex- If a person wants to buy a product but the reference group preferences are different so he would not buy that product as his choice of product is influenced by the people whom he trust.

The question arises that how these groups are used by consumer through internet? Consumers, according to their taste and preferences, associate with some or the other groups. Earlier people used to take suggestions from their near ones before buying any product but today, if you need any information regarding any product, we can get it very easily through online platforms. There are number of groups such as Facebook groups, LinkedIn groups which are available online and people join those groups according to their interests.

Compare Plans	Basic	Job Seeker Basic	Job Seeker	Job Seeker Plus
Pricing: Annual Monthly		US\$19.95/MO ¹	US\$29.95/MO ¹	US\$49.95/MO ¹
		Start Now	Start Now	Start Now
Get in touch				
InMail Messages Send direct messages to recruiters on LinkedIn. Response guaranteed. ²			5 per month	10 per month
Who's Viewed Your Profile See the list of people interested in your profile.	Limited	✓	✓	✓
Get noticed				
Featured Applicant Move your job applications to the top of the recruiter's list.		✓	✓	✓
Premium Badge Stand out in search results with a premium icon on your profile.		✓	✓	✓
Get premium insights				
Salary Data See detailed salary info for each job.		✓	✓	✓

The image above is the screenshot of LinkedIn paid membership in which people can get additional benefits if they pay a certain amount of money. This is an example of Utilitarian Reference



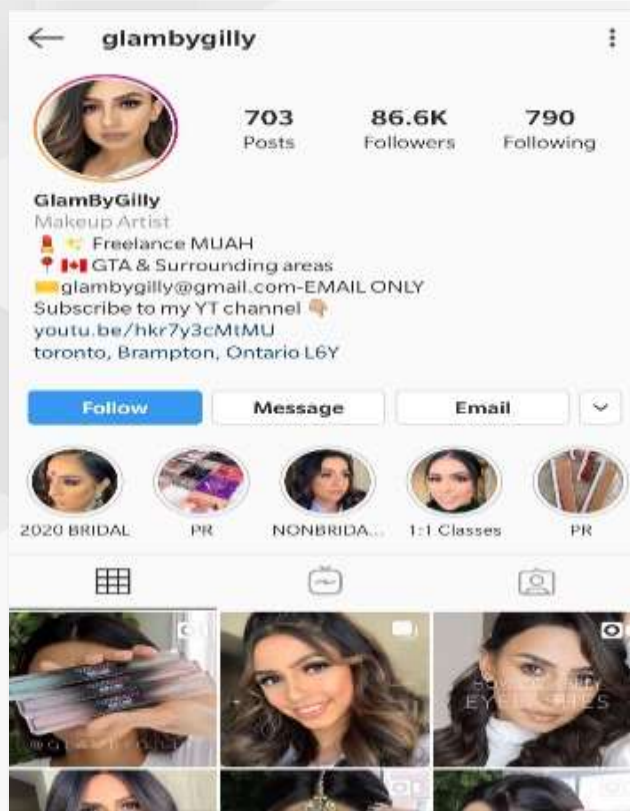
The shape of reference group has transformed in digital age. Earlier when people needed any information regarding anything, he/she used to ask from their friends, relatives but now, people have so many options i.e. if a person needs any information, they just use websites like Quora where they can ask questions, give their opinions etc. Hence it is an example of Informational reference group.



As you can see in the image above, a consumer who loves Nike brand may go beyond what the brand sells and starts sharing details about the Nike foundation and how they protect adolescent girls from poverty. The easiest way this function can be performed is by social media i.e. within just few clicks, a consumer can share their beliefs and values. Hence it is an example of Value expressive group.



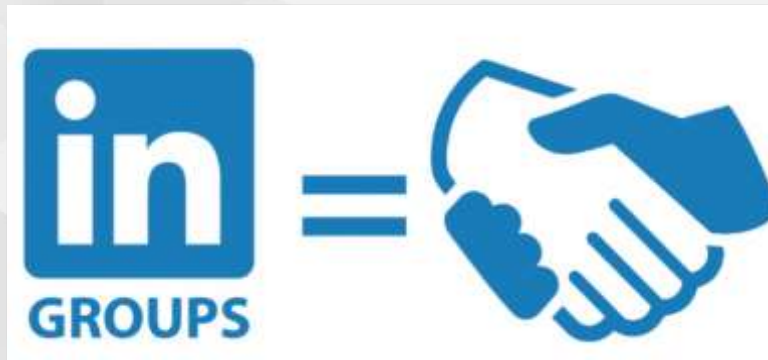
Today almost everyone like to play games but there are very few people who are able to earn through playing games. The image shown above is of a popular gamer who plays and shows it through the medium of YouTube and has many followers. This can be an example of Aspirational reference group as many individuals are inspired and want to be like them but currently they do not belong to that group.



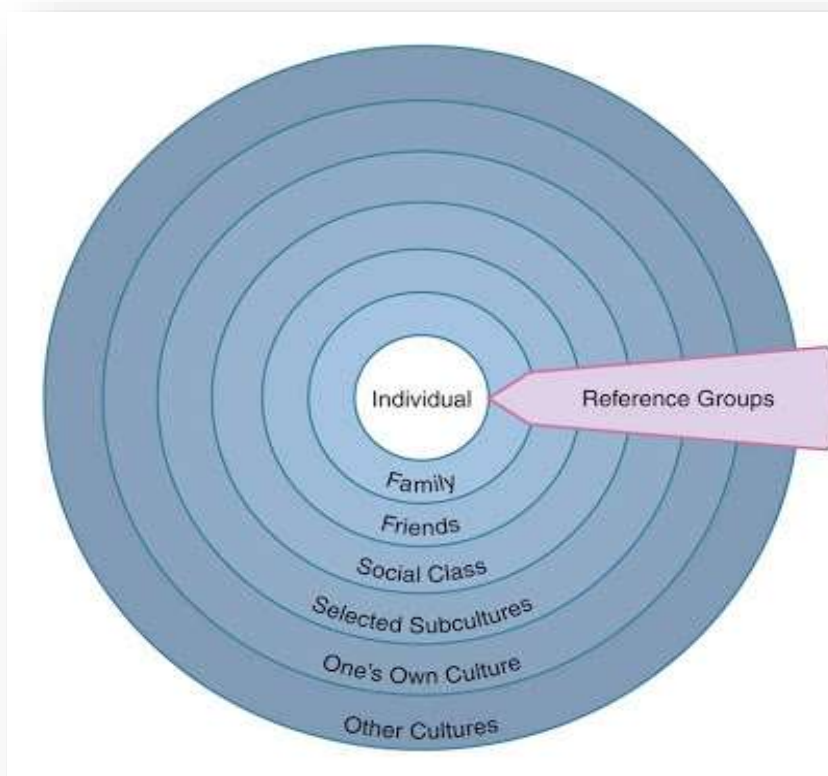
The image shown above is one of the famous bloggers on Instagram who gives beauty tips and endorses some famous brands of beauty products through her page. This is an example of Comparative Reference Group as many women will purchase the products by seeing her and strive to become beautiful like her.



The image shown above is the screenshot of religious group on Facebook. This is an example of Normative Reference Group as this group will include those people who have same religion i.e. Jainism and who share same norms and beliefs



Hence for business purposes, consumers use LinkedIn groups so that they can share content with other people, able to find answers, make business contacts as it is a place where most of the professional people are available.



We can clearly understand from the above diagram i.e. reference group that influences an individual. We can see that family is the closest one to an individual and so on. For ex- In earlier times, when there was no internet, social media etc then people used to consult their reference groups i.e. we can see that when one individual wanted to buy anything, he used to consult with his family members, friends etc. This was one of the traditional methods when there was no internet.

- Traditional marketing
- Traditional Marketing is kind of promotion, advertisement in which companies used this method in the early period to market their products. This type of marketing can include:
 - Print advertisements
 - Billboards
 - Flyers or Pamphlets
 - TV
 - Newspaper
 - Radio etc.

Reference group in traditional marketing

In the time of traditional marketing, there was no internet & hence no social media. Therefore, the reference group most effective was the word of mouth. The reference group for the word of mouth was either a known person (eg. By a friend, family member, neighbour etc.) or by door to door endorsements done by the company.

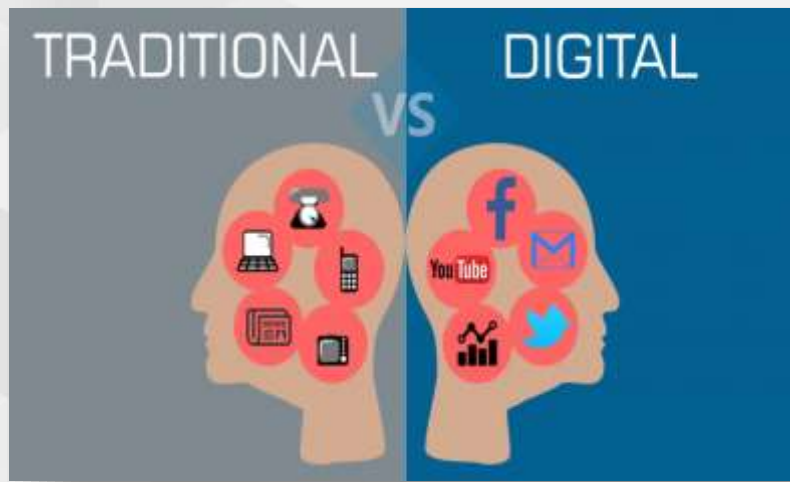
Other than the word of mouth marketing; TV's, newspapers, flyers etc were used in which the reference group mostly used were Actors, leaders etc because the people follow them and thus, they have great impact on the general population.

One other method of traditional marketing was telephonic advertisements in which the reference group was the recorded sound of famous personalities so as to have great impact on general population. Since the advent of social media, the main focus of marketing has converted from the traditional to the digital.

Although the reference group in the traditional as well as digital marketing can be similar to some extent, but the method of marketing is significantly different.

What is “Digital Marketing Transformation”?

Digital marketing transformation means the shift in a particular marketing channel i.e. prioritising digital media rather than traditional marketing channel. It has become an important aspect because it becomes quite necessary to update with the latest trend.



In this digital era, the process of consumer decision making has changed beyond all recognition. Now when a consumer decides that they need a product, they just surf the internet immediately. Next what? Reviews are right there at the consumer's fingertips and product demos can be viewed immediately before making any purchase decisions. Social media can have a very powerful impact, reaching a targeted audience base within the brand's most relevant demographic with almost 3 million advertisers using Facebook to reach consumers. Some of the digital transformation strategies are: Website Optimization, Search Engine Optimization, Content Marketing, Paid Search, Email Marketing etc. We can take an example of bloggers as well. They collaborate with some of the famous brands so that they can market their products. Instagram has influencers like nano influencers who collaborate with brands like Biba, Nyka, Lakme etc to influence consumers purchase decisions. Many famous celebrities like Ayushman Khurana, Kriti Sanon have been seen advertising for company like urban clap as they will help better to influence consumer decision.

Talking about the reference groups, usually the youth's buying behaviour generally is influenced by:

- Lifestyle
- attracting the opposite sex
- purchasing power
- family background
- employment status of the youth

- intervention of Western culture
- educational qualification

So, the question arises that how the reference group changed in marketing going digital?

We all are aware about the fact that how much time we spend on our mobile, tablets and laptops. It has become an essential part of each and every individual. In no time, marketers came to know about this fact that people spend way too much time on social media sites such as facebook, Instagram and e-commerce sites. Today, almost everyone try to market their product in one or the other way digitally because it is able to cover wide range of population in a very short span of time. However convenience is also one of the major factor due to which traditional marketing shifted to digital marketing as in today's time, everything is available 24*7 through online platforms. Websites like Myntra, Flipkart, Swiggy, Zomato etc also provide 30 days policy i.e. if a person doesn't like a product, he can return it within that period without going anywhere.

Here are some of the examples which shows that how reference group influence buying behaviour of an individual:

Suppose a child wants to be a professional basketball player and practically worships Stephen Curry who is a professional basketball player and he has a side gig as a product endorser for an athletic company that sells shoes apparels and equipment. So he would try to convince his father to get him those shoes because he would like to become pro like him.



Suppose a person is an avid hunter and participates in a competitive shooting and he is looking for a new rifle for competition. He sees an endorsement in social media for a particular brand of rifle by a US army and he is somewhat confident that the product which is being endorsed will be the best. So the person will have a desire to be as good as him so he would buy the rifle



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Family Life Cycle and Its Effect On buying Decisions And Application As Suitable Demographic Segmentation

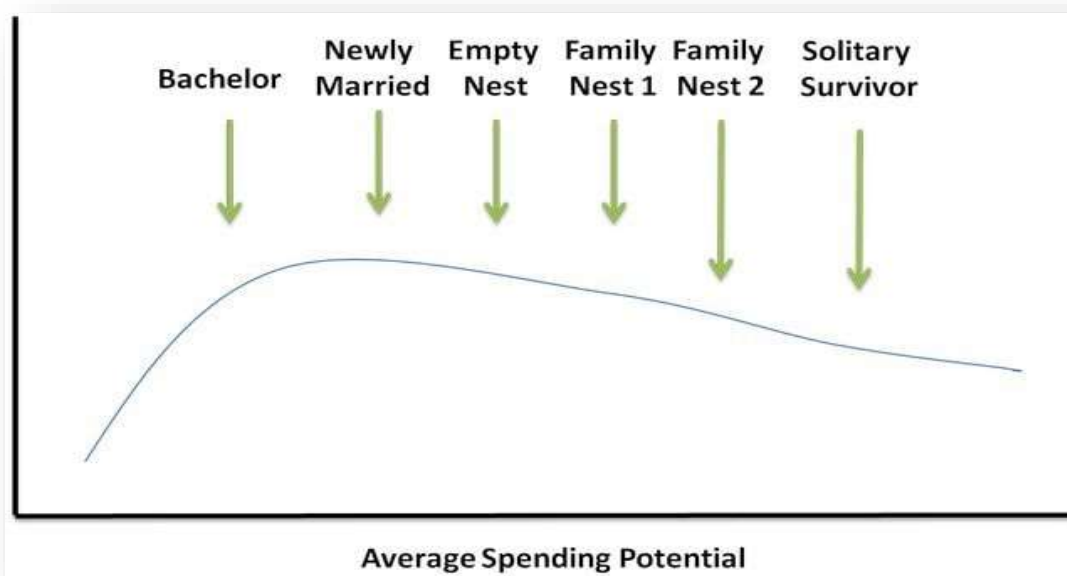
BY: KARTIK RAWAT



ABSTRACT:

The article talks about how family plays a major role through different stages in order to formulate a buying decision, this process is called family life cycle. Further it states about various stages of the family life cycle and how marketers try to use descriptions of these stages to analyse marketing strategies for various products and services. Consumption role of different family members is another important point that has been beautifully explained through this article.

Family plays a major role as they move through a series of stages that changes them over time. The process is known as the Family Life Cycle. There is a certain way in which the family life cycle affects the consumer buying process.



The Various stages in a family life cycle are:

Young Singles

These people live alone with their nuclear families, or their friends. Though their earnings can be low, they usually don't have any financial obligations and don't really save much for their future or their after job lives. Many of these people find themselves spending money on cars, furnishings, fashion, alcohol, vacations, indoor games.

Newly Married Couples

These are the couples with no children and financially in a better condition as they have two incomes coming in simultaneously. These people tend to spend more onto

luxurious things; the cars get bigger, the vacations get exotic.

They have the highest purchase rate and the highest average purchases of durable goods. They also appear to be more susceptible to marketing.

Full Nest I

This is when the family welcomes their first child and the role of the parents is about to change. Who gets to stay at home, who gets to go out for the job is the main concern for the couples. They usually move into their first home at this time. Their purchasing mainly involves baby foods, toys and other necessary items.

They are often dissatisfied with their financial conditions.

Full Nest II

In This stage the child grows up, the financial condition improves. The consumption pattern revolves around the child. Things like bicycles, clothing, sporting equipment, and computers become necessary. The improvement in financial condition is balanced out by the increase in consumption by the family.

Full Nest III

The parents are into their forties. Their financial condition improves further cause the primary earner's wage increases and the second wage earner is also earning a higher salary. A great amount is spent on education. They buy out luxury appliances. The families spend more on computers.

The financial condition of the family may be tighter than other instances.

Married, No Kids

These were married couples who decided not to have children. They have a high disposable income and spend more on luxurious vacations, charities more than others of their age. They are usually dual- wage earners and can retire early if they are able to save appropriately.

Older Singles

They are single either by choice of never getting married or by circumstances such as divorce. They have money to spend on travel and other luxurious things but somewhere feel the pressure of saving for their future as there is no second income they can rely on

Empty Nest I

At this stage the children move out and they are financially dependent now allowing the family to save more.

Therefore, the family spends more on themselves such as improvisation in their homes, foods, travels and somewhat gets prepared for their grandchildren.

Empty Nest II

The income earners retire by this time resulting in a reduction in their disposable income. They have increased spending on medical care. They try to keep themselves socially involved.

Solitary Survivor

They may be either employed or unemployed and usually survive on earned income rather than saving and remain socially active. Their expenditure is mostly on health care and sickness travel.

Retired Solitary Survivor

They are similar to the solitary survivor except for the fact that they are retired and depend on how much they have been able to save throughout their lifetimes.

Marketers try to use these descriptions of these stages to analyze marketing strategies for various products and services. A deep look into these stages can give an insight on how family members act in various consumption roles:

1. Influencers

They are the members of the family who provide information and can majorly influence the purchase

For ex. The wife mostly maintains the kitchen and it's her influence that plays a major role in what they eat.

2. Gatekeepers

These are the family members who control the flow of the information thus influencing the decision of other family members.

For ex. A child wanting a computer, may withhold all the relevant information on all the Computer brands except the one that he fancies therefore influencing his father's decision.

3. Deciders

These are the family members who are directly in charge of buying the products. It can be either done unilaterally or bilaterally.

For ex. The father or the mother has the total control over what is or not to bought for the child.

4. Buyers

The members who actually buy a particular product or service.

For ex. It can be the lady of the house who goes and buys groceries.

5. Preparers

They basically are the ones who prepare the raw material into final consumption.

For ex. Housewives may prepare the meal for the family using raw materials such as vegetables, oils and other ingredients.

6. Users

They are the ones who consume a particular product or service.

For ex. All the family members of the house may use the car but it was bought by the buyer and the decider was the one who convinced them,

7. Maintainers

They are the ones responsible for maintaining all the products and the services.

8. Disposers

They carry out the disposal or discontinuation of a particular product or service.

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CONSUMERS' LIFESTYLE HELPING MARKETERS WITH EFFECTIVE SEGMENTATION

BY: DISHA BHADAURIA



ABSTRACT:

Consumer's lifestyle is a very useful insight for the marketers as to segment the consumers and form a marketing strategy around it. This article defines consumer's lifestyles through AIO model. The AIO model consists of activities, interests and opinion, which is briefly explained in the article. The AIO aims to create a psychographic profile of a consumer which is used by the marketers in targeting and marketing their products and services through defining consumer's lifestyle.

A marketer needs to understand the specific behaviour patterns while searching, selecting, buying, using and finally disposing-off a product. This study helps marketers as foundation information for building their marketing strategy.

Like many others, I thought that it makes lot of sense in targeting my right customers by their demographic characteristics. However, when I learnt in depth about psychographic parameters of consumers, I realized that these give more homogeneous behavioural patterns of a segment than what demographics does. I looked further and found that consumers' *Lifestyle* is a good choice as it helps marketers define segments with homogeneous lifestyle types. The question then arises as to how do we define a lifestyle type. There are few models that can be used for this purpose. However, I am limiting my discussion to the AIO Model for reasons that I will mention further in this article.

First, what is lifestyle? It simply-said represents the style of living one's life. It encompasses how our consumers spend their resources including wealth and time. To represent their lifestyle, consumers invariably consume goods and services that showcase their lifestyle.

As per AIO Model, the lifestyle reflects activities, interest, opinion and behavioural orientation of an individual. Lifestyle shows individuals' attitude, way of life, values or world view. Lifestyle may include views on religion, family-background, education background, health, intimacy and more. All these aspects play a role in shaping someone's lifestyle, and ultimately the consumption behaviour...



AIO model

AIO refers to Activities, interests and Opinions. These are person's characteristics used by market researchers to construct the individual's psychographic profile.

An individual's AIO is typically unearthed by researchers through their responses to a large number of statements or questions answered in a survey.

Activities: This dimension focuses on someone's daily hobbies and routine. A person who rides the bicycle to work and plays sports on the weekends is likely to have a different purchasing pattern than that of another one who drives a car to work and watches a lot of movies. Their club memberships, entertainment choice, vacation and social events can give marketers clues about the consumers' activities.

Interest: A person's interest reveals concepts and ideals that drive their passions. A mother of three may list family, cooking, craft and toys as interests on a survey. Interest may also include hobbies, affiliations and pastimes. Consumers may have varied interests such as coin collecting, model shipbuilding, gardening and fishing.

Opinion: Everyone has opinions and consumers are no different. Marketers would like to know people's opinions about movies, public figures, politicians, actors and television shows.

Marketers also need to know customer's opinion about brands, products and store. The AIO aims to create psychographic profile of a consumer, with the goals of targeting advertising to various types of people.

How is the AIO Model used by marketers?

Making a new view of the existing market -creating strategies with stereotyping in mind about the typical customer in mind may not always match assumptions.

Understanding the target market-This method facilitates defining the target market Beyond simple demographic or product usage variations .



Product development Strategy -It helps marketer identify new product opportunities, draft media strategies by understanding how a product on does not fit into customer lifestyle.

Marketing and social and political issues-Psychographic segmentation is becomes important in political campaign and policy makers for finding commonalities among consumers.

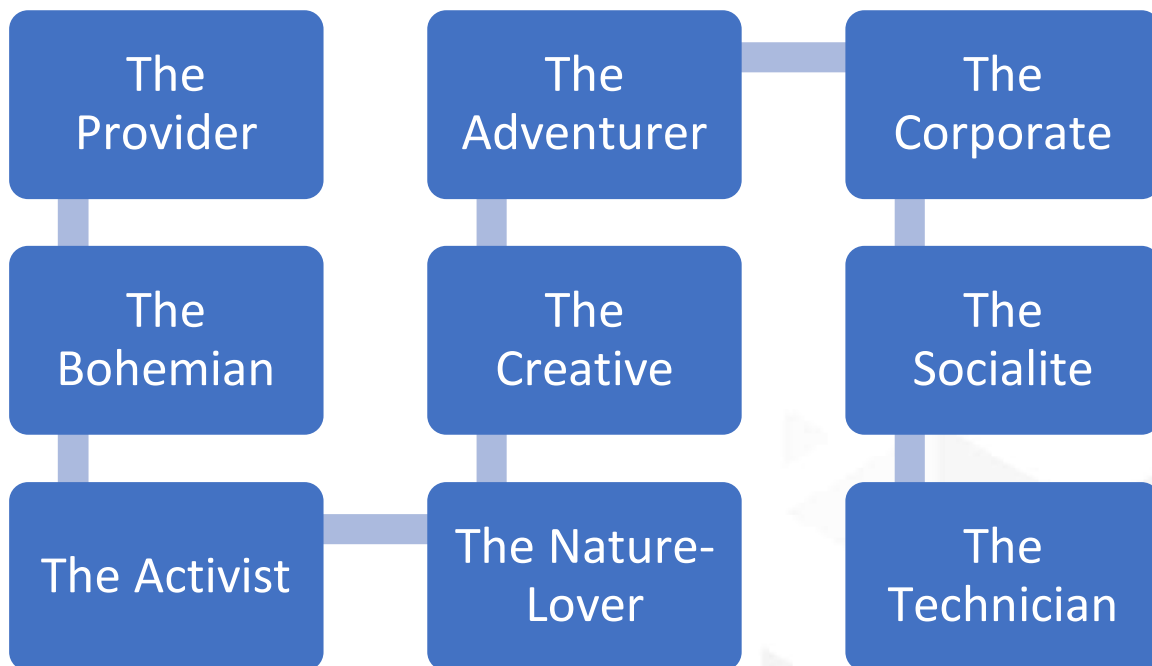
AIO example:

Demographics identify a buyer based on income, age, physical characteristics and marital status. Psychographic attempt to determine why are consumer by a certain product. As an example, a person psychographic profile may indicate that they enjoy an active lifestyle, find fulfilment in family time, purchase higher quality items, and spend a lot of time on social media.



Types of lifestyle:-

Incidentally I came across a study (which defines typical lifestyles as per figure below. It has not been elaborated here for the reason of restriction on length of the content. However it may be referred at the resource website.



You may like to explore, on the basis of above types of lifestyle and comment on lifestyle you are following.

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REFERENCE GROUPS

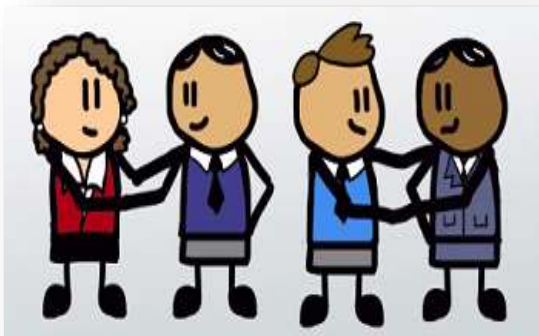
BY: STUTI JAIN



ABSTRACT:

The article is dedicated to firmly explaining the reference group. In the article the reference group is defined as - 'A group of people to which an individual looks upon while making a purchase decision.' Reference group is further classified into 4 bases in the article, which is then explained in detail in the article. Lastly, it talks about how marketers can use reference groups to influence customers to attain the path of their purchase decision.

Reference group refers to a group of people to which an individual looks upon while making purchase decision. It refers to any person or group of people who influences an individual behaviour. The group can be referred one or more person who share same set of beliefs, norms attitude and behaviour. Reference group act as a reference point while making buying decisions. An individual can either be a part of this group or wanting to be a part of a group. Reference group includes family members, friends, relatives, colleagues and some other organisations like school, colleges, any membership firm also comes under this.



Reference groups can be classified into various basis:-

Basis of regularity of contact & importance of interaction

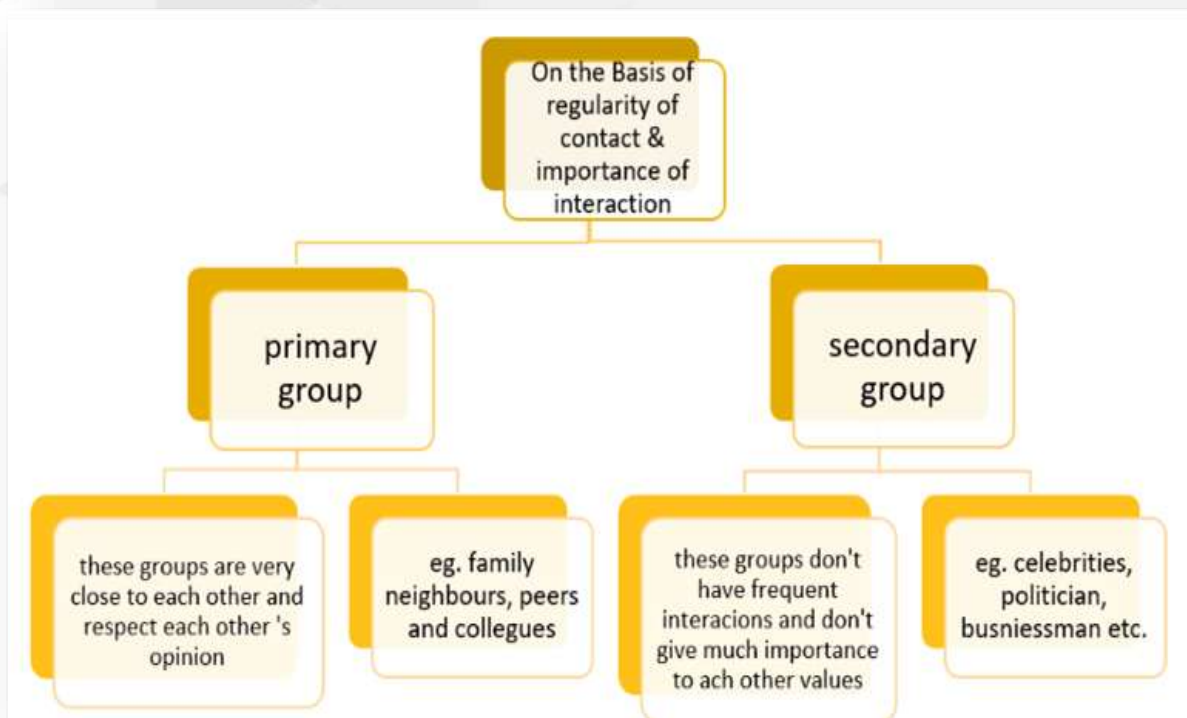
Group structure, membership, roles & norms, & purpose of formation

Nature of Belongingness and nature of influence

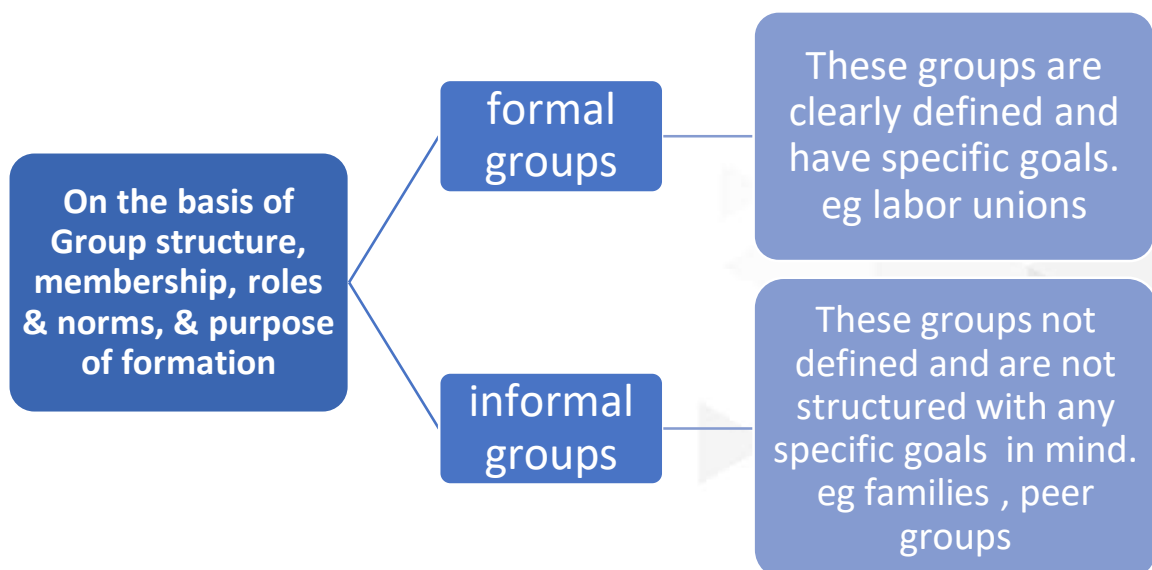
Purpose-based Categories

Now let's study these basis in detail:

1.



2.



3. NATURE OF BELONGINGNESS

Membership group

Non membership group

Contactual or membership group

Aspirational or symbolic group

**NATURE
INFLUENCE**

OF

positive

negative

Contactual group

Disclaimant group

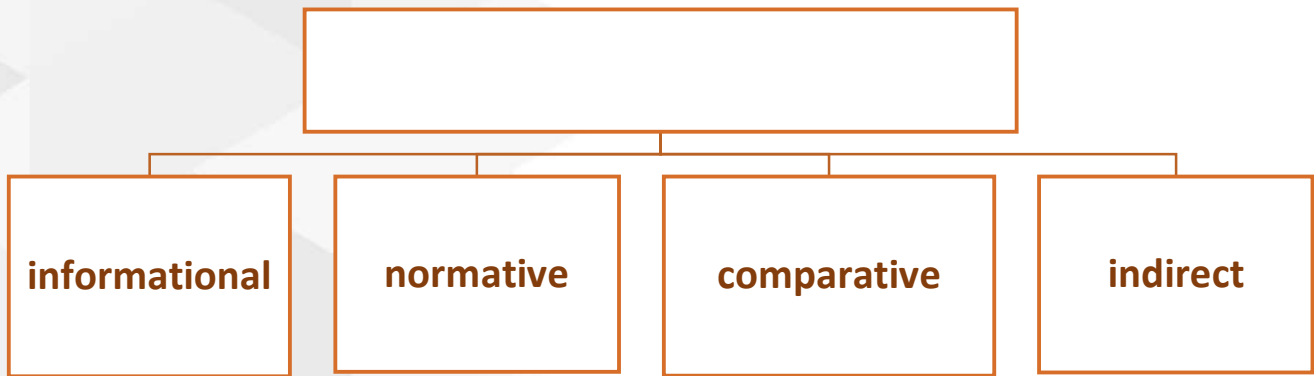
Contactual or membership group:-An individual is a part of this group and have the same values and beliefs which the group follows.

Aspirational or symbolic group:-An individual is not a part of this group and does not qualify to be so but follows the same values and beliefs as the group follows and shows the eagerness to join the group.

Disclaimant group:-An individual is a part of the group but deviates from the group norms, values and beliefs.

Avoidance group:-An individual is not the part of the group as well as disagrees from the group norms, values, beliefs and attitude.

4.



Informational reference groups:-Consumer seeks information about the product from the experts and from the people who work with the product.

Normative:-Those groups which influence the general values and norms of an individual.

Comparative:-These are the groups with whom an individual compares himself and strive to be like them.

Indirect:-These are the group to which individual know and don't have direct face to face contact.

HOW MARKETERS CAN USE REFERENCE GROUPS TO INFLUENCE THE CUSTOMERS

There are three types of group influence which marketers can use that are:-

Informational

Comparative

Normative

In informational influence, marketers use the expert appeal to convince the customers. Person who is expert in that area marketers can use that.

For example; for advertising of toothpaste marketers can present the dentist who can communicate the product features and performance.

Second approach in this can be to show the celebrity who have expertise in that field.

For example; a cricketer using a bat by himself and for that marketer can pick that cricketer to advertise that bat which can help to influence the customer.



In comparative influence, marketers use the typical user of the product to advertise as that can portray the common needs and problems of the actual consumer more effectively and the consumer can connect with that advertisement more easily.

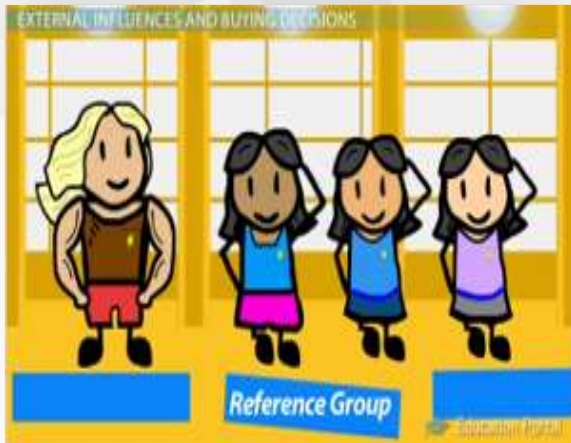
For example; for the advertisement of soaps and shampoos common people are chosen to portray the actual needs and problems of that. For these celebrity can also be chosen to make it more attractive for the customers.



In normative influence, marketers try to convey the rewards of using the product and also the risk of not using that product. In these customers wants to be like someone else so celebrities can be used to attract them. In this the person who is close to the customer is important for the approval of the product.

For example; in the ad of paints celebrities are showed because customer wants there house to look as glamorous as of those celebrities.

In the advertisement of lux Katrina Kaif is showed which helps to attract the customers by showing shiny skin as a reward of using that product.



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CHILD'S PESTER POWER MANAGEMENT BY MARKETERS WITH ANALYSIS OF LIVE EXAMPLES

BY: PALAK NARANG



ABSTRACT:

This article gives a great insight with live examples about how marketers are using child's pester power while selling their products and services. Article states the 'Why' part of the marketers briefly. It also explains the major drivers & factors that are used by marketers in order to attract the children

Have you ever wondered why children become super sly and devil as soon as they step into any store, supermarket, malls, and Toy shop? And have you ever noticed that why the colourful packages in attractive & unique shapes are kept at a particular eye level in such stores which successively attracts a child's attention? How the foremost disciplined of the kids turn into "Little Devils" as soon as they see McDonald's, gaming zones etc.? If you have ever experienced any of such events, then you have witnessed one of the greatest marketing tactics of all times which is understood well by the name of "**PESTER POWER**".

To easily define Pester Power, it is the greatest weapon of all the times within the hands of any marketer, which is employed by them to ascertain a marketplace for their products just by targeting children and positioning the products in such a fashion that children could persuade (influence) their parents so as to finally buy that particular product. In nutshell, it is the entry ticket into homes. This simply boils right down to the concept of "**KIDFLUENCE**".

Marketers are clearly attentive to this new concept of recent marketing which involves targeting children & exercising this power of "Kidfluence" to their advantage so as to achieve their main goal of selling goods & making great Profits thereby. This Power which is consistently being exercised by marketers is additionally called "**Nag Factor**", because children constantly exercise this power to pester their parents into buying certain products by repetitive "nagging" & "persuasion".



Why do Marketers target Children?

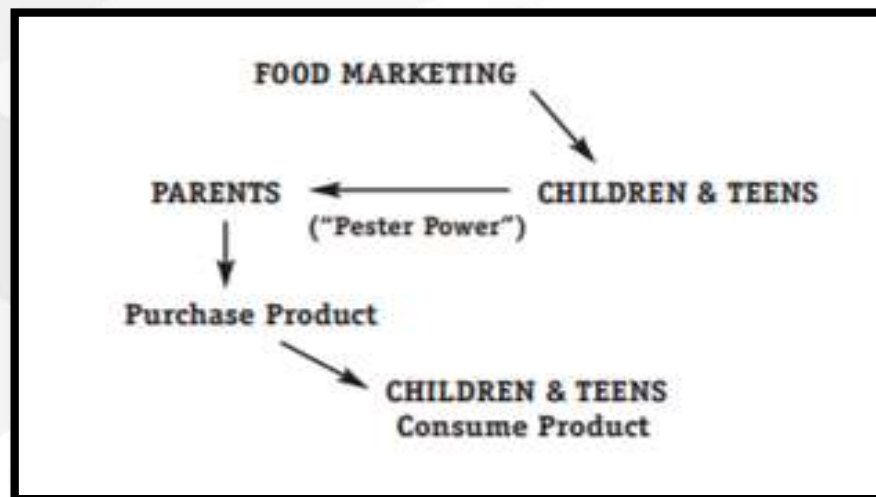
- In order to understand the application of Pester Power, one must clearly understand this idea from a marketer's point of view so as to know that how this tactic are often used & thereby resulting in the ***“triggering effect”*** which attracts the eye of any child & thus resulting in ***“persuasive nagging”*** & hence resulting in the ***“Final Purchase”***.
- Marketers are clearly aware of the very fact that children can play dual role of being ***“Influencer”*** on their parents likewise as being the ***“Future Consumer”***.

Thus, to keep up the future base of loyal customers; Marketers are using this tactic which is simply like planting a seedling & there by harvesting returns in terms of profit & loyal customer base within the future.

- In today's scenario Marketers are aware of the very fact that Children are acting as great influencers when it comes to ***“Family Purchase Decisions”***.

As per the study conducted by The Kidscan, it can be said that 3 out of each 10 parents consider their child's opinion while buying any household consumer durable items sort of a refrigerator, car, T.V. etc.

The following chart describes a typical pester power transaction:



As illustrated above, pester power marketing is unique because it targets children, but the ultimate purchasers of the products are adult parents or caregivers.

Major Drivers to draw in children in order that they will exercise “PESTER POWER” are:

- Industries & Businesses are spending large sum of cash on **“Attractive & Lucrative advertisements”** so as to draw in any child’s attention.
- **“Purchasing Power of Parents”** is yet one more driver which makes them buy almost everything which their children are posing for. It is often the resultant factor of dual income parents, nuclear families, & delayed parenthood.
- **“Guilt”** can play a significant role in final buying & purchasing decisions wherein the oldsters who are stressed because of the work pressure & aren’t able to spend Quality time with their children tend to spend more on certain products (like Play stations, Video games, Mobile Phones etc.) so on to keep their children engaged & thus substituting quality time with another desirable product.
- **“Greater Exposure to kids”** with the increased technology children are fine aware of brands and different products which are being launched worldwide.
- **“A new wave of youngster’s channel”** brands are critically making use of those platforms so on make children aware of new trends & new products. Example- Cartoon Network, Disney, Hungama,

Nickelodeon etc. showcasing advertisements associated with bags, food products, Chocolates continuously so on create a trigger & thus making children exercise their “nagging Power”

Now, Let us look into Different Products & Campaigns undertaken by Marketers so as to lure children & thus making them use their “*Superpower*”:

1) *McDonalds*:

McDonalds being one of the greatest food giant has established a benchmark when it comes to pester Power & it has even achieved multiple awards for being a fine player in the industry which has used this concept in a very significant manner. McDonalds has built itself as the greatest giant of all the times in world of QSR's



It has constantly worked in rigorous manner so as to establish its brand image by targeting children right from the introduction of *Ronald* to *Happy Meals* to toys of latest cartoon series, etc. They have adopted the concept of repetitive learning by the means of advertisement so as to attract the attention of children & now it has not only been serving children but also a great segment of adults; which has made it build itself as one of the leading brands.

2) **Vegetable
oil:**



During early 80s, campaigns of all vegetable oil brands accustomed showcase their products only through dining table, mother in law etc. But soon at the time of launch of Sundrop oil; it wanted to determine itself as **“Healthy Oil”** & thereby competing with **“Saffola”** that has already launched its **“Light refined oil”** but at a relatively high price. So as to capture the market, Sundrop came up with the **“Child key”** so as to enter this market. They came with a campaign where in a boy was wearing **“yellow track suit”** & is standing on his head as shown in its packaging & thus delivering the message of **“light weight healthy oil for health”**. This has showcased the effective usage of “pester power” even just in case of such products.

3) **Maggi:**

Nestle’s Maggi is yet one more example, where in pester power has been used to the fullest so as to lure kids. Maggi has constantly focused on its promotional activities where in it has come up with the concept of “convenience” for mothers & “fun” for kids. It has come up with great advertisements together with taglines like **“mummy bhookh lagi hai, bas do minute”**, another one was **“taste bhi health bhi”** making children influence their parents by convincing them that maggi is healthy & thus making it stand out as the best ready to eat food not only for children but also for students, adults etc.



This product has actually built a great customer base in the **“Ready to eat category”**. It has made itself stand out amongst other brands & even established itself as the most convenient product that results in happiness with its famous jingle which works as **“Do minute mein khushiyaan”**. It has been able to achieve this great miracle of success just by the mix of 3 things **“affordability”, “convenience” & “child pester power”**.

4) Bournvita:

Bournvita is one in all the foremost popular drink mix sold in India. It has established itself jointly of the leading brands in malted beverages segment. Bournvita has been ready to achieve all this due to its strategic planning & marketing strategy. At the time of its launch, Bournvita has clearly targeted children who don't like plain milk & thereby while addressing the common problem faced by many mothers, it has indirectly targeted **“Mothers”**.

The drink was able to gain great response as it offered great taste to kids & health for worried mothers. It has attracted children by the means of freebies, gifts etc.



It has left no stone unturned while maintaining with the changing times, as an example it has even launched Bournvita Lil champs for kids under the age group of 2-5 years as per the recommendations given by doctors during early years of growing up kids. It has been able to capture such interest due to its ability to come back up with new ways of interaction with children which included the use of both freebies as well its very attractive & motivating taglines such as *“Tan Ki Shakti, Man Ki Shakti”* in 1990, *“Tayari Jeet Ki”* in 2010 to its present tagline *“Bournvita Badhaye doodh ki Shakti”*.

5) Maruti Suzuki's Alto:



Gone are the days when kids used to brag about their fathers saying that “My daddy strongest”. Now they brag about the cars their family owns. In an interview, *Sanjeev Handa, vice president of Maruti Suzuki said that families are becoming nuclear which is leading to the changing role of kids in this era.* He told that today’s children know a lot more about cars, bikes than their parents. So, according to him kids power used to cater kids is like a boon for marketers; in response to this Maruti Suzuki came up with an ad for Alto to celebrate the sales of 30 lakh cars & eventually acknowledging kids power. This ad called “India ki Pehli Sawari” showing kids sitting in the backseats along with their parents. It also came up with exciting test drive events to engage kids & also opened up kids area in their showrooms.

With changing scenario, marketers are trying new ways to attract & engage kids. Thus, after the analysing these examples it can be clearly concluded that in this battle of wants & desires between children & their parents; marketers are leaving no stone unturned while making effective use of “Child Pester Power”.

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THE SOCIAL CLASS MOBILITY ASPIRATION : A MARKETING OPPORTUNITY

BY: SAKSHI MUKHI



ABSTRACT:

Segmentation of consumers is very important these days for the marketers in order to formulate proper marketing strategy and personalised targeting the specific group of consumers as per their plan. The article goes through 6-levels of hierarchy to divide consumers into different social classes. Each level has been explained with their characteristics, marketing strategy made for them and their aspirational products. This also gives a complete insight on the factors that have been used to create these 6-levels.

INTRODUCTION

Our society is a dynamic amalgamation of people with different cultures, taste & preferences, values, mind-set etc. This differentiation is not just limited to geography, the contrasting characteristics can also be seen in demographic, psychographic and behavioural aspects of each individual. Every individual gets access to different resources, facilities and achieve a unique stature in the society. This heterogeneity makes the job of a marketer very challenging.

To deliver value to the customers, a marketer needs to “**understand the audience**” and to make that understanding, the multifarious population of consumers need to be stratified into groups possessing homogeneous characteristics such as similar level of income, behavioural patterns, attitudes, lifestyle choices, values etc.

Researchers created a 6-level hierarchy to divide consumers into social classes on the basis of following factors: -

- Relative Wealth – Economic assets
- Power – Degree of personal choice & influencing capacity
- Prestige- Degree of recognition received from others

The 6 social classes are namely: -

- The Upper-Upper Class
- The Lower-Upper Class
- The Upper-Middle Class
- The Lower-Middle Class
- The Upper-Lower Class
- The Lower-Lower Class



A person belonging to a particular segment is said to hold status similar to members of that class. The choice of products and services hugely depend upon their lifestyle and social class they belong to. Social segmentation help marketers develop appropriate marketing strategy for different class of consumers as social class impacts the decision of what to buy, from where to buy, which brand to buy etc.

While people like to conform to their own social class, they also like to emulate those in the higher classes. Upper classes act as reference groups for lower classes. Humans keep aspiring to move up the social ladder as they are never satisfied with their existing status. This movement/shift in the social class is known as social class mobility.

The characteristics, aspirational products, marketing strategies for the social classes are mentioned below: -

The Upper-Upper Class

Characteristics

- Although they constitute only 1-2% of the population, they control disproportionately large amount of money, they are the High Net Worth Individuals.
- The upper-upper class includes members of well-established families, owners of major business houses etc.
- People in this category own highest value economic assets- they are beyond luxury cars & bungalows.
- They have high political influence and are respected individuals of the society, they like to spend on social gatherings and philanthropic acts.
- They are the opinion leaders, they are the 1st buyers of newly launched super luxury cars, watches etc.

Aspirational Products and Services

- Private Jets
- Yachts
- Designer Clothing & Apparels
- Advisory service etc.



What drives their consumption!

They want to stand out from the crowd through their fashion, style, sophistication and excellent taste in craftsmanship.

Marketing Strategies

- If marketers want to target the upper-upper class, they would need to make good relations with the advisors who influence the decision making of this class.
- Invitation to launch events can induce buying.
- The upper class are receptive to select news channels & newspapers, business or fashion magazines. These mediums can be used for advertisement.
- The sophistication & layout of an outlet, the personal attention by the staff greatly affects the purchase decision of this class.

The Lower-Upper Class

Characteristics

- This class represents 'new wealth', could be a result of successful start-up, attainment of position of high importance, fame from showcasing talent eg. -you-tubing.
- They are not quite accepted by the upper crust of the society.
- As these people are new to the wealth, they are conspicuous and indulge in impulsive buying. They want to own different economic assets in a small period of time.

Aspirational Products and Services

- Luxury cars
- Villa
- Partying & Clubbing
- Foreign Travels etc.



What drives their consumption!

Acceptance in upper class society.

Marketing Strategies

- Word of mouth
- Influence from reference groups

The Upper-Middle Class

Characteristics

- This class consists of successful professionals, corporate managers and business owners
- They do not possess unusual wealth but are well off.
- They are well educated and career oriented.
- Upper middle-class people focus on value for money. They prefer products that have more features and longevity.
- They have keen interest in obtaining better things in life.
- They seek out boutiques, speciality stores, labels whose image matches with their desired image.

Aspirational Products and Services

- Financial Instruments
- Quality Education
- SUVs/Sedans
- Clothing & Apparel brands like- Zara, Levis etc..



What drives their consumption!

Growth aspirations, Display of wealth - This class aspires to be a part upper-class which can be an impetus for them to invest in an entry level model of a luxury car brand like Audi instead of investing money in financial instruments.

Marketing Strategies

- Word of mouth
- Social media marketing
- Good Reviews from bloggers/influencers etc.

Affluent customers are more likely to be repeat customers that's why targeting them is wise

The Lower-Middle Class

Characteristics

- Non-managerial white-collar workers & highly paid blue-collar workers constitute this class.
- They value respectability & want to be accepted as good citizens.
- They participate in religious and charity work & spend on quality education for their children.
- They are the simpletons who care less about high fashion.

Aspirational Products and Services

- Investments for savings
- Consumer Durables
- Basic lifestyle items like Maruti Suzuki WagonR/Hyundai i-10, Titan watches etc.



What drives their consumption!

Upward vertical mobility through career advancement.

Marketing Strategies

- Online Offers, Discounts, End-Season Sale
- Television Advertisements
- Billboard Advertisements
- Social Media Marketing etc.

The Upper-Lower Class

Characteristics

- This class is composed of blue-collar workers(skilled-labour) and are security minded majority.
- They like spending more on leisure like TV as they are sports fans.
- They are also heavy drinkers and smokers.

They prefer brands that provide more quantity for similar taste food items eg.- Diamond chips instead of Lays.

Aspirational Products and Services

- Unbranded Clothes
- Low priced Android phones
- Education
- Food, Alcohol
- Insurance
- Aspiration to look richer make them buy counterfeit/cloners e.g.- Adidas instead of Adidas etc.



What drives their consumption!

Better life for children, Fulfilment of essential needs.

Marketing Strategies

- Reduce packaging size to reduce cost
- Word of mouth, influence from reference groups
- Free sample distribution
- Alcohol distribution during elections

The Lower-Lower Class

Characteristics

- Unskilled Labourers who are poorly educated, who tend to live by the day constitute this class.
- For them, choice of quality and brand is not an option.
- They tend to shop on daily basis.
- They like to buy from neighbourhood shops where seller-buyer relation is casual and scope of bargaining is high.
- This class has aspiration for all the products.

Aspirational Products and Services

- Food Ration
- Basic phone etc.



What drives their consumption!

Necessities, Hunger

Marketing Strategies

- Invite their involvement in local community activities showcasing your brand.
- Partner with government organisations to incorporate your product into their program & make it visible to the lower income groups.
- Free sample distribution

It is thus seen that social class stratification is the natural segmentation of large heterogeneous market to the advantage of marketers. The marketers should capture opportunities of satisfying needs instigated by 'social class mobility' aspiration, which are typical to every social class.

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CULTURE & ITS' IMPACT

MYTH: A MARKETING OPPORTUNITY

TREKKING ALONGSIDE CONSUMER BUYING JOURNEY

THE BUYING CLIMAX: HOW CUSTOMER SELECTS YOU OUT OF ALTERNATIVES

HOW TO UNDESTAND & MANAGE YOUR CONSUMERS' COGNITIVE DISSONANCE

HOW TO UNDERSTAND THE CONSUMERS' BEHAVIOUR WITH THE HELP OF A SAMPLE MODEL

MYTH: A MARKETING OPPORTUNITY

BY: ANISHA GUPTA



ABSTRACT:

Myth is one such element of culture that is very tactfully used by marketers. Myth making is a creative human activity. Marketers found such characters as a golden opportunity and today we can see market places bombarded with a number of stationery items, board games and even apparel with mythological characters printed on it. Because myth forms a great part of a culture and can't be easily uprooted. Myths are legendary folktales and stories that explain events and teach values to the society just like Mahashivratri and Kumbh Mela, stories of Shiva etc.

It is a universal truth, the more we know the better we communicate. With this reference, greater awareness and understanding of the key dimensions of culture have helped marketers to communicate better with customers in more subtle ways. Myth is one such element of culture that is very tactfully used by marketers. Sunrise in the east. America lies in the west. Aren't these directions a myth!

Myth does not only stand for something that is untrue or false. The word '[Myth](#)' originates from the Greek word *mythos*, meaning 'story' or 'tale'.

All cultures build and tell stories, and myth-making is a creative human activity. **Myths are legendary folktales and stories that explain events and teach values to society.** They are imaginary and include characters that are gods, heroes, and common men, to offer lessons to the people, about the causes and effects, good and bad, right and wrong.

According to Mary Midgley, a British philosopher, myths are “imaginative patterns, networks of powerful symbols that suggest particular ways of interpreting the world.”

Myths detail the values that members of a social structure should share. These are related to **storytelling which may or may not be true**. Marketers have been very smartly tapping into myths to avail of its benefit. *Chhota Bheem*, which is one of the most popular characters among children, is very much glued to storytelling.



India has a compelling and precious history and habit of story-telling. The kids in India grow up listening to the stories of great kings and gods from their grandparents; most of these stories, a part of the great Indian epics, Mahabharata or Ramayana.

Hence, when the animation industry wanted to tell stories to children, the characters from these epics were certain. Moreover, the mythological and historical characters were also the superheroes to the kids in India, as there are fantasies and magic attached to them.

This paved the way for the creation of Indian small screen superheroes such as *Chhota Bheem*, *Krishna*, *Ganesha*, *Hanuman*, and *Luv Kush*, and so on. Marketers found such characters as a golden opportunity and today we can see marketplaces bombarded with a number of stationery items, board games and even apparel with mythological characters such as Chhota Bheem and Hanuman printed on it.

Another character that gained popularity is Krishna from Mahabharata. The entire *ISKCON FOUNDATION* works on the name of Lord Krishna.

By saying so, I do not intend to comment on whether bringing into focus such character is right or wrong. Talking about Chhota Bheem and Krishna reminds me of Superman and Spiderman. Being imaginary in nature, these characters are a myth too.



Once a consumer believes in the myth, the task of the marketer reduces.

In other situations, I as a marketer need to create a belief in the minds of my customers. But, fortunately, here **myths act like Aladdin's lamp** for me. My audience already believes in a particular myth and I just need to align my product according to that particular myth and the victory is all mine.

Let's understand by taking an example of one of the most celebrated myths.

We Indians cherish possessing gold. People consider auspicious days like *Akshaya Tertiya* and *Dhanteras* as the golden time to ramp their gold purchase. Because buying precious metals such as gold and silver these days is believed to bring wealth and prosperity. Consequently, even after surging prices, people go crazy to have the possession of gold and silver.



Undoubtedly, such occasions turn out to be golden days for jewelers. But the perks do not get restricted to jewelers. Various other brands (such as PAYTM and TATA MOTORS) keep coming up with different schemes on such festivals.



Because myths **form a great part of a culture, these can't be easily uprooted.** Therefore even our glamorous Bollywood could not resist and has also been making the most out of myths. There is this upcoming movie called *Brahmastra*. The team chose a very special occasion of Mahashivaratri to launch the logo of the film at the Kumbh Mela. Lord Shiva is considered as one of the most powerful Indian mythological characters and associating Brahmastra with Shiva is just another myth.



Throughout storytelling, *color has been one of the ruling methods for imparting social, cultural, and symbolic meanings*. Each color conveys a culturally-conditioned message to the reader. These meanings can vary remarkably from culture to culture, especially if we compare Eastern and Western cultures. The same white color that is worn by brides in western culture is considered to be the color of mourning in some Eastern cultures. These mythological stories often survive as a repository of important cultural values. Thus, the market remains firmly in charge of the consumption of the myths and its rewards.

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TREKKING ALONG SIDE CONSUMER BUYING JOURNEY

BY: GARIMA AGGARWAL



ABSTRACT:

Customer is known as king of the business irrespective of the size of business and understanding their buying behavior is utmost crucial for a marketer, so that he can satisfy them and retain them in a competitive world. In this article, we are discussing about the six techniques that a marketer uses to attract a customer.

Can you guess the boss of all nations, culture, religion or an organization? No matter where the business is held online or offline, there is only one boss, who? CUSTOMER

Customer is known as king of the business irrespective of the size of business and understanding their buying behavior is utmost crucial for a marketer, so that he can satisfy them and retain them in a competitive world.

Far too often, marketers think that consumer buying is randomized because the customer buying decision process isn't linear. Customers may go in the acquisition even at different phrases. They'll enter early at the very best or middle of the channel or even join late within the journey before they create their purchase.

So marketer should have a technique to attract customers at each entry point and know the thanks to plug to prospect at each stage of the buying decision process. The buying decision process is the trail that customers take while moving towards with you.

It's described in a six-stage which is discuss below-

The Consumer Buying Process



1. Problem Recognition:-

This is the most important and beginning step of decision process because here the customer will identify their needs i.e. what actually they want. Here internal and external stimuli both works and gives an opportunity to the marketer either by identifying customer's needs or by creating artificial needs i.e. desire into needs. To capture attention during this phase, marketer need to seed content in places where audiences will passively see it. Here marketer either use traditional method i.e. advertising, or go for content marketing majorly for online businesses just to come in the eyes of customers, and to develop brand awareness and recognition. Share facts and testimonials of what their product or service can provide. Ask inquiries to tug the potential customer into the buying process. Doing this helps a possible customer realize that they have a requirement that must be solved.

2. Information Search:-

Now customer starts searching for information that will be matched with their needs. In these phase many times, customer directly go to their reference group (family, friends, colleagues etc). There are external factors also on which consumer rely like consult online resources, such as Google or customer reviews.

Marketer job as a brand is to offer the potential customer access to the data they need, with the hopes that they arrange to purchase your product or service. Create a funnel and plan out the categories of content that individuals will need.

Another important strategy is a word of mouth—since consumers trust one another over they are doing businesses, confirm to incorporate consumer-generated content, like customer reviews or video testimonials, on your website.

3. Evaluation of Alternatives :-

Now a customer is having knowledge of multiple brands for same product that he want/need. At this phase customer start weighing their perspective choices against comparable alternatives. Alternatives may present themselves within the kind of lower prices, additional product benefits, product availability, or something as personal as color or style options. Depending on the dimensions and scope of the acquisition, this will be the instant within the consumer journey when the potential buyer recognizes the necessity for expert help to create a final judgment.

As now, it's likely that a consumer will reach intent on a brand or manufacturer or store sales representative for an expert opinion on which product to decide on. The sales associate features a tremendous amount of influence at this stage of the customer journey. Having knowledge and enthusiasm surrounding a selected product, plus the flexibility to create a private reference to the customer, can greatly influence the buyer's final judgment. So the marketer should be geared towards convincing consumers that your product is different and superior to other alternatives.

4. Purchase Decision:-

This is the instant the buyer has been waiting for: the particular purchase. At this point, the customer has explored multiple options, they understand pricing and payment options which they're deciding whether to maneuver forward with the acquisition or not. That's correct, on this point they could still try to get away. This means it's time to boost the game within the marketing processed by providing some way of security while reminding customers of why they wanted to create the acquisition within the primary time. At this stage, giving the utmost amount information regarding the need that was created within the 1st step along with why your brand, is the simplest provider to satisfy this need is vital. Marketer would like to position their brand in order that when the customer searches for a path to buy, they find it straight away.

If a customer walks off from the acquisition, this can be often the time to bring them back by re-targeting the customer. If marketer is able to done his job correctly, then the buyer will recognize that his product is the most suitable choice and choose to get.

Step four is way and away the foremost important one within the patron buying process. This can be often where profits are either made or lost.

5. Purchase:- A need has been created, research has been completed and therefore, the customer has decided to buy. All the stages that cause a conversion are finished. This is the magical moment of truth when the consumer selects a brand for purchase.

6. Post-Purchase Evaluation:- The post-purchase evaluation phase may be a little different from the opposite stages of the buying decision process in this it's somewhat linear. The customer can only get to the current phase by making it through the acquisition phase. While the post-purchase phase might sound just like the end of the method, it doesn't mean the connection is over. It is beginning of the relationship with long-term customers. The post-purchase experience plays a key role in what's referred to as the brand loyalty looped. When consumers try your product and are pleased with their post-purchase experience, they're way more likely to write positive reviews, tell friends about their positive experience (in person and via social media), and ultimately purchase more products from your brand within the future. The positive memories of the buying experience can greatly influence the longer term buying decisions of the patron. However, whether the customer is satisfied together with his or her decision to make the acquisition, whether a future purchase is created from your brand remains in question.

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THE BUYING CLIMAX: HOW CUSTOMER SELECTS YOU OUT OF ALTERNATIVES

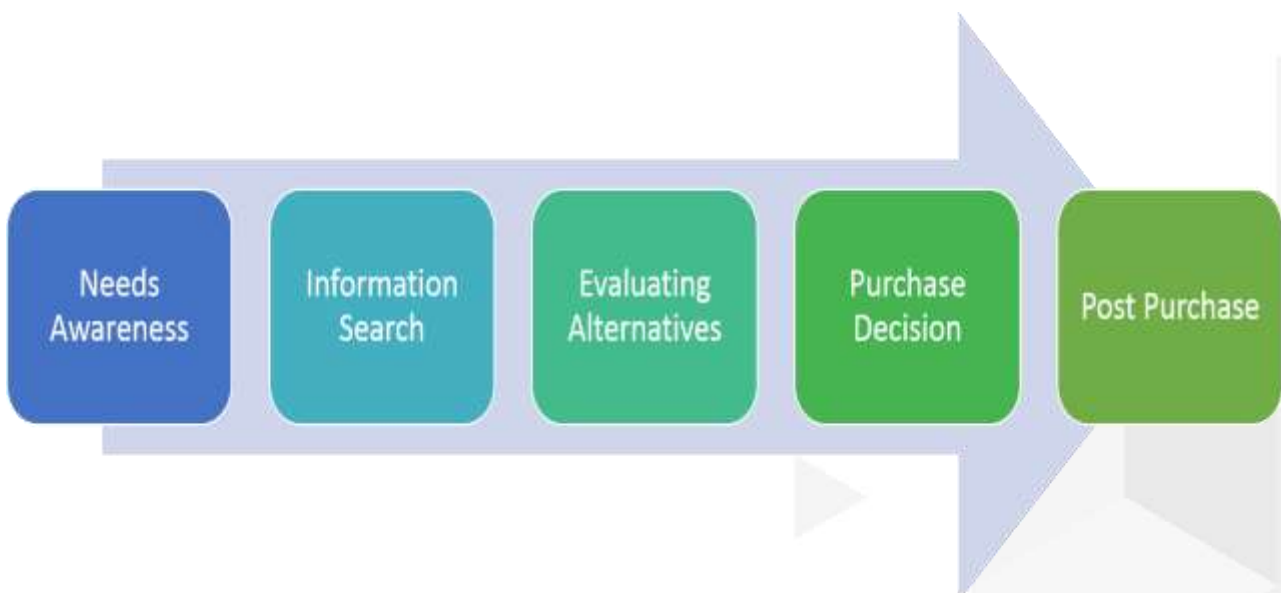
BY: KIRAN YADAV



ABSTRACT:

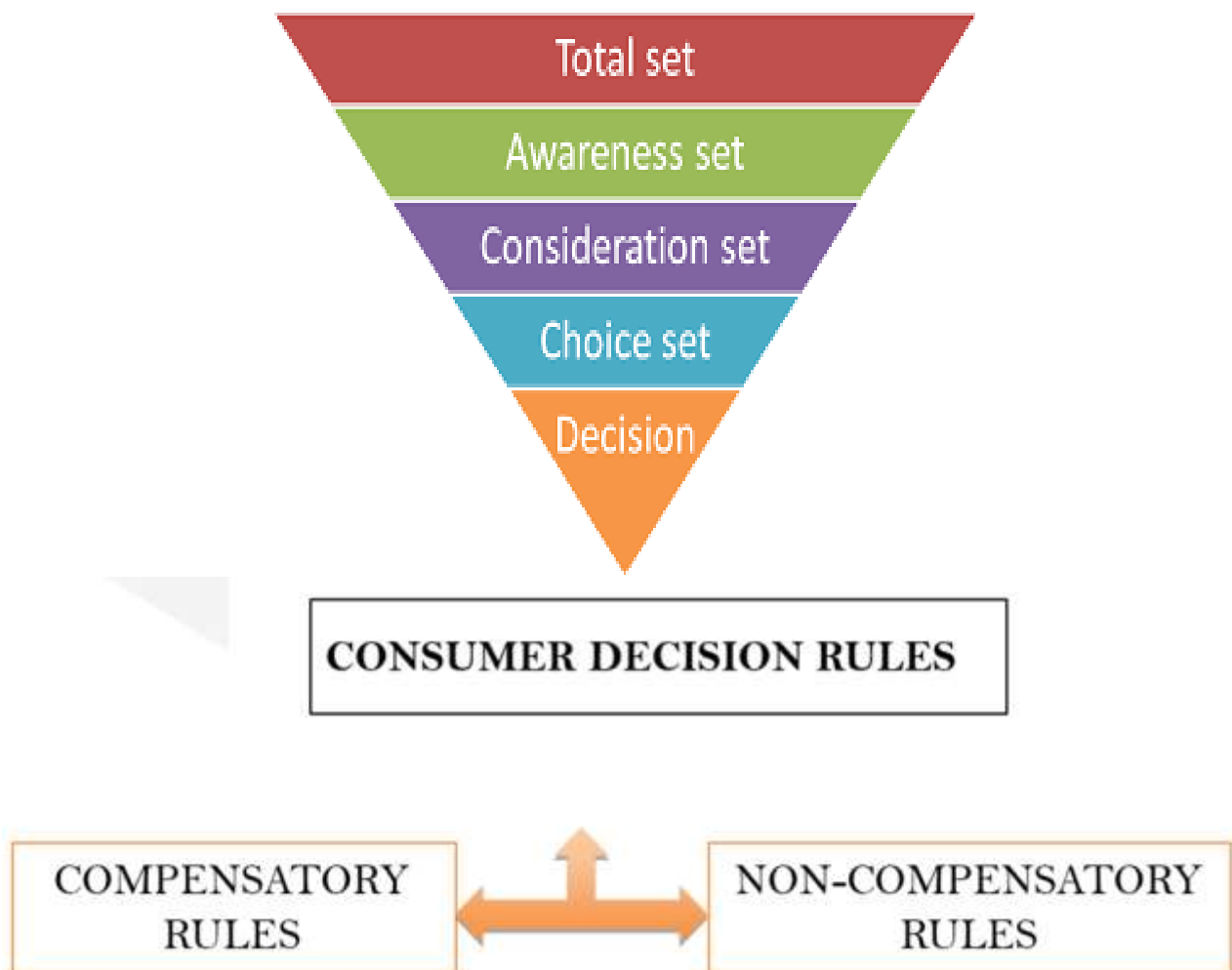
Consumers' buying decisions are influenced by the objectives they are trying to achieve. In today's world where the market is flooded with similar products and competitors, both marketers and consumers' jobs have increased in making their product different and selecting and evaluating best out of them respectively. This article hence talks about the alternatives to make the best decisions.

Consumers' buying decisions are influenced by the objectives they are trying to achieve. Before making a purchase decision consumers go through a series of steps to reach closest to the ideal state from the actual state. In today's world where the market is flooded with similar products and competitors, both marketers and consumers' jobs have increased in making their product different and selecting & evaluating best out of them respectively.



Purchase decision

Marketers have immense opportunities in influencing customers at this stage of alternative evaluation and selection. Let's take the example of buying a car as this purchase decision is an example of extended decision making which requires a lot of information searching, expert advice, and evaluation. India has around 40 car brands but still while choosing a car every middle-class family only considers a few brands like Maruti Suzuki, Hyundai, Tata Motors and Toyota. This shows that these brands have strategies which are increasing their chances to lie in the 'consideration set' by targeting a large number of populations. If a brand is not falling in the consideration set than it will be eliminated before getting evaluated. And once a consumer has a choice set than consumer decision rules come into picture which helps in making a decision which reduces risk and selects best out of the rest.



Compensatory Rule

This modeling is based on compensating bad attributes of the brand/product with good attributes. For example, if car A's price is much higher but its resale value is more than, there is a chance that customers might consider it purchasing if the customer is more concerned about resale value. Customers evaluate products on the bases of the hierarchy of preferences and calculate **aggregate score**: -

*all the values in the table are not based on any research

Evaluation criteria	Maruti Suzuki	Hyundai	Tata motors	Importance score
Price	5	4	4	4
Fuel economy	5	5	4	5
Handling & ride	3	4	3	4
Resale value	1	2	2	1

Weighted score:

$$1) \text{ Maruti Suzuki} = 4(5) + 5(5) + 4(3) + 1(1) \\ = 58$$

$$1) \text{ Hyundai} = 4(4) + 5(5) + 4(4) + 1(2) \\ = 59$$

$$1) \text{ Tata Motors} = 4(4) + 5(4) + 4(3) + 1(2) \\ = 50$$

So according to compensatory rule, Hyundai is the best choice.

- **Non- Compensatory**
 - Disjunctive rule
 - Conjunctive rule
 - Elimination rule

DISJUNCTIVE RULE:

AKA screening-in, according to this rule a product should satisfy the minimum performance criteria which are assigned by the customer to certain important attributes of product according to their preferences. While buying the product consumer completely ignore the non-essential attributes of the product. High performance in those non-essential areas cannot compensate for low performance in any key attributes.

Let's understand it further by continuing our pervious car purchasing example:

Let's understand it further by continuing our pervious car purchasing example:

Evaluation criteria	Maruti Suzuki	Hyundai	Tata motors	Minimally required level of satisfaction
Price	5	4	4	5
Fuel economy	3	3	4	0
Handling & ride	3	5	3	5
Resale value	1	2	2	0

For consumers, important attributes of a brand are price and handling and ride. Any of the brands which satisfy at least one of them will be screened-in.

Under Disjunctive rule, **Maruti Suzuki and Hyundai are screened-in** as they are fulfilling the required level of satisfaction for at least one of the important attributes. As fuel economy and resale value are secondary attributes of a brand for customers so their score will be neglected. A high score in those secondary attributes will **not compensate** for a low score in key attributes.

CONJUNCTIVE RULE:

In this rule consumers allot minimum importance score to all attributes of brands. Those brands who are below that minimum requirements will be screened-out.

Evaluation criteria	Maruti Suzuki	Hyundai	Tata motors	Importance score
Price	5	4	4	4
Fuel economy	4	5	2	3
Handling & ride	3	4	3	4
Resale value	1	2	2	2

Hyundai will be accepted whereas **Maruti Suzuki and Tata motors will be screened-out** as they do not satisfy the minimum importance score parameter. So, in conjunctive rule, all those brands which do not satisfy the minimum importance score in all of the attributes will be screened-out.

ELIMINATION RULE

In elimination rule, consumers rank the attributes of brands according to the hierarchy of preference and then set cut off for the same. All those brands which do not satisfy the minimum cut off of the ranked attributes are eliminated.

Evaluation criteria	Rank	Cut off	Maruti Suzuki	Hyundai	Tata motors
Price	1	5	5	4	5
Fuel economy	2	4	5	4	3
Handling & ride	4	3	3	4	3
Resale value	3	3	2	2	2

- 1) According to the customer's preference rank, price is given the highest priority and Hyundai is below cut off score so it is rejected.
 - 2) Rank two is given to fuel economy and Tata Motors is rejected.
- So, according to ranking and cut off scores, **Hyundai and Tata Motors are eliminated.**

It is vital for marketers to understand consumers' behavior. Marketers need to know what type of decision model generally customers use while buying certain things. It is observed that consumers usually go for compensatory model when there is a fewer alternative or limited features. Once marketers have understood the rules there are plenty of opportunities for forming marketing strategies.

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HOW TO UNDERSTAND & MANAGE YOUR CONSUMERS' COGNITIVE DISSONANCE

BY: SATYAJEET KISHORE MISHRA



ABSTRACT:

Buying Behavior is the decision processes and acts of people involved in buying and using products but have you ever wondered many times in our own personal life, we buy products which we later regret buying. It can be day to day items or anything which was a result of an impulse buying or a researched buying, but one we regret after buying. The misery which comes after the purchase is known as Post Purchase Dissonance, the final stage where the customer begins to regret the purchase.

"One cannot live without desire; we cannot live without feelings and one cannot live without regret"

Post purchase regret exists in our lives and only a few people are spared from this feeling. Post purchase regret is an important emotion; since it can intervene in all spheres of our lives. People tend to seek in their beliefs and perceptions but what happens when one of our beliefs conflicts with another previously held belief? The term cognitive dissonance is used to explain the feeling of discomfort which results in holding two irreconcilable beliefs. When there is a disparity between beliefs and behaviors, a change is must in order to eliminate or reduce the dissonance.

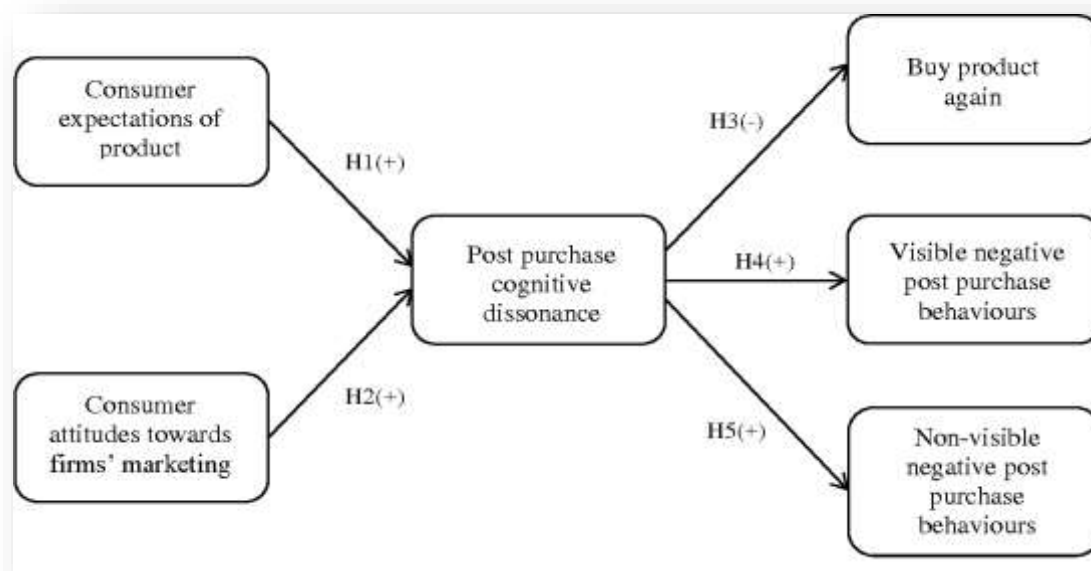


Buying Behavior is the decision processes and acts of people involved in buying and using products but have you ever wondered many times in our own personal life, we buy products which we later regret buying. It can be costly shoes, day to day items or anything which was a result of an impulse buying or researched buying, but one we regret after buying. The misery which comes after the purchase is known as Post Purchase Dissonance. It's defined as, when the customer's state of the mind and perception is quite anxious or on-edge after purchasing the product or service offering of a brand. Cognitive dissonance is the final stage in the decision process of consumers. After a customer assessing whether he is satisfied or dissatisfied with a purchase, the feeling he obtains about a purchase will significantly influence his decision as to whether he will make a re-purchase or consider alternatives where as Post purchase regret, a form of buyer's remorse, is sometimes used in modern psychology to describe the state of simultaneously holding two or more conflicting ideas, beliefs, values, or emotional reactions.

The threshold of buying remorse –

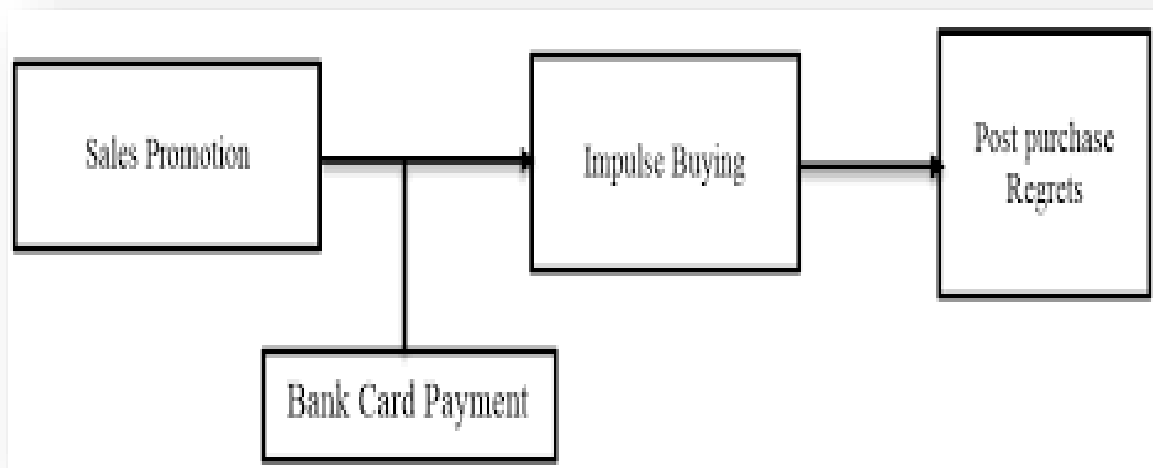
For a customer to reach the level of post purchase dissonance the process can be divided into three levels

1. Tolerance level – Where the customer is Fine with the product he has brought and goes ahead with the purchase.
2. Inconsistency level – Here the customer is ambiguity, whether he really likes the product and whether the purchase was not really up-to the mark.
3. Post Purchase Dissonance – The final stage where the customer begins to regret the purchase.



Reasons for Post purchase dissonance –

- He/she has realized that the competitor's product is far better in terms of price, features, and attributes as compared to the brand's product.
- There is a disparity between his prior evaluation of the product and his final purchase. So he doesn't want the product anymore.
- Maybe it was an Impulse purchase and the customer regrets the impulse.
- Evolving tastes and preferences of the customer and the growing competition in the [market](#).
- He/she thinks that he has overpaid for the product that he has purchased.



The causes of buyer's remorse –

1. External pressure - External influence on the customer whilst indulging in the purchase of the specific product or the service.
2. Wide variety of options - Too many options on the platter ultimately results in confusion of which one to select.
3. Lack of research and knowledge - Indulging in the impulsive buying especially of the high worth times
4. Quality of the product - Brand and it's offerings failing on the parameters of quality that was promised.

5. Unique characteristics of the product - Purchase of a product owing to its unique and exclusive characteristics without realizing the fact the factors of the utility and usage of that uniqueness.

Improving the Post Purchase Dissonance

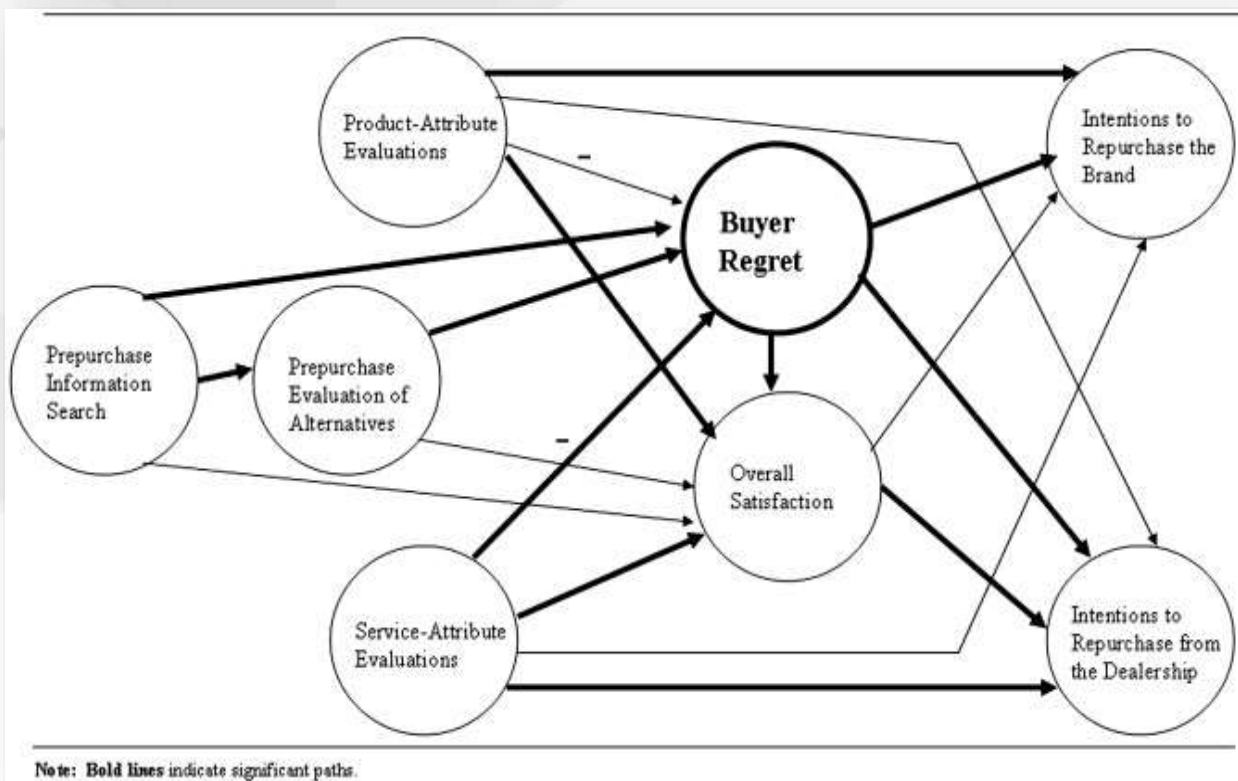
1. Quality Control: A big cause stems from the quality of the products they received. Brands should avoid this by focusing on durability, attributes, features, and uniqueness of the products. The best items are built with customers at the forefront of the designer's mind.

2. Set Correct Expectations: Customers who conduct thorough market research and comparative analysis before making a purchase are more likely to stick to their decisions. They are less likely to experience Post Purchase Dissonance because their original evaluation will back up their choice to buy. In short, they know what to expect so they won't be caught off guard.

3. Warranty, Exchanges, and Service: Forgetting about customers after they make a purchase is a quick way to guarantee Post Purchase Dissonance and cancel out any hope for retention. Your marketing efforts made the customer feel important and eventually persuaded them to make a purchase, but what about afterwards? Don't let them feel stranded on an island.

4. Offer Flexible, Self-Service-Based Returns: Don't let your returns process turn your customers away - leaving them with that dreaded dissonance! Returns are a necessary part of the digital marketplace and if executed correctly they can actually serve to build up customer relationships.

5. Ask for Feedback: Ask for the customer's opinion using the Customer Satisfaction (CSAT), Customer Effort Score (CES), or Net Promoter Score (NPS). By doing this you're showing them that their experience really matters, and you care about how they feel. This confirms their belief that they made a solid purchase with a reputable brand and casts aside unwanted dissonance. This also generates key information you can use to optimize your flow in running your business.



Conclusion

So, to wrap-up, it is inevitable to find a consumer or a post-purchase situation without effects of cognitive dissonance. Then, the smart marketers will do everything to pre-empt and mitigate this continuously and consistently to bring the best out of every consumption.

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HOW TO UNDERSTAND CONSUMERS' BEHAVIOR WITH THE HELP OF A SIMPLE MODEL

BY: SWARNIM SAHAI



ABSTRACT:

Consumer behavior is all about analyzing, interpreting and evaluating consumers' needs, wants and desire, how they behave, how their attitude varies and what actions they take with respect to their needs. The objective here is to study what a consumer would like to buy, how, where and when he would buy, how frequently he would buy, etc.

Won't it be great for marketers if they get to know the requirements of their target consumers, what they are actually looking for and what would persuade them to buy the same over others?

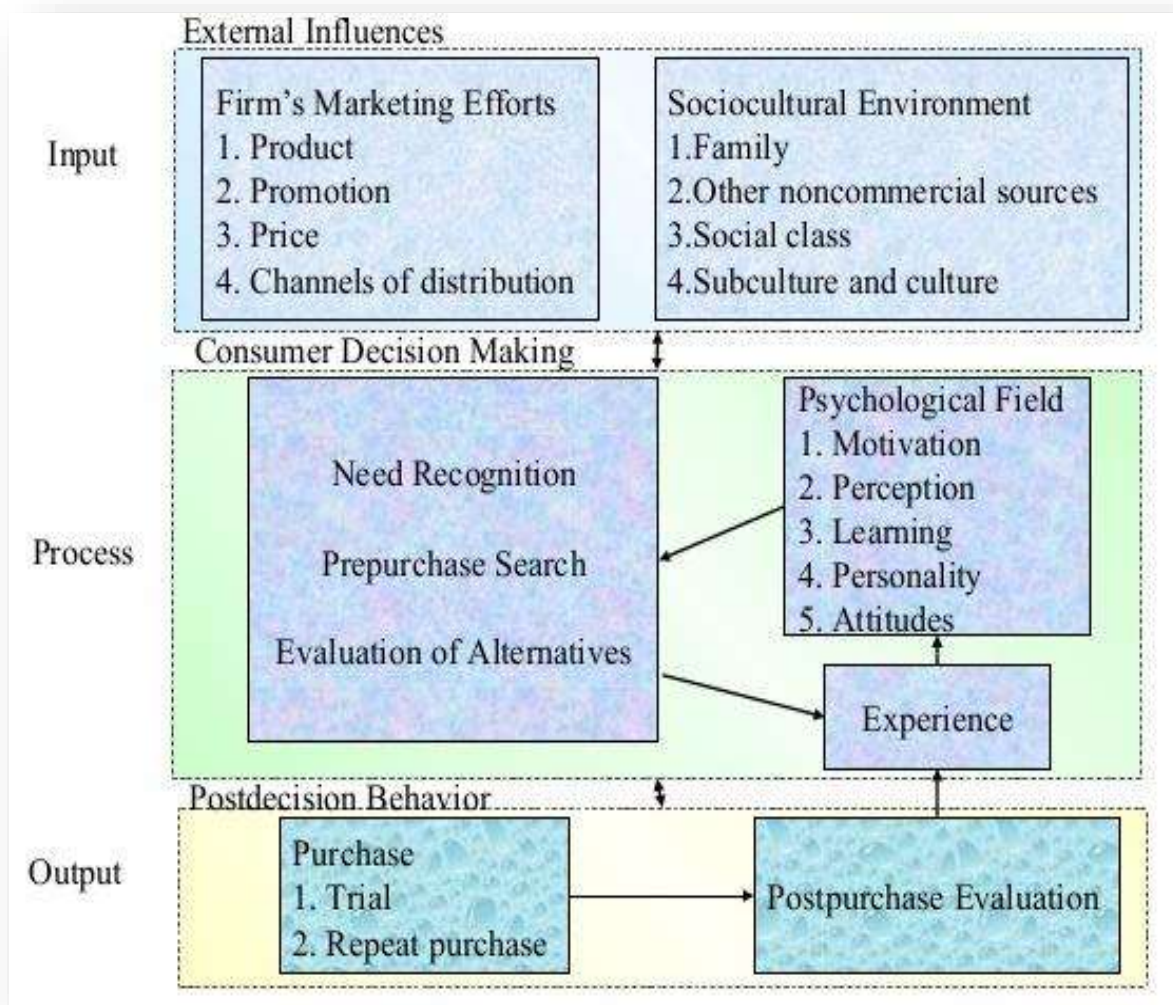
Formulating personalized strategies as per the attitude and behavior of your customers is not a new or unique thing in today's world and all this becomes easier when you are aware of Consumers' behavior.



Consumer behavior

Consumer behavior is all about analyzing, interpreting and evaluating consumers' needs, wants and desire, how they behave, how their attitude varies and what actions they take with respect to their needs. The objective here is to study what a consumer would like to buy, how, where and when he would buy, how frequently he would buy, etc. Targets are usually clear, reaching there is also more or less attainable but making an impact and leaving an impression during that journey (of starting and reaching the target position) is something which creates the difference and outshines you. This study of consumer behavior helps the marketers to stand ahead of their competitors. To make it simpler, there are several models of consumer behavior that help us in determining or understanding the factors that formulate their behavior and buying decisions.

There are many Consumer behavior models available, but let's talk about the simplest one here which is the **Input–Process–Output model**.



Input Process Output model as the name suggests, comprises 3 elements - input, process and output. Basically, it states that the consumer gets data related to product in one or other way. He or she as per certain factors analyzes all the information about the same and thus accordingly makes the buying decision which also involves post purchase decision.

Let's discuss these elements in detail.

1. **Input:** Inputs are the variables displayed by various marketers and organizations as well as the socio cultural environment that instigate and impulse the buying decisions of customers. These are the external influences which affects the consumer. Marketer's efforts constitute of 4 P's- Product, place, price and promotion. Socio cultural environment includes the reference groups such as family, friends, acquaintances, social class and various noncommercial sources.



Input makes the customers aware of the products as well as avail it to them. They help the customers to identify their needs as well.

Lets' take an example

A new mobile phone gets launched in the market having some new and unique features related to the latest technologies. One customer gets to know about the phone through T.V. commercial. Other one gets to know about it through a college friend. Here inputs are mobile phones, advertisements and college friends which made the customers aware about the new product.

2. Process: This component revolves around the buying decisions of the customers. Getting aware of the products helps the customers in identifying their need and requirements. If the consumer feels like that there is actually a need to buy the product, he or she starts **evaluating and comparing** the product with the available alternatives. A lot of pre purchase search is done for the proper evaluation and comparison of the products. The major influencers of this component are motivation, perception, learning, personality, attitudes, value, etc. And thus, according to these drivers, the intention to purchase the product is finally created which can be either positive or negative. The more advantages the consumer predicts of purchasing, the more positive stimulus would be there to purchase the product.

Example: As in the above case customer after getting aware of the new phone, will first *see whether there is actually any need to buy the product or not*. If there is a need then *are there any other alternatives available* and if there are alternatives available, *then are they better from the former or not*. This all can influence the customer by the degree to which he is motivated to buy the product. Motivation can be caused by some factors like: preferring a luxurious lifestyle, up-to-date lifestyle, sophistication, etc.

3. Output: This part is all about the ultimate purchase and post purchase behavior. Purchases can be for trial, for repeated usage, for long term or for short term. Initially the customer may buy it for mere experiencing. If the results are at par with the expectations then, the purchase might be repeated. In post purchase behavior the customer compares the performance of the products with his own expectations. Example: Carrying forward the same example, if the customer is motivated enough by the experiences of peer or by the advertisements provided by the marketers, he may convince himself to buy the new phone. The post purchase decision can be the feedback he gives to the company or other people or choosing the same company for the next purchase of phone. This happens if he is satisfied with the value of money he got in return. In case if the value don't match with the expectations. He may provide a poor feedback or never choose the same company for a different purchase.

The bottom line

Consumers are constructive decision makers and subject to many contextual influences. That is they are more likely to evaluate rigorously and choose the best for them. Therefore, to create a long lasting impression, it is necessary that marketers understand and analyze the consumers' behavior properly, that is, analyzing the inputs like influencers, people's reaction to various campaigns etc.

And then provide the information and services at par with the expectations of the customer so as to make them feel satisfied and have a positive post purchase response. So it is necessary for the marketers to form a strong relationship with their customers by providing them the products and services according to their expectations and an added value for a lasting impression.

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CONSUMER BUYING PROCESS

SYMBOLS & RITUALISTIC BEHAVIOUR IN CULTURE OF CONSUMERS

DIFFERENT TYPES OF PRODUCT INNOVATORS' & THEIR IMPACT ON DIFFUSION MARKET

ALL CONSUMERS' ARE NOT EQUAL INNOVATORS

DOES SUCCESS OF NEW PRODUCT IN MARKET REQUIRE MODIFICATION OF CONSUMERS' CULTURE?

SYMBOLS & RITUALISTIC BEHAVIOUR IN CULTURE OF CONSUMERS

BY: HARSHDEEP SINGH



ABSTRACT:

In today's era, the culture, values, beliefs, rituals plays a vital role in the behaviour of consumers. Marketers trigger the communication with consumers and demonstrate their behaviour to integrate the product. This article signifies how behaviour becomes a ritual for marketers as well as for consumers; the vulnerability results in utilizing the ritual like psychologically what should be done and by whom. The symbols affect behaviour through norms and the behaviour of the consumer differs from culture to culture.

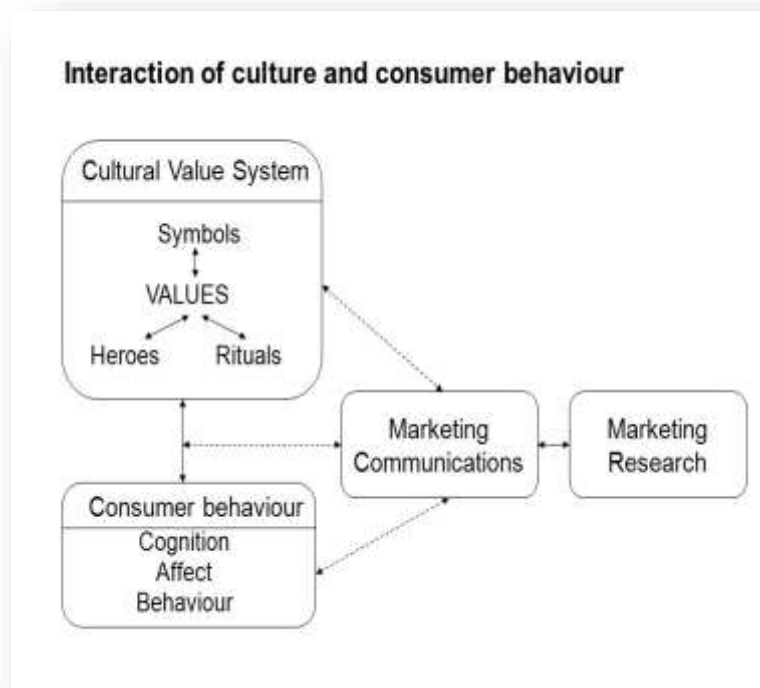
Industrialism is tremendously identified with an individual's prosperity as the equivalent goes for purchasers. Individuals who have low confidence will in general go through more cash and have an inclination towards despondency and low moral guidelines. This marvel denoted the start of profound pauperization, where individuals are convinced, for comfort purpose, to want material products, a surrogate for conventional types of joy, self-acknowledgment and recognizable proof through work and political cooperation.



The Domain of Symbols, Ritual Behaviour and Culture

A ritual is a grouping of practices, spoken or played out, that have importance past their utilitarian job and are rehashed in comparative settings. While ritual buyer conduct can be a propensity, which is programmed practices, rituals have the significance credited to its parts or the general demonstration. Propensities will in general be progressively rearranged conduct, while rituals require numerous practices. In contrast to propensity, a ritual can stretch out over more than one individual and over expanded timeframes. For instance, a birthday present giving ritual can be comprised of sub-rituals that start with the purchasing and may end with how the wrapping is arranged.

Some ritual buyer conduct may have established in convention and religion, yet many have family or individual explicit beginning and were created comparable to showcasing which may have reflected existing ritual or made the ritual.



Why are Rituals Important to Consumers and Marketers?

The short answer is that it makes an incentive for the two gatherings. The ritual itself makes an incentive by giving the conduct, objects utilized and result meaning and can likewise give buyers authorization to devour. For advertisers, purchaser rituals can give advertisers an effective system for connecting

their image to item utilize, media arranging and further item plan. In promoting, utilizing ritual purchaser conduct is perfect for brand building correspondence and expanding item appropriation by indicating shoppers when, how, where or with whom to customer your item. Rituals flourish where there is the vulnerability of result. Vulnerability about cash, wellbeing, social acknowledgment, business, or whatever other result that is imperative to us. The ceremonial causes us a sentiment of command over the vulnerability and help guarantee we get the result we need. Betting, cleaning, and cooking are traditional zones for rich ritual customer conduct as are regions where the hazard is social, for example, in blessing giving, training and work. In the social space, rituals can turn out to be a piece of what we call habits. Rituals intended for social acknowledgment, union, and wellbeing.

Some portion of controlling for vulnerability and guaranteeing the correct result is utilizing the ritual acting like a psychological registration of what should be done, in what request and by who. They additionally help put us into the correct mood to handling an occupation. Playing out the ceremonial causes us to feel like we are prepared to begin. For instance, preparing to heat ritual guarantees we have quite a few things and we feel prepared to begin.

Some portion of controlling for vulnerability and guaranteeing the correct result is utilizing the ritual acting like a psychological registration of what should be done, in what request and by who. They additionally help put us into the correct mood to handling an occupation. Playing out the ceremonial causes us to feel like we are prepared to begin.

For instance, preparing to heat ritual guarantees we have quite a few things and we feel prepared to begin. Objects used in a ritual can be viewed as worth paying more for or have consumers place a premium on their quality and price.

For example: The TEA Ritual – Whenever some guests arrive at someone's place then that person offers tea in the matching tea cups to those guests.



How Do You Find Consumer Behaviour Rituals?

Since rituals are so common, we regularly miss them, particularly those we attempt ourselves. Discovering rituals in your classification begins with taking a gander at the explanations behind purchasing, the way to-buy and the client venture, to comprehend where a ritual buyer conduct may exist. Discovering rituals may likewise include taking a more extensive view by taking a gander at the setting to reveal its trigger. Social rituals and examples frequently go about as a trigger. For instance, an instruction or account ritual might be a piece of a more extensive coming to age or an individual personality progress ritual. Realizing the setting additionally assists with distinguishing the significance and worth a ritual is intended to accomplish and the dangers they are attempting to oversee.

The genuine research technique utilized fluctuates and needs to identify with the sort of ritual being investigated. For conduct that is setting ward and identifies with a quick grouping of practices then perception techniques basic in ethnography might be progressively fitting. Where an individual is mindful of their conduct then profundity meetings and gathering conversations utilizing procedures like subjective and convention talking can likewise reveal the ritual at the correct degree of detail.

For example: The POPCORN Ritual – Having popcorns while watching a movie.



Using Consumer Behaviour Rituals in Your Advertising and Packaging

Marketing has consistently had a key job in the creation and declaration of rituals. When you have distinguished the ritual purchaser conduct that best tends to your image procedure, or have made a ritual, the underneath tips will assist you with utilizing the advantage of the ritual.

Communicate the Triggers - Tell purchasers in what circumstances they should utilize your item.

While buyers are probably going to utilize your item in different circumstances, tying down your item to a particular setting will help give your item significance and notability for significant utilization events.

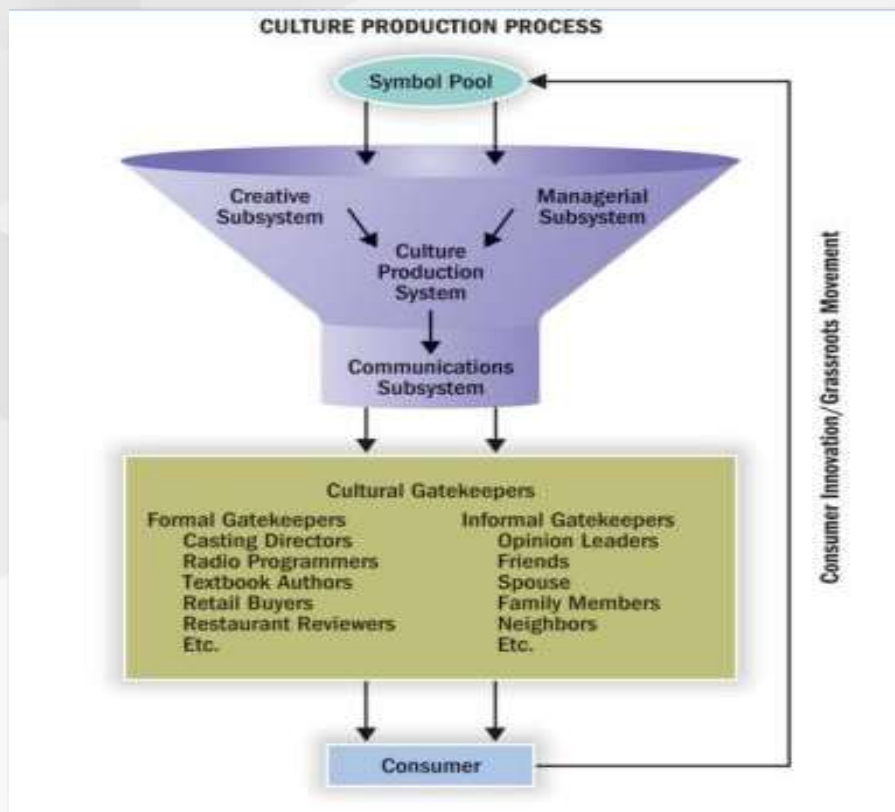
Demonstrate Ritual Behaviour - Show the succession of the practices such that each demonstration and the general procedure are obviously observed so an individual can rehash the ritual.

Integrate Your Product - Clearly show where your item fits in and show it such that makes it vital to the significance of the ritual.

Assign Meaning - The importance of the ritual ought to line up with your image situating or the other way around. On the off chance that your image is tied in with uniting individuals, at that point the ceremonial needs to unite individuals, in like manner if your image is about festival, individual acknowledgment or other purchaser benefits.

Try not to overlook bundling in making a ritual conduct or security material on the off chance that you offer an assistance. Your bundling can have a significant influence in the ritual procedure of opening, showing and utilizing the item. Japanese bundling frequently utilizes this to further their potential benefit. For administrations, the bundling and different materials related with the administration take on a huge emblematic job. With the drive to have all components of administration conveyed on the web, this worth making opportunity possibly underestimate.

Buyer rituals while sounding arcane and complex are a typical piece of regular shopper life from preparing toward the beginning of the day to getting ready to head to sleep and every one of those other apparently little occasions in our day like creation some tea, plunking down to consider. As an advertiser, rituals offer you the chance to adjust your item to customer needs, giving your image a passionate explanation behind being, making an unmistakable position and conveying esteem. The initial phase in understanding their advantages is revealing and comprehend which rituals are vital to your system.



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DIFFERENT TYPES OF PRODUCT INNOVATIONS & THEIR IMPACT ON DIFFUSION MARKET

BY: LIJET JOSE



ABSTRACT:

Innovation means bringing a new idea, thoughts, creation or bringing a change in the existing product or service. This article aims to determine how Innovation looks different from both (customer and marketer) sides as marketers introduce different types of product innovations and focuses on how different innovations impact on Diffusion in the market to spread innovation among the consumers to grab their attention.

Innovation means bringing something new; bringing new idea, new thoughts, new creation or bringing a change in the existing product or service.

Now in a market there are two main characters: customer and marketer. For them innovation is one thing which keeps them motivated in the market to buy and sell. Innovation looks different from both the sides. For one it is about how to meet the other party's needs/demands/choices, here other party being the customer, who looks to the newly arrived products or services and classifies them according to the three types of innovations, that is:

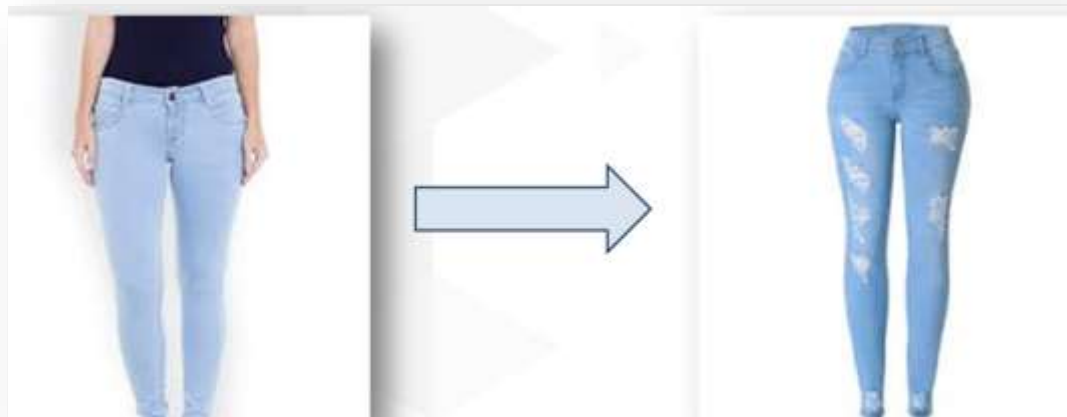
Continuous Innovations

Discontinuous Innovations

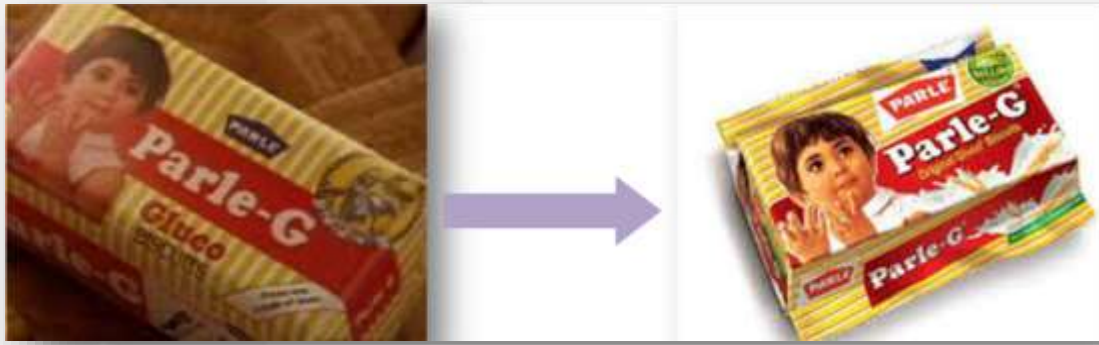
Dynamically Continuous Innovations

These divisions are made on the basis of how the products or services cause change in existing customer habits. So, the type of innovation depends on the type of customer which it aims. The same innovations may be continuous for one segment of customers and dynamically continuous for another and coming to the discontinuous innovation, it causes a drastic change in customers' existing habits. Now, getting back to the three types of innovations let us look in brief with some relatable examples so that we can understand the differences between them.

Continuous Innovations: Here in this, the existing product undergoes marginal changes, without altering customer habits. The change might be so minute that the consumer won't be even able to identify but on the other hand company may have invested huge amount for that change. For example, in the apparel industry we can see how a normal pair of denims changed and became a ripped pair of denims.

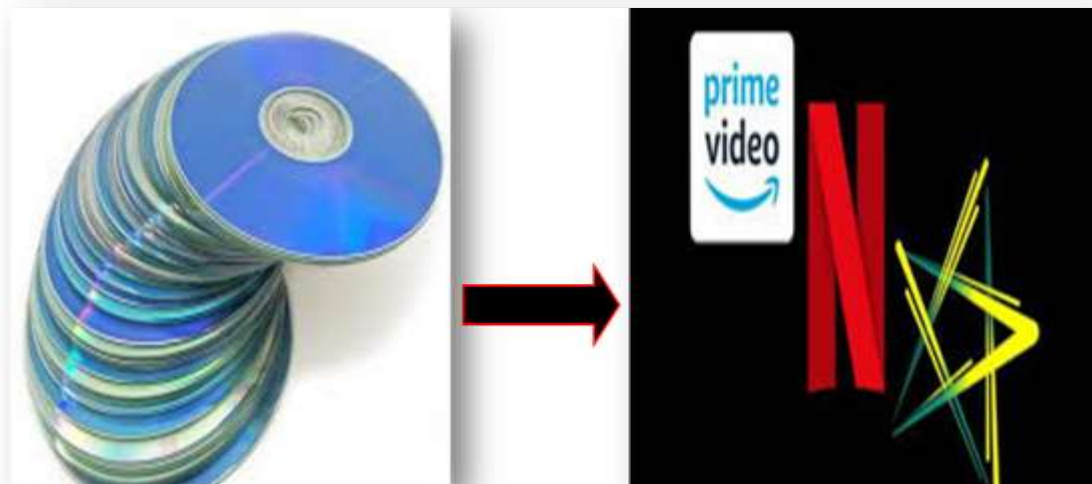


Denims were something which had nothing new to innovate upon. But due to the fashion influencers jeans went under innovation and targeted more consumers. This innovation was something which was clear and visible to the consumer. Now let us look upon the evergreen biscuit Parle-G. Long back it was packed in wax paper but now it is packed plastic, which means, they changed their packaging material.



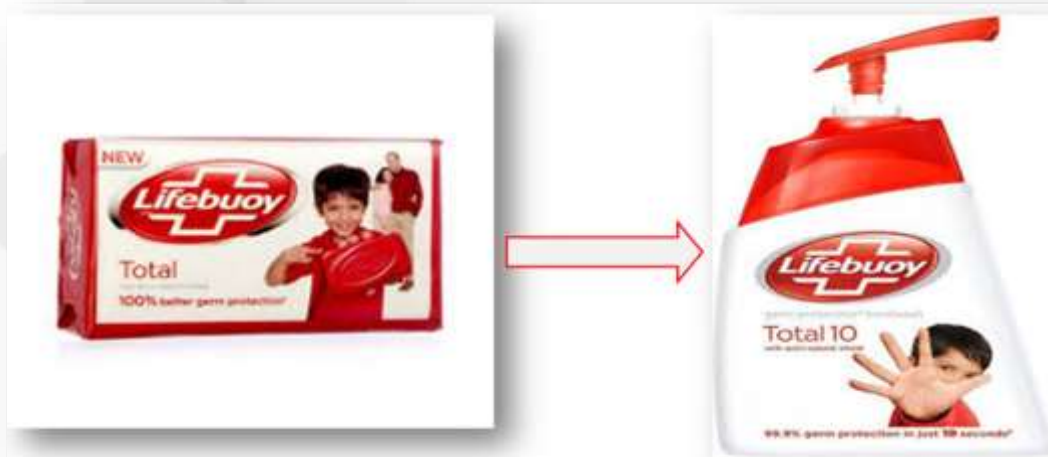
Again, which means that it should be above the perceptual threshold of the consumer, that is, there should be a 'Just Noticeable Difference' between the continuous innovation and the existing product. Basically, consumer should find the new product different from the existing option he/she is aware of.

Dynamically Continuous Innovations: It is more than what continuous innovations look like. These types of innovation completely change the habit of consumer, which is they learn to adapt to these innovations. And it becomes necessary to learn with these innovations to some extent survive in the environment. This change is done to save time and increase effectiveness. Take a look at the following example to get a practical glimpse.



DVDs and CDs were referred back then for movies, songs and entertainment. But now time has changed; it is Netflix and chill season. People have different platforms to stream their favourite movies, series and such for entertainment. No one looks for DVDs nowadays. This is what is dynamic continuous innovation is.

Discontinuous Innovations: By its name itself we can gather that it is all about an innovation which actually did not go through any innovation. It just stopped innovating in the market. It is discontinued for every consumer segment and brings new-to-the-world products or services. These products or services reshape market and competition. For example,



We can see how liquid hand wash took the market for washing hands. It marketed itself as the safe way to wash hands in public as well as at home. It gives the benefit of not sharing the same soap with any other individual.

This is what it will look like under one roof:



Moving onto impact of innovations on marketing strategy:

Innovations play a very important role in marketing strategy. These days it is the role of the marketers to highlight those innovations and grab the attention of the customer.

Marketers have two questions in their mind;

- 1) Whether the target audience accepts the new innovation?
- 2) How many consumers from the crowd and how quickly they would accept the innovation?

To summarise the above two questions, it's about diffusion and adoption.

Diffusion: It is a macro level process showing how far the innovation will spread among the consumers. It is of three types fast; diffusion, typical diffusion and slow diffusion.

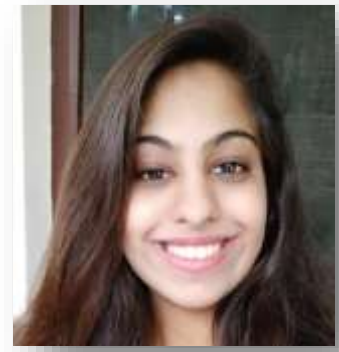
Adoption: It is a micro level process, where we focus on individual; how they pass or accept the innovation. We have stages of adoption- awareness > interest > evaluation > trial > and adoption.

Some new products are easily accepted in the market while some acceptance of the product depends on the consumer and some on the marketing strategy of the marketer.

I hope this article helped you to understand the innovations which a marketer can bring and how he/she can market those innovations to the market.

ALL CONSUMERS ARE NOT EQUAL INNOVATORS!

BY: SHEFALI JAIN



ABSTRACT:

This article focuses on the process that a consumer go through in order to decide if they want to try a new offering one time or start using it regularly. It aims to determine how a consumer adopts a new product by going through the five stages of adoption as the marketers emphasises on adopters categories to recognize individuals with exact personalities with different amount of time to adopt the new product. A marketer should constantly facilitate the consumer in every stage of adoption and take all possible actions to make consumer buy the innovation.

OVERVIEW

The main aim of any company is that they want to keep their business profitable, competitive and growing. To achieve the aim the marketers are constantly trying to spot gaps in the market. Through market research, they brainstorm ideas, which can add more value and quality to the life of consumers by converting them into new, innovative and revolutionized products or services. This helps consumers in getting more opportunity to satisfy their needs. However, here is the catch! Just as not all movies become hit, super hit or blockbuster, not all products launched in the market become successful some rather fail miserably. Therefore, it becomes very crucial for marketers to understand the pace and the process through which consumers take the decision to adopt new products or services. The process that a consumer go through in order to decide if they want to try a new offering one time or start using it regularly is known as **consumer adoption process**. They decide whether they want to try or not to try, continue using or discontinue using a new product. For marketers, **ADOPTION PROCESS OF INNOVATION** is important to understand in order to save their new products from failing.

It is worth noting here that failure for a product to diffuse and adopt within a market does not always mean that there is a default or imperfection in the product. The product may fail due to several other reasons like competition from other innovations or simply because of a lack of awareness or knowledge. Therefore, it is necessary for marketers to spread awareness and create a buzz for their product before launching in the market. There are five stages involved in this process. Understanding each stage in the consumer adoption process of innovation allows marketers to examine how they might influence consumers at each step – including the final stage of adoption where a user may begin to influence others and spread word of mouth to others in their purchasing decisions too.



Let us take an example and try to understand this process more: Smartphone brand **XIAOMI**, the company does not rely on advertising of its products instead they believe in word of people. First thing, the quality and specification of the product that they offer already create a lot of interest and trust in consumers. Just like movie-teasers are designed in such a way that the audience is informed. Second thing, Xiaomi generate a hype of their latest devices by bringing in flash sales and so many products are sold within minutes that stocks are no longer available. Those who are not able to get it are disappointed and try to buy it the next time. Word of mouth and advertising is done automatically thus creating greater hype further. This creates a penetration for the product in the minds of the consumers. They create that urge in consumers to try out their products. With this, let us study more about the five stages of adoption process.

The Five Stages of Adoption

This five-stage process gives marketers a clear picture of how consumers evaluate new products. Note that, a new product that does not meet a consumer's demand and expectation can be rejected at any of the five stages because the product can be very good but it will be nothing if marketers do not follow the process.

Awareness: This is the first introductory stage when marketers make consumers aware of their product. Consumers just learn about the new product but have very little information and details of the innovation.

Interest: This is the stage when consumers seek information about the new product and tries to collect all the relevant details regarding the product. Not all consumers make it to this early stage of the consumer adoption process of innovation.

Evaluation: This is the consideration stage of the adoption process, wherein the consumer now has enough information to decide if he wants to try the new product or not. The consumer takes this decision by doing cost-benefit analysis, simply putting, he judges if the benefits are worth the cost. The consumer evaluates the innovation by considering all the significant aspects and accumulated information to determine the worth of innovation. He does comparison between different aspects of innovation like qualities, specifications, attributes, performance, price, after-sales services, etc., with the already existing products

Trial: This stage is also known as sampling stage. If a consumer gets to this stage of the adoption process then it means he/she is ready to make the effort of trying out the new product as it might suit his or her needs. Consumers test the new product by practically examining it. In other words, let us say, consumer might get a self-experience by using free samples.

Adoption/Rejection: This is the final stage of the process where consumer rethinks again if the product has value or not. Therefore, this stage can be called as “Buy or not buy stage”. Moreover, if the consumer feels that the product is not worth it, he or she will not buy it again. The product must give the consumer some value or solve a problem. It should act as a solution, and then only the consumer will become a repeat customer and spread word of mouth. Therefore, this is a crucial step for marketers.

It is observed that **Rejection** can take place after adoption, which is called as discontinuance. Marketers need to study the reasons for discontinuance as well to make strategies accordingly. Further, a consumer might be moving through many of these stages at same time. For example, in case of impulse buying.

Adopters Categories

Some people adopt an innovation well before others. Therefore, it can be said that people vary in their degree of innovativeness. In 1971, Everett Rogers, a professor of communication studies, identified some personality traits that help us classify how people will accept an innovation. The following categories are:

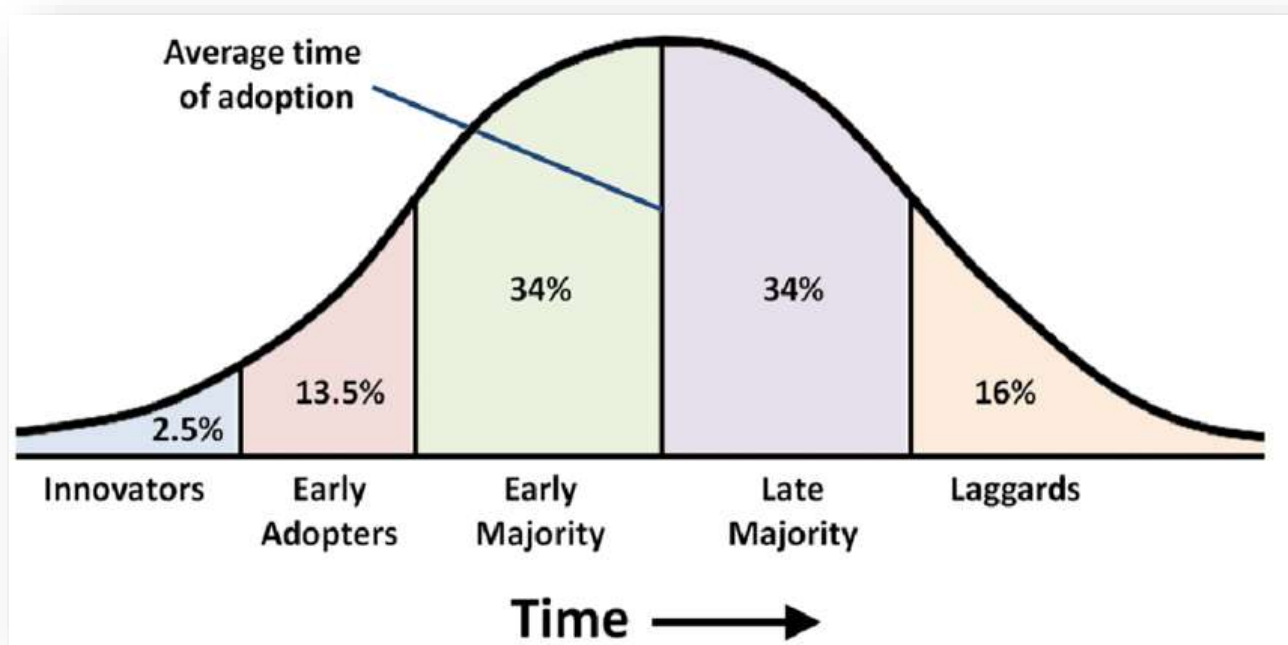
Innovators: They are the first ones to adopt an innovation. These individuals represent 2.5% of total adopters. People under this category are young, rich, risk takers, belong to highest social class, better educated, have great financial resources to absorb uncertainties and socially very active. However, less integrated with local group and more close to scientific sources. Thus, more interaction with other innovators. They are the initiators and play the key role in the victory of new product introduced in the market.

Early Adopters: They are the second fastest category of adopters' who embrace the innovation. These individuals represent 13.5% of total adopters. Early adopters are younger in age having high social status with high financial stability, advanced education, more socially active and have greater technical knowledge of the innovation than late adopters have. In addition, they are integrated with the local groups and community, thereby exerting more influence. These individuals have the highest degree of opinion leadership. Therefore, other people look up to them for their advice. They are more distinct in adoption choices than innovators.

Early Majority: This category individual's form 34% of the total adopters' population. They tend to adopt an innovation after a varying degree of time that is significantly longer than the innovators and early adopters. They are slower in the adoption process as they are more cautious. They have above average social status and average in terms of age, education, income, etc. They are no opinion leaders rather they rely on early adopters for their advice before adopting and wait until the innovation's benefits and other features have been clearly demonstrated.

Late Majority: This group accounts for the next 34% of the total adopters. Late majority usually adopt an innovation after the average members of the society have already adopted it. They perceive the new product with a high degree of skepticism. Having below average social status, few financial resources, limited purchasing power, less educated, they are more conservative. The reason behind their adoption is that majority have adopted the product or buy it when it is within their purchasing power.

Laggards: Unlike previous categories, laggards show very little to no opinion leadership and are the last one to adopt an innovation. They are more tradition-focused individuals. They are likely to have lowest social status, lowest financial resources, are oldest of all other adopters, and generally are in contact with only family and close friends. This last lot represents remaining 16% of the total adaptor's. When there is no alternative then the last resort left with this group is adopting.



Therefore, we can sum up that this in every stage of consumer adoption, a marketer is supposed to facilitate consumers as this process is constant. He must take all possible actions and put efforts to make consumers try, buy, and repeat buy the innovation.

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DOES SUCCESS OF A NEW PRODUCT IN MARKET REQUIRE MODIFICATION OF CONSUMERS' CULTURE?

BY: TANYA GUPTA



ABSTRACT:

This article focuses on the introduction of a new-to-the-world product that requires some shift in the consumers' culture. With the change in era, marketer should identify the elements of culture that may hinder the adoption of a new product that requires modification and strategize to influence the change in culture and compensating the benefits out of the new product. The consumers gradually have to bring about a change in their culture and be receptive to the new product. Communication travels through culture making it meaningful and marketers keeps the culture in mind before introducing a new-to-the-world product.

From a marketers point of view culture plays a dynamic role in making a product a hit or flop in the market.

What do we understand by culture?

According to the Illustrated Oxford Dictionary the “the ideas, customs and social behaviour of a particular person or society” is coined as culture. Culture compiles knowledge, belief, customs, practices and various other concepts followed by people as members of the society. It's the summary of beliefs, values and customs that have been present in the society since long and which further serve to regulate the behaviour of the consumer or members of a particular society to such extent that it affects the purchasing pattern of the society.

This complex whole includes certain aspects in terms of consumer behaviour

Knowledge

Product knowledge is an essential buying skill. Customers respond to enthusiastic sales staff that are extremely passionate about their products and are eager to share the benefits with the consumers.

Beliefs

These are the tenets or convictions **that folks** hold to be true. Individuals **during a** society have specific beliefs, but they also share collective values. To illustrate the difference, Americans commonly **believe** the American Dream—that anyone who works hard enough **gets to achieve success** and wealth. Underlying this belief **is the** American value that wealth **is sweet** and important.

Art

Art influences the society by constantly changing opinions, instilling values and translating experiences across space and time. Research has shown art affects **the elemental** sense of self.

Painting, sculpture, music, literature **and therefore the** other arts are often considered to be the repository of a society's collective memory.

Law

The culture, tradition and values of a society form the foundation of the laws that govern it. Thus enlightening a consumer about his/her rights and what product they can buy or sell without an obligation from the society.

Morals

These rules are different from all other types of rules. Morality is necessarily global in its concern and the way it is showcased in a society and every culture, as a way of life of a group of people is inevitably relative and limited to that particular group or people.

So every society has its own norms and morals.

Customs

A culture is a whole way of life while custom is a specific behaviour or way of doing things.

All these things have a strong influence in what we say, do, think, believe and even dream. Yet we are rarely aware that these even exist. **Culture is essential for survival, yet most of the time we don't even perceive that we are in its midst.**



Apart from these there are various other capabilities acquired by humans as the members of a society (as depicted in the figure). Business, especially marketing, takes contemporary culture for granted. It gets dismissed simply as the thing everyone's talking about around the water cooler, but it's bigger than what's trendy today. Culture is the one thing that permits marketers to make greater engagement, relevance and grow their business. The failure to acknowledge the importance of culture to brand- and business-building **an equivalent** as deciding that you're okay with being at a competitive disadvantage. Brands never speak directly to consumers or customers. It's always through the medium of culture. Random House defines a medium as "an intervening substance through which something else is transmitted or carried on." Culture is the medium through which all communications travels, and it's what complicates marketers' efforts.

Just as water bends light, culture changes—sometimes slightly, sometimes to an excellent degree—the direction, impact and meaning of communication. The message can vary greatly depending on whose sending and who's receiving. That's why slang in the wrong hands is cringe-worthy: Even though all of the words may be right, the other codes—context, tone, authenticity, mutual respect, a pre-existing relationship, etc.—are not.

Therefore we can say that marketers need to keep culture before introducing a new-to-the world product as culture plays an extremely important role.

Some major examples of products that influenced the change in culture in the Indian society are:

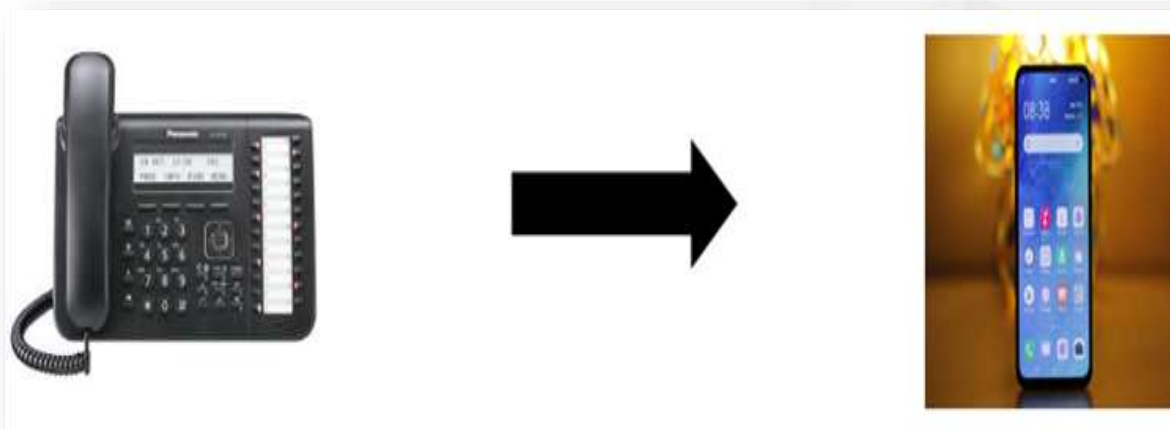
1. Microwave



We wanted to be healthy, wealthy, and happy. We want an easy button that takes away our problems. Before the introduction of microwaves in the Indian market, we were solely dependent on gas ranges and Chulha (a small earthen or brick stove). The problem with Chulha was that to ignite it wood and coal were required and the fire would consume all the components. So the food has to be cooked at a certain time because the process of ignition of Chulha is tough and usually the one who operates the Chulha cannot eat with everyone and the same goes for gas range. But since the introduction of microwaves it has been easy for the family to eat together as the food can be cooked, all at once, in one go and doesn't need much stirring. **Microwave has brought a significant change in the culture as it saves time and also ended up bringing the family together at the dining table.**

We wanted to be healthy, wealthy, and happy. We want an easy button that takes away our problems.

2. Mobile Phone

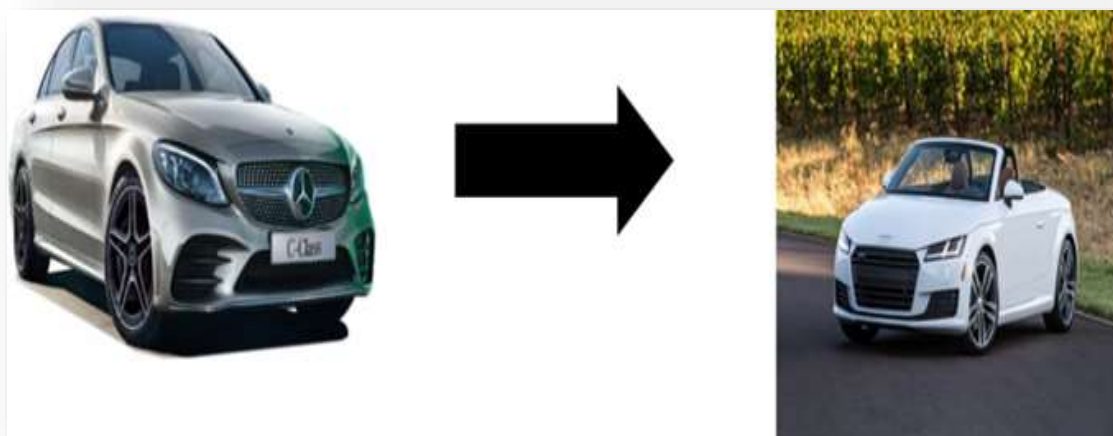


Prior to society being electronically enlightened, people relied on their own abilities to remain mentally active and socially engaged. There was no texting so having a conversation actually required the spoken word. If you wanted to talk to a neighbour, you walked to their house and knocked on the door. If you wanted to communicate with someone that was not a neighbour, you called them on the family's only rotary dial, landline telephone, which usually had a cord that could stretch round the block, or sent them a handwritten letter.

But after mobile life has become a lot easier, people don't give a second thought before moving out of the family if it's either for a job or after marriage.

Mobiles have given a sense of reliability and provided the feeling that no one is far.

3. Cars



The most obvious change for everyday people with the invention of cars was that it gave them a way to get around quickly. Suddenly, people had a replacement

mode of transportation that would get them more places, which meant leisure travel became something common folk could afford. Where people live has also been influenced by the car.

Up until the first 1900s, few people lived quite a couple of miles from where they grew up. It was a matter of choice and logistics. Before cars were invented moving just a brief distance away meant hours of buggy travel on rough roads. The rise of suburban areas also wouldn't be possible without the car.

I find plenty of instances that convince me in accepting the fact that the introduction of a new-to-the-world product in the market requires some shift in one or more of the constituent elements of consumers' culture.

What it means for a marketer is that he or she should identify the elements of the culture that may hinder adoption of the new product, research the extent to which this element requires modification, and then strategize to influence this change in culture and compensating the benefits out of the new product. The consumers have to gradually bring about the change in their culture and be receptive to the new product.

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