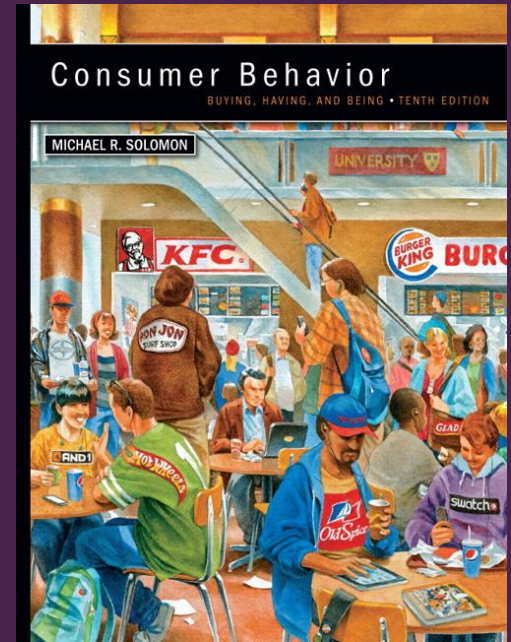


Chapter 9

Buying and Disposing

CONSUMER
BEHAVIOR,
10e



Chapter Objectives

When you finish this chapter, you should understand why:

1. Factors at the time of purchase dramatically influence the consumer decision-making process.
2. The information a store or Web site provides strongly influences a purchase decision.
3. A salesperson often is the crucial connection to a purchase.
4. Marketers need to be concerned about a consumer's evaluations of a product after he buys it as well as before.
5. Getting rid of products when consumers no longer need or want them is a major concern both to marketers and to public policy makers.



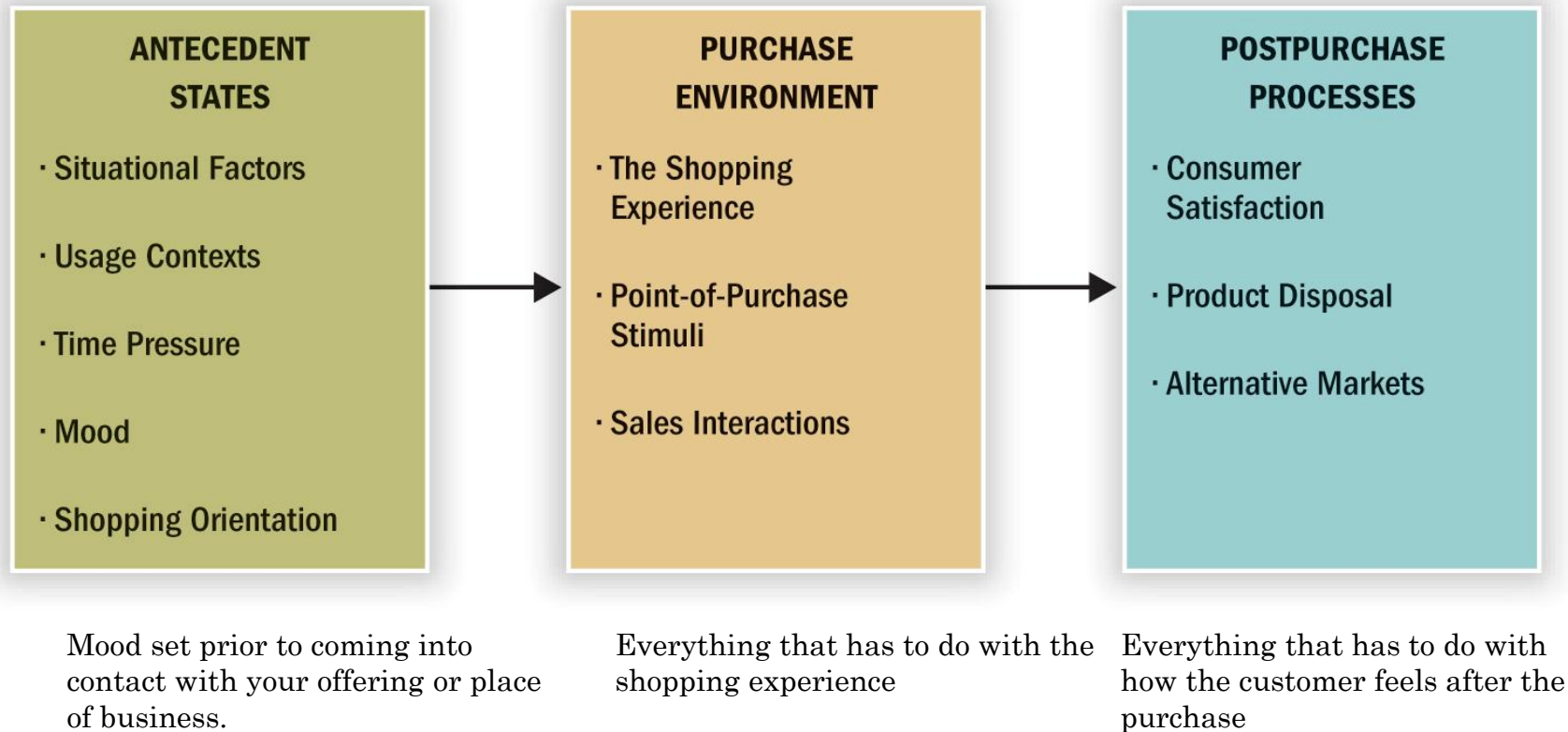
Objective 1: Situational Effects on Consumer Behavior

- Many factors at the time of purchase dramatically influence the consumer's decision-making process
 - A consumer's choices are affected by many personal factors:
 - Mood
 - Time pressure to make the purchase
 - Shopping experience
 - Sales interaction
 - Anxiety over the purchase
 - Emotions
 - knowledge



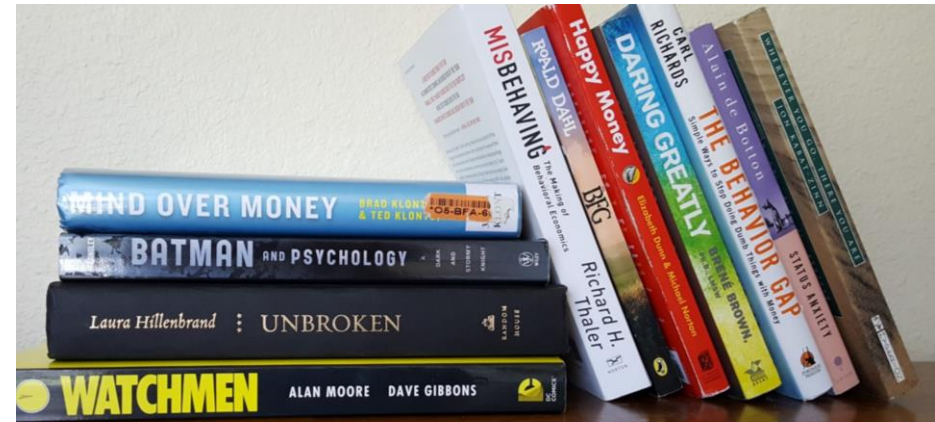
Issues Related to Purchase and Post purchase Activities

- A consumer's choices are affected by many personal factors...and the sale doesn't end at the time of purchase



The Consumption Situation


- The consumption situation includes a buyer, a seller and a product or service along with other factors...
 - The reason we purchase
 - How the physical environment makes us feel
 - Purchases for specific occasions
 - Our moods during the day
- Job of the marketing to understand consumer patterns and plan their efforts accordingly
 - Holidays
 - Seasons
 - Life events
- A person's ***situational self-image***, the role she plays at any one time, can also affect the purchase process.



18 Books For Your Summer Reading List

Day Reconstructionist Method

A study used a technique called the *Day Reconstruction Method (DRM)*



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graph LR; A[A study used a technique called the Day Reconstruction Method (DRM)] --> B[900 women were asked to keep diaries of everything they did during the day<br/>• Reading the paper<br/>• Making coffee<br/>• Shopping for groceries<br/>• Making dinner<br/>• Putting the kids to bed]; B --> C[The next day they relived each diary entry and rated how they felt at the time<br/>• Annoyed, happy, tired, cranky, etc.];
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900 women were asked to keep diaries of everything they did during the day

- Reading the paper
- Making coffee
- Shopping for groceries
- Making dinner
- Putting the kids to bed

The next day they relived each diary entry and rated how they felt at the time

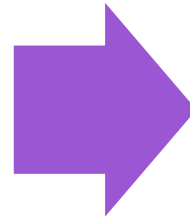
- Annoyed, happy, tired, cranky, etc.



- Researchers found that women in the study woke up a little grumpy but soon entered a state of mild pleasure
 - Subjects were least happy when engaged in mundane tasks
 - Housework, cooking, commuting to work, taking care of kids
 - Most happy watching TV, friends, sex
 - Friday is the best time to post on Facebook
 - Never schedule ads for a Wednesday

Day Reconstructionist Method

What were you shopping
for_____ How did you feel?



Not at all ----- Very much

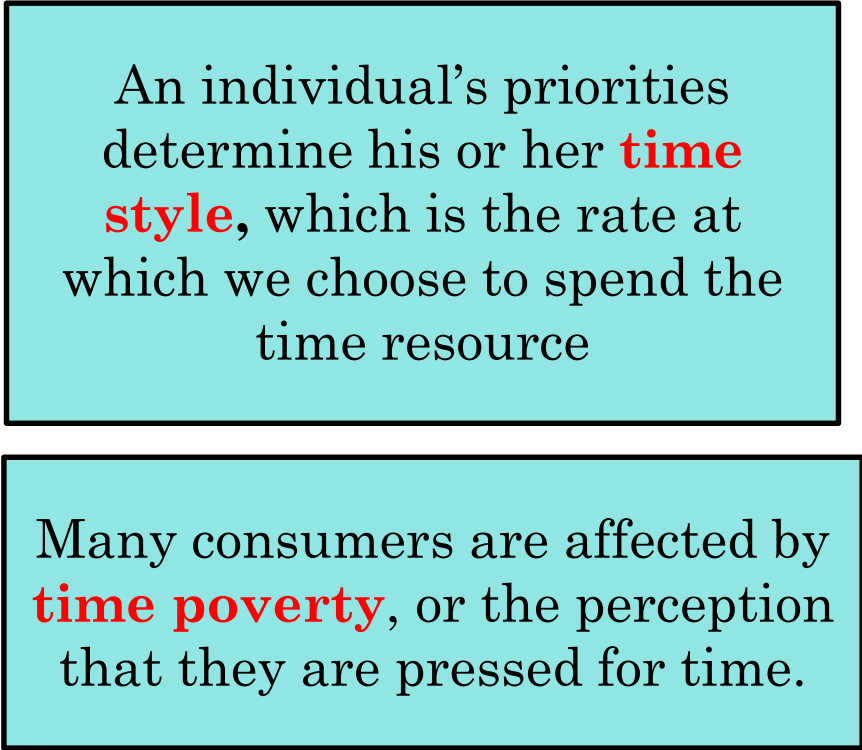
- Impatient for it to end 0 1 2 3 4 5 6
- Happy 0 1 2 3 4 5 6
- Frustrated/annoyed 0 1 2 3 4 5 6
- Depressed/blue 0 1 2 3 4 5 6
- Competent/capable 0 1 2 3 4 5 6
- Hassled/pushed around . . . 0 1 2 3 4 5 6
- Warm/friendly 0 1 2 3 4 5 6
- Angry/hostile 0 1 2 3 4 5 6
- Worried/anxious 0 1 2 3 4 5 6
- Enjoying myself 0 1 2 3 4 5 6
- Criticized/put down 0 1 2 3 4 5 6

Social & Physical Surroundings



- A consumer's physical and social environment can make a big difference in motives for product usage and affect how the product is evaluated.
 - include the decor, smells, and even temperature within the selling environment (such as a store).
- If other consumers are present when sales are made, they are called **co-consumers**.
 - The presence or absence of other customers can be positive or negative. (restaurants)
- **Store density** refers to the actual number of people who occupy a space while the psychological state of crowding exists only if a negative affective state occurs because of this density.
 - Crowds can make the experience more intense.
- The **type** of consumers who patronize a store can affect our evaluations (e.g., people tend to shop where other shoppers are like them).





We may change what we want to buy based on temporal influences – Time available before a decision is made.

Four Dimensions of Time styles that influence consumption choices (women)

Social

individuals' categorization of time (me, family, friends, kids, husband/partner)

Temporal Orientation

significance individuals attach to past, present, or future
comparing events in relationship to when they occur.

Planning Orientation

different time management styles varying on a continuum from
analytic to spontaneous.

Polychronic

distinguishes between people who prefer to do one thing at a
time from those who multitask. Juggling lots of things

Those same researchers found that women viewed time in different ways, and they developed five metaphors to capture how women viewed time.

Time is a _____.

- **Time is a Pressure Cooker** - Analytic in planning and monochronic (one task at a time).
 - They usually feel like they are under pressure and they shop in a methodical manner.
- **Time is a Map** - Analytical but they focus on the future and tend to multitask
 - They tend to engage in extensive information search and comparison shopping
- **Time is a Mirror** – Analytical and polychronic (many tasks at once)
 - Risk averse and they stick to brands they trust. Prefer convenience-oriented products
- **Time is a River**—Tend to be very spontaneous with a focus on the present
 - They go shopping on the spur of the moment. Unplanned, and frequent shopping trips
- **Time is a Feast**—Analytic planners with a present focus
 - Time as something that allows them to enjoy life. For this reason, they tend to seek out opportunities for hedonic consumption.



Temporal Factors: The Experience of Time

Different societies have different perspectives on time.

- ***Linear separable time***—Events proceed in an orderly sequence and different times are well defined.
- ***Procedural time***—People simply decide to do something when they want to. Clocks may be ignored.
- ***Circular or cyclic time***—People are governed by natural cycles.

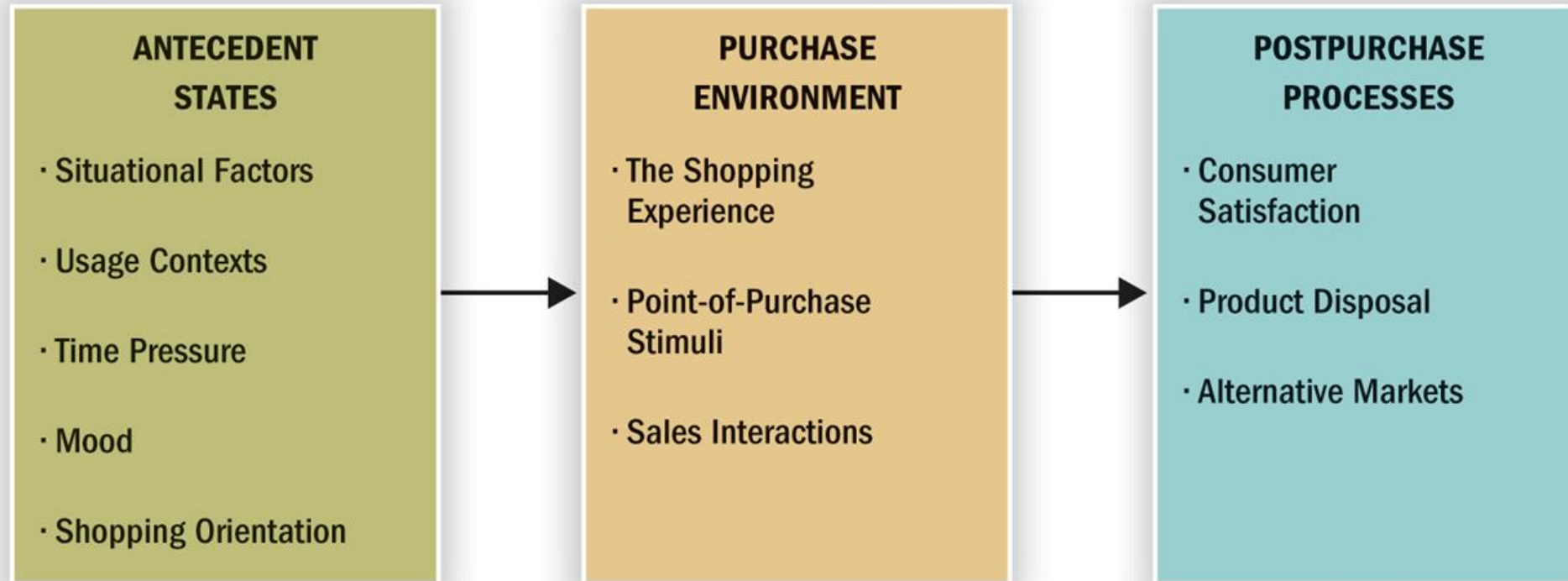
Queuing theory – study of waiting in lines

- Waiting for product = good quality
- Too much waiting = negative feelings

For Reflection



- What do you wait in line for now?
- What, if anything, would you be willing to get in line at 4 a.m. for? Is there anything you'd camp out overnight for?
- What's the longest line you have ever waited in?
- What do you usually do to entertain yourself while waiting?
- What kind of a line-waiter are you? Mostly patient? Or do you often get uptight and cranky?
- Have you ever cut a line?
- Have you ever witnessed the politeness and order of a line fall apart — when someone cut the line or became visibly angry?.



Purchase Environment



The Shopping Experience

- The information a store or Web site provides strongly influences a purchase decision
 - In addition to what a shopper already knows or believes about a product.
- Our mood at the time of purchase can affect what we feel like buying.
 - Hurried
 - Good
 - Happy
 - Sad
 - Frustrated
 - Angry
 - Excited

The Shopping Experience

Affected by how pleasant our environment is perceived and our level of arousal during the consumption experience.

- We can enjoy or not enjoy and feel stimulated or not.

Our mood can affect the experience.

- Marketers examine our Emotional States and the Shopping Environment
- Your mood or physiological condition can affect purchases and how products are evaluated.

Two dimensions **pleasure** (enjoyment) and **arousal** (stimulation), determine if a shopper will react positively or negatively to a consumption environment.

- A specific mood is some combination of pleasure and arousal.

In general, a mood state (either positive or negative) biases judgments of products and services in that direction.

- Moods can be affected by store design, the weather, or other factors specific to the consumer (such as music or even television programming).
- When a consumer is in a good mood, s/he processes ads with less elaboration/pays less attention to the specifics of the message and relies more on heuristics.

The shopping experience is affected by how pleasant our environment is perceived and our level of arousal during the consumption experience.



Research companies study facial reactions to understand emotional reactions to new products, looking for a true smile (which includes a relaxation of the upper eyelid) and not a social smile (which occurs around the mouth).



Reasons for Shopping

- We can segment consumers in terms of their shopping orientation, or general attitudes about shopping.
- These orientations vary depending on the particular product categories and store types we consider.
- The motives for shopping are listed on the slide.
- **Social experiences** - shopping center replaces traditional town square. Community gathering place. No other place to spend leisure time (rural or suburban).
 - Shopping areas are areas to hang out with friends and family.
- **Sharing of common interests**
 - Stores frequently offer specialized goods that allow people with shared interests to communicate
- **Interpersonal attraction**
 - Shopping centers are a natural place to congregate.
- **Instant status**
 - Shopping may make people feel important. Roleplaying too. Dressing up in fancy clothes to shop in expensive stores to pretend wealthy and have people fall all over them.
- **The thrill of the hunt**
 - Some people pride themselves on their knowledge of the marketplace. Love to haggle and bargain.



Online Shoppers Value These Aspects...

- Online shoppers tend to value these aspects of a website: Allows the ability to:
 - Click on an item to create a pop-up window with more details about the product including price, size, colors, and inventory availability.
 - Click on an item and add it to your cart without leaving the page you on.
 - To feel merchandise through better imagery, more product descriptions, and details.
 - Enter all data related to your purchase on one page rather than going through several checkout pages.
 - Mix and match product images on one page to determine whether they will look good together.

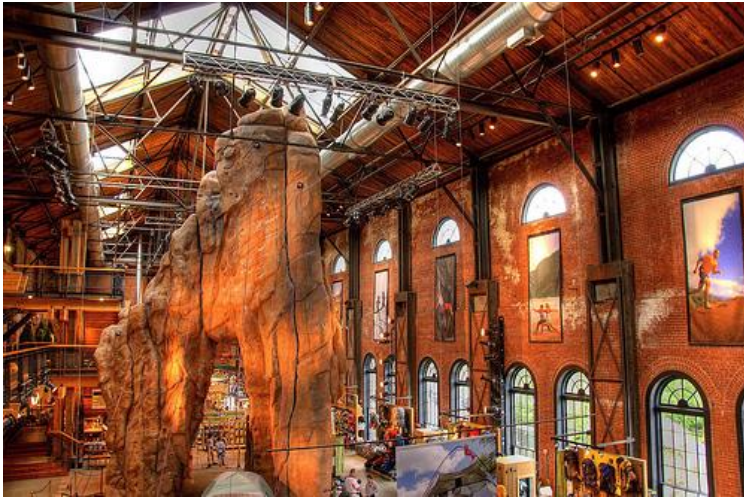


Retailing as Theater

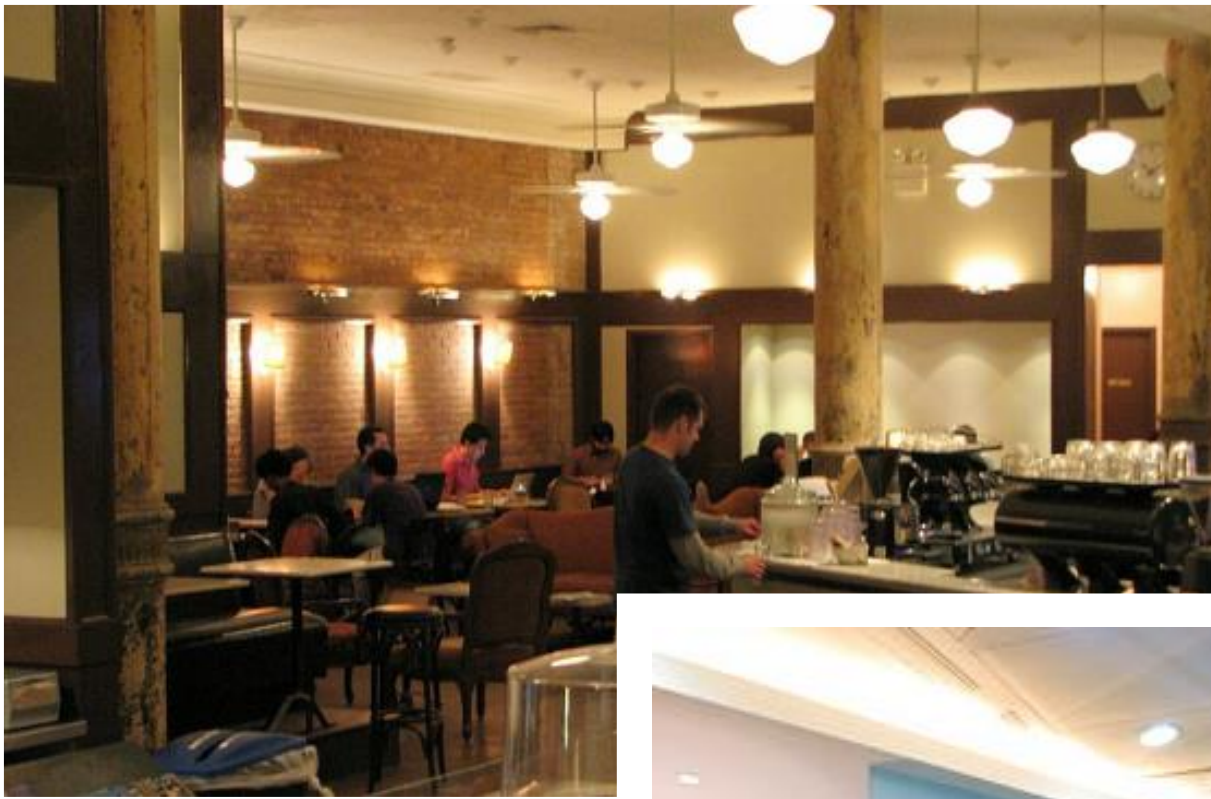
Retail environments are important for attracting shoppers and keeping them in the stores.

- Innovative merchants use four kinds of theming techniques.
- Malls giant entertainment centers to lure customers back to malls as non-store alternatives multiply.
- 4 Retail Theming techniques— designing stores around an image environment. Four basic kinds of themes:
 - ***Landscape themes***—rely on associations with images of nature, animals, and the physical body
 - ***Marketscape themes***—built on associations with man-made places.
 - ***Cyberspace themes***—incorporate images of information and communications technology.
 - ***Mindscape themes***—draw on abstract ideas and concepts, introspection, and fantasy.

Retail Theming







Space

- Cutting-edge retailers are figuring out that they need to convert a store into a **being space** that resembles a commercial living room where consumers can relax, be entertained, hang out with friends, etc.
 - Some being spaces cater to **minipreneurs** (one-person businesses).
- **Pop-up store** that open to do business for a few days or weeks and then are dismantled.



Starbucks



Store Image

- Store image: **personality** of the store
- Location + merchandise suitability + knowledge/congeniality of sales staff
- Other intangible factors affecting overall store evaluation:
 - Interior design
 - Types of patrons
 - Return policies
 - Credit availability



METHOD Pop Up Store



Atmospherics



“Conscious designing of space and its various dimensions to evoke certain effects in buyers.”

Include store front, window displays, layout and design, colors, scents, and sounds and important to the store's image.



Consumers who enjoy their experiences spend more time and money in a store.

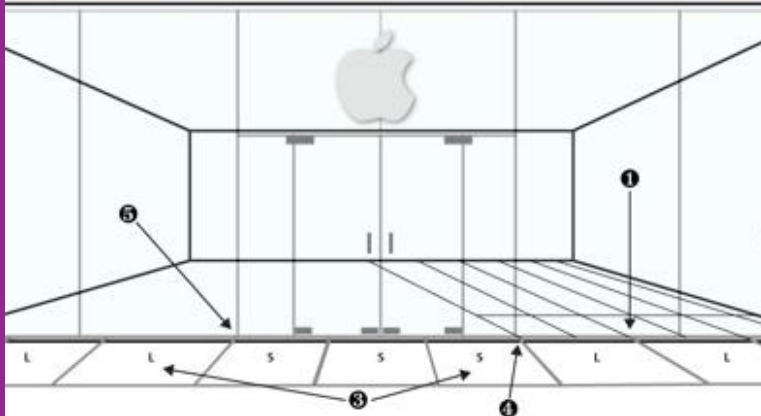


Activity stores are a new trend.

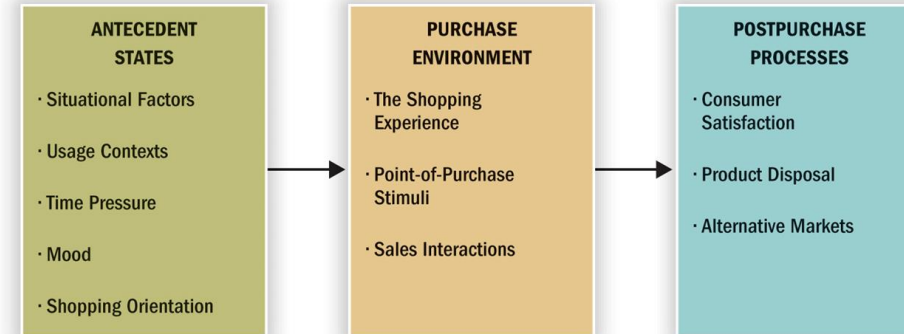
They allow the consumer to participate in the production of a good or service.



Light and music also affect consumer behavior.



Apple Store Design



Objective 3: Importance of the Salesman

A salesperson often is the crucial connection to a purchase.

Sales Interaction

A salesperson's role and effectiveness is affected by:

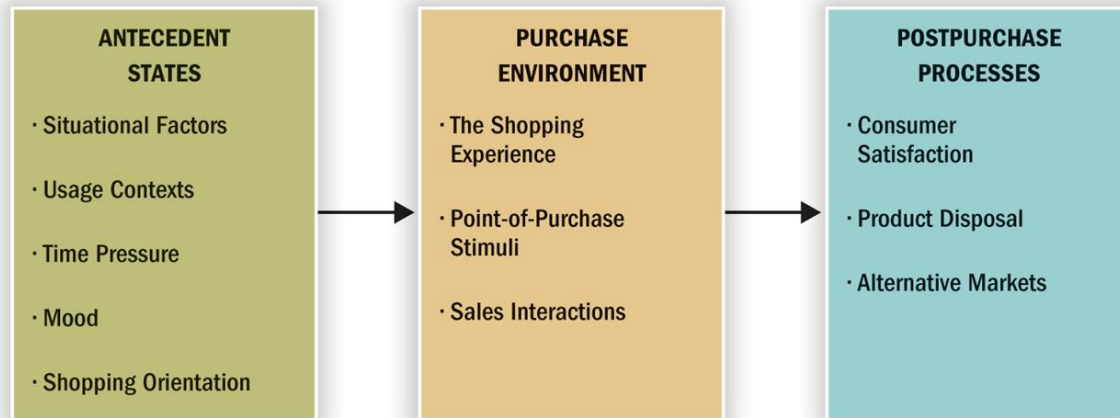
Age	Appearance	Education level	Motivation to sell	Ability to adapt	Similarity to the customer (incidental similarity such as a shared birthday or common birthplace)
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People differ in their interaction styles from assertive (and aggressive) to nonassertive.

Postpurchase Satisfaction

- Marketers need to be concerned about a consumer's evaluation of a product after he or she buys it as well as before.
 - Word of mouth
 - Referrals
 - Repeat Business



Postpurchase Satisfaction

- Consumer satisfaction or dissatisfaction clearly plays a big role in our future behavior.
 - Good marketers look for reasons why their customers might be dissatisfied so they can try to improve.
- Postpurchase satisfaction or dissatisfaction is determined by attitude about a product after purchase
 - Marketers constantly on lookout for sources of consumer dissatisfaction
 - Voiced loudly online

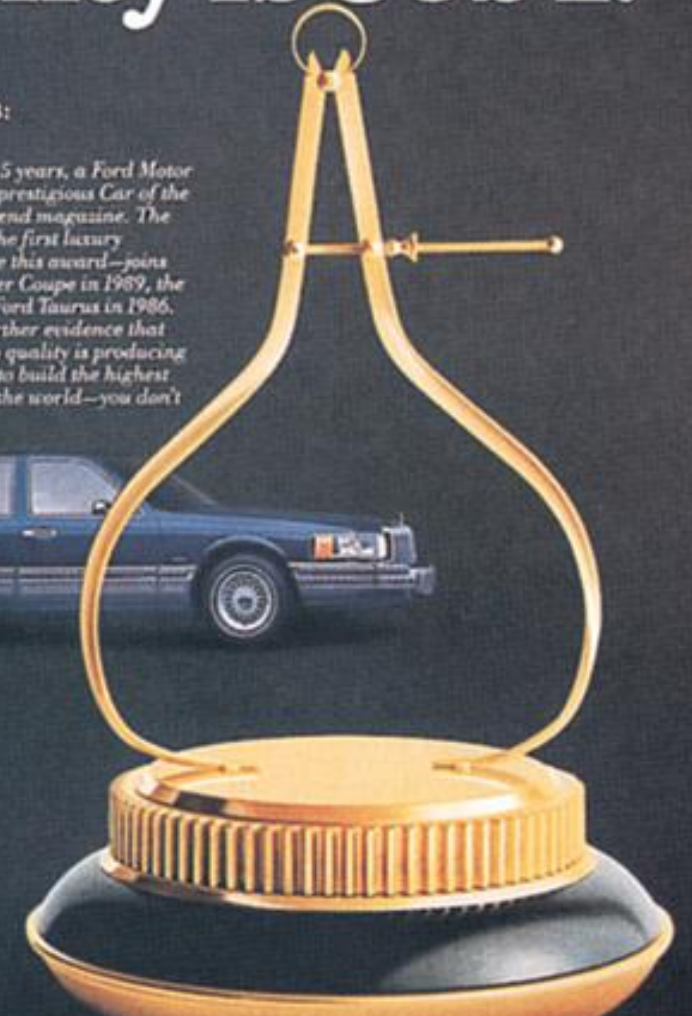
Quality Is What We Expect It to Be

- **Consumers want quality and value.**
 - We infer quality when we rely on cues such as brand name, price, product warranties, and so on.
- **Expectancy disconfirmation model**
 - consumers form beliefs about a product's performance based on prior experience with the product or communications about the product that imply a certain level of quality.
- **Managing expectations**
 - To avoid customer dissatisfaction, marketers should avoid promising something they cannot deliver.

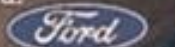
Quality is Job 1.

file in Quality #13:
cognition.

the 4th time in the last 5 years, a Ford Motor Company car has won the prestigious Car of the Year award from Motor Trend magazine. The 1990 Lincoln Town Car—the first luxury car in 38 years to receive this award—joins the Ford Thunderbird Super Coupe in 1989, the Thunderbird in 1987 and Ford Taurus in 1986. Winning this award is further evidence that Ford's total commitment to quality is producing the best. When your goal is to build the highest quality cars and trucks in the world—you don't do it any other way.



Ford, Mercury, Lincoln, Ford Trucks.
Our goal is to build the highest quality cars
and trucks in the world.



FORD MOTOR COMPANY

le up—Together we can save lives.

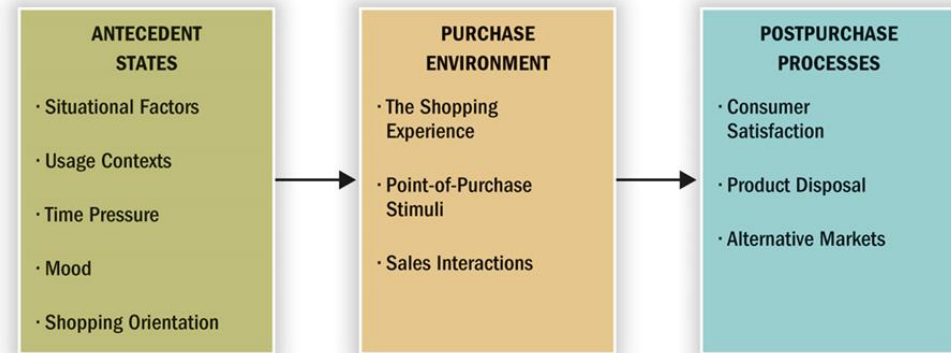
Acting on Dissatisfaction

- If a person is not happy in a purchase equation, three responses can occur:
 - **Voice response**—the consumer can appeal directly to the retailer for redress.
 - **Private response**—express dissatisfaction about the store or product to friends and/or boycott the store.
 - **Third-party response**—the consumer can take legal action against the merchant or complain in a public forum.
- Marketers should encourage customers to complain.



Objective 5: Product Disposal

- Getting rid of products when consumers no longer need or want them is a major concern to marketers.
 - **Abandoned products**
 - include as much as 12% of grocery products we buy which do not get used.
 - Some adults are **pack rats**.
- **Lateral cycling** is a disposal option in which one consumer exchanges something she owns with someone else.
 - This is part of an **underground economy**.
 - **Sharing sites** allow people to share rent and exchange goods locally.
 - The process of lateral cycling is literally a lifestyle for anti-consumerists who call themselves **freegans**.
 - **Free meets** are flea markets where no one exchanges money.



Chapter Summary

- Many factors beyond the qualities of a product influence purchase decisions.
- People can be influenced by store image, point-of-purchase stimuli, salespeople, and more as they make product choices.
- Consumers evaluate their choice after making it and this evaluation affects future choices.
- Disposing of products is a challenge.