

# **Lecture 14**

## **Consumer Decision Making Process - PART 2**

**Vinay Sharma**  
**Professor**

**Department of Management Studies**  
**Indian Institute of Technology Roorkee**



# DISCLAIMER

THE INFORMATION REGARDING PRODUCTS, COMPANIES, BRANDS MENTIONED IN THE LECTURES IS FOR EDUCATIONAL PURPOSES ONLY. THE FACULTY DO NOT ENDORSE OR PROMOTE ANY PRODUCTS/COMPANIES/BRANDS DISCUSSED HEREIN IN ANY MANNER. VIEWS EXPRESSED HEREIN ABOUT THE PRODUCTS/COMPANIES/BRANDS ARE THE PERCEPTION OF INSTRUCTOR AND ARE IN NO WAY INTENDED TO PROMOTE OR DAMAGE THE REPUTATION OF MENTIONED PRODUCTS/COMPANIES/ BRANDS OR TO HURT ANYONES FEELINGS AND EMOTIONS . NO COMPENSATION WAS RECEIVED FROM ANY OF ITS PRODUCERS/ MANUFACTURERS/ COMPANIES FOR THE PRODUCTION OF THIS VIDEO.



# Alternative evaluations

- It almost starts simultaneously wherein a focal point gets generated.  
For example, price or a particular usage related to a particular kind of a product.
- Comparisons based on the focal point.
- Messages aids in comparison of products.

### 3. Purchase

- Advertisers wanted the customer to believe that s/he has made a right decision.
- Communication helps in reinforcing or strengthening the consumer decisions.
- Creating brand ambassadors is a very common desire of marketers in almost all the products and services. Consumers to become the advertisers.

## 4. Post purchase use and evaluation

- Customers should not feel disappointed.
- Customer satisfaction may get converted into loyalty.
- The role of the initial post communication which customer would have received would have generated his expectation and in due course of time.
- All the communications made with the customer till the time S/he is using the product are supportive of fulfilling those expectations.
- Advertising alleviates cognitive dissonance (i.e., anxiety or regret) that may linger on after a difficult decision.
- Buyers' may remorse and this dissonance must be resolved.

# Does the customer go for all the process during decision making time?

- It depends upon the level of involvement and sources of involvement.
- Involvement is the degree of perceived relevance and personal importance accompanying the choice of a certain product or service within a particular context.
- Many times, price becomes the reason of generation of involvement or the effect of the product.

# Four major modes of decision making

Depending upon the level of involvement and experience or prior experience with product or service there are four modes of decision making.

1. Extended problem solving (Low Experience and High Involvement)
2. Limited problem solving (Both Low)
3. Habit or variety seeking (High Experience and Low Involvement)
4. Brand Loyalty (Both High)

# Explicit Psychological Consequences of IMC

- Attitude is defined as an overall evaluation of any object, person, or issue that varies along a continuum such as favorable to unfavorable or positive to negative.
- Attitudes are learned.
- Brand attitudes are summary evaluations that reflect preferences for various products and services.
- Brand attitudes are reflection of beliefs.
- The beliefs represent knowledge and feelings of person accumulated about an object or issue they can be logical and factual in nature or biased and self serving.

# Consumer Decision Making Models

- **Multi-attribute attitude models:** It is a framework and a set of research procedures for collecting information from consumers to assess their salient beliefs and attitudes about competitive brands.
- Salient beliefs are those beliefs which are more important than others in determining a person's evaluation of a brand say that these are critical determinants of an attitude.

# Fundamental components of multi-attribute and attitude models

- **Evaluative criteria:** These are used by consumers for comparing competitive brands
- **Importance weights:** are associated with the priority that a particular evaluative criteria receives in consumers decision making process
- **Consideration set:** is that group of brands that represents the real focal point on the consumers decision
- **Beliefs:** represent the knowledge and feelings that a consumer has about various plants

# Thank you



# Bibliography

- Semenik, R. J., Allen, C., O'Guinn, T. C., & Kaufmann, H. R. (2012). Advertising and promotions: An integrated brand approach. China: Couth-Western Cengage Learning.
- Belch, G.E., & Belch, M.A. (2017). Advertising and Promotion: An Integrated Marketing Communications Perspective (11th Ed.). McGraw Hill Higher Education.
- Kotler, P., & Keller, K. L. (2017). Marketing management. (15th Ed.). Pearson India
- Ries, A., & Trout, J. (2001). Positioning: The battle for your mind. New York: McGraw-Hill.