

Lecture 15

Relationship Between Consumer Behaviour & IMC

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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

How does it help?

- We choose these relevant evaluative criteria to ask the consumers about their competitive comparative perspective about our competitors.
- Knowing what customer thinks or carries as beliefs and attitude helps companies and brands to focus upon;
 - ✓ Influencing through those comparison,
 - ✓ Repositioning
 - ✓ Introduction of new product line variants.

- **The consumer as a social being:** The view of consumer as decision maker and information processor takes us towards an understanding about what or how consumer thinks.
- **The social cultural perspective** is associated with how customer get associated with social sounding.
- It can be seen as a means wherein advertisers and marketing companies try to understand consumers as social beings.

Components of consumer as a social being

- **Culture:** What people do or life ways of people or the social legacy the individual acquires from his group. The way we eat, groom, celebrate, travel, play, get together and express feelings.
- Cultures may have different levels of spread starting from national levels to regional levels to local levels.
- **Values:** These are enduring expressions of culture. These are fundamental in character. They may not be changed so easily.
- Advertising has to be consistent with the values.

Components of consumer as a social being

- **Rituals:** often repeated formalized behaviors involving symbols. Rituals are core elements of culture.
- **Stratification** refers to systematic inequalities in society such as wealth, income, education, power, and status.
- **Family**
- **Celebrity**
- **Gender**
- **Community**

How ads transmit meanings?

- Martin Davidson Start work in an ad agency and the first thing they teach you is the ***difference between a product and a brand*** that is because it is ***advertising's job to turn one into the another***'^[*]
- Communications supports a product to be a brand, which stabilizes with equity in the mind of the customer in the market itself.

Source: Semenik, Allen, O'Guinn and Kaufmann (2012). *Advertising and promotions: An integrated brand approach*. South-Western Cengage Learning, 6th Edition.

Martin Davidson "Objects of Desire: How Advertising Works," in Martin Davidson, *The Consumerist Manifesto: Advertising in Postmodern Times* (London Routledge, 1992) page 23 to 60. ^[*]

How to persuade consumer?

- The cognitive consistency impetus (why would consumer change her attitude or shake her belief for you).
- The form of advertising clutter.
- The form of selective attention.

Thank you



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