

and Management & Consumer Behavior

Session – 23

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Learning Objectives:

After completion of this session, the learner will be able to know:

- How perception determines behavior of the consumer
- How learning determines behavior of the consumer
- How attitude determines behavior of the consumer

Introduction to Consumer Behavior

Topics to be Covered:

- Perception
- Learning
- Attitude

What is Customer Perception

Customer Perception is a marketing concept that tells us what customers think about a brand or a company or its offerings.

 **30%**  **30%**

It can be positive or negative feelings, perceptions, inhibitions, predispositions, expectations or experiences that a customer has.



Factors Deciding Customer Perception

Consistency of Performance

How has the brand performed in the past and how it is performing currently.

Emotional Connect

Superb brands know that emotional connection with the customer is critical to brand development.



Marketing Communications

How the brand communicates with the customers using the various media vehicles.

Holistic Marketing

A brand cannot be excellent if it has good sales staff but pathetic support staff. A brand has to be a good all rounder and satisfy customers from all its touch points.



Consumer Learning

Kotler's Definition

According to Kotler's Definition, learning involves changes in an individual's behavior arising out of the experience. Most of the human behavior is learned over time, out of the experience.

Features of Consumer Learning

- Consumer learning is a process. A process which continually changes and acquires new knowledge.
- This knowledge can be obtained from reading, discussing, observing, thinking, etc.
- Newly acquired knowledge or personal experience, both serve as feedback.

Role of Motivation in Learning

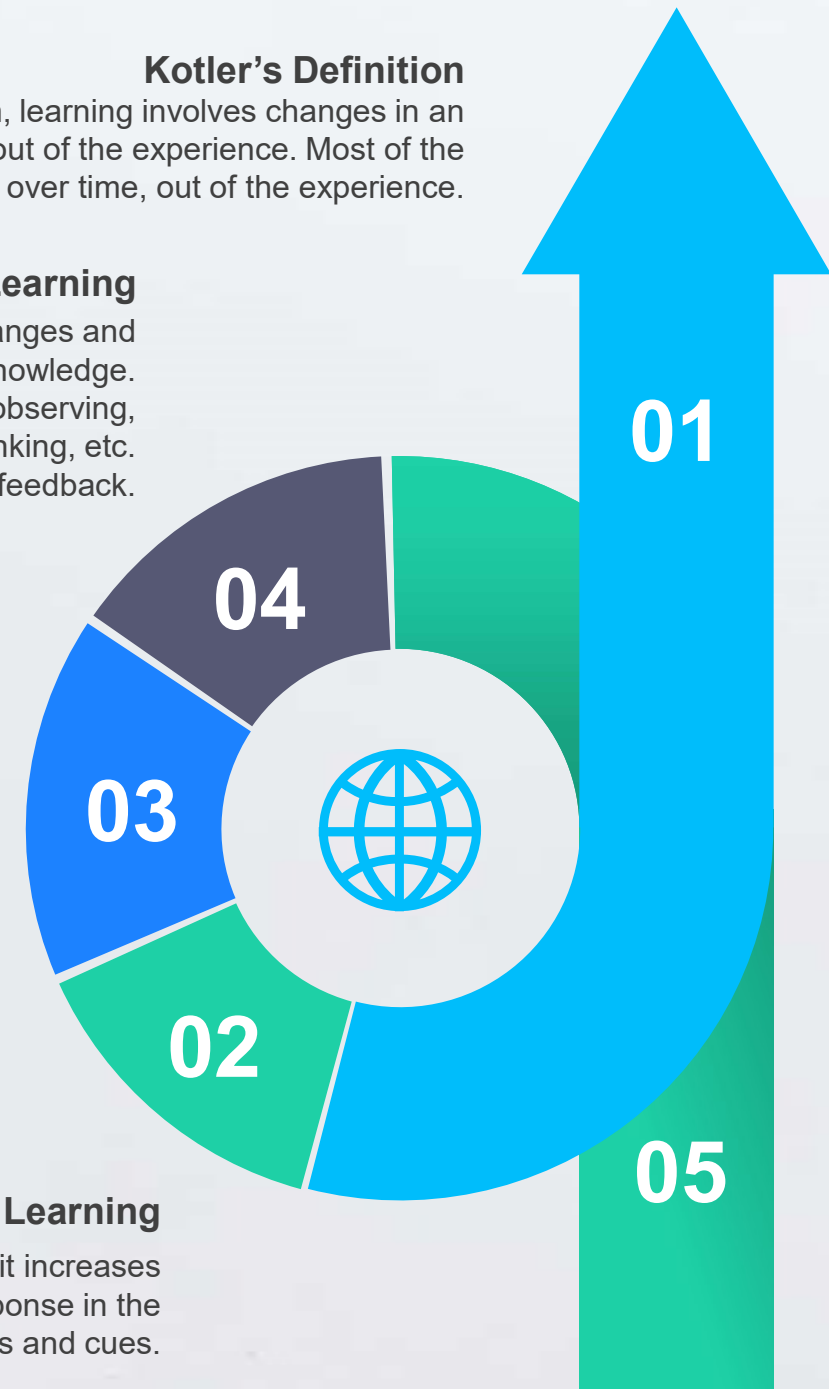
Motivation is the driving force of all important things to be learnt. Motives allow individuals to increase their readiness to respond to learning.

Role of Response in Learning

Response signifies how a consumer reacts to the motives or even cues. The response can be shown or hidden, but in either of the cases learning takes place.

Role of Reinforcement in Learning

Reinforcement is very important as it increases the probability of a particular response in the future driven by motives and cues.



Attitude

Definition of Attitude

Consumer attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object.

Attitude Defined

Belief

Belief plays a vital role for consumers because, it can be either positive or negative towards an object.

Beliefs Towards

Feelings Towards

Feelings

Consumers have certain specific feelings towards some products or brands. Sometimes these feelings are based on certain beliefs and sometimes they are not.

Behavior Towards

Behavioral Intonations

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.



Functions of Attitude

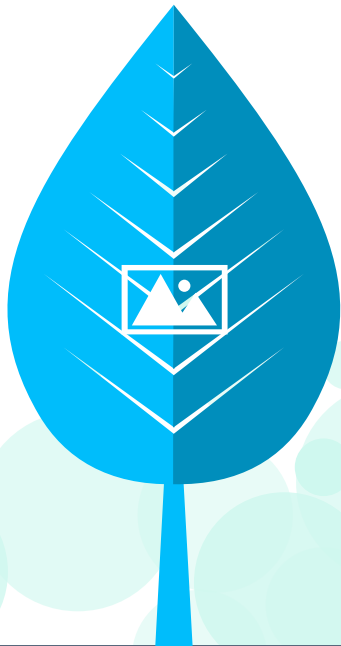
Adjustment Function

Attitudes help people to adjust to different situations and circumstances.



Ego Defensive Function

Attitudes are formed to protect the ego. We all are bothered about our self-esteem and image so the product boosting our ego is the target of such a kind of attitude.



Value Expression Function

Attitudes usually represent the values the individual possesses. We gain values through our upbringing and training. Our value system encourages or discourages us to buy certain products.



Knowledge Function

Individuals continuously seek knowledge and information. When an individual gets information about a particular product, he creates and modifies his attitude towards that product.



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Thank You

My Curiosity is all Yours !

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