


Plan Marketing: 4 étapes -

- 1) Collecte d'infos - (MPK) - outils d'Analyse des données -
- 2) Analyse des données.


Advanced marketing

Consumer behavior
How to influence it?



What is Consumer Behavior?

Consumer behavior: the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.



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Importance aussi de tout ce qui précède et suit l'achat -
↳ pour analyser le comportement du consommateur.
On essaye aussi que le client ne revienne acheter le 1^{er} pdt, et comment le gérer de débarrasement du pdt.
↳ dès le tps: ⊕ "comment vendre le pdt" ?

Consumers' Impact on Marketing

Understanding consumer behavior is good business

- Understanding people/organizations to satisfy consumers' needs
- Knowledge and data about customers:
 - Help to define the market
 - Identify threats/opportunities to a brand

Le Marketing ne crée pas le besoin, mais analyse les besoins du consommateur.
Besoins: se nourrir, se vêtir, estimer, amour, ...
(Maslow, ...)

Consumers as Problem Solvers

- Consumer purchase = response to problem
 - After realization that we want to make a purchase, we go through a series of steps in order to make it
 - Can seem automatic or like a full-time job
 - Complicated by consumer hyperchoice
- Decision-making process

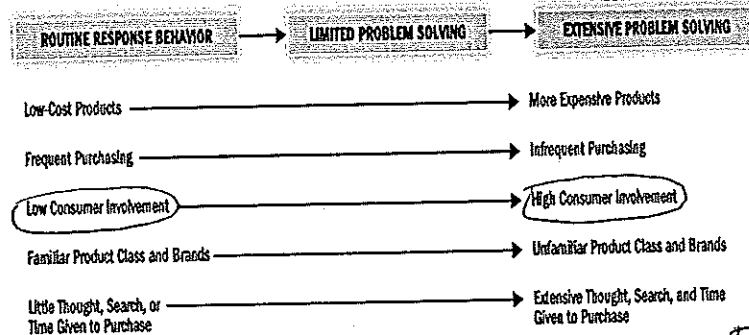
Le consommateur n'est PAS rationnel!

Dans certaines situations: on ne réfléchit pas à l'achat.
Autres achats nous préoccupent beaucoup (Nourriture, vêtements, ...)
On se perd dans le choix (ex: Mayo). On peut "stresser" et
sortir du magasin avec la mayo qui on connaît...

()

()

Continuum of Buying Decision Behavior



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Figure 9.2

9-5

ex: Ordi, Faigo, voiture,
Maison, ...

Du regardé ⊕, on est ⊕ rationnel, mais le coup de
⊖ irrationnel n'est pas exclu...!
Empression ~ risque perçu.

Types of Consumer Decisions

- **Extended problem solving:**
 - Initiated by a motive that is central to self-concept
 - Consumer feels that eventual decision carries a fair degree of risk *ASSEZ RISQUÉ*
- **Limited problem solving:**
 - Buyers not as motivated to search for information or to evaluate rigorously
 - Buyers use simple decision rules to choose
- **Habitual decision making:**
 - Choices made with little to no conscious effort

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9-6

Ex: Acheter
voiture.

ex: Acheter Vo
en fait = ici!

Comment Δ- risque perçu?

- faire tester le pdt
- Information +++

gen prennent en
fait peu de tps
pour se décider, U
de max. 2 Showa

Limite of Pb. solving:

But: Gagner bataille publicitaire:

Ex: Promos, échantillons, ...

Habitual Decision Making:

Achat de routine → leader en bénéficie car déjà bien installé ds rayons

Tenter si on n'est pas leader,
d'Δ+ l'implication des gens pour le pdt.

ex: Oromaltine: parler des vitamines, être en forme
→ motiver les gens à Δ+ achat car santé
mise en avant et ça touche les gens.

Ex: Dine alle
 Cousins: On supprime
 : goût zuanes
 e boutons
 AUF si vous
 vous montrez
 u vous aimez!
 Mobilisation
 ++

Consumer Involvement

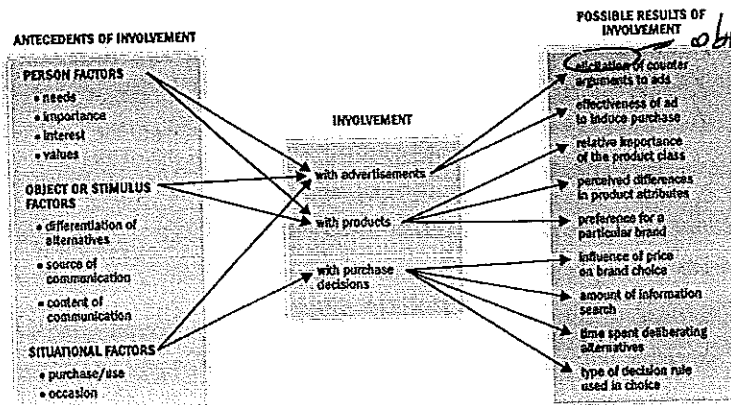
- **Consumer Involvement:** perceived relevance of an object based on one's needs, values, and interests
- **Product involvement:** consumer's level of interest in a product
 - Many sales promotions attempt to increase product involvement
- **Purchase situation involvement:** differences that occur when buying the same object for different contexts
 - Wedding gift for boss: purchase expensive vase to show that you want to impress boss
 - Wedding gift for cousin you don't like: purchase inexpensive vase to show you're indifferent

Ou n'est pas
 tous impliqués
 pour les m chs

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9-7

Conceptualizing Involvement



obtenin

INVOLVEMENT = f (Person, Situation, Object)

The level of involvement may be influenced by one or more of these three factors. Interactions among persons, situation, and object factors are likely to occur.

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Figure 4.3

9-8

○

○

Measuring Involvement: Involvement Scale

To me (object to be judged) is:

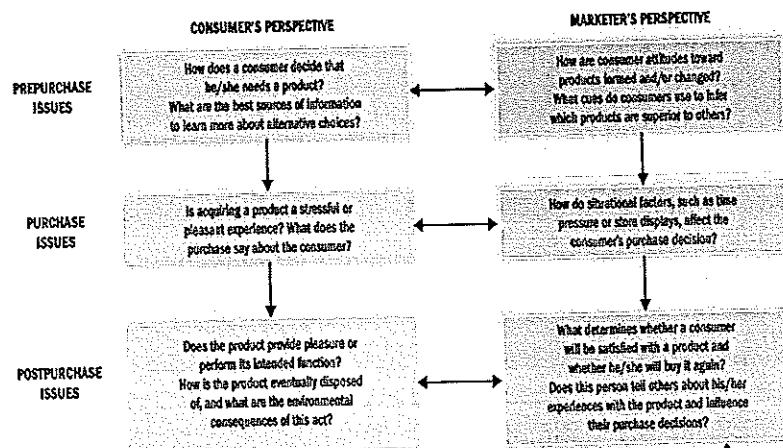
1. Important	unimportant
2. boring	interesting
3. relevant	irrelevant
4. exciting	unexciting
5. means nothing	means a lot
6. appealing	unappealing
7. fascinating	mundane
8. worthless	valuable
9. involving	uninvolving
10. not needed	needed

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Table 4.1

9-9

Consumer Behavior is a "Process"



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Figure 1.1

↑ Questions à se poser à chaque étape

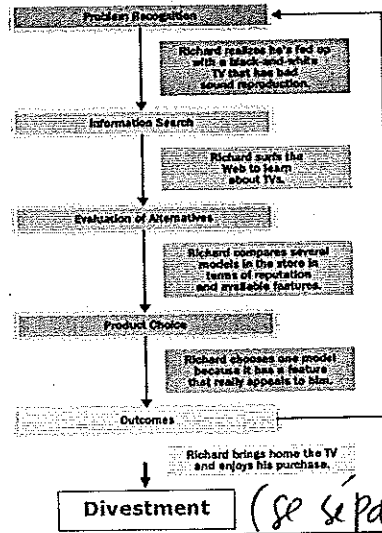
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Decision-Making Process

Jean 15 ans, Naser.

doit se



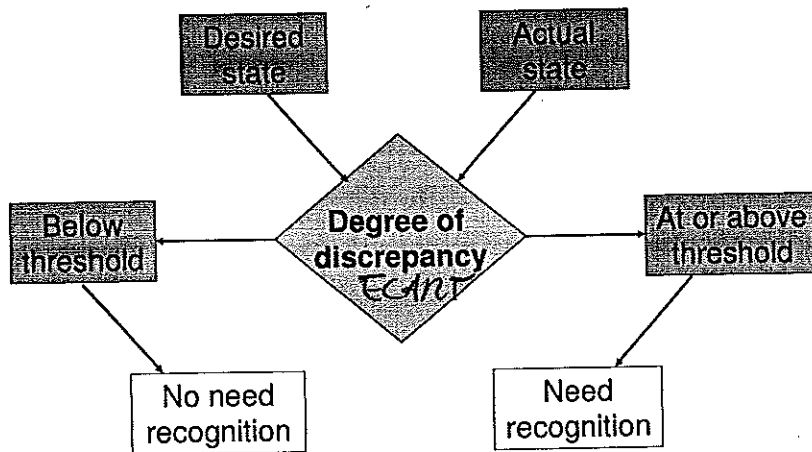
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Divestment

*(se séparer de...)*⁹⁻¹¹

Stage 1: Problem Recognition

ou reconnaît un écart



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9-12

Stage 1: Problem Recognition

Occurs when consumer sees difference between current state and ideal state

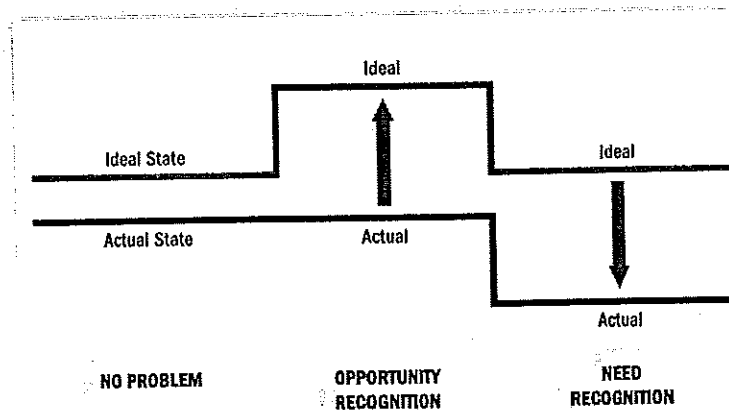
- *ACTUAL* Need recognition: *DESIRED* actual state moves downward
- Opportunity recognition: ideal state moves upward

↳ on put booster notice ideal

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9-13

Problem Recognition: Shifts in Actual or Ideal States



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Figure 9.3

9-14

Où constate ajol que les gens changent \ominus souvent de meubles. Comment susciter le désir?

- Publicité agressive
- Essayer de nous montrer les nouvelles tendances, les nouveautés
- Nous convaincre que finalement, l'état actuel de notre salon = moins bien que ce qui est offert sur le marché (+ résistants, nouveaux matériaux, ...)

Stage 1: Problem Recognition

Occurs when consumer sees difference between current state and ideal state

- Need recognition: actual state moves downward
- Opportunity recognition: ideal state moves upward

Marketers can create:

- Primary demand: encourage consumers to use product category
- Secondary demand: persuade consumers to use specific brand

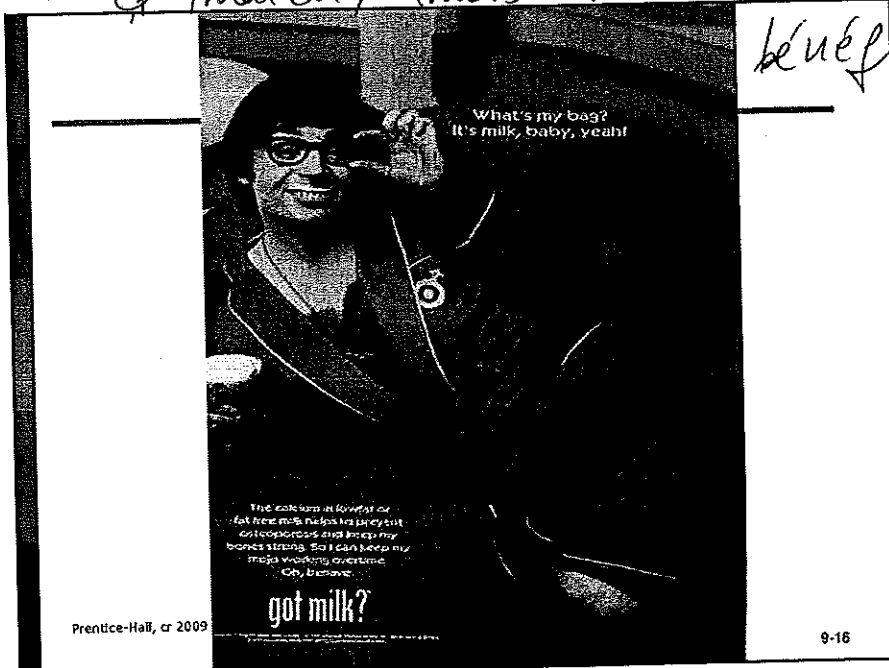
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9-16

pts pour lesquels il y a peu de # entre eux.

Ex: producteurs de lait se mettent tous ensemble pour dire "consommez \oplus de lait". Or, souvent, c'est marche, mais le leader = celui qui en bénéficie le \oplus .

Pampers →



Pub Comparative (Demande reconstruire)

It's more than a diaper,
it's Drypers:

When you compare, Drypers gives your baby more than better Pampers® Baby-Dry™ or Huggies® UltraSoft™. So it may not be long before Drypers is on top. And on your baby's bottom.

Save 55¢
On one package of Drypers Baby-Dry™

Save \$1.00
On one package of Drypers Baby-Dry™

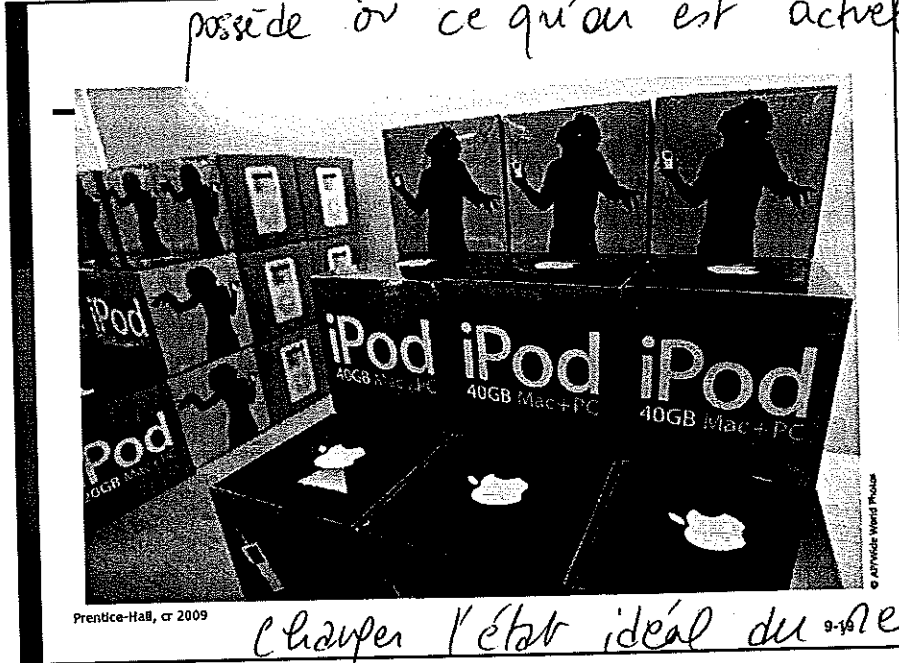
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How to Influence Problem Recognition

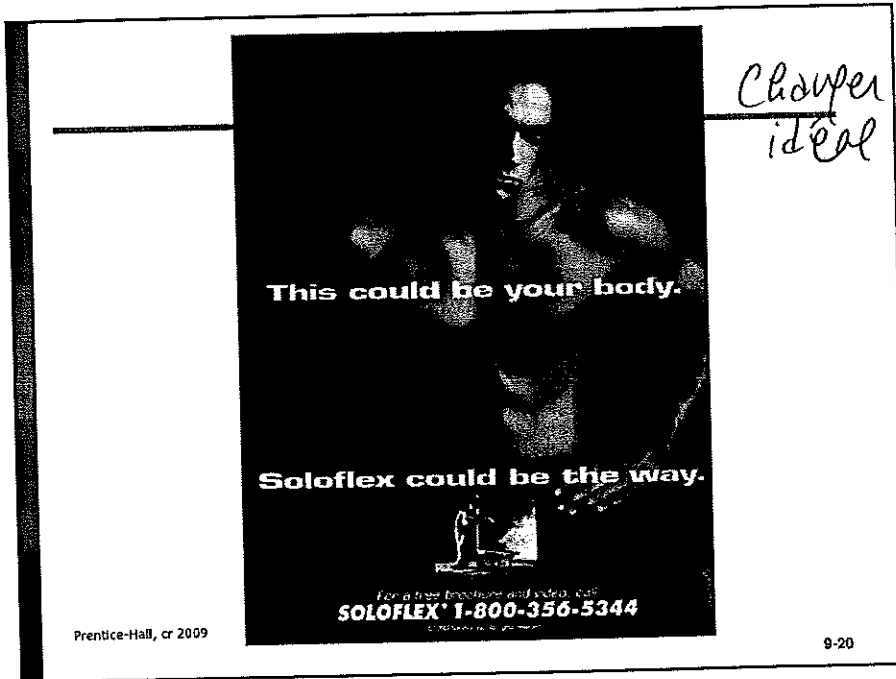
- Change the desired states to motivate people to behave (changer l'état idéal perçu pour que les gens changent leurs menus, leur gsr, etc.)
 - Develop and promote new styles, designs, and fabrics
 - Develop product innovations

Ex: Brosse à dent pour bébé (avec drop)

= Pourquoi qu'il y a mieux que ce qu'on possède ou ce qu'on est actuellement.



Choisir l'état idéal du relaxer...



Choisir l'état idéal du corps...

How to Influence Problem Recognition

- Change the desired states: develop and promote new styles, designs, and fabrics ; develop product innovations
- Influence how consumers perceive their actual state by using advertising

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9-21

- ex :
- Femmes manquent de calcium -
 - Cheveux = fatigués → Shampooing...
 - On est stressé... → Vitamines

FREE! Healthy Bones Brochure

Save \$1.00
On any Ensure product

4 Out of 5 Women Don't Get Enough Calcium
Ensure can change that.

NEW! Ensure High Calcium
Ensure High Calcium is an excellent source of calcium, containing 40% of the RDI, and is a rich source of phosphorus, magnesium, vitamin D, zinc, copper, manganese and other nutrients to help maintain bone health. Try Ensure High Calcium in delicious Chocolate and Vanilla flavors.

NEW! Ensure Balanced Breakfast
When you're in a hurry, Ensure Balanced Breakfast contains 20% of the RDI for calcium. A quick, nutritious way to start your day. Try Ensure Balanced Breakfast in delicious Tiramisu, Chocolate and French Vanilla flavors.

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9-22

How to Influence Problem Recognition

- Change the desired states: develop and promote new styles, designs, and fabrics ; develop product innovations
- Influence how consumers perceive their actual state by using advertising
- Remind consumers of a need may be sufficient to trigger need recognition

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Ex: s/la brosse à dent,
un truc chargé de couleur
pour dire qd elle est usée.
↳ rappeler besoin du consommateur
pdt peu impliquants.

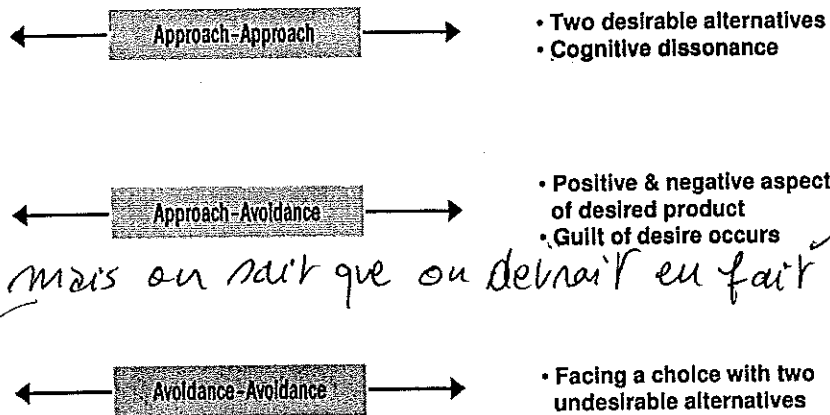
Three Types of Motivational Conflicts

- Fulfilling one need often comes at the expense of another need
 - Tradeoffs cause motivational conflicts

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9-24

Three Types of Motivational Conflicts



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Figure 4.1

9-26

mais on sait que on devrait en fait l'éviter.

On veut acheter un truc absolument.

Choix le + raisonnable et le marketeur

peut nous aider à faire le choix (SAV, gaudin)

Dites-vous que c'est un légume vert mais très bien déguisé.



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9-26

ou Cigarettes.....

Diminution cognitive: Dans cette situation,
on fait le choix entre 2
trucs qu'on aime.

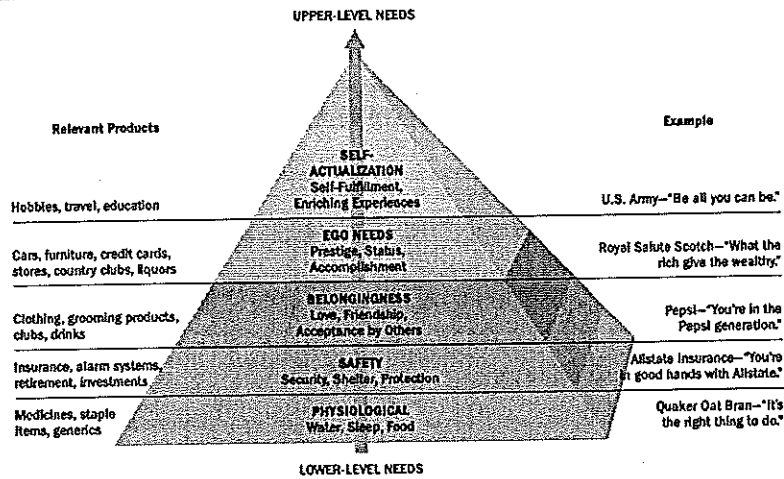
MAIS



On se souvient surtout des avantages du pdt qu'on
a laissé tomber.

Donc, le marketeur externe doit nous
rassurer sur notre choix et énumérer qltes...

Levels of Needs in the Maslow Hierarchy



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Figure 4.2

9-27

Motivating consumers

Motivating with Money

- Price cuts, and coupons motivate purchase
- Resulting sales may increase, but profits may not
- Attracts consumers less likely to repeat
- Price reductions may increase price sensitivity

Risque: si on a tt le tps des promos, on peut se demander si la cllé est bonne, risque aussi que les gens n'achètent que qd il y a des promos.

Motivating with other incentives

- Product premium free products contests

** Jeux ds boîtes de snacks.*

9-28

*↓
+ guerre des prix (A, Π, ...)*

love

Valentine's Day is one of our most magical celebrations.

We invite you to express the beauty and the mystery of your love with the most classic gift of all.

This season, Bailey Banks & Biddle Fine Jewellers is pleased to offer you this special gift card for your Valentine's Day purchase.

Simply present the enclosed card to one of our sales associates.

It's a gift from us to you, to celebrate the holiday.

We hope you enjoy exploring our collection, a range of hand-crafted jewelry as breathtakingly exquisite that you are sure to find the perfect symbol of your abiding love and devotion.

Happy Valentine's Day

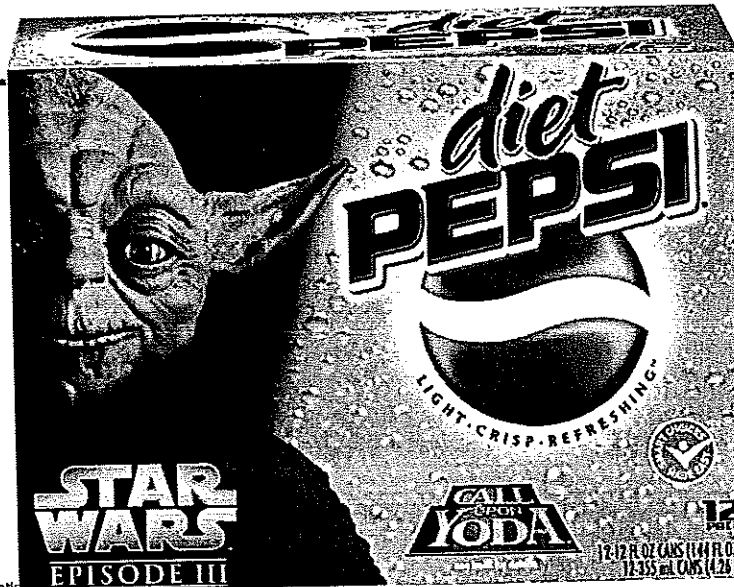


\$100 GIFT CARD

RED EMERALD 2005-06 FEBRUARY 15, 2005

Courtesy of Bailey Banks & Biddle

9-29



© 2005 PEPSI-COLA NORTH AMERICA

9-30



Motivating consumers

Motivating by enhancing perceived risks *augmenter*

- Greater perceived risk increases search
- Educating consumers about risks may motivate them to make more informed choices that reduce exposure to risk

Motivating by arousing curiosity [TEXASE MARKETING]

- Curiosity often leads to an enhanced need for information

- Advertise a benefit that is not normally

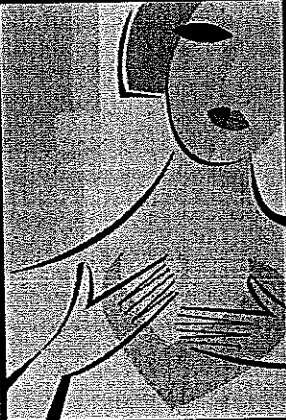
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9-31


obésité,
ostéoporose,
cancers, ...

→ ex: Trans
T3000.

EACH YEAR 500,000 WOMEN DIE FROM A DISEASE MOST DON'T EVEN SEE AS A SERIOUS THREAT.



HEART DISEASE IS THE #1 KILLER OF WOMEN. ASPIRIN CAN LOWER THE RISK.



Prentice-Hall, © 2009

Courtesy of Bayer

9-32

Risque perçu:

Augmenter le risque perçu des maladies cardiaques auprès des ♀.

↓

Solution?



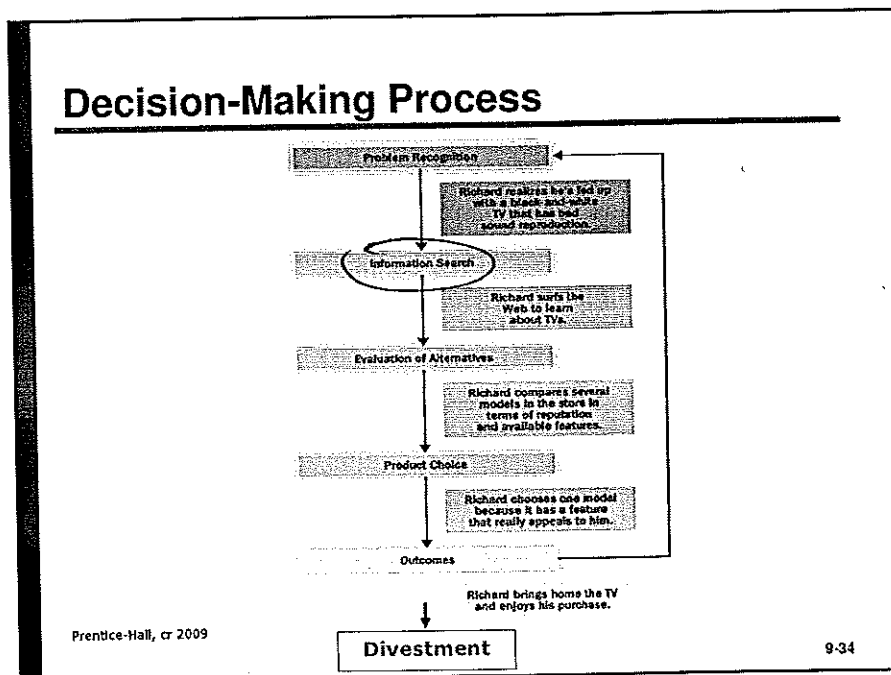
Courtesy of DaimlerChrysler Corporation

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DaimlerChrysler

9-33

Si on accepte de
 donner nos coordonnées
 à la boîte, elle donnera
 le nom de la voiture
 ↓
 boîte se crée une
 liste-clients. base de données



Stage 2: Information Search

- Information search: process by which consumer surveys the environment for appropriate data to make reasonable decision

↗ Juste avant achat

Prepurchase versus Ongoing Search		
	Prepurchase Search	Ongoing Search
Determinants	Involvement with purchase	Involvement with product
Motives	Making better purchase decisions	Building a bank of information for future use
Outcomes	Better purchase decisions	Increased impulse buying

→ Recherche continue s/ le sujet
Ex: Si on est passionné.

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9-35

⊕ Nécessaire

⊕ passionné

Internal versus External Search

- Internal search
 - Scanning memory to assemble product alternative information
- External search
 - Obtaining information from ads, retailers, catalogs, friends, family, people-watching, Web sites

du point de vue du client.

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9-36

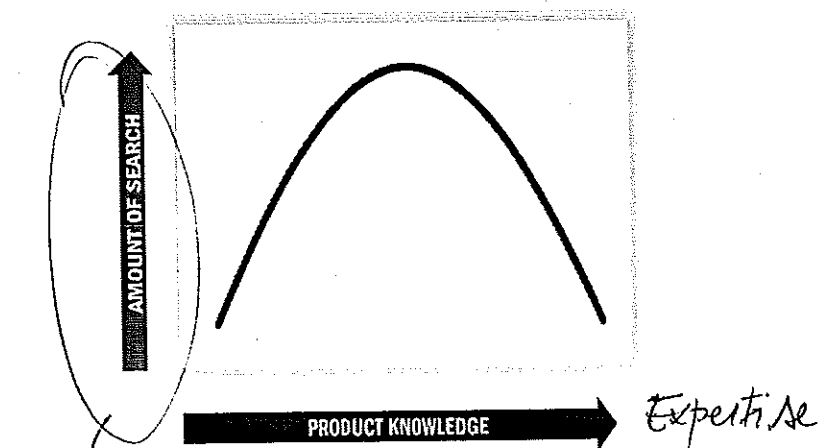
Important donc pour la marque d'être ds la tête du client... (Ensemble de considérations) > awareness per.

Comme on a trop d'infos et
le sujet, on peut être + sensible
qu'un autre aux achats impulsifs.

Deliberate versus "Accidental" Search

- Directed learning: existing product knowledge obtained from previous information search or experience of alternatives
- Incidental learning: mere exposure over time to conditioned stimuli and observations of others

Amount of Information Search and Product Knowledge



peut Δ^+ si on a été très insatisfait
d'une marque... Si satisfait, on va racheter
la m[^]e chose, sans se soucier d'où ça
vient; on cherchera \ominus .

Do Consumers Always Search Rationally?

- Some consumers avoid external search, especially with minimal time to do so and with durable goods (e.g. autos)
- Symbolic items require more external search (ex: vêtements car ~ image de soi)
- We select familiar brands when decision situation is **ambiguous** (Doux leader ont un avantage) → On fera + confiance à celle qui a une autre marque se lançant ds m^e catégorie de pdr.
- **Variety seeking**: desire to choose new alternatives over more familiar ones

→ comment la marque se fait-elle à ça ?
Élargir gamme de pdr, pour ne pas que le conso. passe à la concurrence!

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9-39

Perceived Risk

- **Perceived risk**: belief that product has negative consequences
 - Expensive, complex, hard-to-understand products
 - Product choice is visible to others (risk of embarrassment for wrong choice)
- Risks can be objective (physical danger) and subjective (social embarrassment)



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↓ Acheter pdr

↓ Acheter vêtement pas vraiment ds la mode

Five Types of Perceived Risk

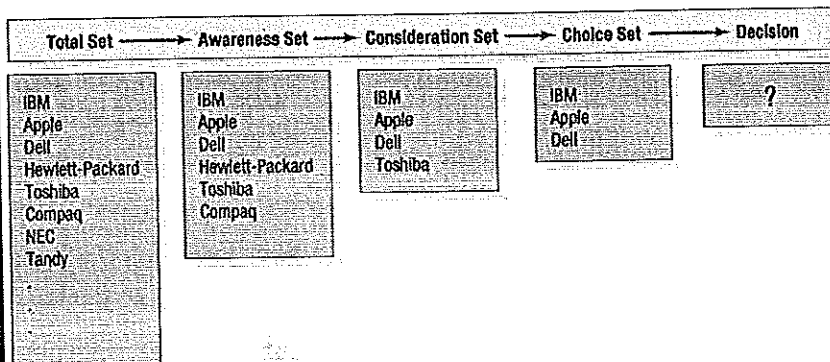
	BUYERS MOST SENSITIVE TO RISK	PURCHASES MOST SUBJECT TO RISK
MONEY RISK	Risk capital consists of money and property. Those with relatively little income and wealth are most vulnerable.	High-ticket items that require substantial expenditure are most subject to this form of risk.
FUNCTIONAL RISK	Risk capital consists of alternative means of performing the function or meeting the need. Practical consumers are most sensitive.	Products or services whose purchase and use requires the buyer's exclusive commitment are most sensitive.
PHYSICAL RISK	Risk capital consists of physical vigor, health, and vitality. Those who are elderly, frail, or in ill health are most vulnerable.	Mechanical or electrical goods (such as vehicles or Remmables), drugs and medical treatment, and food and beverages are most sensitive.
SOCIAL RISK	Risk capital consists of self-esteem and self-confidence. Those who are insecure and uncertain are most sensitive.	Socially visible or symbolic goods, such as clothes, jewelry, cars, homes, or sports equipment are most subject to social risk.
PSYCHOLOGICAL RISK	Risk capital consists of affiliations and status. Those lacking self-respect or attractiveness to peers are most sensitive.	Expensive personal luxuries that may engender guilt, durables, and services whose use demands self-discipline or sacrifice are most sensitive.

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Figure 9.6

9-41

Identifying Alternatives



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9-42

Identifying Alternatives (cont.)

- Awareness set versus consideration set
 - We usually don't seriously consider every brand we know about.
 - In fact, we often include only a surprisingly small number of alternatives in our awareness set.
- Marketers must focus on getting their brands in consumers' awareness set.
 - We often do not give rejected brands a second chance.

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9-43

Categorizing Products

- We evaluate products in terms of what we already know about a (similar) product.
- When faced with a new product, we refer to existing product category knowledge to form new knowledge.
- Marketers want to ensure that their products are correctly grouped in knowledge structures.

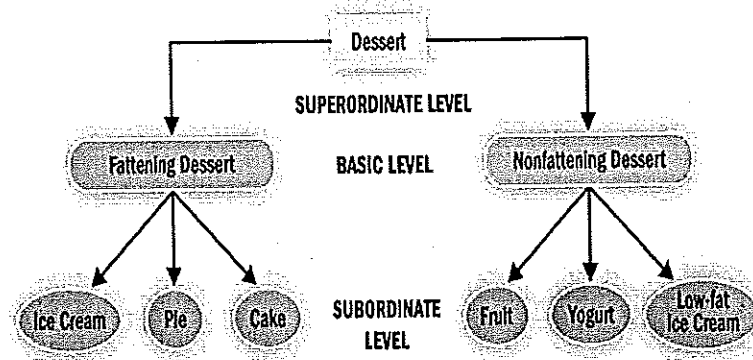
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9-44

• COMPARE
• GROUPED PRODUCTS

Positionnement : Conception d'un produit et de son identité ds le but de lui donner une place, une image déterminée, de l'esprit de segments de consommateurs ciblés.

Levels of Categorization



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Figure 9.7

9-45

Strategic Implications of Product Categorization

Product positioning

- Convincing consumers that product should be considered within a given category
- Identifying competitors
 - Products/services different on the surface can actually compete on superordinate level for consumer dollars



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9-46

pas très simple!
Ex: Ours glacé!

→ Présenter produit jus de citron comme une alternative au sel → (Pas a foitiré)

Par contre: a marché avec le jus d'orange :
Montrer que c'est pas d'office pour le petit déj.

mais ↪ ⊕ large concurrence à prendre en compte (Softs, Eau, ...) au lieu de juste café, thé, ... du matin.

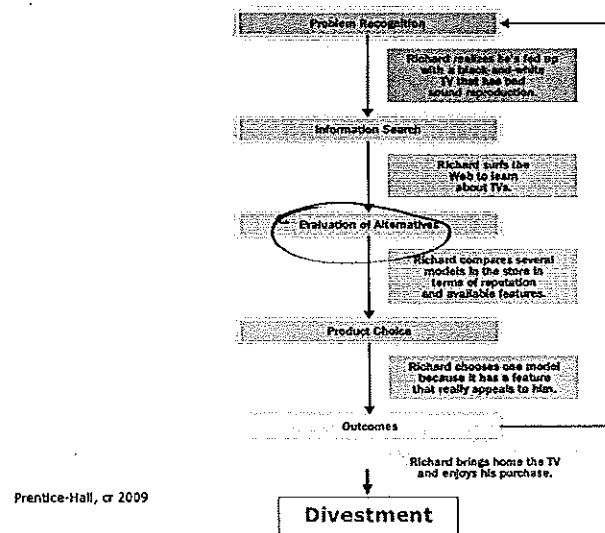
Strategic Implications of Product Categorization (cont.)

- Exemplar products
 - Brands strongly associated with a category "call the shots" by defining evaluative criteria
 - But "moderately unusual" products stimulate more information processing and positive evaluations
- Locating products
 - Products that do not fit clearly into categories confuse consumers (e.g., frozen dog food)

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↳ Erreur ni mauvaise catégorisation:
 Bouteille jaune au jus de citron -
 → p't de vaimette mais les
 gens l'ont bu!!!
 Snow Pop / Snow Master.

Decision-Making Process



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9-48

over enfant? Alors que pette à meige! → Choupenn'
 de mouir pr
 booster les
 veufs.

Stage 3: Evaluation of alternatives

- Selecting among alternatives
 - Once we assemble and evaluate relevant options from a category, we must choose among them
 - Decision rules for product choice can be very simple or very complicated
 - Prior experience with (similar) product
 - Present information at time of purchase
 - Beliefs about brands (from advertising)

(ex: Réserve s/ @)
have mieux ...
(Dash, Presti, ...)

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9-49

Evaluative Criteria

- Evaluative criteria: dimensions used to judge merits of competing options
- Determinant attributes: features we use to differentiate among our choices
 - Criteria on which products differ carry more weight
 - Marketers educate consumers about (or even invent) determinant attributes
 - Pepsi's freshness date stamps on cans

Ex: Année de vie des piles (on ne peut pas vraiment vérifier...)

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9-50

Heuristics: Mental Shortcuts

- Heuristics: mental rules-of-thumb that lead to a speedy decision
 - Examples: higher price = higher quality, buying the same brand your mother bought
- Can lead to bad decisions due to flawed assumptions

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9-51

Relying on a Product Signal

- Product signal: observable product attributes that communicate underlying qualities
 - Clean and shiny car = good mechanical condition
- Covariation: perceived associations among events
 - Product type/quality and country of origin
 - Consumers are poor estimators of covariation (self-fulfilling prophecy: we see what we are looking for)

Ex: Croire que acheter trucs électroniques en Asie = meilleure qité

Ex: Cuisine que
pcq la voiture =
SALE, elle est
MAL ENTRETENUE

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9-52

Deviere
Liche

Bureau A226.

Stage 3: Evaluation of alternatives

- Selecting among alternatives
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 - Beliefs about brands (from advertising)

pas de vis, pas de vis!

have nice ...
(Dash, Brett, ...)

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9-49

Evaluative Criteria

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9-50

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9-51

Relying on a Product Signal

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- **Covariation: perceived associations among events**
 - **Product type/quality and country of origin**
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Ex: Croire que acheter trucs électroniques en Angleterre = meilleure qualité.

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9-52

Ex: Croire que PC9 la voiture SAHE, elle est MAL ENTRETENU

0

0

Market Beliefs

- Consumer assumptions about companies, products, and stores that become shortcuts for decisions
- Price-quality relationship: we tend to get what we pay for
- Other common marketing beliefs
 - All brands are basically the same
 - Larger stores offer better prices than smaller stores
 - Items tied to "giveaways" are not a good value

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9-53

Country-of-Origin

- We rate our own country's products more favorably than do people who live elsewhere
- Industrialized countries make better products than developing countries
- Attachment to own versus other cultures
 - Nationalists
 - Internationalists
 - Disengaged



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9-54

Choosing Familiar Brand Names

- Tendency to prefer a number one brand to the competition
 - Brands that dominate the market are sometimes 50% more profitable than their nearest competitors
- Consumer inertia: the tendency to buy a brand out of habit merely because it requires less effort
- Brand loyalty: repeat purchasing behavior that reflects a conscious decision to continue buying the same brand

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9-55

Hypothetical Alternatives for a TV Set

Attribute	Brand Ratings			
	Importance Ranking	Prime Wave	Precision	Kamashita
Size of screen	1	Excellent	Excellent	Excellent
Stereo broadcast capability	2	Poor	Excellent	
Brand reputation	3	Excellent	Excellent	Poor
Onscreen programming	4	Excellent	Poor	Poor
Cable-ready capability	5	Good	Good	Good
Sleep timer	6	Excellent	Poor	good

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Table 9.4

9-55



Lexicographique: 1^{er} Attribut le + important : 3 autres meill
↳ 2^{es} Attribut "Precision" meill


Eliminatoire par aspect: Cutoff = seuil : ici : on assume
"Good".

Attribut le + important : 3 respectent critère "good"
↳ on passe au 2^e : Precision + Kama-
↳ 3^e : Precision reste.

Conjunctive: Aucun car aucun n'a tous les
attributs > good.

Sol? Baisser seuil
: Pas de better

Simple Additive: Prime wave.

Weighted Additive:  Importance ranking: 1 = meilleur
ou cercle + pt chiffre !!
Donc soit on met Excellent = 4
: Good = 2
: Poor = 3
et alors $\sum w_i r_i$ le + petit = meilleur.
(soit on change le ranking).

Decision Rules

- **Noncompensatory decision rules** when we feel that a product with a low standing on one attribute can't compensate for this flaw by doing better on another attribute
- **Types of noncompensatory decision rules:**
 - **Lexicographic rule**, consumers select the brand that is the best on the most important attribute
 - **Elimination-by-aspects rule**: the buyer also evaluates brands on the most important attribute but the buyer imposes cutoffs
 - **Conjunctive rule**: entails processing by brand, necessary to meet the cutoffs for all the attributes

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9-57

Decision Rules (cont.)

- **Compensatory decision rules**: give a product a chance to make up for its shortcomings
- **Types of compensatory decision rules:**
 - **Simple additive rule**: the consumer merely chooses the alternative that has the largest number of positive attributes
 - **Weighted additive rule**: the consumer also takes into account the relative importance of positively rated attributes, essentially multiplying brand ratings by importance weights

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9-58

(

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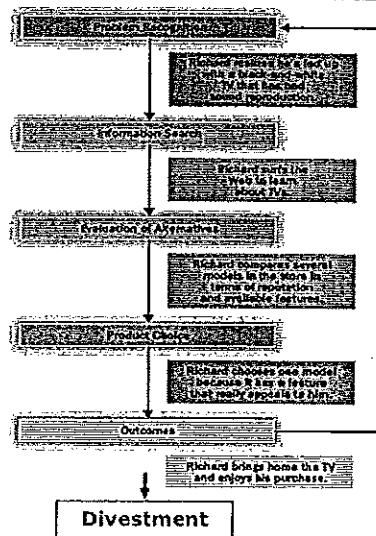
Marketing implications (cont.)

- **Compensatory**
 - Reinforce strong points of the product
 - Delete weak points
- **Conjunctive**
 - Reinforce acceptability of the product on all choice criteria
- **Lexicographic**
 - Correctly position the product on the most important choice criteria

Prentice-Hall, © 2009

9-61

Decision-Making Process



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9-62

Comment gérer pour un magasin le fait que certains clients aiment le shopping et d'autres détestent ça?

- 1) DS ds le magasin (pour femmes).
- 2) Butinage (Aller de maga en maga mais bcp faire parler de pds sans rien choisir)
- 3) Créer atmosphères ds les rayons. (ex: Nature & Découvertes)
- 4) Si cours n'ont pas shopping: ranger trucs de manière logique, affichage visible, calme rapide...

5) Important de prendre en compte l'état d'humeur du client, la situation d'achat (pour kds, pour faire, pour soi?), pression du tps (si forte: pas de butinage, je vais droit au point) ou slow ça attire le monde! (soldes, antiquités...) ou Naga: de jeans (couloir rempli de Jeans).

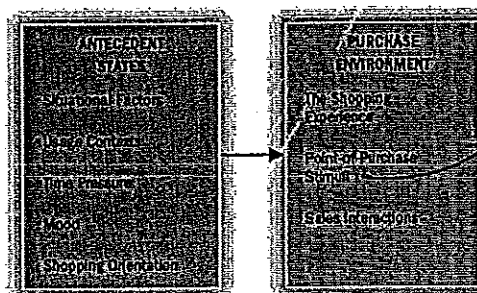
- Achat impulsif: émotion me domine, peut-être culpabilité souvent. Ex: chewing-gum
- Achat non planifié: on ne pensait pas l'acheter à ce moment là mais cela se passe ou bien on passe devant et on se dit qu'on en a besoin!

⊕ NB: Ce sont ceux qui achètent le ⊕.



Stage 4: Product choice

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



Musique, odeurs (body shop) ...
 T°: Esplanade: V&V déconverte
 Chanel nous
 déstimule.

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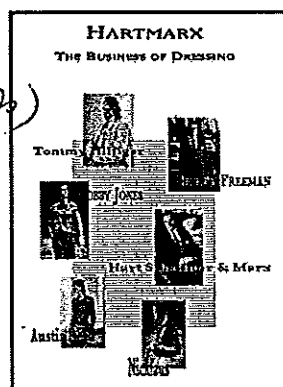
Figure 10.1

9-83

Situational Effects on Consumer Behavior

Consumption situation

- We tailor purchases to specific occasions (kdo ovpa)
- The way we feel at a particular time affects what we buy or do
- Situational self-image ("Who am I right now?")



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9-84

Social and Physical Surroundings

Affect a consumer's motives for product usage and product evaluation

- Décor, odors, temperature
- Co-consumers as product attribute
 - Large numbers of people = arousal ^{excitation}
 - Interpretation of arousal: density versus crowding
 - Type of consumer patrons

⊖ Anon: Bcp de fêtes ?
⊕ Solde, Foule concert...

Prentice-Hall, cr 2009

9-85

Temporal Factors



Economic time

- Time style: consumers try to maximize satisfaction by dividing time among tasks
- Time poverty
 - One-third of people feel rushed
 - Marketing innovations allow us to save time
 - Polychronic activity/multitasking

→ Hés tout - fait
Microonde,
SSN oreilles
Lunch garde
EKEA Babysit
...

Prentice-Hall, cr 2009

9-86

(1)

(2)

Temporal Factors (cont.)

- Queuing theory: mathematical study of waiting lines

- Waiting for product = good quality

- Too much waiting = negative feelings

- Marketers use "tricks" to minimize psychological waiting time

- *Diminuer les : clowns, ...*

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9-67

The Shopping Environment

Antecedent states: mood/physiological condition influences what we buy and how we evaluate product

- Pleasure and arousal
- Mood = combination of pleasure and arousal
 - Happiness = high in pleasantness and moderate in arousal
 - Mood biases judgments of products/services
 - Moods are affected by store design, music, TV programs

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9-68

(qualité ...)



Attendez 6 mois pour obtenir = good quality ?

(Ninons ds ascenceurs)

(1)

(2)

Reasons for Shopping

Reasons for shopping:

- Vary by product category, store type, and culture
- Hedonic reasons include:
 - Social experiences
 - Sharing of common interests
 - Interpersonal attraction
 - Instant status
 - The thrill of the hunt (soldes)



Prentice-Hall, © 2009

9-69

Retailing as Theater

- Competition for customers is becoming intense as nonstore alternatives multiply
- Malls gain loyalty by appealing to social motives



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9-70

Store Image

Store Image: personality of the store

- Location + merchandise suitability + knowledge/congeniality of sales staff

- Some factors in overall evaluation of a store:

- Interior design
- Types of patrons (cheats - types)
- Return policies
- Credit availability

(Hotesses vendeuse: Quelle image?, quel discours quel service?)

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9-71

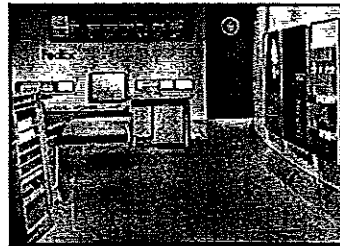
FedEx Makeover

// Rogers Natch: Emope + Jevve

BEFORE



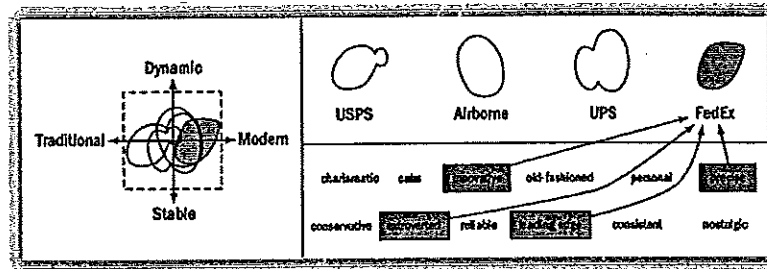
AFTER



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9-72

FedEx Brand Image: Brand Position



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9-73

Atmospherics

Atmospherics: conscious designing of space and dimensions to evoke certain effects

- Colors/lighting, scents, and sounds/music affect time spent in store and spending
- Activity stores

- Build-A-Bear Workshop

- Bivolino

*Customisation
du pdt. / service personnalisé
ou fait participer le client
→ bénéfice!*

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9-74

In-Store Decision Making

- Spontaneous shopping consists of:
 - Unplanned buying: reminded to buy something
 - Impulse buying: sudden, irresistible urge to buy
- Point-of-purchase (POP) stimuli: product display or demonstration that draws attention
- Salesperson create exchange process
 - Commercial friendships

(tête de gondole, ...)

(vendeurs, conseillers, chef de rayon, ...)

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9-76

Image of an Impulse Buyer

DRAW A PICTURE

1. Think about your image of what kind of person an impulse buyer is. In the space provided below, draw a picture of your image of a typical impulse buyer who is about to make an impulse purchase. Be creative and don't worry about your artistic skills! If you feel that some features of your drawing are unclear, don't hesitate to identify them with a written label.
2. After you have completed your drawing, imagine what is going through your character's mind as he or she is about to make his or her impulse purchase. Then write down your shopper's thoughts in a speech balloon (like you might see in a cartoon strip) that connects to your character's head.

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Figure 10.4

9-76



Acheter rapidement \neq Achat
impulsif!

Impulse Buying

- A rapid buying does not mean an impulsive buying
 - A sudden and spontaneous desire to act accompanied by urgency
 - A state of psychological disequilibrium in which a person can feel temporarily out of control
 - The onset of conflict and struggle that is resolved by an immediate action

Prentice-Hall, © 2009

9-77

• A lack of regard for CSQ (au moment de l'achat)

Stage 4: Product choice

- The consumption of the product purchased is also subject to marketing analysis
 - The point at which consumers use the product
 - Can occur immediately or be delayed or even never appear
- How consumers use products also affects how satisfied they are with the purchases and how likely they are to buy that particular product or brand in the future

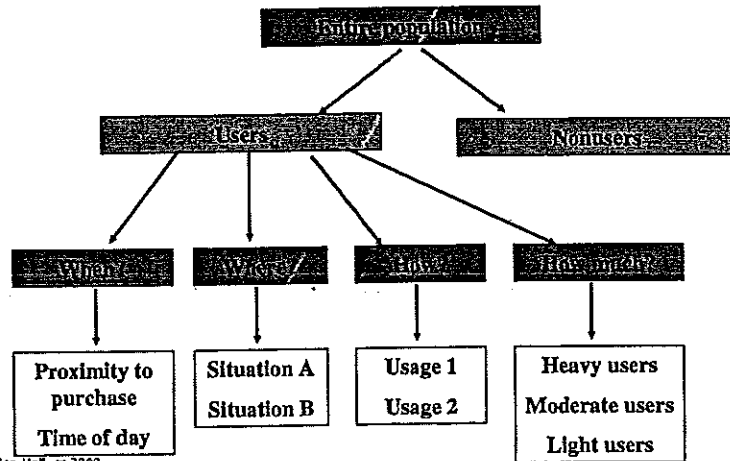
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Figure 10.1

9-78



Consumption behaviors

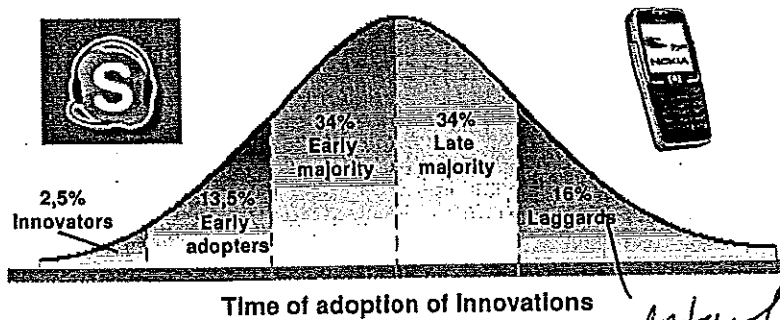


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9-79

Converting non-users

→ If the segment of non users is still important



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Source: Kotler and Keller (2006)

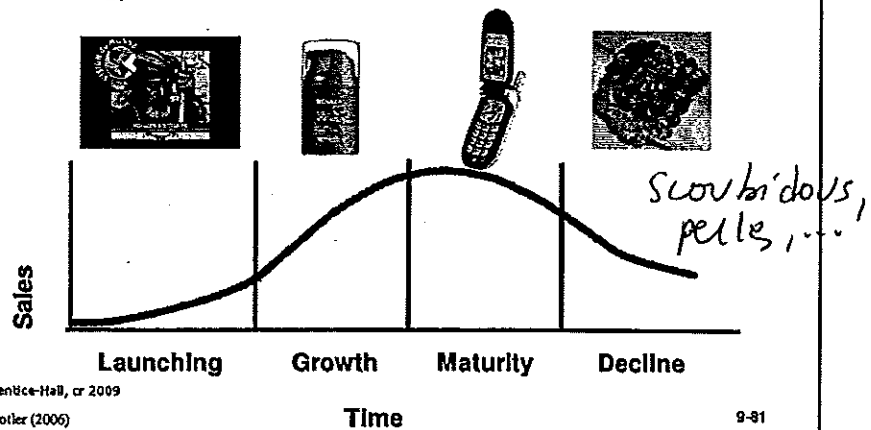
9-80

(

(

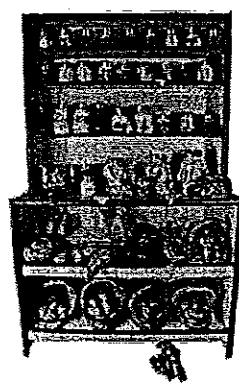
Converting non-users

→ OK if the growth potential is relatively important; if not, too costly strategy



Comment agir / chaque de ces variables:

About users: when?



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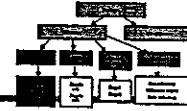
9-32

*lente,
boîtes de cons*

(1)

(2)

About users: when?

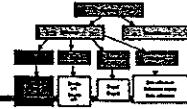


- Proximity to purchase
 - In many cases, purchase and consumption go hand in hand (ex.: buying tickets for a concert, eating at a restaurant)
 - At other times, purchase are made without knowing precisely when consumption will occur (ex.: food items sit on a shelf or in the refrigerator until you decide to consume them)
- trouver une "bonne occasion"*
- encouraging consumption rather than focusing exclusively on encouraging purchase

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9-93

About users: when?



- Time of the day
 - A product can be consumed at a specific moment or at any time of the day



Le bâton de Berger,
y'a pas d'heure pour en manger !



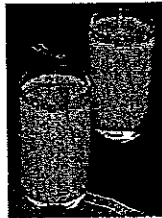
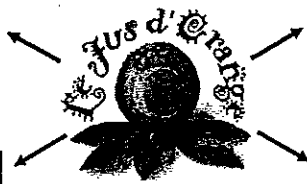
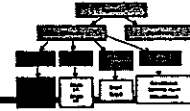
ou "Pepsi All ..."

- Segment the market according to the time of the day at which usage occurs

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9-94

About users: when?



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9-85

Jus d'orange: pas seulement pour petit déj.

About users: where?

- Inside or outside home (ex.: beers)
- Which influence does the place of usage have on consumer behavior ?
- Failure to understand where consumption occurs can be a costly mistake

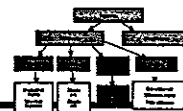


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9-86

ou ne fait pas la m^{me} chose à l'ext-ov de la
 Petit déj.
 Prick: pas fait pour manger s/ place, mais vite de sa voiture, donc pas de sauce etc... pas adaptés!

About users: how?



- A change in « how the product is consumed » lead to a change in « what is purchased »



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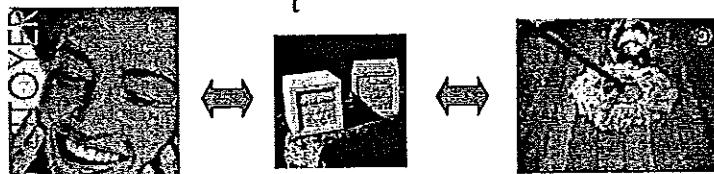
9-87

About users: how?



- Understanding how the product is used may lead to uncovering new business opportunities

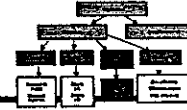
Usage ≠ du rayon de Marseille.



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9-88

About users: how?



→ Company can encourage consumers to use the product in different ways

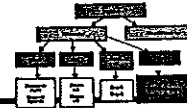


For example:

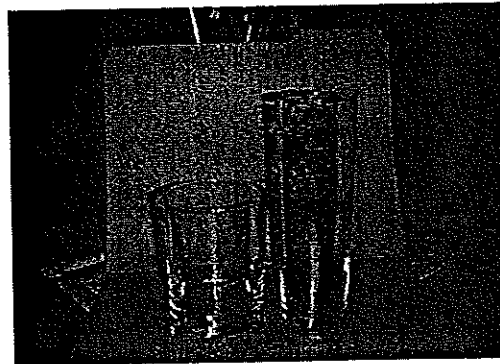
- Crunching Balls with ham and cheese with Kellogg' S Corn Flakes
- Pan of cheddar, broccoli and corn with the cereals Rice Krispies
- Squares with apricots and the grapes with the cereals Rice Krispies
- etc.

9-89

About users: how much?

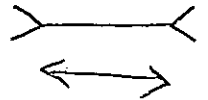


- Some products are perceived as smaller or bigger than there are in reality *Bizis Perceptives.*



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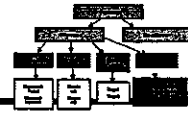
9-90



ex: Ethivement : Peut-on augmenter le ϕ de l'offre du dentifrice pour que le cours "Mx" \oplus de product? 45

ex: Vente de bière calculé pour que le

About users: how much?



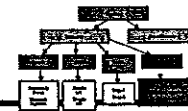
- The less it remains of product, the less consumer uses it



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9-91

About users: how much?



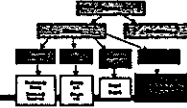
- A wrong estimation of consumption frequency could be very expensive for consumers



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9-92

About users: how much?

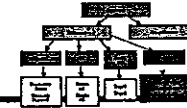


- Segmenting the market according to usage volume segmentation:
 - Heavy users: exhibiting the highest levels of product consumption (primary target market)
 - Moderate users
 - Light users: who consume rather small amounts of the product
- Changing the amount of consumption is often an important business objectives

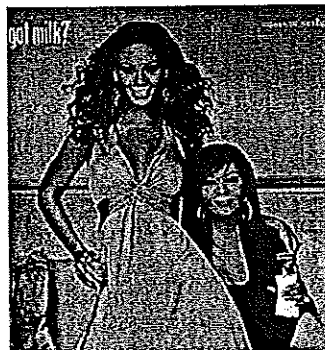
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9-93

About users: how much?



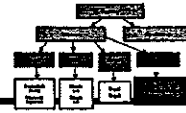
- Action 1 : Increase consumption frequency



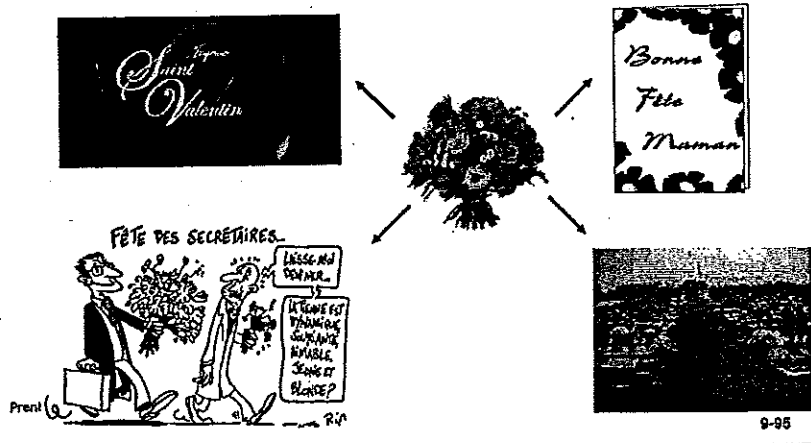
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9-94

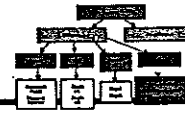
About users: how much?



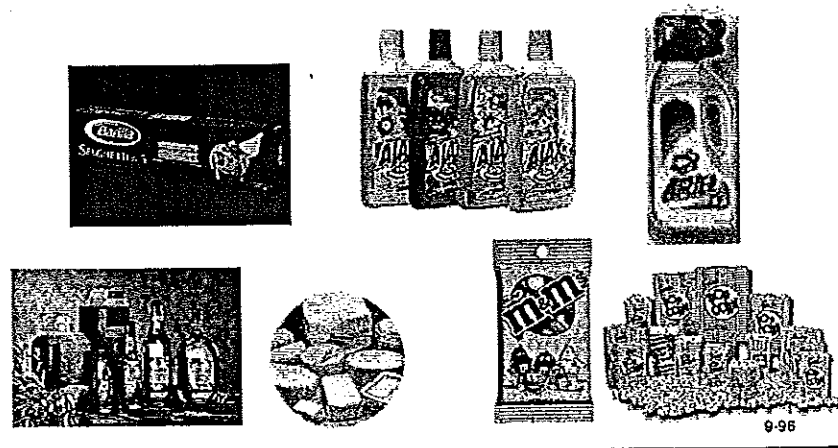
- **Action 1 : Increase consumption frequency**



About users: how much?



- **Action 2 : Increase quantity consumed by use**



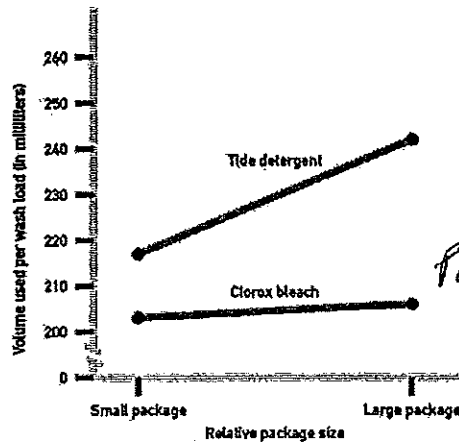
(ex: Colruy)

()

()

About users: how much?

- Action 2 : Increase quantity consumed by use



Par contre ici, ça ne change rien. (eau de Javel)

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9-97

Consumption experiences

« Today's customers take functional features and benefits, product quality and a positive brand image as a given. What they want is products, communications and marketing campaign that dazzle their senses, touch their hearts and stimulate their minds. They want products, communications and marketing campaigns to deliver an experience »

(Schmitt, 1999)

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9-98

Consumption experiences



Consumption experiences

- Companies may find it beneficial to position their products based on the feelings experienced during consumption
 - Focus on positive feelings that consumption provides
 - Focus on negative feelings that are avoided or reduced by consumption

Cottonelle. Lab tested for comfort.



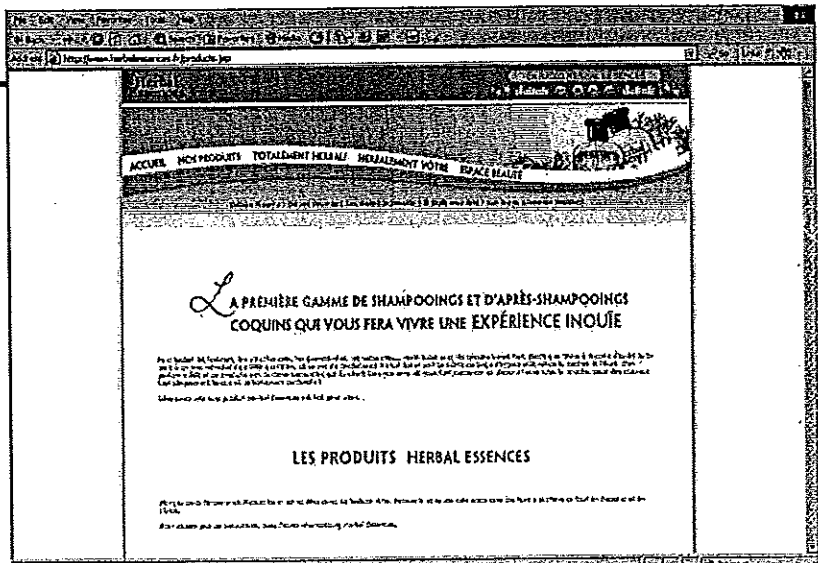
Lambert-Stark Communications

Give your family the ultimate in comfort with our very best, Cottonelle Ultra toilet paper.

Cottonelle. Looking out for the family.



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LES PRODUITS HERBAL ESSENCES

LA PREMIÈRE GAMME DE SHAMPOINGS ET D'APRÈS-SHAMPOINGS COQUINS QUI VOUS FERA VIVRE UNE EXPÉRIENCE INOÛTÉ

LES PRODUITS HERBAL ESSENCES

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()

()

P&G brandSAVER
 NEW

Downy
 Simply Pleasing

TREAT YOUR FABRICS
 ENHANCE YOUR MOOD.

\$1 OFF
 Downy Simply Pleasing

By Permission of The Procter & Gamble Company

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9-103

**100% Flavor
 0% Guilt**

As always, 0 fat
 0 carbs
 0 calories
 100% Natural

SAVE 30¢
 When you buy French's Hot Sauce

SAVE 50¢
 When you buy French's Hot Sauce & Spicy Sauce or ANY Specialty Sauce


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9-104



Great Taste Without Guilt.

Reduced Fat



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9-105

Measurement of feelings

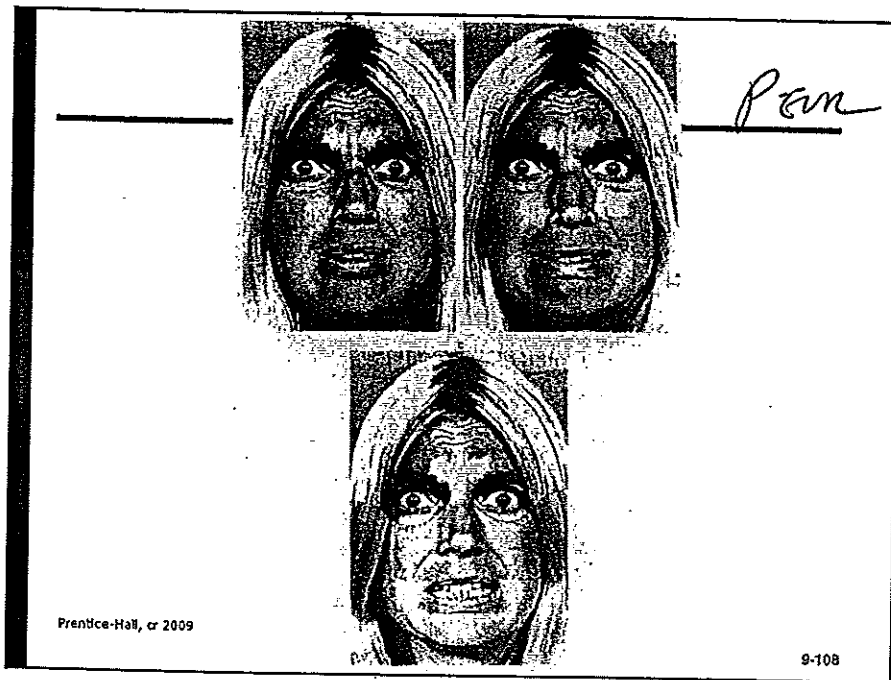
How often, if at all, do you experience the following feelings as a result of eating chocolate?

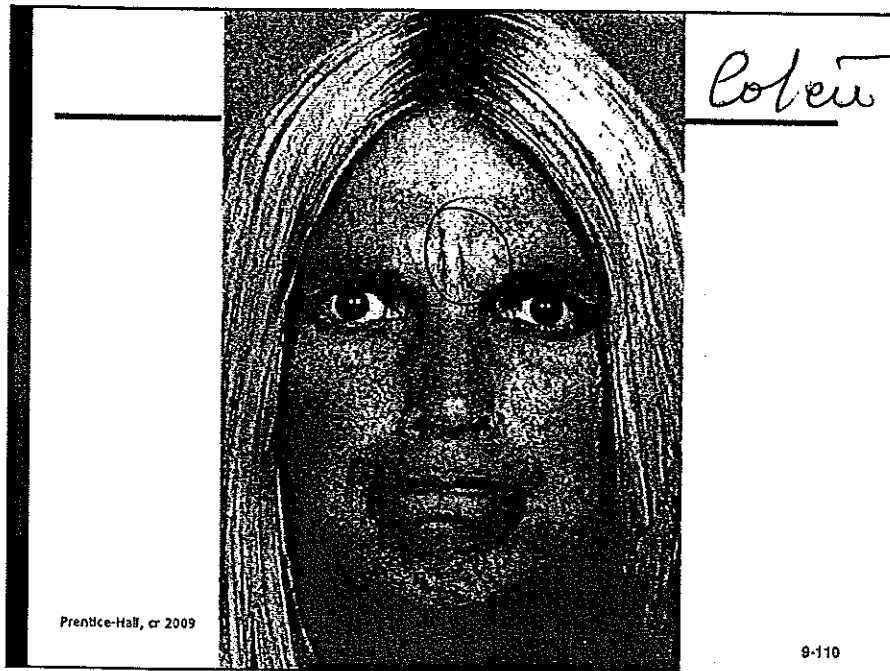
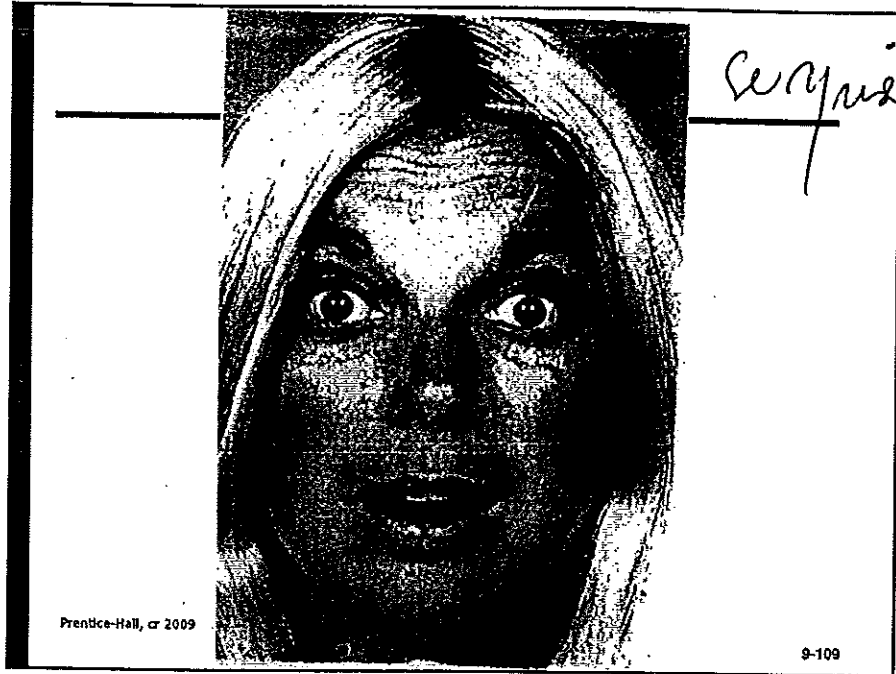
- | | | | | | | | | | | |
|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------|
| Happy | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |
| Excited | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |
| Delighted | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |
| Joyous | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |
| Satisfied | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |
| Proud | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |
| Annoyed | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |
| Depressed | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |
| Guilty | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |
| Regretful | Never | _____ | _____ | _____ | _____ | _____ | _____ | _____ | _____ | Very often |

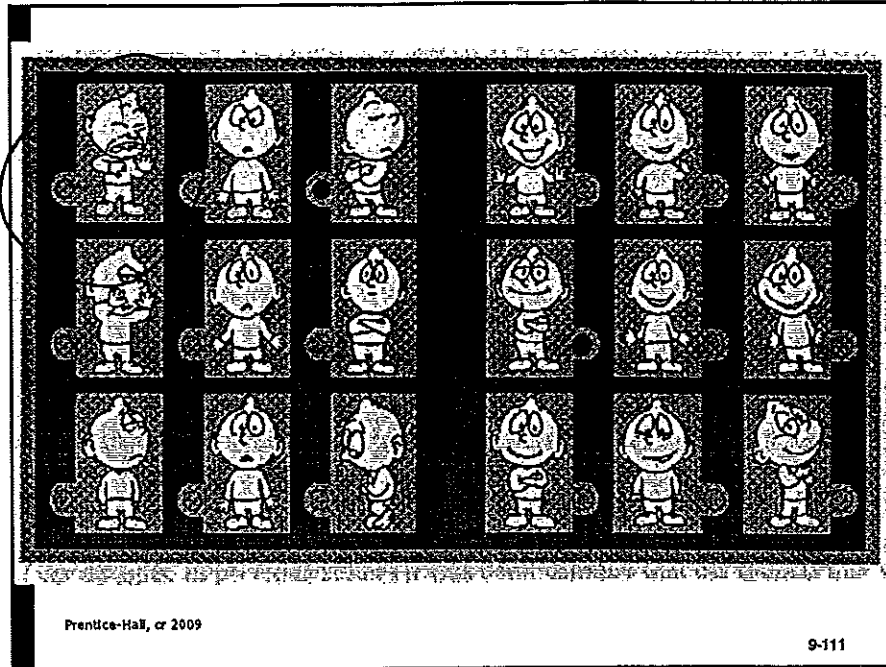
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9-105

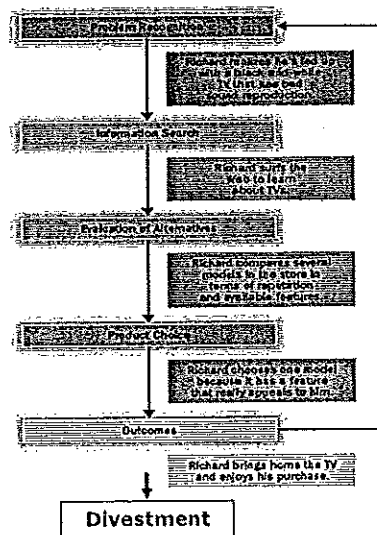
Filmer como qd someone felt.
↳ Emotions resemble // expresser Law 2/3 -







Decision-Making Process



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9-112

()

()

Att. {
3 comp. { cognitive: Croissance s/ le produit.
affective: Préférence affective
conative: Si je préfère une marque, tendance
à acheter cette marque ? à une
autre.

Stage 5: Outcomes

- **Product / Brand Attitude**
- **Postpurchase satisfaction or dissatisfaction**
 - **Influence on Product / Brand loyalty**
 - **Influence on Complaining behaviors**

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9-113

The Power of Attitudes

Attitude: a lasting, general evaluation of people, objects, advertisements, or issues

- **Attitude object (A_o)**
- **Help to determine a number of preferences and actions**



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9-114

High Emphasis

Low Emphasis

Rational

Emotional

ABC Model of Attitudes

Attitude has three components:

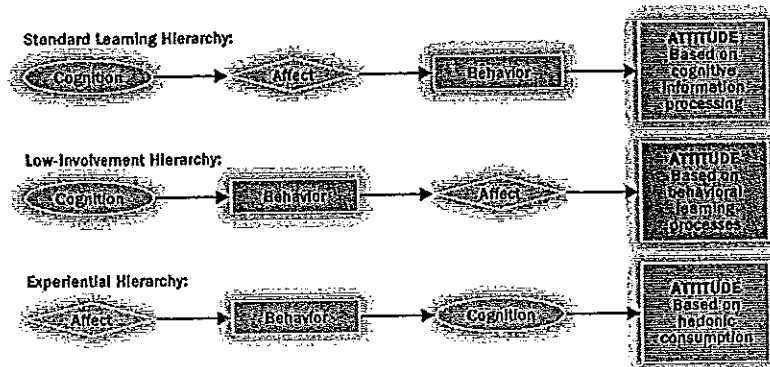
- **Affect:** the way a consumer feels about an attitude object.
- **Behavior:** person's intentions to do something with regard to an attitude object.
- **Cognition:** beliefs a consumer has about an attitude object.

Prentice-Hall, © 2009

9-116

Hierarchies of Effects

- Impact/importance of attitude components depends on consumer's motivation toward attitude object



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Figure 7.1

9-116

Achat garcon.

Achat q-uit.

*ex: vêtements:
Coup de cœur
chocolat...*



Multi-Attribute Attitude Models

- Multi-attribute models: consumer's attitudes toward an attitude object depends on beliefs she has about several or many attributes of the object
- Three elements
 - Attributes of A_o (e.g., college)
 - Example: scholarly reputation
 - Beliefs about A_o
 - Example: University of North Carolina is strong academically
 - Importance weights
 - Example: stresses research over athletics

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Fishbein Model

Measures three components of attitudes:

- $A_{ijk} = \sum \beta_{ijk} J_{ik}$
- Overall Attitude Score = (consumer's rating of each attribute for all brands) x (importance rating for that attribute)

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Saundra's College Decision

Attribute	Beliefs (β)				
	Import (I)	Smith	Princeton	Rutgers	Northland
Academic reputation	6	8	9	6	3
All women	7	9	3	3	3
Cost	4	2	2	6	9
Proximity to home	3	2	2	6	9
Athletics	1	1	2	5	1
Party atmosphere	2	1	3	7	9
Library facilities	5	7	9	7	2
<i>Attitude Score</i>		163	142	153	131

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Table 7.1

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Marketing Applications of Multi-Attribute Model

- Capitalize on relative advantage: convince consumers that particular product attributes are important in brand choice (ex: *homework piles*)
- Strengthen perceived product/attribute linkages: if consumers don't associate certain attributes with the brand, make the relationship stronger
- Add a new attribute: focus on unique positive attribute that consumer has not considered
- Influence competitors' ratings: decrease the attributes of competitors
- Guidance for attitude change strategies / product development

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Attribute Importance	Our performance	Competitor's performance	Simultaneous result
High	Poor	Poor	Neglected opportunity
		Good	Competitive disadvantage
	Good	Poor	Competitive advantage
		Good	Head-to-head competition
Low	Poor	Poor	Null opportunity
		Good	False alarm
	Good	Poor	False advantage
		Good	False competition

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SAVE UP TO 50¢ OFF

Lipton

Little Leaf. Big Benefits.

Great taste. Naturally your taste. A wonderful blend of Lipton's finest tea leaves.

Hard to pick, some great taste. Look for it in forest land.

SAVE 50¢ on one (1) Lipton® Tea Product. Keep the back with you. It's your Lipton®!

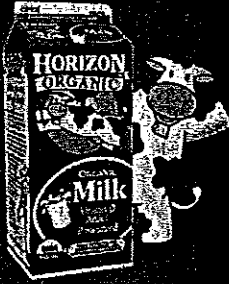
Lipton is a registered trademark of the Unilever Group of companies. Used with permission.

Visit Lipton.com

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My goodness.



Horizon Organic Milk is produced without the use of antibiotics, added growth hormones or dangerous pesticides.

That's why Horizon Organic has a reputation for quality. It's also a healthy choice from birth to 100. It's made with real milk. And that's how you'll get the most out of it.

HORIZON ORGANIC
Good from the beginning.

Courtesy of Valley View Inc.

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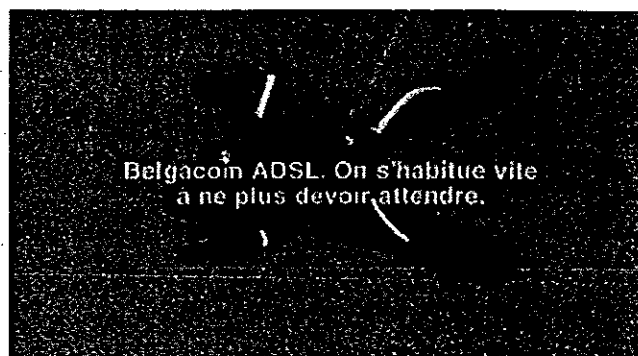
Attitude change strategies: beliefs

 <p>Cet homme est une star de la musique classique.</p>	 <p>Cette fleur est carnivore.</p>	 <p>Ce chien a sauvé des vies humaines.</p>
 <p>Cette femme n'est pas un orphelin.</p>	 <p>Ne vous fiez ni aux préjugés, ni aux apparences.</p>	 <p>Ce Schweppes n'est pas sucré.</p>

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Attitude change strategies: importance



Wtresse de
conversion ~

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Extended Fishbein Model

Theory of reasoned action: considers other elements of predicting behavior

- Intentions versus behavior: measure behavioral intentions, not just intentions
- Social pressure: acknowledge the power of other people in purchasing decision
- Attitude toward buying: measure attitude toward the act of buying, not just the product

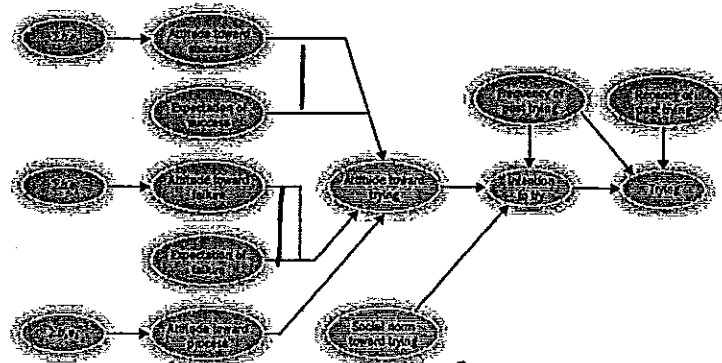
Intentions de comportement dépendent
de Attitudes + Premias sociales

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Theory of Trying

- Theory of trying: measures the reasoned action consumers take to reach a goal



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Figure 7.3

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à toutes les étapes

par laquelle on va devoir passer.

Theory of Trying: Example of Consumer Trying to Lose Weight

- Past frequency: How many times did he try to lose weight?
- Recency: Did he try in the past week?
- Beliefs: Did he believe it would be healthier?
- Evaluation of consequences: Will his girlfriend be happier if he succeeded in losing weight?
- Process: Would the diet make him feel depressed?
- Expectations of success and failure: Did he believe it likely that he would succeed?
- Subjective norms toward trying: Would loved ones approve of his efforts to lose weight?

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