

Marketing 4201: Consumer Behavior

Exam 1

Chapter 1: What is Consumer Behavior?

Consumer Behavior: "The dynamic interaction of affect, cognition, behavior, and the environment by which people conduct the exchange aspects of their lives:

-All the thoughts, feelings, situational influences, and actions involved in the consumption process

Four Components

- Consumer Affect
- Consumer Cognition
- Consumer Environment
- Marketing Strategy

Evolution of Consumer Behavior

Pre-Industrial Age (up to 1850's)

-Start of Wholesalers

-Manufacturing Orientation

-No need for salesmen

Industrial Revolution (1850-1920)

-Henry Ford's Model T

-Alexander Graham Bell's telephone

Mass Communication (1920-1960)

-Radio and television allow ads to be heard and seen daily

-Shift to **Selling Orientation**

Information Revolution (1960-2000)

-Rise in interactive media (internet)

-Shift toward **Marketing Orientation**

Present Day (2000-Present)

-New ways to consume and search

-New things to consume

-New types of customers

-Shift to **Customer Orientation**

Other Fields Influencing Consumer Behavior

Anthropology- study of humans and human behavior

Economics- supply and demand, rational decision-making, information search

History/Geography- origins of traditions, language development

Psychology- study of human thinking, personality development

Sociology- Cultural and Interpersonal trends

Resource Exchange Theory

-The categorization and identification of the structure underlying what is exchanged between two social units

Six Resources: Status, Love, Goods, Services, Money, Information

Chapter 2: Framework for Consumer Behavior

Wheel of Consumer Analysis:

-Consumer Affect and Cognition, Consumer Behavior and Consumer environment are all elements of consumer analysis that fit together in a system that is dynamic, interactive and reciprocal

-Highlights the importance of consumers in developing a marketing strategy

Marketing Strategy: a set of stimuli placed in the consumer's environment designed to influence their affect, cognition and behavior. Requires consideration of each element of consumer analysis and can influence the consumers at different levels

Consumer Affect: a consumer's mood, feelings or emotions about stimuli and events

Consumer Cognition: a consumer's thoughts and beliefs about stimuli and events. It is the act of processing information and making decisions based on that information.

Consumer Behavior: a consumer's physical actions that can be directly observed and measured by others

Consumer's Environment: everything external to a consumer that influences what he or she thinks, feels, and does

Scientific Method: body of techniques for acquiring new knowledge based on gathering observable, empirical, measurable evidence, subject to specific principles of reasoning

Chapter 3: Affective System and Emotion

4 Levels of Affective Response: Emotions, Feelings, Moods and Evaluations

Emotions: A specific feeling state characterized by physiological arousal, expressive behaviors, and cognitive interpretations

Russell's Circumplex Model

-Categorized universal emotions (Fear, anger, joy, disgust, surprise, and sadness) based on intensity and valence

Plutchik's Categories of Emotion

-Psycho-Evolutionary theory of Emotion

-Based on intensity of emotions on different levels

James-Lange Theory of Emotion (1880's)

- Emotions are caused by physiological responses
- Perceived Event → Physiological and Behavioral Responses → Emotional Experience

Cannon-Bard Theory of Emotion (1920's)

- Emotion does not depend on input from the body
- Emotions are simultaneous reactions
- Physiological responses are caused by emotions

Schachter-Singer Two-Factor Theory (1960's)

- Emotions have two factors:
 - Physical arousal
 - Cognitive label (attributions)
- Emotions are caused by physiological responses and cognitive label

Opponent-Process Theory of Emotion (1970's)

- Every primary emotional state triggers its opposite, opponent state

Brain Centers of Emotion (1990's)

- Emotion originates in the thalamus
- Limbic system: the amygdala is highly involved in emotional responses
 - direct path from thalamus
 - very fast but sloppy "hot route" of "low road"
- Cerebral Cortex: where we think about our emotions
 - much slower "cold route" or "high road"
 - cortical judgments can then override direct path
 - Left Hemisphere → Positive
 - Right Hemisphere → Negative

Three Components of Emotion

Physiological Processes: involves bodily changes when we experience an emotion. Brain sends signals from the thalamus to the autonomic nervous system and back. It is often our awareness of the arousal that makes us suddenly aware that we are experiencing the emotion

Expressive Behavior: refers to the outward signs that an emotion is being experienced. Such behavior can be intentional or unintentional and includes facial expressions as well as body language

Cognitive Appraisal: how the individual interprets what they are feeling at any point. Appraisals in response to an emotion cannot be readily observed. As a result, the self-report method is often used to collect data