

Chapter 8

Buying and Disposing

**CONSUMER
BEHAVIOR, 8e**
Michael Solomon



Chapter Objectives

When you finish this chapter you should understand why:

- **Many factors over and above the qualities of the product or service influence the outcome of a transaction. Factors at the time of purchase dramatically influence the consumer decision-making process.**
- **In addition to what a shopper already knows or believes about a product, information, a store, or Web site provides can strongly influence a purchase decision.**
- **A salesperson can be the crucial link between interest in a product and its actual purchase.**

Chapter Objectives (cont.)

- **Marketers need to be concerned about a consumer's evaluations of a product after he buys it as well as before.**
- **Getting rid of products when consumers no longer need or want them is a major concern both to marketers and to public policy makers.**

Issues Related to Purchase and Postpurchase Activities

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



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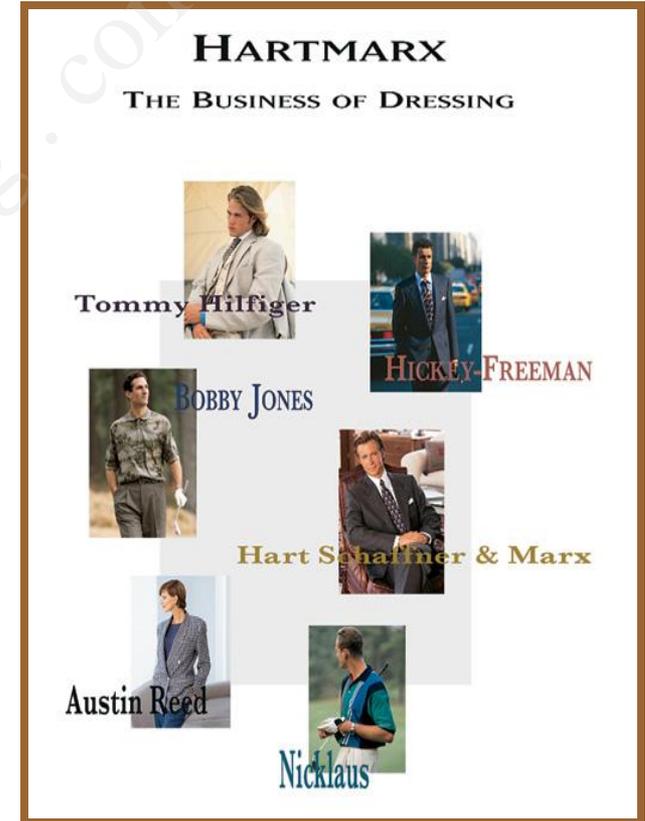
Figure 10.1

Situational Effects on Consumer Behavior (cont.)

Consumption situation

- Situational effects can be behavioral or perceptual
- We tailor purchases to specific occasions
- The way we feel at a particular time affects what we buy or do
- Day Reconstruction Method
- Situational self-image (“Who am I right *now*?”)

Hoang Duc Binh, 2008



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**
 - **Interpretation of arousal: density versus crowding**
 - **Type of consumer patrons**

Temporal Factors



Too busy to eat? Help is at hand.

Introducing Campbell's Soup at Hand.
A whole new way to eat right when you're on the run.

Now you can enjoy sippable soup, anytime, anywhere, with new Campbell's Soup at Hand. Four deliciously satisfying soups in sippable, heat-and-go microwaveable cups. Save your hands are full, but it's amazing what you can do with new Soup at Hand from Campbell's.

M'm! M'm! Good!

Save 50¢ on 1 Campbell's Soup at Hand

CONSUMER: One coupon per purchase. Good only on product indicated. Consumer pays for this offer at time of purchase or redemption.

RETAILER: Redeem on terms stated for consumer upon purchase of product indicated. Add 10¢ to 10¢ (10¢) to 10¢ (10¢). If available for redemption with Campbell Soup Company's Coupon Redemption Policy (which includes your request, one will be returned that will state the date). **CAMPBELL'S SOUP COMPANY ONE TRAY, 6600 ONE HANDETT DRIVE, 660, RD. TX 78668.** Refer to product or request invoice showing purchase of stock covering complete new set of coupon schedules. Void if legal, restricted, prohibited or prevented by other than retailers of our products. Cash value 1/10¢.

07041

11000 13350 9 18101 00 0704 1 022

Economic time

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

Temporal Factors (cont.)

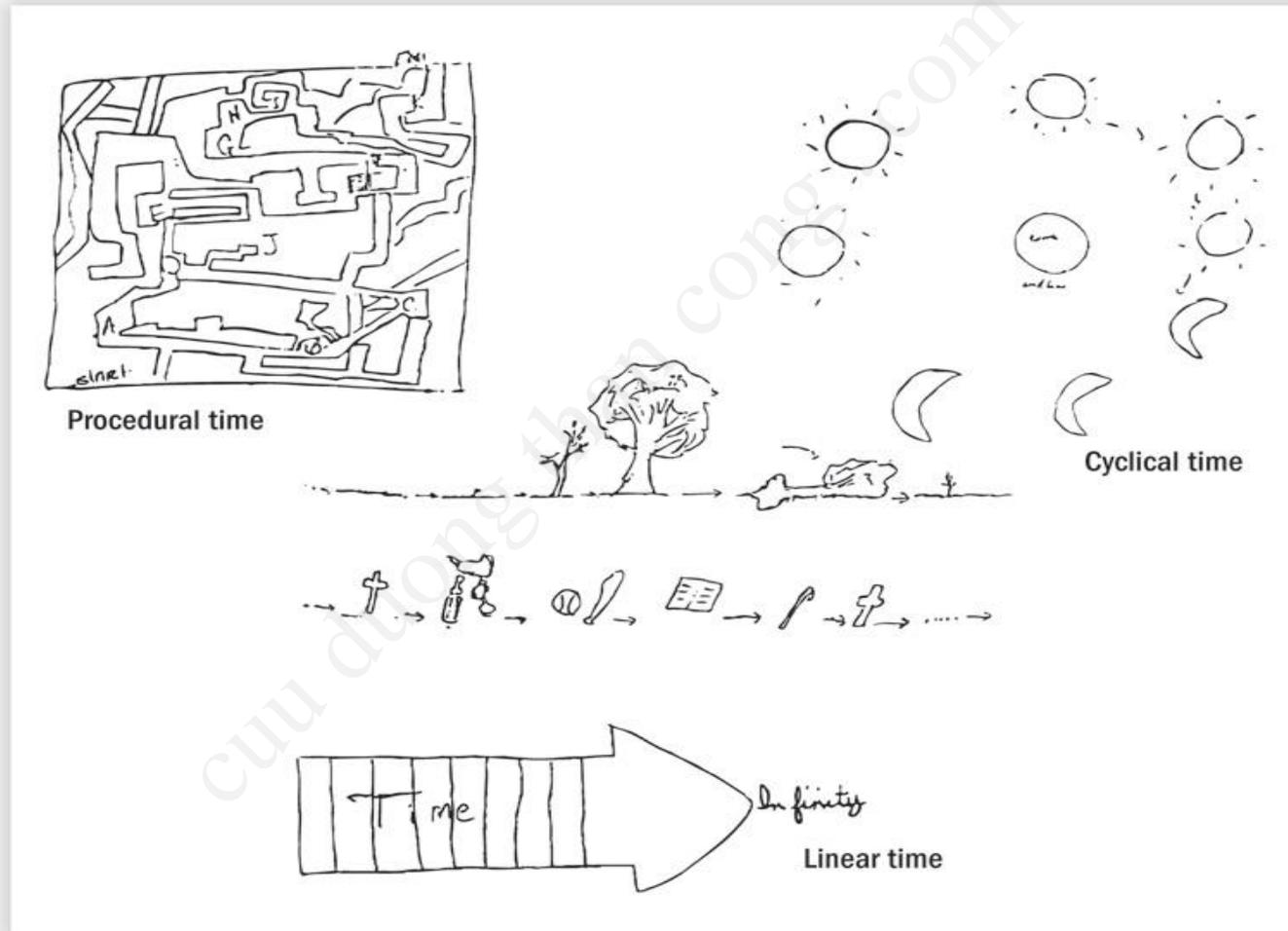
Psychological time: consumers' perception of time

- **Fluidity of time (subjective experience)**
- **Time categories relevant to marketers**
 - **Good times for ads: occasion/leisure times and time to kill**
 - **Bad times for ads: flow and deadline times**
- **Time perspective metaphors**
 - **Time is a pressure cooker**
 - **Time is a map**
 - **Time is a mirror**
 - **Time is a river**
 - **Time is a feast**

Temporal Factors (cont.)

- **Experience of time results from culture**
 - **Linear separable time**
 - **Procedural time**
 - **Circular/cyclic time**
- **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**

Drawings of Time



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Figure 10.2

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**

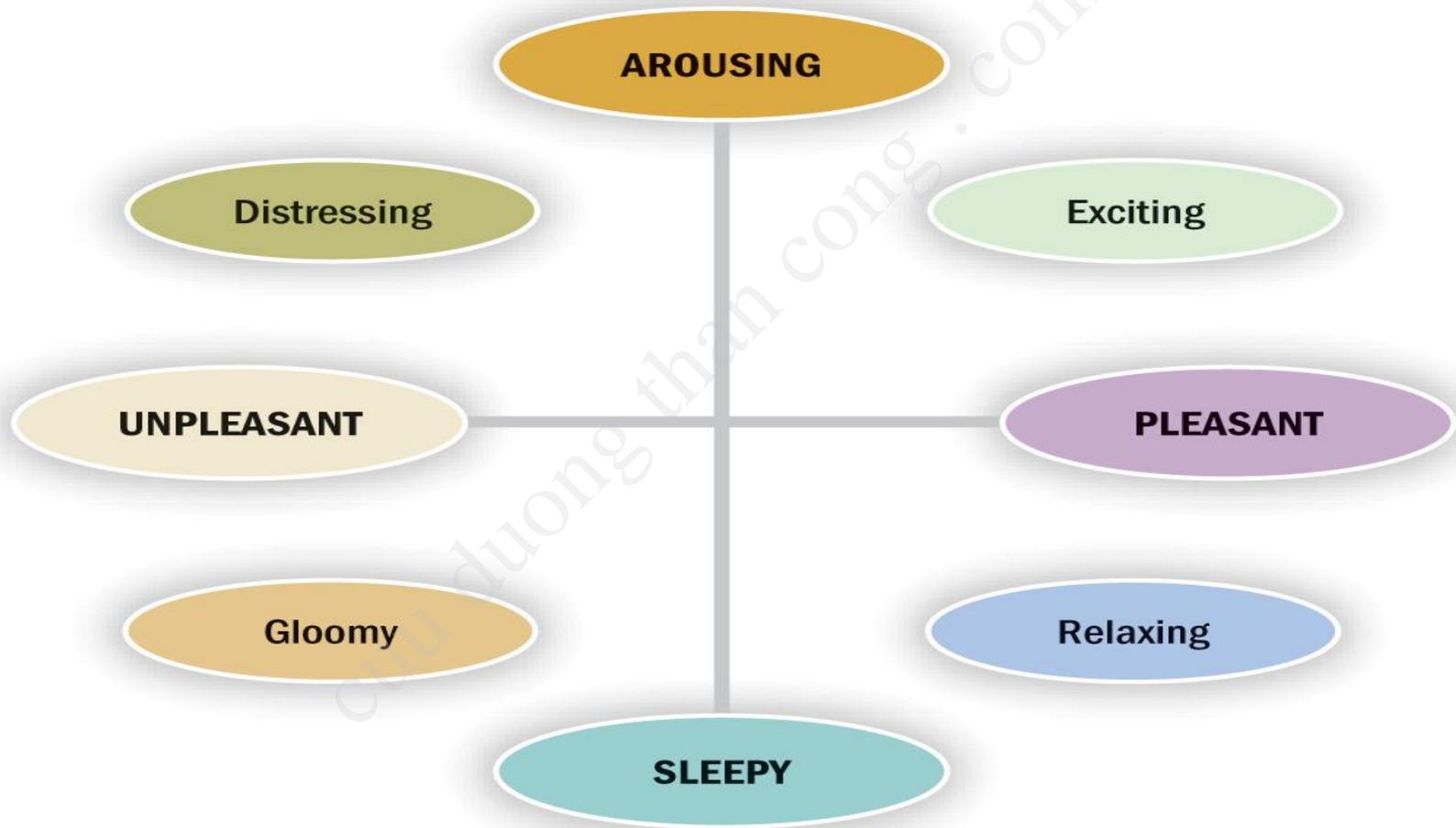
Reasons for shopping:

- **Hedonic reasons include:**
 - **Social experiences**
- **Vary by product category, store type, and culture**
 - **Sharing of common interests**
 - **Interpersonal attraction**
 - **Instant status**

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- **The thrill of the hunt**

Dimensions of Emotional States



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Figure 10.3

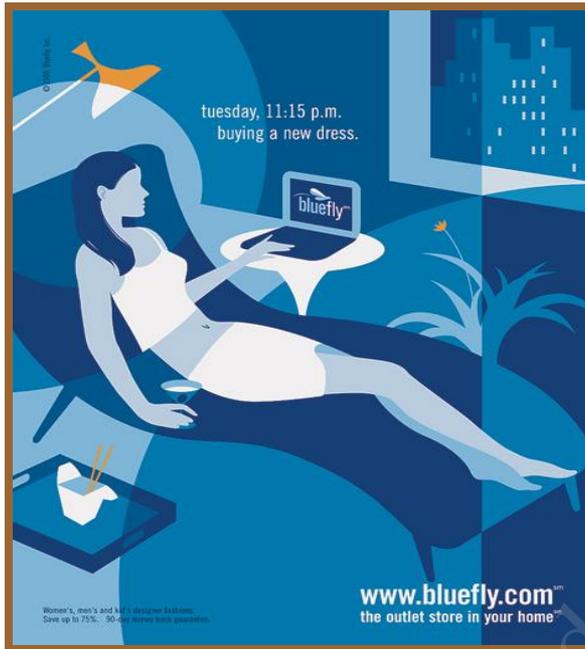
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E-Commerce: Clicks versus Bricks

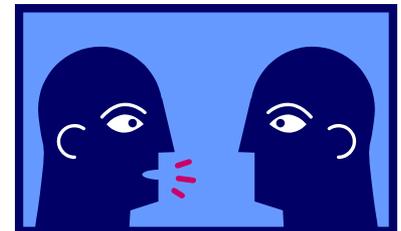


↑ Click photo for
Bluefly.com

- **E-commerce reaches customers around the world, but competition increases exponentially**
- **Benefits: good customer service, technology value**
- **Limitations: security/identity theft, actual shopping experience, large delivery/return shipping charges**

Discussion

- ***Will e-commerce eventually replace traditional brick-and-mortar retailing? Why or why not?***
- ***What are the benefits that traditional retail stores provide that e-commerce cannot provide?***



Retailing as Theater

- Competition for customers is becoming intense as nonstore alternatives multiply
- Malls gain loyalty by appealing to social motives
- Retail techniques:
 - Landscape themes
 - Marketscape themes
 - Cyberspace themes
 - Mindscape themes



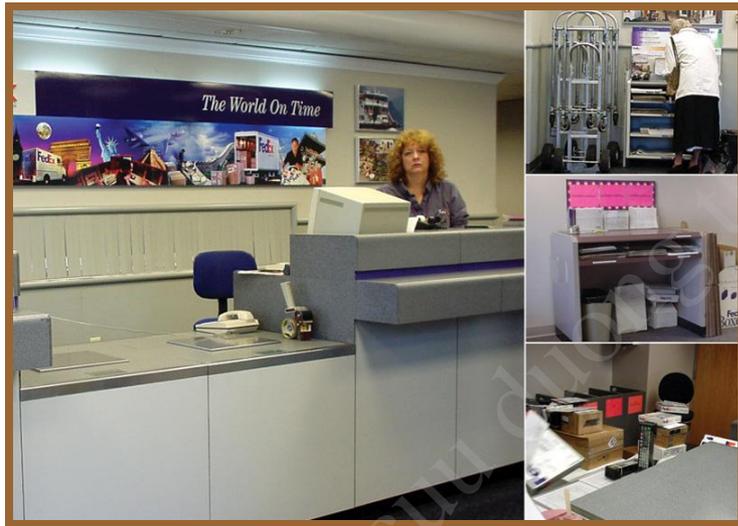
Store Image

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**
 - **Return policies**
 - **Credit availability**

FedEx Makeover

BEFORE

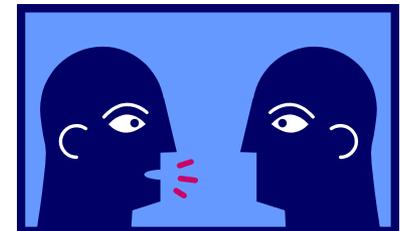


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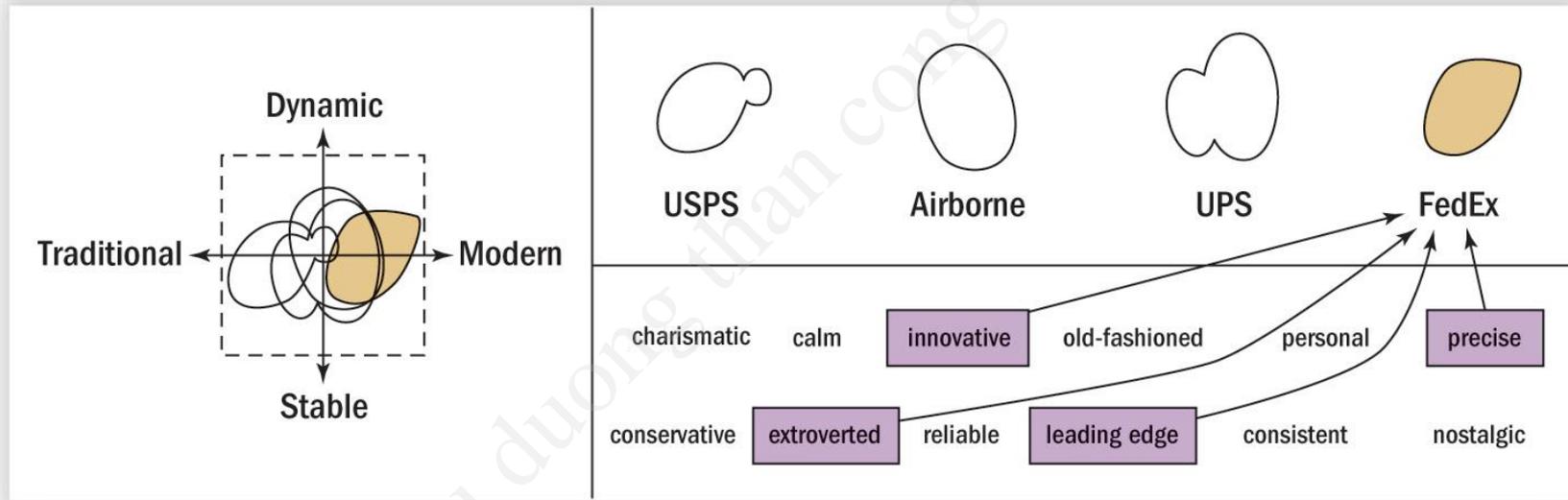


Discussion

- *The mall of the future will most likely be less about purchasing products than exploring them in a physical setting.*
- *This means that retail environments will have to become places to build brand images, rather than just places to sell products.*
- *What are some strategies stores can use to enhance the emotional/sensory experiences their customers receive?*



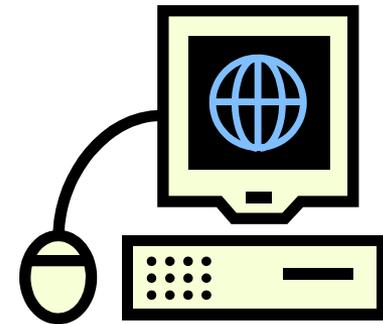
FedEx Brand Image: Brand Position



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**
 - **Club Libby Lu**
 - **Viking Home Chef and Viking Culinary Academy**



↑ **Click for
Buildabear.com**

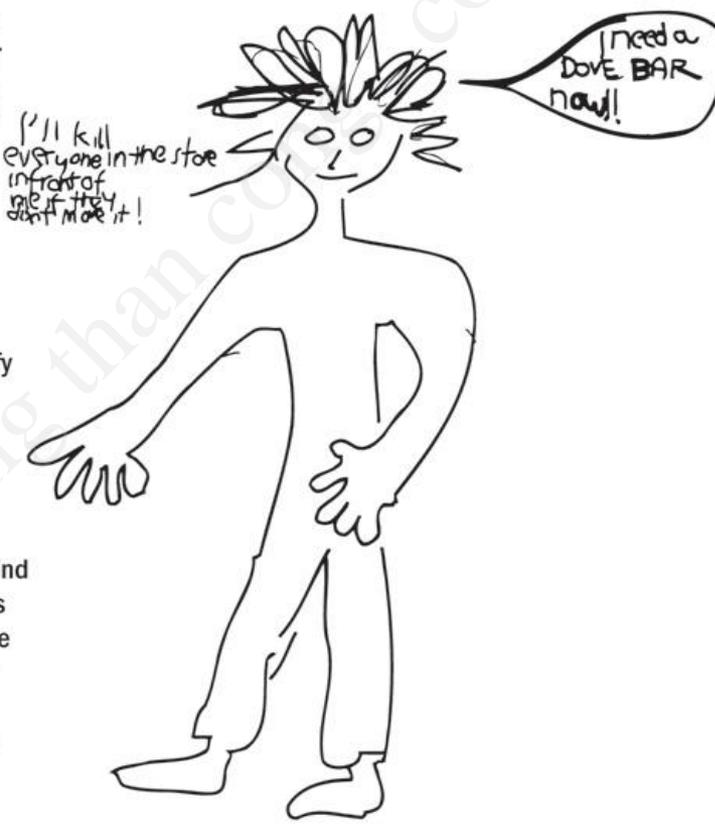
In-Store Decision Making

- **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**
 - **Music store CD sampler, Elizabeth Arden computer and video makeover system**
- **Salesperson create exchange process**
 - **Commercial friendships**

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.



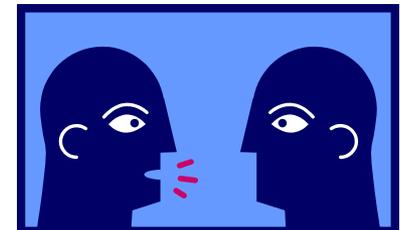
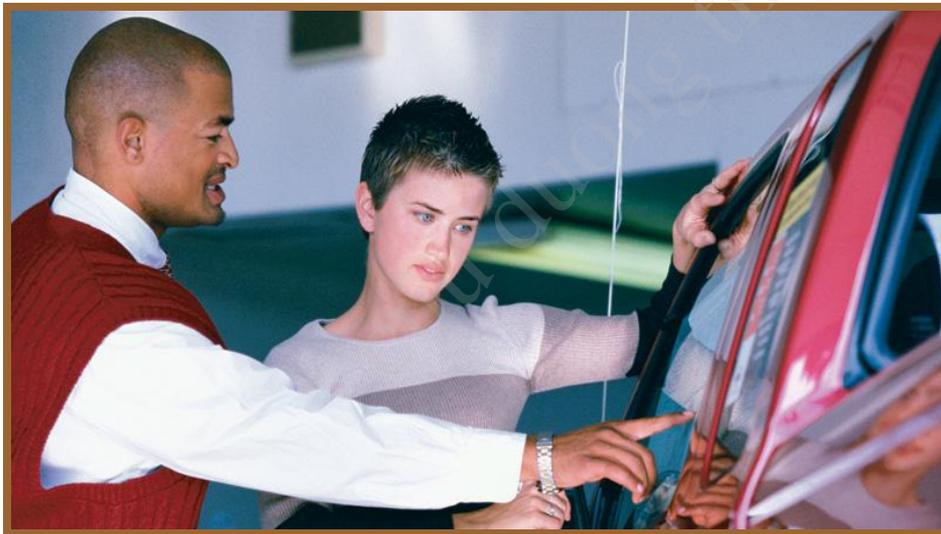
I'll kill everyone in the store in front of me if they don't make it!

I need a DOVE BAR now!

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.

Discussion

- *What qualities seem to differentiate good and bad salespeople?*
- *In what retail outlets do you tend to find “good” salespeople? Why?*



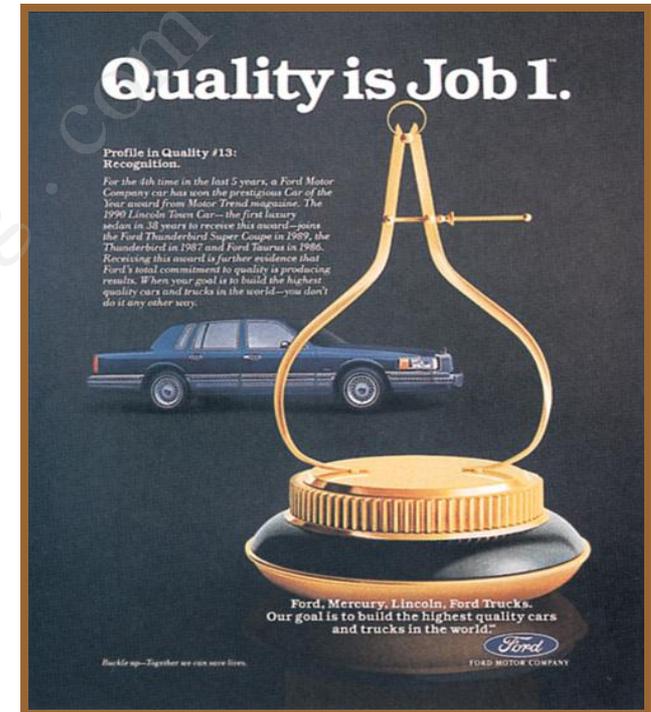
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Postpurchase Satisfaction

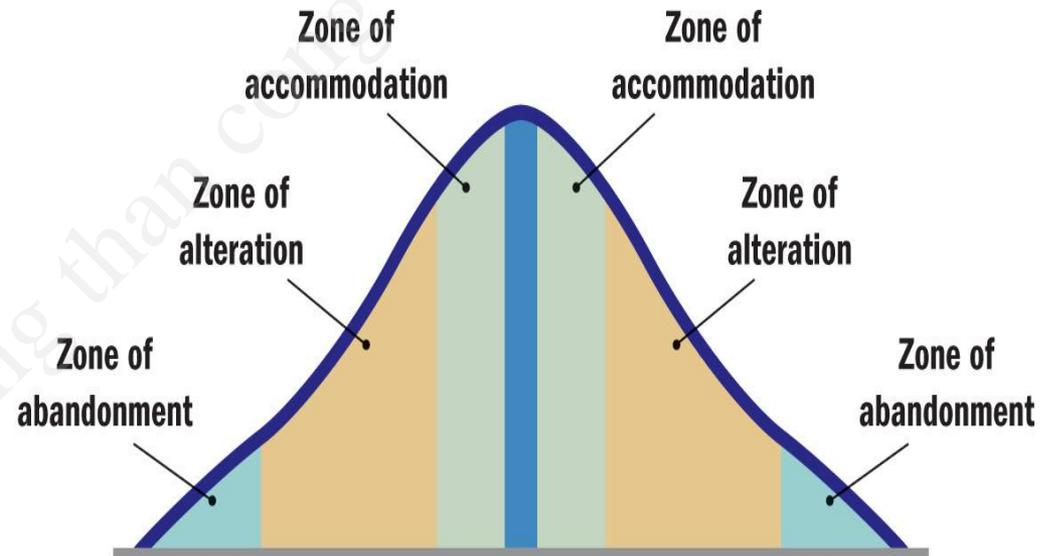
- **Postpurchase satisfaction or dissatisfaction is determined by attitude about a product after purchase**
- **Marketers constantly on lookout for sources of consumer dissatisfaction**
 - **United Airlines’ “United Rising” campaign**

Quality Is What We Expect It to Be

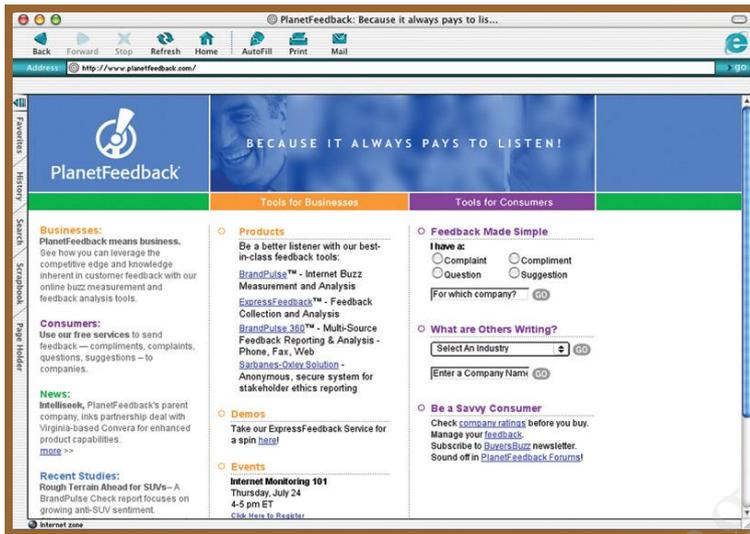
- Expectancy disconfirmation mode: consumers form beliefs of product quality based on prior performance
- Marketers should manage expectations
 - Don't promise what you can't deliver
 - When product fails, marketers must reassure customers with honesty



Customer Expectation Zones



Acting on Dissatisfaction



↑ Click photo for Planetfeedback.com

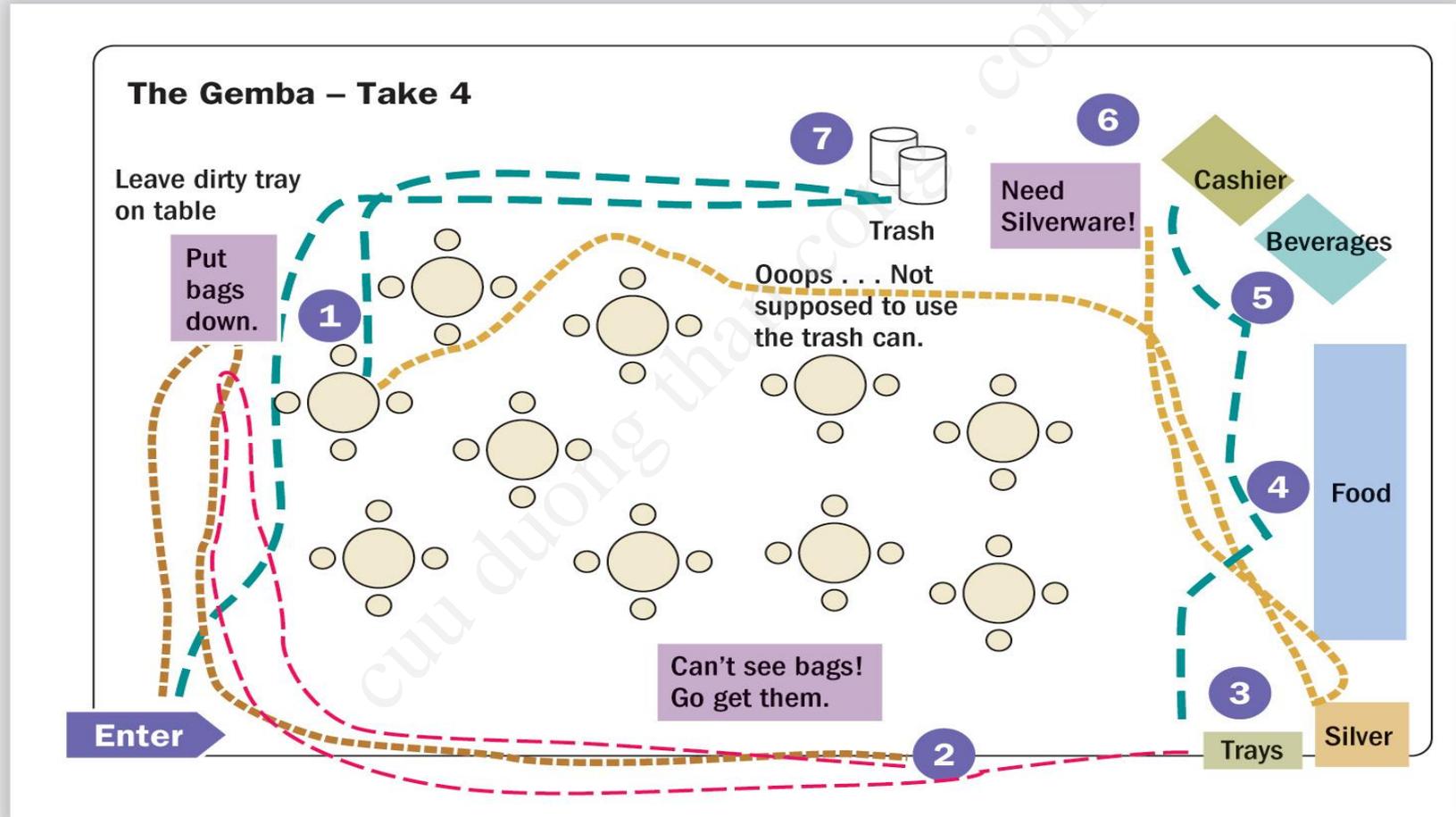
Three ways consumers can act on dissatisfaction:

- Voice response: appeal to retailer directly
- Private response: express dissatisfaction to friends or boycott store
- Third-party response: take legal action

TQM: Going to the Gemba

- **How people actually interact with their environment in order to identify potential problems**
- **Gemba: the one true source of information**
 - **Need to send marketers/designers to the precise place of product consumption**
 - **Host Foods study in airport cafeterias**

Going to the Gemba



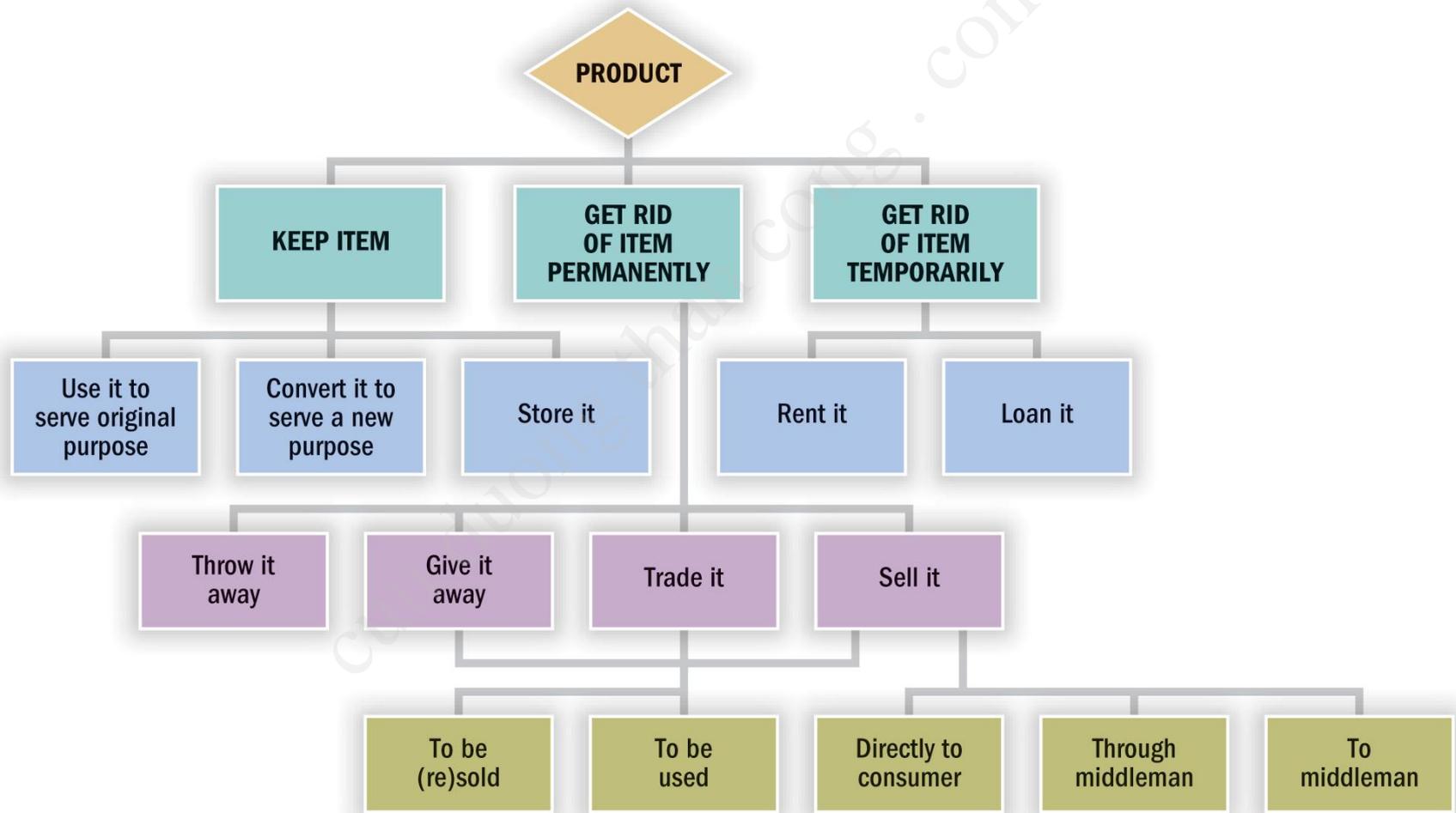
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Figure 10.6

Product Disposal

- **Strong product attachment = painful disposal process**
- **Ease of product disposal is now a key product attribute to consumers**
- **Disposal options (see next slide)**

Consumers' Disposal Options



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Figure 10.7

Lateral Cycling: Junk versus “Junque”

- **Lateral cycling:** already purchased products are sold to others or exchanged for still other things
 - Flea markets, garage sales, classified ads, bartering for services, hand-me-downs, etc.
- **Divestment rituals:**
 - **Iconic transfer:** taking photos of objects before selling them
 - **Transition-place:** putting items in an out-of-the-way location before disposing of them
 - **Ritual cleansing:** washing, ironing, and/or meticulously wrapping the item

Lateral Cycling (cont.)

- **Underground economy:** includes resale of used products through flea markets, Internet sites such as eBay, etc.
- **Internet has revolutionized lateral cycling process**



↑ **Click
for eBay.com**

Discussion

- *Interview people who have sold items at a flea market or garage sale*
- *Ask them to identify some items to which they had a strong attachment*
- *See if you can prompt them to describe one or more divestment rituals they went through as they prepared to offer these items for sale*

