

1) Intro, & Determinants of Consumer Behavior

Meaning of Customers and Consumers -

A customer is the individual/business/organization which buys the offering from the seller via a Financial transaction or monetary exchange. In simple terms - Customer is the buyer of the offering. Customers are important because they drive revenues; without them, businesses have nothing to offer. Example: A person buying a gift for someone from a gift shop - the person is a customer of the gift shop. In general, businesses tend to focus on getting more customers as they help them grow and gain more profits.

A consumer is an individual who is the end-user of the product/service offered by a business.

In simple terms - Consumer is the end-user who consumes the offering.

Example: Take a kid who recently got candy from his dad. Even though his dad was the customer who bought the candy, this child is the consumer who ends up consuming the product.

Consumer Roles -

(a) Initiator: Consumers determine the products and services they need, whether they are shopping for themselves, friends, family members or business clients. The media help to persuade, inform and remind them about products and services that are available for consumption. Once a consumer becomes interested in a product or service, regardless of the brand name associated with it, he begins to gather information to determine if making the purchase is a reasonable, wise- buying decision.

(b) Influencer: Consumers undoubtedly look to family, friends and colleagues for opinions when they're making a purchase. A referral for a business or a personal experience with a product holds more weight with a consumer than a well- orchestra print advertisement or commercial. In fact, Business Wire reports that women often look to blogs and social networks to research products before they make a decision to buy. Companies offer customers an opportunity to review their services and products online, and consumers use this information to gauge quality, service, features, benefits and pricing.

(c) Decider: Children, for example, may initiate the idea of a purchase by mentioning a new cereal to a parent. The parent decides whether or not to make the purchases after researching the cereal to determine its price, its availability and how healthy it is. Consumers who assume the role of a decider have the financial authority to decide whether a good or service can be purchased.

(d) Buyer: Consumers purchase products and services with their money, a spouse's money, or by using a company credit card. Whether they visit a store in person, make a purchase online or place an order over the phone, the buyer gives a payment and receives a good or service in exchange.

(e) User: Consumers typically use the products they buy, unless they make the purchase for a family member, friend or colleague. Regardless of who makes the purchase, the user is the person who ultimately consumes the good or service that's purchased by the buyer.

Consumerism -

Consumerism is the organized form of efforts from different individuals, groups, governments and various related organizations which helps to protect the consumer from unfair practices and to

safeguard their rights. In a market economy, the concept of consumer is given the highest priority, and every effort is made to encourage consumer satisfaction. However, there might be instances where consumers are generally ignored and sometimes they are being exploited as well. Therefore, consumers come together for protecting their individual interests. It is a peaceful and democratic movement for self-protection against their exploitation. Consumer movement is also referred as consumerism.

Definition:

McMillan Dictionary -

Consumerism is concerned with protecting consumers from all organizations with which there is exchanged relationship. It encompasses the set of activities of government, business, independent organizations and concerned consumers that are designed to protect the rights of consumers".

Importance of Consumerism:

1. Stop unfair trade practices -
2. Provide complete and latest information -
3. Discourage anti-social activities -
4. Implementation of consumer protection laws -
5. Protect against exploitation -

Demarketing -

Kotler and Levy - "discouraging customers in general or a certain class of customers in particular on either a temporary or a permanent basis".

Meaning:

Demarketing basically refers to when a company discourage its customers to buy the product produced by them. It's because of shortage of supply want to promote their other products and the company is not having so much profit with the sale of that product.

Example:

1. This happened in case of Tata Nano, when the demand for Tata Nano increased This happsupply level then Tata started promoting their other products and completely stopped the promotion of Tata Nano.
2. When Maruti A-star was launched, for the promotion of A-star Maruti started

CULTURE AND SUB-CULTURE -

Meaning, Characteristics a Relevance to Marketing Decisions -

CULTURE is the distinct way of life of a group of people and their complete design for living." Culture is that complex whole which includes knowledge, belief, art, law, morals, customs and any other capabilities and habits acquired by humans as members of society. Culture influences the pattern of living, of consumption, of decision-making by individuals. It has certain characteristics and is transmitted from one generation to another. It is a comprehensive concept and includes all those things that influence an individual in his thinking and behavior.

Characteristics of Culture:

(a) Culture is invented by 3 inter-dependent systems:

(i) Ideological system-mental system consisting of ideas, beliefs, values and ways of reasoning (good or bad).

(ii) Technological system consists of skills, techniques to produce.

(iii) Organizational system (family and social class) coordinates behavior.

b) Culture is socially shared by human beings living in societies. (b

(c) Culture as similar yet different. Athletics, sports language music rituals are observed by all but are different.

(d) Culture is acquired. It can be acquired from the family, from the region or from all that has been around us while we were growing up and learning the ways of the world.

(e) Culture forms a boundary within which an individual thinks and acts. When one thinks and acts beyond these boundaries, he is adopting a cross-cultural behavior and there are cross-cultural influences as well.

Sub-Culture:

While culture is defined as the "personality of a society", (inclusive of language, customs and traditions, norms and laws, religion, art and music, etc), it is not entirely homogenous in nature. Not all people within a social system, share the same language, religion, customs and traditions. Every society is composed of smaller sub-units, homogenous within, and heterogeneous outside, all of which when put together make a complex society. Such sub-units or sub-groups are known as sub-cultures; people within sub-cultures possess distinctive sets of values, beliefs, customs and traditions etc.

For example, while we are all Indians, and our culture is Indian (with a common national language, Hindi, and common festivals like Diwali), North Indians are different from South Indians. While North Indians, celebrate Lohri, as a harvest festival in January, the South Indians celebrate Pongal as their harvest festival at the same time.

Types of sub-culture:

1) Nationality: Sub-cultures could be based on nationality. While we are all Asians, we are distinct with respect to culture, and are different in terms of language, customs and traditions etc.

Thus, we are classified as Indians, Burmese, Nepalese, Pakistani etc.

2) Geographical location: Within a country, we could be different across geography. climatic conditions, regions and terrains, and density of population. This is more so in cases where the country is large and borders spread across a huge population occupying a vast territory. People tend to develop regional affinity and identification, and this gets reflected in the food they eat, clothes they wear, interests they pursue, etc. As consumers, our needs are different and would translate into various wants, for example, (i) differences in food habits (ii) differences in clothing, and demand for cottons, woolens and silk.

3) Religion: People also exhibit differences when it comes to the religions that they belong to. Hindus, Muslims, Christians, Sikhs, Parsis etc. are all different from one another and have different values and beliefs, customs and traditions etc. As consumers, they make purchase choices and purchase decisions that are influenced by the dictates of their religious leaders, scriptures, and holy books. In fact, many products/services are symbolically and ritualistically associated with religion. For example, as per Islam, non-vegetarian food must be "Halal", and this itself comprises a huge segment that marketers across national boundaries are catering to.

4) Gender: Because gender roles have an impact on acts of behavior, gender constitutes an important cultural sub-group. Males and females across all cultures are assigned an important cultural sub-groups that make them masculine and feminine. They also perform different roles in

society and are two distinct sub-groups.

5) Age: Infants, kids, teenagers and adolescents, adults and the aged, may all be looked up as distinct sub-groups. They have different values and beliefs, and all this impacts upon their priorities in life. Daily lifestyles, activities and interests, fashion and accessories, food and diet, etc. receive varying priorities across the various sub-groups. For example, an aged person would prioritize health and go in for nutritious home food as opposed to young man who would prioritize work and go in for fast food.

SOCIAL CLASS -

A social class is an open group of individuals with similar social rank. Social class influences people's spending, saving, and credit practice. Perhaps the simplest model to define social class is a three-tiered approach that includes the rich, the middle class, and the poor. Other models have as many as a dozen levels. People in the same social class tend to have similar attitudes, live in similar neighborhoods, dress alike, and shop at the same **type of stores**

Measurement of social class: The measurement of social class as also the techniques to be used, have been a subject of debate. Researchers have not been able to agree on the methodology that needs to be used for measuring social class. A wide variety of tools and techniques have been used to measure social class. Broadly speaking, the various techniques that are used are subjective measures, reputational measures, and objective measures of social class.

Subjective Measures: The subjective approach to measure social class requires a self- assessment on the part of the individual who is asked to specify the class to which he belongs. In other words, the individual self-perceives his social class in response to a question like, "Which one of the following best describes your social class: the lower class, the middle class, or the upper class? People are often conscious or shy or may even refrain from giving the true response and have a safe say by opting for the middle class, when they should have been correctly classified as belonging to either the lower or upper class. However, the problem with this approach is that it leads to a lot of responses that fall in the mid-range (or the middle class).

Reputational Measures: The reputational measure to measure social class, requires independent informants from the society, to identify and make comments related to the social class membership of people in the community. Assigning people in the community to the various class categories based on his knowledge, expertise and experience. The methods lack reliability and has proved to be impractical, primarily in studies related to marketing and consumer behavior.

Objective Measures: Objective measures make use of demographic and particularly socioeconomic variables for assessing the social class of individuals. The researchers use questionnaires that are administered to people in the community. Such questionnaires directly or indirectly help in determining their social class. Questions relate to their address (so as to determine place of residence), and particularly to the more important variables like occupation, income and education. Such demographic and socioeconomic indicators help determine the social-class membership

Effect on lifestyle: The life style that is consumer behavior of various social classes differ widely. A person in lowest class is able to buy only bare minimum requirements of life. In India and some other countries there are persons 'below the poverty line'. This class is not able to meet even basic minimum and live on the mercy of state and/or social organizations for their shelter, education of children and meeting their day to day requirements.

On the other extreme there are rich elites. But researchers have established that lifestyle of one

social class in terms of attitude towards life, activities (like visiting clubs, hotels) behaviors (liking or disliking of certain products and activities), beliefs and behavior tend to be similar. For instance, the rich class has a small family. They are in the market for jewelry, antiques, homes, and foreign vacations.

SOCIAL GROUPS -

A social group consists of two or more individuals who share a set of norms, values or beliefs and have certain implicitly or explicitly defined relationship with one another, such that their behavior is interdependent. Groups give an opportunity to individuals to learn and socialize. Marketers use the knowledge of group influences when designing market strategy.

If one wants to be a member of the group, one has to conform to the standards of the group. Their values and attitudes have to be appreciated and adopted, and one tends to buy and use the products which the group uses and appreciates. More homogeneous groups, or group members having similar characteristics are more susceptible to attitude changes than the groups whose members are less homogeneous. Some individuals have a strong sense of identification with a group because they derive strong material or psychological benefit by being associated with that group. Sometimes, there are pressures of buying, known as conformity pressures, and one adheres to the norms of the group. Conformity pressures can be noticed with norms set by schools and colleges, other membership organization and military or police organization and the like. These can be exerted directly or indirectly on the members of the group.

Reference Groups: Reference group is a group of people whom you refer to, while making buying decisions. They help you in buying items like clothing, etc. Reference groups influence consumer behavior by building aspirations for the individual and, helping him to choose the product for a particular lifestyle. They are small groups and consist of family, close friends, work groups, neighbors or any other group of people you associate with. These groups regulate the lives and set standards for norms and conduct.

Reference groups are considered a social influence in consumer purchasing. So if a reference group endorses a product, either through use or statements about the product, those that look to the group will often purchase that product. On the other hand, if a reference group disapproves of a product, those that associate with that group will probably not purchase the product.

FAMILY -

A consumer's family is one of the most significant factors because a family helps shape an individual's attitudes and behaviors. One way to understand the family's impact on consumer behavior is to identify the decision maker for a purchase. A decision maker for a purchase can be a husband, wife, or even a child, and sometimes decisions are made in collaboration. Often, the decision maker changes based on the type of purchase or the size of the purchase. A new refrigerator, for example, is likely to be a joint decision, while a week's groceries might be selected by a single member of the family.

Family Life Cycle and Purchasing Decisions: Another aspect of understanding the impact of families on buying behavior is the family life cycle. Most, though certainly not all, individuals and families pass through an orderly sequence of life stages that can be used to understand their purchasing patterns

1. The bachelor stage: This stage can stretch up to 35 years of age. Some singles live with their

family, others live independently. They have an average age of about 24 and are free from worldly cares, live an active and carefree life. They do not have financial obligations. They manage their affairs themselves, and are fond of sports and other recreational activities.

2. Newly married couples: Young no children (empty nest). After getting married, the life style changes slightly. They lead a joint life style. They share new experiences and responsibilities. Start spending on furnishing and household goods. They also tend to have a dual income and spend heavily on outings, vacations, luxury, restaurants, meals, etc.

3. Full nest 1: Young married with child. With the addition in family, purchases are concentrated on baby foods, clothing, medical care, health products. A change is brought about in the lifestyle and most activities revolve round the care of the child. Discretionary funds are also reduced.

4. Full nest 2: Older married with children. More children lead to more expenses. Children start going to school and there is more expenditure on books, stationery and college fees. Toys, bicycle, insurances also become a part of the expenses, parents start spending less on themselves.

5. Full nest 3: Older married with dependent children. Income is high at this stage. Parents grow older. They become experienced buyers and are less interested in new product purchases.

6. Empty nest: Older married with no children living with them. Financial position stabilizes and there is no expense on children. The couple is free to enjoy their own pursuits and spend on luxury or self-improvement items and medical care.

7. Solitary survivor: Older single retired people. Retired people living alone after the death of a partner. Life becomes lonely and income may reduce due to retirement. This again changes the consumption pattern and living style of old people. Another point to note is that the family life cycle concept segments the families on the basis of demographic variables, and ignores the psychographic variables (families' interest and opinions) of family members.

MARKETING MIX

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Place and Promotion.

(a) Price: Refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay, supply - demand and a host of other direct and indirect factors.

(b) Product: Refers to the item actually being sold. The product must deliver a minimum level of performance; otherwise even the best work on the other elements of the marketing mix won't do any good.

(c) Place: Refers to the point of sale. In every industry, catching the eye of the consumer and making it easy for her to buy it is the main aim of a good distribution or 'place' strategy. The distribution system performs all the transactional, logistical, and facilitating functions between middle men and

retailer which brings them the best deals and the most effective profit. Distribution decisions include market coverage, channel member selection, logistics, and levels of service.

(d) Promotion: This refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade. It can also include consumer schemes, direct marketing, contests and prizes.

Influence of Marketing Mix Variables:

The psychological processes that a consumer goes through to recognize his needs and finding ways to fill the gaps formed by these needs, making decisions about a purchase (e.g., whether or not to pay for a product and, if they are then, which brand do they want to buy and where), process information, planning and implementation of these plans (e.g., by engaging in comparison or window shopping or actually paying for a product).

It is often necessary to understand the customer and his/her regional and cultural influences. Chances of an Indian or a Chinese bargaining at a retail store are higher than that of an American customer. This affects the pricing and the promotion done for the product. Often, the advertisements and the promotion strategy are re-used in different parts of the world on account of the type of customer. This makes a difference on spends and proper consumer behavior can often bring the difference between a successful and an unsuccessful campaign. Decision making by customers include the availability of the product in the region and information that helps him/her make the required decision pertaining to the purchase of the product.

PERSONALITY AND SELF CONCEPT

1) Personality: To understand a buyer needs and convert them into customers is the main purpose of the consumer behavior study. To understand the buyer habits and his priorities, it is required to understand and know the personality of the buyer.

Personality signifies the inner psychological characteristics that reflect how a person reacts to his environment. Personality shows the individual choices for various products and brands. It helps the marketers in deciding when and how to promote the product. Personality can be categorized on the basis of individual traits, likes, dislikes etc. By connecting with the personality characteristics of an individual, a marketer can conveniently formulate marketing strategies.

2) Self Concept: Each of us has a self-image. This self image is based on the persons whom we see as our role models. We then act and behave like these role models believing that we are them. This affects our dress, hair styles, and almost every other thing including our manners. This concept of self image has, been termed as 'self concept'. The self image can be an individual's own perceived image (this may even be termed as ideal self-image) and actual image based on how others perceive the individual. Sometimes there could be a conflict between the two. All individuals try to bring about a match between these two images.

Recent researches in consumer behavior have concluded that a large number of products like credit cards, automobiles, ready-made garments, designer wares, cosmetics and perfumes are bought because of this factor of self concept. Very often the demographic variable like income is not important in the purchase decision of these products.

Thus, the marketers need to study the self concept of their target buyers and accordingly design

products, packaging and advertising strategies that will help reinforce this self, concept. Advertisement of products like Matiz car, Raymonds Suitings etc. are aimed at customers who have a specific image of themselves.

MOTIVATION AND INVOLVEMENT -

Motivation and Consumer Involvement are two crucial sides of the decision making pertaining to purchase of products. They are inseparable attributes that influence the consumers to make their decision to buy or not buy a product

Types of Buying Motives

Buying motive is the motive to persuade the desires of people so that they buy a particular good or service. Buying motive relates to the feelings and emotions of people which generates a desire to purchase. A consumer's underlying motivation drives consumer action, including information search and the purchase decision. The consumer's attitude to a brand (or brand preference) is described as a link between the brand and a purchase motivation. These motivations may be negative that is to avoid pain or unpleasantness, or positive that is to achieve some type of reward such as sensory gratification.

They can be categorized as follows:

- 1. Product Buying Motives:** These are the factors or characteristics of a product that persuade a person to purchase only that product instead of other products available in the market. The factors can be physical appearance like design, size, color, price, shape etc. or can be psychological features like status, desire to reduce danger etc. They is divided into two categories: Emotional and Rational.
 - (a) Emotional Product:** If a person purchases a product without thinking much rationally (i.e. with less reasoning) then he or she is said to have persuaded by emotional product buying motives. There are around ten kinds of this type: prestige, imitation, affection, comfort, ambition, distinctiveness, pleasure, hunger and thirst, habit.
 - (b) Rational Product:** If a person purchases a product after thinking rationally (i.e. logically deciding) then he or she is said to have persuaded by rational product buying motives. There are around eight kinds of this type: security, economy, low price, suitability, utility, durability, convenience.

- 2. Patronage Buying Motives:** These are the factors or characteristics that influence a person to purchase a product from particular shop instead of purchasing from other shops selling the same product. It can be divided into two categories: Emotional and Rational
 - (a) Emotional Patronage:** If a person purchases a product from a particular shop without thinking much about other shops, then he or she is said to have persuaded by emotional patronage buying motives. There are around six kinds of emotional patronage buying motives: ambience of shop, showcase of products, recommendations by others, prestige, habit, imitation.
 - (b) Rational Patronage:** If a person purchases a product from a shop after complete analysis and reasoning then he or she is said t have persuaded by rational patronage buying motives. There are around eight rational patronage buying motives: convenience, low price, credit availability, more services, efficiency of the seller, wide variety, treatment, reputation.

- 3. Conscious and Dormant Buying Motives:** The conscious buying motives are such motives, which are identified by the buyer without any help from marketing functions, like advertising, personal selling or promotional tools. The conscious buying motives influence the satisfaction of presently existing needs of a customer.

The dormant buying motives are silent motives and do not influence the buyers until their attention is invited by the marketing functions. Thus, dormant buying motives are related with satisfaction of those needs which are created by the marketing functions.

4. Primary and Selective Buying Motives: The primary buying motives increase the general demands for products and not the specific demands for a specified product/brand. The demands for radios, TVs, cars, motorcycles, etc. fall under this category of primary motives. The selective buying motives influence for the purchase of specific brands, for instance, the demands for Honda's Activa scooter, LG TV, Philips Radios, etc.

Motive Hierarchy

Consumer behavior basically starts with needs. Need may be of different types, at different point of time. When a need is sufficiently aroused, it becomes a motive. One approach to understanding motivations, was developed by Abraham Maslow. Maslow's hierarchy of needs is based on five levels of needs, organized accordingly to the level of importance.

Maslow's five needs are:

Physiological: basic levels of needs such as food, water and sleep.

Safety: the need for physical safety, shelter and security.

Belonging: the need for love, friendship and also a desire for group acceptance.

Esteem: The need for status, recognition and self-respect.

Self-actualization: The desire for self-fulfillment (e.g. personal growth, artistic expression).

Physiological needs and safety needs are the so-called lower order needs. Consumers typically use most of their resources (time, energy and finances) attempting to satisfy these lower order needs before the higher order needs of belonging, esteem and self-actualization become meaningful. Part of any marketing program requires an understanding of which motives drive given product choices

Dimensions of Involvement -

Consumer involvement defined as "the personal relevance or importance of a message [or a decision)". Purchase decisions are classified as low involvement when consumers suffer only a small psycho-social loss in the event that they make a poor decision. On the other hand, a purchase decision is classified as high involvement when psycho-social risks are perceived to be relatively high. When more expensive products or products that may have long term consequences are to be purchased, the consumer gets more involved in purchase process (e.g. Diamonds, car, insurance policy) but he may not be equally involved in a product which is cheaper and may have a short life (e.g. Fast moving consumer goods). Similarly in case of habitual products such as washing powder, tea, there is low involvement; for semi-frequent purchases there is some level of involvement.

LEARNING AND MEMORY -

Meaning and Principal Elements of Learning

Learning is the process by which individuals acquire the purchase and consumption knowledge and experience that they apply to future related behavior. Consumer learning is defined as a process by which people gather and interpret information about products and services and use this information/knowledge in buying patterns and consumption behavior. Consumer learning may be intentional, where learning is an outcome of a careful where learning matter of chance, by accident

or without much effort.

Elements of Consumer Learning:

1) Motivation:

"It is the processes that lead people to behave as they do".

It occurs when a need arises that a consumer wishes to satisfy, Motivation is based on needs and goals. It acts as a spur of learning. Uncovering consumer motives one of the prime tasks of marketers, who then try to teach motivated consumer segments why and how their products will fulfil the consumer's needs.

2) Cues:

"It is a stimulus that suggests a specific way to satisfy a latent motive", If motives serve to stimulate learning, cues are the stimuli that give direction to these motives. In the marketplace, price, styling, packaging, advertising and store displays all serve as cues to help consumers fulfil their needs in product-specific ways. Cues serve to direct consumer drives when they are consistent with consumer expectations. Marketers must be careful to provide cues that do not upset those expectations.

3) Response:

"Response means how individuals react to a motive or cue or how they behave". Learning can occur even when responses are hidden or not overt. The automobile manufacturer that provides consistent cues to a consumer may not always succeed in stimulating a purchase. A response is not tied to a need in a one-to-one fashion. If the manufacturer succeeds in forming a favourable image of a particular automobile model in the consumer's mind, when the consumer is ready to buy, it is likely that he or she will consider that make or model.

4) Reinforcement:

"A positive or negative outcome that influences the likelihood that a specific behaviour will be repeated in the future in response to a particular cue or stimulus". It increases the likelihood that a specific response will occur in the future as the result of particular cues or stimuli. Through positive reinforcement, learning has taken place.

Characteristics of Memory Systems

Consumers have prior learning experiences, which are accumulated in their minds. The total accumulation of past experiences is known as memory.

Types of memory: Explicit memory and Implicit memory.

When we assess memory by asking a person to consciously remember things, we are measuring explicit memory. Explicit memory refers to knowledge or experiences that can be consciously remembered. Implicit memory refers to the influence of experience on behavior, even if the individual is not aware of those influences.

There are also **three** major memory stages:

1) Sensory memory refers to the brief storage of sensory information. Sensory memory is a memory buffer that lasts only very briefly and then, unless it is attended to and passed on for more processing, is forgotten.

2) Short-term memory: It is the memory which can be recalled immediately and, is activated and in use. It can also be referred to as the working memory, which one can work with and refer to,

whenever required.

3) Long-term memory: It is a permanent storage in the minds of the consumer. It is active and can store a variety of information consisting of concepts, decisions, rules, processes, affective states, etc. This is important to the marketer because an image of a brand and the concepts that a consumer had heard about a brand, are made up of various elements and the consumer can have a lot of meanings attached to the brand, when the particular brand is mentioned.

There are three processes that are central to long-term memory encoding, storage, and retrieval. Encoding is the process by which we place the things that we experience into memory. Unless information is encoded, it cannot be remembered. In storage knowledge is integrated into what is already there and warehoused. Retrieval refers to the process of reactivating information that has been stored in memory. We are more likely to be able to retrieve items from memory when conditions at retrieval are similar to the conditions under which we encoded them

Recall

Recall in memory refers to the mental process of retrieval of information from the past. We rely on our recall memory when we take an essay test, because the test requires us to generate previously remembered information. Along with encoding and storage, it is one of the three core processes of memory. There are three main types of recall: free recall, cued recall and serial recall.

(a) Free recall: Free recall describes the process in which a person is given a list of items to remember and then is tested by being asked to recall them in any order. Free recall often displays evidence of primacy and recency effects. Primacy effects are displayed when the person recalls items presented at the beginning of the list earlier and more often. The recency effect is when the person recalls items presented at the end of the list earlier and more often.

(b) Cued recall is when a person is given a list of items to remember and is then Cued reth dues to remember material. Researchers have used this procedure t test memory. Participants are given pairs, usually of words, A1-B1, A2-B2 An (n is the number of pairs in a list) to study. Then the experimenter gives the participant a word to cue the participant to recall the wall with which it was originally paired. The word presentation can either be visual or auditory.

ATTITUDES

Meaning and Characteristics

Consumer attitude may be defined as a feeling of favorableness or un-favorableness that an individual has towards an object. As we, all know that an individual with a positive attitude is more likely to buy a product and this results in the possibility of liking or disliking a product. Consumer attitude basically comprises of beliefs towards, feelings towards and behavioral intentions towards some objects.

(1) Beliefs: Belief plays a vital role for consumers because; it can be either positive or negative towards an object. For example, some may say tea is good and relieves tension, others may say too much of tea is not good for health. Human beliefs are not accurate and can change according to situations.

(ii) Affect: Consumers have certain specific feelings towards some products of brands. Sometimes these feelings are based on certain beliefs and sometimes they are not. For example, an individual feels uneasy when he thinks about cheese burst pizza, because of the tremendous amount of cheese or fat it has.

(iii) Behavioral intentions: they show the plans of consumers with respect to the products. This is sometimes a logical result of beliefs or feelings, but not always. For example, an individual personally might not like a restaurant, but may visit it because it is the hangout place for his friends.

Characteristics of Attitudes:

1) Affective Cognitive consistency: The degree of consistency between the affective and cognitive components influences the attitude-behavior relationship. That is, the greater the consistency between cognition and evaluation, the greater the strength of the attitude-behavior relation.

2) Strength: Attitudes based on direct experience with the object may be held with greater certainty. Certainty is also influenced by whether affect or cognition was involved in the creation of the attitude. Attitudes formed based on affect are more certain than attitudes based on cognition.

3) Valence: It refers to the degree or grade of likeliness or unlikeliness toward the entity/incident. If a person is fairly unconcerned toward an object then his attitude has low valence.

4) Direct Experience: An attitude is a summary of a person's past experience; thus, an attitude is grounded in direct experience predicts future behavior more accurately. Moreover, direct experience makes more information available about the object itself.

5) Multiplicity: It refers to the amount of features creating the attitude. For example, one may show interest in becoming a doctor, but another not only shows interest, but also works hard, is sincere, and serious.

6) Relation to Needs: Attitudes vary in relative to requirements they serve. Attitudes of an individual toward the pictures serve only entertainment needs, but attitudes of an employee toward task may serve strong needs for security, achievement, recognition, and satisfaction.

Strategies for Changing Attitudes -

There are five attitude change strategies given by Shiffman et al (2014).

1. Changing The Basic Motivational Function:

By making a particular need prominent, we can change the consumer attitudes towards a product or a brand. One method that can be used to change the motivation of the consumer is called functional approach. They are classified into four functions:

(i) Utilitarian Function: Consumer values a particular brand because of its utility function. When a consumer is having an experience of using a product in past, he will tend to have positive opinion about it. Therefore the marketer can change the attitude of consumer by focusing on the utilitarian function which the consumers are not aware of.

(ii) The ego-defensive Function: It is natural that most of the consumer wants to protect their self images and they want to feel secure and safe about the product which they are going to buy. Many advertisements helps the consumer to feel secure and confident by which the marketer tries to changes the attitude by offering reassurance to the consumers self concept.

(iii) The value-expressive function: Attitudes usually represent the values the individual posses. We gain values, though our upbringing and training. Our value system encourages or discourages us to buy certain products. For example, our value system allows or disallows us to purchase products such as cigarettes, alcohol, drugs, etc.

(iv) The Knowledge Function: Customers always have the urge of knowing more about the products.

This "need to know" is considered to be important while positioning the product. Indeed, many products and brands positioning are attempt to satisfy the need to know and to improve consumer's attitude toward the brand by emphasizing its advantages over competitive brands.

2. Associating the product with an admired group or event

Associating consumers towards the particular brands and services can possibly be Attituted by consolidating with social groups or events. For example, recently Me changed by consoliggest fast food collaboration with cartoon Despicable Me 3. M Donald's added a new menus with minions influenced items in order to help promote Despicable Me 3.

3. Resolving two conflicting attitudes:

Attitude change strategies can sometimes resolve actual or potential conflict between two attitudes. Specifically, if consumers can be made to see that their negative attitude toward a product, a specific product, a specific brand or its attributes is really not in conflict with another attitude, they may be induced to change their evaluation of the brand.

4. Altering components of the multi-attribute model:

Multi attribute is a strategy to change the attitude of the consumer by altering the evaluation of products, changing the perception about the brand and remodeling the over-all brand rating by adding an attribute to a product. It changed the negative aspect that the consumers have towards the product or brand by reinforcing their persisting beliefs. It is done by adding an attribute that has been ignored by reflecting its actual product innovation.

5. Changing the consumer beliefs about competitors' brands: It is the strategy of changing consumer's beliefs by comparing with the competitors brands. For e.g.- Nike Vs Adidas