# Chapter 2 Models of Consumer Behaviour

## **Multiple Choice Questions**

1. What is another term for Post-Purchase Dissonance?
2. Buyer’s remorse
3. Purchase regret
4. Consumer guilt
5. Customer tension
6. Which of the following are not factors considered to lead to cognitive dissonance? (2 answers)
7. Cost
8. Regularity of usage
9. Availability of good options
10. Importance
11. What is the first step in the Nicosia Model?
12. The transformation of the motivation
13. A commercial message
14. The relation of the purchase
15. The search and alternative evaluation phases
16. According to the Howard and Seth Model, how do we call the step when the customer perceives each brand in a different perspective so he bases his opinion differently according his perception of the brand?
17. The search of information
18. The decision making process
19. The sensitively to the information
20. The perceptual bias
21. The Nicosia Model is represented as:
22. A line format
23. A funnel Approach
24. A flow-chart format
25. None of them
26. Which factor in the Engel-Blackwell-Miniard Model will make the consumer want to buy a product again?
27. Post purchase satisfaction
28. Attitudes
29. Learning
30. Family

7. Which of the following is a key dimension of a healthy lifestyle as captured in the Ngugi-O’Sullivan-Oman model of consumer behaviour in healthy lifestyle and wellbeing?

1. Social
2. Diet
3. Exercises
4. All the above

8. What is the second stage of the Consumer Decision Making Process?

1. Need Recognition
2. Post-Purchase Evaluation
3. Evaluation of Alternatives
4. Information Search

**Revision questions**

1. Many marketers do a lot to avoid post-purchase dissonance, do you believe this effort is worth it or not?
2. How does the search for information impact the consumption?
3. Why can we say that the Nicosia Model represents a relationship between the decisions of the consumer and the decisions of the marketing organization?
4. What are the limitations and criticisms of Howard and Seth model of consumer decision making?
5. According to Ngugi-O’Sullivan-Osman model of consumer behaviour in healthy lifestyle and wellbeing, what are the stages of consumer decision making process? What are some of the examples of practices that characterise each stage? What are the benefits of a healthy living?

**Answers**

### Multiple choice questions

1. A
2. B
3. B
4. D
5. C
6. A
7. D
8. D

### Revision questions

1. *Many marketers do a lot to avoid post-purchase dissonance, do you believe this effort is worth it or not?*

Post-purchase dissonance is the feeling of tension that a consumer may encounter after a purchase; particularly more costly purchases. Marketers take great efforts in order to help the consumer avoid this feeling of uncertainty- some firms almost seem to thank you for your purchase to avoid this uncertainty creeping up.

It seems, with the purchase of highly expensive purchases such as a car or a house, firms will almost try to reinforce how good your whole experience was by ‘congratulating’ you with a small gift such as a bouquet of flowers etc. This works to end the sale with an unexpected positive, it helps the customer to leave the point of sale happily rather than concerned about the amount of money that left their pocket. For many people, this also gives an air of good customer service, it may make people feel like if they needed help post-purchase then they would be happy/willing to help. This level of service is imperative for companies that sell expensive/luxury products/services, these firms need as much repeat custom and positive word of mouth promotion as possible.

However, maybe it would be more proactive to solve issues early on by easing queries early on, during the evaluation of alternatives stage - this way, not only would it avoid people choosing alternatives but also save marketers money by avoiding the need for post-purchase dissonance solutions. The celebration of a purchase may potentially leave customers a little puzzled, they may believe that there is a reason behind the purchase gift and thus leave consumers searching for faults/reasons - this creates the exact situation that marketers try to avoid.

1. *How does the search for information impact the consumption?*

If the consumer feels a need for a product, he will begin an information search to assist him in his decision-making process. The goal is to inform as much as possible in order to make the best decision possible. The consumer can receive the information passively or actively, depending on the intensity of the need. There are many ways to get information which are advertising, family and brand website. Kotle classifies the sources of information into four as follows: Personal sources e.g. family and friends; Commercial sources e.g. advertising and websites; Public sources e.g. mass media, social media, government and NGO organisations; Internal and experiential sources e.g. remembering past experiences, handling and examining a product or service (Kotler).

It is important to note that the consumer is more influenced by personal information contrary to commercial information then personal information has a great impact in consumer’s mind. But Internet is a main tool in the search for pre-purchase information, which facilitates the evaluation of alternatives. This evaluation allows the consumer to form an opinion due to all this information. His appreciation of the brands and his intention to buy will influence his final choice. The search for information can lead to a change in the consumer’s mind. Indeed, it may modify its preference about a product. Furthermore, the search for pre-purchase information reduces the need for information related to the purchase in store and this search of information improves the purchase intention. Consequently, it influences the behaviour in store because the individual may not have the same information needs.

To conclude, it is clear that the search for information plays an important role in the decision-making process of an individual.

3. *Why can we say that the Nicosia Model represents a relationship between the decisions of the consumer and the decisions of the marketing organization?*

The firm and the consumers are connected with each other. Indeed, the firm communicate with consumers through its marketing message as advertising and products. For example, The Coca-Cola Company and McDonald’s have always been ahead of its competitors, offering many advertisements that remain engraved in minds. The aim is to design communication delivering to customers a message. Through their advertisements, Coca-Cola and McDonald's send many messages and emotions to reach as many consumers as possible. Thus, consumers appreciate more of the products offered by their companies because they recognize themselves through the advertising, or they see life in another way and wish to try. For example, Coca-Cola is a convivial drink. It exploits the image of the family where harmony and love predominate. McDonald's often represents moments of growing friendship in his publicity. These companies show in their advertisements people who enjoy being together and enjoy themselves. These brands also fight for good causes, against the crisis and defend the ecology. These companies are optimistic about their advertising, actions and slogans. The firm tries to influence the consumer. Then, the consumer reacts to the message purchasing response. He is influencing the firm by his decision.

Consumers made feedback through website for instance, or through sheets mark. The customer’s answer will influence the company’s actions. So, the company will take into account the comments of the consumers.

Through all this process, we can say that the Nicosia Model represents a relationship between the decisions of the consumer and the decisions of the marketing organization.

4. *What are the limitations and criticisms of Howard and Seth model of consumer decision making?*

According to this book chapter, we can bring to light several points that can be considered as deficiencies for the Howard and Seth model.

First of all, even if the model is still current nowadays, it was created almost fifty years ago. The model has not been developing since. Indeed, this buying decision process model has not evolved with our consumption society.

Furthermore, the model is empiric so it is a really difficult task to apply the model on actual decision-making process. The theory of the theorists is explained by the model but is hardly demonstrable in a real process.

Moreover, this model is only based on the postulation that each individual act in a rational way, but the human being is not always a rational being, so it can show a direct limit to the model. Also the model deals with the supposed routine of a consumer’s behaviour. None of unpredictable and unexpected events are considered in this model; this element can be a real obstacle to the effectiveness of the model.

In addition, the model enunciates the behaviour process of one individual but we know that during a purchasing decision the couple or the family can participate in an implicit way to the decision. The choice to deal only with a individual can distort the result of the model analysis.

5. *According to Ngugi-O’Sullivan-Osman model of consumer behaviour in healthy lifestyle and wellbeing, what are the stages of consumer decision making process? What are some of the examples of practices that characterise each stage? What are the benefits of a healthy living?*

Stages: recognition of the need to embrace a healthy lifestyle, searching for relevant information, evaluating the options, committing the appropriate options, post commitment behaviour.

Examples of practices: see from the table of the model

Benefits of healthy living: A healthy living helps protect against malnutrition in all its forms, as well as non-communicable diseases, including diabetes, heart disease, stroke and cancer.