

## Chapter 1

# Consumer Behavior: The Basics

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### *In This Chapter*

- ▶ Understanding the basics of consumer behavior
  - ▶ Considering the decision-making process and the influences that can affect it
  - ▶ Examining your marketing strategy and crafting a marketing plan
  - ▶ Testing your knowledge of consumer behavior
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**C**onsumer behavior is often misconceived as only useful to the sophisticated and bigger corporations. Nothing could be farther from the truth. After all, consumer behavior can teach companies of all sizes about the consumption patterns of their consumers as well as the internal and external influences that affect those customers.

When you understand the behavior of consumers, you can create products and services that provide the consumers with more value. And then you can market those products and services in ways that the consumers understand. The whole point of studying consumer behavior is to motivate customers to purchase.

In this chapter, I explain the basics of consumer behavior and show you how you can use it to better your marketability, explain your value, and increase your sales.

## *What Is Consumer Behavior, and Why Is It Important?*

Consumer behavior represents the study of individuals and the activities that take place to satisfy their realized needs. That satisfaction comes from the processes used in selecting, securing, and using products or services when the benefits received from those processes meet or exceed consumers' expectations. In other words, when an individual realizes that he has a need, the psychological process starts the consumer decision process. Through this process, the individual sets out to find ways to fulfill the need he has

identified. That process includes the individual's thoughts, feelings, and behavior. When the process is complete, the consumer is faced with the task of analyzing and digesting all the information, which determines the actions he will take to fulfill the need.



To simplify the explanation even further, you can think of consumer behavior as the process that determines the why, what, who, when, and how of what a consumer purchases. Consumer behavior answers the following questions:

- ✔ **Why do consumers buy?** Consumers make purchases for a variety of reasons. These reasons include the following:
  - To reinforce self-concepts
  - To maintain their lifestyles
  - To become part of a group or gain acceptance in a group they already belong to
  - To express their cultural identity
- ✔ **What internal and external factors influence their purchases?** Each consumer is influenced internally by his own attitudes, personality, perceptions, self-concepts, and emotions. He also must deal with external influences, such as household structure, group association, and cultural beliefs.
- ✔ **Who do they buy from?** Consumers purchase from businesses that fulfill their psychological needs by making them feel welcome, understood, important, and comfortable.
- ✔ **When do they buy?** Consumers buy based on their consumption patterns, which are determined by their family life cycles and household structures.
- ✔ **How do they purchase?** Consumers go through a decision-making process that guides them in their purchases. This process takes into account both internal and external influences of the consumer.

Consumer behavior provides a wealth of information about the individuals that purchase your products and services. When you understand a consumer, you can speak directly to him and his needs. This special communication not only increases the consumer's ability to understand the value in your product, but it also increases sales. Consumers buy what they understand and what they see value in. Consumer behavior also provides you with insight on how to create an effective marketing strategy. After all, if you don't understand your consumers, how can you market to them?



Companies often fail to gain an understanding of what their consumers want and need before they actually create their marketing strategies. They lack knowledge of what influences their consumers. So remember that evaluation and understanding of consumer behavior should always come before the development of a marketing strategy or plan.

Today consumers are faced with an array of product selection, and competition is fierce among companies. This is why your understanding of consumer behavior is vital to the success of your business. When you understand your consumers better than your competition, you have a greater chance of winning their business.

When you're equipped to speak and market directly to consumers and the needs they're facing, you can help walk them through the decision-making processes and counteract any negative influences they may encounter in the process. Throughout this chapter, I explain both the processes and the influences that affect individuals when it comes to consumer behavior.

## *Getting a Glimpse of the Consumer's Decision-Making Process*

The consumer decision-making process consists of five steps. I focus on this process in detail in Chapter 2, but I want to give you a brief overview here. This overview will help you understand how consumer behavior impacts the decision a consumer makes on purchasing a product or service. Here are the steps in a nutshell:

1. **A consumer becomes aware of a need.** This need is triggered either internally or externally.
2. **After the need is identified, the consumer goes through a process to search for solutions that will fulfill that need.** This search involves identifying criteria that's important to her. Then she begins to search for a location where she can find her solution.
3. **The consumer evaluates the alternatives or options.** She takes the information she collected in Step 2 and processes that information in order to evaluate her options and arrive at a decision.
4. **The consumer makes the purchase based on the information processed in Step 3.** In this step, the consumer determines where to purchase and how to purchase as well as when she should purchase.
5. **The consumer evaluates the purchase.** This step focuses on the psychological response of the buyer regarding the purchase. It's in this phase that buyer's remorse often pops up.



Many factors can influence the individual throughout this process. But by understanding consumer behavior, you can help a consumer move through this process smoothly. You can even assist the consumer if for some reason a step keeps her from making a decision. As a business owner or marketer, you can influence the entire process and not just the purchasing decision.

## Recognizing Factors that Influence the Purchase Decision

Consumer behavior is subjective. Even though you won't find many absolutes, one thing always remains true: When it comes to the consumer decision-making process, many factors play a part. There are two categories of personal influence regarding the purchase decision. They include the following:

- ✓ **Internal influences:** These influences include perceptions, attitude, lifestyle, and roles.
- ✓ **External influences:** These influences include cultures, subcultures, household structures, and groups that have an effect on the individual.



Every situation and influence is different. You can change some influences and others you can only deal with as they happen. Sometimes you'll even find that you can counteract the way the influences affect a consumer. It's important to understand that while you can categorize internal and external influences of consumers into two groups, they're actually interconnected and work together to assist the consumer in making a purchasing decision.

Throughout this book, I dig deep into how consumers are influenced, why they behave the ways that they do, and how you can use these influences to work to your advantage. For now, in the following sections, I give you a peek at each category and show you how they can affect your consumer.

### *Internal influences*

*Internal influences* come from inside the consumer. They're the personal thoughts and feelings, including perception, self-concepts, lifestyle, motivation, emotion, attitudes, and intentions. You could call these the *psychological influences*. These influences describe the ways consumers interact with the world around them, recognize their feelings, gather and analyze information, formulate thoughts and opinions, and take action. You can use consumer internal influences to better understand the why and how of specific behaviors. The following sections help you gain a better understanding of each of these influences.

#### *Motivation and emotion*

Motivation and emotions serve as the emerging forces within consumers that activate certain behaviors. *Motivation* is the persistent need that stirs up and stimulates long-term goals within a consumer. *Emotions* are temporary states that reflect current changes in motivation. They also often trigger changes in behavior.

Motivation and emotion often work together to impact consumer behavior. Motivation drives a consumer through the consumer buying process, and emotion drives that motivation. You can apply your knowledge of motivation and emotion to your marketing strategy by finding ways to stimulate consumers' emotions and motivate consumers to fill the need aroused by those emotions.

### ***Perception***

*Perception* is representative of how a consumer processes and interprets information. You could describe perception as the way that consumers see the world around them — the world that includes your products and services. Perceptions are unique and determine purchasing behavior in every consumer differently.

Perception is important to you because it represents the way the consumer views your product or service. You can influence the perception of your consumer by understanding the current perception consumers have of your product and making changes so your product is recognized, interpreted, and stored in their memory (rather than simply ignored). See Chapter 5 for the basics on consumer perception.



Familiarize yourself with perception, sensory thresholds, and the process that consumers go through to construct their perception. You can then use this information to tailor your marketing stimulus — such as ads, packaging, and pricing — for each particular segment that you're trying to attract.

Perception is such an important part of getting consumers to purchase your product or service that I've dedicated Chapter 16 to explaining how you can influence perception of whatever it is that you're selling while educating consumers about your particular offering.

### ***Attitude***

*Attitude* is that lasting general evaluation of something. It represents how consumers feel about products, services, and companies. Attitudes can tell you a lot about your consumers and how well you're accepted in the marketplace. Just remember that consumers easily screen information that conflicts with their own attitudes.



A consumer's attitudes are learned. They're formed by direct personal experiences, and they're influenced by the individual's ideas and personality, the experiences of friends and family members, and media exposure. The good news is that you can influence attitudes. In fact, when you combine knowledge with a positive or negative attitude about a specific object or product, you drive the perception of that consumer. In Chapter 6, I share with you the attitude models and their functions and strategies. These models can help you influence and change the attitudes of your consumers.

### ***Self-concept and lifestyle***

A *self-concept* represents how an individual sees herself. Four self-concepts typically impact individuals and their consumer behavior. Here they are:

- ✓ **Actual self**, which is reflective of how the individual actually is today
- ✓ **Ideal self**, which represents how the individual would like to be
- ✓ **Private self**, which is the self that's intentionally hidden from others
- ✓ **Public self**, which is the self that's exposed to the public

Self-concepts explain why consumers wear certain fashions, purchase particular products, and drive specific cars. They determine a consumer's behavior, because they represent how a consumer sees herself and how she thinks other people see her. When you understand the roles of self-concepts, you can use them to better target your marketing message and advertising to reach potential customers. In Chapter 7, I explore self-concepts in detail.

Self-concepts often translate themselves into a person's lifestyle, which is why I discuss them together here. Technically, a person's *lifestyle* is determined by a mixture of both internal and external influences; it's a function of her motivations, learning, attitudes, behaviors, beliefs, opinions, demographic factors, and personality. Lifestyle also represents a consumer's income level, culture, social class, and buying power.

Lifestyle is reflected by the outward appearance of both internal and external influences of consumers. When you look at all the factors to gain a greater grasp of the lifestyles of your consumers, you can target promotional plans to those consumers. You also can identify market opportunities.

## ***External influences***

Consumers are faced with many external influences, including an individual's culture, subculture, household structure, and groups that he associates with. Marketers and business owners call these *external influences* because the source of the influence comes from outside the person rather than from inside (which would be internal, or psychological, influences). You also could refer to them as *sociocultural influences*, because they evolve from the formal and informal relationships the individual has with other people. In the following sections, I introduce you to each of the external influences and show you how and why they affect consumers.

### ***Culture and subculture***

The culture of an individual shapes her values, beliefs, attitudes, and opinions, which in turn shape her attitude toward products and buying decisions.

Culture also meets many of the emotional needs of individuals, so they strive to protect the beliefs and values of their cultures. This protection is reflected in their behavior as consumers.

In fact, culture can create a consumer need, influence the satisfaction of needs, and dictate how an individual meets that need. Products and services that resonate with the priorities of a specific culture have a much better chance of being accepted by consumers. Cultural values are transmitted through the family, religious organizations, and education institutions. You can use this information to gain a better understanding of the values that specific cultures teach.

*Subculture* represents a group of individuals within a culture that have unifying characteristics. A subculture is often representative of a particular nationality, religion, racial group, or geographic group. You can use these unifying characteristics to market directly to a subculture. You can target consumers more directly with your marketing and create messages that are more appealing and enticing when you understand the subcultures of consumers. In Chapter 8, I show you why it's possible that a subculture can create a distinctive market segment on its own.

### ***Groups***

*Groups* represent two or more individuals who share a set of norms, values, or beliefs. Examples include peer groups, school groups, business groups, and clubs. Individuals identify with groups to the extent that they take on the values, attitudes, and behaviors of that group. You need to understand the groups that consumers belong to because groups carry significant weight when it comes to the influence they have on consumers. You can also benefit from identifying the opinion leaders within groups and informing them of the products you offer. By gaining their support, you market to the mass of a group by using the leader's endorsement.

Chapter 10 walks you through the reasons that people are attracted to groups and tells you everything you need to know in order to market effectively to them.

### ***Household structures***

*Household structure* represents how many live in a home, what the ages of the occupants are, and what the household income is. Household structure is important to consumer behavior because the structure affects the consumption and purchasing patterns of the individuals within the home. Each member of the household structure also has a role in the decision-making process, and when you understand those roles, you can be more effective in helping those consumers make decisions on whether to purchase your product.

It's also important to understand the difference between traditional and non-traditional households. Doing so helps you determine each household's needs, thereby marketing to those needs in a way that's appealing to the consumers. Finally, you need to take into account family life cycles, because they too have an effect on consumers and their consumption patterns and needs.



Marketing to families isn't as easy as it used to be, because there are a variety of situations and changing roles that need to be considered. However, consideration of these issues puts you ahead of your competitors and enables you to gain sales that you may be missing out on.

Chapter 9 walks you through the various types of households as they apply to marketing strategy. I describe in depth the ways that these households affect purchasing behavior and how you can target particular individuals within a household.

## *Accounting for the Unpleasant: Consumer Misbehavior*

*Consumer misbehavior* is behavior that violates laws and generally accepted norms of conduct in today's society. Examples include shoplifting, fraud, and abusive consumer behavior. Consumer misbehavior can disrupt consumption activities and can cause loss to your business both in revenue and in the loss of other consumers. All businesses are at risk of experiencing consumer misbehavior.



By being aware of consumer misbehavior, you can watch for the warning signs and be proactive at protecting your business. Just as you can use your marketing strategy to gain consumers, you can also use it to detour those consumers who are involved in misbehavior.

In Chapter 11, I discuss the effect that consumer misbehavior has on businesses. I share with you the warning signs and the reasons behind the behavior. I also provide you with ways to detour misbehavior by using proactive steps and your own marketing strategy.

## *Seeing How Consumer Behavior Can Guide Your Marketing Strategy*

Many components come into play with consumer behavior, but the power is in knowing how to understand and influence that behavior. The knowledge of consumer behavior actually allows you to improve your marketing strategy.



It helps you understand the way your consumer thinks, feels, reasons, and selects between alternatives. You can use the knowledge you gain from studying consumer behavior to create effective marketing campaigns that speak directly to specific consumers. In this book, I show you how to do just that. By the time you're finished, you'll see the works behind a consumer's decision process, buying behaviors, and consumption patterns.

In the following sections, I outline the major steps involved in creating a marketing strategy, and I show you how to use your understanding of consumer behavior to work through each phase.

## ***Researching the market to find commonalities***

*Market research* is the key to understanding your consumers and their behavior. It's the systematic collection, recording, analyzing, and distributing of marketing data. It ensures that you produce what your consumers really want and need — not just what you think they need. Market research is the function that links the consumer and the public to the marketer. You use the information that you gather in research to identify marketing opportunities as well as problems.

In Chapter 12, I help you evaluate the different marketing research options and determine whether primary or secondary research is best for you. I discuss their advantages and disadvantages, and by the end of the chapter, you'll have a good grasp on where to begin your market research. I also give you an in-depth look at how market research helps you identify new trends, develop long-running marketing strategies, identify external threats and opportunities, evaluate the potential of diverse markets, select a target market, establish realistic goals, and formulate a strategic plan. Finally, I look at the process of market research from defining a problem to analyzing your findings and presenting them in a report.

## ***Breaking the overall market into the segments you'll target***

*Segments* are market groups within the total market that are made up of people who have similar needs. When you can recognize a segmented group, your marketing opportunities increase and you gain the highest return on your marketing. That's because segmenting enables you to focus on the customers that are most likely to purchase your products or services — those individuals that are most interested in what you have to offer.



Segmenting, which is cost-effective and makes your marketing easier, allows you to delve into the behavior of consumers. It also assists you in identifying their needs. In turn, you can position your product in a way that shows them how you fulfill an unmet need that they have. Chapter 3 covers the segmenting process and shows you how to better position your product so your offer is attractive to your determined segments.

## *Uncovering the untapped markets*

Determining new marketing opportunities and identifying untapped markets can help you grow your business. *Untapped markets* represent markets that you haven't yet entered and that your competitors may not be aware of. When you get into untapped markets, you identify new ways to grow your business by opening up doors for consumers who may not be familiar with you yet. You can identify untapped markets by taking the time to examine your consumer base and understand your market.

In Chapter 14, I show you how to recognize untapped markets that you may be missing. I also help you identify product offerings. Finally, I also provide steps you can take to protect your current market share.

## *Creating a Consumer-Driven Marketing Plan*

Marketing isn't just about flashy advertisements and fancy commercials. And it isn't just about creating awareness; it's about gaining new customers. The only way that you gain new customers is by creating a marketing plan that's intentionally consumer driven.

A consumer-driven marketing plan is developed and created and then practiced with integrity in mind. With a consumer-driven marketing plan, you do all the following:

- ✓ Listen and speak directly to consumers and tell them that you understand their needs.
- ✓ Position your products in a way that shows them that you fulfill their unmet needs.
- ✓ Gain their attention by providing them with the education they need to make good purchasing decisions.
- ✓ Share with them the reasons they should adopt new products and accept the changes that you make to existing products.
- ✓ Gain their committed loyalty and make them want to be a customer for life.

All of these tasks help you create a marketing plan that not only benefits your business but benefits the consumer by creating an awareness that causes them to want to purchase your product. In this section, I show you how to use your knowledge of consumer behavior to market to consumers in a way that they understand and are attracted to.

## *Practicing integrity*

Marketing ethics impact both the consumer and your business. When it comes to marketing, you must build trust with your consumers. It's your responsibility to embrace, communicate, and practice ethical values that improve the confidence of your consumers. You need to understand the importance of marketing ethics, because deceptive marketing practices can affect consumer behavior.

Unethical marketing behavior affects the emotions, attitudes, and perceptions of consumers — whether it happens to them directly or they just hear about it. In Chapter 15, I discuss the different types of unethical marketing practices and share with you the importance of having your own code of ethics and how to go about creating one. Your integrity is not only what gains new customers; it's also what helps you keep them.

## *Inducing need awareness through positioning*

*Positioning* is the act of creating a unique identity for whatever it is that you're selling and then targeting a segment of the broader market by fitting your product or service to that segment's wants and needs. In order to get consumers to recognize that your product fits their needs, you must figure out what the consumers in your target market need and want, what you have to offer them, what your benefits are, and who your competitors are (including how you're different from them). You use this information to create a positioning strategy and statement. These tools help you reach out to your targeted consumers. They communicate, identify your company, and differentiate it and its products from the competition.



When positioning your product or service, you proceed through two separate steps. First you have to differentiate your product or service from its competition, and then you address the consumer's need or desire. These steps form the basis for the articulation of what your product does, which is also known as your *positioning statement*. Within each of the two steps are three strategies you can use to reach out to your target market. I explain them all in Chapter 16, where I also guide you in creating your positioning statement.

## ***Engaging consumers' attention and leading them to purchase***

At this point in the process, you really begin working with the influence of perception in order to engage your consumers' five senses and draw their attention to your product or service. In order to do so, you must create value for your consumers to shape and cultivate their perceptions. You create value by focusing on what your consumers believe is essential.

It isn't enough to get consumers to notice whatever you're selling; you must educate them about the value and benefits of your offering in order to overcome any objections regarding the purchase of it. In Chapter 16, you discover how to effectively educate your consumers about your product or service. Successful marketing counters any objections to the prospective purchase.



The key is to present the benefits of your product in a way that consumers understand. You also need to develop a *unique selling proposition* (or USP). A *USP* is a statement that sets you apart from the competition. It paves the way for your positioning strategy and statement. When you identify your USP, you find something meaningful and unique to say about your product that competitors either can't or won't say. Several core steps help you to identify and develop your USP. After you've proceeded through the steps, you can work on drafting a marketing message that will grab their attention. (Check out Chapter 16 for more on USPs.)

## ***Convincing customers to adopt new products and changes in terms***

Do you ever wonder why so many new products fail? Well, the truth is that it's often because business owners don't understand the adoption process. They don't know what it takes for a consumer to adopt a new product.

So you aren't in the same position as those business owners, here's the scoop: Consumers go through a series of evaluation steps when adopting new products. This process often involves the give and take. In other words, they determine what they have to give up in order to take in the benefits of a new product.



Consumers are inundated with new products every day. So when trying to get consumers to adopt a new product, it helps to understand the product life cycle and to identify what phase your products are in. You also need to be able to identify characteristics of the different adopter categories that

consumers fall into. This way you can speak directly to any apprehensions they may have and gain a better understanding of their readiness to purchase. Just remember that you can influence new product adoption by simply understanding the adoption process that consumers go through.

Consumers also face a great deal of challenge when it comes to accepting changes in the terms of your existing product. Term changes can be any change that you make to your current products. Examples include a change in benefits, a change in price, or a change in distribution. You can help consumers in the transition of change. One way is to take into account how your consumers will view the change and whether they will see it as a “gain” or a “loss.” Then you can develop a marketing strategy that speaks directly to the challenges the consumer may be feeling. This strategy helps to increase the rate of adoption to the change and save you the loss of customers who otherwise may stop buying your product.

In Chapter 18, I show you what it takes to get consumers to adopt your new products and how to overcome adoption challenges. I explain the reasons that consumers are apprehensive to adopt new products and what you can do to soothe those concerns. I also take a look at the challenges that consumers face when being presented with changes to your current products and how you can help them in the transition of accepting those changes.

## *Encouraging customer loyalty*

Success is about getting consumers to continually buy from you, because it's easier to gain loyalty from a current customer than it is to gain a new customer. You can gain consumer loyalty by understanding how consumers learn and by using techniques that help them remember you. Consumer loyalty really comes from meeting the emotional needs of consumers. Those needs include the need to be understood, feel important, feel welcomed, and feel comfortable. You can meet these needs and encourage consumer loyalty by providing consumers with expertise, attention, friendliness, flexibility, patience, and superiority in your products and your services. This is done by communicating and creating relationships with consumers.



Customers carry a great deal of value when they're loyal to you. So it's important to be able to gauge and nurture the relationship that you have with your consumers and to be able to turn satisfied customers into loyal customers. In Chapter 19, I talk about the different kinds of consumer loyalty, and I tell you how to turn your customers into repeat buyers.

## *Assessing Your Knowledge of Consumer Behavior: A Quick and Painless Quiz*

The quiz in this section can help you gauge your current knowledge of consumer behavior. Take the quiz now and see how you do, and then after studying various part of the book come back and take it again to see if your score has improved.

### *The questions*

- 1. Which of the following factors might influence a consumer's perception of a product, service, or company?**
  - A. Cultural beliefs
  - B. Social groups
  - C. Household structure
  - D. All of the above
- 2. One of the motivating forces a consumer might experience is**
  - A. A desire to get married.
  - B. A desire to be accepted by peers
  - C. Wanting to be more like one's boss
  - D. All of the above
- 3. The consumer misbehavior of shoplifting is often a deep-rooted problem caused by:**
  - A. Low self-esteem
  - B. Compulsive buying/overspending
  - C. A lack of funds
  - D. All of the above
- 4. Consumption factors that change when it comes to the family life cycle include:**
  - A. The number of people in the family, the ages of family members, and the number of employed adults
  - B. The number of bedrooms in the house, the variety of car models in the garage, and the rate paid to the babysitter
  - C. The shopping place, the frequency of pay raises, and the number of kids
  - D. All of the above

- 5. External influences are called external because:**
- A. They're outside influences
  - B. The consumers have no control over the influence
  - C. They're based only on outside appearance of the consumer
  - D. All of the above
- 6. When a consumer considers a purchase, he:**
- A. Calls his best friend
  - B. Texts his spouse for advice
  - C. Enters into the decision-making process
  - D. All of the above
- 7. How many strategies can you use to change the attitude of consumers?**
- A. 1
  - B. 4
  - C. 6
  - D. All of the above
- 8. A consumer's actual self refers to:**
- A. The self one would like to be
  - B. The self that isn't exposed to the public
  - C. The self that's a realistic perception of the individual at that moment
  - D. All of the above
- 9. When a consumer changes her marital status, she:**
- A. Joins different social groups
  - B. Changes her spending patterns
  - C. Quits spending money on entertainment
  - D. All of the above
- 10. You can encourage consumer loyalty and repeat buying by:**
- A. Creating an emotional connection with your customers
  - B. Changing your prices often
  - C. Changing the benefits of your product
  - D. All of the above

## *The answers*

### 1. D

Cultural beliefs, social groups, and household structure are all factors that may influence a person's perception of your product, service, or company. All three of these have an external influence on the consumer and provide them with a reference point when it comes to the values and beliefs that they hold. Refer to Chapter 8 for more information on culture, Chapter 10 for social groups, and Chapter 9 for household structures.

### 2. B

The desire to be accepted by peers is a motivating force that a consumer might experience. Motivation comes from an emotion that a consumer may be experiencing, so an emotion to be accepted will provide a motivating force to consumers to make a purchase. See Chapter 4 for more information on motivation and emotions that affect consumers.

### 3. B

The consumer misbehavior of shoplifting is often a deep-rooted problem caused by compulsive buying/overspending. The need to satisfy their compulsive disorders often causes consumers to shoplift. Flip to Chapter 11 for more information on consumer misbehaviors.

### 4. A

Consumption factors that change when it comes to the family life cycle include the number of people in a family, the ages of the family members, and the number of employed adults. Consumption patterns change because there may be more people to buy for. Also, the different age groups need different necessity items. Finally, the number of employed adults in the home determines how much money a family has to spend. Visit Chapter 9 for more information on household structures.

### 5. A

External influences are called external because they're outside influences. External influences come from the outside and don't pertain to the internal or psychological influences of a consumer. Refer to Chapters 8, 9, and 10 for more information on external influences.

### 6. C

When a consumer considers a purchase, he enters the decision-making process. In the decision-making process, he decides to call a best friend or text his spouse, but *first* he must acknowledge that he has an unmet need (the first step in the decision-making process). Check out Chapter 2 for more information on the decision-making process of consumers.



**7. C**

You can use six strategies to change the attitudes of consumers. These strategies include changing the basic motivational function, associating your products with different groups, relating to a conflicting attitude, altering components in your product attributes, changing beliefs about competing brands, and using the elaboration likelihood model. Chapter 6 provides more information on changing consumer attitudes.

**8. C**

A consumer's actual self refers to the self that's a realistic perception of the individual at that moment. To read more information on self-concepts and their impacts on consumers, refer to Chapter 7.

**9. B**

When a consumer changes her marital status, she will change her spending patterns. When a consumer's consumption patterns change, her spending patterns also change. See Chapter 9 for more information on household structure and its affect on consumers.

**10. A**

You can encourage consumer loyalty and repeat buying by creating an emotional connection with your customers. The emotional connection is what creates committed loyalty from consumers. Chapter 19 explains how to cultivate customer loyalty.

