

CONSUMER PSYCHOLOGY

THE 'DISRUPTIVE' IMPACT OF
PSYCHOLOGY:

FROM BEHAVIOURAL ECONOMICS
TO MARKETING AND PUBLIC POLICY



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CONSUMER PSYCHOLOGY

consumer psychology is about the understanding of **how** and **why** people, both as **individuals** and **groups**, engage in **consumption activities**, with products and brands, and how and why they are affected by them.

1960 - establishment of the Consumer Psychology division in the American Psychological Association.



AS ANY APPLIED SCIENCE IS
INTERDISCIPLINARY

insights from socio-cultural studies, economics,
communication and management.

In the Principles of Psychology, James (1840) discusses the relationship between personal **SELF-CONCEPT AND MATERIAL POSSESSIONS**:

"...a man's Self is the sum total of all that he can call his, not only his body and his psychic powers but his clothes and his house, his wife and children, his ancestors and friends, his reputation and works...If they wax and prosper, he feels triumphant, if they dwindle and die away, he feels cast down (James, (1890), 1950, 291-292).

MUNREY'S MAGAZINE—ADVERTISING SECTION.

Don't experiment—Just buy a FORD



Experience
is the key to Automobile Construction and we have the Key

Henry Ford has made a life work of the development of the Automobile and presented to the world a car so perfected that the success of the Ford Motor Co. is without a parallel in the Automobile Industry.

The fundamental features of the first Ford Car were light weight (resulting in economy of maintenance), simple power (not too much and not too little BUT ALWAYS POWER) and absolute simplicity, with the elimination of every unnecessary complication. These features still further developed are distinctive in Ford cars today. There have been no frills, no failures, no experiments in Ford cars.

Send for detailed description of

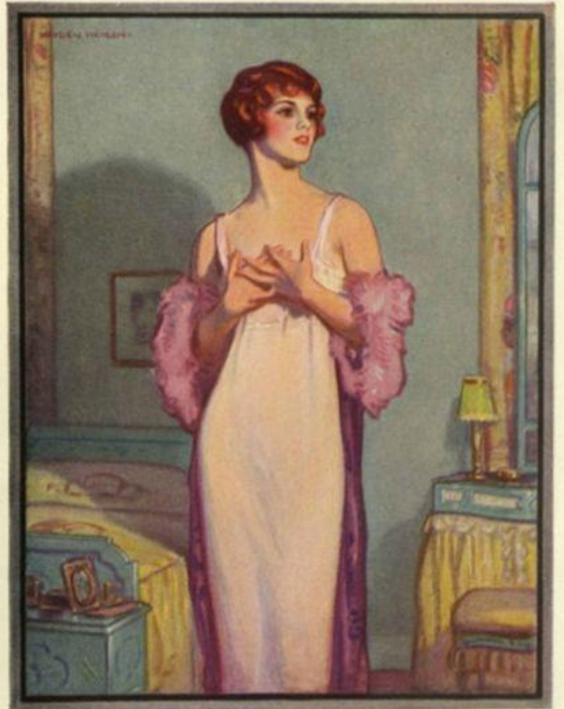
Model - "C" - Touring Car, 1200 lbs., 2 cylinder opposed, price, \$950.00.
 Model - "F" - Side Entrance Touring, weight 1400 lbs., 2 cylinder opposed, price, \$1200.00.
 Model - "B" - 4 cylinder, vertical, weight 1200 lbs., side entrance touring, price, \$1000.00.
 Delivery Car, weight 1350 lbs., 2 cylinder opposed, price, \$950.00.

Ford Motor Co., Detroit, Mich.

TRADE MARK APPLIED BY THE FORD MOTOR CO. OF CANADA, LTD., WINDSOR, ONT.

In answering this advertisement it is desirable that you mention Munreys' Magazine.

*A
Beautiful
Woman
deserves a
Beautiful
Home~*



A lovely woman, like a precious gem, looks best when in the proper setting. A cheerful, attractive, well-painted home is to a beautiful woman what a Tiffany setting is to the finest diamond.

**Paint NOW—
Pay in Ten Months!**

Consult the Devoe Authorized Agent in your community about the Devoe Home Improvement Plan which will enable you to paint your house—inside and out—and pay for it in ten monthly installments. This Financing Plan is 25% less expense to the property owner than any similar plan in the paint industry. Or, write us.



KEEP your home bright, cheerful and inspiring with Devoe Paint and Varnish Products—the oldest, most complete and highest quality line in America.

Look for the sign of the Devoe Authorized Agent in your community! He will give you advice on paint or painting worthy of Devoe's 171 years' experience.

Devoe & Reynolds Co., Inc., 101 Fulton Street, New York
Branches in Leading Cities

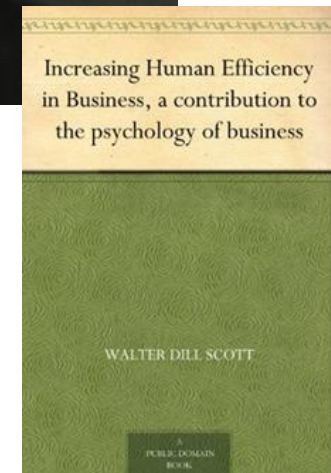
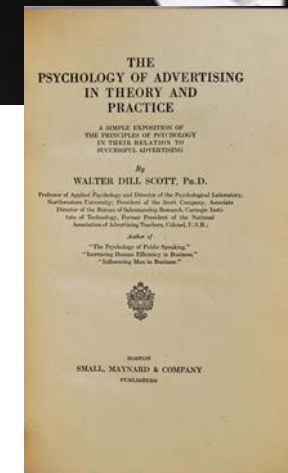
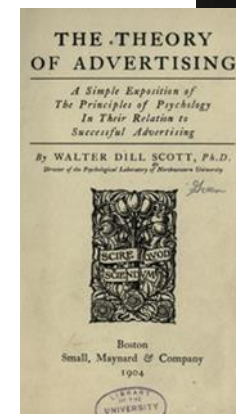
DEVOE
Paints, Varnishes, Stains, Enamels, Brushes
Artists' Materials & Insecticides

Walter Dill Scott (1869 – 1955)

The first to apply psychology to management and advertising

ADVERTISING AND HUMAN SUGGESTIBILITY:

- Scott argued that because consumers often do not act rationally they can be easily influenced.
- In his book “The Theory of Advertising’ (1903) he produced a number of laws and principles that advertisers should have followed, including **REPETITION, RECENCY AND VIVIDNESS**.
- In his most famous book “The Psychology of Advertising’ (1908) he presented an integrated perspective inclusive of irrational aspects such as **INSTINCTS AND EMOTIONS TOGETHER WITH ATTENTION** investigated with various methods including longitudinal observations, qualitative and quantitative reports.
- Founder of the first very successful business psychology firm (1920)



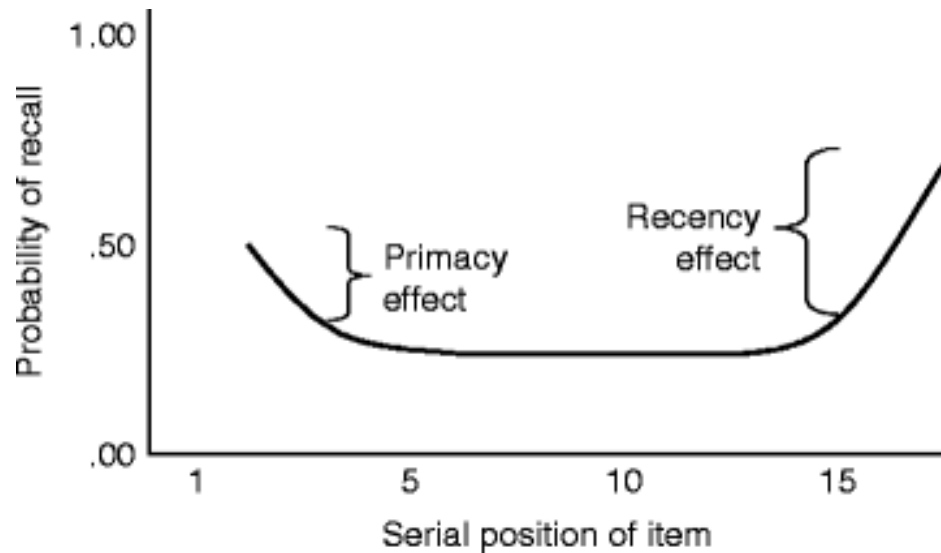
REPETITION

Repetition can build brand familiarity, increasing attention and memory. However, to be effective, repetition must be used in the right measure: consumers can become so tired of an ad that they tune it out or actively avoid the product.



PRIMACY AND RECENCY

Attention span and Memory explain both primacy and recency effects. We tend to remember more and better items presented at the beginning or at the end of a list. The recency effect has been seen to affect judgements significantly . People evaluates things based on the last information stored in memory.





Dolce & Gabbana fashion show cancelled in Shanghai following racist remarks, Nov 2018

The two fashion designers apologize



VIVIDNESS

messages with images and simple wording are proven to be more effective



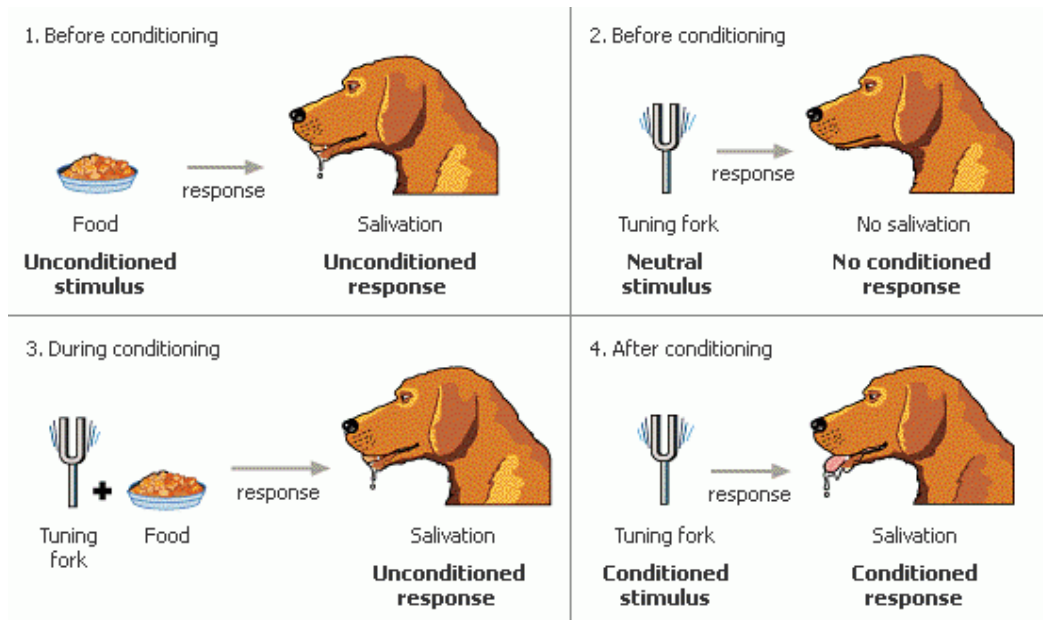
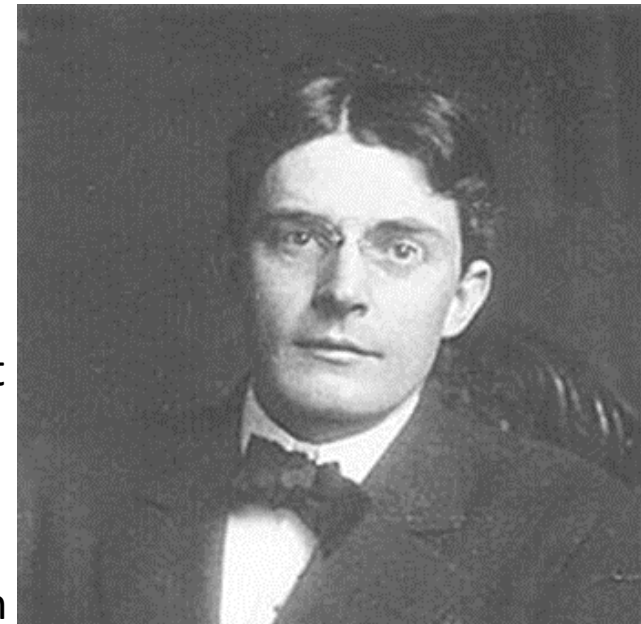
It's the perfectly white background,
that makes the colors so vivid.

skinsimple quench your first moisture lotion SPF 15
skinsimple quench your first moisture lotion SPF 15
GREAT WHITE
PURE COLOR. BY GUNTER, INC.

Introducing Great White™... the brand new way to keep your brand looking its best! With a brightness level of 91, Great White™ transforms a single sample into a true color representation of a piece product's actual packaging! For a free sample of the best thing to ever happen to fine samples, call (800) 834-1482 or visit www.greatwhite.com today!

John B. Watson

- In the 1920s he was employed by the advertising company J. Walter Thompson in New York where he was able to persuade the business world about the opportunity to adopt behaviourist psychology to predict and even control consumer behaviour.
- In his academic career he largely experimented **PAVLOV'S CLASSICAL CONDITIONING TECHNIQUE** and based on this learning method he believed that human beings could be easily conditioned to be and act in any possible ways.



COCA-COLA
SYRUP AND EXTRACT.

For Soda Water and other Carbonated Beverages.

This "INTELLECTUAL BEVERAGE" and TEMPERANCE DRINK contains the valuable TONIC and NERVE STIMULANT properties of the Coca plant and Cola (or Kola) nuts, and makes not only a delicious, exhilarating, refreshing and invigorating Beverage, (dispensed from the soda water fountain or in other carbonated beverages), but a valuable Brain Tonic, and a cure for all nervous debility. — SICK HEADACHE, NEURALGIA, DYSPEPSIA, COLIC, etc.

The purest flavor of any beverage is every pala...
manages any of the...

J. Walter Thompson

In 1920 John B. Watson, the father of behaviourism, demonstrated his principles by experimenting on an 11 month old baby. Watson proved that any neutral stimulus could be used to evoke a strong reaction when associated with the primal compulsions of **hunger, fear, rage, love, vanity and sexuality**. Stanley Resor, president of **J. Walter Thompson** was convinced that this principles could be effectively applied to advertising, and hired the famed psychologist. By 1924 Watson was named vice president, and the company became **the largest and most successful advertising firm of the 20th century**. As other agencies followed in their steps, **the primary goal of advertising shifted from generating awareness about products to inciting emotional attachments to them.**

CLASSICAL CONDITIONING (Pavlov, 1900)

a process that occurs through association between environmental stimulus and a natural occurring stimulus – for which a stimulus that was neutral (a), after repeated associations with a non-neutral stimuli (b), will consequently produce the same response of the non-neutral stimuli (b) even when presented in isolation



- UCS – Good looking people, fun, sexy, cool, happiness
- UCR – Feeling good / desire to be like this

- NS – Coke
- CS – Coke
- CR – Feeling Good about coke / desire to buy coke

- We learn to associate coke with positive images. Coke becomes meaningful and we are more likely to purchase it over other drinks



OPERANT CONDITIONING (Skinner 1929)

Learning occurs through rewards and punishments for behavior. Through operant conditioning, an association is made between a behavior and a consequence for that behavior.

| | Punishment (decreasing behavior) | Reinforcement (increasing behavior) |
|----------------------------------|---|---|
| Positive (adding) | adding something to decrease behavior | adding something to increase behavior |
| Negative (subtracting) | subtracting something to decrease behavior | subtracting something to increase behavior |



Get ready for summer

£10 BACK
when you spend £100 or more
Enter code KDH3M

£20 BACK
when you spend £200 or more
Enter code KDH9U

£30 BACK
when you spend £300 or more
Enter code KDH9V

[MORE INFO >](#)

Enter the codes at the checkout before 9am 25.04.16. Exclusions apply.

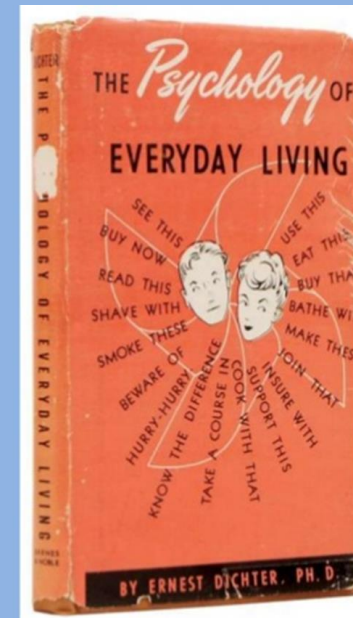
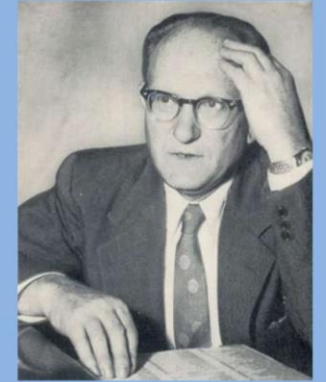
Ernest Dichter

- the father of **MOTIVATIONAL RESEARCH**, introduced Freudian concepts into the US advertising industry.
- He set up in New York his Institute for Motivational Research, and while providing consultancy to major companies he explored the use of in-depth interviews and projective techniques to underpin both conscious and unconscious processes involved in the interpretation of consumer behavior.
- He was the first to coin the term focus groups: “**FOCUS GROUP** is a qualitative research method in which a group of people are asked about perceptions, opinions, beliefs and attitudes toward products, services, concept, ideas, packaging, etc..”



Ernest Dichter (14 August 1907 – 21 November 1991) was an Austrian-American psychologist and marketing expert known as the "father of motivational research."

Dichter pioneered the application of Freudian psychoanalytic concepts and techniques to business — in particular to the study of consumer behavior in the marketplace.



1947 Book 'Psychology of Everyday Living'

"designed as an accessible self-help manual to help Americans 'accept the morality of the good life'..."

Chapters such as "The Magic of Soap", "What Bread Means to You", "How to Be Happy While Cooking", and "The Psychology of Buying" purported to solve the psychological issues of everyday life, but largely encouraged a positive attitude to consumption by stressing the good feelings associated with a new purchase or the use of a specific commodity.



Ewing Galloway

She wants a new hat, different from the old one.



Ewing Galloway

Lather has a caressing effect on the skin.



Cosmetics provide psychological therapy.

Trying to achieve the modern aim of being unique or different.



Survey research had predicted housewives would embrace such an easy baking tool - however once launched sales were much lower than expected.

Dichter solved the issue...with a couple of eggs thanks to motivational research !



<https://www.youtube.com/watch?v=CrpzHMWTWCI>

NEW! Betty Crocker Honey Spice Cake Mix

YOU ADD THE EGGS FOR THAT SPECIAL HOMEMADE GOODNESS

High, Moist Cakes
No other cake mix you can buy can give you higher, moister cakes. And no wonder!

1. Betty Crocker Cake Mixes contain Softasilk, the premium quality cake flour.
2. You get a fresh egg cake, because you add the eggs.
3. There's a full pound and a quarter of cake mix in the package—more than any other nationally sold cake mix.

NEW!
Smoother batter—Easier beating!

All Betty Crocker Cake Mixes are improved! You have easier directions than ever to follow—to give you a smoother batter with easier beating than ever before! Look for them in their new packages at your grocer's, now!

There are two kinds of cake mixes. This is the only nationally sold cake mix that lets you add the eggs—the only one that gives you that special homemade goodness.

Betty Crocker
CAKE MIXES

Try These Other Wonderful Betty Crocker Mixes WHITE • YELLOW • DEVILS FOOD • GINGER BREAD

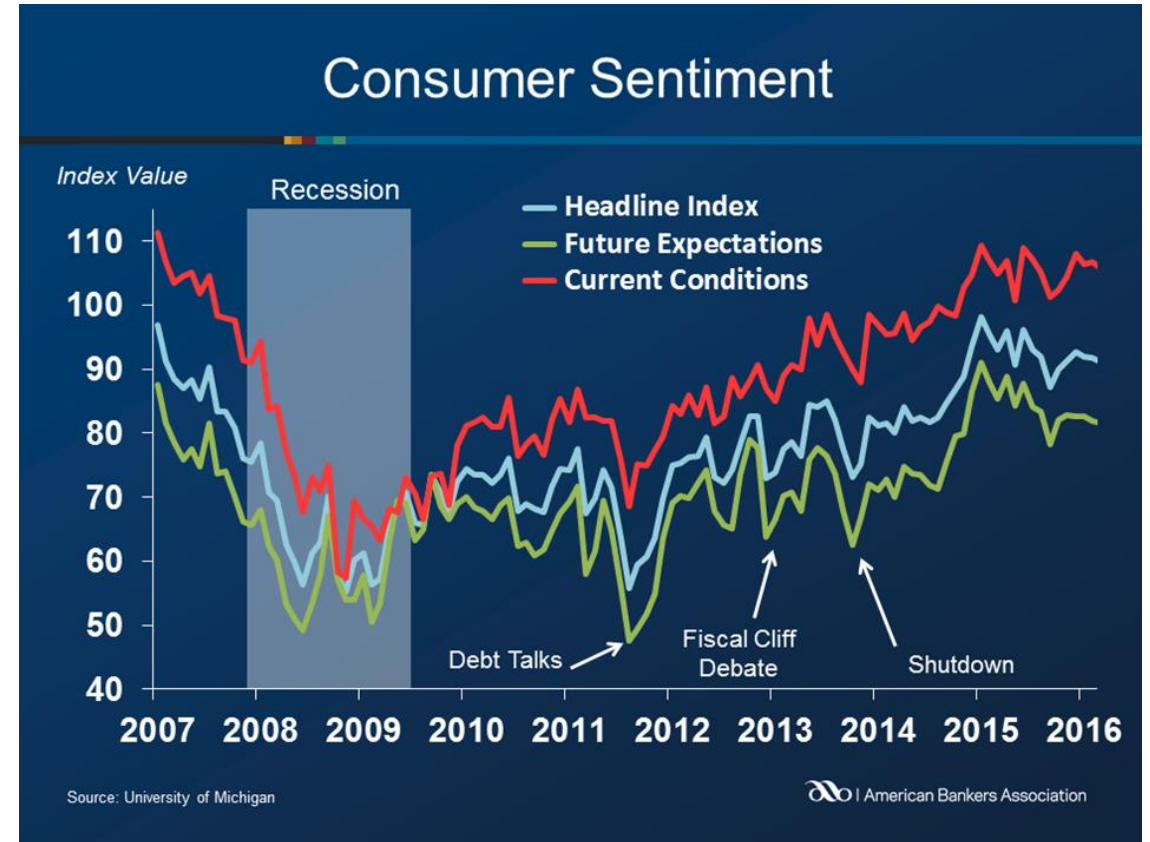
MARCH, 1953

whitemtnhowdy

35

GEORGE KATONA (1901-1981) Hungarian-born American psychologist – the first to **advocate interdisciplinarity between economics and psychologists**. ‘The father of modern behavioural economics’

- **CONSUMERS’ WILLINGNESS TO SPEND AS A RELIABLE INDICATOR OF ECONOMIC TRENDS.** In contrast with previous economic theory explanations, Katona showed the significant role of **attitudes** and **expectations** such as ‘willingness to buy’ as opposed to ‘ability to buy’.
- **‘UNIVERSITY OF MICHIGAN CONSUMER SENTIMENT INDEX’.** A questionnaire to measure consumer expectations for the application of psychological principle to macroeconomics
- **This index enabled him to predict the post-war boom in the United States at a time when conventional econometric indicators were predicting a recession**



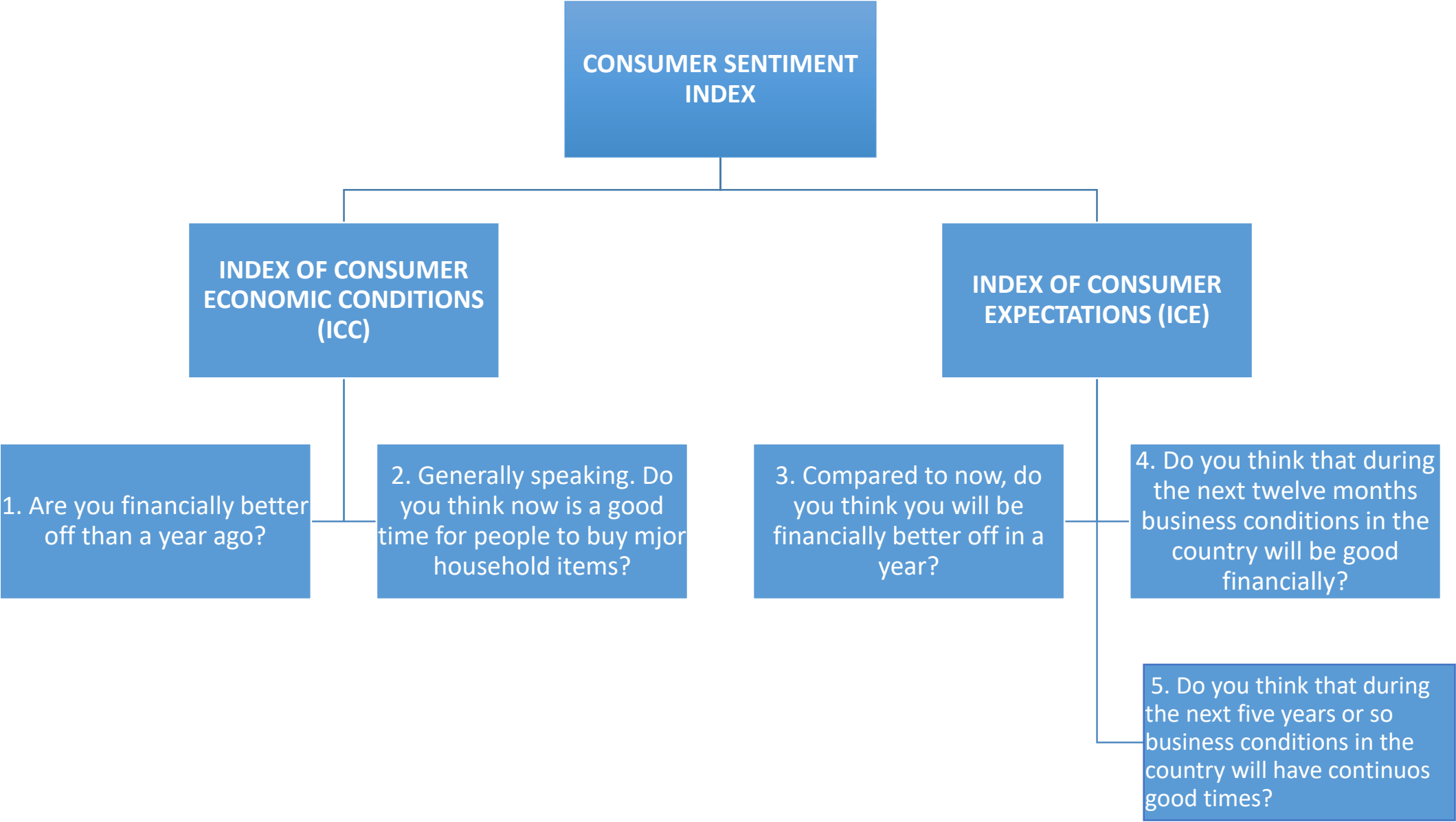
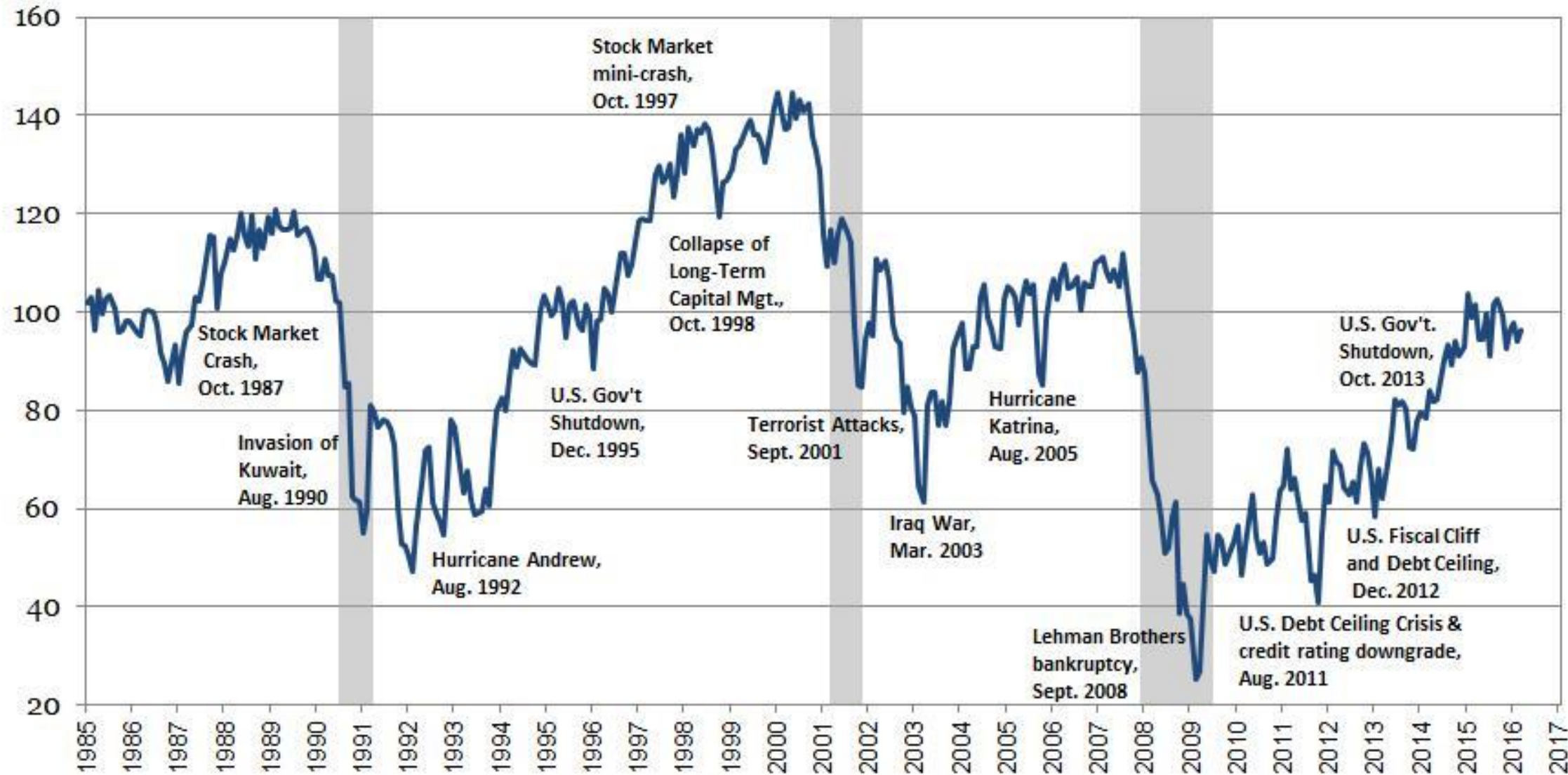


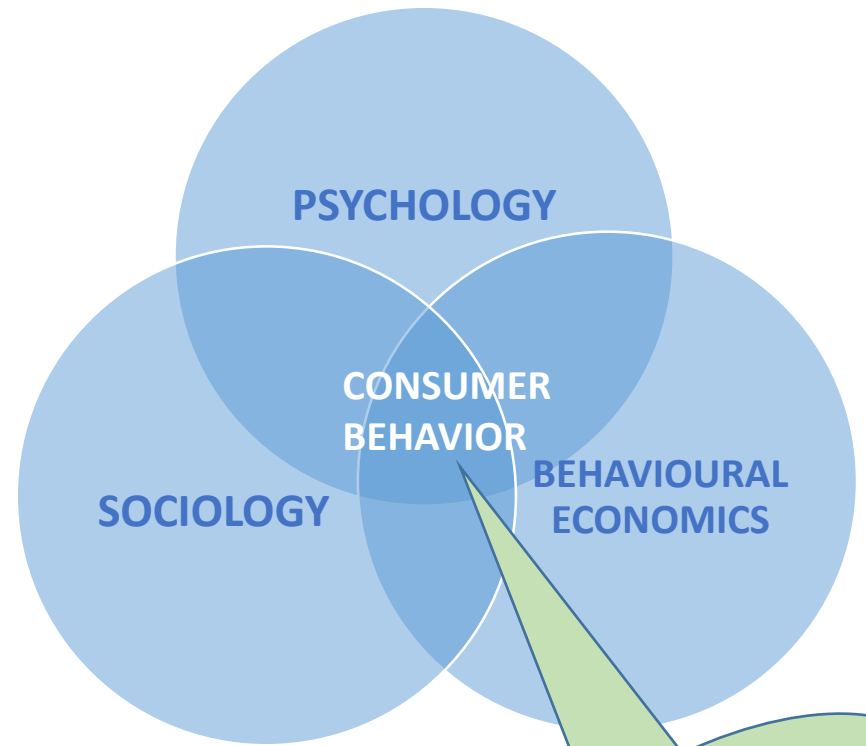
Chart 1: Consumer Confidence Index® & Historical Shocks

Index, 1985 = 100



*Shaded areas represent periods of recession.
Sources: The Conference Board; Nielsen; TNS; NBER
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BEHAVIOURAL ECONOMICS
VS
CONSUMER PSYCHOLOGY
??



MARKETING





A matter of.. LIMITED RATIONALITY

The Theory of Bounded Rationality (Simon, 1981)

In order to make decisions as according to the principle of coherence and maximization, actors should have the availability of:

(1) ALL THE NECESSARY INFORMATION; (2) COGNITIVE COMPUTATION ABILITIES, (3) TIME



CONSEQUENCES?
APPROPRIATENESS?

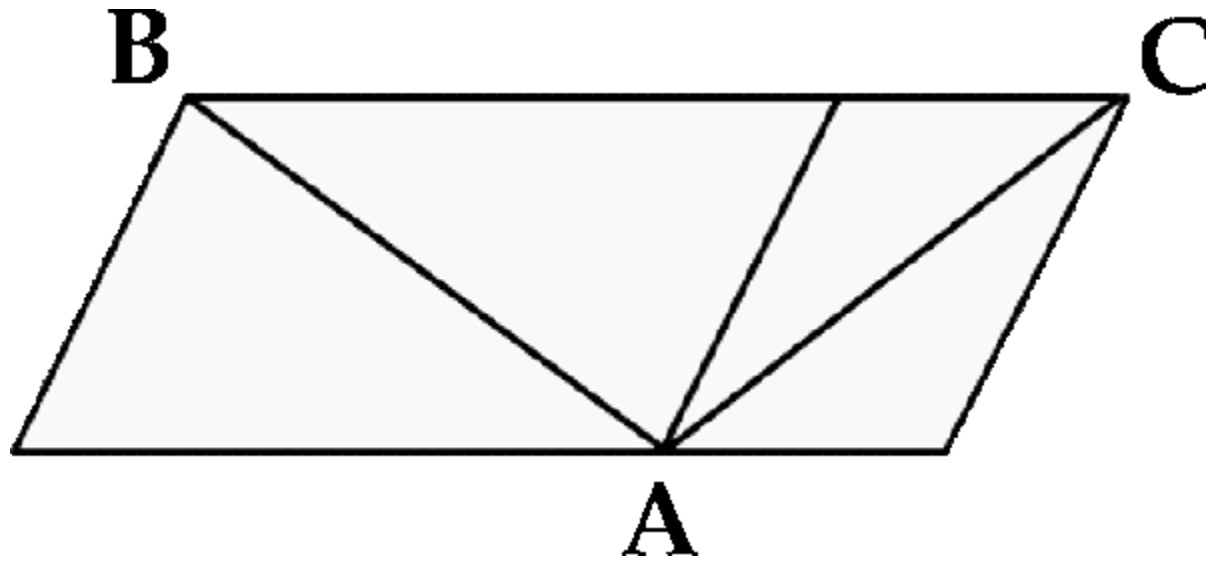
5-minute

WARM UP

FOR AT-HOME WORKOUTS



Is segment A-B longer than A-C?



Are the central squares of different or same colour?



CHOOSE BETWEEN:

A) a certain earning of £ 3000

B) a probability of 80% to win £ 5000

MOST PEOPLE CHOOSE OPTION A :
a secure earning of £ 3000

RISK AVOIDANCE FOR GAINS

CHOOSE BETWEEN:

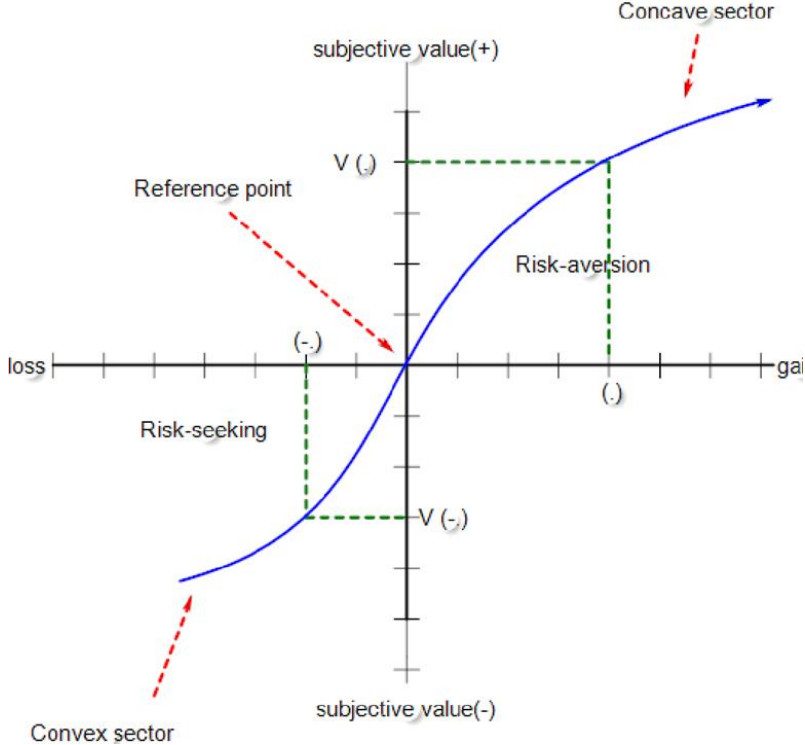
A) a certain loss of £ 3000

B) a probability of 80% to lose £ 5000

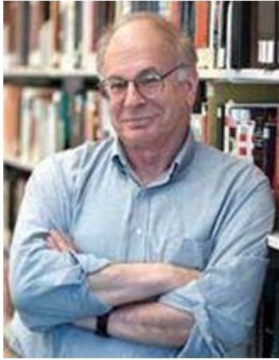
MOST PEOPLE CHOOSE OPTION B :
The probability to lose more

RISK TAKING FOR LOSSES

THE DISAPPOINTMENT/FEAR TO LOSE IS 'HIGHER' THAN THE PLEASURE TO WIN



Amos Tversky



Daniel Kahneman

“Prospect Theory: An Analysis of Decisions Under Risk,”
Econometrica (1979) 47:263 – 291.

“The Framing of Decisions and the Psychology of Choice,”
Science (1981) 211:453 - 458.

“...the research that Tversky and I conducted was guided by the idea that intuitive judgments occupy a position ... between the automatic operations of perception and the deliberate operations of reasoning...we held *a two-system view, which distinguished intuition from reasoning.*” -- Kahneman’s Nobel Lecture

Insights from Kahneman and Tversky



- ❑ BECAUSE OF LIMITED RATIONALITY, PEOPLE USE SIMPLE RULES OF THUMB (HEURISTICS) TO HELP THEM MAKE JUDGMENTS AND FORECASTS
- ❑ THE USE OF THESE HEURISTICS LEADS TO SYSTEMATIC ERRORS (BIASES)
- ❑ RANDOM ERRORS WOULD NOT MATTER TO ECONOMIC THEORY, BUT SYSTEMATIC ERROR IS A BIG DEAL!!

MENTAL ACCOUNTING



A friend and I are given tickets for a musical in London . There is blizzard... we decide to skip the theatre and stay home in front of the telly....

My friend says *'if we had paid full price for those tickets we would have gone!'*

Question: DO YOU AGREE AND WHY?

I buy 20 \$ for two theater tickets – I lose the tickets. Do I buy them again to go to the theatre?

YES

NO

I lose 20 \$ - do I buy two theater tickets that cost 20 \$?

YES

NO

A bat and a ball cost in total £11 .
The bat costs 10 more than the ball.

How much is the ball?

- £ 5.00
- £ 1.00
- £ 0.50



HEALTH INTERVENTION FOR AN ASIAN ILLNESS THAT MIGHT KILL 600 PEOPLE

CHOOSE BETWEEN:

- A. With programme A 200 people will survive
- B. With programme B there is $\frac{1}{3}$ of probability that all the 600 people will survive and $\frac{2}{3}$ probability that no one will be saved



HEALTH INTERVENTION FOR AN ASIAN ILLNESS THAT MIGHT KILL 600 PEOPLE

CHOOSE BETWEEN:

C. With programme C 400 people will die

D. With programme D there is $1/3$ probability that no one will die and $2/3$ probability that 600 people will die.





72%

- A. WITH PROGRAMME A 200 PEOPLE WILL SURVIVE
- B. WITH PROGRAMME B THERE IS 1/3 OF PROBABILITY THAT ALL THE 600 PEOPLE WILL SURVIVE AND 2/3 PROBABILITY THAT NO ONE WILL BE SAVED

- C. WITH PROGRAMME C 400 PEOPLE WILL DIE
- D. WITH PROGRAMME D THERE IS 1/3 PROBABILITY THAT NO ONE WILL DIE AND 2/3 PROBABILITY THAT 600 PEOPLE WILL DIE.



78%

FRAMING EFFECT

Levin and Gaeth (1988) have found that people's perception of food quality vary significantly if the information focuses on positive rather than negative attributes:

CONSUMERS REPEATEDLY SHOWED TO PREFER MEAT THAT WAS LABELED 'LEAN FOR THE 75%' THAN THE MEAT DESCRIBED AS 'FAT FOR THE 25%'.



Lean fat the 75%!

ENDOWMENT EFFECT..STATUS QUO BIAS

(KAHNEMAN, KNETSCH, THALER, 1990)

The endowment effect and status quo bias



Token experiments:
Markets worked just as
in text books.



Mugs experiments:
Too little trading...initial
assignments seem “sticky”!

Why?

- **Loss aversion:** Mug owners demanded about twice as much to give up their mugs as non-owners were willing to pay to get one.
- **Status quo bias**, the tendency to stick with what you have.
- **Other reinforcing factors:**
 - The comfort of the known vs. the unknown.
 - Inattention, laziness and procrastination. Example: television watching.

Wine

Meet Professor Rosett. Chair of Economics Dept.

- Years earlier (1950s) he bought some bottles for **\$4.95**
- He can sell a bottle for **\$100**
- He never pays more than **\$30** for a bottle of wine
- But he sometimes drinks one of his old ones

So he won't buy, won't sell, but will drink. **Huh?**

More research topics!

The “endowment effect”; loss aversion; status quo bias.



Would you drive 10 km to save \$100 out of an expense of ... ?

... \$200



\$100

10 km

Yes

... \$10,000

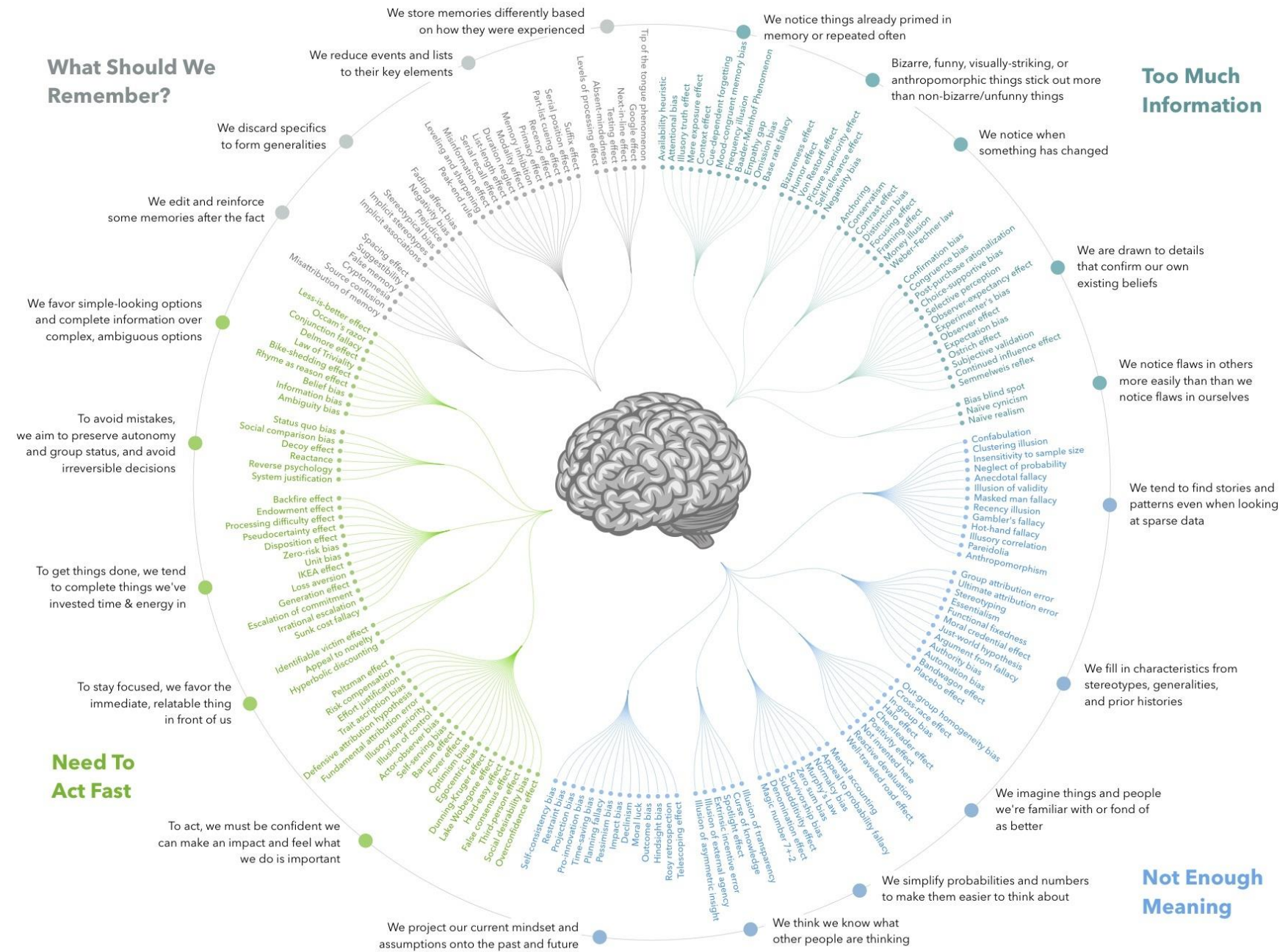


\$100

10 km

No

COGNITIVE BIAS CODEX



We store memories differently based on how they were experienced

We reduce events and lists to their key elements

We discard specifics to form generalities

We edit and reinforce some memories after the fact

We favor simple-looking options and complete information over complex, ambiguous options

To avoid mistakes, we aim to preserve autonomy and group status, and avoid irreversible decisions

To get things done, we tend to complete things we've invested time & energy in

To stay focused, we favor the immediate, reliable thing in front of us

Need To Act Fast

To act, we must be confident we can make an impact and feel what we do is important

We project our current mindset and assumptions onto the past and future

We notice things already primed in memory or repeated often

Bizarre, funny, visually-striking, or anthropomorphic things stick out more than non-bizarre/unfunny things

We notice when something has changed

Too Much Information

We are drawn to details that confirm our own existing beliefs

We notice flaws in others more easily than than we notice flaws in ourselves

We tend to find stories and patterns even when looking at sparse data

We fill in characteristics from stereotypes, generalities, and prior histories

We imagine things and people we're familiar with or fond of as better

We simplify probabilities and numbers to make them easier to think about

We think we know what other people are thinking

Not Enough Meaning

THESE BIASES PLAY A MAJOR ROLE IN DETERMINING THE SUCCESS OF SELLING TOOLS AND APPROACHES IN SEVERAL CONTEXTS

Selling tools

Selling script



Selling approach



Leaflet



Examples of industries



Financial services



Telecom



Retail

A FIXED TELEPHONY PRICING SCHEME ...



Better price per minute than competitors ...



... 100 free calls per month ...



... with a €5 monthly fee ...



... and the first 2 months are free!

... proposed by telesellers



TRADITIONAL SCRIPT ...

You probably know XXX, the largest telephone operator and its new unrivalled offers ...

Do you mainly use the phone **during the day or at night?**

... you' ll get a **better** than any other operator, plus **100 free calls per month**. It costs only **5 Euros per month**, and the **first 2 months are free**

Are you interested?

I would like to inform you that **we have already credited** your phone with 200 free calls ...



*People will be more willing to **pay to keep something** they already have, than to acquire something new*

Loss aversion

TRADITIONAL SCRIPT ...

You probably know XXX, the largest telephone operator and its new unrivalled offers ...

Do you mainly use the phone **during the day or at night?**

... you' ll get a **better tariff** than any other operator, plus **100 free calls per month**. It costs only **5 Euros per month**, and the **first 2 months are free**

Are you interested?

Could I ask you a few questions in order to **decide together what is the best way for you to use the free calls?**



You are more likely to obtain a large commitment if you get to obtain a small one first

Endorsement

TRADITIONAL SCRIPT ...

You probably know XXX, the largest telephone operator and its new unrivalled offers ...

Do you mainly use the phone **during the day or at night?**

... you' ll get a **better tariff** than any other operator, plus **100 free calls per month**. It costs only **5 Euros per month**, and the **first 2 months are free**

Are you interested?

You' ll get **200 free calls** that you can make in the following 2 months. **After that, you can keep on getting 100 free calls per month** paying only 5 Euros per month



People like to keep their habits. If you get to change their habits first, you are likely to get them to pay not to change them again

Status quo bias

TRADITIONAL SCRIPT ...

You probably know XXX, the largest telephone operator and its new unrivalled offers ...

Do you mainly use the phone **during the day or at night?**

... you' ll get a **better** than any other operator, plus **100 free calls per month**. It costs only **5 Euros per month**, and the **first 2 months are free**

Are you interested?

Are you interested?
You are free to decide
anytime to unsubscribe
with **no exit fees**



People do not take action because they fear to make mistakes. Choice can be stimulated by making clear they can go back

Fear to regret

CHOICE ARCHITECTURE: NUDGE & PUBLIC POLICY

- Choice architecture describes how the decisions we make are affected by the layout / sequencing / and range of choices that are available
- For example getting students to eat more helpfully might involve altering the design of the school or college restaurant
- Smart building designs might make it more attractive / easier to take the stairs rather than use a lift!
- Choice architecture is often more effective when it encourages simplicity in the decisions that people have to make and in which the benefits and costs are made



Getting more people to use the salad bar at lunch



Traffic flow & speed is influenced by the road architecture



How can we encourage people to avoid the lift and take more exercise?



How best to get people to use hand sanitizers more frequently?

Implementation in Environmental Policy

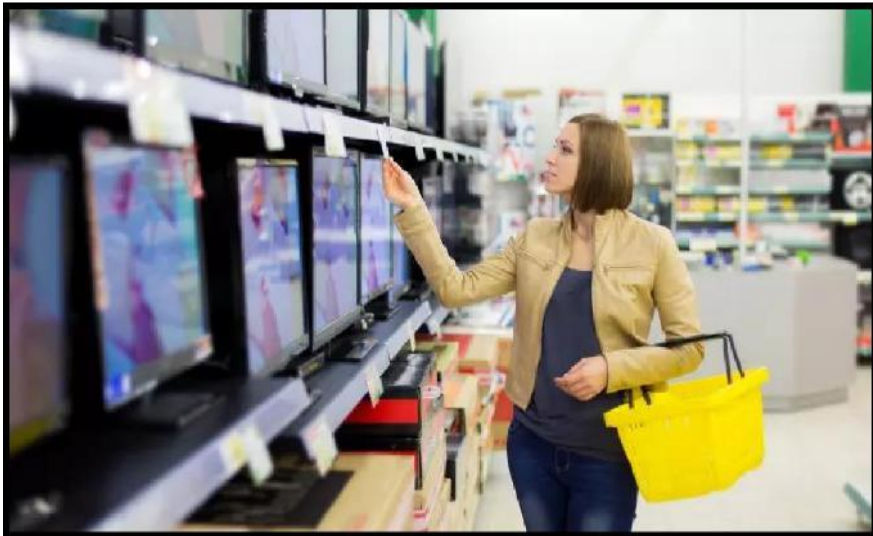


**ARE ON-LINE CONSUMERS
COGNITIVELY BIASED?**

**WHAT IS THE ROLE OF INTUITIVE
JUDGMENTS, EMOTIONS AND ...?**



**WHAT ARE THE
IMPLICATIONS FOR DIGITAL
MARKETING?**



Televisions
UP TO 45% OFF

EXCHANGE OFFER NO COST EMI

| | | | | | | |
|--|--|--|--|---|--|---|
| <p>TV Model 1 (32) HD No Cost EMI 12,909</p> | <p>Mitsumi 100cm (40) Full Exchange Offer 12,999</p> | <p>Vu 80cm (32) HD Ready Exchange Offer 10,999</p> | <p>Mitsumi 130cm (50) Full Exchange Offer 10,999</p> | <p>Philips 80cm (32) HD Exchange Offer 10,999</p> | <p>Vu 100cm (40) Full HD Exchange Offer 10,999</p> | <p>Smart Televisions Special Offers</p> |
|--|--|--|--|---|--|---|

Premium Televisions



Google Amazon TV

Smart TV
Funzione OSD
3G
Dolby

Venditori
Amazon.it
eBay
eBay.it
B2B
Warehouse
ESPANES

CANCELLA

- TV Led 32" Led32cm52 Divx-H2
128,20 € (prezzo da 3 negozi)
★★★★★ 13 recensioni positive
Il TV LED AWE15202012 è ultra slim e con lo schermo temperato, LED lo rende una scelta saggia per avere una ricerca di una...
72cm - HD - 1936 x 1080
- Samsung - UE32N402AK - Telecomando standard - 72cm
199,00 € (prezzo da 4 negozi)
★★★★★ 6 recensioni positive
Goditi il TV HD nel Full Digital. Una volta che avrai provato l'esperienza dei dettagli brillanti e delle texture in HD, non...
Classe energetica: A - Samsung - Serie 4 - LED - 72cm - 3D - LED - HD - 1936 x 1080
- Sharp LC - 40FIS112E - TV LCD con retroilluminazione a LED - Smart TV - 108cm (Full HD)
209,00 € (prezzo da 4 negozi)
★★★★★ 1 recensione positiva
Come da 2004-10-19 (2004-10-19) in materia di contratti a distanza per la tutela dei consumatori.
Sharp - Smart TV - LCD - 108cm - LED - HD
- LG 55UK6400 TV Led UHD 4K Smart TV 55" (140cm), Risoluzione 3840 x 2160 Sintonizzatore DVB-T2 (C/ S2)
455,00 € (prezzo da 3 negozi)
★★★★★ 1,07 recensioni positive
Il TV LED L1 può sfruttare una risoluzione quattro volte superiore a quella del TV Full HD, assicurandoti quindi una esperienza...
Classe energetica: A+ - LG - Smart TV - LCD - 4K - 3D - LED - HD - Carico: 3540 x 2160
Altre opzioni dimensioni: 49 pollici (124 cm) 40 pollici (101 cm)
- Televisore Led 50 Pollici Full HD TD Systems K50DLMBF, Risoluzione 1920 x 1080, 3x HDMI, VGA, USB lettore
e registratore.
50" (126,7 cm) Full HD, efficienza energetica Av, Dolby Digital Plus, ecc.

MORE DISCOUNT

Enjoy up to 30% off* on 4K Big Screen TVs

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*Selected models only. Conditions apply.

Featured Brand of the Month

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Better Living. Better Prices.

WHAT IS THE VALUE OF THIS GARDEN TABLE AND CHAIRS?



£ 129,95

WHAT IS THE VALUE OF THIS GARDEN TABLE AND CHAIRS?



~~£ 129,95~~

SPECIAL OFFER
£ 72,95 !

SALE

I PIÙ VENDUTI

-35%



Extra 5% off con codice: pasqua5
Outsunny Set Tavolino da Giardino con 2 Sedie Pieghevoli in PE Rattan.

★★★★★ 3

71,95 € ~~109,95 €~~



-24%



Extra 5% off con codice: pasqua5
Outsunny Set Mobili in Rattan 2 Poltroncine Tonde con Tavolino e

★★★★★

219,95 € ~~289,95 €~~



-30%



Extra 5% off con codice: pasqua5
Outsunny Divano da Giardino 2 Posti Trasformabile in Lettino in PE Rattan.

★★★★★

139,95 € ~~199,95 €~~



-19%



Extra 5% off con codice: pasqua5
Outsunny Set Mobili da Giardino in PE Rattan con Tavolino e 2 Poltrone con

★★★★★ 6

209,95 € ~~259,95 €~~



-38%



Extra 5% off con codice: pasqua5
Outsunny Divano a 2 Posti in PE Rattan con Cuscini, Marrona.

★★★★★

159,95 € ~~259,95 €~~



-20%



Extra 5% off con codice: pasqua5
Outsunny Set Mobili in Rattan da Esterno Tavolino con 2 Sedie con

★★★★★

119,95 € ~~149,95 €~~



-36%



Extra 5% off con codice: pasqua5
Outsunny Set da bistro 3pz tavolo e sedie da giardino terrazzo pieghevoli

★★★★★

99,95 € ~~155,95 €~~



-44%



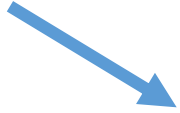
Extra 5% off con codice: pasqua5
Outsunny Set Mobili da Giardino in Poly Rattan 3pz Set Tavolo e 2 Sedie

★★★★★ 7

72,95 € ~~129,95 €~~



ANCHORING EFFECT,
FRAMING EFFECT,
SOCIAL IMITATION



← → ↻ **Fino al -50% in Sport**

Ciao, Alessia **Account e lista** **Ordini** **Prime** **Carrello**

✓ **Aggiunto al carrello.** **Subtotale carrello (3 articoli): EUR 256,06** **Carrello** **Procedi all'ordine (3 articoli)**

Spedizione GRATUITA disponibile per alcuni prodotti del tuo ordine. Seleziona questo opzione alla conferma dell'ordine. **Dettagli**

Questo ordine contiene un regalo.

I clienti che hanno visto Berlioz Creations Arnelie - Tavolino, Pannelli di... hanno visto anche

Prodotti sponsorizzati correlati a Berlioz Creations Arnelie - Tavolino, Pannelli di... (Cos?)

✓ **Aggiunto al carrello.** **Subtotale carrello (3 articoli): EUR 256,06** **Carrello** **Procedi all'ordine (3 articoli)**

Spedizione GRATUITA disponibile per alcuni prodotti del tuo ordine. Seleziona questo opzione alla conferma dell'ordine. **Dettagli**

Questo ordine contiene un regalo.

Consigliato in base a Berlioz Creations Arnelie - Tavolino, Pannelli di...

I clienti che hanno acquistato gli articoli contenuti nel tuo carrello hanno acquistato anche

Subtotale carrello (3 articoli): EUR 256,06 **Carrello** **Procedi all'ordine (3 articoli)**

Tutte le categorie **Buoni Regalo per ogni occasione**

Ciao, Alessia **Account e lista** **Ordini** **Prime** **Carrello**

Recensione cliente

Il Fancy

★★★★★ **Mobilia variegata rovere massiccio (swenge)**

8 ottobre 2017

colore: rovere | **Altre recensioni**

Ho acquistato il venditore per recensioni sulla serietà e l'assistenza è stata chiara/rispondibile e molto professionale. Il mobile è arrivato in una prima consegna molto disorganizzata (a causa di un imballo insufficientemente protettivo ed evidenti mancanze e malattamenti durante la conservazione/immagazzinamento) per cui ho chiesto la sostituzione.

Ritornato la seconda volta, (nonostante abbia modificato la modalità di spedizione, per NON riceverlo oggi, ma lunedì prossimo... cosa non rispettata) l'imballo era ancora danneggiato, ma SOLO per FORTUNA, il mobile integro.

Montato in pochi passaggi semplici (con martelletto in gomma per mettere le spine in legno e cacciavite a stella per montare le spine in acciaio con vite di fissaggio, tempo per farlo: 5 minuti scarsi).

Dopo una bella lacerata con prodotto per il legno, l'effetto è come da foto, molto bello e pratico (ovviamente non è un tavolo, quindi non è da chiedere con cose pesanti o salati in piedi), ma cmq robusto.

Il colore Rovere Mass è in tutto un WENGÉ.

Per chi vuole ordinarlo, incrociate le dita per le consegne, l'imballaggio andrebbe secondo me rivista.

Per il trasporto... no comment (ultimamente PRIME, lascia desiderare: ultimamente o non mi consegnano nel 1gg previsto, o perdono le cose, o non rispettano i tempi e le indicazioni che il compratore predispara).

Per il reso, sto aspettando di essere ricontattato: essendo scato oggi (che per me era un problema) per la riconsegna, ho dovuto contattare il loro sito, il comiera, fornire tutti i dati via email, per non fargli fare un'uscita a vuoto... era sollecito per sapere a quando aversi).

La mia piccola odiosa, per un bel mobile a un prezzo veramente vantaggioso.

Raggiungo la foto per dire fidati.

5 persone l'hanno trovato utile

Utile **Commenta** **Segnala un abuso** **Link permanente**

Articoli visualizzati di recente e suggerimenti in primo piano

Altri prodotti da tenere presente

Pagina 1 di 7

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IMPULSE BUYING VS PLANNED CONSUMPTION



**EXCESSIVE &
COMPULSIVE SHOPPING**

Rug Carpet Embroidered

★★★★★ 1 customer review

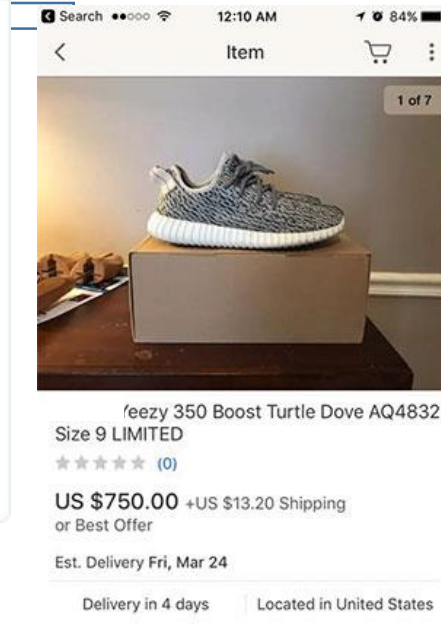


Adam Hess ✓
@adamhess1

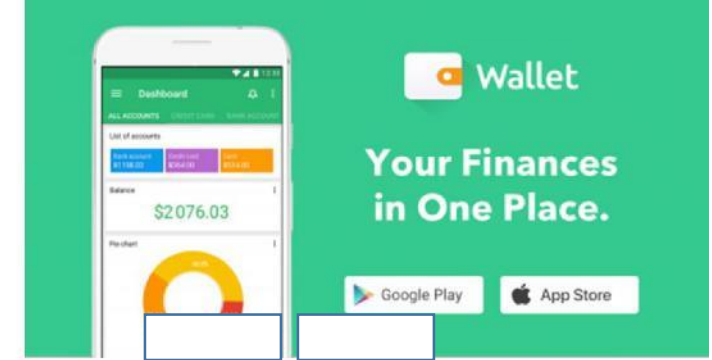
Bought a rug online for my room & realised the importance of specifying the size of the product you're selling

2:49 PM - 10 Jun 2016

↩️ ↻️ 711 ❤️ 1,093



PHYSICAL CONTEXT STILL MATTER ...BUT..NEW TRENDS ARE EMERGING

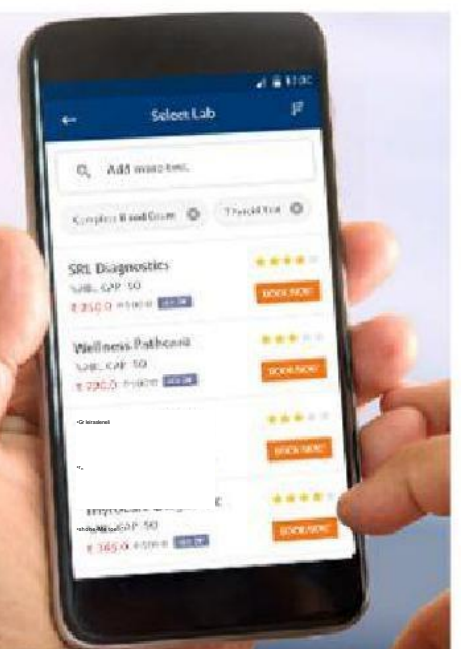




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3000 John Lewis vouchers for new Bupa By You health insurance policies
Get a quote and start your policy between 1 April 19 - 30 April 19. One voucher per policy redeemable by email after month two of policy. Over 18's only. T&Cs apply.

Health insurance

Get a quote
Get a quote > | Retrieve Quote >

Health Insurance | Comprehensive Treatment and Care | Why choose Bupa? | Leaving your company scheme?

•What is health insurance? •ce? •Get a quote

Health insurance is an insurance policy that covers the

COUPLE | NUCLEAR FAMILY | EXTENDED FAMILY | RENEW | CUSTOMER SUPPORT | MY ACCOUNT

Calculate Your Premium

Number of Adults
DOB of Eldest Insured
City
Mobile
5 Lakh

I authorize Max Bupa to call me. This will override registry on the DNCRL.

GET QUOTE >

BUY MAX BUPA POLICY IN 3 SIMPLE STEPS.

Calculate Premium > Fill Details > Make Payment

Insurance is the subject matter of solicitation | Max Bupa Health Insurance Co. Ltd. (IRDA Registration No. 145. For more details on terms and conditions, exclusions and waiting period, please read sales brochure before concluding a sale. UIN: MB/WB/2015-2016/995.

PLANS FOR INDIVIDUALS

MAX BUPA RECOMMENDED

PLANS FOR FAMILY/ EXTENDED FAMILY

FIXED BE

FIXED BE

CONSUMER DECISION MAKING PROCESS



PLANNED VS. IMPULSE SHOPPING

PLANNED

IMPULSE

TOP 5 PLANNED CATEGORY PURCHASES

FOOD

Milk
Eggs
Fresh produce
Creamer
Packaged bread

NON-FOOD

Cat food
Dog food
Toilet paper
Prescription
OTC Medicine

TOP 5 UNPLANNED CATEGORY PURCHASES

FOOD

Candy (non-choc.)
Chocolate candy
Cookies
Frozen desserts / bakery
Frozen snacks / apps

NON-FOOD

Cosmetics
Air fresheners
Toothbrushes
Hand soap
Hand / body lotion

PLANNED CONSUMPTION

- 1) INFORMATION SEARCH
- 2) INFORMATION EVALUATION
- 3) CHOICE

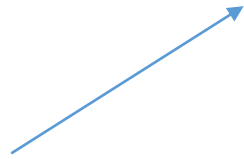


I have got a
problem:
I NEED.....

**MARKETING STRATEGIES CAN STIMULATE
CONSUMERS' PRIMARY OR SECONDARY DEMAND**

PRIMARY DEMAND

EXPLAIN ADVANTAGES OF THE
FUTURE CONDITION AND
EMPHASISE THE LIMITS OF
PRESENT SITUATION



Liverpool City Council

NHS

DROP A DRINK SIZE

3 Pints of beer is like having 2 burgers to help you relax. It's equal to 546 calories.

Drinking fewer units is a great way to drop a shirt size, feel healthy and reduce the risk of serious problems like cancer and liver disease.

For help and advice on how to manage your drinking and lose weight visit fewerunits.co.uk or download the [Fewer Units app](#)

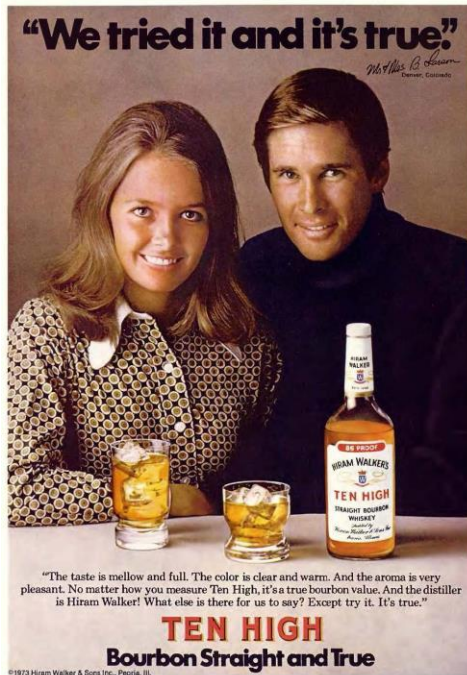
FEWER UNITS *Happy hours*

Facebook: /fewerunits Twitter: @fewerunits

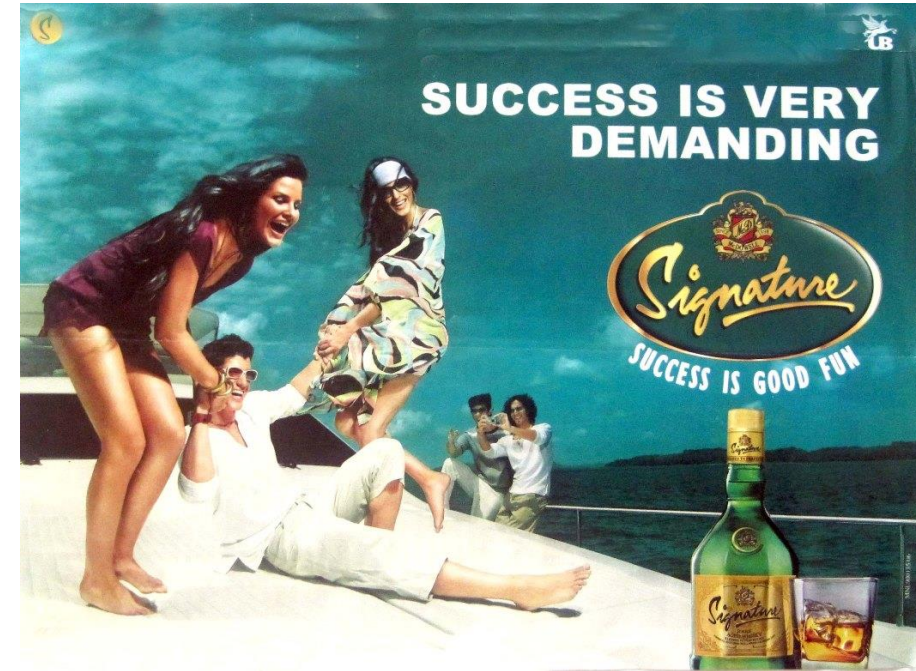
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SECONDARY DEMAND

*FOCUS ON PRODUCT TRAITS
AND GIVE REASONS WHY ARE
'BETTER' THAN COMPETITORS*

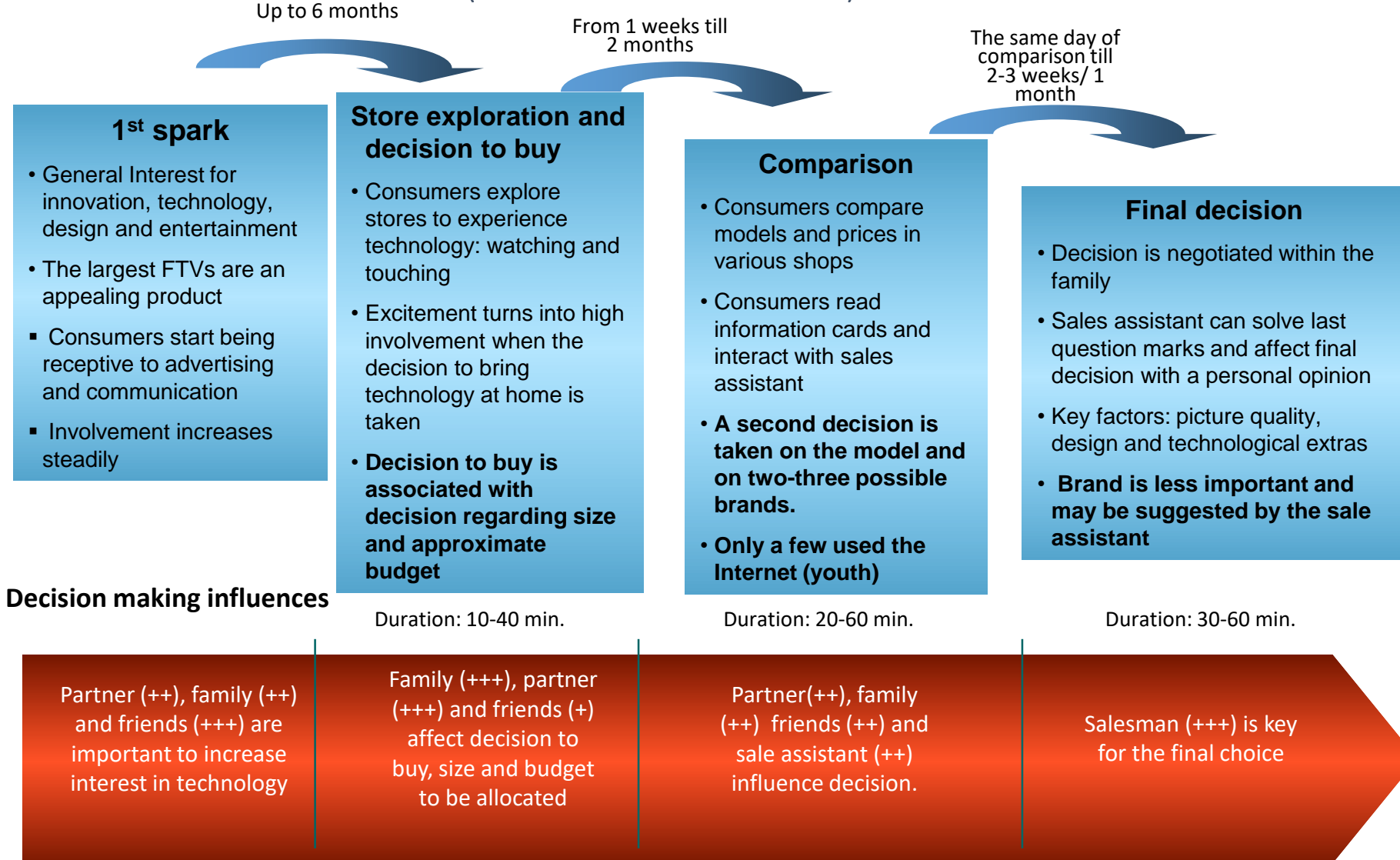


*PROVIDE SYMBOLIC
ASSOCIATIONS*



INFORMATION SEARCH - FOR PLANNED PURCHASES ONLY

4 MAIN STAGES OF THE PURCHASING PROCESS FOR FTV (MARKET RESEARCH FOR PHILIPS)



Information search, experience and risk perception

HIGH INVOLVEMENT vs LOW INVOLVEMENT



| | HIGH RISK PERCEPTION CONSUMERS | HIGH RISK PERCEPTION PRODUCTS |
|--------------------|--------------------------------|-------------------------------|
| FINANCIAL RISK | | |
| FUNCTIONAL RISK | | |
| PHYSICAL RISK | | |
| SOCIAL RISK | | |
| PSYCHOLOGICAL RISK | | |

Solomon (2002)



WHAT ARE THE STRATEGIES ADOPTED BY CONSUMER TO COPE WITH RISK PERCEPTION?

A matter of **MOTIVATION – INVOLVEMENT**

STANDARD LEARNING HIERARCHY



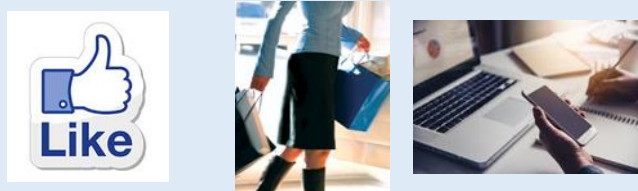
cognition → affect → behaviour

LOW INVOLVEMENT HIERARCHY

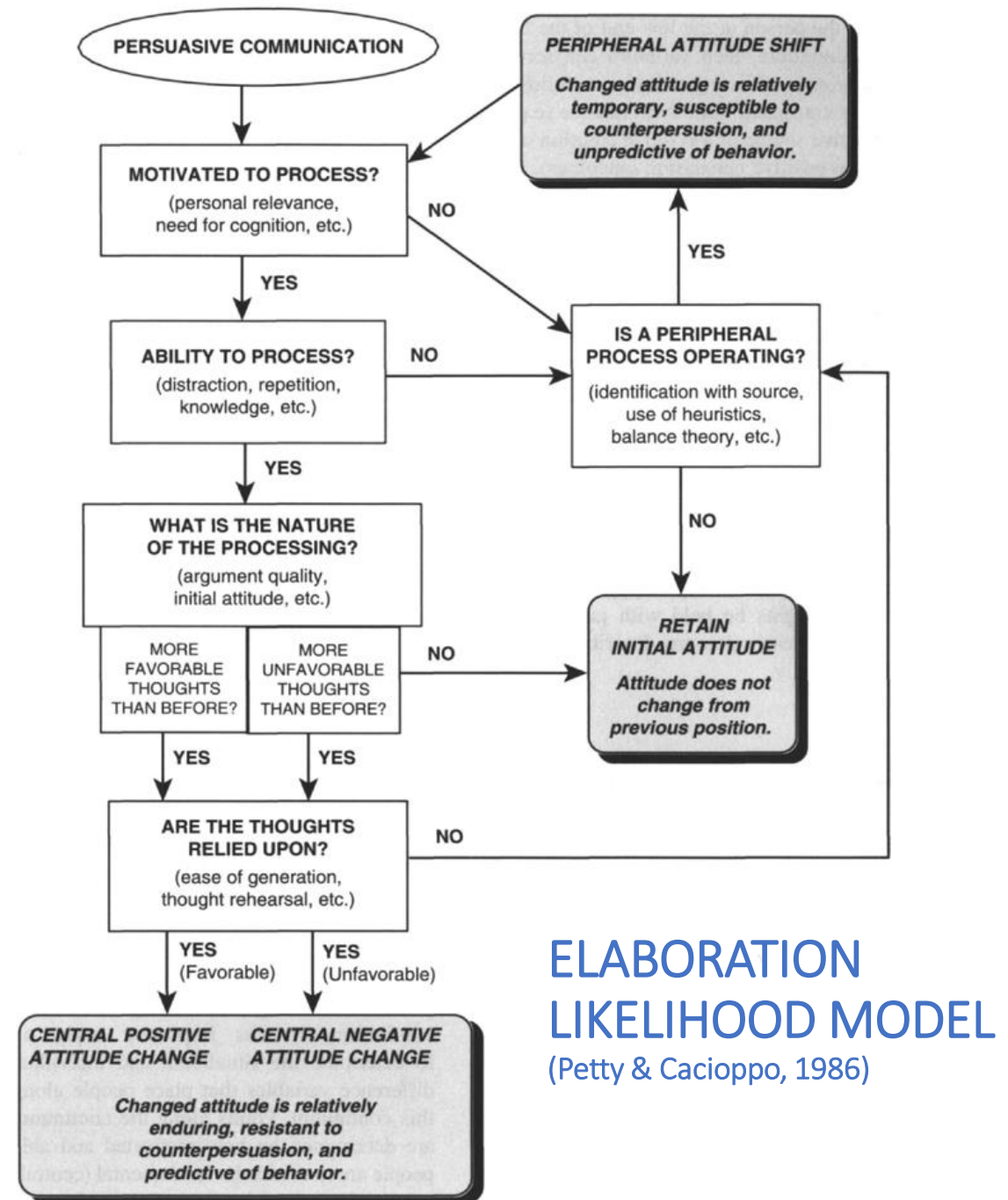


cognition → behaviour → affect

EXPERIENTIAL HIERARCHY



affect → behaviour → cognition



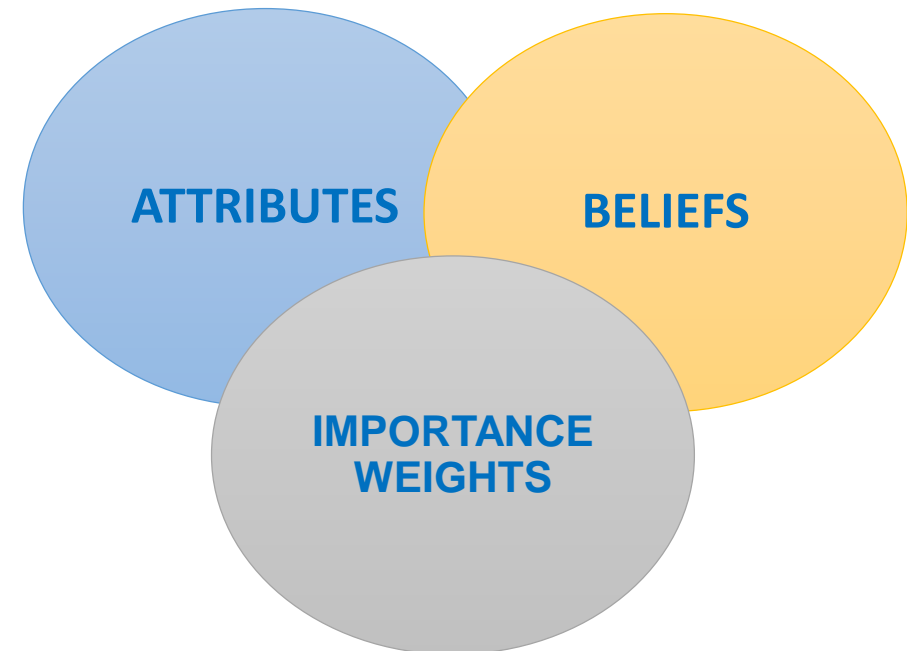
ATTITUDE

- Attitude is the amount of affect or feeling for or against a stimulus
- Attitudes are stored in long-term memory
- Beliefs are the cognitive knowledge about an object
- In high involvement situations, beliefs predict attitudes.

HOW DO ATTITUDE FORM?

HOW ATTITUDE CAN BE CHANGED?

Multiattribute ATTITUDE Models Assume That a Consumer's *Attitude* (Evaluation) of an *Attitude Object* Will Depend on the *Beliefs* He or She Has About Several or Many Attributes of the Object.

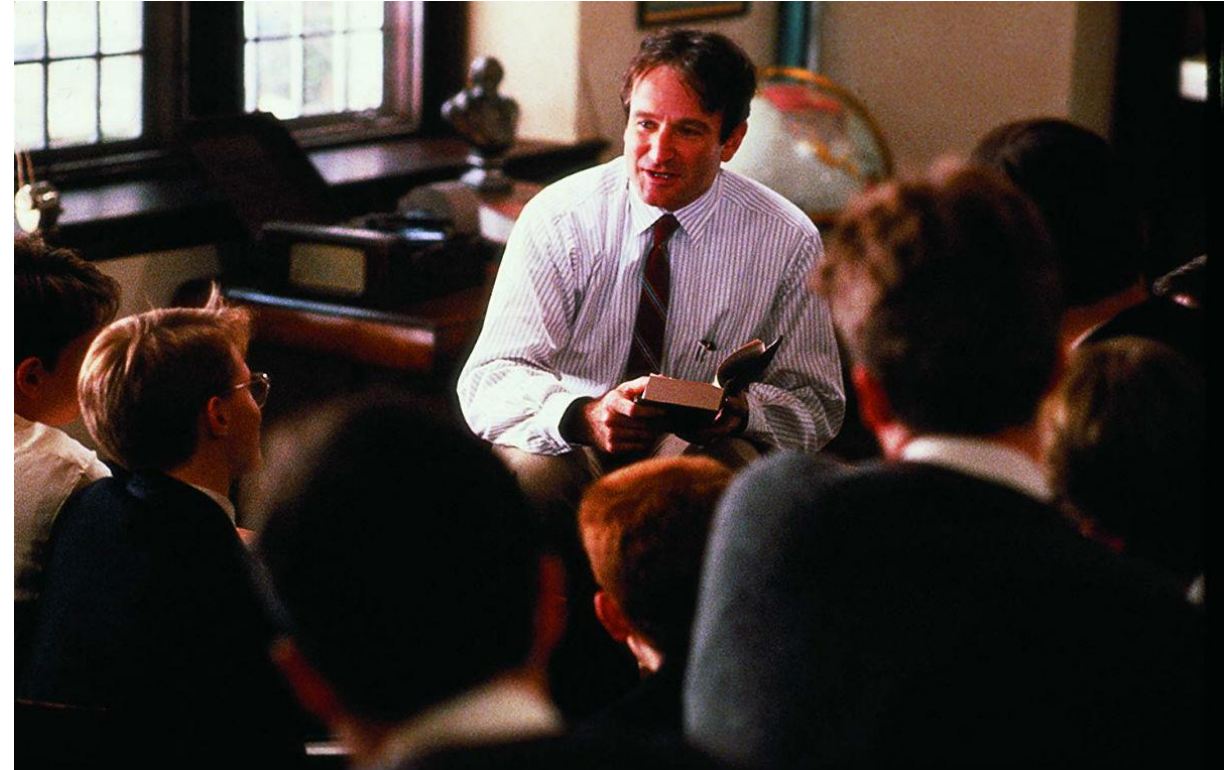


EXPECTANCY-VALUE THEORY (EVT)

Dr. Martin Fishbein is credited with developing the expectancy-value theory (EVT) in the early to mid-1970s.

EVT has three main principle:

- 1) Individuals respond to novel information about an item or action by developing a belief about the item or action.
- 2) individuals assign a value to each attribute that a belief is based on.
- 3) an expectation is created or modified based on the result of a calculation based on beliefs and values.



For example, a student finds out that a professor has a reputation for being humorous. The student assigns a positive value to humor in the classroom, so the student has the expectation that their experience with the professor will be positive. When the student attends class and finds the professor humorous, the student calculates that it is a good class.

Theory of Reasoned Action

Fishbein and Ajzen (1975) represented the expectancy value theory with the following equation where attitudes (a) are a factorial function of beliefs (b) and values (v).

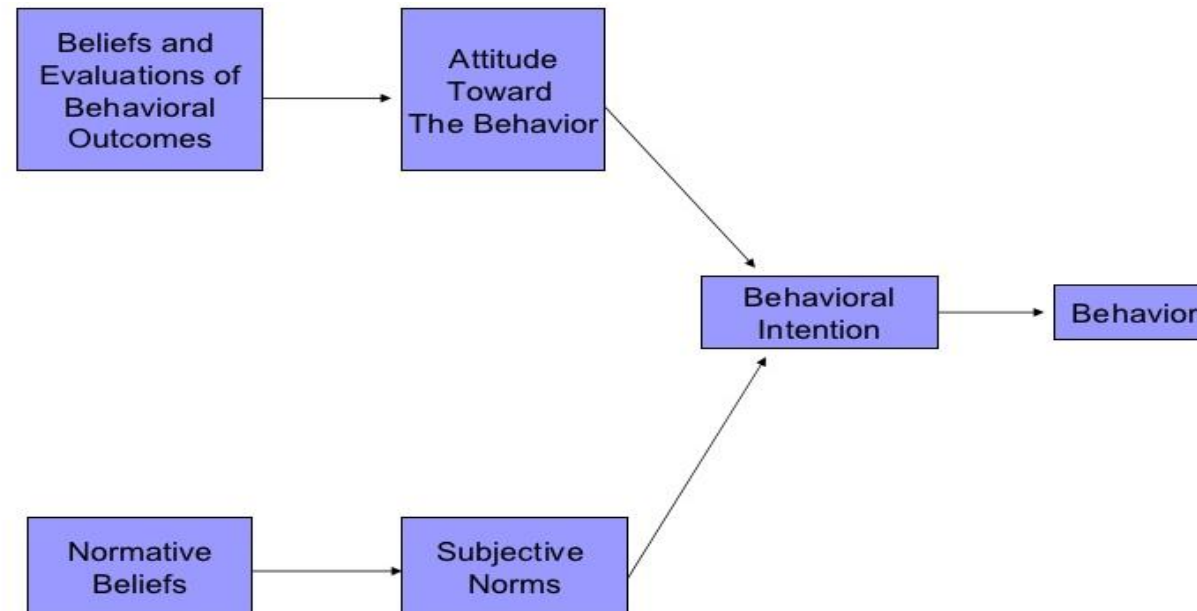
the TRA can be expressed as the following equation: $BI = (AB)W1 + (SN)W2$

BI = BEHAVIOURAL INTENTION

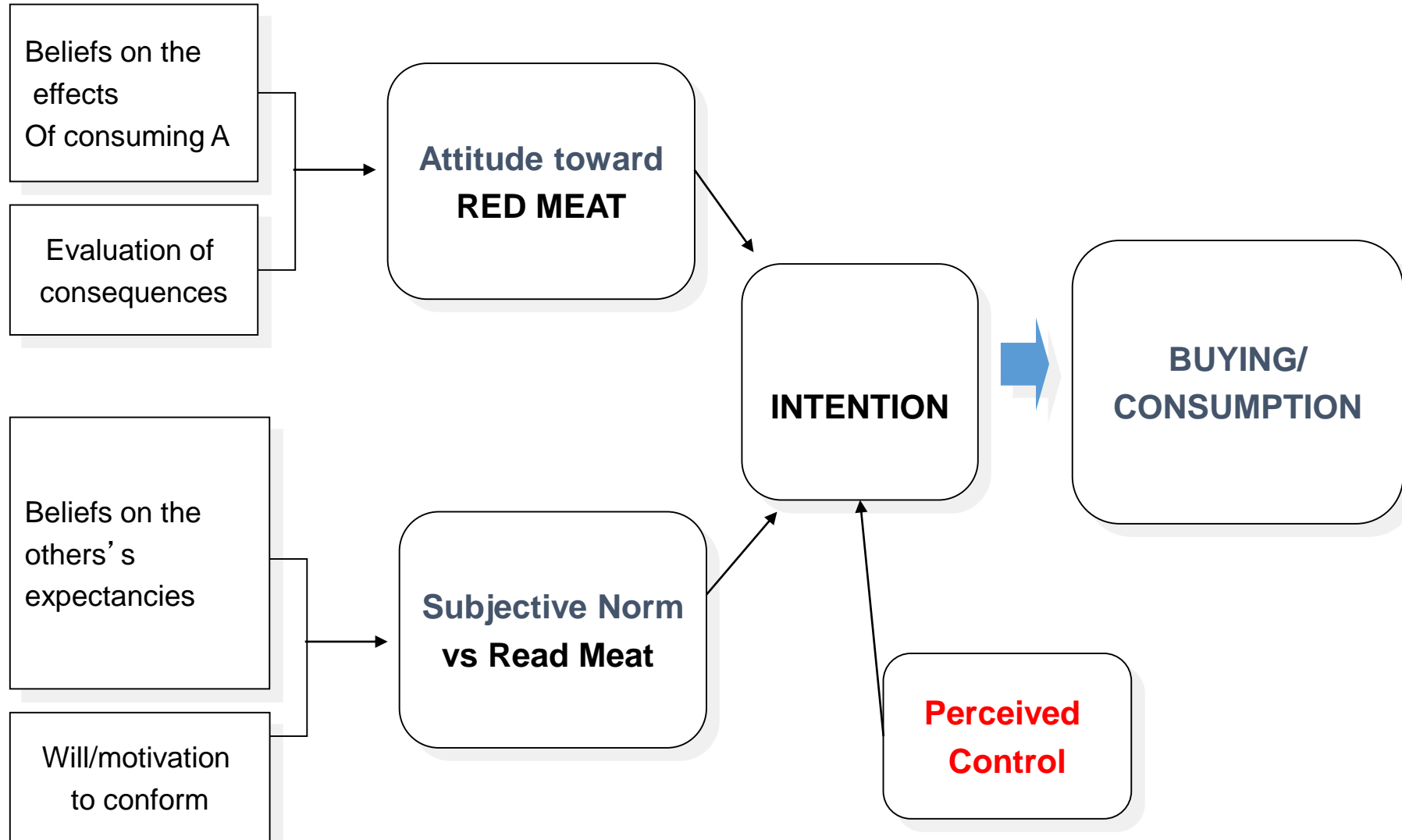
AB = ATTITUDES TOWARD PERFORMING THE BEHAVIOR

W = EMPIRICALLY DERIVED WEIGHTS

SN = SUBJECTIVE NORM RELATED TO PERFORMING THE BEHAVIOR (CONFORMITY TO OTHERS AND WILLIGNESS TO CONFORM)



THEORY OF PLANNED BEHAVIOUR (Aizen, 2002) – the role of perceived control



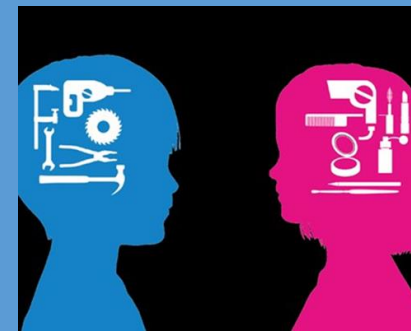
...but behaviour is not always planned and rational:

IMPULSE BUYING

- 1) GRATIFICATION
- 2) SALIENCE
- 3) 'CONVENIENCE'



PACKAGING – STORE LAYOUT - PROMOTIONS and...
... SYMBOLS!!!



MEANING DIMENSIONS IN IMPULSE PURCHASES

1) INSTRUMENTAL



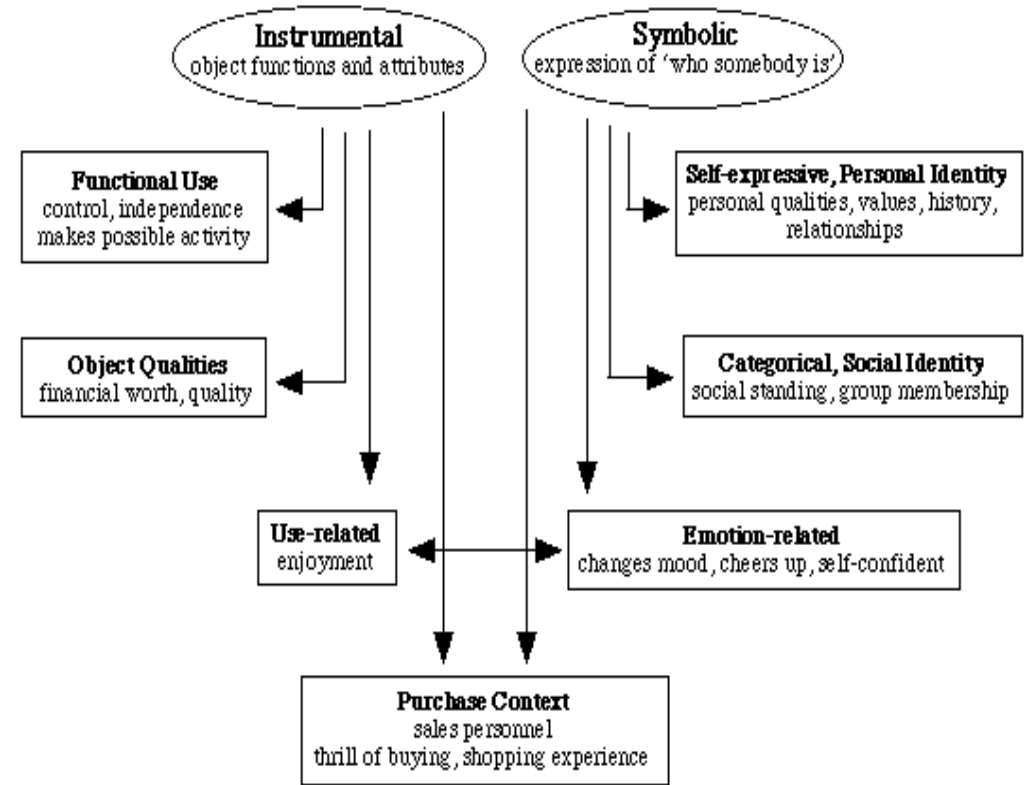
2) SYMBOLIC



3) EXPERIENTIAL



Figure 1: Meaning dimensions in impulse purchases



CONSUMPTION AND PERSONAL IDENTITY

- Self-concept
- Real vs ideal self
- Self-Completion Theory
(Wicklund e Gollwitzer, 1982)

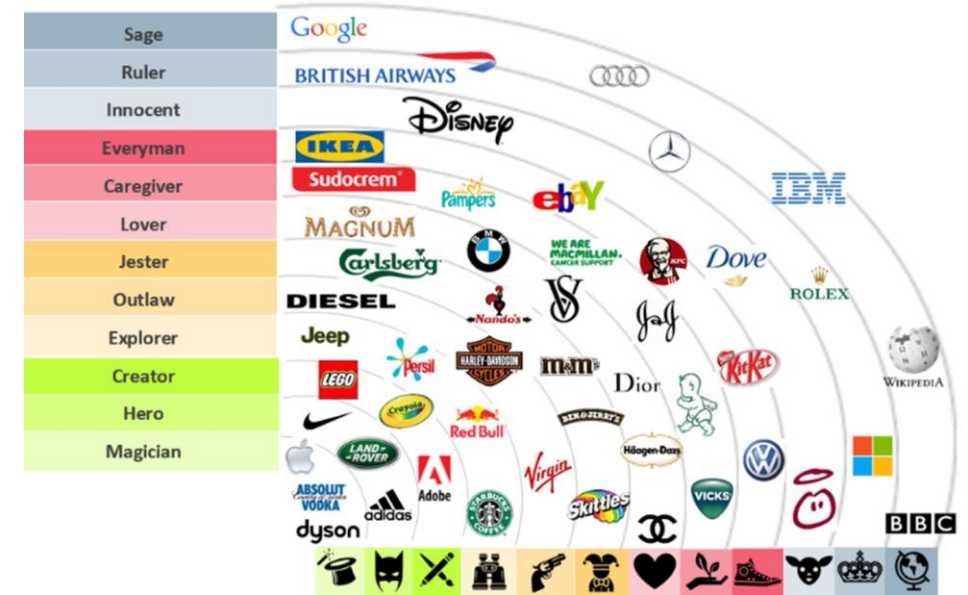


campaignforrealbeauty.com

For the price of 1 supermodel,
we got 7 real women.



BRAND PERSONALITY IS A SET OF PERSONAL CHARACTERS ASSOCIATED AND RELATED WITH THE BRAND (Aaker, 1991)

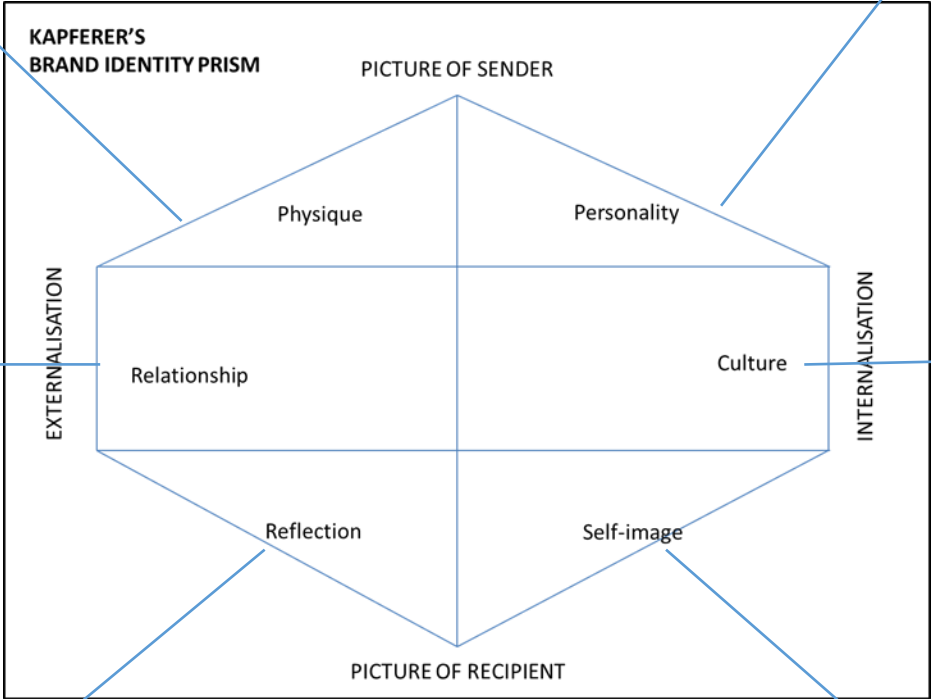


BRAND IDENTITY the set of associations that represent what the brand stands for and that imply a promise to customers from the organisations. It generates a value proposition involving functional, emotional and self-expressive benefits to stablish a relationship with the customers

BRAND EXPERIENCE
 “sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus et al., 2009)»

LOGO , PACKAGING, RETAIL DESIGN

DESIGN AND COMMUNICATION OF PERSONALITY TRAITS



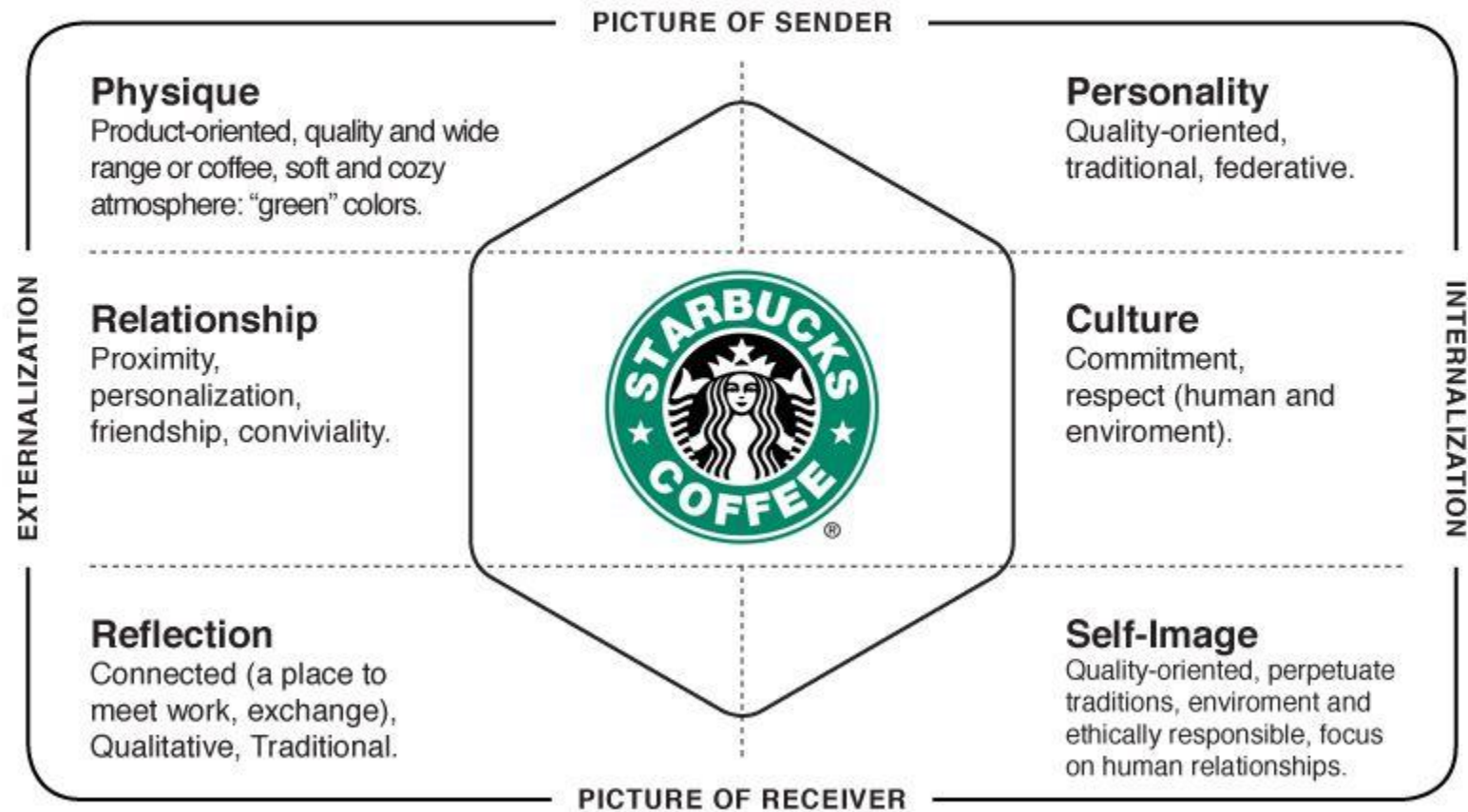
RELATIONSHIP WITH CONSUMERS

ORGANISATIONAL VALUES

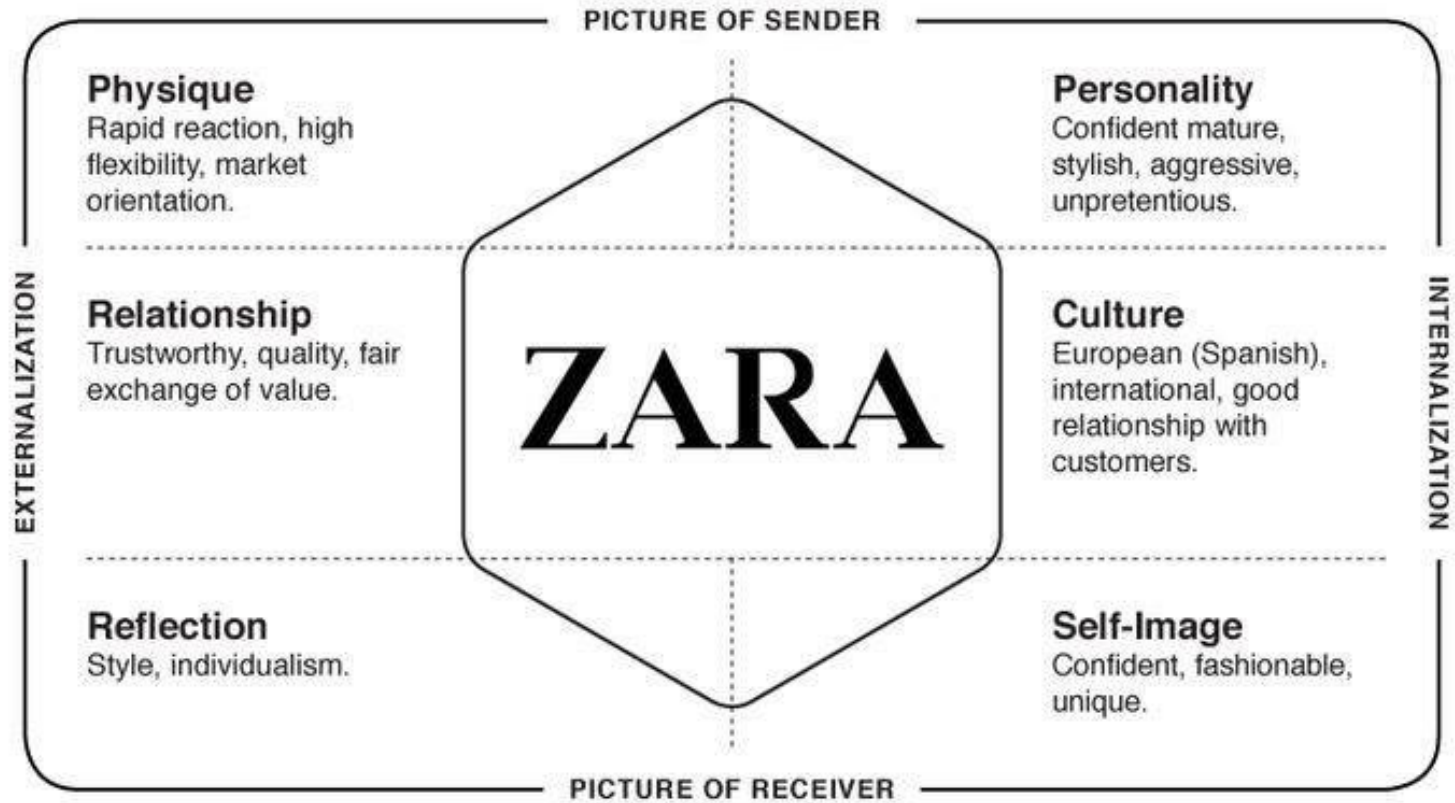
HOW IT IS PERCEIVED

HOW CONSUMER FEEL

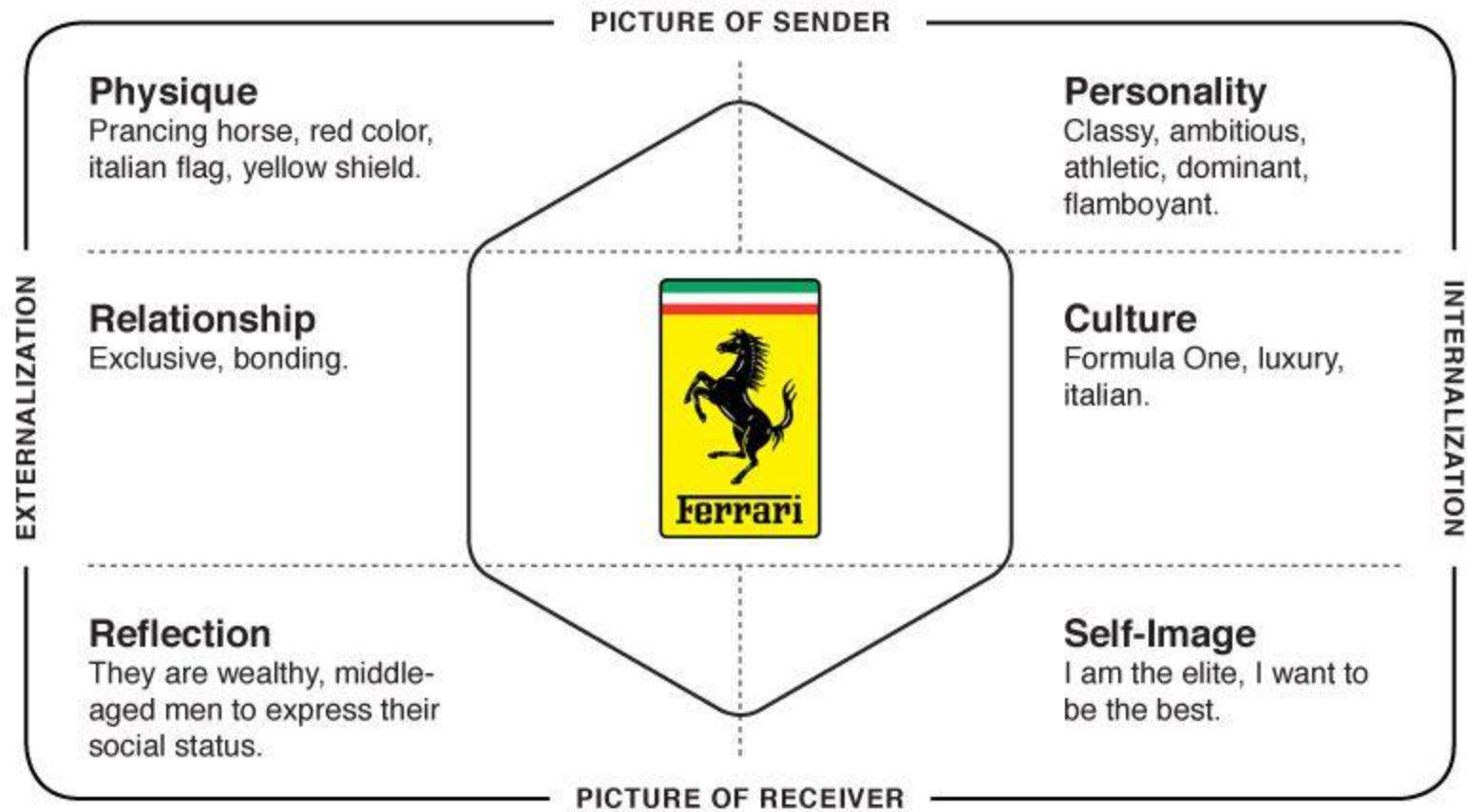
BRAND IDENTITY PRISM



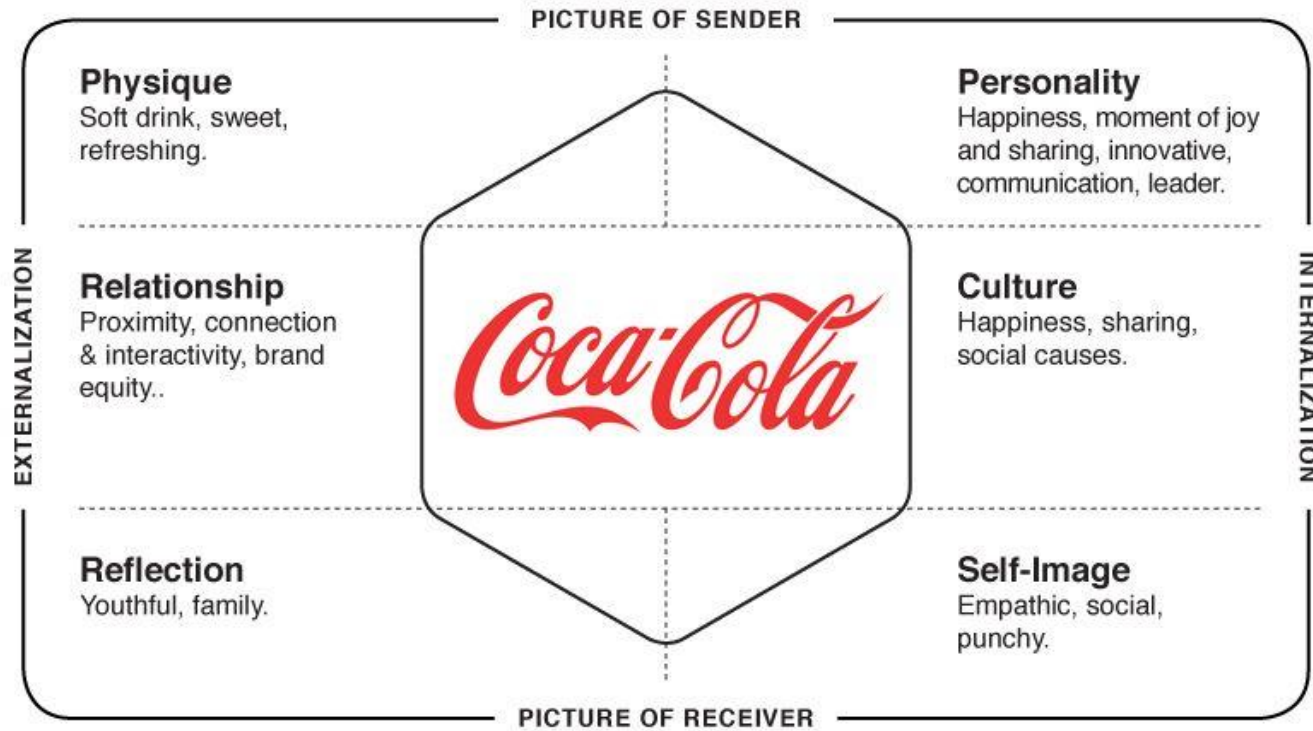
BRAND IDENTITY PRISM



BRAND IDENTITY PRISM



BRAND IDENTITY PRISM



Innovation and Emotions