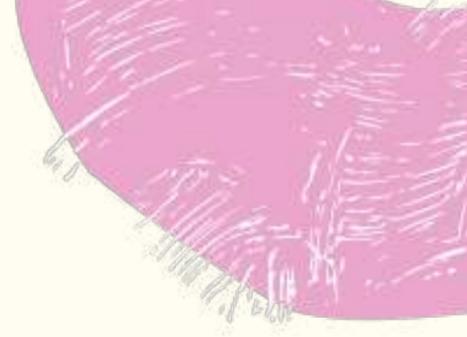




SUAN SUNANDHA RAJABHAT UNIVERSITY

Psychological Processes and **CONSUMER BEHAVIOR**

KARDPAKORN NINAROON



INTRODUCTION

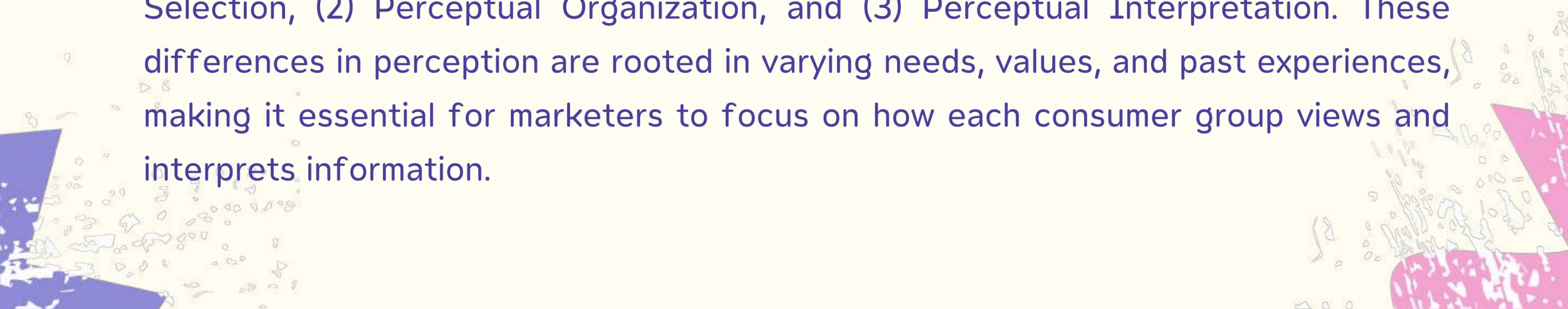
Psychological processes act as the mechanisms within the "Black Box" that cause each consumer to interpret and respond to external stimuli differently, even when they are in the same environment or culture. The primary factors include perception, learning, motivation, attitude, personality, and values, which work in coordination to transform information and experiences into actual buying decision tendencies. Understanding these mechanisms helps marketers gain "Consumer Insights"—the deep internal data within the consumer's mind—enabling them to create strategies that precisely address the consumer's cognitive and emotional processes.





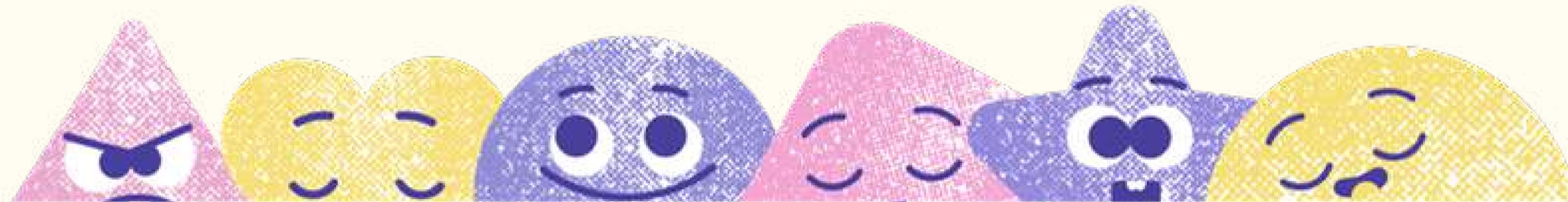
CONSUMER PERCEPTION

Perception is the process by which an individual selects, organizes, and interprets stimuli into a meaningful picture. Each person may perceive things differently, even in the same situation, depending on individual factors. This process occurs continuously following sensation and consists of 3 primary stages: (1) Perceptual Selection, (2) Perceptual Organization, and (3) Perceptual Interpretation. These differences in perception are rooted in varying needs, values, and past experiences, making it essential for marketers to focus on how each consumer group views and interprets information.



PERCEPTUAL SELECTION

Perceptual Selection occurs when an individual chooses to focus on specific stimuli among the vast amount of information hitting their senses at any given moment, allowing the brain to process it efficiently. For example, in a supermarket filled with numerous products and background noise, consumers will selectively perceive and pay attention only to the products they truly need or are interested in, such as canned food or sweetened condensed milk. This process helps humans manage information overload in daily life by focusing primarily on personal goals and needs.





TYPES OF PERCEPTUAL SELECTION

Consumer perceptual selection consists of various forms as follows:

1. Selective Exposure: Consumers choose to view only what they want to see or what makes them feel comfortable. For example, they may enjoy watching reviews of products they have just purchased to reinforce their confidence that they "made the right decision," while avoiding information that causes dissatisfaction or conflict.
2. Perceptual Defense: A psychological mechanism that "filters out" or ignores information perceived as threatening to one's beliefs or happiness. For instance, smokers may choose not to "see" the graphic warning images on cigarette packs.
3. Perceptual Blocking: The outright cutting off of perception to escape from information overload. Examples include skipping ads on YouTube or immediately changing the television channel to avoid commercials.

FACTORS INFLUENCING PERCEPTUAL SELECTION

The factors that influence consumer perceptual selection can be classified into 3 main categories. The first category is:

1. Stimulus Characteristics: These are external factors that affect perceptual selection, including the product itself, its packaging, and advertising. These have a direct influence on consumer selection; therefore, businesses must create "standout points" to capture attention, which is the first step leading to future purchase decisions. Examples include:

- Size and Intensity: Anything larger, louder, or brighter tends to be perceived first. Examples include massive billboards or full-page advertisements in magazines.
- Novelty: Something never seen before or presented in an unexpected format creates surprise and effectively catches the eye. Examples include advertisements using 3D techniques or images that contradict reality.



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- Sexual Appeals (Eroticism): The use of images or content that conveys sexual attraction to capture immediate attention. This is frequently found in men's lifestyle products.
- Humor: Using humor makes consumers feel relaxed and helps them remember the brand more easily. It attracts perception through positive emotions.



FACTORS INFLUENCING PERCEPTUAL SELECTION

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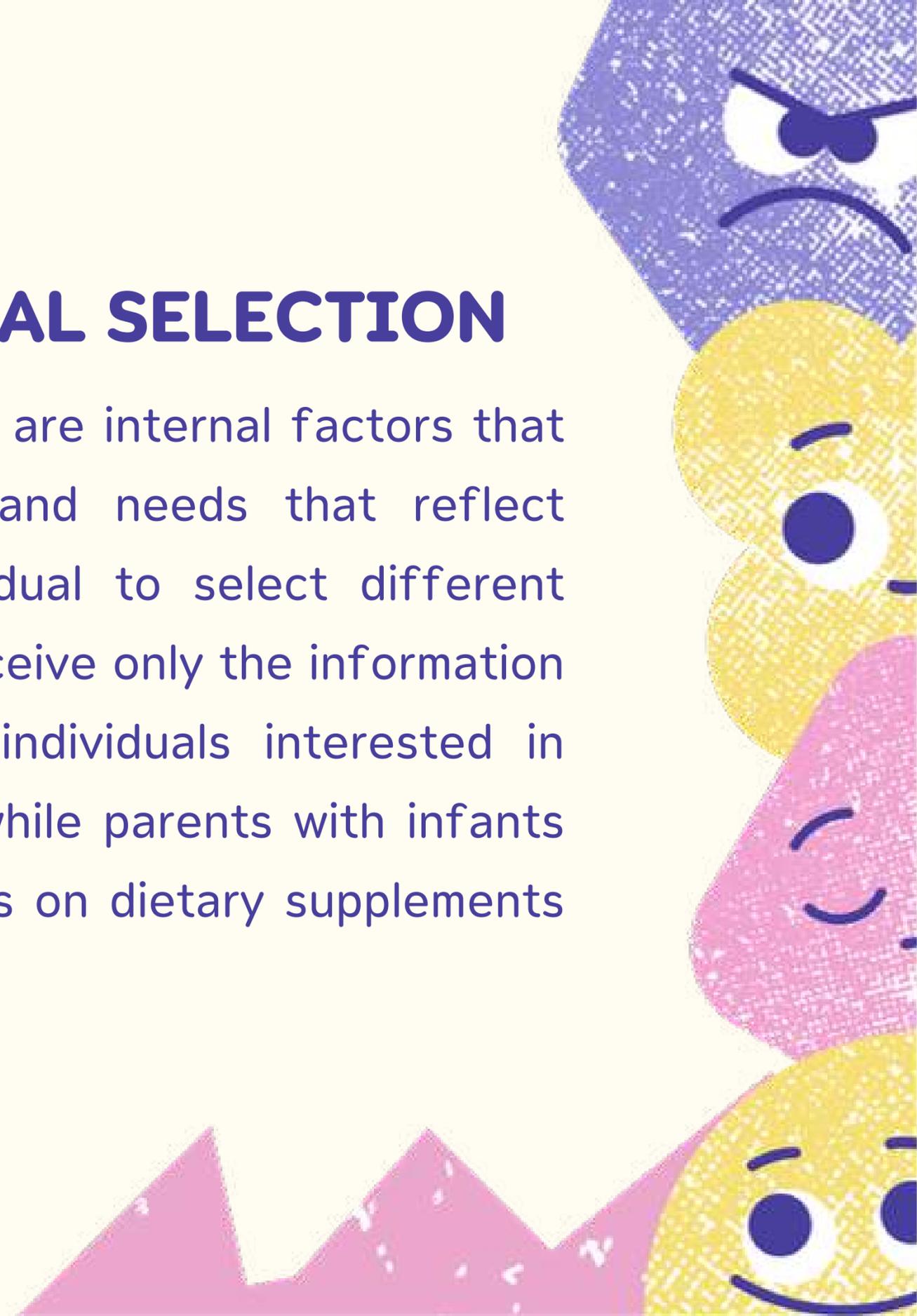
1. Stimulus Characteristics: These are external factors that affect perceptual selection, including the product itself, its packaging, and advertising. These have a direct influence on consumer selection; therefore, businesses must create "standout points" to capture attention, which is the first step leading to future purchase decisions. Examples include:

- Movement: Humans are naturally stimulated to look at moving objects more easily than static images. Examples include digital billboards with changing displays or advertisements on buses and electric trains.
- Contrast: Creating extreme differences to make a stimulus stand out from its background. Examples include using complementary (opposite) colors on packaging or employing silence in a commercial amidst a noisy environment.



FACTORS INFLUENCING PERCEPTUAL SELECTION

2.Consumer Characteristics (Internal Factors): These are internal factors that affect perceptual selection, especially interests and needs that reflect lifestyles and personal goals, causing each individual to select different information. Consumers will pay attention to and perceive only the information that matches their specific needs. For example, individuals interested in football will choose to receive sports information, while parents with infants will place more importance on reading warning labels on dietary supplements than other groups.



FACTORS INFLUENCING PERCEPTUAL SELECTION

3. Situational Factors: These refer to the surrounding stimuli, such as temperature, noise, or crowd density. If consumers are in an unpleasant environment, their attention to information perception will significantly decrease. Chaotic situations cause individuals to focus more on escaping that state rather than perceiving the presented stimuli. Marketers must, therefore, consider the surrounding context to ensure that consumers are in a state ready to receive information effectively.

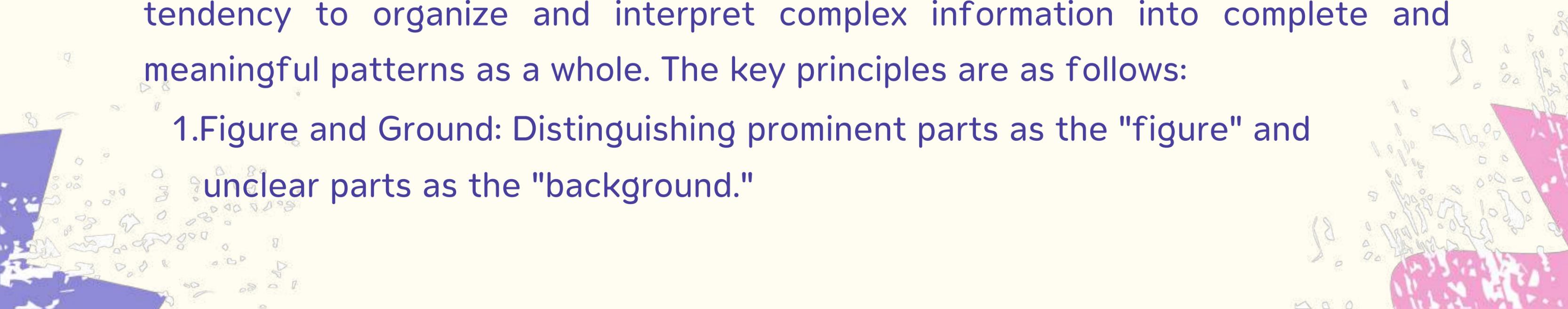




PERCEPTUAL ORGANIZATION

Perceptual Organization is the process by which consumers group stimuli they receive into categories or a whole to provide meaning according to their own understanding, rather than perceiving stimuli as separate sub-parts. This organization is based on Gestalt Psychology, which believes that humans have a tendency to organize and interpret complex information into complete and meaningful patterns as a whole. The key principles are as follows:

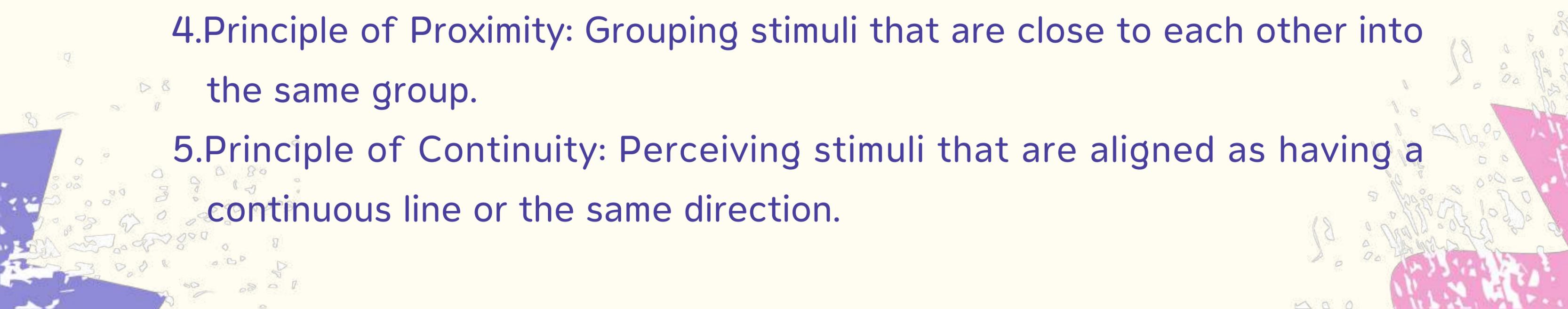
1. Figure and Ground: Distinguishing prominent parts as the "figure" and unclear parts as the "background."





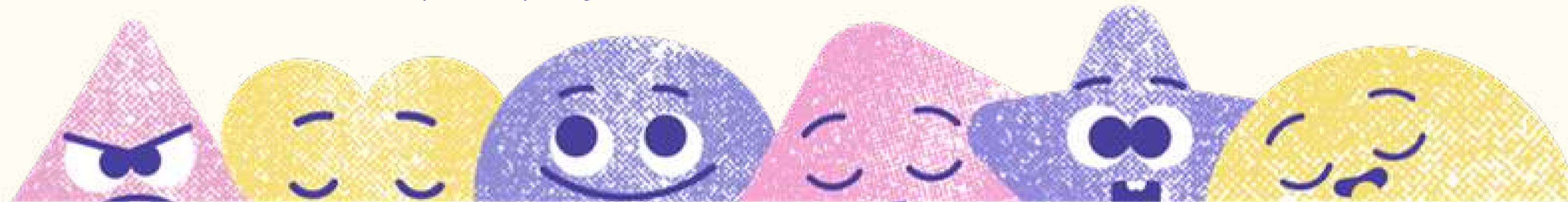
PERCEPTUAL ORGANIZATION

- 2.Principle of Similarity: Grouping stimuli that have the same shape, color, or size together.
- 3.Principle of Closure: Filling in the missing parts of an incomplete image to form a complete image in the mind.
- 4.Principle of Proximity: Grouping stimuli that are close to each other into the same group.
- 5.Principle of Continuity: Perceiving stimuli that are aligned as having a continuous line or the same direction.



INTERPRETATION

Interpretation is the interpretation of perceived stimuli to determine what they are or what they mean. It is a combination of received facts and personal emotions. In cases where stimuli are ambiguous—such as being blurred or too faint to hear—consumers often interpret them in a direction that primarily responds to their own needs, expectations, or interests. This process allows the same stimulus to be interpreted differently based on individual factors, which marketers must be cautious of, as communication may lead to interpretations that deviate from the primary objective.



MECHANISMS FOR INTERPRETATION

Normally, consumer interpretation relies on mechanisms that make the interpretation process faster. These consist of:

1. **Categorization:** Grouping new products into familiar categories to save time during interpretation and to compare their characteristics and functions with what is already known. (For example, seeing a clear liquid containing alcohol and immediately categorizing it as a spirit).
2. **Inference:** Inferring information by giving signals of fast products (for example, high price = high quality, or a crowded restaurant = delicious). Marketers often use packaging or warranties to influence consumers to make positive inferences.





FACTORS INFLUENCING INTERPRETATION

Consumer interpretation is influenced by three factors: stimulus characteristics, consumer characteristics, and situational factors. The details are as follows:

1. Stimulus Characteristics: Such as packaging, color, brand, and price, which serve as basic information used to interpret product quality. Consumers often use external cues, like the seller's reputation or the country of origin, as criteria for judgment. Furthermore, interpretation depends on the overall context of information, including both verbal (linguistic) and non-verbal (non-linguistic) cues, as well as background music and artistic elements in advertising. These directly affect consumer perception and their reaction toward that brand.



FACTORS INFLUENCING INTERPRETATION

Consumer interpretation is influenced by three factors: stimulus characteristics, consumer characteristics, and situational factors. The details are as follows:

2. Each consumer possesses different characteristics. In particular, consumer learning and expectations are characteristics that significantly influence interpretation.

- Learning: Different experiences and cultural backgrounds lead people to interpret the same stimulus differently.
- Expectations: Consumers often interpret meanings based on what they "expect things to be" rather than reality.



FACTORS INFLUENCING INTERPRETATION

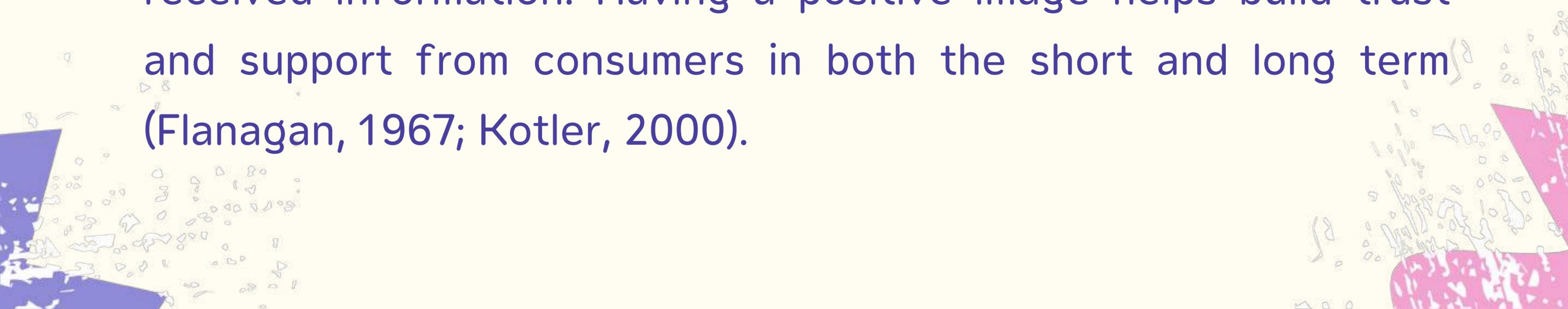
Consumer interpretation is influenced by three factors: stimulus characteristics, consumer characteristics, and situational factors. The details are as follows:

3. Situational Factors are the surrounding contexts that serve as "cues" for consumers' interpretation of stimuli. The surrounding situation can guide thoughts and feelings in a particular direction. (For example, seeing a large number of people queuing to buy a product—even if the consumer has never used that product before—the situation will automatically be interpreted as "that product must be good" or "it is currently very popular").



PRODUCT, BRAND, AND CORPORATE IMAGE

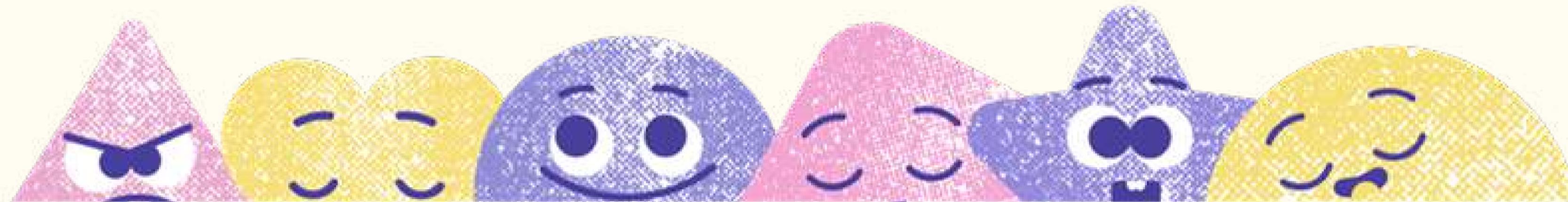
Image is the totality of beliefs, ideas, and impressions that consumers have toward a product, brand, or business organization, which results from learning, experience, and received information. Having a positive image helps build trust and support from consumers in both the short and long term (Flanagan, 1967; Kotler, 2000).



TYPES OF IMAGE

Image can be classified into three types (Kotler, 2000) as follows:

- Product or Service Image: Direct feelings toward a product or service (e.g., an impression of food taste or car performance), excluding the image of the manufacturing company.
- Brand Image: The perceived image of a brand or trademark, emphasizing distinctiveness and product positioning that differs from competitors. Even if products come from the same company, the brand images can be different.
- Corporate Image: A reflection of the institution or company as a whole, focusing on management systems, business ethics, Corporate Social Responsibility (CSR), and organizational credibility.



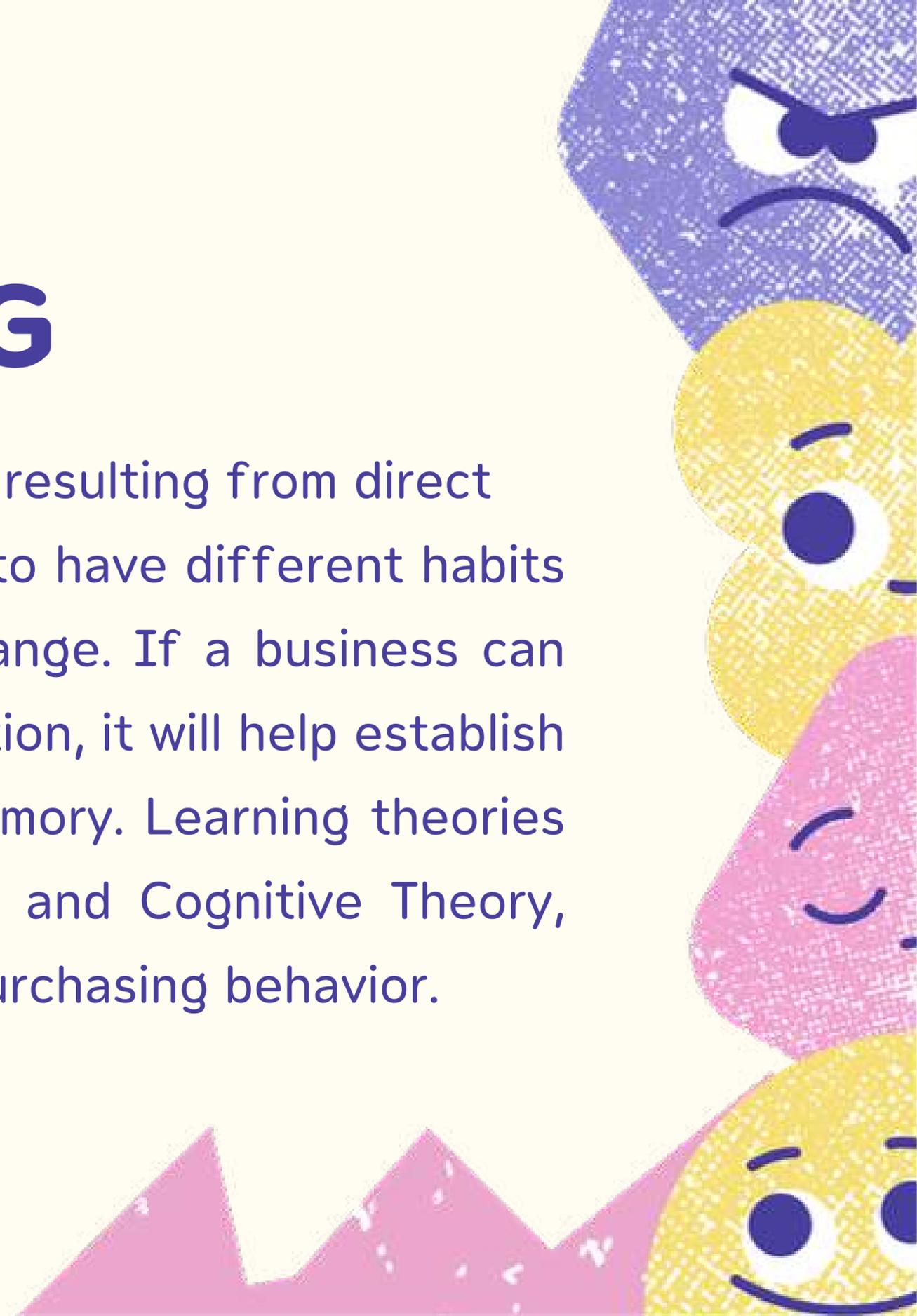


IMPORTANCE OF IMAGE

Image has a significant influence on consumer behavior. Familiarity with and satisfaction in a positive image help reduce the need for seeking new information and build confidence in the purchasing decision, even if the consumer has never used the product before. Having a globally popular image, such as Coca-Cola or IBM, helps create immense brand acceptance and value, as proven by increased business valuation. Psychologically, a positive image is a key variable that causes consumers to have more confidence and trust in a product compared to brands with an unclear or poor image.

CONSUMER LEARNING

Learning is a relatively permanent change in behavior resulting from direct or indirect experience. This causes each consumer to have different habits and consumption patterns that are difficult to change. If a business can create learning that links its products with satisfaction, it will help establish sustainable brand loyalty within the consumer's memory. Learning theories are classified into two major groups: Behaviorism and Cognitive Theory, which help explain the mechanisms behind human purchasing behavior.





BEHAVIORAL LEARNING THEORY

Behavioral Learning Theory suggests that learning occurs through the association between stimulus and response, emphasizing observable outcomes rather than internal mental processes. Learning according to this theory consists of two primary forms: (1) Classical Conditioning and (2) Instrumental (Operant) Conditioning. Marketers apply this concept to build relationships between a brand and desired consumer reactions through repetition and rewards to ensure consistent purchasing behavior.



CLASSICAL CONDITIONING

Classical Conditioning is a type of learning that occurs by pairing two types of stimuli together repeatedly and continuously until a conditioned response is formed.

Pavlov, a Russian scientist, was the pioneer who studied this form of learning through experiments with dogs, with the details as follows:





CLASSICAL CONDITIONING

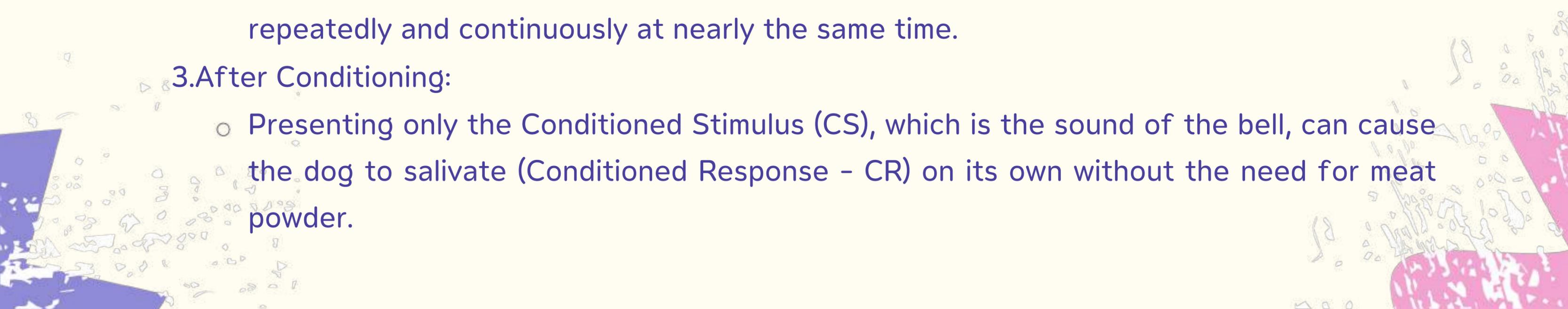
1. Before Conditioning:

- Unconditioned Stimulus (UCS): Such as meat powder, which causes salivation (Unconditioned Response - UR), a natural reaction.
- Neutral Stimulus: Such as the sound of a bell, which initially does not cause salivation.

2. During Conditioning:

- Pairing the neutral stimulus (the bell) with the natural stimulus (the meat powder) repeatedly and continuously at nearly the same time.

3. After Conditioning:

- Presenting only the Conditioned Stimulus (CS), which is the sound of the bell, can cause the dog to salivate (Conditioned Response - CR) on its own without the need for meat powder.
- 



CLASSICAL CONDITIONING AND CONSUMER BEHAVIOR

Applying classical conditioning to consumer behavior involves four key concepts, as follows:

1. Association: Pairing a product with stimuli that create positive feelings, such as popular celebrities, beautiful music, or humor, so that consumers transfer those positive feelings to the brand.
2. Repetition: Presenting advertisements repeatedly to create memory and information association. However, caution is required, as excessive repetition leads to "Advertising Wear-out." Marketers must, therefore, vary the advertising formats (using multiple media types or changing presenters) while maintaining the original core message.



CLASSICAL CONDITIONING AND CONSUMER BEHAVIOR

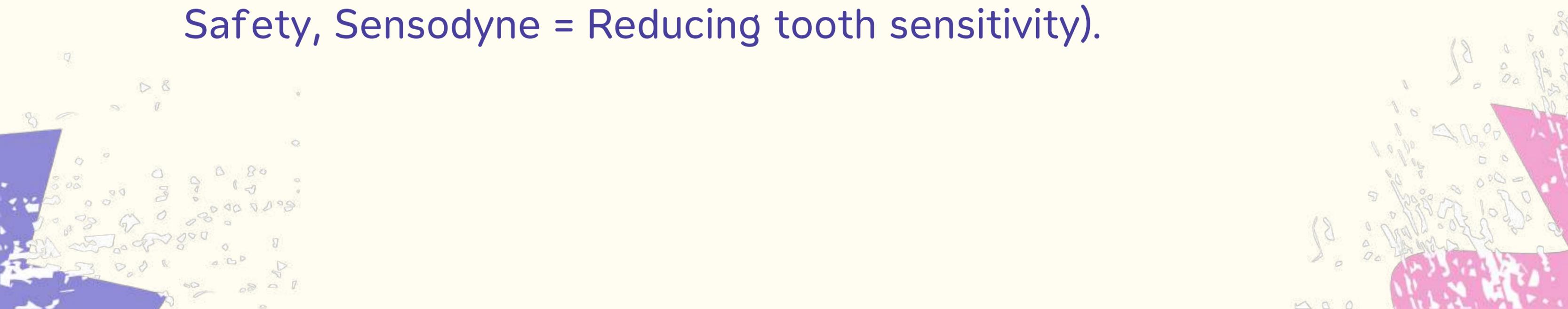
3. Stimulus Generalization is when consumers respond to similar stimuli in the same way, leading to four primary strategies:

- Product Line Extension: Using a successful brand name with new products (e.g., Malee extending from canned fruits to fruit juices).
- Family Branding: Using a single brand name for a wide variety of product categories.
- Licensing: Using famous cartoon characters or symbols on products.
- Product Imitation: Designing packaging to look similar to famous brands to cause consumers to misunderstand or believe in a similar level of quality.



CLASSICAL CONDITIONING AND CONSUMER BEHAVIOR

4. Stimulus Discrimination involves making consumers clearly distinguish our brand from competitors through "Product Positioning" by emphasizing unique selling points (e.g., Volvo = Safety, Sensodyne = Reducing tooth sensitivity).

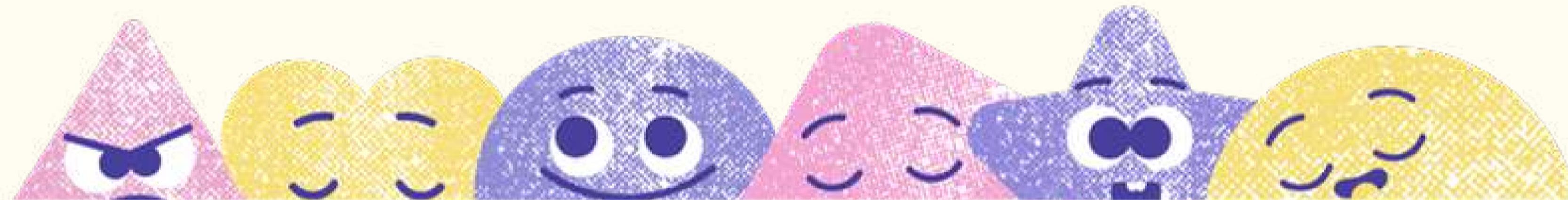


INSTRUMENTAL (OPERANT) CONDITIONING

Instrumental Conditioning is a concept by Skinner (1969), which states that "whether a person repeats a behavior depends on the received consequences." Most behaviors are not automatic responses but are intentional actions. If an action yields a positive result (e.g., rewards/compliments), we tend to perform that behavior more frequently. Conversely, if it yields a negative result (e.g., criticism), we will cease that behavior. Human behavior is influenced by two factors:

1. Reinforcement: Making a behavior recur in the future, consisting of:

- Positive Reinforcement: Providing a "reward" or something pleasant when an appropriate behavior is exhibited. For example, receiving compliments when dressing well makes us want to buy that brand of clothing again.
- Negative Reinforcement: "Removing something unpleasant" when we perform a certain behavior. For example, the disappearance of body odor after using a deodorant makes us learn to reuse that product to maintain a sense of comfort.

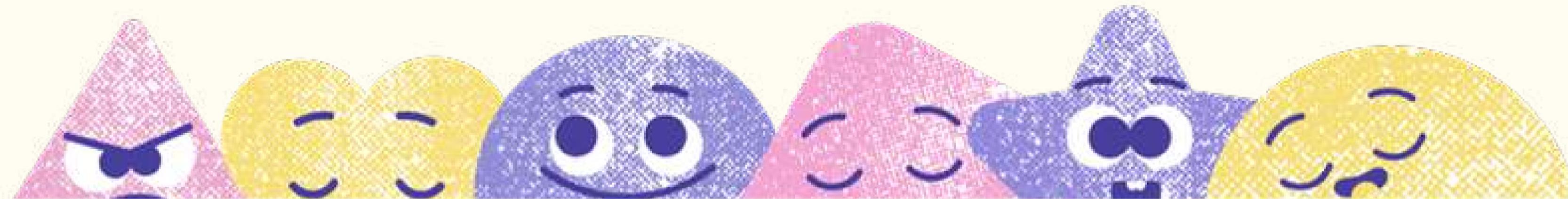


INSTRUMENTAL (OPERANT) CONDITIONING

2. Punishment: An action taken to prevent a specific behavior from recurring in the future, consisting of:

- Positive Punishment: "Administering something unpleasant" as a lesson. For example, a severe allergic reaction to cosmetics is a painful consequence that causes us to stop using that product immediately.
- Negative Punishment: "Withdrawing something pleasant or removing benefits." For example, being fined for late payment causes us to try not to break the same rule again to avoid financial loss.

Consumer consumption and lifestyle behaviors are like learning from consequences. If the outcome brings satisfaction or relief from distress, we will continue the behavior. However, if the outcome leads to pain or loss, we will eventually choose to cease that behavior.



INSTRUMENTAL CONDITIONING AND CONSUMER BEHAVIOR

Consumers who receive satisfaction or rewards from using a product or service are more likely to purchase that product or service again in the future. Businesses, therefore, apply these principles to attract consumers and increase sales through the following strategies:

- 1.Reinforcement of Behavior: Providing rewards to create an impression and stimulate repeat purchases, such as free gifts or free shipping services to reward customers who use the service regularly.
- 2.Shaping Behavior: Providing incentives to motivate customers to perform initial behaviors that lead to the primary goal, such as fee waivers or exclusive privileges for the "first 100 people" to encourage customers to "take the first step toward the brand."
- 3.Building Loyalty: Ensuring customer satisfaction to the point of continuous repeat purchases and refusing to switch to competitors even if prices are higher. This is achieved through appropriate reinforcement, such as credit card reward points or frequent flyer miles, which helps reduce the cost of acquiring new customers and creates stable, long- term sales.





COGNITIVE LEARNING THEORY

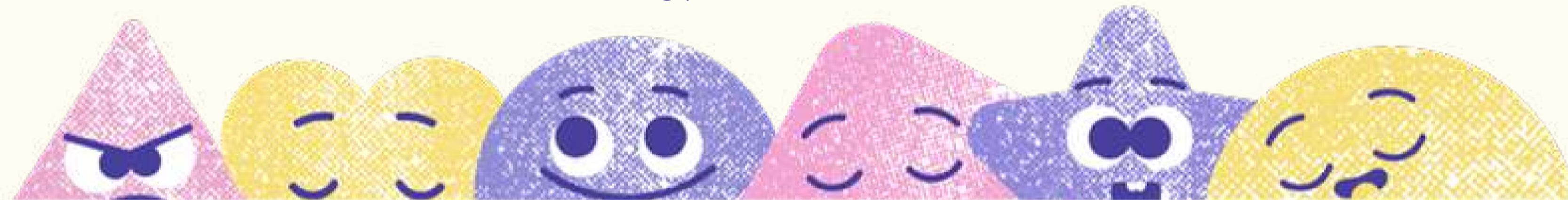
Human learning does not occur solely from responding to stimuli but is the result of thinking and understanding processes, emphasizing information processing and the integration of experiences. A key theory is the Social Cognitive Theory (Bandura, 1986), with details as follows:

1. Behavior as a Result of Interaction: Behavior arises from the reciprocal influences between the Individual and the Environment.
2. Learning is Distinct from Action: Individuals can learn various things without necessarily having to demonstrate them (e.g., knowing how to do something wrong but choosing not to do it).
3. Observational Learning: Humans learn indirectly through models (real people, media, or listening) by choosing to observe things of interest, recording them in memory, and demonstrating the behavior when they "expect a positive outcome in the future."

COGNITIVE LEARNING AND CONSUMER BEHAVIOR

Since consumers can learn by observing the actions of others without the need for direct action or personal experience, businesses apply this principle to motivate consumers to purchase their products or services using the following approaches:

1. Advertising with Rewarded Models: Demonstrating that the model in the advertisement receives positive results (rewards) from using the product—such as weight loss or a clearer, brighter complexion—so that consumers learn from the observation, eventually leading to a purchase or imitation.
2. Selecting Attractive Models: Choosing models who can capture consumer attention, whether they are models similar to the target audience (same age or profession), famous individuals (singers, actors), or specialists with professional credibility (doctors, engineers) to stimulate the consumer's observational learning process.





CONSUMER ATTITUDES

Attitude is the summary evaluation of something (such as a person, object, or controversial issue), indicating whether it is good or bad, pleasant or unpleasant, liked or disliked, and beneficial or harmful (Eagly & Chaiken, 1993; Petty, Wegener, & Fabrigar, 1997). Its key characteristics are as follows:

1. Attitudes Must Have an Object: An attitude can only occur if there is a clear target, whether it be a person, a group of people, a product, a place, or various social issues.

2. Attitudes are Evaluative in Nature: They result from a summary evaluation of something as positive or negative. The results of this evaluation vary based on individual experiences, such as gender, age, or occupation.



CONSUMER ATTITUDES

3. Attitudes Have Quality and Intensity: Quality indicates the direction, such as "like or dislike" (positive/negative), while intensity indicates the level of magnitude, such as "like a lot or like a little."

4. Attitudes are Learned: Attitudes are not innate from birth but result from the accumulation of both direct and indirect experiences throughout a lifetime.

5. Attitudes are Persistent: Attitudes do not usually change easily because they have been accumulated over a long period. However, they can change if new experiences or learning are received that have a sufficient impact.



FUNCTIONS OF ATTITUDES

Humans face countless stimuli when making purchasing decisions for products and services. Amidst tens of thousands of choices, attitudes are essential for adaptation and help consumers more easily decide what is appropriate for them. Attitudes serve several functions to help humans evaluate and select products or services in the market (Katz, 1960) as follows:

1. Knowledge Function: Attitudes help organize and create an understanding of the surrounding environment, enabling individuals to know causes and predict outcomes.
2. Utilitarian (Instrumental) Function: Attitudes serve as tools that help individuals achieve desired rewards or avoid unwanted outcomes, such as abstaining from oily foods in exchange for good health.
3. Value-Expressive Function: Attitudes serve to reflect the image and the things an individual values.
4. Ego-Defensive Function: Attitudes help protect feelings and build self-confidence to reduce feelings of vulnerability or being threatened.

RELATIONSHIP BETWEEN ATTITUDE AND CONSUMER BEHAVIOR

In the past, early research found that attitudes could not always predict behavior. For example, service providers who held negative biases against Chinese people still welcomed Chinese customers, or attitudes toward alcohol had a low correlation with actual consumption. Ajzen & Fishbein (1977) pointed out that the reason for this unpredictability was because researchers were "measuring broad attitudes but trying to predict specific behaviors." Therefore, the measurement of both must correspond. Consequently, they proposed the Theory of Planned Behavior (TPB), which suggests that planned behavior can be predicted by "Intention," consisting of three components:

1. Attitude Toward the Act: Feelings and expected outcomes resulting from that specific action (e.g., how buying eco-friendly products benefits oneself and society).
2. Subjective Norm: The perception of opinions or support from significant individuals (e.g., parents, spouse) toward that behavior.
3. Perceived Behavioral Control: The perception of whether one is actually capable of performing that behavior (e.g., having enough money to purchase eco-friendly products).





CHANGING CONSUMER ATTITUDES

- Attitudes result from learning or experience. Although persistent, they can be changed later. Therefore, businesses attempt to alter consumer attitudes to benefit their products or services. Success in doing so requires an understanding of attitude change theories. A theory of attitude change that receives significant attention today is the
- "Elaboration Likelihood Model" (ELM). Attitude change occurs through the elaboration of information, processed via two routes: the Central Route and the Peripheral Route.
 - Central Route: Used when an individual has high motivation and ability, focusing carefully on the core message and substance.
 - Peripheral Route: Used when there is low involvement, relying on cues such as packaging or the attractiveness of the messenger.

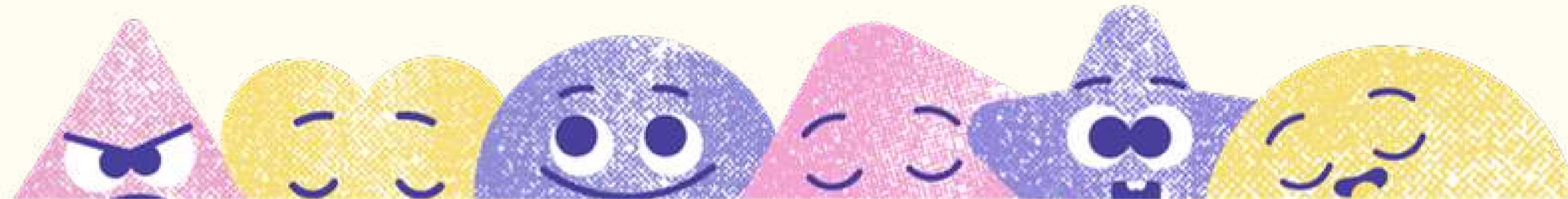
CONSUMER NEEDS AND MOTIVATION

Needs generally have the following characteristics:

1. Continuous and Endless Occurrence: Needs arise from the gap between the "Ideal State" and the "Actual State." Whenever we realize that what we currently have is not equal to what we want it to be, a drive to fulfill that difference will occur immediately.

2. Encompassing Both Physical and Psychological Aspects:

- Physical Aspect: For survival, such as food, water, and shelter. When these are lacking, the body loses balance and pushes us to fulfill them.
- Psychological Aspect: For happiness and pride, such as the need for acceptance, belonging to a group, or power, which are no less important than physical needs.

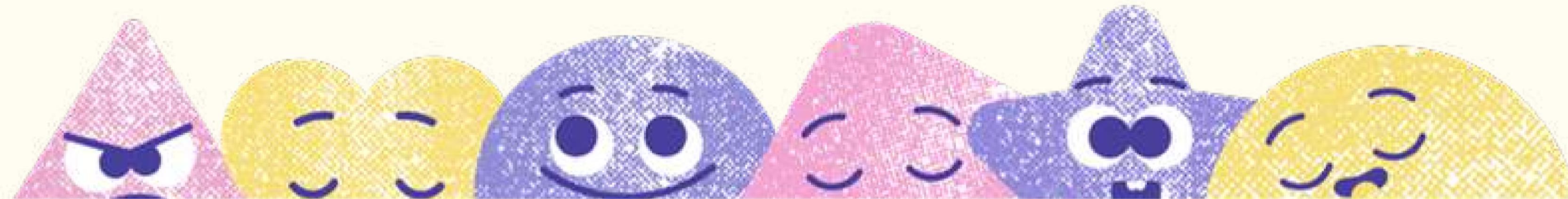


CONSUMER NEEDS AND MOTIVATION

Needs generally have the following characteristics:

3. Constantly Changing and Evolving: Needs are not static. Once a certain level of need is satisfied, humans tend to shift their goals toward something higher or better. For example, the need may evolve from simply wanting "a car for commuting" to wanting "a luxury car that reflects status."

4. Individual Uniqueness: Even though we are all human, the level and type of needs vary according to individual factors, such as personality, values, learning, and the physiological foundation of each person.





MASLOW'S HIERARCHY OF NEEDS THEORY

The psychological concept proposed by Maslow (1943) explains that humans are motivated to fulfill five levels of needs, progressing from the most basic to the highest level. If the lower-level needs are not yet satisfied, higher-level needs will not emerge.

1. **Physiological Needs:** The basic physical requirements essential for survival, such as air, water, clothing, and medicine. These form the foundation that must be satisfied before other levels.
2. **Safety Needs:** Encompassing both physical safety (health and life) and economic security (stable employment and career).
3. **Social Needs:** The need to belong to a group and interact with others, such as friendship, love, and good interpersonal relationships.
4. **Esteem Needs:** The need for respect and recognition from those around them, having social status, a title, and honor.
5. **Self-Actualization Needs:** The highest level of needs, which is the development of one's full potential—doing challenging things and achieving the ultimate goals set for one's life.

MASLOW'S HIERARCHY OF NEEDS THEORY

Key Characteristics of the Hierarchy of Needs Theory

- Order of Importance: Needs emerge in a sequential hierarchy. Once a specific level of need is satisfied, the importance of that level decreases as a motivator.
- Complexity and Timing: Humans prioritize the most urgent need at any given moment (e.g., hunger). The influence of that need diminishes once it has been fulfilled. Conditions for Higher-Level Needs: Lower-level needs must be sufficiently satisfied before the drive to pursue higher-level needs begins to emerge. Diversity of Methods: As the level of needs increases, the methods humans use to satisfy those needs become more diverse and complex.



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RELATIONSHIP BETWEEN NEEDS AND MOTIVATION

Needs are the primary cause that drives Motivation, which is the force that directs behavior toward a specific goal. This process begins with a discrepancy between the "Desired State" and the "Actual State," leading to psychological tension. The behaviors expressed to reduce this tension vary based on individual characteristics and learning, all aimed at achieving the intended goal.





MOTIVATIONAL CONFLICT

Consumers generally purchase products that provide satisfaction and avoid those that lead to negative outcomes, following normal human behavioral patterns. However, consumers often have multiple needs or motives at the same time, which can sometimes conflict with one another. This state of conflict can be classified into three types, starting with:

1. Approach-Avoidance Conflict : This occurs when the desired object has both positive and negative consequences simultaneously (e.g., wanting to eat a delicious dessert but fearing weight gain). Marketers address this by reducing the negative aspects of the product (e.g., low-sugar formulas) or by providing rationales regarding value and self-deservedness to offset feelings of guilt.



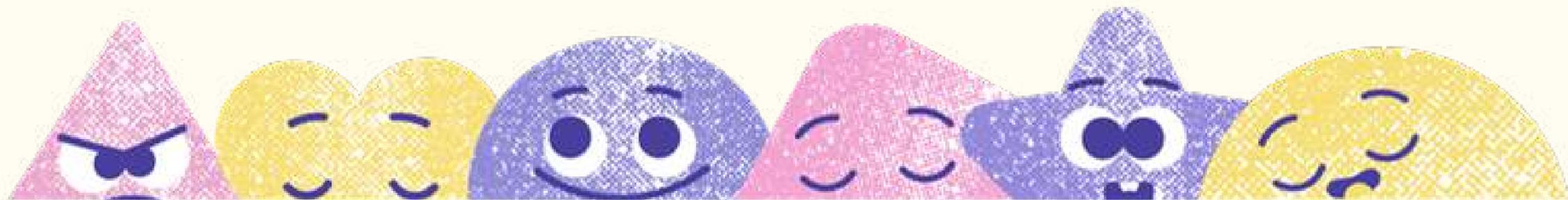
MOTIVATIONAL CONFLICT

2.Avoidance-Avoidance Conflict: A situation where a consumer must choose between two undesirable alternatives (e.g., not wanting to drive an old, unreliable car but also not wanting to spend a large sum of money on a new one). Marketers address this by using burden-relieving strategies, such as 0% interest installment plans, to make customers feel they don't have to bear the full cost all at once.

3.Approach-Approach Conflict: The dilemma of having to choose between two attractive alternatives but being able to pick only one (e.g., choosing between buying a new car or going on a trip around the world). Marketers resolve this by "integrating benefits" into a single product, such as a vehicle that offers both the performance of a sports car and the space of a family SUV.

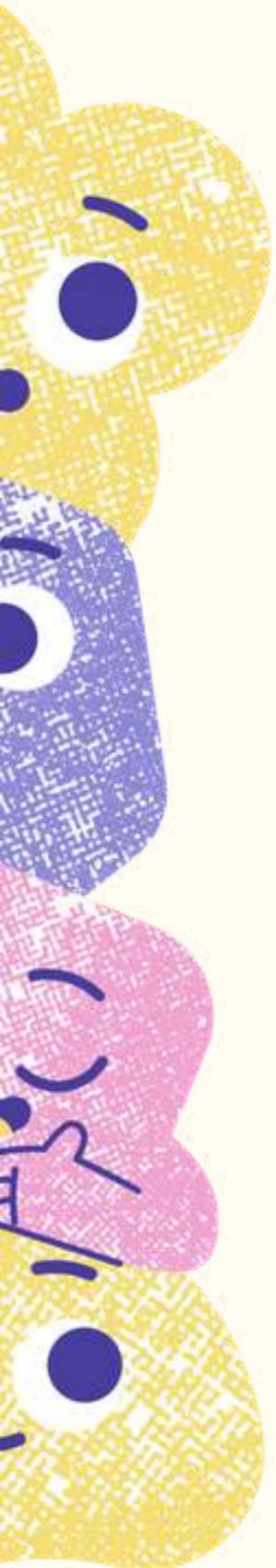
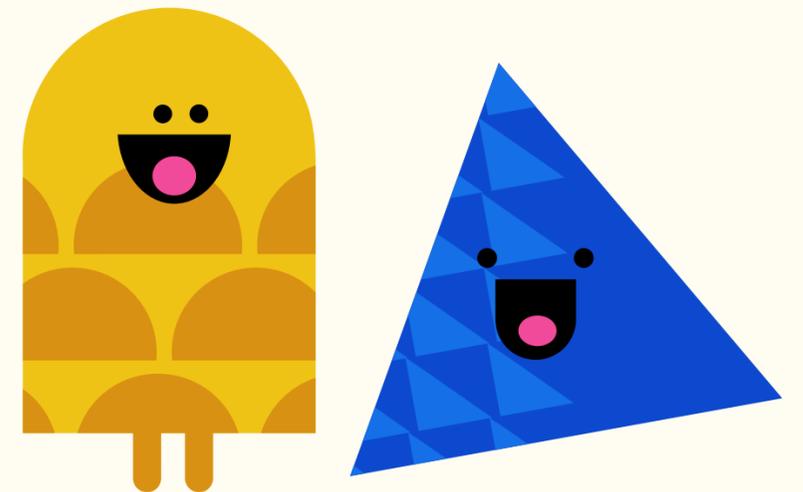
APPLYING KNOWLEDGE OF NEEDS AND MOTIVATION

- Product and Service Development: Using different levels of needs as a framework for creating targeted products. For example, developing status-oriented products to satisfy Esteem Needs, or health-related products to satisfy Physiological Needs. Targeted Advertising: Communication is most effective when it aligns with the consumer's current needs. For instance, individuals concerned about security will be particularly interested in CCTV advertisements, while those with social goals will be more attracted to apparel and accessories. Building Customer Confidence: Motivating purchases by establishing the belief that a product is both "valuable/beneficial" and "attainable." This is achieved through strategies like price discounts or installment payment plans. Creating Consumer Involvement: Increasing the motivation to process information by allowing consumers to participate. Examples include self-designing debit card patterns or customizing colors and adding names to Nike shoes to create a sense of unique identity and brand emotional attachment.



PERSONALITY AND THE CONSUMER SELF

Personality refers to the unique psychological characteristics that distinguish an individual and determine how they interact with their environment. It consists of a combination of thoughts, feelings, and behaviors. Although personality can adapt to different situations, it maintains a certain degree of consistency over time. Therefore, studying personality is beneficial for predicting individual differences in various aspects, including consumer behavior.



RELATIONSHIP BETWEEN PERSONALITY AND CONSUMER BEHAVIOR

Consumers tend to prefer purchasing products and brands that best reflect their own personalities. For instance, individuals with high conscientiousness often favor reliable and trustworthy brands, while those with a high degree of extraversion prefer brands that reflect social interaction and outgoingness.





MARKETING APPLICATIONS OF PERSONALITY

Marketers attempt to apply personality concepts to marketing strategies through various approaches, as follows:

1. Using Sexual Appeals as an Attraction: Based on the idea that human behavior is driven by instincts, marketers use sexual imagery or appeals to attract attention. This is particularly prevalent in products targeting men, such as automobiles or energy drinks, to stimulate the consumer's internal drives.

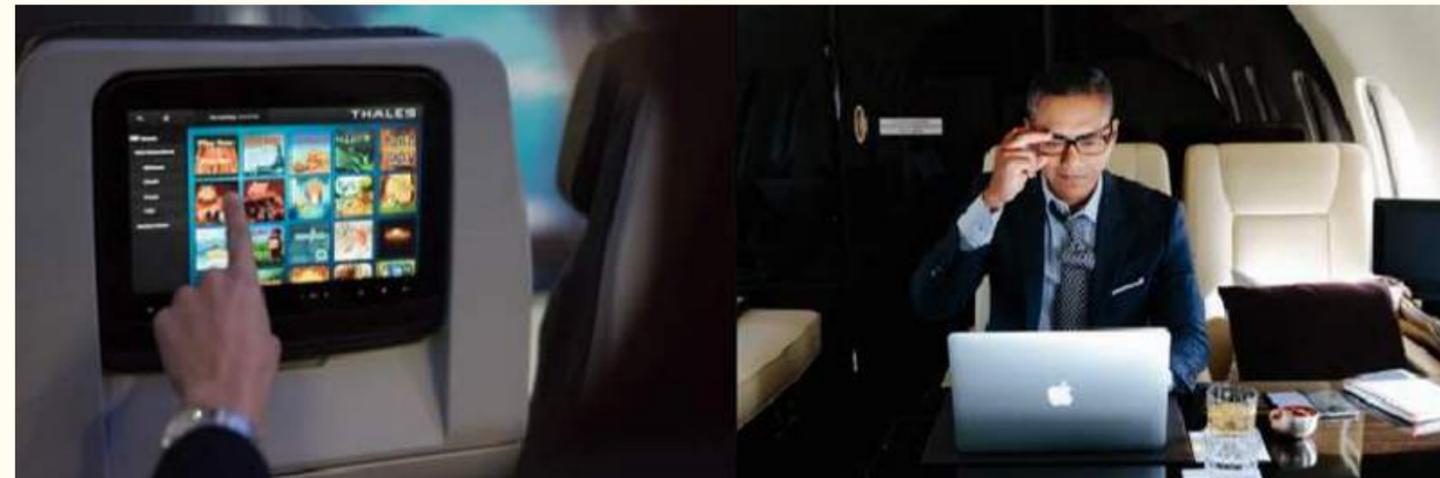




MARKETING APPLICATIONS OF PERSONALITY

Marketers attempt to apply personality concepts to marketing strategies through various approaches, as follows:

2. Resolving Internal Conflicts: Attempting to present products that simultaneously satisfy both desires and social appropriateness. For example, airline advertisements that showcase both entertainment and gourmet dining alongside work facilities and business connectivity to reduce consumer guilt.





MARKETING APPLICATIONS OF PERSONALITY

Marketers attempt to apply personality concepts to marketing strategies through various approaches, as follows:

3.Brand Personality: Assigning human-like traits or characteristics to a brand to help consumers feel a sense of connection. For example, Marlboro is portrayed as a rugged, independent man, while Pepsi represents a vibrant, youthful individual. Aaker (1997) classified brand personality into five primary dimensions:

- Sincerity: Honest, down-to-earth, and wholesome.
- Excitement: Trendy, spirited, and daring.
- Competence: Intelligent, reliable, and successful.
- Sophistication: Upper-class, charming, and glamorous.
- Ruggedness: Tough, outdoorsy, and sturdy.

THE SELF

The Self refers to an individual's thoughts and feelings about who they are. Most expressed behaviors align with their "Self-Concept," which is the totality of thoughts and feelings an individual holds toward themselves, their perceived relationship with others and the environment, and their values. Individuals with different self-concepts exhibit different consumer behaviors, ranging from their style of dress to their product choices.

There are three key characteristics of Self-Concept:

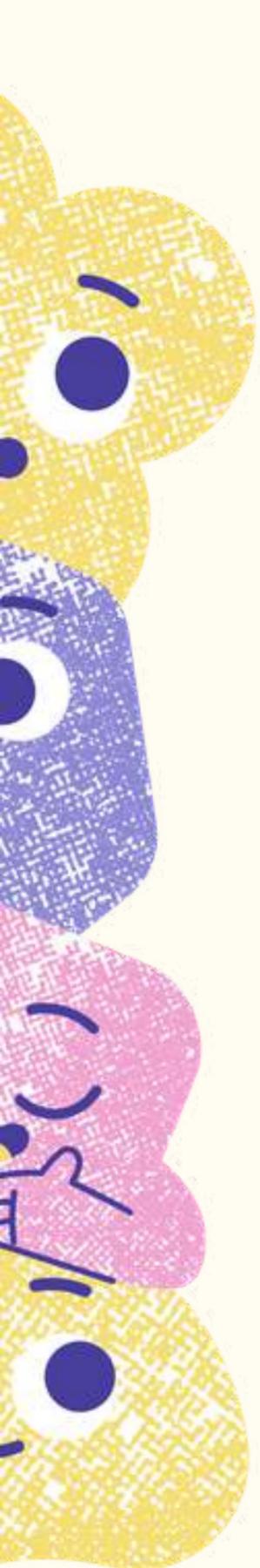
1. Self-Concept is Learned: It is not innate but is constructed through social experiences, particularly from significant others (e.g., parents), and can change over time.
2. Self-Concept is Organized: It is stable and harmonious across multiple dimensions. Core beliefs about oneself, in particular, are difficult to change.
3. Self-Concept is Dynamic: It functions like a "compass," guiding perception and regulating an individual's behavior to maintain consistency.



RELATIONSHIP BETWEEN THE SELF AND CONSUMER BEHAVIOR

- Consumers strive to purchase products with an image that aligns with their self-concept. Individuals typically exhibit consumption behaviors consistent with their self-image and will feel uncomfortable (cognitive dissonance) when those behaviors conflict with their sense of self. The greater the congruence between a product's image and a consumer's self-image, the higher the consumer's preference and purchase intention. Products carry
- symbolic meanings that communicate an image to others. Therefore, consumers select products to convey meanings consistent with their identity. Beyond buying things that match their current image, consumers sometimes choose products that help enhance their social image—such as driving European cars, wearing prestigious watches, or using luxury brand-name goods—to communicate how they wish to be perceived by society and to gain social acceptance.





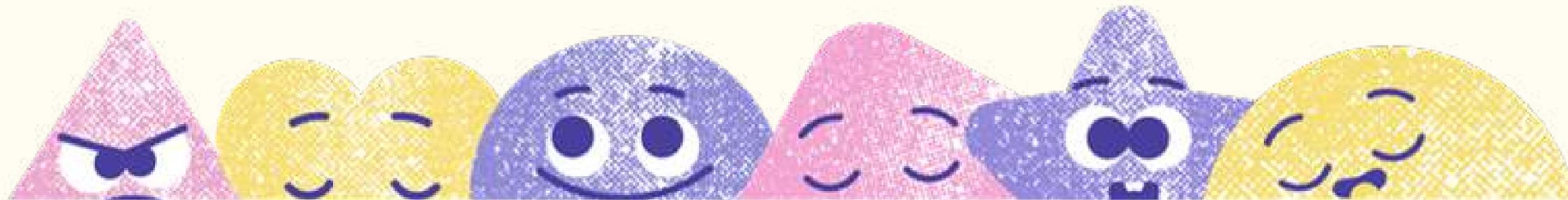
CONSUMER VALUES AND LIFESTYLES

Values are patterns of beliefs that individuals hold as standards for judging what is right or wrong, good or bad, and they exert a profound influence on behavior. Values function as the core of personality, serving as a standard for perception, evaluation, selection, and decision-making. An individual is inherently prepared to act in ways that satisfy those values and will obstruct or resist any actions that contradict their personal values.

TYPES OF VALUES

Rokeach (1968) classified values into two distinct categories: Terminal Values and Instrumental Values, with the following details:

- Terminal Values: These are the "ultimate goals" or end-states that an individual desires to achieve in their lifetime. They are divided into two orientations: Self-Centered: Focusing on the individual's well-being (e.g., a comfortable life, pleasure). Society-Centered: Focusing on broader social outcomes (e.g., world peace, social recognition).
- Instrumental Values: These are the "methods or tools" (modes of conduct) used to reach the terminal goals. They are divided into: Moral Values: Focusing on interpersonal relationships and ethics (e.g., politeness, forgiveness, helpfulness). Competence Values: Focusing on self-achievement and personal capability (e.g., ambition, logic, independence).





LIFESTYLE

Lifestyle refers to an individual's pattern of living as expressed through their Activities, Interests, and Opinions (AIOs). It is influenced by psychological, social, and cultural factors, serving as a unique reflection of an individual's identity. Lifestyles are not static but evolve in response to environmental changes, resulting in distinct consumer behavior patterns for each individual.



MARKETING APPLICATIONS OF VALUES AND LIFESTYLES

- Value-Congruent Advertising: Creating advertisements that communicate core messages aligned with the target audience's values. For example, in Thailand, themes of "success" or "filial piety" (gratitude towards parents) are often used as selling points to make it easier for consumers to accept and favor the brand.
- Lifestyle Marketing: Designing products, services, or marketing activities to fit the customer's way of living. For instance, developing mobile packages specifically focused on messaging and data usage to cater to the lifestyle of the younger generation.
- Lifestyle Segmentation: Grouping customers based on their Activities, Interests, and Opinions (AIOs). This allows marketers to identify groups with similar preferences despite differences in age or occupation. For example, categorizing home appliances into groups like Classic, Smart, or Trendy.
- Lifestyle Branding: Building a brand image that serves as a symbol of a particular lifestyle, allowing consumers to use the brand to express their own identity and uniqueness. For example, Nike reflects an athletic and determined lifestyle, while Louis Vuitton reflects a lifestyle of luxury and prestige.





Q&A

