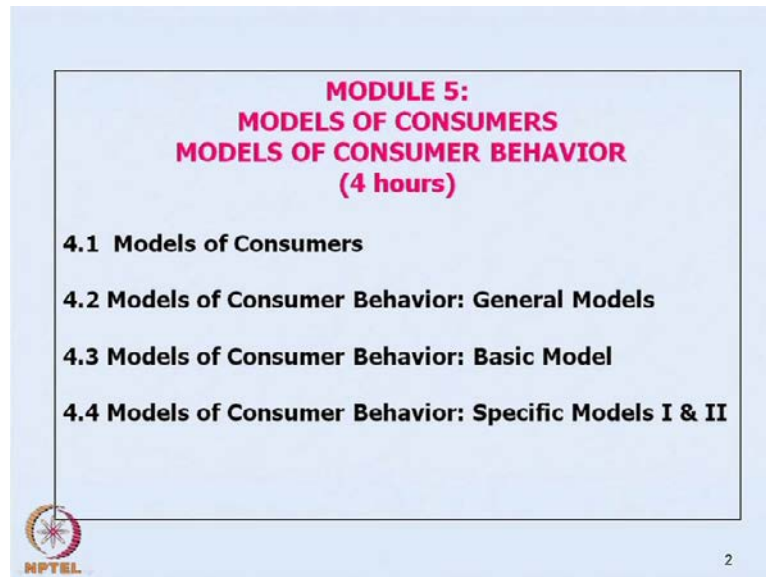


**Consumer Behaviour**  
**Prof. S. Sahney**  
**Department of Vinod Gupta School of Management**  
**Indian Institute of Technology, Kharagpur**

**Lecture - 11**  
**Models of Consumers and Models of Consumer Behaviour (Contd.)**

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**MODULE 5:**  
**MODELS OF CONSUMERS**  
**MODELS OF CONSUMER BEHAVIOR**  
**(4 hours)**

**4.1 Models of Consumers**

**4.2 Models of Consumer Behavior: General Models**

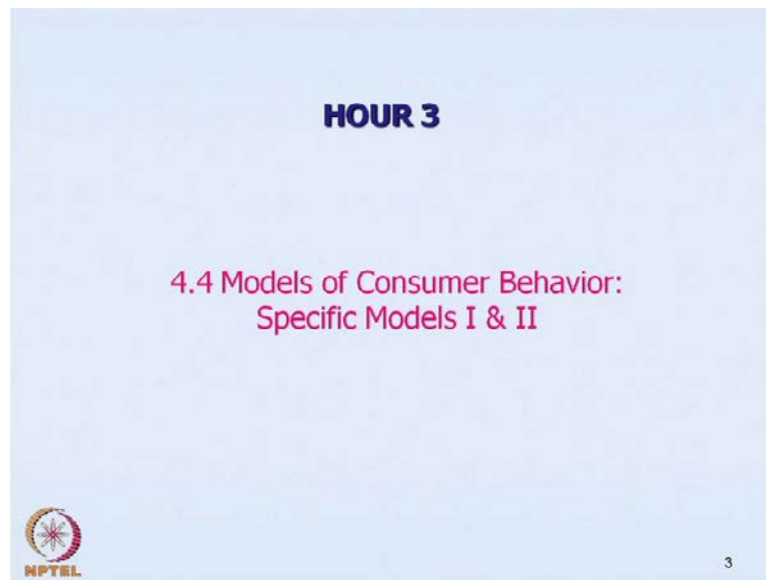
**4.3 Models of Consumer Behavior: Basic Model**

**4.4 Models of Consumer Behavior: Specific Models I & II**

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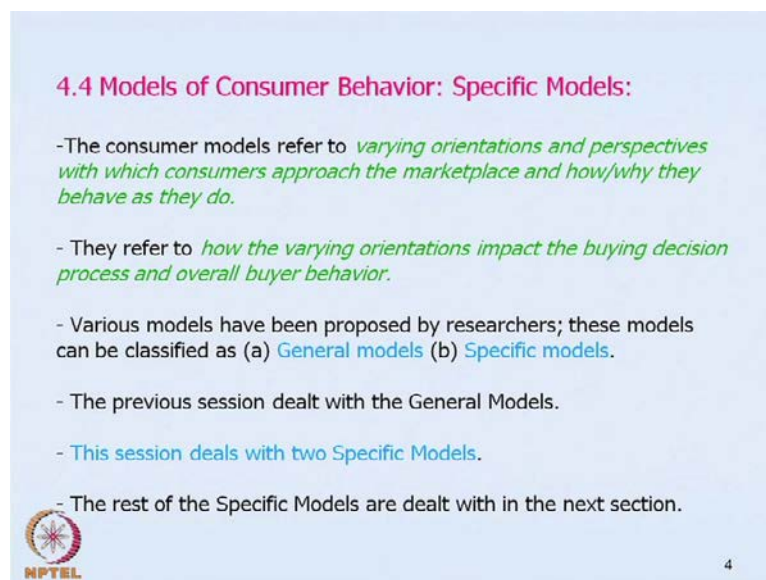
We will now move further with a module 5 and as we have already seen module 5 comprises four sessions, where we have completed two sessions and we have spoken about the models of consumers. We have also spoken about the models of consumer behavior, where we have spoken about the general models of mine. Then we have also discussed the basic models in terms of the business to consumer markets and business to business markets. And then moving forth, we are to discuss the models of consumer behavior, where you will be speaking about certain specific models. I have divided this topic on specific models into two sessions. So, we will be referring to this as part one and part two.

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These models of consumer behavior which formed, the specific models which you will discuss today from the hour three of this four part model 4 our module.

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And in these specific models, we will be speaking about two specific models. As we all know consumer models refer to varying orientations and perspective with which consumers approach the marketplace and we see how the varying orientations impact the buying decision process and the overall buyer behavior. This particular session will deal with two specific models.

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The models that have been explained in this session are Howard and Sheth's model and Nicosia's model.

- Nicosia's model
- Howard Sheth's model




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Where, we will talk about the Howard and Sheth model and the Nicosia model. The next session we will talk about two other specific models, where we will be speaking about the Engle, Kollat and Blackwell model; which was later modified as the Engle, Kollat and many other model and then we will also be speaking about the Bettman's information processing model.

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**I Nicosia's model of Consumer Decision Process (1966):**

- The model was proposed by Francesco Nicosia in 1966.
- One of the first models of consumer behavior to explain the complex decision process that consumers engage in during purchase of new products.
- Instead of following a traditional approach where the focus lay on the act of purchase, Nicosia tried to explain the dynamics involved in decision making.
- He presenting his model as a flow-chart, illustrating the decision making steps that the consumers adopt before buying goods or services.

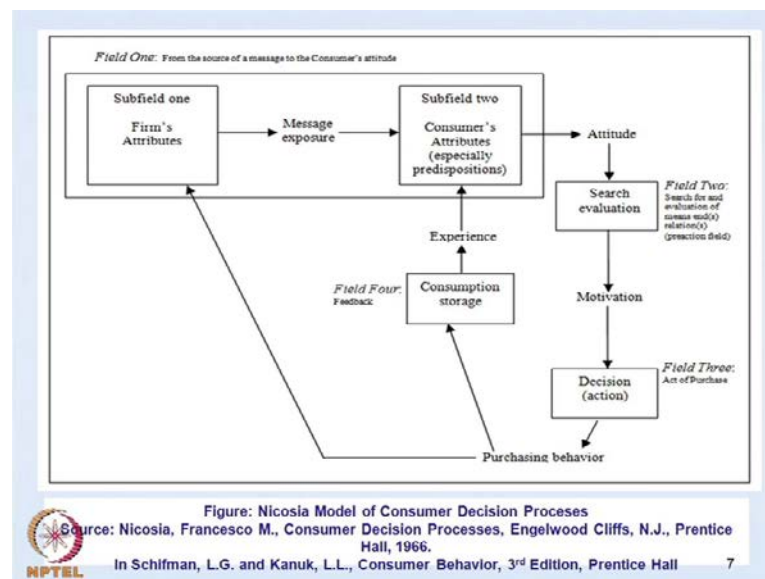


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Now, let us start with the Nicosia's model today. Nicosia proposed his model in 1966, at this particular model was proposed by Francesco Nicosia. He was the first to explain

about the complex decision process, that consumers engage in while buying process or while deciding to buy goods and services. Instead of following very traditional approach or very you know conservative approach of laying focus on the physical activity or on the act of purchase. Nicosia basically spoke about the dynamics involved in the consumer decision process and he explained his model in the form of a flow-chart illustrating the various decisions steps, decision making steps through which consumers past before they adopt or before they buy goods and services.

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So, this is the model which we will be speaking about and laying focus on. This was proposed by Nicosia and the various components of the model are seen as very interactive, where they interact with each other with none being essentially dependent or inter dependent or interdependent, independent. The none of these is essentially dependent or independent; they are all connected through direct loops as well as feedback loops.

The model basically describes the 'flow of influences', where each component actually acts as an input to the next component; and the consumer decision making process focuses on the relationship between the marketing organization and its consumers. Marketing organization through its marketing program or through its four fields effects the consumers, the customers through the response to the marketer's action affects the subsequent decisions of the marketer and the cycle continue.

So, we see on the one hand it is the marketer who through his program affects the consumers and the consumers with their response affects the marketers at subsequent action and the process goes on. The various components of the model are further distinguished into main fields and subfields, and the main fields and subfields of the model are; the marketer's communication effecting consumer attitude, the consumers search for the information, the purchase action, the consumption purchase experience and the feedback.

So, we have these fields and subfields, the first field starts from the marketer or the source of message to the consumer and his attitude. The second starts from the search for information to the evaluation of means or ends relations which forms the pre action field. And the third field basically actually relates to the act of purchase and the forth field relates to the feedback.

So, if you see we have we have four fields where, the field one speaks about the source of message to the consume from the marketer to the consumers attitude; field two speaks about search for an evaluation of means ends relations which forms a preaction field; field three is the act of purchase; and the field four is the feedback. This is further divided into some subfields, where we have subfield one in the form of firms attributes put in you know formulating in the form of message expose to the consumer and effecting consumers attitude. So, the model basically represents a four field model, where the first three fields represent the various decision making steps that consumers follow during the purchase decision process.

Field one is the first field ranges from the source of the message or the marketer to the consumers attitude. It basically comprises the forms attributes that are communicated and affect the consumers' psychological attributes; the field basically explains the attitude formation based on the message exposure. In field two, we see it ranges from the search of information to the evaluation of means or ends relations; this also forms the preaction field. It comprises the consumer search for information about the firm's product and its evaluation compare to the different alternatives which are available. Then we have field three, where it is the actual act of purchase it basically comprises the consumer's motivated state of mind, to enter into a purchase transaction. The forth field acts as a feedback, it basically comprises the storage, the usage and resultant experience with respect to the product which acts as a feedback mechanism.

Now, we will discuss each of these fields and subfields in a little elaborate manner, let us start with field one. Now field one is marketers communication effecting the consumers' attitude; so this is actually the communication from the source of the message to the consumers attitude. So, the source of the message is the marketer and it is meant to basically have an impact on the consumers' attitude. The consumer is exposed to the firm's attributes through the marketing communication both personally and impersonally. This information could relate to the firms attributes as well as the product, the price, the distribution, the message which is transmitted to the consumer effects his perception, predisposition and attitude toward the firm and its offering.

The impact on perception and attitude is also dependent upon consumers' personal characteristics like; his values, his experiences, the culture subculture, the social influences and the like. Thus through field one the marketer's communication affects the consumer attitude. Then we have field two; where we speak about the consumers search for the information and valuation, basically the consumers search for an evaluation of the means or ends relations which forms the preaction field.

So, after the attitude is formed, the consumer moves to the field two of the model. The consumer searches for information about the product category, about the varying alternatives and there after the various brands on criteria, like attributes, benefits, features etcetera. These criteria could be based on his learning and past experiences, as well as the marketers' imports; and this stage basically crates a motive in the mind of the consumer to purchase a product. This leads to the field three which is the purchase action or the act of purchase, now the decision making on the part of the model and the act of purchase is actually what comprises this stage, the motivated state to purchase leads to field three of the model consumer finally, gets into action and buys the product from a retailer.

This leads to field four, which is consumption experience and feedback; the purchase action on the part of the consumer leads to field four of the model which is his experience and feedback. The consumption experience and feedback has an impact and acts as a feedback in the next stage. After purchasing the product and the related consumption of the product, the consumer may basically have two kinds of experiences; a positive experience in this terms of the customer satisfaction. It would reinforces predisposition with the product or the brand and make him loyal towards it. On the other

hand, there is may be a negative experience which implies consumer's dissatisfaction; which would affect his attitude negatively lower down his evaluation about the product and or brand and even block his future purchases. This field provides feedback to the marketer who can also use take it as imports to modify his marketing makes accordingly.

So, in the first field if we see, the marketer communicates with the customer and promotes a product which is unfamiliar to him. He speaks about the various attributes, he speaks about the firms attributes, as also about the product, about the price, about the place and he basically tries to promote an unfamiliar product to the customer; depending upon the existing previous positions and his evaluation the consumer develops his attitude. So, this is a through a message exposure the firms attributes, the products, price place and promotion is going to have an impact upon the development of the consumer attitude. This is going to lead to stage two; where he the consumer searches for information and evaluates the information on various criteria. He evaluates the different brands or the different alternatives on various criteria; and finally, develops a motivation to act, motivation to act here means to buy or not to buy and if to buy what to buy. So, he basically develops an attitude or he develops a positive attitude toward and toward in intention to buy and to the act of purchase.

So, it leads to motivated state of mind and moves to stage three. In stage three there is the action or the final purchase decision; the consumer buys the product, he buys a particular alternative and or brand from a chosen retailer and gets back and he and there is basically post purchase, there is consumption and feedback which leads to field four. Now, he experiences product uses and based on product uses, he forms a positive or a negative attitude towards the product and or brand and this is going to have an impact on subsequent purchases; we should also be taken as inputs by a marketer to modify the marketing mix.

So, basically in field four, the consumer experience would act as you know act stored in his memory if this experiences will be stored in his memory, for further reference, for further retrieval, for further usage. And subsequent actions on the part of the consumer in the form of satisfaction and dissatisfaction; and repeat purchase will actually give an input to the marketer whether he should be going in for modifying his marketing mix and how he should go about it.

So, here we see this entire model, where through the firm communicates with the consumers through his messages and basically consumer reacts through an act of purchase; so both the firm and the consumer influence each other. This particular model as we said before, explains the dynamics involved in the decision making process and very clearly illustrates the processes which consumer use at towards when they buy goods and services. The consumer's action, the marketer's action and consumer's action influence each other; the decision process focuses on the relationship between the marketing organization and the consumer. Marketing organization through his four fields affect the customer and the customer through his response basically effects customer, basically effects marketers reaction and marketers decision in the future. So, the cycle basically continues.

Now let us actually discuss the assessment of the model. The model is something which is very integrative in nature, it tries to integrate the body of knowledge that existed at the time of formulation of the various models in the, in the area of consumer behavior. It is a very pioneering attempt; where appreciation lies in the form of Nicosia's approach to decide to describe the consumer decision making process through a flowchart. He was the first person to basically describe consumer decision making and the various prosperous steps in leading to consumer purchase through a flowchart. And also basically broke down the various components and subcomponents of the flowchart in the form of fields and subfields.


So, it was a pioneering attempt on the part of Nicosia, where he later focus on the conscious decision making process of the consumers; where at act of the purchase was just one part, it was just one stage in the entire ongoing decision process of consumers. So, the flow charting approach basically proposed by Nicosia, systematizes as well as simplifies the various constructs, the various deribbles that have an impact on consumer decision making.



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***An Assessment of the Model:***

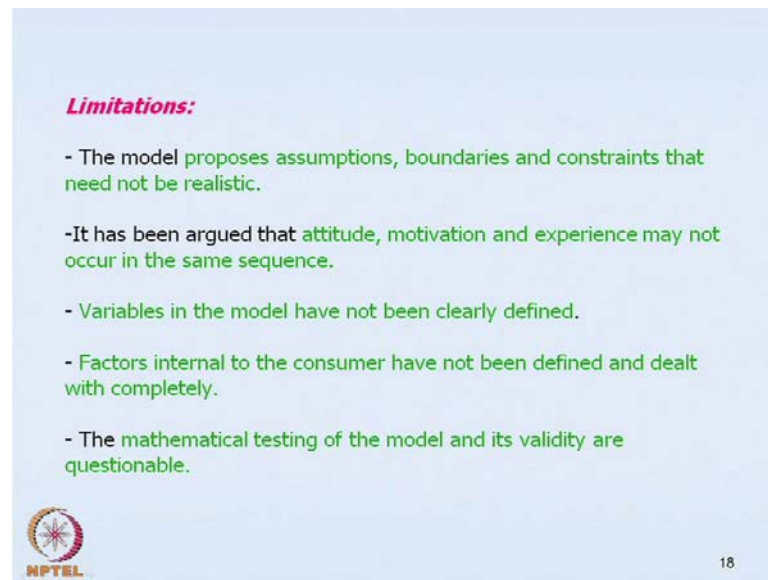
- An integrative model that tries to integrate the body of knowledge that existed at the time of its formulation in the area of consumer behavior.
- A pioneering attempt to focus on the conscious decision-making behavior of consumers, where the act of purchase was only one stage in the entire ongoing decision process of consumers.
- The flow charting approach proposed by Nicosia, simplifies and systemizes the variables that affect consumer decision making.
- It contributes to the step by step "funnel approach" which views consumers' movement from general product knowledge toward specific brand knowledge and from a passive position to an active state which is motivated toward a particular brand.



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The flow charting approach, as we said simplifies and systematizes the variables. It contributes to the step by step funnel approach which views the consumers' movement from general product knowledge towards specific brand knowledge; and from passive position to an active state which is motivated toward a particular brand. So, if we see this, if we assess it, it is funnel approach where the consumer moves from general product knowledge to specific brand knowledge and he moves from passive state of mind to a very active state of mind highly motivated towards the act of purchase. That is how this particular model has been appreciated and very looked up with a lot of appreciation and lot of credit has been given to Nicosia, who has put in all efforts to basically simplify and systematize the entire process and show the relationship between the marketer and his communication strategy; which of the consumer and the consumer reaction in the form of a feedback. So, this is how the model has been assessed.

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**Limitations:**

- The model proposes assumptions, boundaries and constraints that need not be realistic.
- It has been argued that attitude, motivation and experience may not occur in the same sequence.
- Variables in the model have not been clearly defined.
- Factors internal to the consumer have not been defined and dealt with completely.
- The mathematical testing of the model and its validity are questionable.

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However the certain limitations with respect to the model; the model basically proposes certain assumptions, a boundaries and constrains that are not always realistic. It is also been said that the major variables which he has dealt in the form of attitude, motivation, experience, perception, may not actually occur in the same sequence. Also the various variables have been very, have been left undefined and the various there is lot of ambiguity in the manner up to which he actually defined his variables. Also the model fails to take into account other factors internal to the individual, which effect the consumer decision making. They have not been dealt and defined with completely and finally, the model has also yet to be tested for its reliability and validity the mathematical testing of the model; and its validity is questionable across product categories and across purchase situations. So, that is the reason why this particular model is regarded as something, which cannot be is not very realistic and cannot be generalize to major purchase decisions.

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**II Howard Sheth's model (1969):**

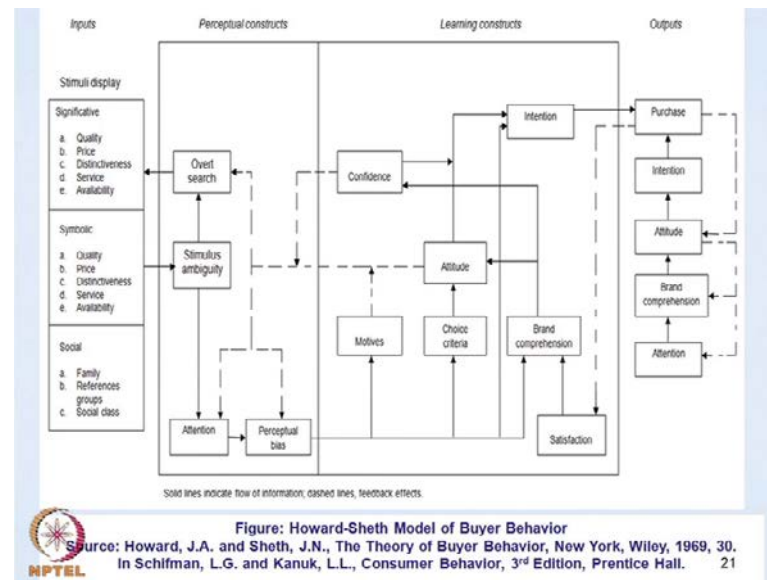
- While the model was proposed for industrial buying in the 1960s, the term "buyer" is used to connote both industrial consumers and personal consumers.
- Howard and Sheth used the term buying behavior and not consumer behavior as the industrial buyers and consumers are similar in most aspects.
- Through the model, Howard and Sheth, tried to explain buyer rationality while making purchase decisions even in conditions of incomplete information.
- While they differentiated between three levels of decision making, EPS, LPS and RPS, the model focuses on repeat buying/purchase.

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Now, let us come to the second model which we will talk today; which is Howard and Sheth's model, which was proposed in 1969. Now while the particular model was proposed for industrial buying in the 1960s, the term "buyer" here is used to define both industrial consumers and personal consumers. Howard use the term buyer behavior and he did not use the word consumer behavior; as he said the industrial buyers and consumers are most similar in most aspects and the decision making process is not very different either. So, he use the word a buying behavior and not consumer behavior.

Through the particular model, he tried to explain buying behavior you know and he said buyers were very rational and the process is something which can be looked up with a lot of rationality; where consumers also make decisions in cases of incomplete, in case of incomplete information. While Howard and Sheth defined the buying process, they differentiated within three levels of decision making in terms of EPS, LPS and RPS; and EPS Expensive Problem Solving, Limited Problem Solving and Routinize Problem Solving. We have discussed EPS, LPS and RPS in the earlier sessions; also Howard and Sheth gave lots of importance to repeat purchases and repeat buying. So, this particular model, it can be studied taking into account different scenarios of EPS, LPS and RPS and through the model Howard and Sheth basically (( )) focused on the repeat purchase or repeat buying process.

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The particular model which is been proposed by Howard and Sheth have four variables or four major components; we have the stimulus inputs or the input variables. We have the hypothetical contracts in the form of perceptual constructs and learning constructs and we have the response output in the form of output variables; apart from that we also have certain variables which are exogenous variables. So, we see that there are four major components; the inputs or the hypothetical construct in the form of perceptual and learning constructs and the output and apart from that there are the exogenous variables.

Now, speaking about the inputs or speaking about the input variables, we will talk to about them as stimulus inputs, they basically refer to the stimuli in the environment. These stimuli in the environment take the form of informative queues about the product or service offering. These information queues could relate to product, the price, the quality, the distinctiveness, the service and the availability store. The informative queues about the product or service offering could take forms of quality, price, distinctiveness, service and availability. These informative queues which are actually which actually comprise this stimulus imports could be in significative, could be symbolic and could be social. So, informational queues could take three forms; a significative, symbolic and social.

The significative and symbolic queues are commercially nature and can be controlled by the marketer. They are under the controlled of the marketer who basically represents

them in the form of quality, price, distinctiveness, service and availability and he can maneuver them or through his four fields or through his marketing makes, but on the other hand the social queues, social queues are non-commercial in nature. And they are not control or uncontrollable by the marketer and they take the form of in you know stimuli or imports or in the form of all that is coming from as influences from the family, from the reference groups and from the social class. All these three types of stimuli provide as, provide inputs or provide stimulus inputs consigning the product or brand to the consumer.

So, let us first talk about significative, symbolic and social stimuli. The significative stimuli basically is the product or brand information that the marketer provides; it deals essentially with the brand characteristics and could manifest itself in the form of quality, price, distinctiveness, service and availability. Then you have the symbolic stimuli, which is the psychological form with which a consumer perceives the product and service offering or the brand.

So, it is figurative and perceptual and depends on the how and how the offer has been positioned upon, depends upon the ways, in which the particular offering has been positioned. It basically emanates from the advertising and promotion efforts from the marketer. So, the symbolic stimuli is basically the psychological form with which a consumer perceives a particular product; or service offering and something that is actually impacted by the advertising and promotion efforts of the marketer and also by the way, in which a particular brand has been positioned by the marketer.

Then as we said earlier this symbolic stimuli could also take form of quality, price, distinctiveness, service and availability; both significative and symbolic stimuli are under the control of the marketer and can be influenced by them. On the other hand then we speak of the social stimuli, which actually comprises the information about the product or service offering, that comes from the social environment. The social environment here implies the family, the groups, the society and the culture at large and this (( )) social stimuli is something which is outside or remains outside the purview of control from the marketer; it is absolutely uncontrollable by the marketer. So, this is what we mean by this stimulus inputs or the inputs as a construct to the particular model. These are the input variables of the particular model.

Then we now move to hypothetical constructs or of the model, which take the form of perceptual constructs and learning constructs. The perceptual constructs relate to obtaining and processing information receives from the input variable. So, they basically speak of the relate to the obtaining information and processing information that is received from the stimuli or from the input variable be it significative symbolic or social. The three perceptual constructs, I am sorry the four perceptual constructs; we speak about search for information, stimulus ambiguity, attention and perceptual buyers. Now, once the buyer is exposed to any information, there is an attention. This attention towards the stimuli will depend upon the sensitivity to the information from the buyer in terms of his urge and receptivity towards such information.

So, once a buyer is exposed to stimuli there is an attention in his part, which will actually depend upon his sensitivity to information; in terms of his urge and receptivity towards such information. Not all information would be processed by the consumer and the intake of information, will actually be subject to perceived uncertainty and lack of meaningful of the information. Stimulus ambiguity will occur when a consumer does not understand the message from the environment; it could trigger off a need for a specific and active search for information, which we will called as the over search of information. The information that will be gather and processed by the consumer, may also suffer from perceptual buyers, if the consumer distorts the information received. So, as to fit it to basically fit it to his or her established needs, values, believes, experiences etcetera.

So, if you look at the perceptual constructs, a consumer is exposed to an information; there is an attention on his part. This attention will depend upon his (( )) this attention to the stimuli or attention to the information, will depend upon his sensitivity to information in terms of his urges and receptivity toward such information. Not all of the information will be processed in the similar manner, stimulus ambiguity may occur when he does not understand a message from the environment or if the stimulus is not very clearly perceived and understandable. This could tic trigger off an over search for information which will been active and very specific search for information; finally, the information which is gather and processed medley suffer from perceptual buyers where the consumer may distorted to fit it in to his established needs, values, believes, experiences etcetera. So, this is what we mean by the perceptual constructs.

Then we also have the learning constructs, talking about the learning constructs this relate to the consumer learning; as formation of attitude and opinions and the final decision making. The seven learning constructs we have motive we have choice criteria the brand comprehension, the attitude, the intention, the confidence and the satisfaction. Now let us discuss these, the learning constructs little more elaborately, now the learning constructs range from basically the buyer's motive for a purchase to the final satisfaction of the purchase. It is the inter play of these seven constructs which ultimately leads to response output or to a purchase.

So, basically we start with the buyers motive to purchase a particular product and or brand and then finally, leading to his ultimate satisfaction from the purchase. The motive here refers to the goals that a buyer seeks to achieve through a purchase; and they corresponding urge toward the action or the purchase activity. So, motives here talk about the goals, that the buyer seeks to achieve through a purchase and the corresponding urge towards action or towards the purchase activity; it is a activity stage of the mind.

Then we have the brand comprehension which is the knowledge and information that particular consumer or a buyer has about the various brands in his evoked set. So, it is basically the information and knowledge that, he has about various brands that he is aware of and that forms of part of evoked set. The buyer forms in order of preference for a various brands; this order of preference is based on decision mediators which we call as choice criteria. The decision mediators are the evaluative criteria and the application of decision rules by a buyer to the various purchase alternatives. So, based on the choice criteria, the attitude are formed for the various brands. The attitudes here reflect the basically the predisposition of the buyers his preference toward alternative brands and his feeling of like and dislike towards certain offering.

Now then we have what we call as the confidence level; the brand potential of the evoked set determines the buyers' perception and the confidence level of the basic of the brand that he is considering to buy. The purchase it intention will be accumulative outcome of the interaction of the buyers motives the choice criteria brand comprehension, the brand attitude and the confidence associated with the purchase. Satisfaction which is another construct involves the post purchase evaluation and the resultant impact; that is whether expectation from an offering has the match the

performance and whether the resultant impact is positive or negative with respect to brand comprehension.

So, we start with a motive which is activated state of mind; where the buyers seeks to achieve you know some kind of satisfaction through a purchase activity, the buyers seeks to fulfill a need through a purchase activity and this lead to an urged toward action or purchase. There is brand comprehension which is, which actually reflects his knowledge and information about the various brands in the evoked set. There are various choice criteria or decision mediators, which the consumer uses to evaluate the various brands and he basically applies decision rules to be able to focus on certain purchase alternatives based on his choice criteria attitudes are formed with respect to various brands. These attitudes reflect the predisposition of the buyer and also reflect feeling of like and dislike towards certain product offerings.

The evaluation and attitudes and the predisposition basically gives rise to confidence level of the brands with respect to the brands, that he is considering to buy; the purchase intention is accumulative outcome of the various other constructs like motives, choice criteria, brand comprehension, attitude and confidence associated with a particular alternative. Finally, they satisfaction which is which involves the post purchase evaluation either the product has met expectation or has not met expectations and the resultant impact a positive or negative on the brand comprehensive. So, this is what actually comprises the various learning constructs.

Then we have the response outputs; so response output here refers to the consumers' action or response to stimulus inputs. The five constituents arranged in a hierarchy start from attention and ending up with purchase; so we have attention giving rise to brand comprehension to attitude to intention to purchase. So, basically these are the buyer's actions or output variables or response to the stimulus inputs or the input variables which he was exposed to; attention is the degree or level of information that a buyer expects when exposed to a comprehension is the amount of information that he actually processes and stores. Attitude is a composite of cognition affection behavior towards his offering, much manufacture in the form of like or dislike for the particular product and or brand; intention it is the consumers intention to buy or not to buy a particular product offering and purchase behavior is the actual act of purchase. So, you have these 5 constituents as a part of the response outputs.



Howard and Sheth also spoke about certain exogenous models, where which influence some or all of the constructs explained earlier and there by impact the final output variables. These are have been explained has inhibitors or environmental forces that restrain the purchase of a favored brand. For example, the importance of the purchase, the price, the financial status of the buyer, the time at the disposal of the buyer to make a purchase, the various personality treats, the social pressures etcetera. All of these comprise the exogenous model, variables which have an impact on the purchase of a favored brand; the act as inhibitors or environmental forces.

Now, let us actually speak a little bit about the working relationship between the construct and the model. Now through the model Howard and Sheth explain buying decision process, that the buyer undergoes and the various factors that affect his choice decision towards a particular brand. The process starts with the when buyers is exposed to this stimulus as a result of exposer stimulus ambiguity occurs, which could lead to a word search for information. Information that is received by the consumer or the potential consumer is contingent upon inter play between the attitudes and his motives; research for information the conclusions drawn is also filtered by perceptual buyers. That would be a result of his attitude, confidence, search for information and motives.

Now, this may alter the existing patterns or of motives and choice criteria; there by leading toward change in the attitude towards the brand, the brand comprehension, the motives, the purchase intention or the action. The final purchase decision is based on the interaction between brand comprehension, the strength of attitude towards the brand, confidence in the purchase decision and the purchase intention; actual act is influence by the buyer's intention and inhibitors which he confronts.


So, the entire process is impacted by various exogenous variables like the importance of the purchase, price, time available to make the purchase, social and cultural influences etcetera. After the purchase the buyer experiences satisfaction, if the performance matches an exceeds expectation, this satisfaction would strengthen brand comprehension, reinforce the confidence associated with the buying situation and strengthen the intention to repeat purchase of the brand. With the satisfying purchase decision, the buyer will learn about buying in similar situations and in this manner the behavior will tend to get routinezed. That is where Howard and Sheth spoke about repeat buying or repetitive

purchases; the purchase feedback thus acts as an influence on the consumer's attitude and his attention.

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**An Assessment of the Model:**

- The model is an **integrative model** that incorporates many of the aspects of consumer behavior.
- It **links together the various constructs/variables** which may influence the decision making process and explains their relationship that leads to a purchase decision.
- It **highlights the importance of inputs to the consumer buying process.**
- It is one of the first models to divulge as to **what constitutes loyalty towards a specific product.**
- It helps **gain insights in to the processes as to how consumers' process information.**
- The model is **user friendly** and is one of the few models which has been used most commonly and tested in depth.



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Let us now speak about the assessment of the model; the model is highly integrative it incorporates many of the aspects of consumer behavior. And it links together various alternatives or it links together various constructs, various variables which influence the consumer decision making process; and it also explains the various variables which lead to the decision as also their relationships.

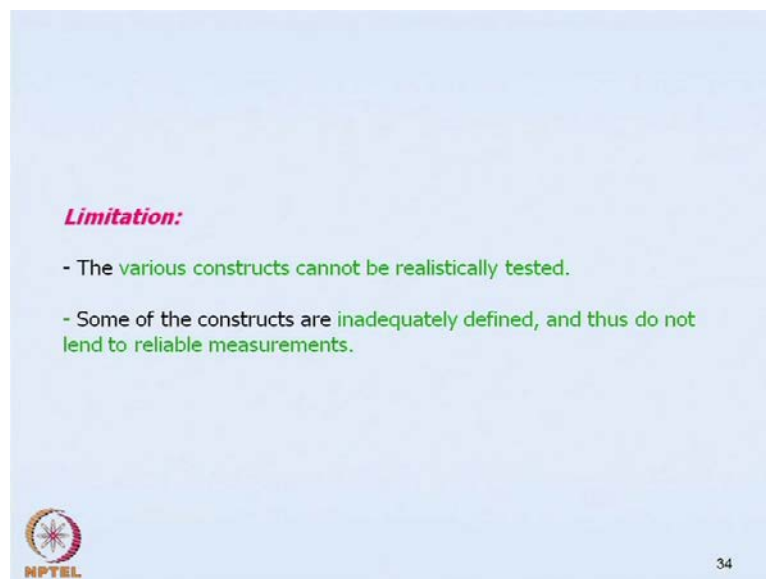
So, it is not only explanation of these variables or these constructs which lead to the purchase decision, but it also explains the relationship between the various constructs, it talks about the working relationship of these constructs. It highlights the importance of the stimulus inputs to the consumer buying process; the model also speaks about repetitive buying in and first model to basically speak about satisfaction and loyalty and repetitive purchases. So, it basically Howard and Sheth were the first diverse towards constitutes loyalty for specific product. It also again helps marketers gain inside into how consumer process information, this processing of information is impacted by the perceptual constructs and the learning constructs; and the perceptual and learning constructs have an impact ultimately on the response output or the act of purchase.

Model is very user friendly and it is one of the very few models which has been tested in depth and. So, issues of the reliability and validity are not in question it is a model which

is very robust and it is been successfully used across many purchase situations and many purchase decisions. This is one of the first few models which talks very elaborately about the role of perception about learning and about consumer attitude; it speaks about the marketers at it inputs, it speaks about the consumer and its output. So, it speaks about stimulus response in the form of stimulus coming from the marketer and output being resultant from the consumer. In between there are the perceptual and learning constructs as well as impact of you know attitudes etcetera, which has an impact upon consumer decision making.

Howard and Sheth were also the first to speak about exogenous variables or the inhibitors which actually have an impact on the final act of purchase. However, this particular model has been criticized, because it is been said that the various while the model has been tested; the various constructs cannot be realistically tested in isolation.

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So, as a whole the model could be tested and generalizations could be drawn, but otherwise the constructs are not capable of being realistically tested in isolation. Some of the constructs are not very adequately defined and do not lend themselves to very valid measurements. So, that is the reason why this particular model has been criticized. So, this completes our decision on the two models; which is Nicosia's model and the Howard and Sheth model. In a next session we will be talking about the Engle Kollat and Blackwell model or the EKB model which was proposed in the 1980s and then was

modified later as EKM model or the Engle Kollat and Miniard model. We also speak about the other model, another model which is the Bettman's information processing model in the next session.

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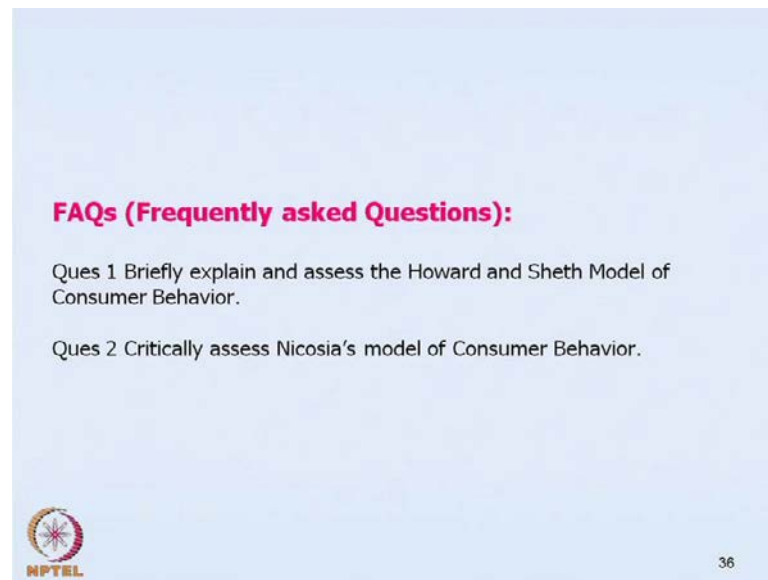
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So, the references for further reading, we have Howard and Sheth in 1969 the theory of buyer behavior John Wiley. Kotler and Armstrong principles of marketing, eleventh edition 2006 Prentice-Hall; Kotler and Keller Marketing Management thirteenth edition 2009 Pearson, Loudon and Bitta consumer behavior fourth edition Tata McGraw-Hill 2002. Nicosia and Nicosia 1976, consumer behavior toward sociology of consumption journal of consumer research; we have Peter and Olson consumer behavior and marketing strategy seventh edition 2005 McGraw-Hill. We have Schiffman and Kanuk consumer behavior third edition Prentice Hall. We have Schiffman and Kanuk consumer behavior eighth edition Prentice Hall and Wells and Prensky consumer behavior John Wiley and sons 1996.


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**FAQs (Frequently asked Questions):**

Ques 1 Briefly explain and assess the Howard and Sheth Model of Consumer Behavior.

Ques 2 Critically assess Nicosia's model of Consumer Behavior.

 NPTEL

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Now let us come to the frequently asked question, we have these questions which could be asked; question 1) Briefly explain and assess the Howard and Sheth model of consumer behavior, where you basically will be required to speak about the model, the various constructs in the model. The stimulus inputs, the hypothetical constructs in the form of learning and perceptual constructs and then the response outputs, as well as the exogenous variables will also be required to explain the working relationship between the model and speak about the assessment of the model and the limitations of the model; this is a question 1.


Coming to question 2) Which is critically assess Nicosia's model of consumer behavior. So, you will talk about the model you will explain the flowchart approach to the model the various fields, the various subfields right from the firm's attributes and consumer attitudes to his motive to his intention to. So, search for information to the motives to his intention to buy and to the ultimate the feedback and final impact on marketer's efforts. We also then speak; we will talk about the assessment of the model and the limitations of the model.

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**Self Evaluation Tests/Quizzes:**

**Section A True/false:**

1. Originally the Howard and Sheth Model was proposed for industrial buying.
2. The flowcharting approach proposed by Nicosia, complicates the process that affects consumer decision making.




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When you come to the self evaluation in terms of small quizzes or test. Section A is true false; so the first question is originally the Howard and Sheth model was proposed for industrial buying. So, is it a true statement or false statement? Well this is the true (( )) statement; originally the Howard and Sheth model was introduced or was proposed for industrial buying. Second question; the flow charting approach proposed by Nicosia complicates the process that effects consumer decision making. So, is it a true statement or is it a false statement? Well this statement is absolutely false, it does not complicate the process rather it simplifies the process that effects the consumer decision making.

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**Section B Fill up the blanks:**

1. The Howard Sheth model has four major components, viz., stimulus inputs, \_\_\_\_\_, response outputs and exogenous variables.
2. \_\_\_\_\_ presented his model in the form of a flow-chart.



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Now, I come to fill in the blanks, first question; the Howard Sheth model has four components stimulus inputs, dash response outputs and exogenous variables. So, we have stimulus inputs, hypothetical constructs, response outputs and exogenous variables. So, the answer is hypothetical constructs, we could further break them down into perceptual constructs and learning constructs. dash Second question; dash presented his model in the form of a flow-chart. So, who presented his model in the form of a flow-chart, it is Nicosia who presented his model in the form of a flow-chart. So, we talk of Nicosia who basically is the person who's credited with proposing his model in the form of a flow-chart.

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**Section C Multiple choice questions :**

1. According to Howard and Sheth, the response outputs comprise five constituents, which could be arranged in a hierarchy. Which of the following is the right hierarchical sequence?

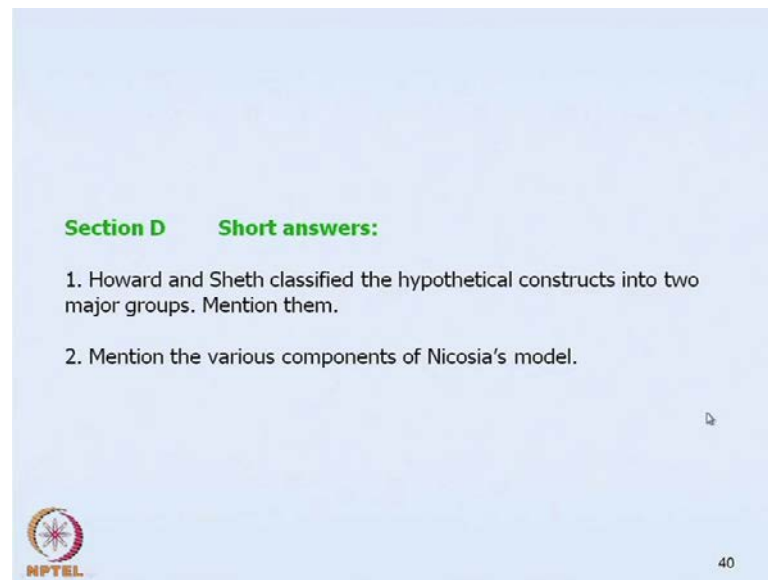
- a) attention, comprehension, attitude, intention and purchase.
- b) attention, attitude, comprehension, intention and purchase.
- c) attention, intention, comprehension, attitude, and purchase.
- d) attention, intention, comprehension, purchase and attitude.



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Now, to multiple choice questions, according to Howard and Sheth the response output comprises five constituents, which could be arranged in a hierarchy, which of the following is the right hierarchical sequence? A) Attention, comprehension, attitude, intention and purchase. B) Attention, attitude, comprehension, intention and purchase. C) Attention, intention, comprehension, attitude and purchase or D) Attention, intention, comprehension, purchase and attitude. So, which of the following is, which of these above which have just mention there is a right hierarchical sequence. So, you answer is A) the right sequence is; attention, comprehension, attitude, intention and purchase.

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**Section D      Short answers:**

1. Howard and Sheth classified the hypothetical constructs into two major groups. Mention them.
2. Mention the various components of Nicosia's model.

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Coming to short answers so Howard and Sheth classified the hypothetical constructs into two major groups; mention them. So, the two major groups are the perceptual constructs and the learning constructs, you can basically classify the perceptual constructs into four sub constructs; search for an information, stimulus, ambiguity, attention and perceptual buyers. And then we have the second construct, which is the learning constructs and you can classify the learning constructs into seven sub learning constructs like; motive, choice criteria, brand comprehension, attitude, intention, confidence and satisfaction. So, these are the various constructs hypothetical constructs which were actually proposed by Howard and Sheth.

Second question mention the various components of Nicosia's model. So, the various the components of Nicosia's model are; marketers' communication affecting consumers' attitude, consumers search and evaluation, purchase action and consumption experience and feedback. So, we have these various sub fields and subfields marketer's communication affecting consumer's attitude; consumer's search and evaluation, the purchase action, the consumption experience and the feedback. So, this could further be divided into four, into four fields and to subfields.



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**KEY**

**Section A**      **True/false:**  
1. True                      2. False

**Section B**      **Fill up the blanks:**  
1. Hypothetical constructs                      2. Nicosia

**Section C**      **Multiple choice questions:**  
1. a

**Section D**      **Short answers:**  
1. Perceptual constructs and Learning constructs.  
2. Marketer's communication affecting consumer's attitude; Consumer's search and evaluation, Purchase action, Consumption experience and feedback.

 **NPTEL**

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So, this we come to a conclusion of session three of module 5. In the next session we shall be doing two more models; we will be speaking about Bettman and we will be speaking about Engle Kollat and Blackwell. So, I hope you have found this session fruitful and we will continue in next session.

Thank you.