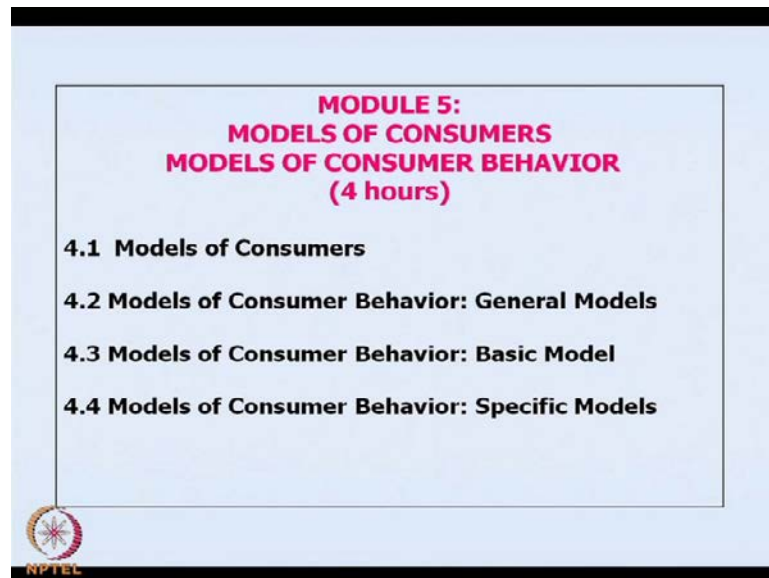


Consumer Behaviour
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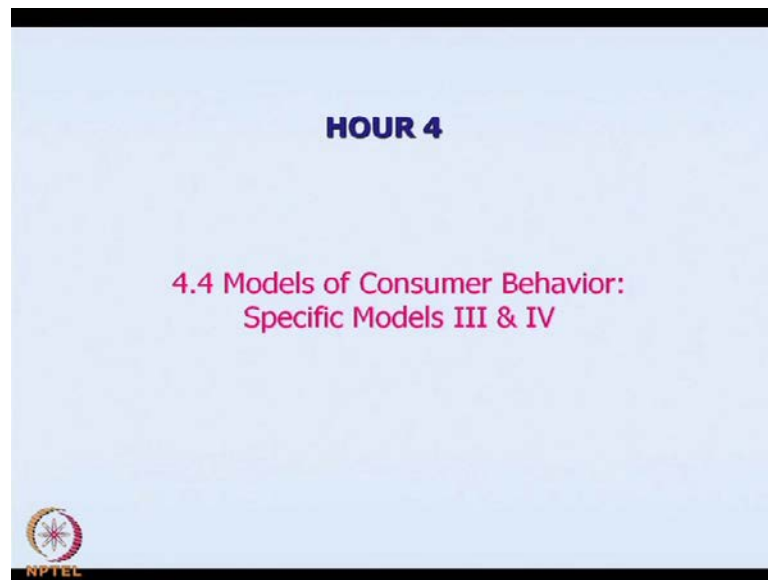
Lecture - 12
Models of Consumers and Models of Consumer Behaviour (Contd.)

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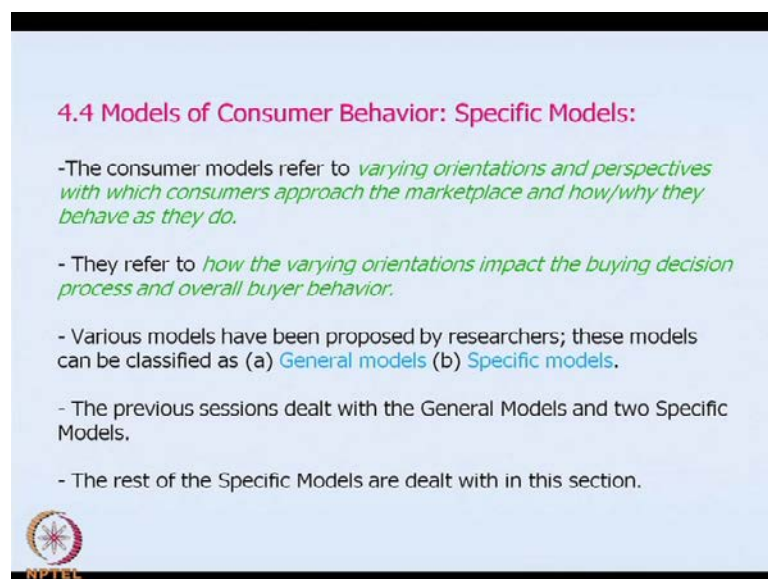
Continuing with the fifth module of this course on consumer behavior, we shall be proceeding with the concluding session of this particular module. As we said discussed earlier this module, titled Modules of Consumers and Models of Consumer Behavior; it was essentially, module to be completed in 4 hours. The various topics are models of consumers, models of consumer behavior, the general models, the specific models and basic models. In the previous sessions, we have discussed the general models and we have also discussed the basic models.

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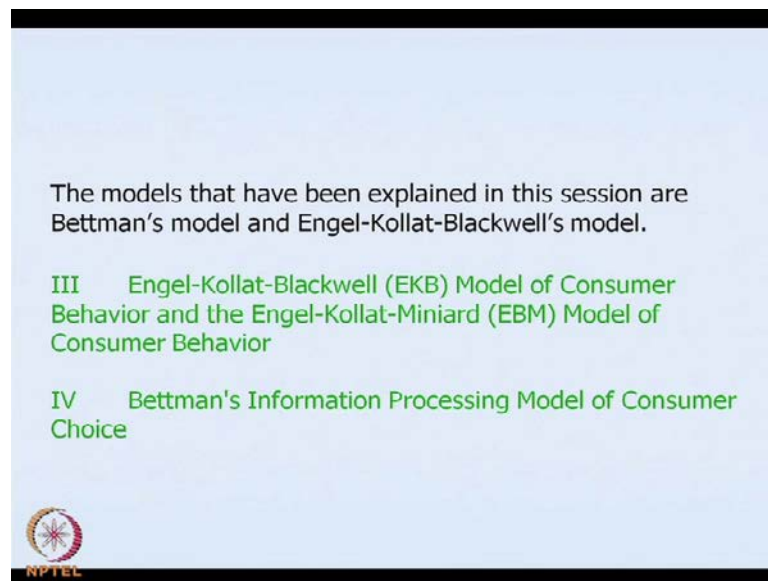
And today we shall be doing the specific models; we have already discussed specific models 1 and 2 in the previous session. Where we spoke about Nicosia's flowchart model, and we spoke about the Howard and Sheth module of consumer decision making. Today we will proceed with two more models, one titled the Bettman's-information processing model, and the second is the EKB model, which was later modified as the EBM model. We shall first be discussing the EKB model and then we shall be moving on to discuss the Bettman's model.

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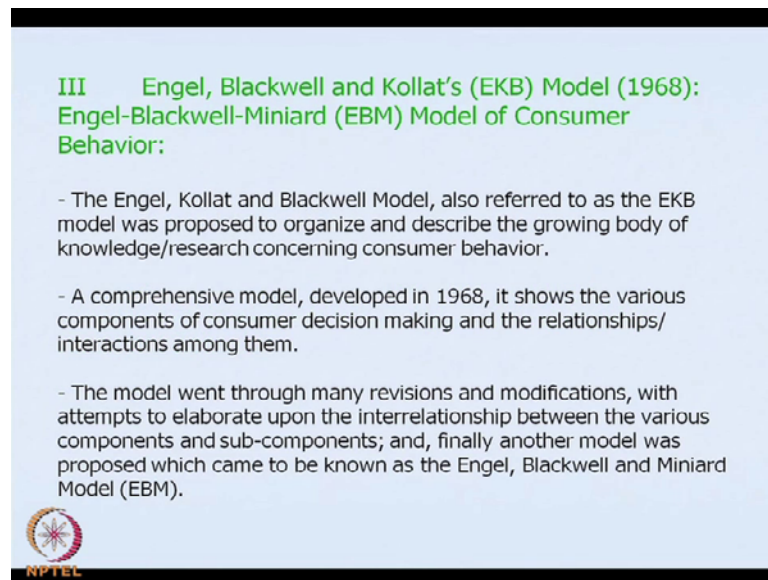
Now as we all know, consumer models basically help us understand the varying approaches the varying perspectives and orientations with which consumers approach the market place and enter into the decision making processes. They basically refer to, how the various orientations have an impact on the buying decision process and overall buying behavior; General models and Specific models have been discussed, have been proposed the previous sessions dealt with general models and the specific models.

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Today the rest of the two specific models will be dealt in this session and as I just said, we will speak about the Engel, Kollat and Blackwell model of consumer behavior and this was later modified and proposed as the Engel, Kollat and Miniard model of consumer behavior. We will also be following it up with next model, which is Bettman's-information processing model of consumer behavior. Now, let us first start with the EBM or the EKB model; EKB is Engel, Blackwell and Kollat and the EBM is the Engel, Blackwell of Miniard model of consumer behavior.

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**III Engel, Blackwell and Kollat's (EKB) Model (1968):
Engel-Blackwell-Miniard (EBM) Model of Consumer
Behavior:**

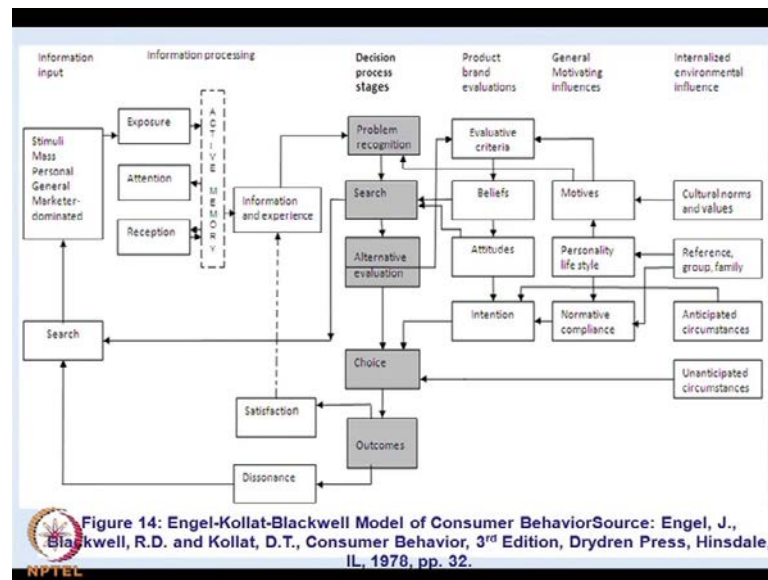
- The Engel, Kollat and Blackwell Model, also referred to as the EKB model was proposed to organize and describe the growing body of knowledge/research concerning consumer behavior.
- A comprehensive model, developed in 1968, it shows the various components of consumer decision making and the relationships/interactions among them.
- The model went through many revisions and modifications, with attempts to elaborate upon the interrelationship between the various components and sub-components; and, finally another model was proposed which came to be known as the Engel, Blackwell and Miniard Model (EBM).



So, now, this particular model which is the EKB model, was also referred to as the EBM later on, was proposed to organize the growing body of research and the growing body of consumer behavior knowledge pertaining to consumer behavior. As it was a very comprehensive model, which was proposed initially in the 1960s, to be precise it was year 1968, where EKB proposed this model, where they showed depicted the various components of which impact consumer decision making and they illustrated the relationships or the interdependence and interactions between these variables.

The model was tested, evaluated and studied across many product categories, many product purchase situations; it went through many revisions and modifications, where the emphasis was on explaining the relationship between the various components and sub components and of consumer decision making and finally, the model was proposed which came to be known as the EBM or the Engel, Blackwell and Miniard models. So, we will start with the Engel, Kollat and Blackwell model, which was proposed in 1968 and then will move on to see, how it was adapted? How it was modified? How it was reframed and reintroduced as the Engel, Blackwell and Miniard model in the 90s, in the 80s?

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Now coming to the EKB model, if you have a look at the model, it basically comprises five parts. We start with the information input, then we have information processing, we have the decision making stages or the decision process stages; we have decision process variables, which actually get broken up into product brand evaluations and general motivating influences and then finally, we have the external and influences in the form of internalized environment influences.

So, if you see the model there are five parts: the information input, information processing, the decision process stage, the decision process variables, and the external influences. To start with let us first discuss information input. Now, the information input includes all the different kinds of stimuli, that the consumer is exposed to and such a stimuli triggers a kind of a behavior. So, any and all of the stimuli, that a consumer is exposed to and which triggers a some kind of a behavior; actually, constitutes what we call information input. We have the various stimuli, which could be in the form of the coming from the you know it could be in the form of masses or personal or general marketer dominated.

So, we have these various kinds of stimuli, where we generally focus on the stimuli which is presented by the marketer; the consumer exposed to marketing efforts, in the form of advertising, publicity, personal selling, demonstrations or even store display or even the point of purchase stimuli; apart from this marketing stimuli, which is exposed to

the consumer is also exposed to a kind of stimuli, in the form of a which actually come from non-marketing sources and the non-marketing sources here could mean, the family the friends the peers. It is noteworthy hear to mention that because the stimuli is comes in the various sources, comes from various sources and in many forms both marketing dominated and a non-marketing; the various stimuli, compete for the customers attention. So, the basically the customer is attentive to some of these stimuli, which basically we will see, partial to you know his need or his motivation pattern or other psychographic components. These stimuli provide information to the consumer and they trigger of the decision making process.

So, information input basically is comes in the form of stimuli, both marketing and non-marketing and this stimuli triggers you know a kind of a the process in the minds of the consumer, which is related to the purchased decision, so it actually triggers of the decision making process. The second input in the model; if you see, is the second construct in the model if you see, is the information processing. Stimuli received in the first stage, provides information and this particular stage the information which is received is processed into a meaningful whole.

The stage comprises consumer's exposure attention and reception of information. So, the stimuli basically, whether market from marketing sources or non-marketing sources; is also acts as an information queue, to which the consumer is exposed to this exposure leads to some form of an attention in the minds of the consumer or in the part of the consumer and he receives information so that is attention and reception of information; which actually, goes into his act of his memory set. The consumer is exposed to stimuli and the accompanying information queues the attention actually determines, which of the stimuli would receive further consideration; after this the consumer interprets the information queue, find out more if it is required and receptivity or reception takes place. He first accepts it in a short-term memory and then he retains it finally, by transferring the input to his long-term memory for further retrieval and usage.

So, the queues that he is exposed to depending upon the relevance, depending upon the importance; well basically, you know be set up for further consideration, he would put lay attention to it, there after there would be receptivity; in case he finds the information queue to be inadequate and insufficient he searches out for more information reception

takes place; which finally, he stores in a short-term memory and later on he retains it and transfers it to his long-term memory for further retrieval and usage.

Then we move to the third construct or the third variable, EKB model; which is the decision process stage. Now, this decision process stage comprises five stages, where we start with problem recognition, search evaluate the alternative evaluation the choice and the outcomes.

So, it is at any time of the information processing stage, whether it is exposure or attention or reception; in any of these stages depending upon the product or service category, depending upon the consumer and its personality type and its psychographic characteristics also, depending upon the situation, purchase situation of the time available in hand; the consumer could enter into this stage at any of these stages, whether it is of exposure or attention or a reception; at any of these information processing stages the consumer could enter into the decision process stage. This would as I repeat, this would depend upon the product or service category in question the person himself and the purchase situation. So, at any of the stages or at any of the at any of the time of information processing the consumer could enter into the decision process stage.

The process starts with the usual problem recognition, which depending upon the input importance of the purchase; well actually, fully to search for the information. This search for information here will mean information about the product category or about the various brands; the consumer will basically rely on internal sources based on his memory if such or sources are seen insufficient he could go in for some search for information and this search activity could also be impacted by certain kinds of environmental forces. So, there is a problem which leads to a search for information about the product category and about the brands, the information search relies basically on internal sources, which is primarily ones memory, in case these sources seem insufficient and in eradicate he searches for external sources or he looks around for more information and he talks to his friends, peers, colleagues or may refer to some kinds of newspapers or spare magazines or journals or especial interest magazines or even talk to the sales person or the dealer and look to websites or other sources of information and this search of information will also be impacted by environmental influences. After he has searched for information, we basically come to evaluating the alternatives, during the evaluations stage you know the

consumer's beliefs lead to formation of our attitudes and these attitudes have an impact on purchase intentions.

So, if you see hear, the search for information is followed by evaluation of alternatives; consumer's pre dispositions or beliefs or values, will have an impact on for attitude formation and these attitudes will further lead to a purchase intention on the part of the consumer. This leads to the fourth stage, which is and the fifth stage, which is the choice and purchase, which majorly get impacted by individual differences, could be motives could be personality, could be life style, could be other psychographic components; it also gets affected by normative compliance and normative compliance meaning compliance to social norms and social approval and for also gets impacted by anticipated and unanticipated circumstances. So, the choice or and the purchase is basically impacted by a person's individuals differences in terms of his motives, personality, life style, psychographics also in terms of the normative compliance and both anticipated and unanticipated circumstances.

So, these you know you have the product and brand evaluation impacting these search process and the choice; similarly, you have the general motivating influences, which impact the product choice and also the purchase outcome. Finally, there is the purchase outcome, which may be positive or negative and it manifests itself in the form of satisfaction or dissatisfaction. Whatever be the outcome, whether satisfaction or dissatisfaction it is going to lead to as a feedback on the input or the information input again.

Now this outcome could also, be the form of dissonance or an uncertainty or an anxiety or feeling of tension anxiety, which a consumer may face post purchase. So, both satisfaction and dissonance is going to have an impact later on, the information on the purchase process in the next cycle for example, satisfaction will have an impact and gets stored as an experience into ones memory; similarly, dissonance or anxiety or tension will have an impact on further search or further search for information to basically reassure himself or of himself that is made the right choice. In any case, the outcome acts as the feedback on the output and impacts the entire purchase cycle again.

So, we have the various environmental influences the individual influences and the social influences, which directly or indirectly influence each of the stages of the decision

process. If you see, the environmental influences are in the form of a culture or values or anticipated, unanticipated influences; similarly, individual influences in the form of psychographic influences and social influences in the form of normative compliance, will have an impact directly or indirectly on the purchase process.

Now, these influences could actually take form of general motivating influences and internalized environmental influences. Now, EKB proposed both Engel, Kollat and Blackwell actually proposed, that it is not always necessary for a consumer to go through all of these stages of the buying process; it would actually depend a lot upon the, whether the problem is an extensive problem solving or it is a routinized purchased.

So, it is not absolutely essential for a consumer to go through all these five stages of the decision making process, it will actually depend upon you know the product or services category in question, whether it is a high-involvement purchases or low-involvement purchase, whether it is a first time purchase or it the routinized purchase the whether the level of perceived risk is high or low. In other words we are talking of whether it is a extensive problem solving or a limited problem solving.

Now, let us come next to the decision process variables, now the decision process variables; basically speak the model actually, proposes certain individual influences that effect the decision making process. These decision process variables or individual characteristics include contrast like, demographics, motives, beliefs, attitudes, personality, values, life style, normative compliance etc. And then we have finally, the external influences which takes into accounts social and situational influences that effect the decision making process. Social influences include, cultural values and norms reference, groups, families and other normative influences and the situational factors actually include, both anticipated and unanticipated or expected and unexpected circumstances and purchase situations.

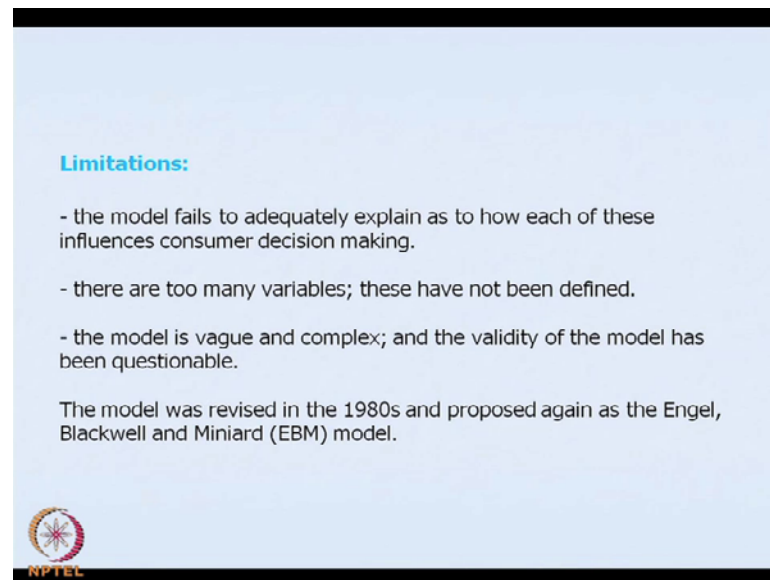
Now, if you look at the working relationship between the components and the model. Decision process comprises five stages; need recognition or problem recognition to outcome, the outcome in the form of satisfaction or dissatisfaction acts as an input. In the next cycle of similar purchase, each of the components directly or indirectly impacted by environmental influences individual influences and social influences.

Now, if looking beyond let us now come to the assessment of the model; the model basically incorporates many of the variables, many of the constructs that you know impact consumer decision making. Impact, EKB have put forth and introduced very very comprehensive model time to take into account, the various constructs that actually have work or into you know they actually, impact the interplay or the interrelation between these constitutes or these components. Impact consumer decision making in a very you know deep or a very strong way, it basically explains the interrelationships between the various stages of the decision making process like for example, talking about various variables like, relationship between belief attitude and intentions.

So, it clearly shows, you know very thoroughly it explains very comprehensively it explains the relationship between the various constructs the relationship between the various components. Like you know something to do with belief to attitude to intension or even put forth evaluate of criteria leading to an intention sorry evaluate criteria, leading to belief, leading to attitude and finally, leading to purchased intention.

It defines very nicely, the various construct the various relationship between the various constructs and it also something which the model is very versatile, it has been tested through many product or service categories, through many purchase situations and so it is extremely versatile and it proves it is validity it is reliability; it in a form it is a very robust model, which tries to you know explain the various components in the form of information output, information processing, decision process, you know product brand evaluations, general motivating influences and internalized environmental influences. In a manner a as a model it depicts the relationship between the various constructs in a very meaningful manner and provides lot of incite to what happens in the consumer decision making process, it is an extremely versatile model; which has been tested across various product and service categories various you know purchase situations and it has been it is a model, which been studied very thoroughly.


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Limitations:

- the model fails to adequately explain as to how each of these influences consumer decision making.
- there are too many variables; these have not been defined.
- the model is vague and complex; and the validity of the model has been questionable.

The model was revised in the 1980s and proposed again as the Engel, Blackwell and Miniard (EBM) model.



However, the model also suffers from certain limitations you know the basically, the model fails to explain as to how and to how each of these influences consumer decision (()) it does not measure the magnitude or the intensity of relationship between each of these variables. Also there too many variables, many researchers have pointed out that there are too many variables and these have not been very clearly defined, why? On the other hand some researchers have appreciated the fact that there are model has many variables and EKB deal with each of these very you know justifiably and they explain consumer decision making in very comprehensive manner. But then there are other school of thought which says that there are too many variables making the model very complex, many of these variables have not been defined they are vague; and although the model has been tested across a product and service categories and across purchase situations the validity of the model is actually questionable it is debatable. The model was actually revised in the 1980s and it was reintroduced and re proposed as the EBM model in 1986.

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Modification :

Engel-Blackwell-Miniard (EBM) Model of Consumer Behavior (1986):

The EKB model went through a series of revisions and modifications and finally it was proposed as the Engel, Blackwell and Miniard Model.

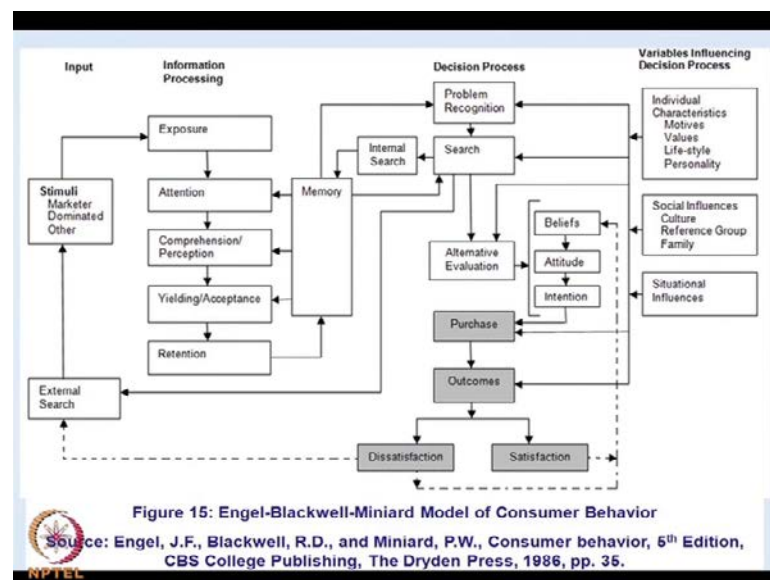
The model consists of four sections viz.,

- a) information input
- b) information processing
- c) decision process
- d) variables influencing the decision process.

The variables and the working relationship is similar to the EKB but has been slightly modified.

So, let us see the model here, now comprises four sections and if you see; the variables and the working relationship is similar, but it has been slightly modified.

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So, if you look here there are four variables which again similar to the EKB. We have the information input; we have the information processing, now the information processing instead of just being very simple exposure attention and retention. We have two more constructs here, in the form of comprehension and perception and in the form of yielding and acceptance. Then we have the third constituent of the model which is decision

process, which again similar to the EKB model; and, but again here instead of the simple five stage process we basically break it into little more depicted little differently and finally, we speak about the variables influencing the decision making process. Unlike the EKB which spoke about two kinds of variables affecting decision making; that is the decision process variables and the external influences, and the decision making process being defined as the product brand evaluation and the general moderating influence motivating influences. Instead of that, we just club together the various model influencing decision process in the form of individual constructs, individual characteristics, social influences and situational influences.

So, this model basically simplifies the earlier model; where in earlier model we had five components, here we have four components. The difference lies again here, information process is processing is explained elaborately; the decision process is illustrated a little differently and the various variables influencing the decision process, either in the form of general motivating factors or product evaluation or in the form of you know other environmental influences. So, all of those has been clubbed together and put under as variables influencing the decision making process.

So, if you look at the model, we start with the explanation here of the model; where the information received from the marketing and non-marketing stimuli, acts as a feeds into the information processing system. So, whatever stimuli manifesting itself in information queues, either from the marketer or from non-marketing sources. In other words either from you know under the control of the marketer or you know under the control of social forces. So, both of these stimuli and information queues received from those stimuli, feed into the information processing stage for a consumer.

Now as we just said; the stimuli could be both marketing and marketer related or they could be socially related coming from friends, peers, colleagues and other environmental forces. So, the stimuli in the form of information queues, acts feeds into the information processing; where we start to exposure the consumer or the person is exposed to such stimuli, he gives attention to the stimuli or information queues. This attention leads to some kind of an understanding, some kind of a comprehension and some kind of a perception into a in the consumers mind finally, he yields to such information inputs; he accepts such information inputs and this or he may search of more information to basically go into the stage of acceptance of information. This information goes into his

memory as retention; first into his short-term memory and then into his long-term memory and for further retrieval and further usage.

So, various information section of the model comprises of stages like exposure, attention, comprehension, acceptance and retention. So, after passing through these stages, the information goes into the memory; then this information is stored in the memory as an initial influence on the decision making process or on the problem recognition.

So, the next stage is decision making process, where we start with the problem recognition and there is a search for information. The consumer relies on his memory for the internal source of information; incase this is inadequate, he searches or he looks about for others external information. Based on this particular in search for information, he evaluates the various alternatives; now, evaluation of alternatives based on knowledge, based on information, either derived from external or internal sources is also impacted by consumer beliefs attitudes and intention.

So, this evaluation basically is going to; is evaluation is going to impact the beliefs, attitudes and intentions; and the beliefs, attitudes and intentions of the consumers are basically going to impact the purchase process or the purchase decision. So, we start with the problem, we go in for information. We evaluate information on the basis of knowledge, on the basis of information; gathered both from internal and external sources of information. This has an impact on consumer beliefs, on consumer attitude and consumer intention.

So, the belief is going to lead to formation of attitudes; an attitude is going to lead to an intention to buy or not to buy. In case it is to buy, it leads to the fourth stage which is purchase and post purchase; there is an outcome in the form of satisfaction and dissatisfaction. This dissatisfaction in case, there is a dissatisfaction it is going to have an impact on the it acts as the feedback for the future purchase cycle of similar products. In case of satisfaction the beliefs are reinforced attitudes are strengthen and intention to repurchase becomes high.

Now, apart from the decision process the fourth major component of the model is various variables that will influence the decision process; at all of the various stages whether it is problem recognition or search for information or evaluation of alternatives or purchased or outcome the consumer is influenced by certain variables. These variables could be

individual characteristics in the form of motives, values, life style, personality; they could also be in the form of social influences like cultured reference, groups and family or they could be also in the form of social influences. So, individual characteristics social influences and situational characteristics affects each of the stages of the decision making process.

So, you have individual characteristics, you have social influences and you have situational influences. Individual characteristics will include motives, values, life style and personality; all of this will impact the decision process. Social influences include culture reference groups and families; which again is going to impact the decision making process and a part of that their situational influences, which could be anticipated or unanticipated. Now the model here focuses decision process stages and starting with need recognition search pre purchase evaluation, post purchase consumption, post purchase alternative evaluation and also divestment.

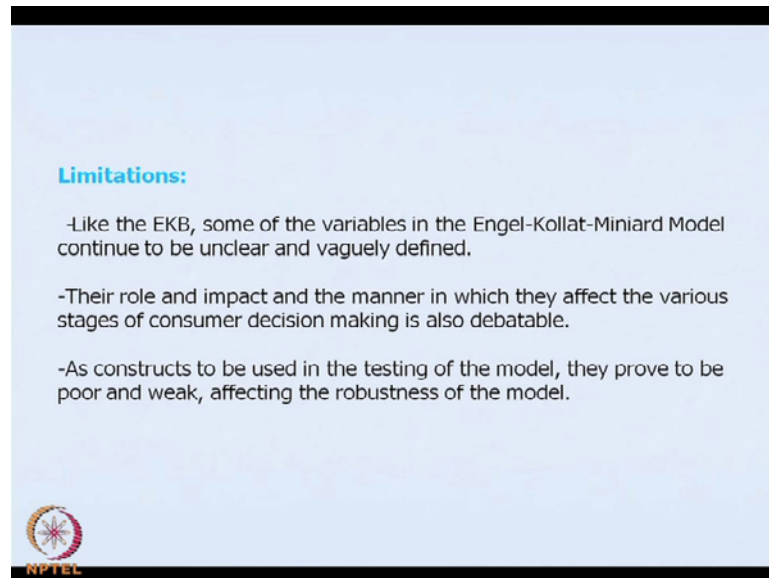
Now, divestment as construct was additionally added as a modification over the previous EKB model; and divestment relates basically to issues of disposal recycling or remarketing. So, now if you look at the model and if you are going for the assessment of the model, it is definitely an improvisation over the previous EKB model; it was in this modified form, it is a much stronger in terms of both theory and concepts.

So, both model is theoretically conceptually stronger than the previous one. The number of constructs or components reduced from 5 to 4; the number of sub constructs in each of the construct have been increased, specially make reference of information processing the manner in which the various sub components of the decision process, have been illustrated are also well appreciated and the variables influencing decision process have been simplified as individual, social and situational influences. So, it is much more easiest model to understand to apply, its model is theoretically and conceptually much stronger than the previous one.

The model basically addresses how consumer decision may vary, across different levels of decision making and that while the decision making stages may remain. The same the amount of relative importance and time; and the amount of focus, that a consumer will basically spend on each of these stages; would be based whether it is on high involvement or high perceived risk or low involvement or low perceived risk. So, the

model basically assesses makes a consumer makes a marketer understand that a consumer decision making will vary across different level. So, decision making and while the various stages will remain the same the amount of effort, the amount of time; the focus that the consumer will put on to the stages, will depend across high involvement and low involvement product categories.

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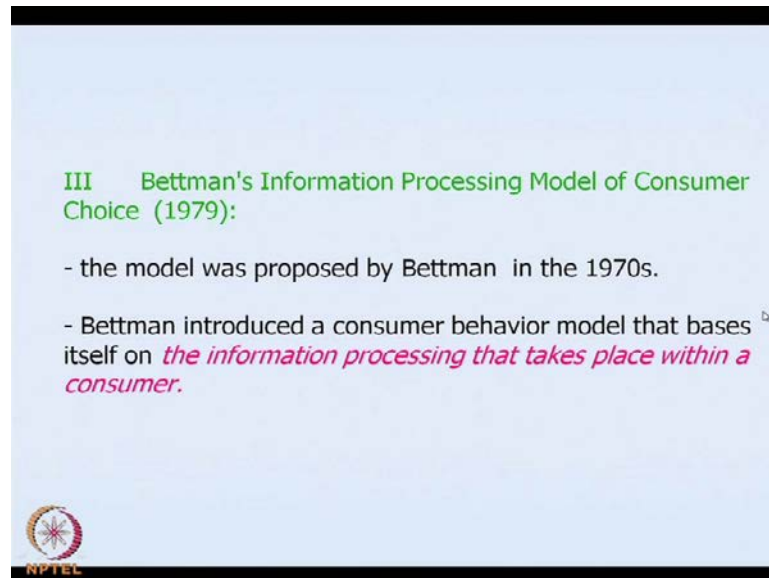


However, the model is not without limitations and the major limitations that have been proposed are that, again many of the constructs continue to be fuzzy, very unclear and vaguely defined; also the role and the impact and the manner in which these constructs effect each other, they effect the consumer decision process is debatable. The magnitude or the intensity or the strength of the each of the variables impacting consumer decision process, has not been studied and that is where the weakness of the model lies. you know The basic constructs of the model which have been used they prove to be poor, they proved to be weak; and that that affects the reliability, the validity and the overall robustness the model.

So, that is how this particular model has been criticized; never the less it is it contributes significantly to the field of consumer behavior and to the to the study on the various models of consumer behavior. The part that we should appreciate it EKB have been initially they proposed the model in the 68; they went through a lot of revisions, lot of modifications, they kept testing the product, the kept testing model across the different

products, across different service categories, across different purchase situations and lot of improvisations have been made. So, in that sense the model is something which is very lively in nature, but nevertheless it lacks the robustness or it lacks strength; where we can actually draw valid generalizations or you know define the robustness of the model. So, this is of the problems with respect to the model.

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Now, let us come to the second model which is the Bettman's information processing model of consumer choice. This particular model was proposed by Bettman in 1970s and Bettman basically introduced that consumer behavior basically bases itself on information processing that takes place within the consumer. So, what he did was basically focusing on information processing in the manner of information processing or the way in which information processing takes place within a consumer; that is why his model came to be known as the information processing model.

Now, according to this particular model, the consumer is basically central to a host of information activities. Lot of activities happen and information processing is one of the activities which goes on in the minds of the consumer. The consumer is basically central to a host of information processing activities, related to everything. He will, in the consumer he receives information from the environment externally from the market; about the marketer, about the competitor, about the environment. He so in this way he relies on external source of information and gathers a lot of information externally. Now

this information goes and gets added to the body of knowledge or the information stored already in his memory.

So, there is already a database or there is already a store house of memory within him, which is the internal source. So, whatever sources of information, sorry whatever information which he gather from external sources goes and gets added on into this database, into this internal source of information.

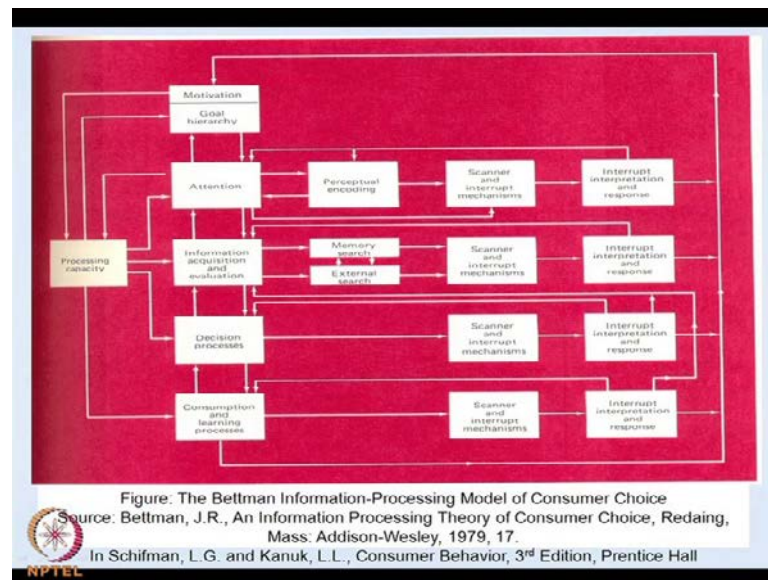
So, while he receives the large amount of information externally from the market: about the market, about the marketer, about the competitor and about the environment; he also has a large store of information within him, as a database that he has been developing over time either from his learning or from his experiences or from social influences etc. So, with this huge amount of information which he has information processing often becomes unmanageable and it becomes very, very difficult.

So, what Bettman was trying to focus was that consumers are exposed to a large amount of stimuli, they are exposed to large amount of information queues; much of these information queues come from the external sources, either as learning experiences, or as reading experiences, or as self experiences, all or as other peoples experiences and all of this gets stored in the internal source or in our memory.

So, we have on one hand queues which come from external sources, which get added up to modified or you know u adapted to already existing internal sources of information or internal knowledge base or internal knowledge database which we have. And so the consumer basically has a lot of information to deal with and with this huge exposure you know to the amount of information, that is exposed information processing often becomes difficult and unmanageable.

So, what Bettman was assuming was that consumers basically possess a limited capacity to process information; and when they are exposed to so much of information, they basically use certain simplifying strategies to process information. So, the consumer information process can be depicted through variety of or through several flowcharts, which we basically show or illustrate the various components of the model and the interrelationship between them.

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So, if you look here, we start with the assumption; that consumers have limited ability to process information, they have a lot of exposed to lot of stimuli or an information queues externally. They also have a database within them in the form of their memory, which they add to or modify from time to time depending upon the information queues, that they receive; because the consumers have a limited ability to could process information. They use certain simplifying strategies and we can here show the various flowcharts, which will depict the relationship between different constructs and show the interrelationship between them.

Now the various components of the model are; we start with they are six in number. We start with the processing capacity, we then have motivation, we have attention, we have information, acquisition and evaluation; there is decision process and there is consumption and learning processes. So, these are the six major components of the model; there is processing capacity, the motivation, attention, information, acquisition and evaluation; decision process and consumption and learning processes.

So, let us now, explain the relationship between these components in the form of this model. Now as we just said, when talking about processing capacity Bettman assume, Bettman assume that, while information processing capacity varies across people; it is limited for each one of us. Consumers are not often interested in extensive information processing and they always tend to look for certain strategies that make product selection

and easy choice or an easy process. They often try to bypass their limits or buy being selective towards information receptivity, ignoring certain kinds of information queues; which they considered to be either irrelevant to them or incomprehensible.

So, in other ways they compare basically prioritize information that is required and is in use. So, the marketer here needs to understand, the information processing capacity of his target segment or of his individual consumers while delivering marketing information. Not too much of information, not too much of technical information, not too much of technical jargon will work; what has to work is something which has to pertain to the consumers need and motivation, it has to come basically pertain to his levels of comprehension, retention and retrieval. So, this basically provides valuable insights into the marketer into for design of his marketing communication strategy.

So, we start here we speak about the processing capacity, I repeat it is something which is limited for each one of us. The consumers are not very often interested in extensive information search; they try to look in for procedure, they try to look in for strategies, they try to look in for methods which can basically simplify; this you know information processing and information you know making product selection or making product choice and easy one.

So, they often are very selective about the stimuli or about the information queue. That they are exposed to and anything which they consider irrelevant or any information queue which they feel is irrelevant to their needs or is something which is vague or difficult to understand, very technical to understand or in other words, anything which is incomprehensible, incomprehensible clearly bypasses their attention and they would basically look for such kinds of information, which is more relevant to their need and which is more easy to understand and comprehend.

So, they here the marketer has to understand, what the processing capacity of his people is and how he should be providing information; which is more relevant to them and more easy for them to understand. This leads to the second component which is motivation; now, decision making choice within a consumer is provided strength, intensity and direction, through motivation.

So, there always exists a hierarchy of goals or that provides different sub goals to simplify the choice process. Depending upon the priority of goals or depending upon the

goal hierarchy, this component act as a powerful and very highly imposing component; that controls directly not only the subsequent processes, but also controls indirectly the various sub processes in the model via the main process components.

So, the continuation and suspension of various processes and sub processes and their interrelationship with the main processes are all impacted by motivation. This component also converts the non-action or passive input in within the consumers into an action output or an active behavior.

So, whatever; strength intensity and direction that the consumer is provided with respect to the queues or with respect to the stimuli, that is going to give it attention to comes through motivation and depending upon the priority of goals; this particular component motivation as a component acts as a powerful and an imposing construct. That controls not only directly the subsequent processes, but also controls indirectly the various sub processes of the model and the continuation and suspension of many of these processes and sub processes and interrelationship between them, will all be impacted by motivation.

Now, we come to the third stage which is attention and perceptual coding; now attention could be voluntary as well as involuntary in nature, when a consumer actively searches for information, when he actively consciously seeks attention to achieve his goal; it is called a voluntary attention. Non-voluntary or involuntary attention is something which is very short term, that he provides before deciding whether he should process information, that he has been exposed to and whether he should provide a voluntary attention.

So, when a consumer actively consciously seeks attention to achieve his goals, it is called a voluntary attention; and involuntary attention is the short term attention that he provides, before deciding whether he should process the information that he is been expose to enhance to whether he should provide a voluntary attention. So, non-voluntary attention can also happen when consumer is exposed to contradictory or conflicting information about products and needs to resolve between this conflicting information.

So, attention here can be voluntary as well as involuntary and depending upon whether he is actively seeks information attention; or he gives it a thought whether it to decide, whether he should actually process information we will differentiate them as voluntary

and non-voluntary information. A perceptual encoding also occurs when in this particular stage, when a person integrates the information that he is processing into his already existing perceptual network or database. So, in a person adds up more of information or queues to the existing database or to the existing you know the perceptual base that he has; we call it perceptual encoding. Perceptual encoding and the database based on this the consumer will decide on the quantum of information, or on the need for information that he needs to process. This leads to what we call as scanner and interrupt mechanisms and the resulted responses.

Now what is this scanner and interrupt mechanism? Now this scanner and interrupt mechanism basically acts as a switch on and switch off for a consumer; so it is essentially a switch on or switch off mode. When the consumer realizes, he does not have a enough information in his database, when he realizes that he does not have much information in his memory or in his perceptual database. He actively searches for information, he basically searches gives attention to and becomes receptive to more and more of information from outside. On the other hand if he feels that he has sufficient amount of information, the information feeds gets interrupted. So, the scanner and the interrupt mechanism basically impact the attention stage, as well as the information acquisition stage, if you see the decision process stage and the consumption and learning stage processes.

So, out of the six components which form of part of this model, four which is attention information acquisition and evaluation, decision process and consumption learning processes. Each of these is impacted by scanner and interrupt mechanisms. Now I repeat these mechanism here act as a switch on or switch off mode; when if each of the stages we will see, that when a consumer realizes that he has enough information in his database, he does not have to search for more information the interrupt mechanism occurs. On the other hand when he realizes that or understands that he needs more information and his looks has to look around to external sources for more information. The scanner mechanism switch is on and the consumer basically looks for scans the environment and looks for more information to put into his perceptual database.

So, when we speak about attention, we say that how much of attention we will give to would depend upon, whether he how much of information he already has. In case he has the interrupt mechanism would be stronger in case he does not have more information,

he has to look for more information; he is more attentive to stimuli, he more attentive to information search and the scan will scan the environment for more of information.

Then we come to the third component I am sorry, the fourth component of the model, which is information acquisition and evaluation. Now, this consumer here decides on the kind of information, as well as the quantum of information which will be required to make a choice decision. If he has the necessary information he goes ahead with the next stage, in case he does not he will look for external stage. Again here as I said earlier at the switch on and switch off mechanism will work and the scanner and interrupt mechanism go into play. After acquiring information he will evaluate the information for utility, for sufficiency and will go into the decision process stage.

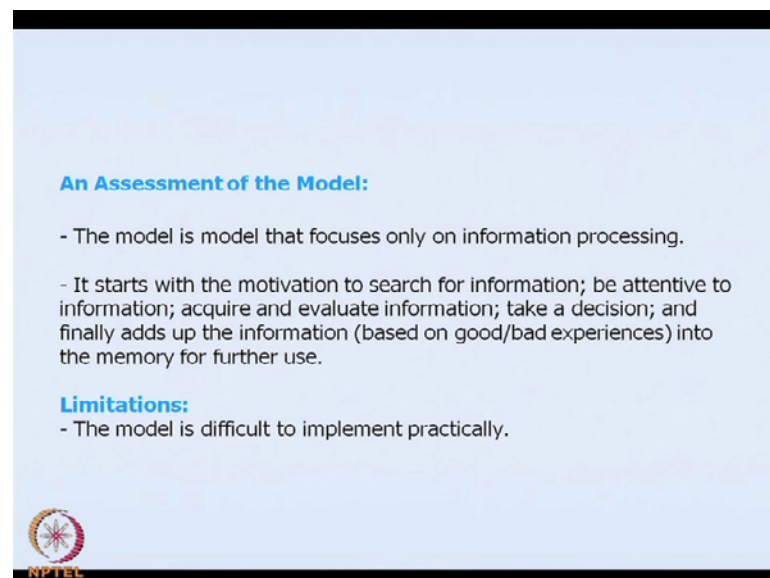
So, as we all know in the decision process stage, the consumer takes a final call, he takes a final decision. This final decision is based not only on the acquired and evaluated information, but also his personal characteristics like demographics, psychographics, also social influences and situational factors. This stage again is impacted by scanner and interrupt mechanism, if the purchase is a routine purchase decision making is faster and it is more often a repeat order; in case it is not then it will take some time. Finally, we have the consumption and learning processes, after the consumer buys the particular product or buy a brand; his experience in terms of satisfaction or dissatisfaction gets stored in his memory. The learning effects subsequent decision making for similar product categories and affects the future heuristics for consumer decision making. It provides the consumers with information to be applied to similar choice situation in the future. This again is impacted by a scanner and learning mechanisms.

So, if we say that the consumer you know decision making is something which is a you know a complex process. Information processing capacity is limited, consumers often rely on external and internal sources of information, but they always try to looking for strategies, looking for methods (()) simplified the decision process. They always look for mechanism where they would have to look lesser and lesser amount of effort to search for information elsewhere. They rely on their perceptual database, they rely on their learning, they rely on their experiences and based on their motives, based on the amount of you know the strength and the intensity of the motive. They go into stages of attention or receptivity to information and stimuli, they going for information acquisition

and evaluation; they going for decision process and finally, going for consumer learning and consumption learning processes.

Now, a processing capacity if we discuss the working relationship processing capacity in an individual affects the motivation, attention, information, acquisition and evaluation, decision process and consumption learning processes. These processes is impact and are impacted by various sub processes, all these sub processes impact the processes directly and indirectly; and are also impacted by them. And various information processing capacity impacts and is impacted by various processes and sub processes directly and indirectly.

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An Assessment of the Model:

- The model is model that focuses only on information processing.
- It starts with the motivation to search for information; be attentive to information; acquire and evaluate information; take a decision; and finally adds up the information (based on good/bad experiences) into the memory for further use.

Limitations:

- The model is difficult to implement practically.

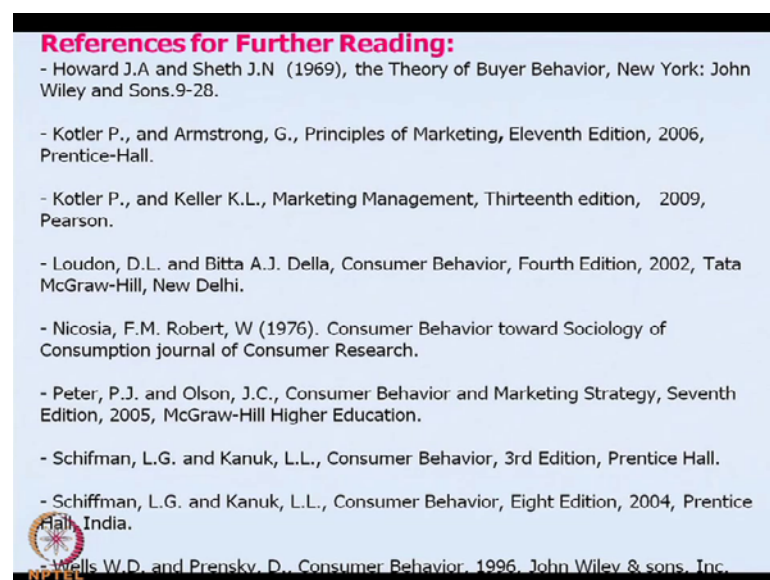
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Now if we go in for an assessment of the model; the model is something which relies essentially and unessentially on the information processing. So, in that way it is very narrow, it is very parochial it starts with motivation it starts with motivation to search for more information be attentive to information.

Now, here when we speak about motivation to search for information this motivation basically gives strength direction and intensity to search for more information; and this will basically based on the priority of goals or the hierarchy of goals or the needs or prioritization of needs, which are more relevant to a consumer at a particular point of time.

So, basically we start with information processing capacity and then we have motivation to search for more information, if the information queue is more relevant to us; or is more pertinent to our need in question. Consumer is attentive to information acquires information; takes decision; and finally, this the outcome of the decision in the form of good and bad experiences goes and gets stored in his memory as a part of his perceptual database for further use. The limitations of the model are that the model is too narrow parochial, it just confines itself to attend to information processing and it is difficult to implement the model in practical scenarios. This completes our discussion on the various models of consumer decision making. Now, let us move to some short questions and some quiz that you could it take for yourself, but before that a quick look at the references.

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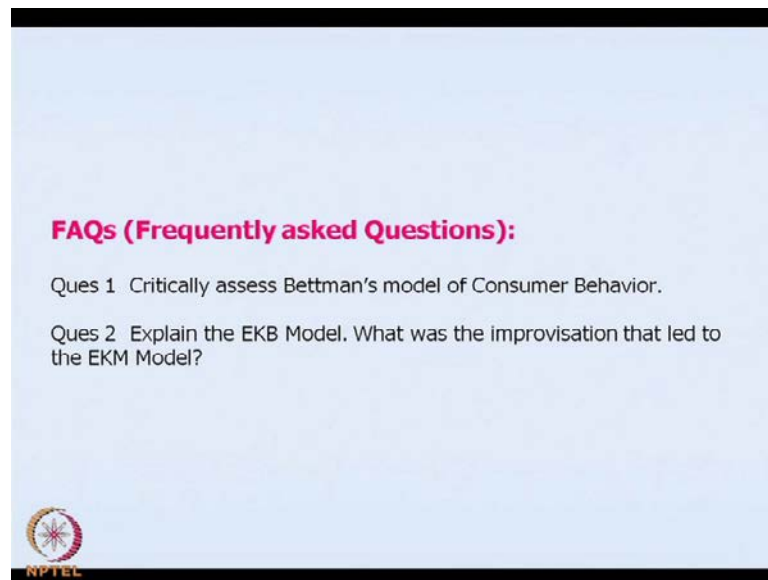


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Short questions, frequently asked questions; question number 1) critically assess Bettman's model of consumer behaviors. So, you will first discuss the model to start with the assumptions of the model, you will explain you illustrate the model; just find the various constructs or various components of the model make an make an assessment of the model and finally, show let us talk about the relevance in the context. Second question; explain the EKB model, what was the improvisation that led to the EKM model? You start with you know the EKB model and then you move on to the EBM model. You start with what is the EKB model; explain the model illustrate the relationships and then you move to the EKB model or how was it improvised.

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Self Evaluation Tests/Quizzes:

Section A True/false:

1. The Bettman's model consists of five parts, viz. information input, information processing, decision process stage, decision process variables, and external influences.
2. The EKB model consists of four sections.

Coming to a short quiz; question number section A, question number 1) True false: the Bettman's model comprises five parts, information input, information processing, decision process stage, decision process variables and external influences. So, is this true or is it false? Well this is false; this particular model is not a Bettman's model, but it is the EKB model or the Engel Kollat and Blackwell model. Question number 2) the EKB model consists of four sections. Again this is false; the EKB model consists of five sections.

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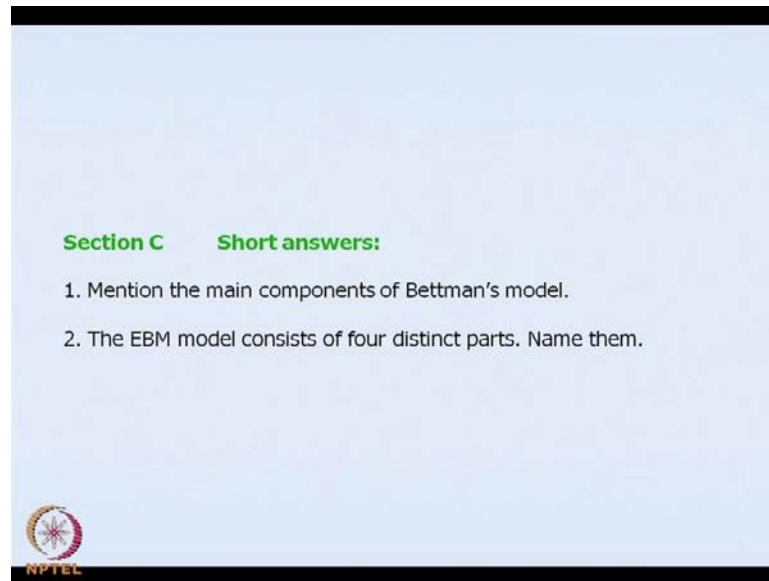


Section B Fill up the blanks:

1. Bettman's model is model that focuses only on _____.
2. _____ as a construct was additionally added as a modification over the EKB model.


We move to the next question; which is fill in the blanks. Question number 1) Bettman's model is a model that focuses only on dash. So, the answer is it focuses only on information processing. Question number 2) dash as a construct was additionally added as a modification over EKB model. So, divestment as a construct was additionally added as a modification over the EKB model.

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Coming to short answers; mention the main components of Bettman's model. So, the main components of Bettman's model are; processing capacity motivation; attention; information acquisition and evaluation; decision process; consumption and learning processes. Question number 2) The EBM model consists of four distinct parts name them. So, the four parts are input; information processing, decision process and variables influencing the decision process.

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KEY

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

Section B **Fill up the blanks:**
1. Information processing 2. Divestment

Section C **Short answers:**
1. Processing Capacity; Motivation; Attention; Information acquisition and evaluation; Decision process; Consumption and learning processes.
2. Input; Information processing; Decision process; Variables influencing the decision process.

With this we come to the conclusion of module 5 and we have spoken about the models of consumers and models of consumer behavior, we shall start with the next module which is module 6 where we will speak about consumer psychographics from the next session onwards. I hope you have benefitted from this session.

Thank you.