

Integrated Marketing Communication
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Module No # 03

Lecture No # 12

Role of Consumer Behavior in IMC

So welcome back friends. The series of our discussions are related to the effectiveness of communication that we just saw in the last session and how the communication process works. And I thought of refraining from elaborating upon these specific elements of the communication process. However, I tried to emphasize how reflexivity connects all those elements and how the message, when conceived in one form, reaches the same form as is interpreted there in the same manner by the recipient if the reflexivity prospect is there.

And I wanted to remember that we discussed so many messages and advertisements there. Just keeping that in mind, let us talk about consumer behavior now because, after this, we will be referring to communication and consumer behavior about each other. Then we will try to analyze or learn to analyze a heavier word slightly. So, we will try to learn how communication generates consumer behavior.

So, there is a definition in front of you, which I have taken from the American Marketing Association website. And let us try and decide on this definition in a few minutes to understand how to look at the concept of consumer behavior. There are very effective books and beautiful books written on the subject. This subject is taught explicitly as a specific course in institutions, and definitely, there are several sources to go for a deeper understanding of the subjects, precisely consumer behavior.

But here, we would be referring to this in conceptual terms, especially about integrated marketing communication. Because communication is directed toward consumers, you desire an effect and impact. So that is why we are worried about consumer behavior. So, consumer behavior refers to the study of customers, individuals, and organizations satisfying their needs and wants by choosing, purchasing, using, and disposing of goods, ideas and services.

Now when you say goods, you can talk about choosing, purchasing, using, and disposing of an automotive, for example. How many of you are looking to purchase an automotive these days? Many of you are someone who would be purchasing your first motorbike or second motorbike or scooter or Honda Activa, or an automotive car. I have been thinking about changing my car for

quite some years now. I have not been able to. I will not tell you the story of why?

But again, because I have not been able to dispose of my car, for example; but again, the point is that choosing, purchasing, using, disposing of goods idea and then services.

So, you see, we are referring to what? That behavior is the reflection of thought process, thoughts, words, inputs where in terms of culture, society, education, people, books or influences for that matter or experience, or you will say summarily the experience generated with every element as far as this whole thing goes. Let me talk about the behavioral element a bit more before I go ahead with elaborating upon this as an aspect of the sequence associated with these terms.

Or, let us say, a probable sequence associated with these terms. Behavior is associated with being a response to something that comes to your mind, and you act upon it. Your behavior was good today, but your behavior was not so appropriate today, so you behaved, you acted upon. And there is a whole lot of things associated with it, cognition attitude, learning, and so on. I would not go into specific details about that.

Later on, we will talk about psychological and sociological elements of consumer behavior, which is associated with the communication generated by integrated marketing communication. But at this moment, remember when someone says you behaved well, so you acted upon something that came to you. You behaved well in this kind of situation, one thing which is very important for us to understand.

Though it is one of the talked about subjects in this world, human behavior and consumer behavior is anything that has to do with the consumer or a human being consumer. So, it is slightly similar lines, so it is a very intensely talked about subject, but I wonder if they have been able to understand people's behavior at all. Ask those products which have been rejected without racer.

They have been claiming up until now that they have been doing exceptionally well because customers have been responding to them, or they call very well and suddenly get rejected. You ask them why somehow you could not understand the changing behavior of a customer, and they would say that it suddenly changed. What do you mean by suddenly changed?

How could it suddenly change? That is precisely what we are talking of. It is most talked about but probably least understood. We have several modules of that. All of the models are suitable. All of those models carry prospective which is well researched at. They give you a particular idea on. But beyond a certain point in my experience, no organization can claim that they have

understood the customers' behavior well.

So, the lesson the take away from the session is that it is evolving. It is an evolving kind of thing regardless of whatever our understanding of it is. And because it is an evolving and ever-changing kind of thing and there is lots of reflexivity and reflection associated with us, our communication process for generating a particular kind of behavior among star customers goes.

Our reflectivity has to be intense and continuously watched about kind of a thing basically, we should not go there once and come back. We should keep going there and keep coming back. This means thereby wearing your customer's shoes every day; for example, when you feel your newspaper is established, people are continuously reading that they are enjoying it. You have been there for what your customer wants.

So, you have positioned yourself, and you are started giving messages to the customer about your newspaper and the way your customer would like customer liked it. The customer did it. They started they kept on reading that. But after a particular stage, you become comfortable, and suddenly customers stop reading your newspaper. Why? You do not know because you stopped visiting that place, so the behavior is the response function, and now tired of understanding this thought process.

What generates that process? Remember when we talked about associative chord associative memory, priming, rhyming kind off. It brings fame to our sequence of thoughts in your mind. For example, I say "Bachpan," it takes you there, a whole lot of sequence of years in your mind. And if you are a father or mother of a young child again, that sequence connected to that sequence kind off.

For example, if you are not married and you are visiting home from your college or somewhere you work and most of the time you hear this work when you mother or father or especially your mother says you use to do this in your childhood "tum Bachpan mein." You used to do this in your, and that is where this is kind of you become child-like that moment now you do. Though processes associated with thoughts are nurtured continuously, they are continuously there.

Why they are continuous, their magic of words flowing through several thousands of advertisements through several messages around you now and then, it keeps on at this particular moment you have this thought how many times you have not felt a craving for eating chocolate if you are a chocolate lover. And let me be sure of ice cream. I am pretty sure that whenever you watch an advertisement for ice cream, kind of that comes to your mind.

Hot Samosa is coming out of this ghee; I do not know how many of you like Samosa, and then

Pizza McDonalds you see those advertisements they instigate. Then those words with that thought remain there, and they keep creating an effect. And ladies and gentlemen, we are talking about consumer behavior here and recalling how customers satisfy their needs and want by choosing, purchasing, using, and disposing of goods.

Choice and purchase that where IMC comes in specifically and definitely after that when disposing of as well. But again, the point is specifically very emphasizing comes at this stage of choosing a product where it generates a reference chord for you to move towards that product. Definitely would be happening with when you are shopping, looking at different shelves. Some products are in your mind. You are not there to purchase a particular product which suddenly gains your attention that message comes to your mind.

And you happen to go there and pick it up. This might have happened to you in case of purchasing a shirt, for example, perfume or soap. Something which you like and wherein that message is over around you many times, and it happened in the case of movies many times. Despite this covid, no time to die what is that name the one movie is the latest movie which has come up.

So that was in people's minds because it had to be launched. Pre-covid somehow covid came in between, and that was delayed. But I have been told it is doing okay people are visiting theaters to watch that bond movie last movie by Daniel Craig, kind of. So definitely, that was there. The clipping was there and enhanced it in the course of time. So, you see now words associated with inputs, culture and society, what kind of social framework.

And it is very striking when you stay at home, so a social structure guides you. When you come to your college or institution, there is another social culture and social structure which guides you. So here definitely, the difference in the input level would create a difference in deciphering this similar kind of word in your mind. And definitely would influence your choices, and it has been very clearly seen that consumption behavior gets differentiated because of different social structures.

People behave differently in different gatherings, and when you go to a different place with your family, your behavior is different. Your behavior is different when you visit the same place with your friends. And that influences choices as well. I will return to this with pertinent inputs about psychological and sociological elements of behavior in communication and the next section.

But then and education is a big influencer; people are one of the big influencers many times. Or almost in all the cases, we have been found saying that he said this you recall something that someone said, which influences your thought process. Even if you do not give that kind of;

credibility that kind of person basically, and if that person is credible, it affects you.

In academics, where I stand, references are the most important things we refer to whatever has been said by thinkers and researchers. And at this moment, what am I doing with you? I have been referring to several authors of our times. So, references are there, people, books, and your experience with every element influences your behavior. And that is why this reading focuses on respect and these elements that keep shaping your behavior in due course of time.

Do you want me to give the formula? I should not say formula. Do you want me to give you a practice kind of a thing on how you can shape up your behavior, and experimentally you want to do that? You can do it in two ways, and this is the last part of my session about consumer behavior. I will be elaborating on these few elements later on as well.

But let us finish with an experiment here; an exciting experiment is choosing two powerful messages or advertisements which you would enjoy. One about the product which you might not immediately need it should not be very costly definitely. Because that will come as a significant consideration in your mind, it should not be that costly. So, one product you; do not need at this moment should not be costly. Keep the message in your mind, or worst, that message quite a few times continuously.

Enjoy that message, keep it in mind, forget it after that, and the message about that product which you need both phases. Keep watching that; if you specifically need that product, then watch some comparative advertisement. One or two organizations companies, for example, you want to drink a soft drink this evening. So, watch one or two advertisements about the latest soft drinks on the market.

One is traditionally drinking, and you want to drink a soft drink today, or you are planning to go out with your friends somehow. Watch your behavior today evening while choosing that particular soft drink. Even if you choose your favorite one, you will still pause. You would think twice about the soft drink which you would be leaving. You would be tempted to try that one out at least for once that you have not consumed before.

And the advertisements, you would have seen how you are moving around with friends in the shopping mall and looking for the same product, and you do not need that. For example, a pen or something else and feeling that temptation that comes to your mind about purchasing that product, try to find the behavioral change you might experience because of a particular communication.

I have been elaborating on the next session; that is why I am allocating or suggesting this

exercise. Now one thing which will make things more exciting and try these out a few days from now. Start reading a good book, for example, a good book which talks about happiness or glory of life. Try and monitor the change that that read will bring you in times to come.

Or try to focus on a few things to stabilize your thoughts. There are several practice sessions I am going on around with on e- mode and physical mode wherein they teach you how to focus or meditate. So, try to do that and experience the change you will start getting in your behavior and times to come. In both ways, you would realize the power of third process thoughts and words inputs and then be trained to associate how you have been raised in due course of time.

What is the structure of the source we are following? Try and compare how you behave at home and in your society? And how it influences your product choices, and then you will understand the power of consumer behavior. When you try to experiment with that on yourself, this would be a great learning experience. I can give you a model for reading, focusing, respecting less self, and doubting everything.

But at this moment, I would refrain from doing that. I will elaborate on this model sometime later; then, I will tell you how this model, which we, I should not say, developed, we learned and simulated from so many researches which have been done in due course of time. And we have tried to fundamentally understand and project how these elements tend to shape our behavior in due course of time.

If you practice these five elements of reading, focus, respect less self, and not doubting everything refraining from doubting everything. So, I will leave you with this thought. I will not elaborate on this because we have yet to discuss this element. We have to structure this kind of a third process because a couple of sessions later, we would be percolating down specific elements of indicated marketing communication.

Wherein one session will be focused upon, let us say, objectives and projects, and I will be talking about very plainly how to budget things and what kind of budgets are there. So that would not be so kind of creative, but that would be necessary for learning, and then we would come back to the creative side in terms, and we will refer to different modes of advertising, for example.

Personal selling, for example, sales promotion, direct selling, etc. And we will discuss several integrities of how things would go in time. But till then, start collecting the elements which we have learned up till now, assimilate those down and keep on watching beautiful, attractive advertisements. Goodbye for now, see you next time. Thank you.