

**Integrated Marketing Communication**  
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**Module No # 03**  
**Lecture No # 14**  
**Consumer Decision-Making Process PART 2**

Welcome back, friends. We discussed the need for recognition, information search and evaluation just before that. So, taking a cue from them, let us talk about alternative evaluations now.

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You see almost starts simultaneously wherein you generate a focal point, which can be an example of price or a particular usage related to a particular kind of product that the customer might have in mind. And concentrating on that focal point, you start comparing. So, there are alternatives and substitutions we have discussed briefly for these kinds of things earlier.

But messages they bring in that comparison in front of you as well they not only facilitate comparison. But messages are the model for meeting the comparison from a marketers' perspective. So, comparison would anyways be generated through marketer's intelligence. Marketers, they look into actually beating the comparison through precise comparative messages, I should say.

Have you seen those advertisements which elaborate that this automotive gives you this kind of features and this automotive and my automotive gives you this kind of a feature? So, although these kinds of messages were not so common earlier, now they are ubiquitous because those are published reports. So, every marketer uses that, giving a particular idea to the customer.

So alternative evaluation comes in almost automatically, and it is a natural process that cannot understand. And this story starts from where we acknowledge that consumers are systematic decision-makers. So now take yourself as the systematic decision-maker and remember when you compare things to alternative evaluations. Now that can be on this spot also that can be specific wherein you go from one shop to the other, one side to the other, or whichever way.

Or you may choose to go for comparative references also and then again because we took that example last time, so to carry it forward, that is not necessary that we should be talking about courses, programs every time. But have you seen yourself or someone is known to you talking

about the fee of courses or criteria almost always if you have seen that? And many students even go to the extent of putting a written number to that fee.

Although I'm afraid, I have to disagree with that because I have been told, and this is my belief and understanding, that a course yields or gives you the whole of your life. So, it cannot be seen with the perspective of what kind of money you put on a course concerning the returns it might give you in terms of what kind of a job you would get? But students do that, so not going into this, I should be, or I should not be students do that.

And marketers or institutions they put it across, they tell this kind of scholarship or discounts would be given to you, hostel fee would be waived, some additional advantages would be there. Have you seen colleges talking about what they do, so you see those institutions put those elements in front of the students through integrated marketing communication?

Otherwise, why would an institution tell you that they have this kind of Wi-Fi facility available, which is a mandatory part? In fact, with all due respect, it has to be told, but it should be there, specifically tell this to the students because that communication attracts them. Even many institutions I have seen talk about their cafeteria and cultural events. Do you go to their institutions to attend a cultural event or to study?

But that gives you an idea about what kind of nurturing and grooming you might find there. And I asked for the forgiveness of all the institutions at this moment because many people from those institutions might be watching me now. But I am not overstepping here, but this is what is happening.

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Now comes in purchase wherein advertisers want the customers to believe that they have made the right decision, she called for it. After so much systematic thinking, from need recognition to need information, purchases are now made. And you want to reinforce that yes, I was not wrong. I have fetched the right course; I have to purchase the vehicle, I have purchased the right automotive, I have purchased the right ring and jewelry kind of.

Have you seen a young girl talking about how this ring looks beautiful but it is not so heavy? Might you have seen some people talking this way? Have you seen a boy talking about how this shoe looks good and somehow but it does not solve all the purpose many times? And it is a typical kind of discussion wherein people talk about how this phone is good.

But memory is slow, or battery charging is low, so you see, but the marketer wants you to feel that no, battery is good, the memory is good. That is where the advertisement comes in

reinforcement. Strengthening your decisions is where your communication starts playing a role, and you see this is the reason in the institution's case. For example, I want to carry forward this similar kind of example for quite some time until we go through this whole situation.

So many times, alumni associations and admission committees of those institutions ask pertinent questions to the existing student and their pass-outs. Would you be recommending this course and the institutions to someone? Younger brothers or sisters of friends want to reinforce that they made the right decision. All the students are tough in giving credibility to many things.

We will all respect, but that is what the call is, and this is the common desire of the marketer that in almost all the products and services, they get this feeling out of the customer. That this was right and especially in lots of money is being spent. I am not here to denounce products. But now I was hoping you could think about the product that could not do well in the market.

I would not be naming them. I do not want to discuss those things basically because there is no specific reason for a product not to do well. As a marketing scholar, I understand this, so I will not be pointing out fingers at the names. But I was hoping you could recall the products that could not do well. And realize that was there also this reason of customer feeling that they did not purchase the right thing was there a reason associated with this.

Was there a reason for the failure of that product wherein the marketer did not reinforce the elements of purchase in the minds of the customer? If it was there, then we are on the right track. We are on the same plane, and you would find that in many cases, it was there. The other day I was talking about some automotives. There are some housing colonies also which did not do well. You see why am I naming these particular industries because the demand-supply gap is still huge.

We still require many houses for people to stay, same is with education institutions and education courses, have you found? That there are several institutions which have with them seats, are vacant, lot many. They struggle for admissions, so over there somehow not appropriately putting up, that reinforcement thing, advertisement. Have you found movies not doing well? Very common, have you? Find have you ever? Have you ever found some shoe model getting initiated that is not doing well?

So, if you have found out these kind of things, somehow this definitely would.  
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So now, post-purchase use and evaluation, customers should not feel disappointed when using that particular product. At the moment of purchase, it has to be reinforced during the usage now,

and in the initial phase in several products, the customer goes through teething problems. Have you ever discovered that, for example, you have purchased a computer and we are using it, and there are so many hang-ups and things coming your way?

And the software is not working in your calling vendor time, and again you are not very much affiliated to your own mobile phone, and somehow you feel lost. And if you chase it if you are using a particular mobile phone, you have changed it. So definitely, at that particular moment, communication is essential. Because if you feel dejected because of particular usage that has extracted a good amount of money from your pocket.

Then that would be difficult for you to be happy with that product, refer to that product, and go for repurchase, which is ultimately the dream of the marketer. Their customers become loyal, go for repurchases, and subsequently become their advertisers or brand ambassadors. So, you see, customer satisfaction may get converted into loyalty, and hence the rule of post communication that would have generated expectation.

And in due course of time, all the communications made with him till the time he is using the product, and once these expectations, they get fulfilled, there is no regret there, might be a time there in marketer might not be required so much of costly messages to go very frequently. In many cases, it does happen that they have to be there but then cost starts getting reduced because the retention of messages becomes high because now the customer himself becomes the brand ambassador.

We will be talking about these things later on, and you see many times you call this if there is dissonance after a difficult decision. So, you call it buyer's remorse, and this dissonance must be resolved. And there are so many communications made after the customer purchase wherein not only the messages but the service team continuously asking you what kind of support you would require.

Call center time and again asking if you are happy about this product, if you require any assistance on this, and so on. So, this is again integrated marketing or part of integrated marketing communication, and we will be talking about this in time. As you see here, I should not refrain from mentioning that there is a goal of different integrated modes of integrated marketing communication during this process.

And I will be referring to those modes and the role of the different modes in due course of time wherein, as a part of this course, we will be talking specifically about different modes. In due course of time, the aspects associated with that kind of mode, but here you see to give you a hint that, for example, as I said, post-purchase contacts.

So post-purchase mailers have been very effective in due course of time wherein people have been getting several kinds of messages, and today it is a WhatsApp-based world. Wherein people get lots of messages from the organizations, through Facebook, through a kind of whichever connectivity company generates with the customers, etc.

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So, to strengthen that decision-making, now comes to the million-dollar question does she goes for process all the time? Who is she? So, do we find our customers going through this process all the time? Is it so systematic? Is it so methodical? If it is, there is no problem for the marketer; you understand the customer. There is the behavioral model. We have to focus on it.

Is it happening? I do not think so. If would had happened, I would not have included this section in our discussion altogether. I would have just mentioned that, ladies and gentlemen, you feel or think of yourself as customers, and the rest is done. Let us talk about the messages you are getting, prompted, or influenced by. So, you see, it depends upon the level of involvement. Now, let me take you towards a different kind of trajectory wherein what is the state of the customer.

So, it depends upon her involvement, which is essential and is also related to the source of involvement. And then, you see how to look at involvement as the degree of perceived relevance and personal importance accompanying the choice of specific products or services within a particular context. Does that mean how much it matters to you how you are associated? I have discussed the choice of courses, marriage, house purchasing, and deciding what involvement is.

Or you have purchased something related to an infant, some other purchasing a food supplement, a bottle, a medicine whatever first crèche, first school, involvement has to be there. Even if there are two schools, young parents also go through so much deliberation that there might like I should go there or there whichever. You have only two options but still think about it. So that is where involvement comes in. Many times, price becomes the reason for the generation of involvement and effect of the product, as we have mentioned earlier or so.

The product would often remain with the customer for a very long time, which is the reason for the involvement. For hospitals where people want to adopt the hospital, their regular doctor is in the hospital. So that is where involvement automatically comes. It has to be their lawyer, for many people, for many companies, organizations, lawyers are definitely, the choice is within the choice of an automotive.

However soon you sell your automotive, it is for a few years or months you would be keeping and many times many customers they purchased for a long time. The mobile phone is not so

long, but still, involvement is high. So, remember the word involvement and now let me take you through 4 significant modes of decision-making based on involvement and experience.

And you will find this matrix everywhere as I am saying I would not be using those specific matrixes to decide for here. Because that is easily accessible on the web, I will talk about the context.

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So, depending upon the involvement and experience or prior experience in product or services, there are four modes of decision making. One extended problem solving there is a reason to be called this an extended problem solving so but not precisely to diagnose there. Just remember that it is associated with low experience and involvement of the customer as I talked about new parents. So low experience, high involvement, first automotive: low experience, high involvement.

First time going to this destination with family, precisely where it is; family is not so happy to go there, or they are not so much ready to go there. So definitely, it is more considerable responsibility on the man in the house so low experience high involvement. Then there is little problem solving both ways. You are low involvement and low experience. But there you would be going to random check with basically and you will, moving from this to that and then you might not.

Why are we trying to understand this? If we understand this relationship, we would be putting it with that kind of communication and that point of time with that messaging, that kind of words and visuals. To attract the customer, if a customer has high involvement and low experience, we would be banking upon the involvement and considering the below experience as such.

So that has to be considered as far as the marketer's point of view goes, and that is where creatives and Ad writers or marketers think. Then comes inhabit or variety seeking, high experience and low involvement. It is habitual kind of thing; you go and pick up this product. You love particular kind of a burger and even though you love this burger, many customers often change the taste or flavor once in a while. They move away from that, eat a different burger, and then return to the original taste. So, habit and variety go hand in hand. Same happens in the case of ice cream; for example, your favorite ice cream in due course of time, we want to consume that.

Once in a while, try something else. That happens in case of soft drinks also, that happens in case of tea and coffee. Choice is also, many a times you prepare for tea but once in a while you go for coffee, and same happens with people who drink coffee. So, that is where high experience and

low involvement. In many other cases and remember those advertisements of teas and coffee.

Are they only directed towards people who like tea. They are directed towards people who like coffee, and then fourth is brand loyalty. This is the ultimate dream of the marketer. He wants brand loyalty; customers should remember everything about the product, come to the place or go to the website, and purchase it themselves, and the marketer should do nothing. Market the products, reach the customer, so that is what the marketer wants.

It is a dream. In many cases, this dream has been achieved by then in due course of time to a degree, I should say. Now let us see how these four scenarios work one by one.

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Let us see these explicit psychological consequences of integrated marketing communication, and you see, when I say consequences, we come to a stage wherein we find how integrated marketing communication is developing something within us or supporting the evolution of something. What is that something? First is an attitude, and attitude is an overall evolution of an object, person, or issue that varies along a continuum such as favorable to or unfavorable or positive to or adverse.

Positive to negative, favorable to unfavorable, and so on, kinds of and attitudes are learned. They come in due course of time through, and messages are part of constituting or developing that attitude. And they are based on substantial experience, and they can have held with greater conviction as well as the author says. And I remind you here that I am continuously referring to the book I mentioned in the last discussion and the same chapter.

So that is why Engage publications sixth edition Semenik, Alan, Ogwin and so on so and brand attitudes are summary evaluations that reflect preferences for various products or services. So, attitude to brand attitude wherein you have a perspective. I should not say perspective but you have an attitude towards a product summary evaluation that reflects your preference how you look at that particular product; this is good, this satisfying, it co-hinges your thrust, catch salt.

It is what it is x masalas x rice, and so on, and to coat and decipher; brand attitudes are reflections of beliefs. The beliefs represent knowledge and feelings of a person accumulated through and through about an object or issue. Beliefs can be logical, factual natural or biased, and self-serving also. So, this is again, as I said, the psychological consequences of integrated marketing communication. So, attitude and beliefs and the brand attitude are the reflections of relives.

Now I will be taking you through some models, or I will be trying to put up our discussion into

some model-based logic. We have been talking about our understanding of human consumers primarily as systemic decision-makers with the psychological understanding perspective. And remember, I talked about two perspectives. One has yet to come; that is the sociological perspective, the psychological perspective we carry forward. Let us put some model around it, which I have not generated.

Of course, I have taken that from several authors who have talked about it, so one model is the model of the multi-attribute attitude.

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It is a framework and a set of research procedures for collecting consumer information to assess their salient beliefs and attitudes about competitive brands. And let us not forget that salient beliefs are those beliefs that are more important than others in determining a person's evaluation of a brand. You may say that these are critical determinants of an attitude.

You rely on your attitude on a particular x kind of a belief or salient belief, I should say, or for now, try and understand that those are fundamental elements you rely on while developing your attitude about a product. For example, you are saying that this product you have purchased is good. Or someone says that you should purchase this good product based on some salient beliefs.

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And a fundamental component of multi-attributed and attitude models is evaluating criteria used by consumers for comparing competitive brands. So, they evaluate brands across each other, necessary weights that you give are associated with the priority that a particular evaluative criterion receives in the consumer decision-making process. What do you weigh across? If you go somewhere to a tourist destination, you weigh more importance to a hotel, your traveling mode, or the place itself.

You find some excellent comfortable places to stay, but you want that place to be where you want to visit. So that can be a remote place, and that is where homestays and this kind of things have come up, and communication about homestays, and you see Air BnB has done exceptionally well all through. So, then consideration set now it is that group of brands that represents the real focal point on the consumers this decision.

Because you will categorize that buy or let me think of these three now, for example, automotive, food supplements or whichever you want to look at. So, these 3 are final choice or, for example, courses and then beliefs which represents the knowledge and the feelings that a consumer has about various elements. So, remember these fundamental components of the multi-attribute and attitudes model, and I will come back to you with some more sites.



And will take you through a second perspective wherein consumers are to be seen with sociological thought process. Till then, goodbye.