

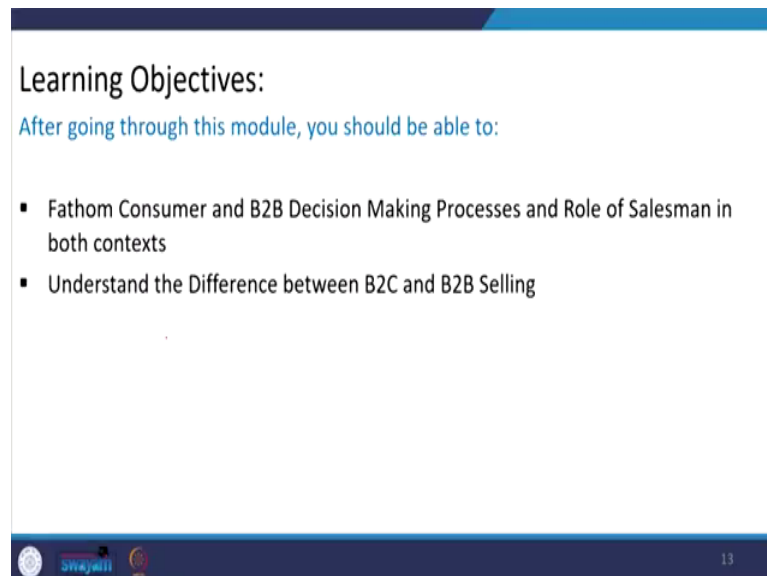
Strategic Sales Management
Prof. Sourabh Arora
Department of Management Studies
Indian Institute of Technology, Roorkee

Lecture - 18
Consumer and Learning B2B Decision Making Process Selling and Consumer Behaviour

Welcome back everyone today we will be going ahead with the session 2 of the week 4. Now, if you recollect the last session we had basically discussed about the buyer persona and I gave you a perspective about how this is useful in general in the domain of marketing or specifically in sales management as well we also had a brief discussion about that.

Now, as we will move forward or as far as this particular session is concerned once we are done with this you will be able to understand various consumer and business to business decision making processes, you will also be able to understand what is the role of salesman in various facets as far as the stages of consumer and B2B decision making are concerned apart from that.

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Learning Objectives:
After going through this module, you should be able to:

- Fathom Consumer and B2B Decision Making Processes and Role of Salesman in both contexts
- Understand the Difference between B2C and B2B Selling

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We will also understand the difference between B2C and B2B selling.

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Consumer Decision Making Processes

Consumer behaviour is the study of consumers' actions during searching for, purchasing, using, evaluating and disposing of products and services.

The consumer decision making process can certainly be looked at from the perspectives of the *Input, Process and Output*

While, input indicates marketing communications (advertising, buzz agents and social media) and socio-cultural influences, the process captures need-recognition, information search and evaluation of alternatives, and finally the output signposts purchase and post-purchase behaviour.

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Before we move ahead towards understanding you know the process of or maybe we can say all these dynamics about how consumers actually make decisions or maybe how decisions are made in industrial buying or business to business buying. So, before that we really need to understand what exactly consumer behaviour is.

So, in simple words we can say consumer behaviour is all about or it is related to consumer actions which usually maybe take account of how they are searching for information, how they are purchasing, how they are using the product after they have been purchased, how they are evaluating whether they are satisfied with the product or they are not satisfied with the product or whether they are delighted with the performance of the product.

And finally, how they even dispose of the products and services after their shelf life is over. Now, there are actually two ways to understand the consumer decision making process one is maybe we can look at it from the perspectives of input, process and output in other ways we can also look at it by answering a few fundamental questions which I will put across as we will move forward.

Now, when you start understanding the process from precisely these three facets whether that is input, process and output, we usually say that input is all about what is being fed to the consumer or an individual even before the process starts, like what is it that is hearing maybe let us say from the marketer about four P's about the product, price, place

and promotion like you are definitely going to make a judgment about the product before even going to the shop to evaluate it or to look at it from advertisements what you see in advertisements.

Even with respect to price you might form a judgment because usually how people feel is if the product is let us say not very expensive or is priceless as compared to what they perceive as a fair price, they might feel ok the quality may not be that good or even when the price is very high then also they might perceive ok it is an unfair pricing to them.

So, the whole idea is all these forms in which the communication takes place let us say through advertising, on social media platforms or maybe through bus agents you are definitely going to form an opinion about the product with respect to everything the place which is so.

Let us say if you notice a very hi-fi or I would say a well decorated or well maintained or a store which has the extremely good ambiance and is selling something you will feel ok this must be something good and even if something is being sold let us say at a very smaller shop or something you might have different mindset. I am just talking about this is how usually many individuals perceive things definitely there are going to be a lot of exceptions to this as well.

Now, when you talk about the input part it also takes account of a lot of socio - cultural factors like which culture you belong to, which sub culture you belong to, then it also takes account of your family or how you have grown you know as an individual or maybe what are the skills or perceptions that you have.

You know kind of taken from your family in terms of socialization, technically this is termed as socialization as we will for move forward I will definitely explain you this particular concept also. Apart from that reference groups opinion leadership all these things are also going to make an impact with respect to the input part.

Now, when we talk about process we are actually looking at you know the various dynamics of how consumers recognize their needs, whether it is an actual need or it is a desired need, then we move to the next part which is about how they actually collect information, how they process it and what are the parameters that they use for evaluating different alternatives.

Like, you might have someone who will only say that with respect to buying a mobile the only criteria I have is definitely what is the quality of the camera right whereas, you might have someone who would say no for me, what matters is the battery backup or the battery life that the particular mobile offers.

So, this is basically the process part. Then finally, when we get to the output we are trying to understand the purchase behaviour and post purchase behaviour which is mainly about whether the individual or the consumer is satisfied with the product dissatisfied or delighted.

Delighted is basically a stage when whatever is being given to them with respect to their perceived experience with that particular product or service it exceeds far more to the expectations that they had so, that brings a delight factor. And definitely sales people have an important or crucial role to play when we talk about the delight factor, additionally in this stage we will also be taking account of the phase of cognitive dissonance.

So, what I explained you was more or less or maybe I can say little more technical with respect to understanding this process.

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In other words, we can say, understanding consumer behaviour is all about answering these five questions:

- Who is important in buying decision? (Initiator, Influencer, Decider, Buyer and User)
- How do they buy? (Process)
- What is their choice criteria? (Evaluation Parameters)
- Where do they buy? (Online. Vs. Offline, Which retailer)
- When do they buy?

But if you answer these five questions then also you will get your answers how consumers make buying decision. So, the first question is, who is important in buying

decision? And if you recollect in one of the sessions we had also spoke about initiator, influencer, Decider, Buyer and User. Now, just imagine from a sales persons perspective you know if he convinces the initiator, he convinces the influencer and what if he fails in convincing the decider.

Now, even if the other parties of the buying center or maybe we can say the parties which are finally involved in deciding whether the order will be placed or not and the decider is not convinced, things may not work out. So, the whole idea of understanding this is it is important to understand who is going to take the final call.

Now, let us say you will see in a lot of products with respect to children they are targeted at their parents because they know they will be eventually making the final call, whether the product will be purchased or not.

Now, the next question is how do they buy? Now, specifically with respect to this question we actually understand the need recognition facets, how they collect information and we cannot deny the fact that how internet it makes it easy for us to collect information or everything is just a click away and this also gets reflected with respect to how we negotiate at stores right.

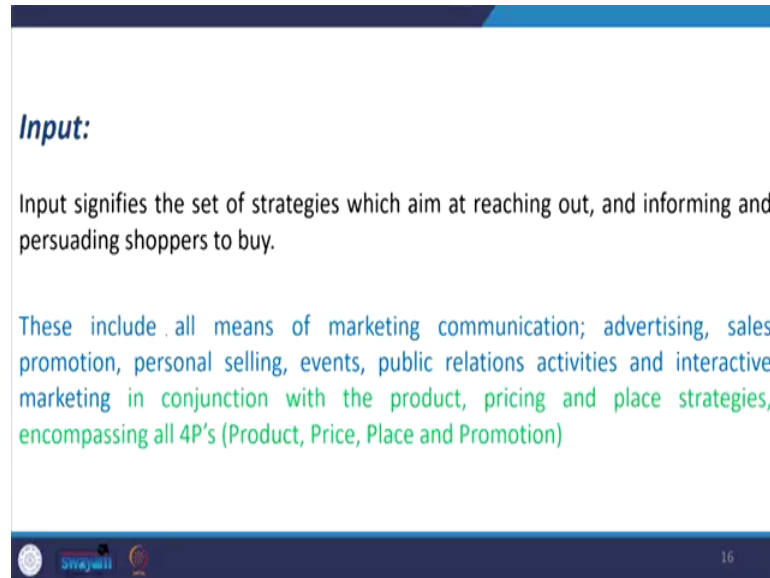
You will see many time people saying to the salesman or the dealing assistant I am getting this product for this price at an online channel or maybe at this shop or maybe through this buying website or anything and then you try to negotiate on the basis of that. Apart from that we are also going to consider, what is their choice criteria? Right, what are the evaluation parameters that they use? And finally, where do they buy? Whether they will prefer buying online, offline and also from which retailer?

See, when they are continually buying from the same retailer it also shows in a way that the same retailer has been patronized which means it has become a part of their habits. Now, when you as a salesperson will try to get to these you know people who are already being buying from the same retailer since long, you will definitely have to go an extra mile to convince them or to offer them something better, better as in better than the current supplier or seller.

And finally, when do they buy? This again becomes important because, see even as a salesperson you will focus on first dealing with those people who have an immediate

need, not the ones who are saying that they will be considering after 6 months definitely you are required to put in a lot of efforts to convince them also, but your priorities should be the ones who have the immediate need.

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Input:

Input signifies the set of strategies which aim at reaching out, and informing and persuading shoppers to buy.

These include .all means of marketing communication; advertising, sales promotion, personal selling, events, public relations activities and interactive marketing in conjunction with the product, pricing and place strategies, encompassing all 4P's (Product, Price, Place and Promotion)

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Now, let us get to the again technical part input, input simply indicates the set of strategies which marketers or I would say even salesmen use with respect to reaching out informing and persuading shoppers to buy. Now, as already explained this considers a lot more facets about the communication part or the opinion that usually, opinion as in I would say the better word would be perception, the perception that a prospect or a consumer usually forms about the product, pricing and place strategies of the marketer.

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Along with 4P's, it is the socio-cultural influences that play an important role at the input stage.

Reference group: This comprises all groups that have a direct or indirect influence on attitude and behaviour of an individual.

Opinion leader: Person who is perceived as an expert in a product category or categories and offers informal advice.

Family: Defined as two or more people staying together and are related by blood or marriage. Family of orientation (parents and siblings), family of procreation (spouse and children). Through socialization, a family impacts buying behaviour.

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Now, as I was telling you another important facet of the input stage is definitely the socio-cultural influences. Now, in that first thing that we are going to talk about is reference groups. Now, reference groups are groups of people that either have a direct and indirect influence on your attitude and behaviour with respect to your buying decisions.

Now, let us say if you plan to buy a two – wheeler, you might discuss it with your family right, you might discuss it with your friends and they might also offer you an opinion or share their maybe you can say opinions about which is a good one, which is a bad one and that might also come from their actual experiences. Now, all these groups whether it is family, whether it is your friends or colleagues in your office, all these have a direct influence on you because you are in a way interacting with them on a daily basis.

But there are certain groups that might have an indirect influence on you also like celebrities, someone you admire who is using a particular product you will also be stimulated to buy the same if you have a very high regard or admiration for them. Now, this comes as a part of indirect influence or non-membership groups, the groups you do not belong to, but you would definitely like to imbibe their purchase values or purchase recommendations we can also put it that way.

Now, apart from that the other social cultural influence that you have is of an opinion leader. Now, opinion leaders are usually someone who have an expertise with respect to

a particular product category or they might have in different product categories which means it is not limited to one product category and they usually offer you informal advice.

Let us say you decide to buy a DSLR or maybe a mobile, now you might have someone in your group maybe your friend or someone who is close to you, you know you might reach out to the person considering he has all the information about DSLRs or maybe the models or how it should be evaluated.

Similarly, with respect to a mobile or any product that you are contemplating to buy, now in this case these are the people who usually offer you informal advice that is what we call as an opinion leader, but the whole point is opinion leaders are usually those who by choice you know have an interest in certain product categories and they keep themselves updated. Now, when you move to the next socio cultural influence we usually talk about family.

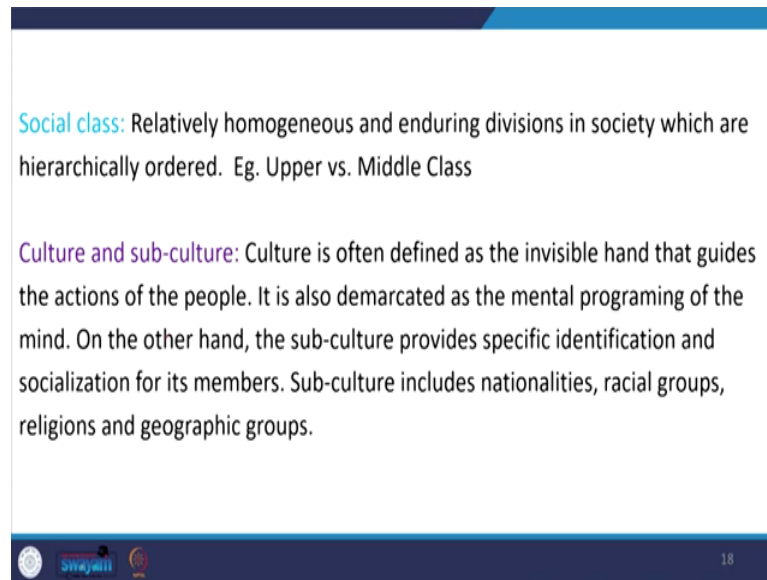
Now, family is you know simply defined as the two or more people who are staying together or they could be related by blood or marriage. Now, families also can be divided into two parts family of orientation in which we talk about parents and siblings, then family of procreation in which we consider spouse and children, but the important part which we need to consider is the concept of socialization.

Now, socialization simply means when you are growing as a child right you pass through different stages of life as a child, then you get to your teens, then maybe you move to adolescent and then you know get more older. So, the point is you will definitely you know develop a lot of preferences or maybe shopping values or buying behaviour habits with respect to how the family has been behaving for long.

Just consider this example let us say if with your parents or with your siblings you have been going to a particular restaurant even after getting married you might have a preference for that. So, the whole point is you will develop a lot of preferences and how you buy or how you even evaluate, you know you might let us say if someone sees definitely, some of their family members always negotiating with the shopkeepers, they might also develop that rate.

So, that is usually called as an aspect of socialization put simply it is more like how you evolve as a consumer or a buyer with respect to the purchasing values that your families has always been displaying. So, this is how a family impacts the buyer behavior.

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Apart from that we also consider social class as a part of this input and as a socio cultural influence. See, social class simply means when you put different classes in hierarchy like in India you might have upper class, middle class, what they consume with respect to their income, education level, their jobs, it is going to be very different. So, that is how social class is also going to impact what one buys and what one does not buys.

Then the last element which we have is culture and sub-culture. Now, when you talk about culture and sub-culture while culture can also be cited as the personality of society as a whole right, because you also imbibe with respect to the culture what is it that you are going to buy, what is it that you are going to consume, similarly when you talk about sub-culture it provides a specific identification may be you can understand it this way like our food habits are very different from people in South.

Even if you look in different communities just consider let us say if you consider one particular community with respect to how you know usually their marriage culture is all about how people get married, which activities are taken care of you will be able to see that there, but purchase basket is going to be entirely different even in that particular aspect also. So, when you look at culture and sub-culture they definitely have a huge

impact with respect to our buying habits, what we eat even what we wear all these things are definitely going to have a lot of impact.

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Process: How do they buy?

Need Recognition: Any sort of felt deprivation or any situation when the consumer faces any problem. Needs may arise either on account of natural processes or changing situations or marketer's stimulation

There are two types of need states: Actual state (when a shopper perceives there is a problem), Desired state (aspiration for something new stimulates the process)

A salesman at the need recognition phase needs to understand whether the needs are functional or psychological. And, they should also comprehend need inhibitors (what prevents a need from being activated). And, most importantly, they should make the 'needs felt' to the prospects and customers.

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Now, we will get to the next important part which is about the process, now one thing or the first important aspect is need recognition, when you talk about need recognition in one way it can be said as may be when you feel a sort of deprivation or something maybe you can say in a situation where you face a problem.

Now, even when you get to the needs further it can either occur on account of natural processes like let us say if someone is placed with the maybe let us say a baby, either a boy or girl they are definitely going to now purchase or buy things in a different way.

Even if you look at it very primarily or at a micro level their disposable income now could be shifted to different things with respect to when they were kind of you know not having a baby because then they could be spending their income in a different way right, now they might decide to save more for the child or things like that.

Now, it can also occur on account of other factors like someone getting married right, then also what they buy, what they purchase, even with respect to who decides things are going to be entirely different. Apart from that it can also occur on account of marketer stimulation, you saw an ad and it was a very hi-fi you know well-crafted ad, hitting your

emotions in the right way then also you might feel the need for a product or I would say you could be stimulated to buy that product.

If you discuss this further we basically look at it in the form of two states like actual state and the desired state, actual state simply indicates the states when the product becomes faulty or there is an issue with the product or in other words you can say when there is a problem right. Let us say you got into the college or maybe you got into just you just started your MBA now you might need a laptop. So, this can also be a situation it is not always going to be like that your product has become faulty right. So, this is one state.

Now, the other could be a desired state, where you are basically stimulated by an ad or something or where you do not actually have a need you just desire to own that product. Now, as far as a sales persons role is concerned first is he needs to understand whether the needs are functional or psychological.

Functional means whether the product is being bought simply on account of its functional values let us say or it is being purchased on account of its psychological value like it could boost your it could boost your self-esteem, it could be may be on account of ego defensive mechanism or something like that right.

Let us say if you need a pen you might decide to buy any 10 rupees pen or you might decide to buy very expensive Montblanc pen which could be worth rupees 34000. So, it simply indicates that you are buying that product not just for its functional value, but also because of the psychological value or the prestige that it brings in.

So, if salesperson gets a better idea of that they can have conversations with the prospect or consumer keeping these things in mind and making sure that the things can be taken forward. Apart from that they also need to understand the need inhibitors, which simply means what is it that prevents a need from being activated.

Like I will give you one example let us say if you are a salesman and whatever you sell is only going to be online, you might see that the prospect may not have that much of trust or would simply say might have a lot of distrust on online channels because of his past experiences.

So, this can act as a need inhibitor with respect to moving him to get to the further stage. So, a salesperson is also required to take care of that also, apart from that it becomes very very important with respect to the role of a salesman that he should make the 'needs felt' to the prospects as well as the customers.

So, this is an important facet where he needs to kind of work towards making the other party or the prospect or the customer realize, how this particular product or offering I would say is going to solve their problems or maybe satisfy their needs, if not solving the problem how they will help them improve their business functional processes and other things with respect to the particular offering.

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Pre-purchase Information Search: Personal (Family, Friends and Neighbors) + Commercial (Advertising and Sales people) + Experiential (Handling the product) + Public (Mass-media and Rating groups)

Type of buying situation also influences this stage greatly: Extensive Problem Solving, Limited Problem Solving and Automatic/Routinized Problem Solving along with Product Involvement (perceived relevance of consumption object)

Extensive Problem Solving: Problem/need is new, high degree of information search and close examination of alternatives, a sales persons' role is to provide all required information to build goodwill. It is best to act as a consultant.

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Now, once the need recognition phase is done a consumer usually gets to the phase of pre purchase information search. Now, this is a simple stage in terms of that the consumer or I would say the prospect will be collecting information about products now he can do it through personal channels, he can ask his family friends, neighbors, colleagues or through commercial like the ads that he watches on television, radio or the bill boards or hoardings that he sees in the market or she sees in the market or the information that it gets from sales people or helpline numbers.

Apart from that it can also occur an account of experience which means when the person himself or herself will go to the shop and will try to handle the product see how it functions right. Now in this particular stage things are only going to vary with respect to

a search product or an experienced product, now search products are simply those products for which you can kind of take the buying decision on the basis of information that is available.

Let us say online or through other means you actually do not need to handle or experience those products, but for experienced products you might need a handling way out. Let us say if you decide to buy a DSLR or a camera you might prefer you know how it would click, what would the quality of pictures, you would like to see that whereas, with respect to a search products this is not something which is important. Apart from that you know people or I would say prospects or consumers usually get a lot of information from mass media channels.

Let us say they might read about certain products and services on social media platforms like Instagram, Facebook or you also have a lot of forums where people talk about certain products like you might find certain groups for bikes like bullet or other popular bikes in which you will see that they have certain groups where people are only talking about those particular products.

Now, see as far as this particular stage is concerned it is definitely impacted by three buying situations; whether it is extensive problem solving situation, limited problem solving situation or automatic or routinized problem solving situation along with product involvement.

Now, extensive problem solving are those situations where you know the problem that you are facing or maybe let us say a consumer is facing is very new or the need is new. So, in this case they have no past experience, they will go at a great length to collect more information about products or services, they even look for a lot of information about buyers. And then they will even go for an extensive evaluation on the basis of the parameters that are important to them.

Now, as far as this stage is concerned a sales person's role is to provide all the required information to the prospect or the consumer to build goodwill. So, if you remember in earlier sessions or in few sessions we definitely spoke about how a salesperson should best act as a consultant to the prospect or the consumer. In which their primary role is to share all the required and accurate information with the prospect or fulfill their needs for the information which they want right.

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Limited Problem Solving: Prospect or consumer already has some past experience with the product in question and sellers, some more information may be collected on new sellers or to make sure that right decision is being made. Salespersons job is to attract the prospects or consumers who are at present buying from competitors. However, alternatively, the focus of the competitor would be on retaining the existing customers.

Automatic/ Routinized Problem Solving: Mainly comprises re-ordering

Role of Technology and Internet penetration cannot be undermined at this stage

Now, when you talk about the limited problem solving now this particular is a stage when you know the prospect or consumer already has some kind of past experience with the product in question or seller so, in this particular stage some more information could be collected or he could even consider some new sellers to make sure that he is making the best decision or that he is getting the best offer right.

So, in this case a sales persons job is to make sure the prospect stays with you and does not moves to I would say the competitor, along with that it is also important that you make them realize how your offering is much better still much better than the new players that have come in the market and your focus should be on taking prospect or I would say the existing customer to your site when it belongs to the competitor.

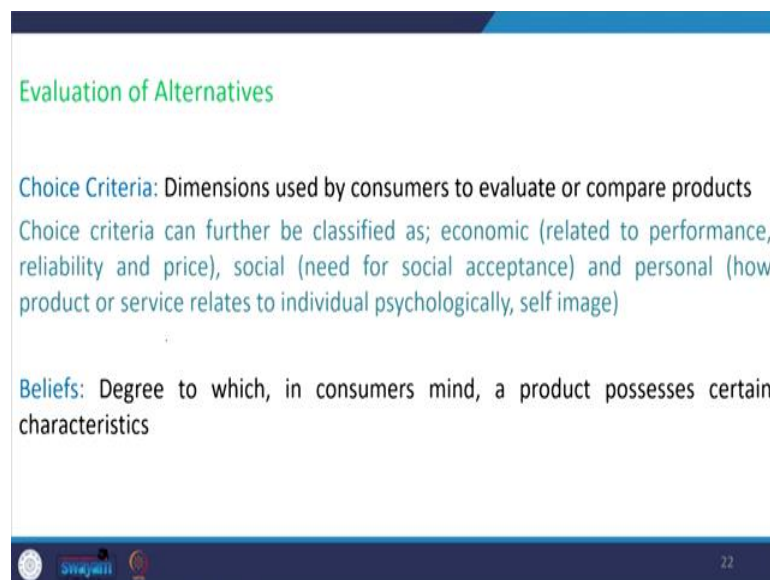
So, this stage is particularly all about making sure that you still be in the preference choice list of the prospect or the consumer, you might be required to offer something extra if the need be to retain the consumer you should do that.

Whereas, the next buying situation is automatic or routinized problem solving, in this case you just go ahead and reorder not much information is collected you are already satisfied, but I think if you talk about practical situations there could be you know minor discussions about how the deals can be improved or maybe you can see how the buyer can get a little extra or something more from the seller.

See, as I told you in the beginning specifically in this stage the role of technology and internet penetration cannot be undermined, earlier situation was that even if you need more information you might be required to go to stores and talk to sales people. Now that is not the case you can find a lot of information online, you can even verify what the sales person told you is right or not and then you can finally, make your product or service choices.

So, this particular facet of internet penetration and going technology rather requires sales person to be on their toes with respect to being updated about information and also being sure that what they are sharing is accurate and reliable, because the other person definitely has the power or the way out to verify that and that too just a click away.

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The slide is titled "Evaluation of Alternatives" in green text. Below the title, there are two main sections. The first is "Choice Criteria: Dimensions used by consumers to evaluate or compare products", followed by a detailed definition: "Choice criteria can further be classified as; economic (related to performance, reliability and price), social (need for social acceptance) and personal (how product or service relates to individual psychologically, self image)". The second section is "Beliefs: Degree to which, in consumers mind, a product possesses certain characteristics". At the bottom of the slide, there are logos for "Swayam" and "22".

Now, when you move further and we talk about evaluation of alternatives these basically are dimensions which consumers use to evaluate products. Let us say if you decide to buy a mobile you might look for camera quality, you might look for battery life, you might even look for the screen size, you might look for the resolution and all these things right. So, these are going to be a choice criteria, but another thing is as a salesman we also need to understand what is more important for the prospect or the consumer.

See, if the prospect says ok what matters for me is only the battery life then you should also build your presentations and discussions around that, but usually we say that the choice criteria can further be classified as economic, social and personal. Economic

means when we are only orbiting around the facets related to performance, reliability and price right, maybe you can say something which is more functional, other thing could be social need for social acceptance.

Now, you can basically understand this from this way, let us say if you are in a group and everybody is using an iPhone then you might also go ahead and purchase the iPhone, because you want to be socially accepted in that group. Now you are not operating precisely from the functional aspect or maybe we can say from the economic aspect you are only looking at it from the perspective of social acceptance.

So, this is another thing which makes an impact, apart from that it could also occur on account of personal factors or personal parameters, how product or service relates to the individual psychology or maybe self-image. See, this becomes extremely important with respect to consumer buying, your choice of clothes what you wear or what you use is will also be coming from your self-image.

Self-image in the self like how you perceive yourself and also with respect to how you want to be perceived by others, let us say if someone wants to get the attention in a group or they want to be perceived as someone who stands out in the group then your choice of clothes is going to be entirely different, you might prefer something which is more attractive out of the box and funky.

So, when it comes to consumer buying it definitely makes an impact, apart from that with respect to evaluation of alternatives it is your beliefs that actually account a lot for. Now belief simply means how in your mind you consider or you decide whether the product a particular product or service possesses certain characteristics right, because it is all going to be on the basis of what you perceive rather than what actually is.

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Attitude: Degree of liking and disliking the product

Intentions: Probability that the attitude will be acted upon

Expectancy Value Model: Consumers usually evaluate products and services by combining their positive and negative brand beliefs depending on their relevance/ or importance.

A salesperson role is to understand the prospect's and consumer's choice criteria, and prepare sales pitches accordingly, emphasis should also be laid on influencing the prospect's and consumer's choice criteria depending upon the offering

Now, apart from that it is also a your attitude and intentions which are going to make an impact or influence your evaluation of alternatives. Attitude means simply your liking and disliking for the product or in other ways you can say whether you evaluate a particular product or service positively or negatively.

And intentions means whether on the basis of attitude what is the probability that you are going to act. See, eventually you might have a positive attitude about something, but what matters for a marketer is that attitude gets converted into intentions and you finally, go ahead and buy the product.

Now, as far as the evaluation stage is concerned this particular model is very very popular which is called as expectancy value model. Now, this simply indicates that consumers you know evaluate products and services on the basis of their positive and negative brand beliefs which again indicates what is more important is, what they perceive in their mind than what actually is.

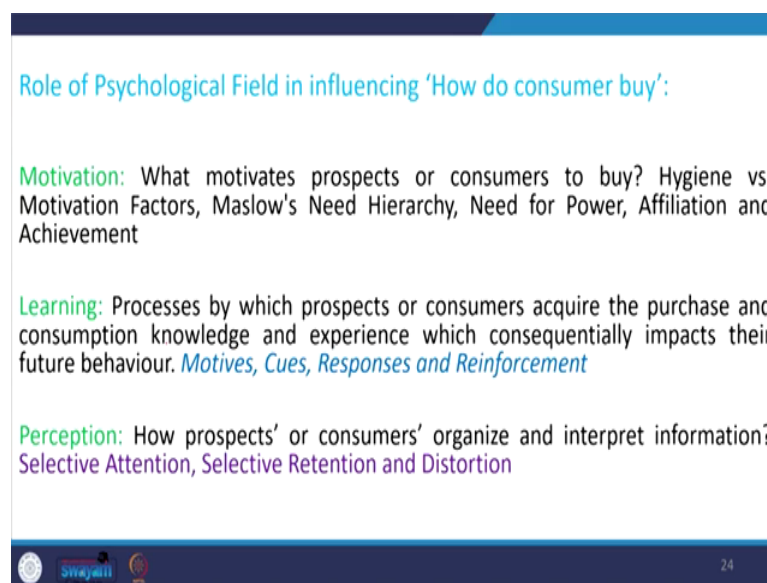
Now when you talk about what they perceive it again becomes important whether the salesman or a marketer in general what is it that they are trying to build or communicate with respect to their integrated marketing communications program. But when we talk about evaluation of alternatives it also becomes important which parameter is important for you and which parameter is not.

Now, I think it is quite a self-explanatory that as far as a sales person's role is concerned it becomes important for him or her to understand the choice criteria then work on their sales pitches as well as their presentations orbiting around the same thing.

Because, see if you let say if I am going for a selling a particular a computer system then if you have someone who is basically worried about the backup or maybe let us say the screen size of the monitor then definitely you would prefer talking more about that rather than talking about the other facets which may not be that much important for them.

So, this is another thing which is going to make an impact.

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Role of Psychological Field in influencing 'How do consumer buy':

- Motivation:** What motivates prospects or consumers to buy? Hygiene vs. Motivation Factors, Maslow's Need Hierarchy, Need for Power, Affiliation and Achievement
- Learning:** Processes by which prospects or consumers acquire the purchase and consumption knowledge and experience which consequentially impacts their future behaviour. *Motives, Cues, Responses and Reinforcement*
- Perception:** How prospects' or consumers' organize and interpret information? *Selective Attention, Selective Retention and Distortion*

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Now, when you talk about the process part there is also the psychological field that plays an important role with respect to influencing 'how do consumers buy'. Now, when we are talking about the psychological field we are actually taking account of these three important facets which is motivation, learning and perception.

Now when you talk about motivation we only understand, what is it that encourages the prospects or consumers to buy? Again in this case also your motivators could be functional, your motivators could be psychological right, because every consumer is different and they must be coming from a very different thought process or I would say needs dynamics with respect to why they buy something or why they do not buy something.

Now, just in brief I will explain a few theories with respect to understanding the motivation part. Now, first is the hygiene versus motivation factors this basically comes from two - factor theory by Frederick Herzberg, now as far as this theory is concerned factors are basically look from two perspective one is hygiene, other one is motivation. Now, hygiene factors are basically those factors whose absence is going to demotivate you, but their presence may not motivate you whereas, you need to have other set of factors which might motivate a prospect or a consumer to buy.

Now, maybe let us consider this example if you decide to buy a Rucksack or a travel bag then hygiene factor could be it is definitely going to have functional zips, it is not like if you are going to open any of the zip to keep something then it is not getting close, this is something which you take for granted right.

But the motivation factor could be its sturdiness, its size or maybe let us say it is very compact and still you can keep more of things, it also comes up with a special section where you can get that access to charging your phones or whatever your electronic gadgets easily, it might have that particular unique component also. So, that might work as a motivation factor.

So, with respect to buying a laptop the hygiene factor could be that the keys will function well see the whole facet of understanding this is you might have certain consumers for whom with respect to whether buying a mobile or a DSLR or any other product their motivation factors could vary, for some segment it could be x for another segment it could be y. So, this is another thing which the sales people are required to understand.

Apart from that if you get to the next theory which is about Maslow's need hierarchy which basically divides needs into five categories whether it is physiological needs, then security needs, then social, self-esteem and then finally, self-actualization. Your pictures for products are going to be very very different, insurance products are entirely dependent upon security needs right.

Even if you look at these the business of logs or you know the business of keeping your valuables safe also comes from the security facet, whereas if you talk about the self-esteem needs there are a lot of brands that have kind of developed their selling pictures around that may be if you look at Raymond the complete man or maybe look at any of

the watches which actually puts a particular product with respect to prestige or may be the expensive pens or perfumes all these could be related to the self-esteem part.

Now, other way of looking at could be need for power affiliation and achievement. So, in this also the kind of products that consumers buy and the pictures that are used by sellers or marketers are going to be very different. Now, this is one facet which definitely impacts how consumers evaluate products because if someone is being motivated by x they are definitely going to evaluate products on the basis of that.

Now, the next thing is learning, now learning simply indicates a relatively permanent change in behaviour if you want to understand it technically. In other ways learning simply specifies how you grow as an individual or how you acquire the purchase and consumption knowledge and the experience which eventually impacts your future behaviour with respect to what you buy and what you do not buy. Now, if you recollect any of the last sessions we have already spoken about motives, cues, responses and reinforcement at length and also the role of salespersons in that.

So, we will move to the next part which is about perception, perception simply indicates how the prospects or consumers organize and interpret information. Now, there are three important facets to it selective attention, selective retention and selective distortion. Selective attention means that you are only going to be attentive to maybe you can say some information it is not like if you have watch 50 advertisements in television you are going to remember each one of that or you are going to pay equal attention to each one of them.

Usually, we say that what catches attention is either something which is related to your current needs like if you are planning to buy a laptop any ad or information that you see related to a laptop you would be more receptive to it or something you know which could be done in a creative way, if you see a very huge hooding or something which is being displayed in a very odd color or in a very attractive way you might remember that.

Apart from that what you retain is again going to be less and this again comes from the fact that your mind has a very limited capacity to process and also to retain information. So, again whatever attention you might give it to something in spite of that you might only written a part of it then finally, you are also going to evaluate whatever you have retained on the basis of your beliefs or maybe thought processes that you have.

Let us say if from your circle or from social media you read a lot about a particular brand that two not so good things. Now, if a sales person belonging to the same organization comes to you to sell something then you will always have that preconceived notions; ok I read this this negative about this product. So, you might have that negative orientation, now in this case also it becomes the responsibility of the salesman to kind of dig that out or maybe to uncover these hidden unsaid objections and then kind of resolve those.

So, this is all about psychological field and it is definitely going to make any very important impact with respect to how do consumers buy. Now, as far as our next section is concerned we will be talking about the B2B consumer behaviour or we will be looking at the process about it.

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Output:

When product/service performance meets expectations = Satisfied

When product/service performance exceeds expectations = Delighted

When product/service performance falls short of expectations = Dis-satisfied

It is important at this stage to also manage cognitive dissonance of the consumers.

Now, you are done with the input part and also with the process part, now we will get to the output part, now output part is all about understanding whether the consumer is satisfied with the product dissatisfied or delighted. Now, this again is going to be dependent upon how they perceive the performance of the product or the service.

So, usually when the product and service performance meets expectations we usually say that the consumer is satisfied, if it exceeds their expectations as I told you in this the same session in the beginning it becomes delighted, but when it falls short of their expectations it leads to dissatisfaction, but as far as the output phase is concerned it is equally important for the marketers or the sales people to manage cognitive dissonance.

Cognitive dissonance simply means you know the feelings of doubt that the consumers may experience after even they have purchased the product with respect to whether that they made the right choice or that they made the bad choice or whether they have you know kind of went ahead and invested their money in the best deal or not so, they might go through all those feelings.

So, in this case also it is the important job of the salesman to make sure that this cognitive dissonance is removed. Now, this can be done by either building a very positive picture about the present product or talking or maybe presenting negative information about the alternatives which have been forgoing.

See, this also becomes important because even the consumer or the buyer would like to be in a stable state with respect to his choices. Until unless you foster that he has made the right choice he might not even go and recommend it to certain people and may not even give a positive word of mouth about your product.

So, as now we are done with this module where we basically understand the consumer decision making processes, whether it was about input process and output and also the role played by salesmen in these various facets. Now, as we move forward in the next session we will be definitely talking about the B2B decision making processes and also the role played by the salespersons in that. So, we will be meeting in the next session.

Thanking you for now.