

New Age Consumer Behavior

Week 2

SESSION 3

Process of consumption

4. Consumer Perception

Purpose: understand the role of perception in consumption

5. Consumer Knowledge

Purpose: account for knowledge in consumption

SESSION 4

Reading discussions

Consumer Perception

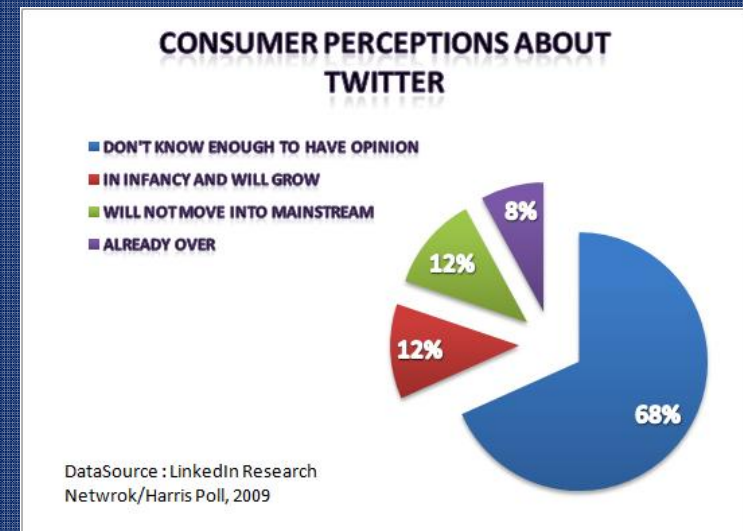
If perception refers to the way one senses and interprets the world surrounding us, new age consumer perception is about sensing and making sense of digital (software) & analog products (hardware), practices (shopping, surfing) and spaces (physical and virtual markets).



Sensing brings about sensation.

Put in another way, sensing consumer products involves consumer sensory stimuli.

Consumer sensory stimuli bring about sensory presentations: mental (i.e. cognitive) constructs in a process: the consumer perceptual process.



As a function of the consumer perceptual process consists in the following integrated aspects:

1 Pre-attentive processing involves the use of senses to monitor the digital & analog environment on a continuous basis (i.e. consumers are continuously exposed to product/service sensory stimuli)



(cont)

2 Perceptual selection involving the voluntary or involuntary use of one portion of the sensory stimuli in focal attention, while other sensory stimuli remain in an off-focal condition (i.e. consumers are attracted by one event – the others being not conscious)



(cont)

3 Perceptual organization involving the comparison between the perceived event and existing knowledge (i.e. consumers compare that which they experience with what they know)



(cont)

4 Cognitive interpretation involving the making sense of experienced sensations (i.e. consumers try to understand the new or re-experienced sensations)



(cont)

5 Cognitive elaboration involving the integration of new sensations in prior knowledge (i.e. consumers have learned the new consumption experience)



Consumer Knowledge

Consumer experiencing are the physical, cognitive and emotional interactions consumers have with digital & analog products and events .

Events mark and define time:

- Past: remembered consumption:
 - Rituals – e.g. when and how use Facebook
 - Telling stories – e.g. sharing lifestyles = sense of community
 - Comparing – e.g. valuing experiences and opinions
 - Memorabilia – e.g. posting picks on Facebook

(cont)

- Present: current consumption
 - Decision-making – e.g. when to log on Facebook; choose among social networks (<http://traffikd.com/social-media-websites/>)
 - Digital experience
- Future: anticipated consumption:
 - e-purchases – e.g. go on Koala.ch to buy shoes
 - plans – e.g. do a website



Consumer learning is about adapting to new products and consumer events involving (after Russell):

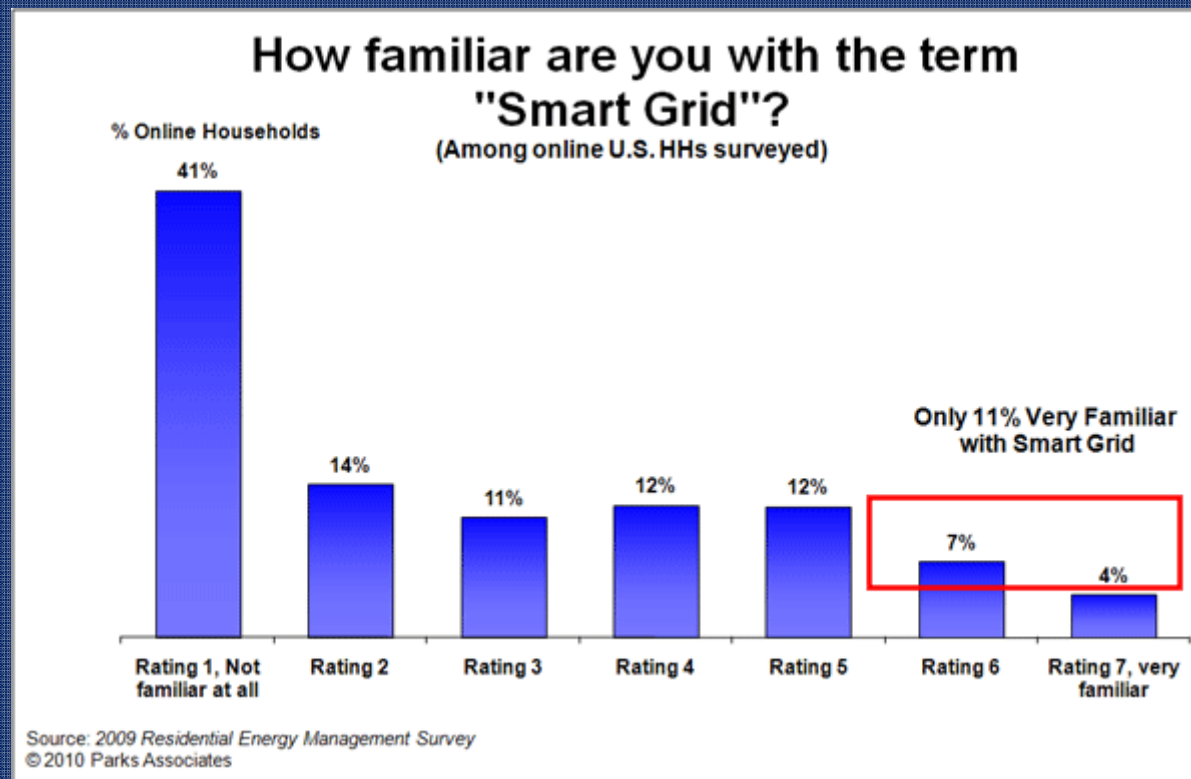
- Learning by description, constituting knowledge through consumer stories and myths – e.g. learning that my school mates are on Twitter and how cool it is
- Learning by acquaintance, constructing knowledge through a direct experience with products – e.g. signing up on Twitter and navigating over the functions and buttons

Consumer learning can be seen to be a function of

- Consumer habits in the digital environment – e.g. the interaction modes and language on Facebook
- Consumer response to environmental conditions – e.g. reactions to Facebook wall postings that are not appropriate



Consumer knowledge is about the ability to name (i.e. categorization) and use digital/analog products according to consumer intentions.



An important element on consumer knowledge is memory involving the re-creation of digital/analog experience.

In particular it involves:

- Sensory memory: information processed as a function of the senses – e.g. remembered computer functions
- Short-term memory: information held active for immediate use– e.g. responding to incoming e-mail

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- Long-term memory: information held for future use – e.g. applying learnt computer functions



reading discussions