

Consumer Behavior

Week 5

Exam feedback

SESSION 9

12. Consumer Satisfaction

Purpose: conceptualize consumer satisfaction from having acquired or disposed of goods

13. Consumer Innovation

Purpose: understand consumer innovation and re-creation

14. Consumer Personality

Purpose: delimit consumer personalities

SESSION 10

Cases

Consumer Satisfaction

Consumer satisfaction, as both an internal and social state, refers to a judgment of the degree to which consumer intentions are fulfilled.

Consumer satisfaction may thus be under-fulfilled or over-fulfilled and it is often thought of as contentment, or pleasure, delight, relief, or ambivalence.



Typically, consumer satisfaction is often brought about through:

- Product performance and service quality
- Employee satisfaction and ability to cope with consumer-related problems
- Choice criteria together with satisfaction drivers

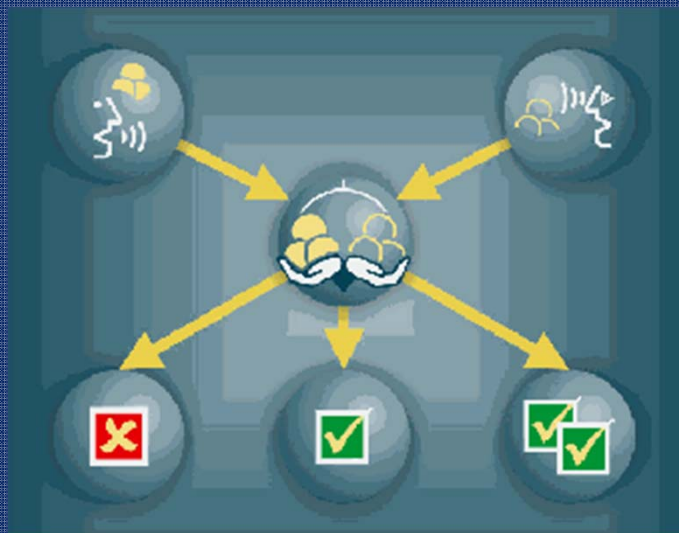
U.S. Tablet Owners' Likelihood that They Would Recommend Their Tablet Brand to Friends and Family Members (Rating on Scale of Zero to 10, with Five Indicating a Neutral Stance)

Ranking	Brand	Average Rating
1	Apple	8.8
2	Zenithink	8.75
3	Samsung	8.5
4	Archos	8.4
5	Motorola	8.4
6	ViewSonic	8.25
7	Dell	7.8
8	Acer	7.6
9	HP	7.6
10	Coby	7
11	Toshiba	6.7
	Other	6.8

Source: IHS iSuppli July 2011

Consumer satisfaction is largely based on expectations relative to existing knowledge and experience about products and services.

The expectancy-disconfirmation model (EDM) states that those expectations that are disconfirmed to be the key influences of consumer satisfaction.



Consumer Innovation

If innovation refers to novelty and improvement, producer innovation is about creating new products and offerings to customers whereas consumer innovation refers to using products in new ways.

Producer and consumer innovation are cultural as it is about new ways of thinking and doing.

Thus innovation involves change.



Innovations may be:

- Continuous, involving minor changes that bring about minor changes in consumer behavior

Examples: fads, fashions and trends

- Dynamically continuous, involving some but not all major changes which impact a portion of consumer behaviors

Examples: hybrid corn seeds, digital satellite systems

- Discontinuous, involving major changes imposing consumers adopt new behaviors

Examples: cyber auctions, MP3, microwave



Consumer Personality

Consumption behavior is a function of one self, and in particular the way one makes sense of one self, one's self-concept.

It is, in other words, a function of one's consumer personality seen as the distinctive and enduring patterns of thoughts, emotions, and behaviors that characterize the self in consumption circumstances and situations.



Consumer personality includes:

- Self-traits: the consumer features that differentiate one consumer from another

Example: tendency to be more or less resistant to novel products (dogmatism); reliance on salespersons (trust); preference for social opportunities to consume (extroversion); pleasure derived from shopping (cognition); attributing responsibility of faulty services to producers (locus of control)

(cont)

- Self-esteem: the ideas consumers have about their self worth

Example: purchasing particular clothing on a regular basis – compulsive consumption to replicate a comforting impression about oneself ('I feel good' effect)

(cont)

- Self-efficacy: the ability consumers think they have to control consumption related events

Example: being confident to find the desired consumer goods



A consumer personality is multifaceted as it includes a constellation of activities and thoughts (i.e. a culture) along two dimensions:

Consumer I - self: the observer and the knower of consumption rituals and products (i.e. the self constructing a consumer personality)

Consumer Me - self: the observed and known consumer of products (i.e. the other constructing a consumer personality that is reflected in the self - looking-glass self)

(cont)

The interaction between consumer I-self and Me-self occurs through consumer products and their symbolic meanings: consumer products are extensions of the self (i.e. prosthetics).

That is, a consumer personality is an extended self



The construction of consumer personalities changes according to consumption situations and constraints set by schemata, that is, mental constructions of the self based on the interaction of experiencing-learning-knowing.

Constructed consumer personalities are possible consumer selves in the sense that consumer intentions inform various consumer personalities (i.e. the self is multiple and dynamic).

If consumer personalities are expressed through intrapersonal processes, they are also expressed through consumer interpersonal processes, that is, the cultural context of consumption.



case studies