

New Age Consumer Behavior

Week 6

SESSION 11

Purpose of consumption

14. Supplementary Operators to Consumer Satisfaction

Purpose: discuss how quality, equity and regret affect satisfaction

15. Consumer Satisfaction Consequences

Purpose: explore the effects of satisfaction

SESSION 12

Readings discussions

Supplementary Operators to Consumer Satisfaction

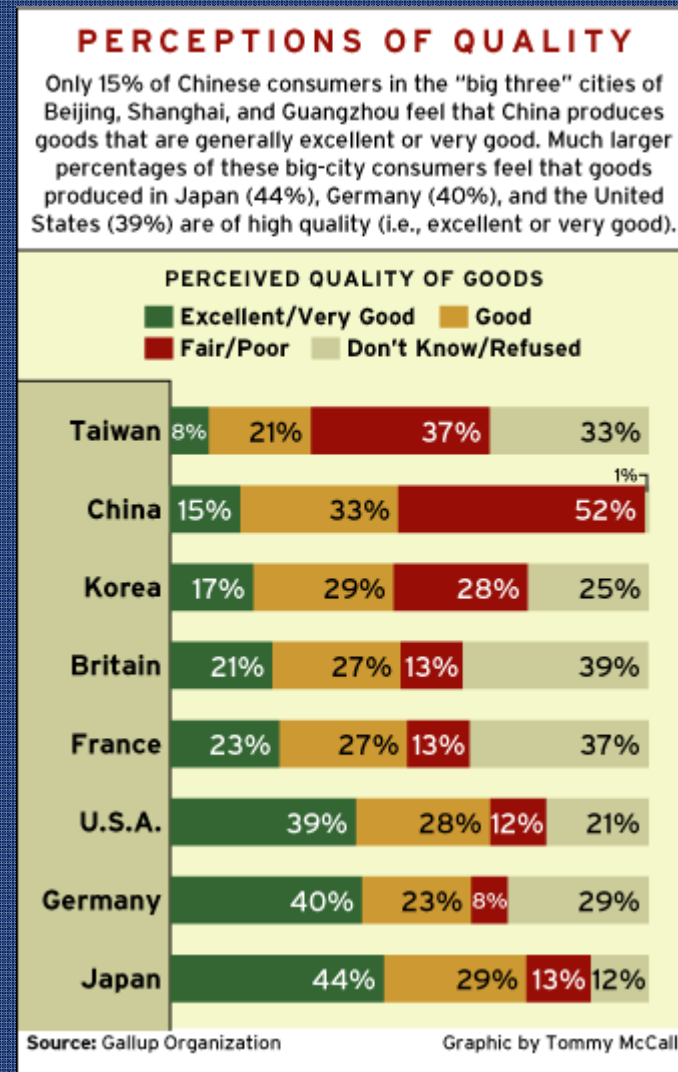
Quality

Quality in consumption refers to:

- The quality of the product
- The quality of the experience

Generally, high levels of perceived quality increase satisfaction.

But is it so with digital products?



Equity

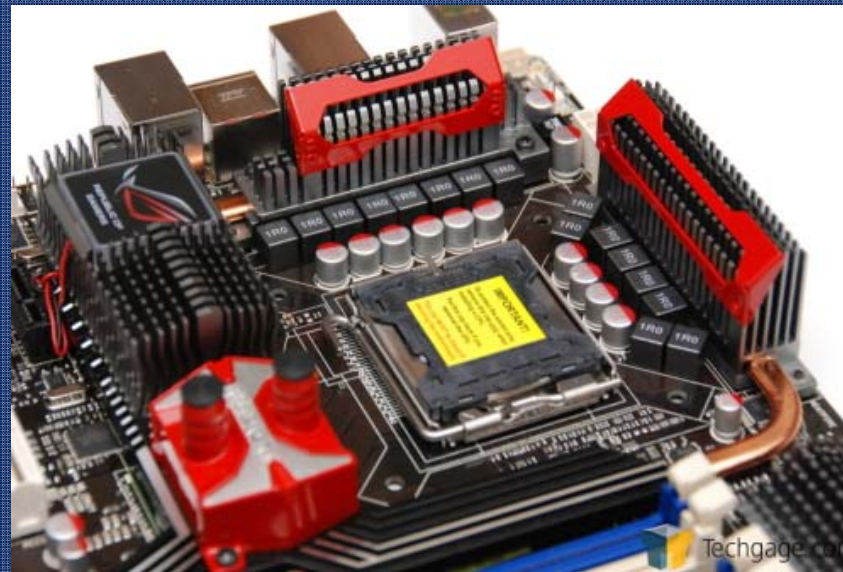
Equity affects satisfaction since equity is a ethical standard (in the sense of moral standard and habit): satisfaction increases with ethical perceptions of value and financials.



But is it so with digital products?

Regret

Regret caused by disconfirmation lowers satisfaction and hence induces brand switching.



But is it so with digital products?

In addition to brand switching it leads to innovation:
looking for and/or using products in new ways.

It is a cultural practice as it is about new ways of thinking and doing.



But is this the case with digital products?

New Age Consumer Satisfaction Consequences

In general satisfaction is at the root of the construction of

- Consumer personality
- Brand tribes

Both cases involve the definition of consumer identities



Consumer personality

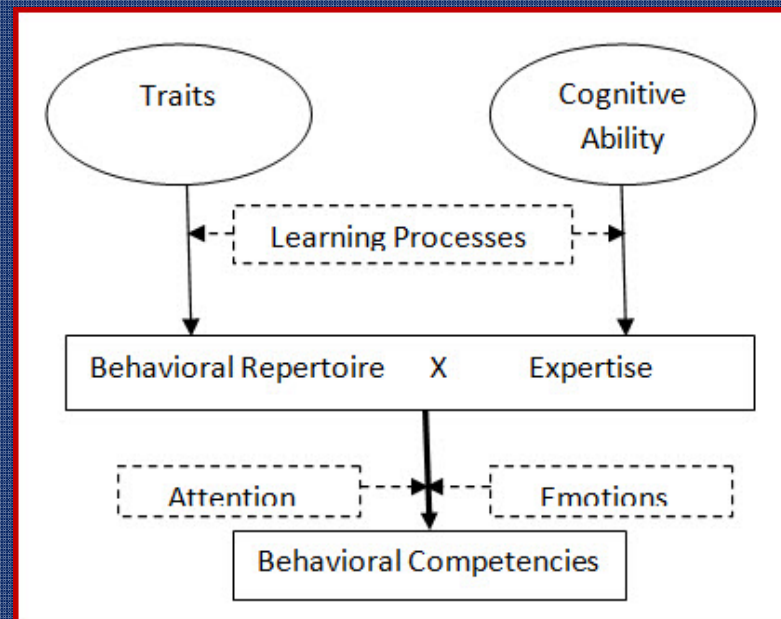
The consumption of digital and analog products involves acting = a particular behavior as the expression of knowledge experience.

As a (pre)disposition this behavior is an attitude.

The point is that this behavior is a function of the way one makes sense of one self i.e. one's personality.

Consumer personality

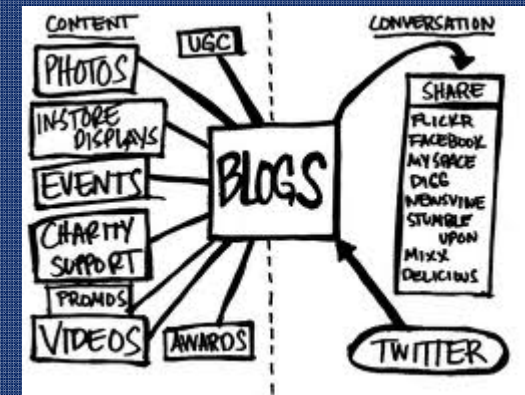
Consumer personality can be seen as the distinctive and enduring patterns of thoughts, emotions, and behaviors that characterize the self in digital and analog consumption circumstances and situations.



Consumer personality

Consumer personality includes:

- Self-traits: the consumer features that differentiate one consumer from another; example: ways of using social media (profile picture especially) despite that the platforms are relatively rigid



Consumer personality

- Self-esteem: the ideas consumers have about their self worth; example: finding worth in using media



Consumer personality

- Self-efficacy: the ability consumers think they have to control consumption related events; example: using media confidently



Consumer personality

A consumer personality is multifaceted as it includes a constellation of activities and thoughts along two dimensions:

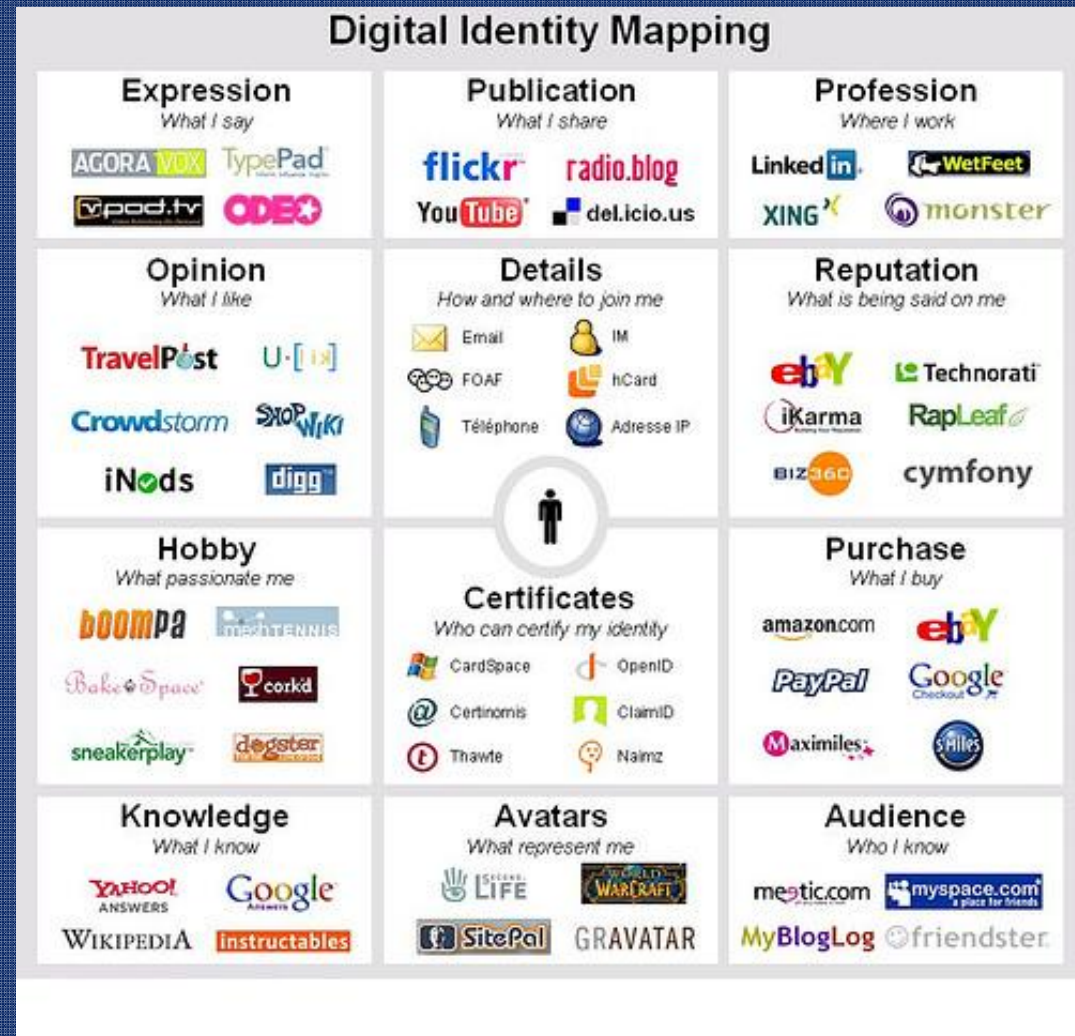
Consumer I - self: the observer and the knower of consumption rituals and products

Consumer Me - self: the observed and known consumer of products

Consumer personality

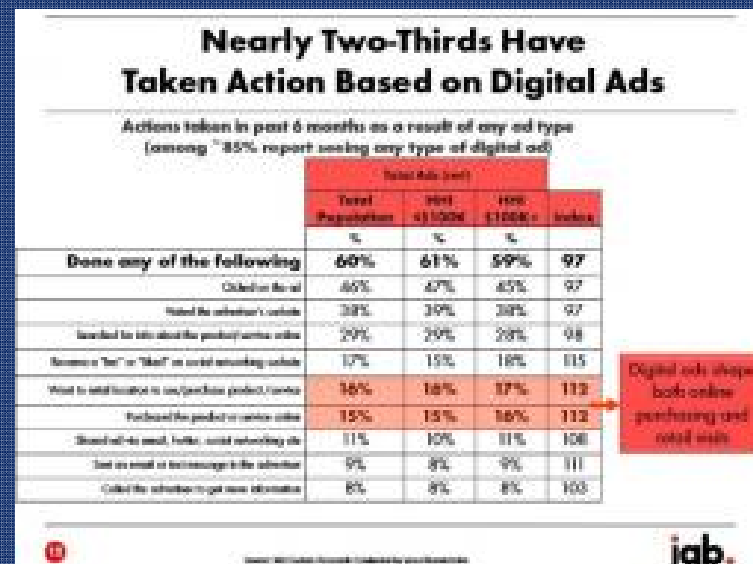
The interaction between consumer I-self and Me-self defines choices that together form an identity map

It is digital or analog or a mix of both.



Consumer personality

The construction of consumer personalities changes according to consumption situations and constraints set by schemata, hence the difference in consumption patterns in digitalized v. analog platforms.



Consumer personality

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).

Most Consumers Report Seeing 15-20 Digital Ads Weekly

Average # of ads seen in past 7 days

	Total Population	HHI <\$100K	HHI \$100K+	Index
Total ads	17.4	16.9	18.5	109
Web/banner ad	3.7	3.6	4.1	114
Search ad/sponsored listing	3.5	3.4	3.9	115
Email ad	3.3	3.3	3.3	100
Social media ad	2.6	2.5	2.6	104
Video ad	2.6	2.6	2.8	108
Mobile/smartphone ad	1.6	1.5	1.7	113
Among the 45% exposed to digital ads	Total ads	20.6	20.2	104

Source: iab.com Research conducted by KantarMedia



Consumer personality

Consumer personalities are expressed through interpersonal processes, that is, the cultural context of consumption: digital/analog consumer culture.

The infographic is titled "Good to Know" and features the Google logo at the top. It is divided into four columns, each with a title, an illustration, and a brief description:

- Stay safe online:** Illustration of a person locking a safe. Description: "... tips and advice for staying more secure on the web".
- Your data on the web:** Illustration of a person interacting with a laptop. Description: "... and how it makes websites more useful".
- Your data on Google:** Illustration of a person using a laptop connected to a server tower labeled "Google". Description: "... and how it makes Google services more useful".
- Manage your data:** Illustration of a person at a computer with a folder labeled "ME". Description: "... and what you share with websites and Google".

Brand Tribes

Digital products are not stand-alone products; they are used in conjunction with analog products, forming together a product constellation.

Since these products are branded they form brand constellations.

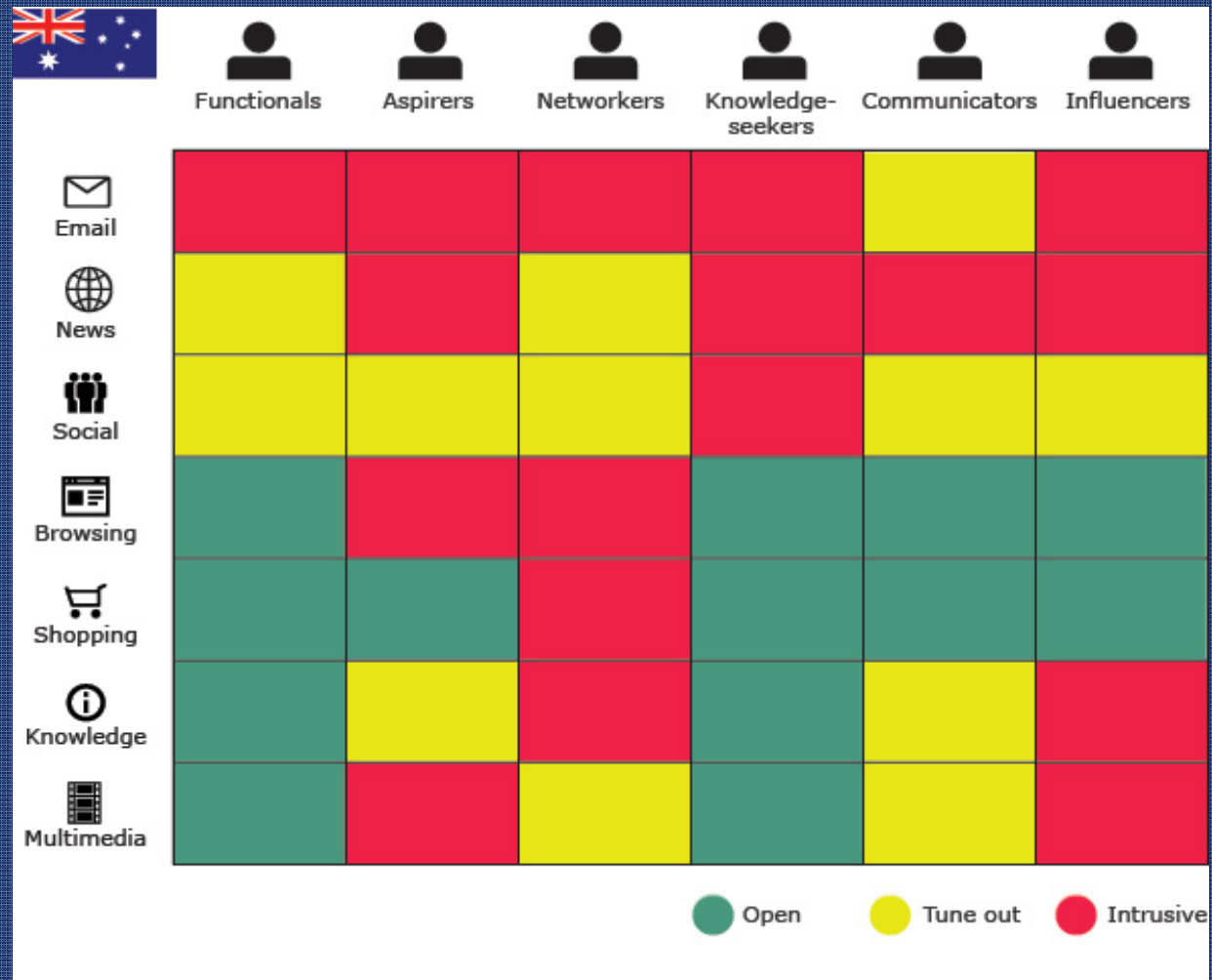


Brand Tribes

Consumers with a particular consumer culture using specified brand constellations constitute brand tribes.



Brand Tribes



Readings discussions