• Can be affected by following factors
  o Recognition + recall (less frequently used words in advertising are recognized more + recalled less)
  o Importance of context (strong association with context – inaccessible in wrong context)
  o Object coding + storage (stored in form that is presented to us – by object (brand) or dimension (product))
  o Load processing (more difficult with lots of info at once)
  o Input mode (short-term recall of sound input is stronger than short-term recall of visual input)
  o Repetition
• In store point-of-purchase information is more successful than general advertising
• Customers motivation can be rational or irrational
• Wants can be latent (needs are hidden, unaware of them), passive (cost of acquisition is estimated higher than the satisfaction) + active (aware of them, benefits expected)
• Intrinsic evaluation occurs because costumer likes an offering
• Extrinsic evaluation might occur because a friend mentioned an offering
• Theory of Planned Behaviour (TPB)
  o Intention to act in a certain way is affected by the attitude that we have towards that behaviour, by a subjective norm (social pressure), by perceived behavioural control (ease or difficulty)
  o Behavioural economics: changing the context > nudging people towards new actions (often used by governments to influence citizens behaviour)

The importance of social context
• Opinion = cognitive, held with limited conviction
• Attitudes= affective, linked to emotional state, greater degree of conviction, longer duration, more likely to influence behaviour
• Values= conative, linked to motivations + behaviour, linked to conscience (often held from childhood – e.g. parents’ influence)
• Group influence
  o Learn through imitation (social learning)
  o Reference groups – anchor point, positive or negative
  o Word of mouth – powerful because we trust friends etc. (81% takes place person to person, 10% by phone, 9% online)
  o Celebrity endorsement
• Social grade – classification of the population into groups (depending on their work) – consumers make purchases based on their socio-economic position within society NOT really in use anymore!
• Lifestyle
  o The manner in which someone deals and copes with psychological + physical environment on a day-to-day basis
  o Activities, interests, opinions
  o Marketers fit around a customers´ lifestyle

Organizational Buying Behaviour
• High financial value, product complexity, large value of individual orders, risk + uncertainty
• Decision-making unit (DMU) / buying centre
  o Informal groupings
  o Vary in composition + size
  o Size + form of DMU is not static – changes with the nature of the buying task
  o Determined by interpersonal relationships