

- Can be affected by following factors
 - Recognition + recall (less frequently used words in advertising are recognized more + recalled less)
 - Importance of context (strong association with context – inaccessible in wrong context)
 - Object coding + storage (stored in form that is presented to us – by object (brand) or dimension (product))
 - Load processing (more difficult with lots of info at once)
 - Input mode (short-term recall of sound input is stronger than short-term recall of visual input)
 - 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 customer likes an offering
- **Extrinsic evaluation** might occur because a friend mentioned an offering
- **Theory of Planned Behaviour (TPB)**
 - 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)
 - **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 and parents' influence)
- **Group influence**
 - Learn through imitation (social learning)
 - **Reference groups** – anchor point, positive or negative
 - **Word of mouth** – powerful because we trust friends etc. (81% takes place person to person, 10% by phone, 9% online)
 - **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**
 - The manner in which someone deals and copes with psychological + physical environment on a day-to-day basis
 - Activities, interests, opinions
 - 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
 - Informal groupings
 - Vary in composition + size
 - Size + form of DMU is not static – changes with the nature of the buying task
 - Determined by interpersonal relationships