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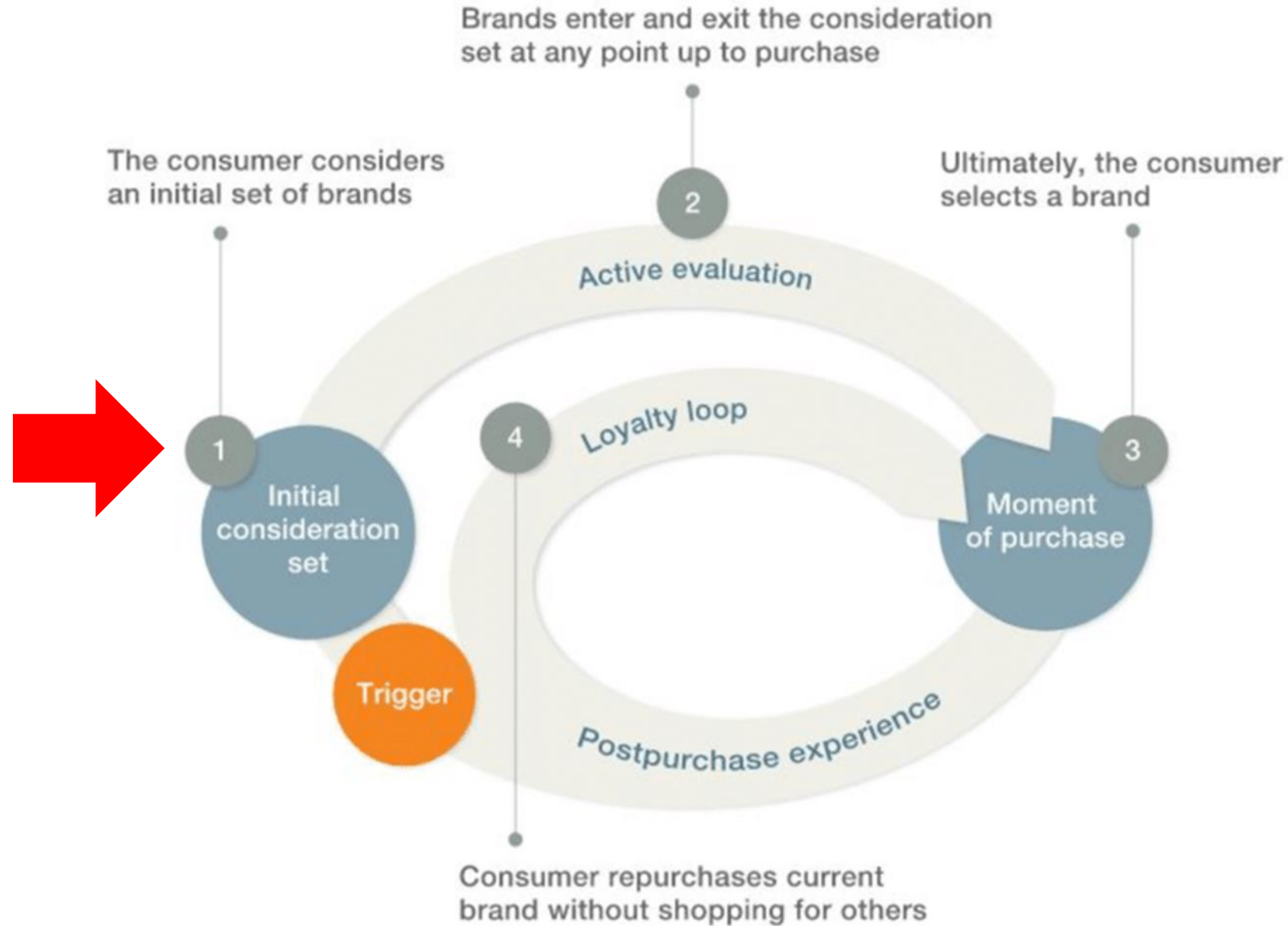


Consumer Behavior

#7 Internal Search and Initial Consideration Set

Kandapa Thanasuta, Ph.D.

The consumer decision journey has four key battlegrounds.



**What do you do next
after you know that you
have a problem?**

Information search

People search for information to find ways to solve the problems.

WHERE do they search?



Information search

Two types of information search

- internal search
- external search

Internal Search

The “first” search when consumers try to make decision. It occurs in long-term memory.

Initial Consideration Set

External Search

After internal search completed and no solution found, consumers look for information outside their heads.

Active Evaluation

What is the *initial*
consideration set?

What is a consideration set?

The consideration set is made up of the brands that are taken seriously by the consumer in his or her purchase decision.



What is an “initial” consideration set?

Brands or products consumers immediately think of or recognize due to brand awareness.

You need a new car. What car brands just popped in your brain?



Brands that are on initial consideration set are **3X** more likely to be in the final purchase.

Source: McKinsey and Company

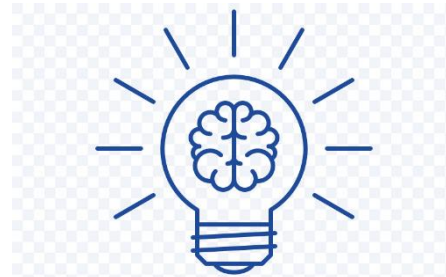
I want to be in the initial consideration set...HOW?

NOT an automatic placement
NOT all brands are considered for purchase
Understand PATHWAY to consideration set



Memory

Initial consideration set comes from memory



**How to get my brand
into the memory?**

Memory

Two types of memory

- short-term memory
- long-term memory



Short-term memory

Portion of total memory that is **currently activated** or in use...working memory.

- Short lived
- Limited capacity

What you are working on desk-top.



Long-term memory

Portion of total memory devoted to **permanent information storage**.

- Come in scheme
- **Retrieval** for future use

Information in your hard drive.

Short-term memory

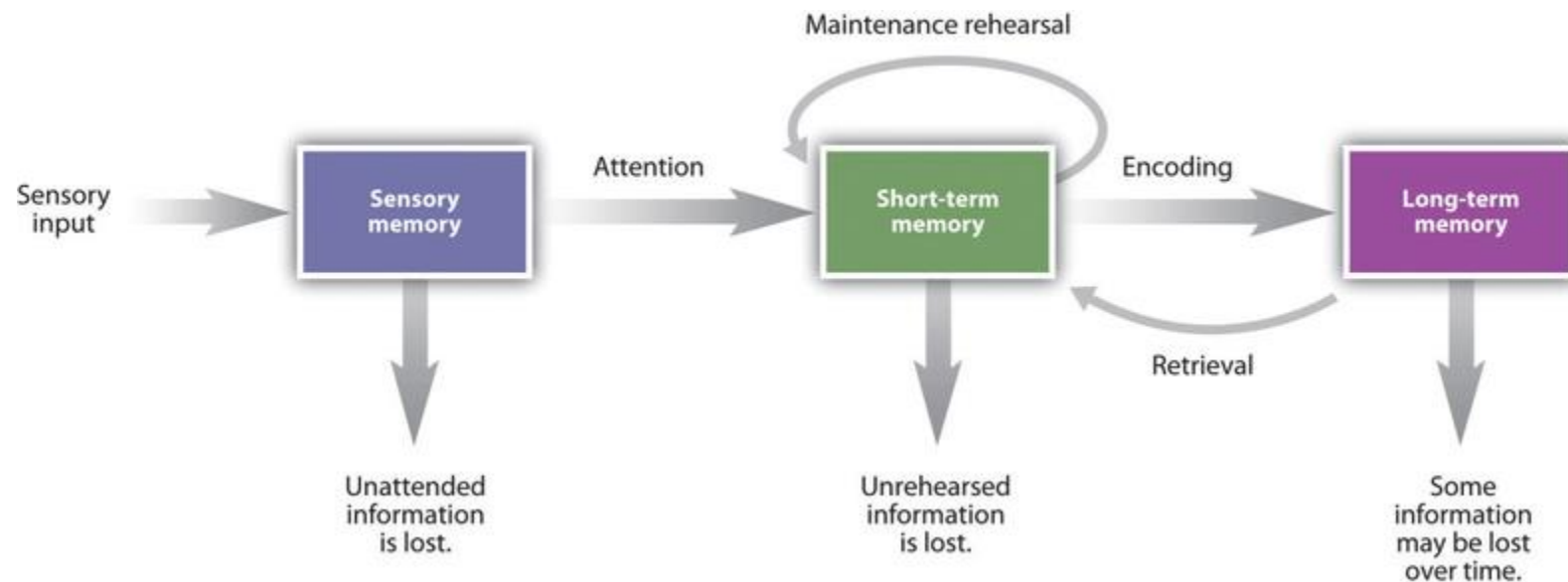


Long-term memory

“Rehearse” to be in STM

“Encode” information from STM to store in LTM

“Retrieve” from LTM when needed



Retrieval

Ability to retrieve information from LTM depends of **strengths of learning**. Be aware of **memory interference**.



Your ability to retrieve = ?



Go to “***Logo Game Exercise***”
Discussion on knowing -vs- remembering

Retrieval

Memory interference

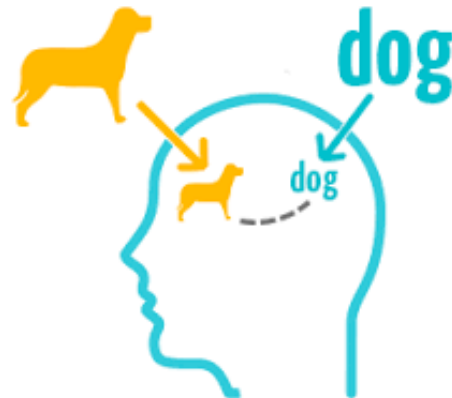
Occurs when some information makes it difficult to recall similar material. Similar memories compete, causing some to be more difficult to remember or even forgotten entirely.



Retrieval

How to enhance **strength of learning**?

Importance, mood, message, repetition, dual coding



Passive Acquisition

Low involvement learning –
being part of consumers’
ongoing search

*search activities that are
independent of specific purchase
needs or decisions. That is,
ongoing search does not occur in
order to solve a recognized and
immediate purchase problem.*

Active Acquisition

Leading to research and
discovery of information –
being part of consumers’
**past search and past
experience**

I am “aware” about
brands

Searching

Being part of the memory

=

Being part of internal search

=

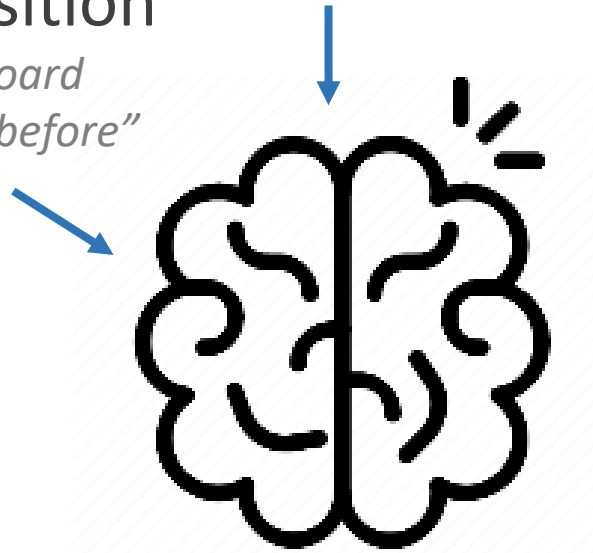
Being part of initial consideration set

Active acquisition

*"I have sat in my friend
car and it was nice"*

Passive acquisition

*"I have seen the billboard
about this car brand before"*



My memory

*Toyota, Honda, BMW, Mercedes, Nissan, Porsche,
Jaguar, Mazda, Volvo, Lexus,....*

I am "aware" about brands

Info search



internal

external

Initial
consideration
set

Toyota, Honda, Mazda

Thank you
