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# Consumer Behavior

## #9 Info Search & Active Evaluation

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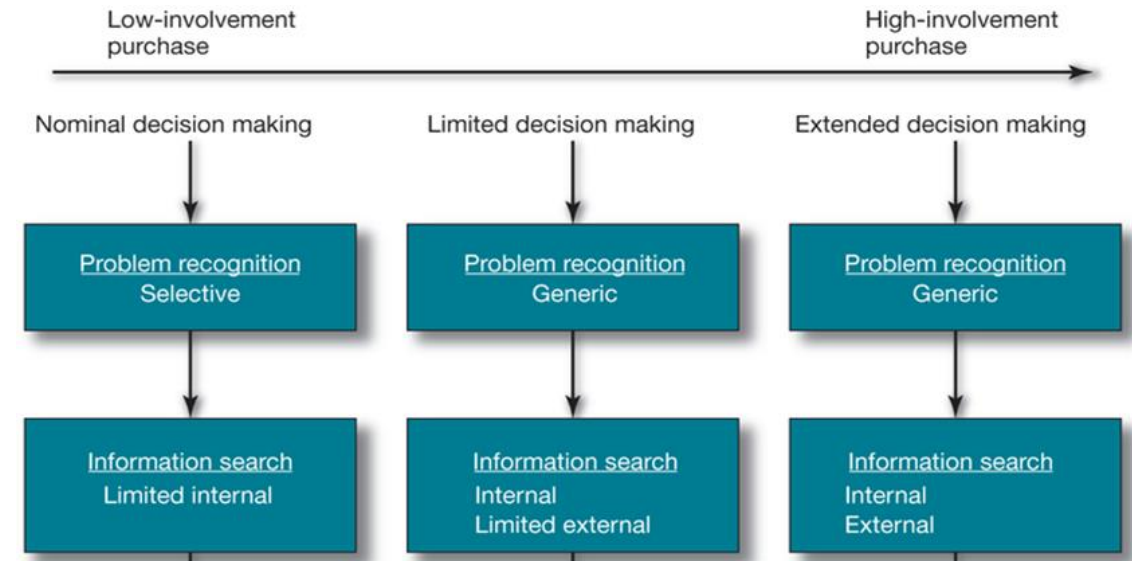
# The consumer decision journey has four key battlegrounds.



# Levels of search

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Consumers involve in internal and external search at different level depending on decision type.

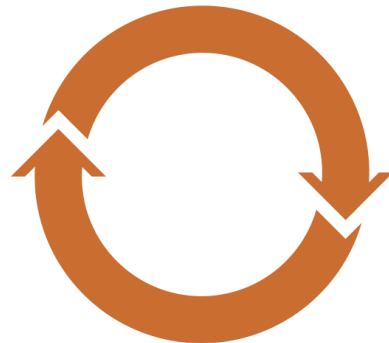


# Information search

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Consumers conduct external search to  
research and discovery information

i.e. features and existence of alternatives



## Awareness Set

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The alternatives  
consumer is  
aware of

## Evoked Set

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Alternatives  
given  
consideration

## Inert Set

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Back up  
alternatives

## Inept Set

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Avoided  
alternatives

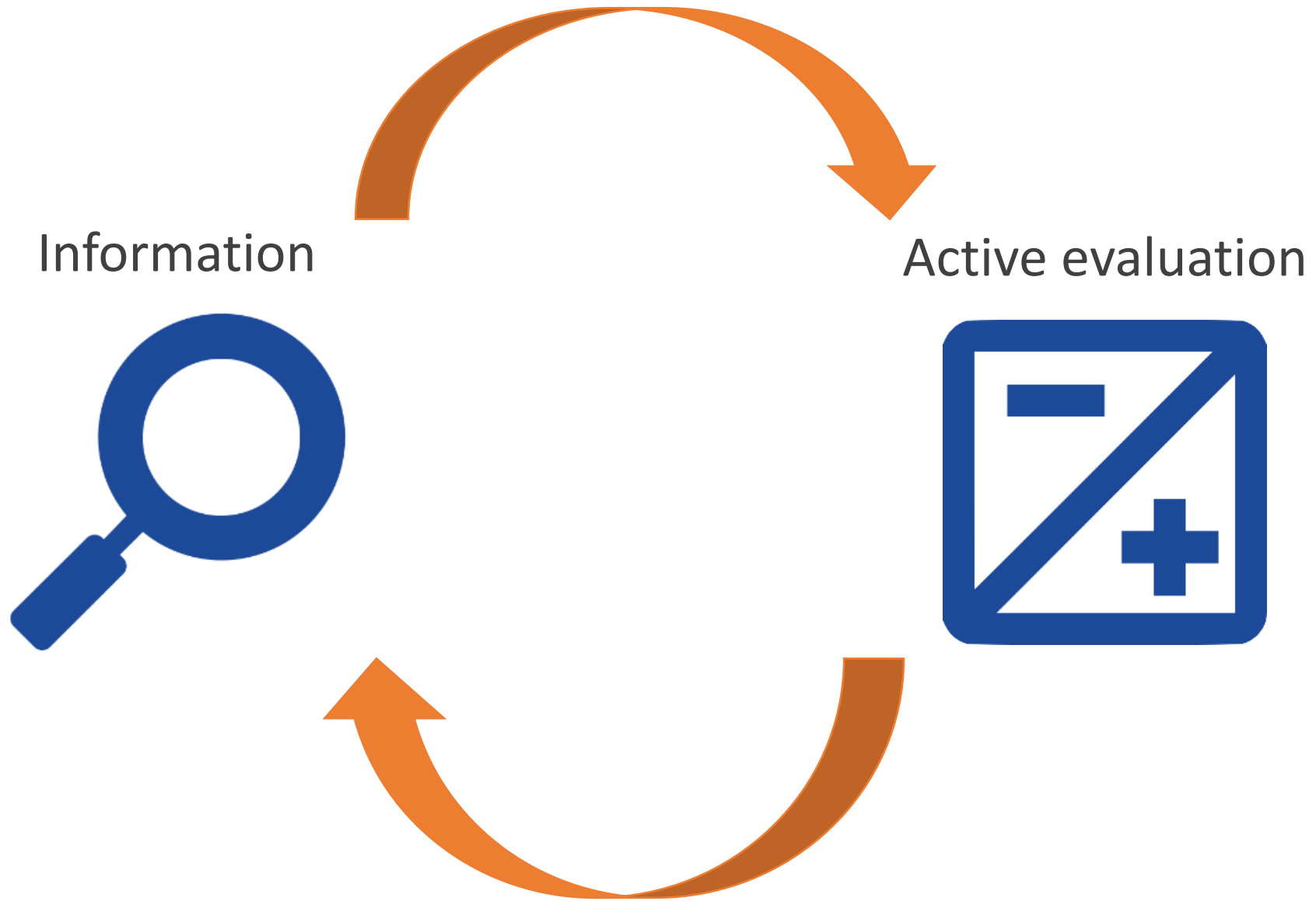


## Active evaluation

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Begins as people evaluate, add, and subtract items from their Consideration Set, weighing products against each other.









Brands that are not in the *consideration set*  
try to interrupt

Be at the contact points

Combination of push and pull information



Position	Target Market Decision-Making Pattern		
	Nominal Decision Making (no search)	Limited Decision Making (limited search)	Extended Decision Making (extensive search)
<u>Brand in evoked set</u>	Maintenance strategy	Capture strategy	Preference strategy
<u>Brand not in evoked set</u>	Disrupt strategy	Intercept strategy	Acceptance strategy

# Strategies for consumer search

<b>Maintenance:</b> <ul style="list-style-type: none"><li>• Constant product improvement</li><li>• Avoid OOS</li><li>• Excitement at POP</li></ul>	<b>Capture:</b> <ul style="list-style-type: none"><li>• Information availability of WHAT, WHERE, WHO they search</li><li>• Excitement on in-store display</li><li>• Product improvement</li><li>• Adequate distribution</li></ul>	<b>Preference:</b> <ul style="list-style-type: none"><li>• Right info to the right sources</li><li>• Information at POP</li><li>• Qualified sales persons</li></ul>
<b>Disrupt:</b> <ul style="list-style-type: none"><li>• Major product improvement</li><li>• Striking POP, packaging, and advertisement</li><li>• Sampling and tie-in</li></ul>	<b>Intercept:</b> <ul style="list-style-type: none"><li>• Attention attracting advertising and POP display</li><li>• Trial through coupon and sampling</li></ul>	<b>Acceptance:</b> <ul style="list-style-type: none"><li>• Attract and motivate to learn about brands</li><li>• Incentives for trying product</li><li>• Advertising about info</li></ul>



# 65%

of people comparison  
shop for +16min  
before making a  
purchase

# What do consumers compare?



Mentimeter

# Features & Benefits

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What are the differences?



## Features

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The aspects of your products and services

Tell consumers  
**WHAT**



## Benefits

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The results of features...what consumers will get

Tell consumers  
**WHY**

# Features & Benefits

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**low  
calorie**



**Look  
better  
than the bitch  
from accounting  
at the end of  
year party**

[www.vappingo.com](http://www.vappingo.com)



# Features & Benefits

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**STORAGE FOR  
1GB OF MP3S**



**VS**

**1,000 SONGS  
IN YOUR POCKET**



# How do consumers make choice?

# Rational & Emotional

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What are the differences?



## Rational

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Comparison of  
objective criteria

i.e. profit, health,  
security

## Emotional

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Emotional rewarding  
of the purchase

i.e. love, pride,  
entertainment



# Rational & Emotional

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# Rational & Emotional

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“The rational brain is great at rationalizing what the emotional brain has already decided.”

# Making choices

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## Three types of consumer choice process

- Affective choice
- Attitude-based choice
- Attribute-based choice



## Affective

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The immediate emotional response to the product or service as a whole.

*I feel confident and beautiful.*



## Attitude-based

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The use of general attitudes, summary impressions, or intuitions.

*Made from the US, it must be good.*



## Attribute-based

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It involves attribute-by-attribute comparisons across brands.

*Price of A is higher than B and C while the size is smaller.*



# Accuracy in decision making

LOW accuracy

Use of “*surrogate indicator*” to assist

i.e. price to reflect quality, actor or director for movie.



# Thank you

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