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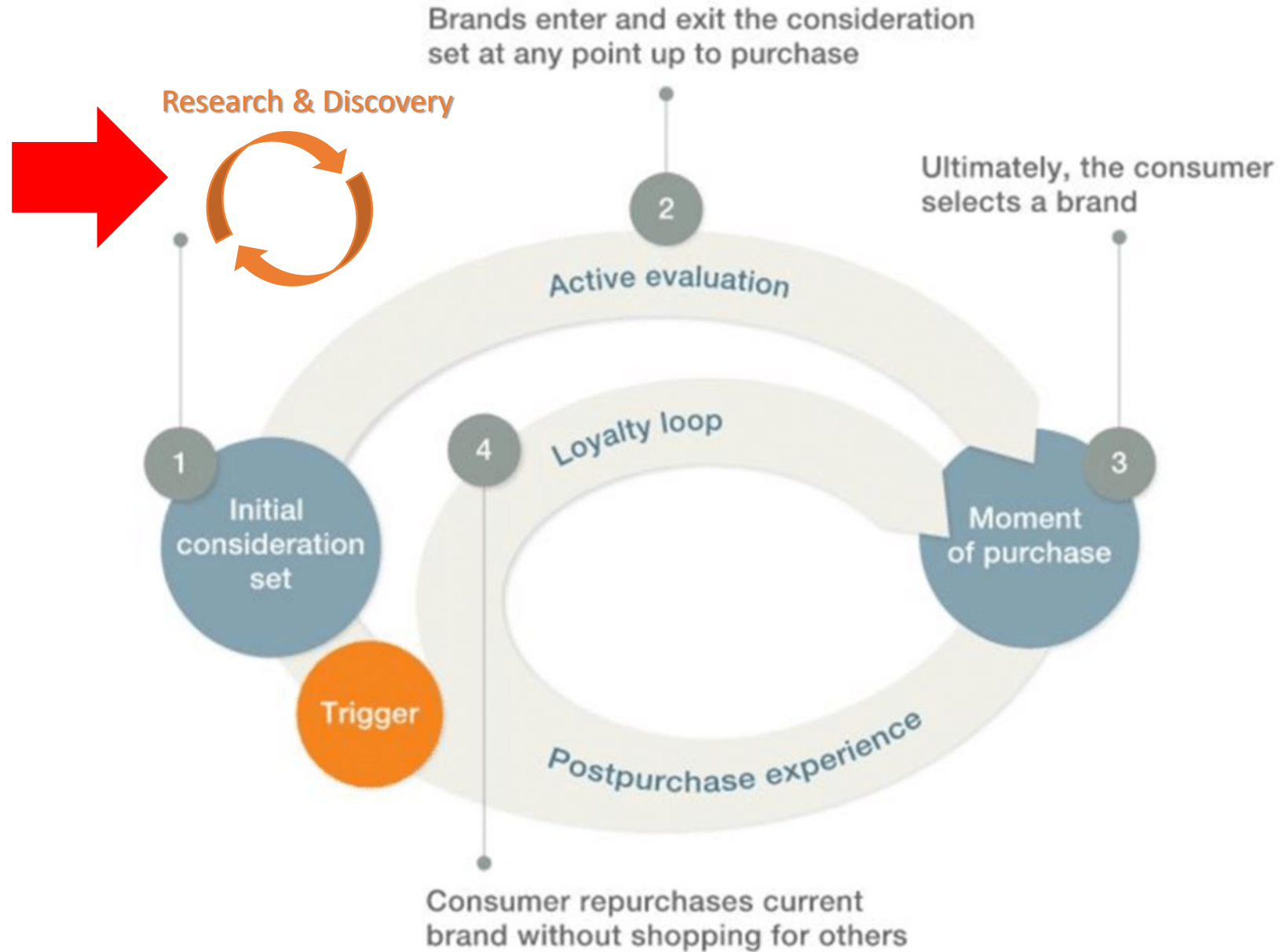


Consumer Behavior

#8 External Search & Perception Management

Kandapa Thanasuta, Ph.D.

The consumer decision journey has four key battlegrounds.



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

**Where do you look for
information externally?**

Sources of external search

Friends & family, consumers group, salesperson, websites, government agencies, internet, product trials, etc.





81%

of consumers conduct
online research before
purchasing.

Online search...good or
bad?

Advantages

- Lots of information
 -
 -
 -

Disadvantages

- Information overload
 -
 -
 -

Managing the search

Segmentation in searching

WHERE should I place information?
WHAT information would be appealing?
i.e. SEO, keyword search





51%

of people visit 4+ sites
before making a
purchase decision.

**How can you evaluate
online info?**

Managing the search

Identify trustable sources

WHO are the person that consumers trust in the field?
i.e. influencer, KOLs



**What's next after
searching info?**

Perception as a result of information search.



What is perception?

Beauty is in the eye of the beholder.
Perception is a reality for the individual.



THE INVESTIGATION



Perception

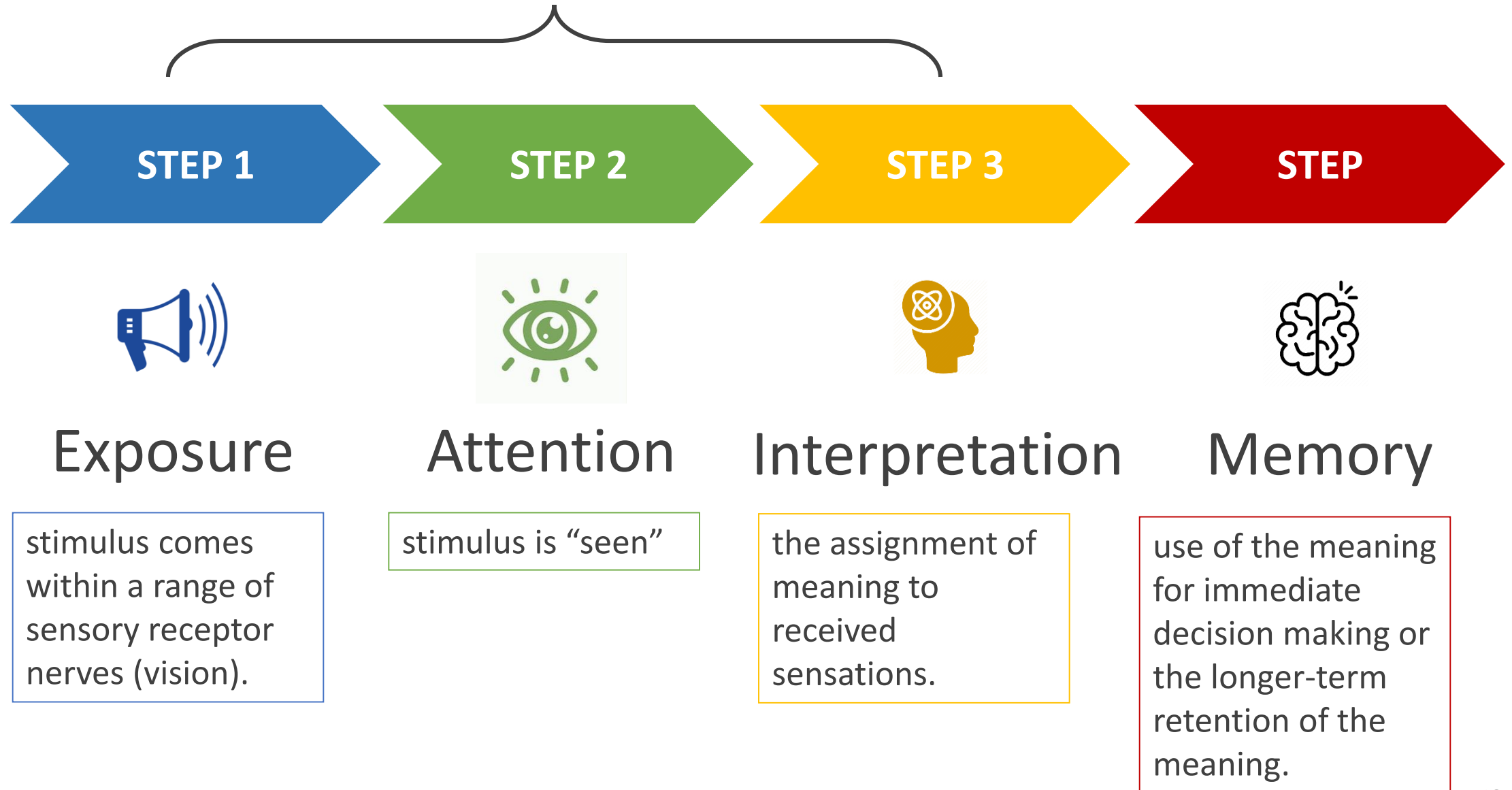
Each individual is likely to perceive image in different ways



<https://www.youtube.com/watch?v=ysA-wtI8-YI>

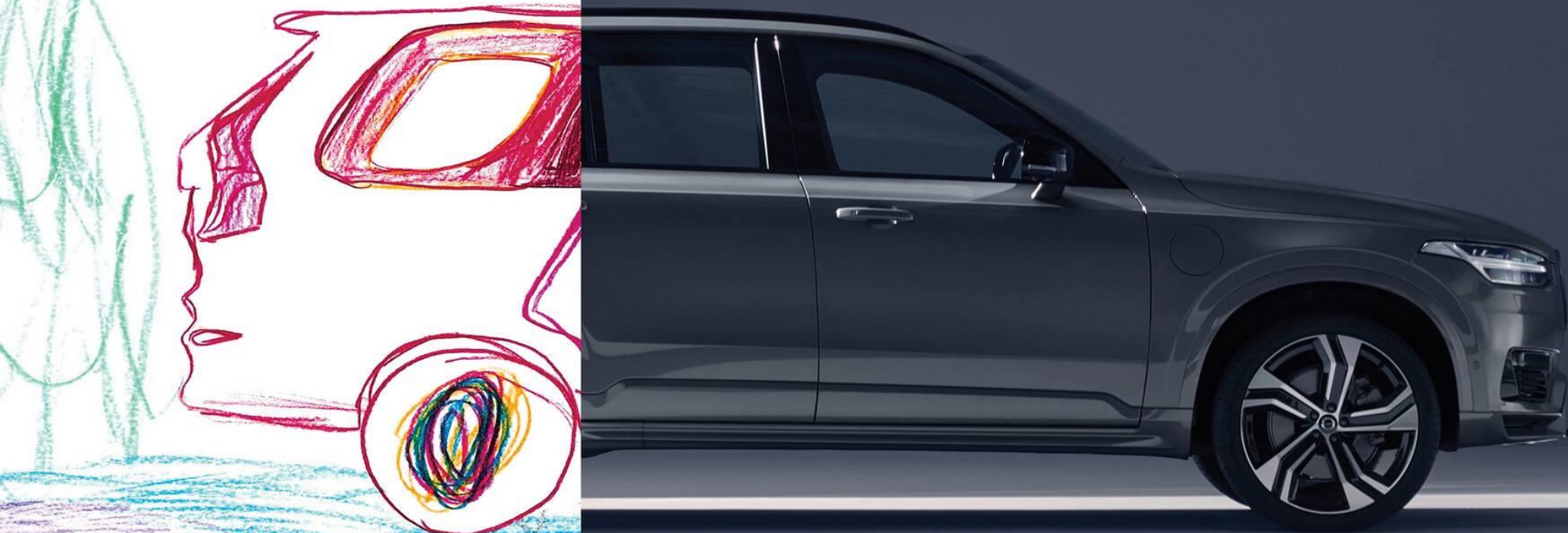
Perception is more important than the object reality

Perception



V O L V O

**NEW GENERATION OF VOLVO
FOR THE NEW GENERATION**



V O L V O

INTRODUCING **VOLVO RECHARGE**

PLUG-IN HYBRID POWERTRAINS ON ALL MODELS



**How can marketers
manage perception?**

Managing exposure

Identify “contact points” and be there



Managing attention

Grab attention through the stimulus



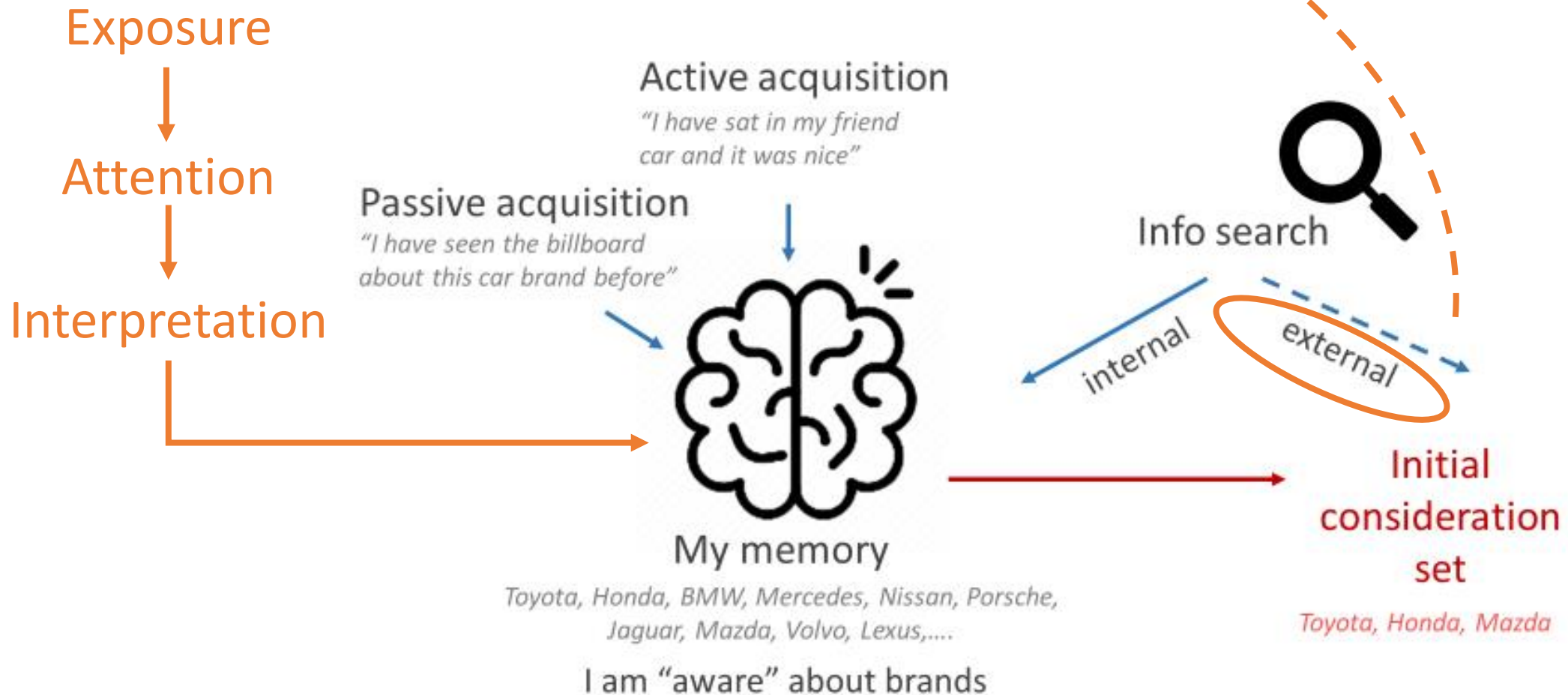
Managing interpretation

Talk the same language with right benefits

Mean what you say and say (clearly) what you mean

KISS

Keep It Short & Simple



Understand your market



Go to “***Perception Exercise***”

Thank you
