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Consumer Behavior

#4 Consumer Decision Making (Model, Process, Journey)

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Linkage & Difference

Consumer decision making **MODEL**

Consumer decision making **PROCESS**

Consumer decision making **JOURNEY**



What do you think about these three concepts?

LINKAGE = ?
DIFFERENCE = ?

The MODEL

A general **view or perspective** as to when and why individuals behave as they do.



4 MODELS of consumer decision making



Economic
Model



Passive
Model



Cognitive
Model



Emotional
Model

4 MODELS of consumer decision making



Economic model

- Take rational decision
- Compare various choices
- Pursue maximum utility

Seems unrealistic...people are not always rational.

4 MODELS of consumer decision making



Passive model

- Take decision according to marketing strategies
- Purchase resulted from brand promotional campaign

Also unrealistic...consumers do not purchase only because of marketing efforts.

4 MODELS of consumer decision making



Cognitive model

- Make decision based on own interest and understanding of market demand
- Involve in information seeking and processing to make “satisfactory choice decision”

The best of 4 models

4 MODELS of consumer decision making

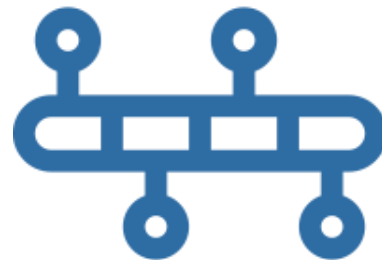


Emotional model

- Act upon emotions while making a purchase decision
- Less time to think whether product is necessary or not
- Buy the one that brings positive emotion

The PROCESS

A series of stages that an individual goes through when they consider buying a product or service.

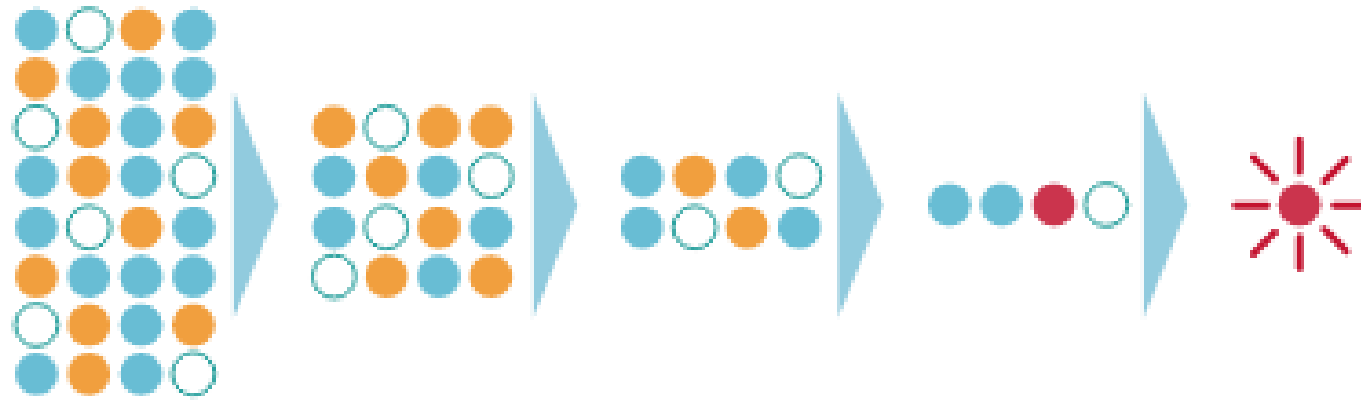


The **PROCESS** - funnel



Consumers go
through the funnel
when procuring
products and
services

The **PROCESS** - funnel



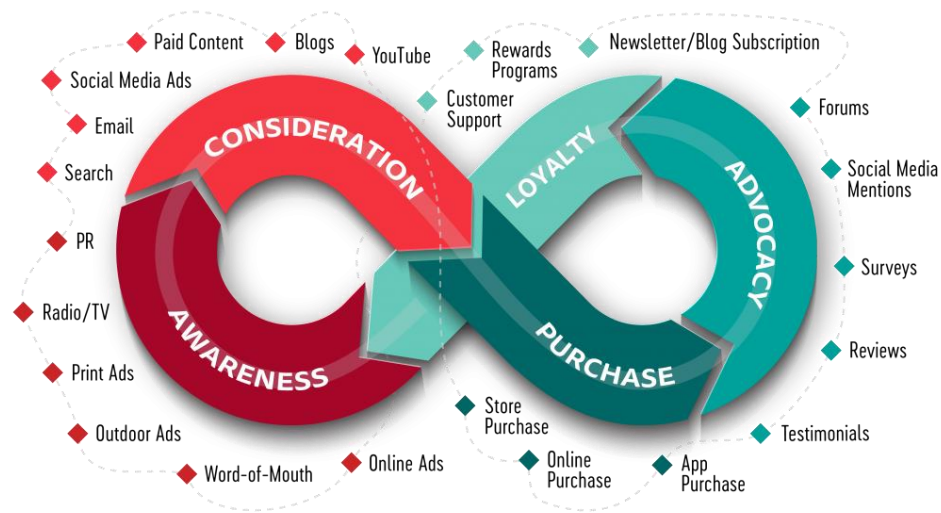
Consumers start with a set of potential brands and methodically reduce that number to make a purchase.

The PROCESS - funnel



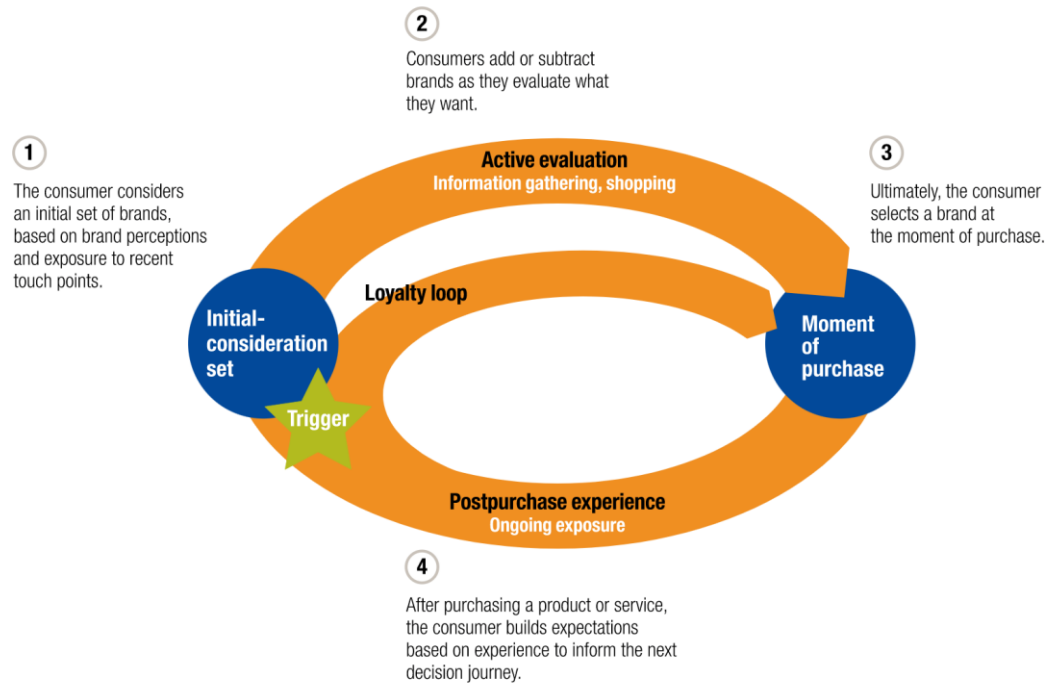
5-step of consumer
decision making
process
(in linear steps)

The **PROCESS** - continuous loop



The process is depicted as infinite with multiple stages along the way

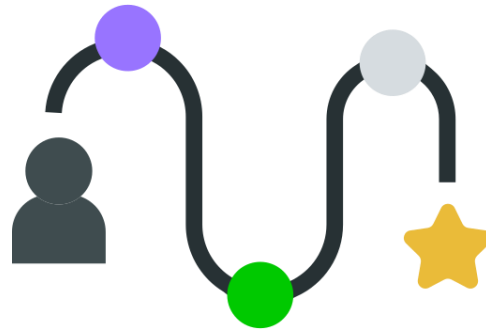
The PROCESS – continuous loop



Circular process of
4 (5) phrases

The JOURNEY

The path (start to finish) the customer traverses to complete a transaction.



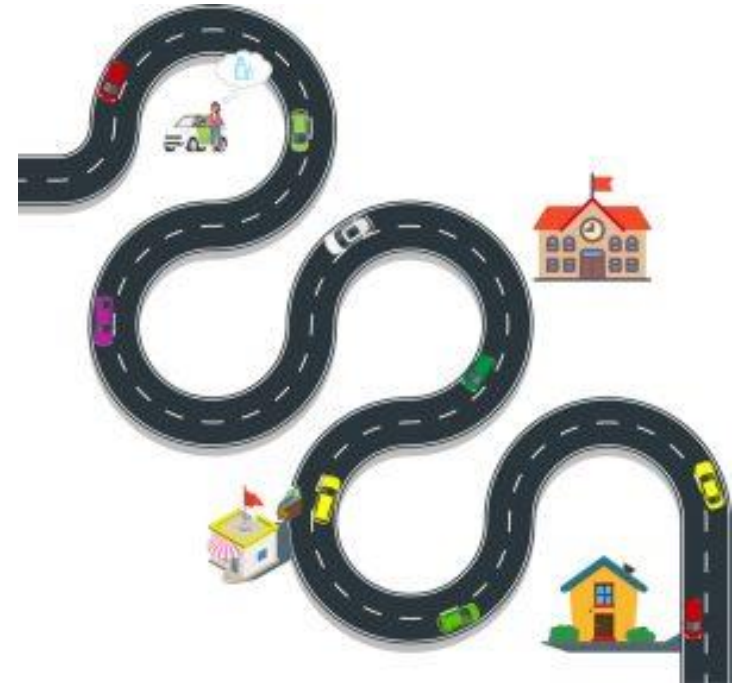
The JOURNEY

I need milk

"I grab my keys and purse, hop in the car, and drive over to the convenience store.

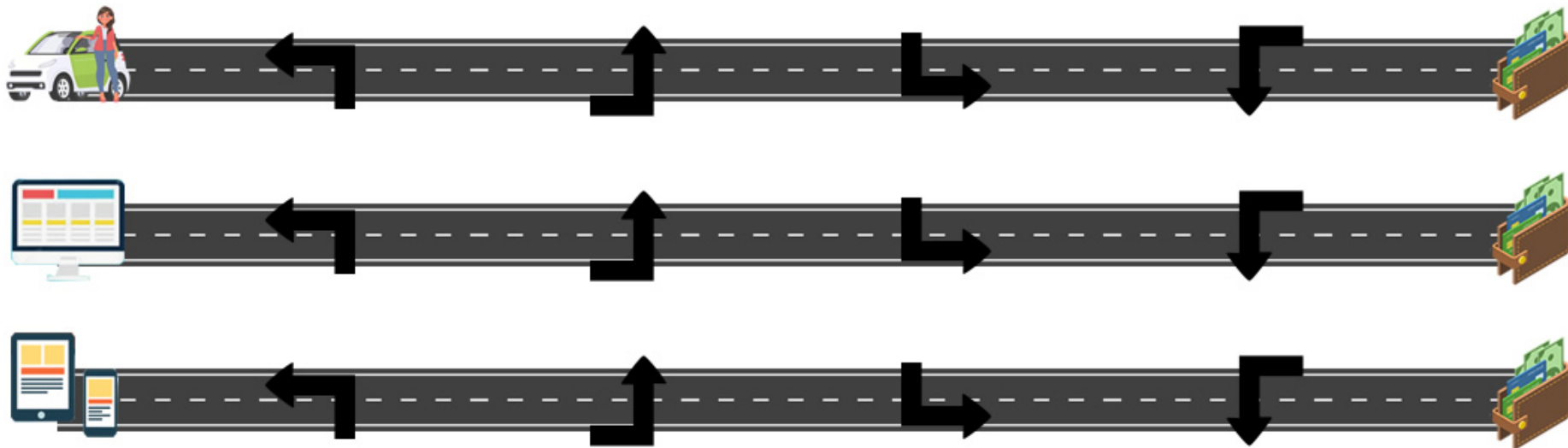
I get to the store and find out that there are two different brands for a gallon of milk. The name brand milk is \$2.59 /gallon, the generic brand milk is \$1.99 /gallon. I come to realize the generic brand, half-gallon milk is on sale for \$0.75 / each.

I buy two, generic brand, half-gallon milk products and returns home."



The JOURNEY

You may have multiple customer journeys
physical, digital, word-of-mouth, etc.



The JOURNEY

CUSTOMER JOURNEY MAPPING

You MAP multiple customer journeys

Combining the customer journey along the decision-making process

As a customer moves through their journey, they may be going through their decision-making process at the exact same time

Journey to Decision

Consumer decision journey – how
complicate it could be?



THINK

Your last 5 purchases...what are those?

Rate the difficulty in making decision

What is decision?

The selection of an option *from two or more alternative choices* to answer needs



How many kinds of decision?

3 types of purchase decisions (i.e. purchase involvements)



“concern and effort”

Characteristics and marketing implications ???



Nominal

- Low purchase involvement
- Buying out of habit
- Frequent or repeat purchase



**BRAND
MAINTENANCE**





Limited

- Moderate purchase involvement
- Few choices are evaluated on few criteria



**INFLUENCING
FACTORS**





Extended

- High purchase involvement
- Infrequent purchase
- Buying of unfamiliar brands or products

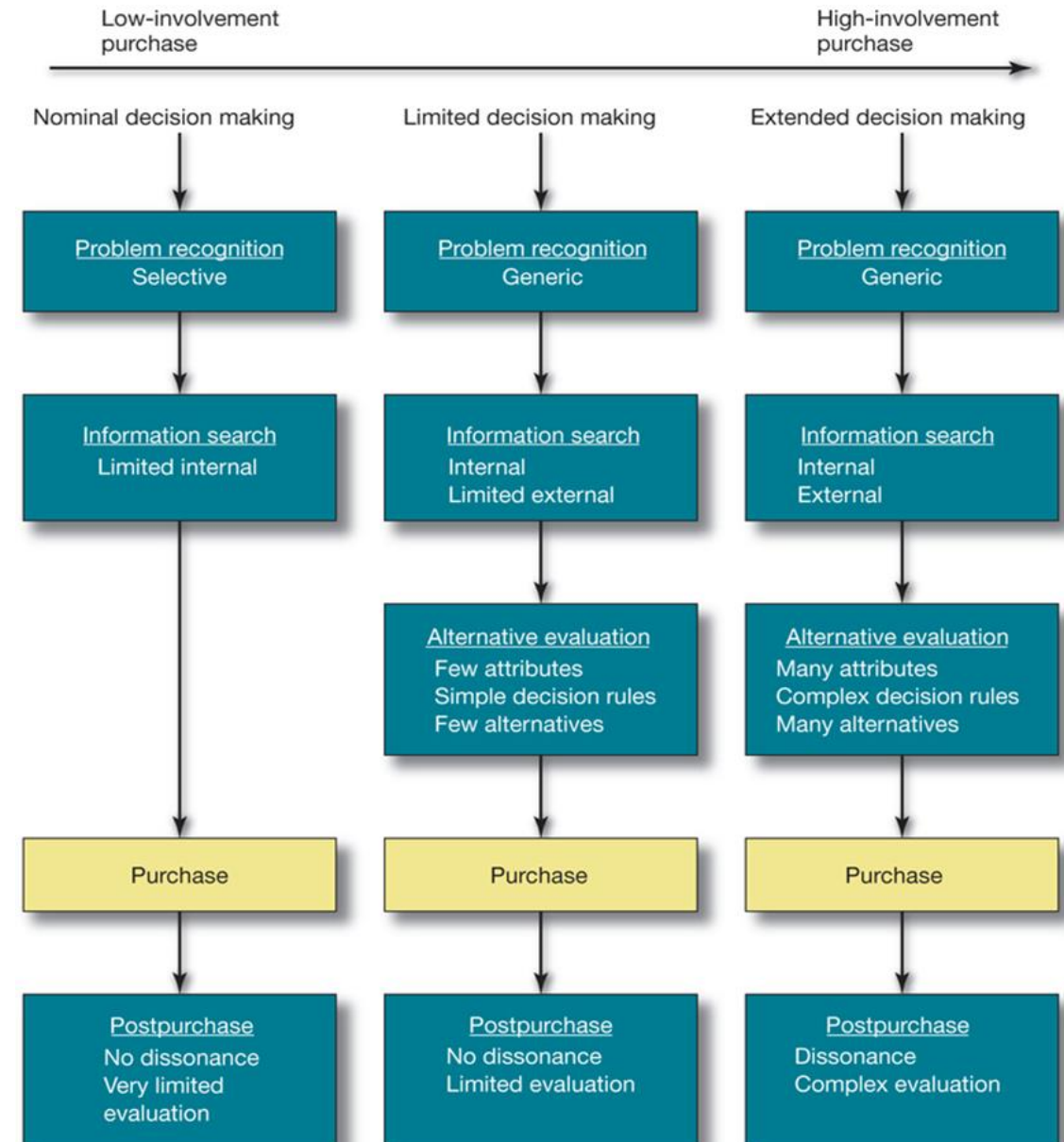


**INFORMATION
AVAILABILITY**



Levels of decision

Same process at different level of involvement for different purchase decision.



Thank you
