

# Analysis of Consumer Behavior in an Omni-Channel World

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# Pod 3

- ▶ Information Search stage
- ▶ Consideration Set

# Consideration Set

- ▶ Consumers often search for limited amounts of information
- ▶ Consideration set or evoked set
- ▶ How much information will people search for?

# Traditional Advertising Creates Brand Awareness

- ▶ Purpose: to create top of mind awareness so brand comes readily to mind and is included in consideration set.

# External Search—In “Store”

- ▶ What drives attention?
- ▶ Nature of the Set: goal driven or Taxonomic

Social Influences? Very important

- Salespeople
- Facebook
- Consumer reviews

# Getting Customer's Attention

- ▶ Capacity is limited
- ▶ Information can be too much
  - Filters
  - Cocktail party effects
- ▶ Attention is not enough, consumers have to “get it”