



A REVIEW PAPER ON CONSUMER PSYCHOLOGY

Richa Sinha, Assistant Professor, Department of Management, Galgotias University

Abstract

A valuable advantage for the pharmacist is the favourable attitude of the customer. Due to the fact that it is difficult to alter long-held attitudes, this tool may favour one pharmacist while preventing others from ever being evaluated. The enduring effect of attitude on the individual's perceptions may be attributed to the prejudice it engenders. Each product has attitudes seen as a whole, and each component of a product has its own specific attitude. To fully comprehend an attitude, this subtle subtlety is necessary. Attitudes are often founded on prior experiences, and they may stem from any of the three stages in the human emotional processing: subcortical, cognitive, or affective.

Keywords: Consumer Behaviour, Psychology, Review

Introduction

One's attitude is often associated with a behaviour acquired from some unknown source. If, for example, shoppers have a dislike for yellow, then why? Another method is classical conditioning, which establishes a neutral stimulus (a stimulus that has no associations with any emotional concepts) being linked with an emotionally charged stimulus. Celebrity endorsement makes this idea particularly popular in advertising [1-3]. The emotional energy that is transmitted to the product or neutral stimuli happens due to the connection people have with the celebrity. Association is at the heart of many cultural attitudes. Attitude in service of gaining status or renown is seen most often during special occasions such as Christmas and traditional festivities.



Cognitive Behaviour

The novice customer uses cognitive decision-making processes in high-involvement goods. Longer and more involved, these procedures demand evaluation of several product characteristics. In research of [4-7] we have an example of a customer deciding between four cold treatments. This is an excellent illustration of the cognitive process at action. For this specific product, the would-be customer evaluated different advantages. The patient may make an optimum decision by evaluating the significance of each feature and rating each option based on this information. The "linear compensatory model of decision making" is an approach mainly based on Fishbein.

Subordinate Influence

While the individual's degree of participation in the product may be low, the product may draw upon cognitive decisionmaking processes for usage in a product. However, consumers who either do not have or believe they do not have enough time or energy to digest product information will typically choose a simpler approach. In the following scenario, decisions will be made on the rule of imitation, suggestion, or compliance. Each of the instances discussed above may be explained by putting the decision-making process (or a portion of it) under the control of a third party [8]. In order for this method to be effective, the third party must be seen as reputable by the target market. Often, the influence of the reference group is behind compliance or imitation. Other times, the impact comes from a notable person in the field. Physicians of course constitute an important part of the solution, but pharmacists may be valuable for patients, particularly if patients lack access to guidance from physicians [9].

Decision Making Process

Cognitive beings that evaluate the different features of a product to maximise their consumption of that commodity are considered while making decisions so far. Utilitarian decisionmaking procedures employed by customers are a central theme in marketing theory, although other models are also important. According to Holbrook and Hirschman, not all goods are purchased based on characteristics or functions that can be evaluated objectively.



Instead, the purchase makes for a holistic experience [10-12]. It is the holistic perspective. In other words, that particular experience is an effort at gratifying desires. The whole decision-making process depends largely on the emotional components of emotions such as love, hatred, joy, boredom, tiredness, etc. Decision making seldom comes down to pure cognitive thought or pure emotional feeling. They mix the two techniques instead. Regardless, a marketer must recognise the emotional dimensions of the market.

Custom

Habit is another another strategy that consumers utilise to make decisions. A consumer's habitual buying behaviour decides which goods they will buy. Habit differs from attitude in that it has a lower degree of engagement. Here's an example that shows how the two concepts differ. She always has frozen Minute Maid® orange juice delivered to her house every week. As far as Mrs. Jones is concerned, the situation is the same, although she is not quite as involved. After both ladies begin shopping at the same grocery store, the supply of Minute Maid® orange juice dries up. Because of her high degree of participation, Mrs. Smith may opt to shop elsewhere, perhaps not to purchase orange juice, or she might evaluate the characteristics of other goods and choose a different brand. Alternatively, Mrs. Jones may likely replace a different brand of orange juice at a lower cognitive level of operation. In a nutshell, habits serve as a simple, regular method for customers to choose goods or categories of products, all of which entail much less risk [13].

Conclusion

For impulsive buyers, decision making is minimal participation and un-experienced. Most of these purchases are unplanned and don't matter much. Packaging and product placement may sometimes be enough to sell the goods. There are a lot of drugstores that concentrate on front-end processing. A convenience item, such as soft drinks, tissues, or sandwiches, needs minimal decision-making effort on the part of the customer, which may be why consumers' decision-making process relies on picking the most familiar or the closest location to the selected product. Certain situational factors affect the decision-making processes and associated information processing methods. These are the key things to keep in mind while



making a buy. They include the period (month, day, season), the time available to shop for the purchase, the involvement of reference groups, the state of the economy, and the location where the purchase is made. In addition to the length of time the customer has to make a selection, the way the decision-making process is done also affects the final choice. With less time available, consumers will depend more on procedures based on previous experience, as well as on subordinate processes [14-17]. Every decision-making process utilises at least some amount of information, as explained at the start of this chapter. In addition, a major purpose of marketing is to provide customers information that may be used to help with both the decision-making process as well as the kind or structure of that process. People who have purchased goods or categories of products several times will be less interested in learning about them by consulting with other people and reacting to marketing appeals. When this new drugstore approaches the customers of an existing rival, this is precisely what they will encounter.

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