


Situational influences



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Learning Outcomes

- LO¹** Understand how value varies with situations.
- LO²** Know the different ways that time affects consumer behavior.
- LO³** Analyze shopping as a consumer activity using the different categories of shopping activities.
- LO⁴** Distinguish the concepts of unplanned, impulse and compulsive consumer behavior.
- LO⁵** Use the concept of atmospherics to create consumer value.
- LO⁶** Understand what is meant by antecedent conditions.

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LO¹

Understand how value varies with situations.

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LO¹ Situational Influences

Contextual effects independent of enduring consumer, brand, or product characteristics.

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The Linda conundrum

Linda is 31 years old, single, outspoken, and very bright. She majored in philosophy. As a student, she was deeply concerned with issues of discrimination and social justice, and also participated in anti-nuclear demonstrations.

- Which is more probable?
 - Linda is a bank teller.
 - Linda is a bank teller and is active in the feminist movement.

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LO¹ Situational Influence Categories

Time can influence consumers by changing the way information is processed.

Place can frame any purchase, consumption, or information processing situation.

Conditions can also influence consumption.

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LO¹ The Place is a Contextual Effect

Popcorn becomes more valuable at the movies.



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LO²

Know the different ways that time affects consumer behavior.

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LO² Time and Consumer Behavior

Time pressure
sense of urgency

Time of year
seasonality

Time of day
circadian cycle

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The Federer challenge

Suppose Roger Federer reaches the Wimbledon finals in 2013. Please rank order the following outcomes from most to least likely.

- Federer will win the match
- Federer will lose the first set
- Federer will lose the first set but win the match
- Federer will win the first set but lose the match

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LO² Advertiming

Companies buy advertising using a schedule that runs the advertisement primarily at times when customers will be most receptive to the message.

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LO³

Analyze shopping as a consumer activity using the different categories of shopping activities.

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LO³ Shopping Pals?

On one side, married partners report that shopping together can reduce financial risk by making joint rather than individual decisions.

What do you think?

On the other side, consumers report more pleasure shopping with friends rather than family members.

LO³ Shopping Activities

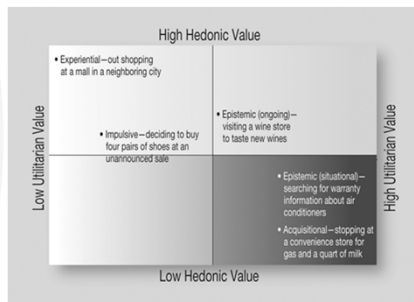
Acquisitional

Epistemic

Experiential

Impulsive

LO³ Shopping Activities and Shopping Value



LO³ Shopping Value

- **Personal shopping value (PSV)** – the overall subjective worth of a shopping activity considering all associated costs and benefits.
- Types:
 - Utilitarian
 - Hedonic

LO³ Retail Personality

Retail Personality: way a retail store is defined in the mind of a shopper

Affective Quality: retail positioning that emphasizes a unique environment

Functional Quality: retail positioning that emphasizes tangible things

Impulsive Consumption: consumption acts characterized by spontaneity



LO⁴

Distinguish the concepts of unplanned, impulse and compulsive consumer behavior.

LO⁴ Impulsive versus Unplanned Shopping Behavior

The diagram illustrates the relationship between shopping behaviors. On the left, 'Impulsive Behavior' is associated with 'Diminished Regard for Consequences' and 'Emotional-Hedonic'. This leads to 'Impulse Shopping/Behavior'. On the right, 'Unplanned Behavior' is associated with 'Situational Memory' and 'Utilitarian'. This leads to 'Unplanned Shopping/Behavior'. Both 'Impulse Shopping/Behavior' and 'Unplanned Shopping/Behavior' are categorized as 'Spontaneous'.

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LO⁴ Personality Traits

- **Impulsivity** – represents how sensitive a consumer is to immediate rewards.
- **Consumer self-regulation** – a tendency for consumers to inhibit outside, or situational, influences from interfering with shopping intentions.
 - **Action-oriented** – high capacity to self-regulate.
 - **State-oriented** – low capacity to self-regulate.

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LO⁴ Questions Distinguishing Low From High Self-Regulatory Capacity

STATEMENT	ACTION-ORIENTED CONSUMERS' TYPICAL RESPONSE	STATE-ORIENTED CONSUMERS' TYPICAL RESPONSE
If I had to work at home...	I would get started right away	I would often have problems getting started
When I have important things to buy...	I make a shopping plan and stick to it	I don't know how to get started
When I have an important assignment to finish in an afternoon...	I can easily concentrate on the assignment	It often happens that things will distract me
When it is absolutely necessary to do some unpleasant task...	I finish it as soon as possible	It takes a while before I can start on it

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LO⁴ Compulsive Consumer Behavior

The diagram consists of three overlapping circles. The top-left circle is labeled 'Harmful', the middle circle is 'Uncontrollable', and the bottom-right circle is 'Driven by chronic depression'.

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LO⁵

Use the concept of atmospherics to create consumer value.

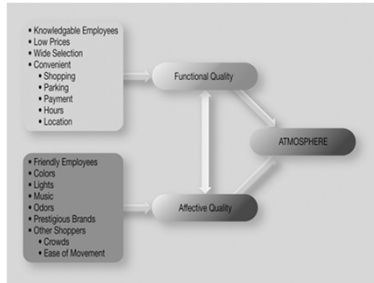
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LO⁵ Retail and Service Atmospherics

- **Atmospherics** – the emotional nature of an environment or more precisely, the feelings created by the total aura of physical attributes that comprise the physical environment.
- **Servicescape** – the physical environment in which consumer services are performed.

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LO⁵ The Qualities of an Environment



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LO⁵ Atmosphere Elements

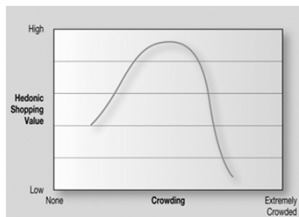
- Two factors help create a competitive advantage:
 - Fit** – appropriateness of the elements for the given environment.
 - Congruity** – consistency of the elements with one another.

- Elements:
 - Odors
 - Music
 - Color
 - Merchandising
 - Social setting
 - Virtual shopping



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LO⁵ The Way Crowding Affects Consumers



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LO⁵ How Does This Person Shape the Exchange Environment?

Source attractiveness is the degree to which a source's physical appearance matches a prototype for beauty and elicits a favorable or desirous response.

Social comparison is a naturally occurring mental personal comparison of the self with a target individual within the environment.



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LO⁶

Understand what is meant by antecedent conditions.

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LO⁶ Antecedent Conditions

Economic resources

Orientation

Mood

Security and fearfulness

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LO⁶

Enhancing Value by Making Consumers Feel More Safe

- Increase number and visibility of security personnel
- Increase number and prominence of security cameras in parking lots
- Have brightly lit parking lots
- Add carry-out service for consumers—particularly for those shopping alone
- Maintain an uncrowded, open entrance
- Clearly mark all exits
- Prevent loitering
- Discourage gangs from visiting the center

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