

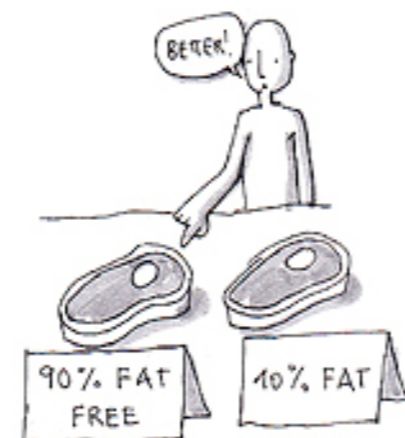
Shopper Decision Making

Dr Martin K.J. Waiguny
Department of Marketing, Advertising,
Retail and Sales
Auckland University of Technology

THE TWO WAYS THOUGHTS COME INTO YOUR MIND

FAST (SYSTEM 1)

- **Automatic** - you don't have to do anything actively
- Operates on the now
- Forms stereotypes based on previous experience
- Creates bias by quick reactions
- An emotional response



SAME MEAT, DESCRIBED IN 2
DIFFERENT WAYS. WE PREFER
THE 90% FAT-FREE ONE

SLOW (SYSTEM 2)

- Needs mental effort and several steps to retrieve information
- Demands attention and effort
- Biases influence “rational decisions”
- When system 2 is at work, self control goes down



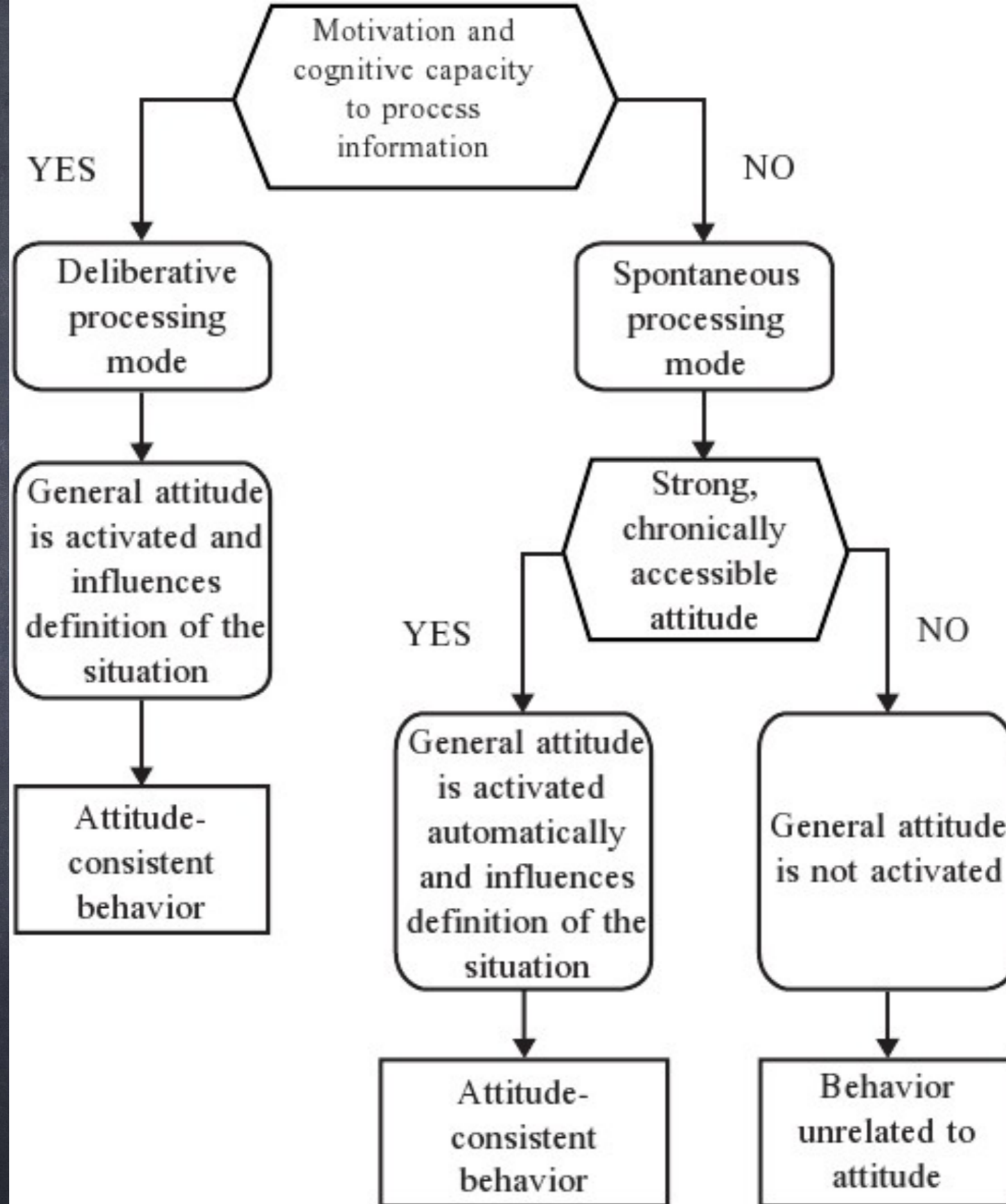
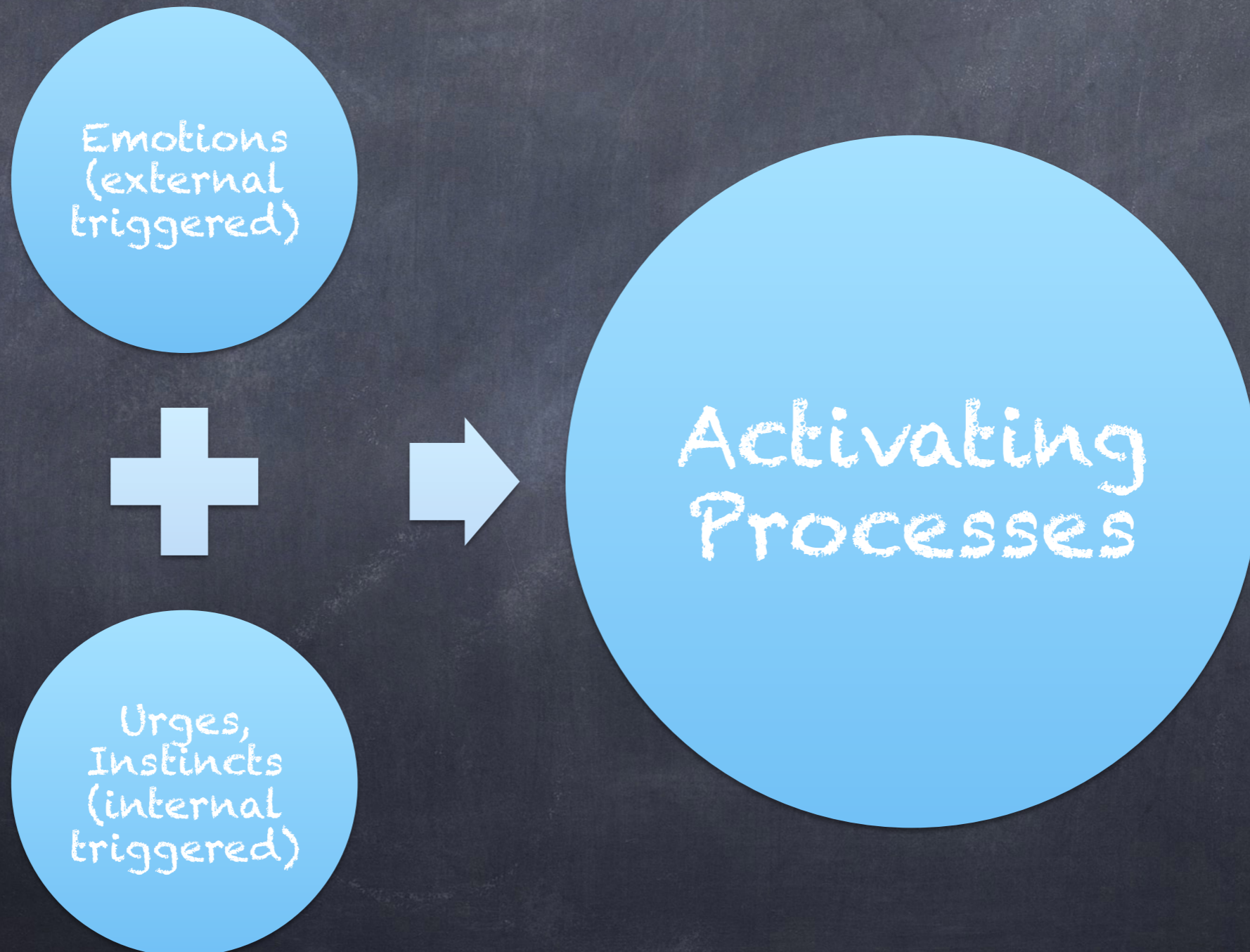


FIG 5.1. Fazio's (1990a) MODE model.

Feelings, Motivation & Attitude



What is motivation?



Motivation

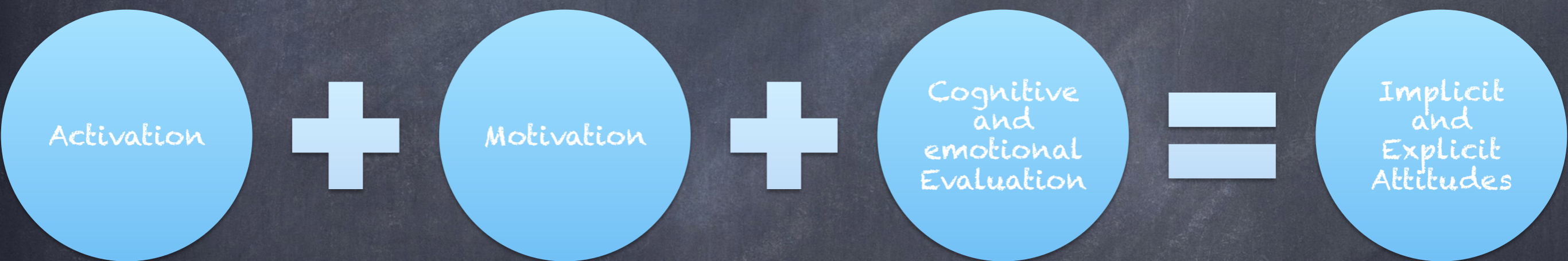


internal reward

vs

external reward

How



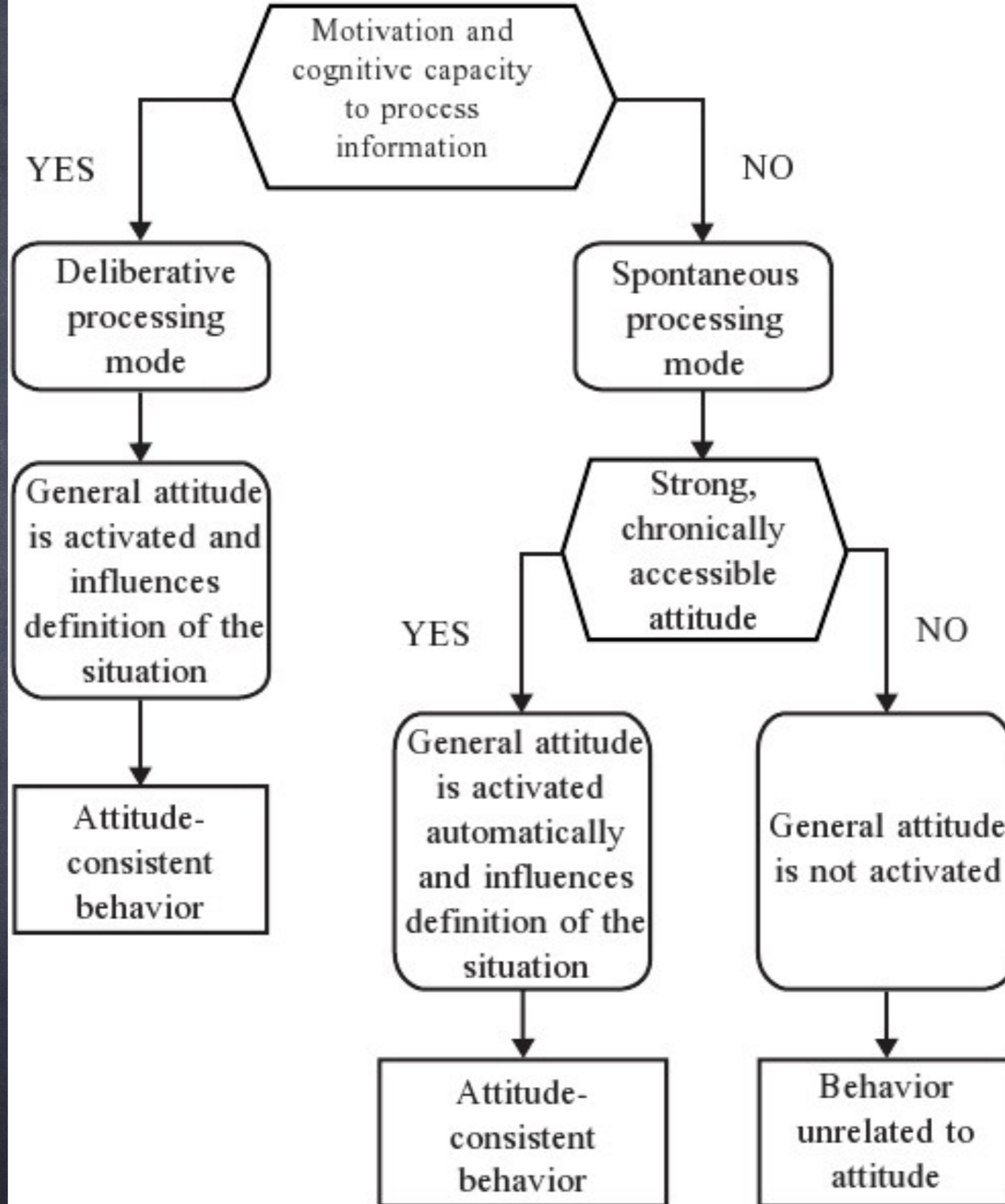
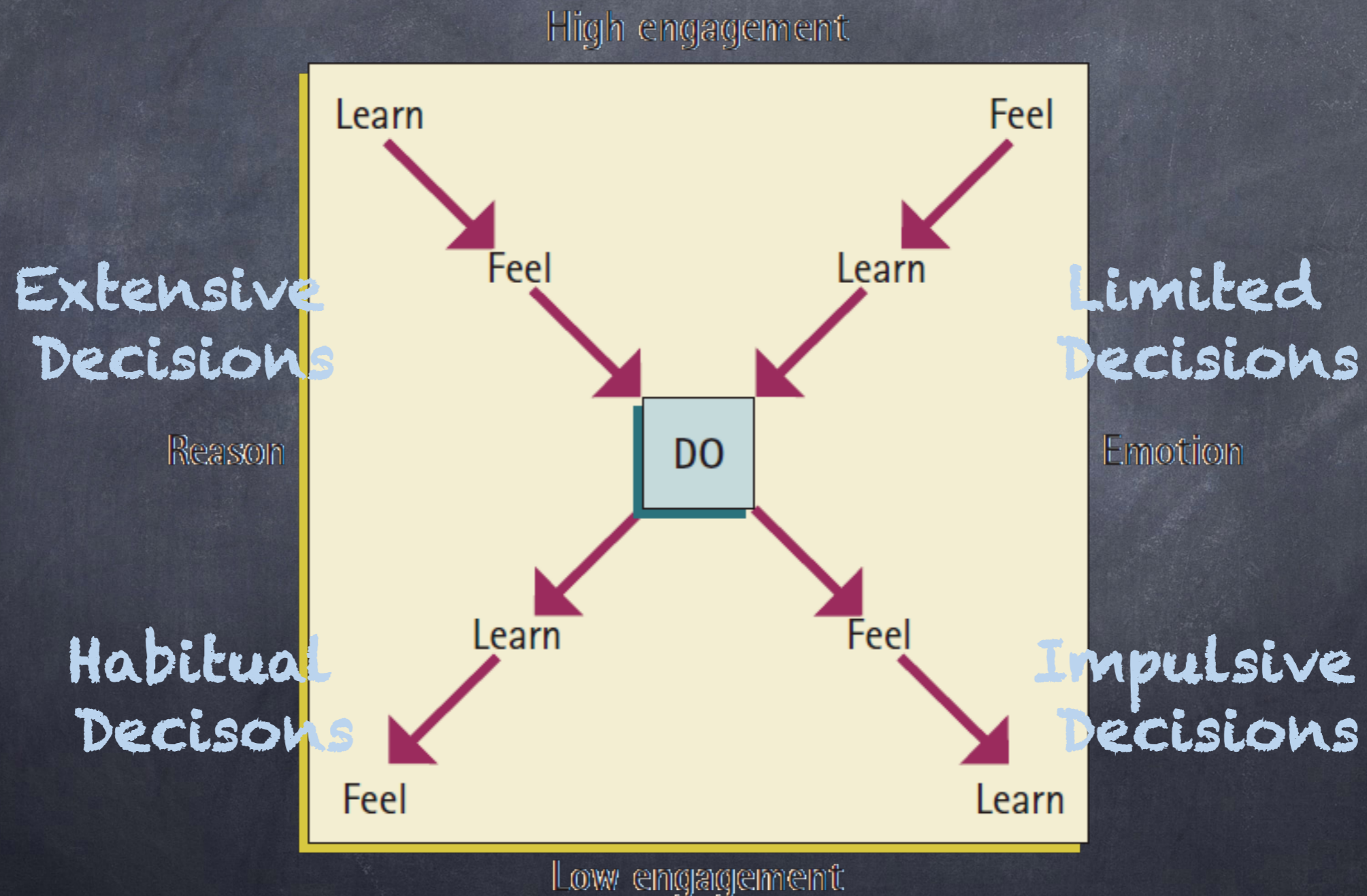


FIG 5.1. Fazio's (1990a) MODE model.

Consumer Decisions



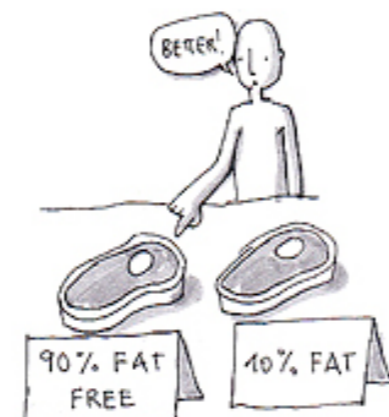


Ability

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SLOW (SYSTEM 2)

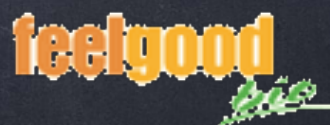
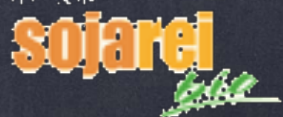
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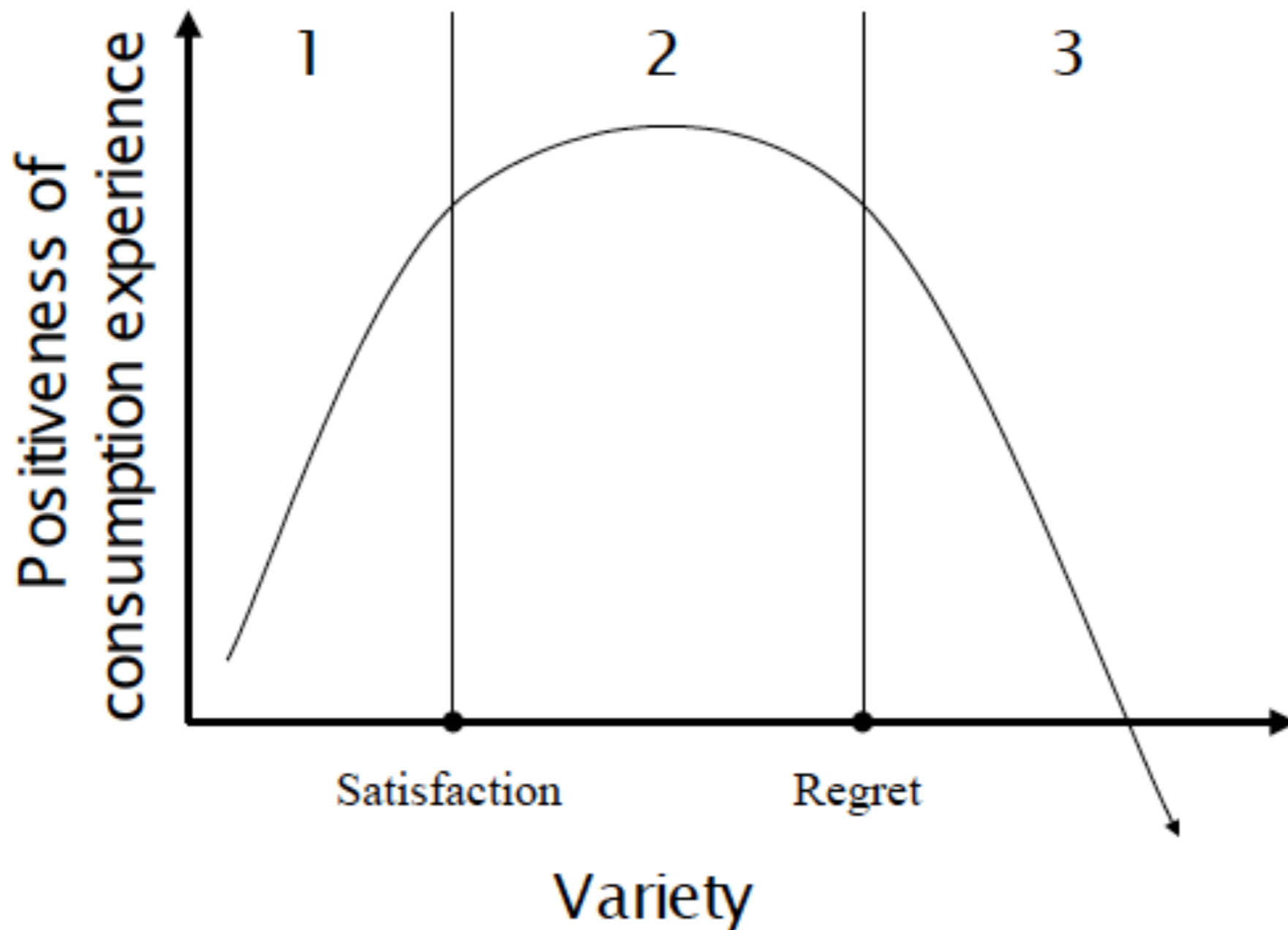
Ability - The Amount of Information



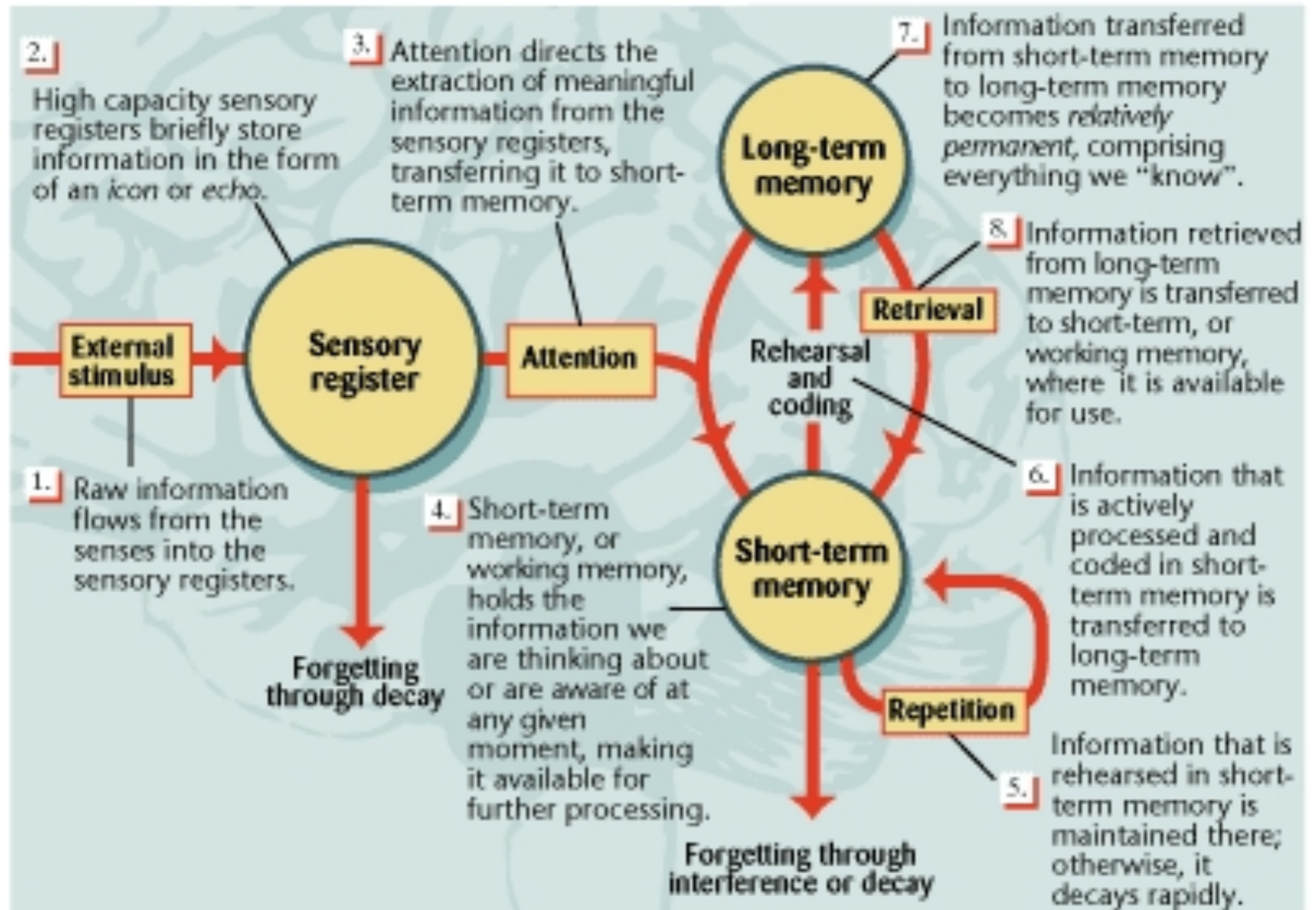
Overload, Similarity and Complexity



Tyranny of Choice



Processing Ability and Stored Knowledge



Mental Shortcuts

Bei BILLA
heißt's jetzt:
 $2+1=1$ geschenkt!

Extrem billa!

Lindt Lindor Tafel
diverse Sorten, 100 g
1 Tafel 1,26
ab 3 Tafeln je **1,26**

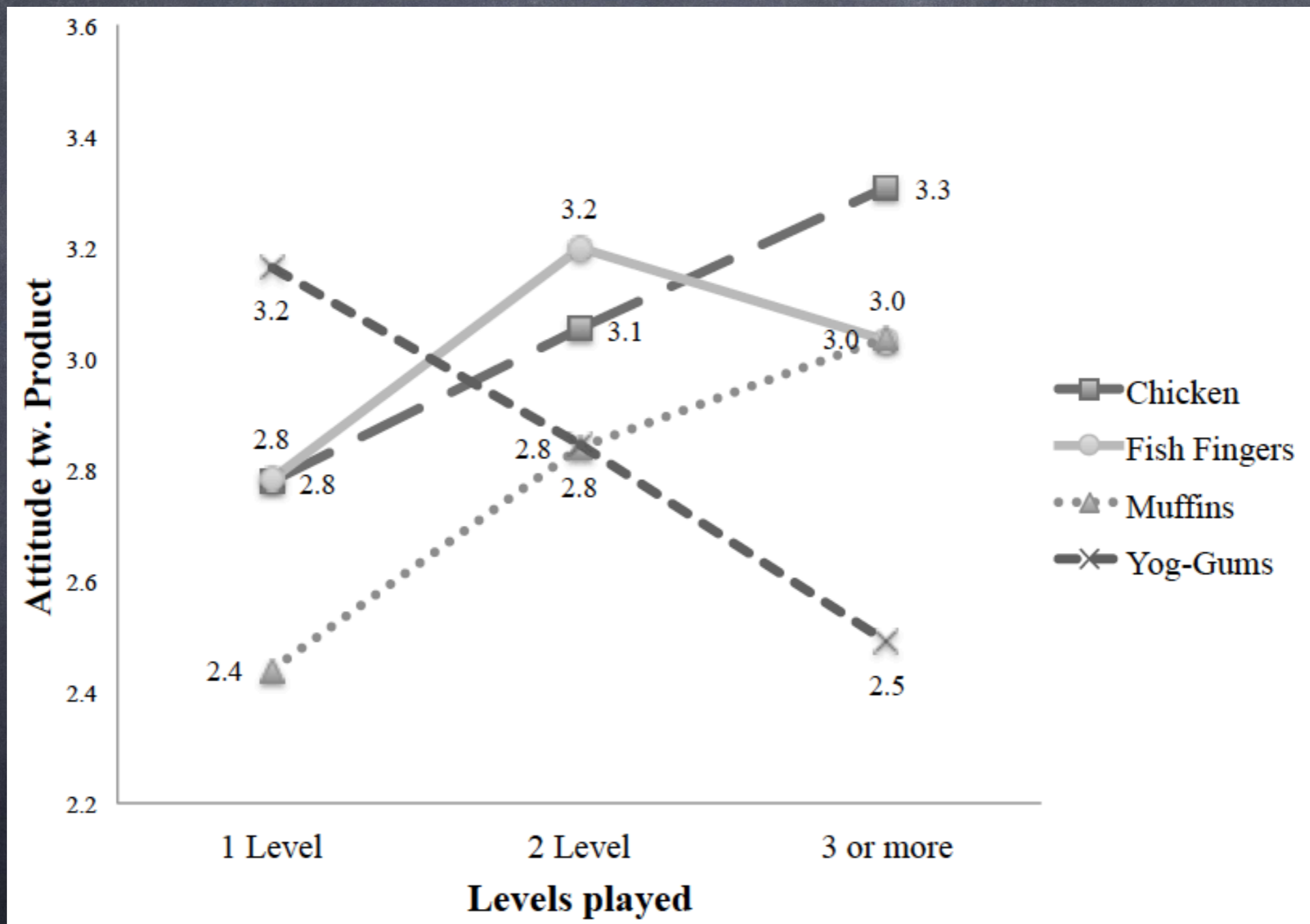
Dragee Keksi
diverse Sorten, 200 g
1 Packung 1,99
ab 3 Pkg. je **1,32**

Nescafé Dolce Gusto
Kapseln
diverse Sorten, 8 oder 10 Port
1 Packung 5,19
ab 3 Pkg. je **3,46**

Mental Shortcuts

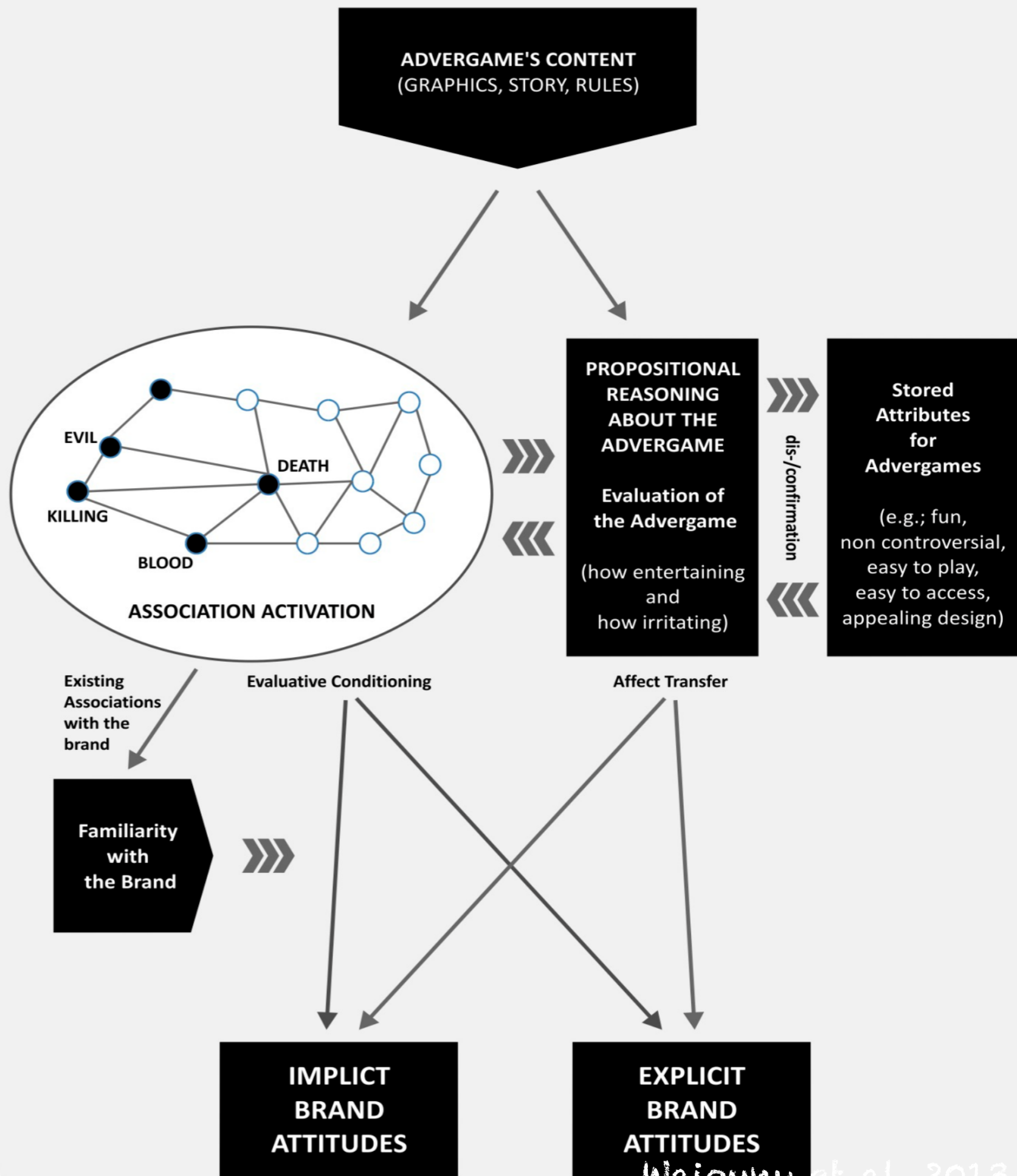


Mental Shortcuts



Waiguny 2013

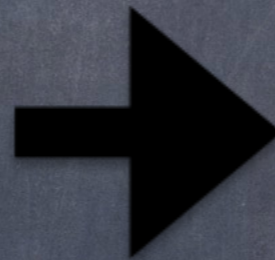
Context matters!



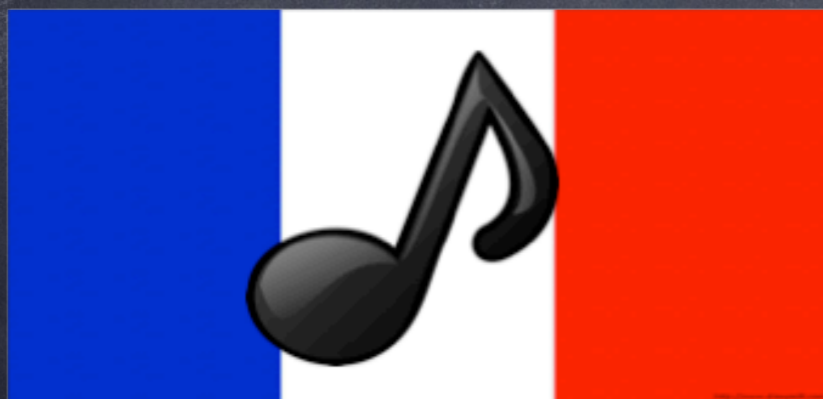
Context



German Music



**German
wine sales
increased**



French Music

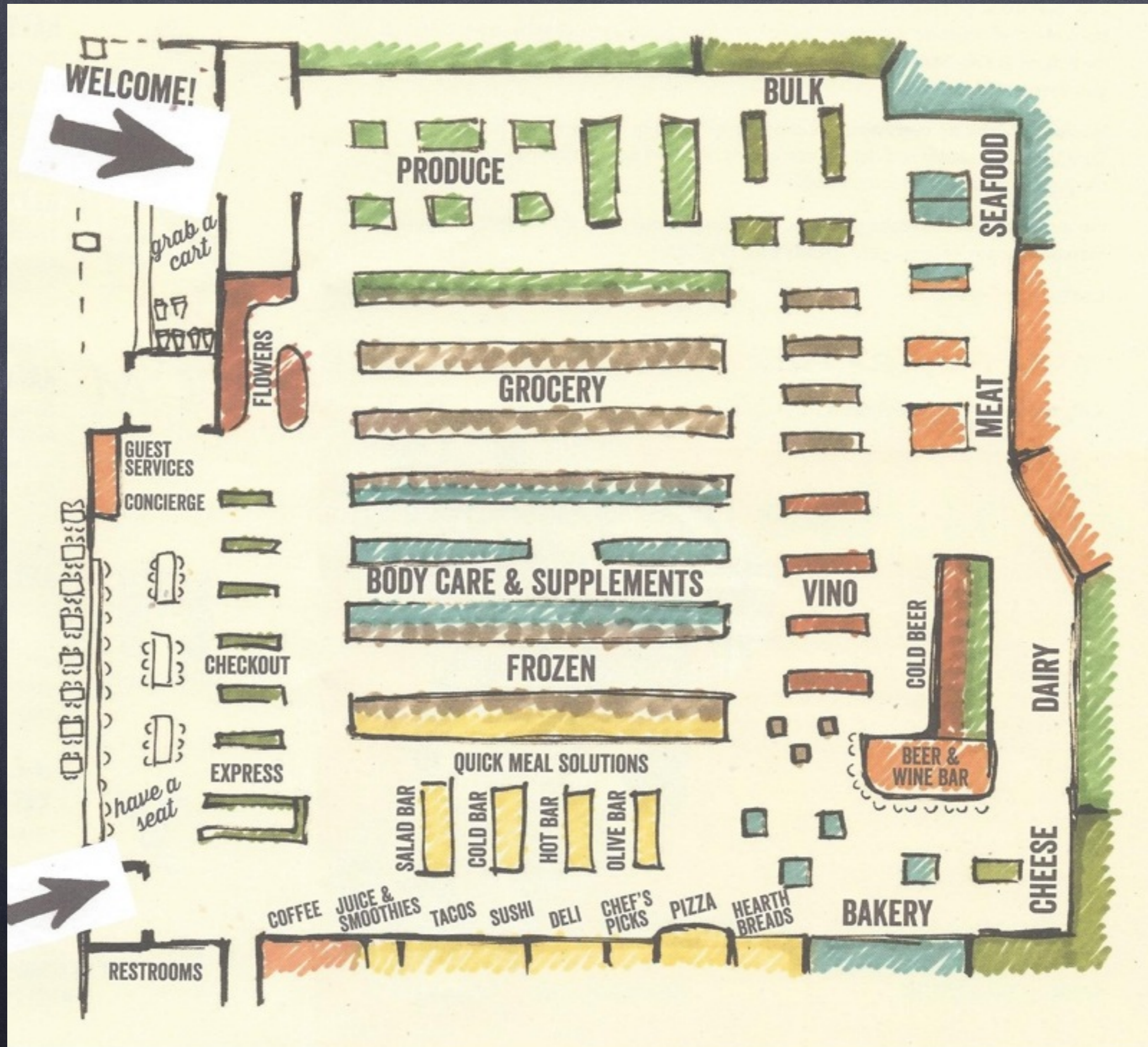


**French
wine sales
increased**

Supermarket Marketing

Dr Ann-Marie Kennedy

Department of Marketing, Advertising, Retail and Sales
Auckland University of Technology





Scent

Brings on memories.
Decreases processing time.
Provides quality
information.



Temperature





Placement...



...changes
perception

91% of wrapped snacks brand decisions are often made in the store.

People know who they are buying for, not what they are getting.

Thus shelf organisation becomes important



FOOD CITY

QUICK & EASY BREAKFAST



FOOD CITY
QUICK & EASY
BREAKFAST
RECIPES



FOOD CITY
QUICK & EASY
BREAKFAST
RECIPES



How do you stand out
in this sea?





Display needs
to be pleasing
to the eye





Surprise is a great element to
use

Promotion vs Education





HEALTHY GRAPE

Grapes mainly contain many organic and inorganic elements. Compendium of Materia Medica, a great medical book, records that grapes can keep people in health and strength.



EXCELLENT CARROT

Carrots contain many organic and inorganic elements. Compendium of Materia Medica, a great medical book, records that carrots can keep people in health and strength.







Options in New Zealand





4.99

Gluten Free

4.79

Gluten Free

4.99

Gluten Free

1.45

Gluten Free

2.59

Gluten Free

2.99



Gluten Free

4.49

Gluten Free

5.99

Gluten Free

4.29

Gluten Free

4.79

Gluten Free



Gluten Free

3.59

Gluten Free

5.99

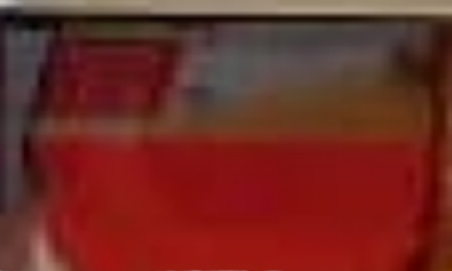
Gluten Free

1.05

Gluten Free

1.05

Gluten Free



grab your fork

