

BM62G3 – PERILAKU KONSUMEN

PROSES KEPUTUSAN KONSUMEN: EVALUASI DAN PEMILIHAN ALTERNATIF

OSA OMAR SHARIF

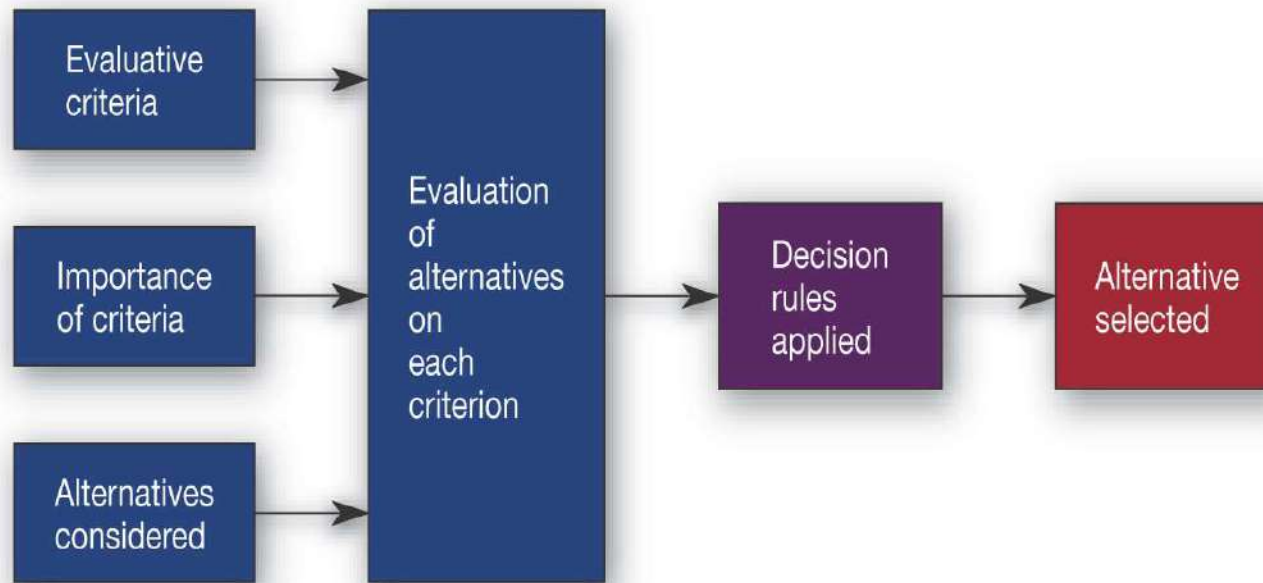
S1 MBTI – FAKULTAS EKONOMI DAN BISNIS



Learning Objectives

1. Understand the nature of the alternative evaluation and selection process including what evaluative criteria are, how they can be measured and how they are used by consumers.
2. Be able to develop marketing strategy based on a knowledge of a target market's evaluative criteria.
3. Understand the marketing strategy implications of sensory discrimination, the general accuracy of individual judgments and the role of surrogate indicators.
4. Conceptually understand the various decision rules that consumers use and their implications for marketing strategy.





Alternative Evaluation and Selection for
Attribute-Based Choice

How Consumers Make Choices

- **Bounded Rationality**
A limited capacity for processing information.

- **Affective Choice**
Choices driven by how they make the user feel.
 - “How do I feel about it?”
 - Consummatory Motives Prevail rather than instrumental

- **Attribute-Based vs. Attitude-Based Choice:**
 - Knowledge of specific attributes
 - The use of attitudes, intuitions, and heuristics
 - Attribute-based requires more time and effort, but usually results in more optimal decisions.



Evaluative Criteria

- **Nature of Evaluative Criteria**
 - Tangible
 - Intangible

- **Measurement of Evaluative Criteria**
 - **Which criteria are used?**
 - Direct vs. Indirect Measurement
 - Perceptual Mapping
 - **Brand performance on criteria**
 - Semantic Differential Scales
 - Likert Scales
 - Rank Ordering Scales
 - **Relative Importance of Criteria**
 - Constant Sum Scale
 - Conjoint Analysis



Measuring the Three Attitude Components

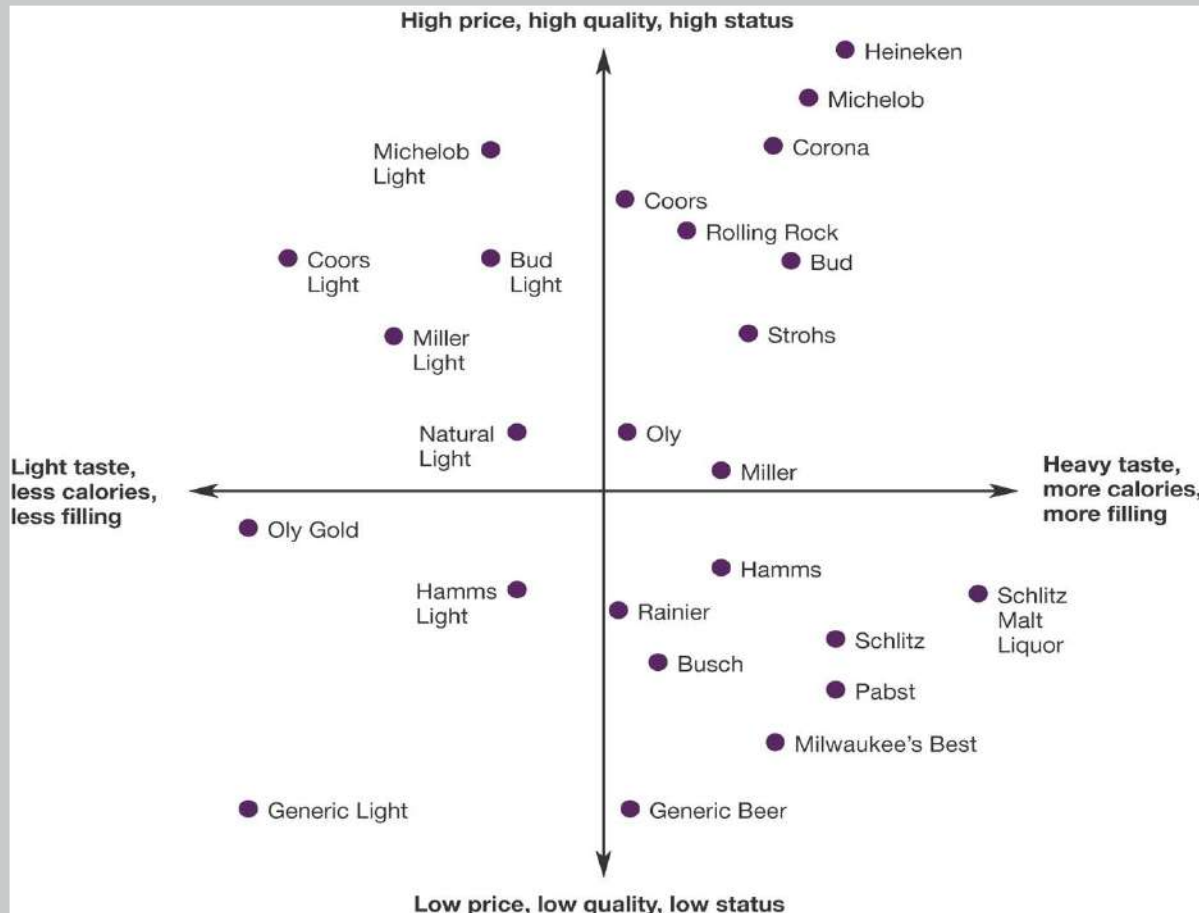
As we discussed in Chapter 11, attitude can be broken into its cognitive, affective, and behavioral components. Table A-3 provides a detailed set of items for each attitude component.

Cognitive Component (Measuring Beliefs about Specific Attributes Using the Semantic Differential Scale)					
Diet Coke					
Strong taste	_____	_____	_____	_____	Mild taste
Low priced	_____	_____	_____	_____	High priced
Caffeine free	_____	_____	_____	_____	High in caffeine
Distinctive in taste	_____	_____	_____	_____	Similar in taste to most
Affective Component (Measuring Feelings about Specific Attributes or the Overall Brand Using Likert Scales)					
	Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree
I like the taste of Diet Coke.	_____	_____	_____	_____	_____
Diet Coke is overpriced.	_____	_____	_____	_____	_____
Caffeine is bad for your health.	_____	_____	_____	_____	_____
I like Diet Coke.	_____	_____	_____	_____	_____
Behavioral Component (Measuring Actions or Intended Actions)					
The last soft drink I consumed was a _____					
I usually drink _____ soft drinks.					
What is the likelihood you will buy Diet Coke the next time you purchase a soft drink?	_____	_____	_____	_____	_____
	_____ Definitely will buy _____ Probably will buy _____ Might buy _____ Probably will not buy _____ Definitely will not buy				

Conjoint Analysis

Intel Core Duo 2.4 GHz
Energy Star compliant (yes)
5.1 pounds
\$1,250

Intel Core Duo 2.0 GHz
Energy Star compliant (no)
4 pounds
\$850



Perceptual Mapping



Individual Judgment and Evaluative Criteria

➤ **What is sensory discrimination?**

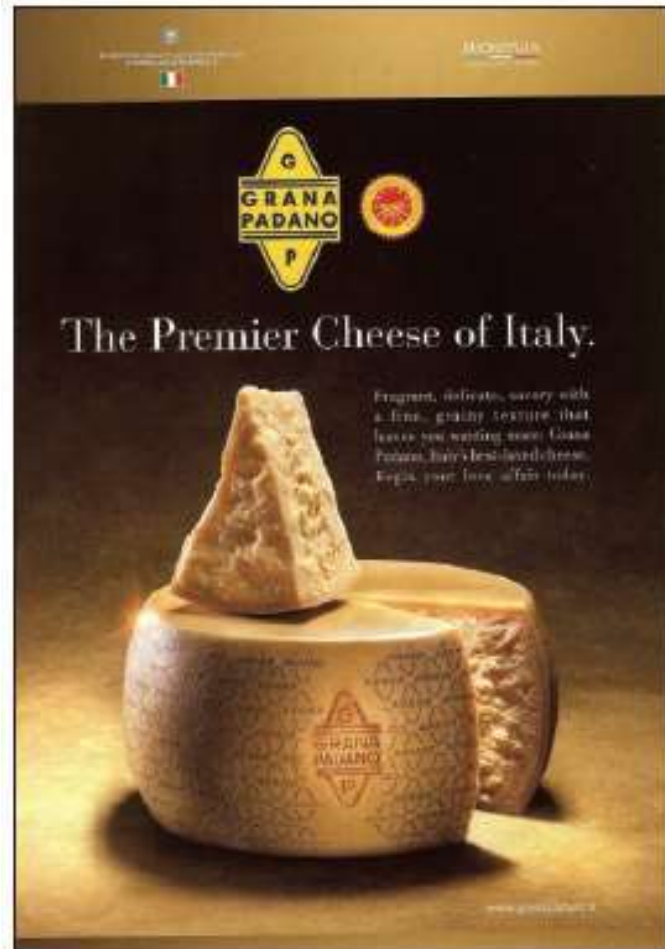
Ability to distinguish between similar stimuli using the senses.

➤ **What is the just noticeable difference (j.n.d.)?**

Minimum amount one stimuli can differ from another with the difference still being noticed. We typically do not notice relatively small differences between brands or changes in brand attributes.

Individual Judgment and Evaluative Criteria

- **When might a marketer want to stay BELOW the j.n.d.? Get ABOVE the j.n.d.?**
 - **What is a surrogate indicator?**
 - An attribute used to stand for or indicate another attribute (e.g.. Price)
 - Reliance on surrogate indicators is a function of predictive value and confidence value.
 - **Examples of surrogate indicators include:**
 - Influence on Marketing Strategy:
 - Understanding the criteria
 - Recognize the ability of individuals to judge
 - Focus on surrogate indicators



Contoh Surrogate Indicator



Decision Rules for Attribute-Based Choice

➤ **Conjunctive**

Select *all* (or any or first) brands that surpass a minimum level on each relevant evaluative criterion.

➤ **Disjunctive**

Select *all* (or any or first) brands that surpass a satisfactory level on any relevant evaluative criterion.

➤ **Compensatory**

Select *the* brand that provides the highest total score when the performance ratings for all the relevant attributes are added (with or without importance weights) together for each brand.

Decision Rules for Attribute-Based Choice

➤ Lexicographic

Rank the evaluative criteria in terms of importance. Start with the most important criterion and select *the* brand that scores highest on that dimension. If two or more brands tie, continue through the attributes in order of importance until *one* of the remaining brands outperforms the others.

➤ Elimination- by-aspects

Rank the evaluative criteria in terms of importance and establish satisfactory levels for each. Start with the most important attribute and eliminate all brands that do not meet the satisfactory level. Continue through the attributes in order of importance until only *one* brand is left.

Contoh Perhitungan Attribute-Based Choice

Performance Levels on the Evaluative Criteria for Six Laptop Computers

Evaluative Criteria	Consumer Perceptions*					
	Acer	HP	Compaq	Dell	Lenovo	Toshiba
Price	5	3	3	4	2	1
Weight	3	4	5	4	3	4
Processor	5	5	5	2	5	5
Battery-life	1	3	1	3	1	5
After-sale support	3	3	4	3	5	3
Display quality	3	3	3	5	3	3

*1 = Very poor; 5 = Very good.

Evaluative Criteria	Consumer Perceptions*					
	Acer	HP	Compaq	Dell	Lenovo	Toshiba
Price	5	3	3	4	2	1
Weight	3	4	5	4	3	4
Processor	5	5	5	2	5	5
Battery-life	1	3	1	3	1	5
After-sale support	3	3	4	3	5	3
Display quality	3	3	3	5	3	3

Price	3
Weight	4
Processor	3
Battery life	1
After-sale support	2
Display quality	3

Conjunctive

Evaluative Criteria	Consumer Perceptions*					
	Acer	HP	Compaq	Dell	Lenovo	Toshiba
Price	5	3	3	4	2	1
Weight	3	4	5	4	3	4
Processor	5	5	5	2	5	5
Battery-life	1	3	1	3	1	5
After-sale support	3	3	4	3	5	3
Display quality	3	3	3	5	3	3

Price	5
Weight	5
Processor	Not critical
Battery life	Not critical
After-sale support	Not critical
Display quality	5

Disjunctive

Evaluative Criteria	Consumer Perceptions*					
	Acer	HP	Compaq	Dell	Lenovo	Toshiba
Price	5	3	3	4	2	1
Weight	3	4	5	4	3	4
Processor	5	5	5	2	5	5
Battery-life	1	3	1	3	1	5
After-sale support	3	3	4	3	5	3
Display quality	3	3	3	5	3	3

	Importance Score
Price	30
Weight	25
Processor	10
Battery life	05
After-sale support	10
Display quality	20
Total	100

Compensatory

Evaluative Criteria	Consumer Perceptions*					
	Acer	HP	Compaq	Dell	Lenovo	Toshiba
Price	5	3	3	4	2	1
Weight	3	4	5	4	3	4
Processor	5	5	5	2	5	5
Battery-life	1	3	1	3	1	5
After-sale support	3	3	4	3	5	3
Display quality	3	3	3	5	3	3

	Rank	Cutoff Point
Price	1	3
Weight	2	4
Display quality	3	4
Processor	4	3
After-sale support	5	3
Battery life	6	3

Lexicographic

Evaluative Criteria	Consumer Perceptions*					
	Acer	HP	Compaq	Dell	Lenovo	Toshiba
Price	5	3	3	4	2	1
Weight	3	4	5	4	3	4
Processor	5	5	5	2	5	5
Battery-life	1	3	1	3	1	5
After-sale support	3	3	4	3	5	3
Display quality	3	3	3	5	3	3

	Rank	Cutoff Point
Price	1	3
Weight	2	4
Display quality	3	4
Processor	4	3
After-sale support	5	3
Battery life	6	3

Elimination-by-Aspect

Summary of Decision Rules

Decision Rule	Brand Choice
Conjunctive	HP, Compaq
Disjunctive	Dell, Compaq, Acer
Elimination-by-aspects	Dell
Lexicographic	Acer
Compensatory	Dell

Comes fully equipped for hunting...



Almost!

Motorola Talkabout® Two-Way Radios... The best way to keep your ducks in a row!

Mail-in \$25 rebate or FREE NiMH Rechargeable Battery Kit (on selected models) if purchased from 6-1-01 to 12-31-01. Ask your local Sporting Goods Retailer for details.

MOTOROLA, the Stylized M Logo and all other trademarks indicated as such herein are trademarks of Motorola, Inc. © Reg. U.S. Pat. & Tm. Off. © 2001 Motorola, Inc. All rights reserved.

www.motorola.com



Conjunctive Decision Ad



the honest kitchen

Pro Bloom™
instant goat's milk with probiotics

New!

pro bloom
INSTANT GOAT'S MILK
A natural supplement
with probiotics
and digestive enzymes

pro bloom
INSTANT GOAT'S MILK
A natural supplement
with probiotics
and digestive enzymes

Learn more:
www.thehonestkitchen.com
Send us an email
questions@thehonestkitchen.com
Visit our facebook page
fb.com/thehonestkitchen
Call us toll free in the US:
866.437.9729

Pro Bloom™ is a shelf-stable instant goat's milk with digestive enzymes & probiotics. It's delicious, nourishing and supports total health and immunity.

- ✓ 5 Billion active probiotic cultures
- ✓ Milk from pasture-raised, free-ranging goats in the Pacific Northwest
- ✓ Gently dehydrated to retain nutrients
- ✓ Human-grade and made in the USA
- ✓ Serve alone as a nourishing drink, pour on kibble for added moisture, or use to hydrate Honest Kitchen food.

Conjunctive Decision Ad



Disjunctive Decision Ad



FAST PITCH.
Mountain Pass EXO sets up 40% faster.

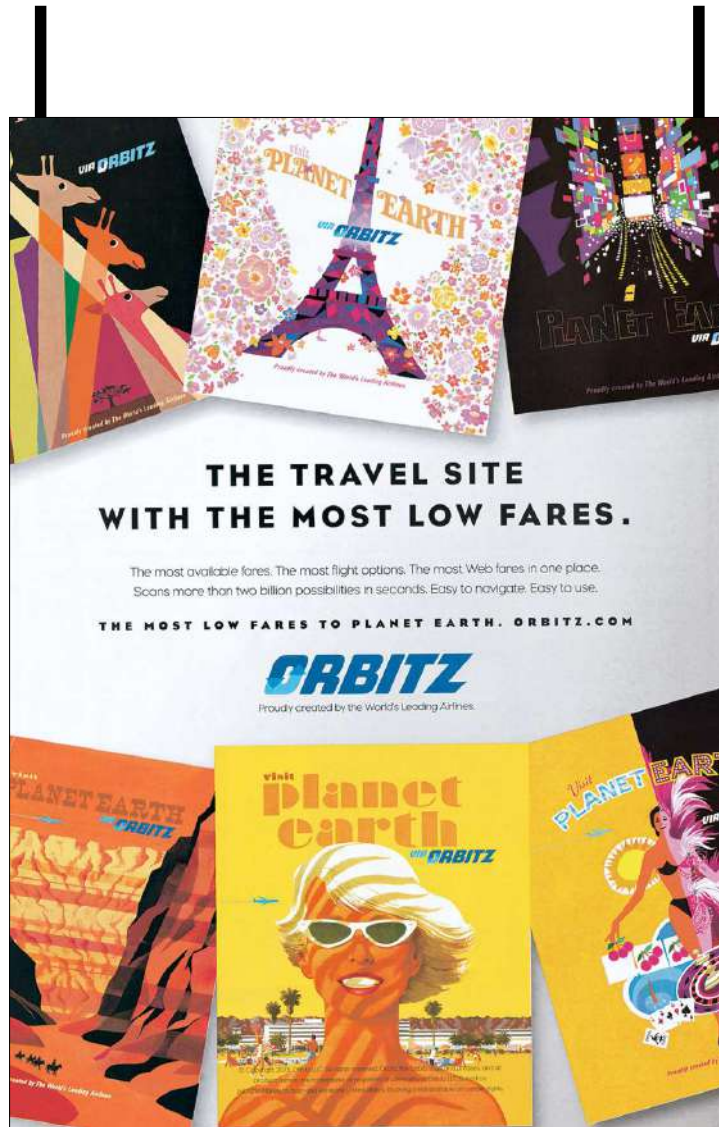
The faster a tent sets up, the more time you have for fun. We go to extremes to make this point by building shelters for climbers on Mt. Everest. At 26,000 feet, you struggle with heavy gloves and 60mph winds to pitch a tent. So it's the perfect proving ground for our new ideas. Like an exoskeleton frame with gated carabiners and a unique folding integrated hub that make set up fast and foolproof. Make it easy on yourself with the newly designed Mountain Pass EXO. After all, nobody says a challenge has to be a chore.

Eureka!
Made To Meet The Challenge.

JOHNSON
OUTDOORS www.eurekatent.com

CIRCLE NO. 49 ON READER SERVICE CARD

Disjunctive Decision Ad



**THE TRAVEL SITE
WITH THE MOST LOW FARES.**

The most available fares. The most flight options. The most Web fares in one place.
Scans more than two billion possibilities in seconds. Easy to navigate. Easy to use.

THE MOST LOW FARES TO PLANET EARTH. ORBITZ.COM

ORBITZ
Proudly created by the World's Leading Airlines.

Lexicographi c Decision Ad



NEW

Finally, a maximum strength anti-perspirant that helps prevent shaving irritation.

New!
PREVENTS shaving IRRITATION
SOFT SOLID With Soothing Botanicals
ban
BEAUTIFULLY SMOOTH
petal bliss™
W/0 DEEBEN & STYRENE

© 2002 The Artisan Company

Introducing Ban® Beautifully Smooth.™

The advertisement features a pink electric shaver with a large number of bees swarming around its head. A tube of Ban Beautifully Smooth deodorant is shown next to the shaver. The background is a solid grey color. The text is white and pink, matching the product branding.

Elimination- by-Aspects Ad

TERIMA KASIH

