

Warm Up:

Picture in your mind's eye a shirt from your closet. Any shirt.

Write down five possible reasons why you bought that shirt.

Rank your reasons from most compelling to least.

Latent and Manifest Models in a Purchase Situation

Compare your reasons and ranking to the person next to you.

Are there any similarities?

Why might there be any similarities?

Can you characterize the group?

Consumer Behavior





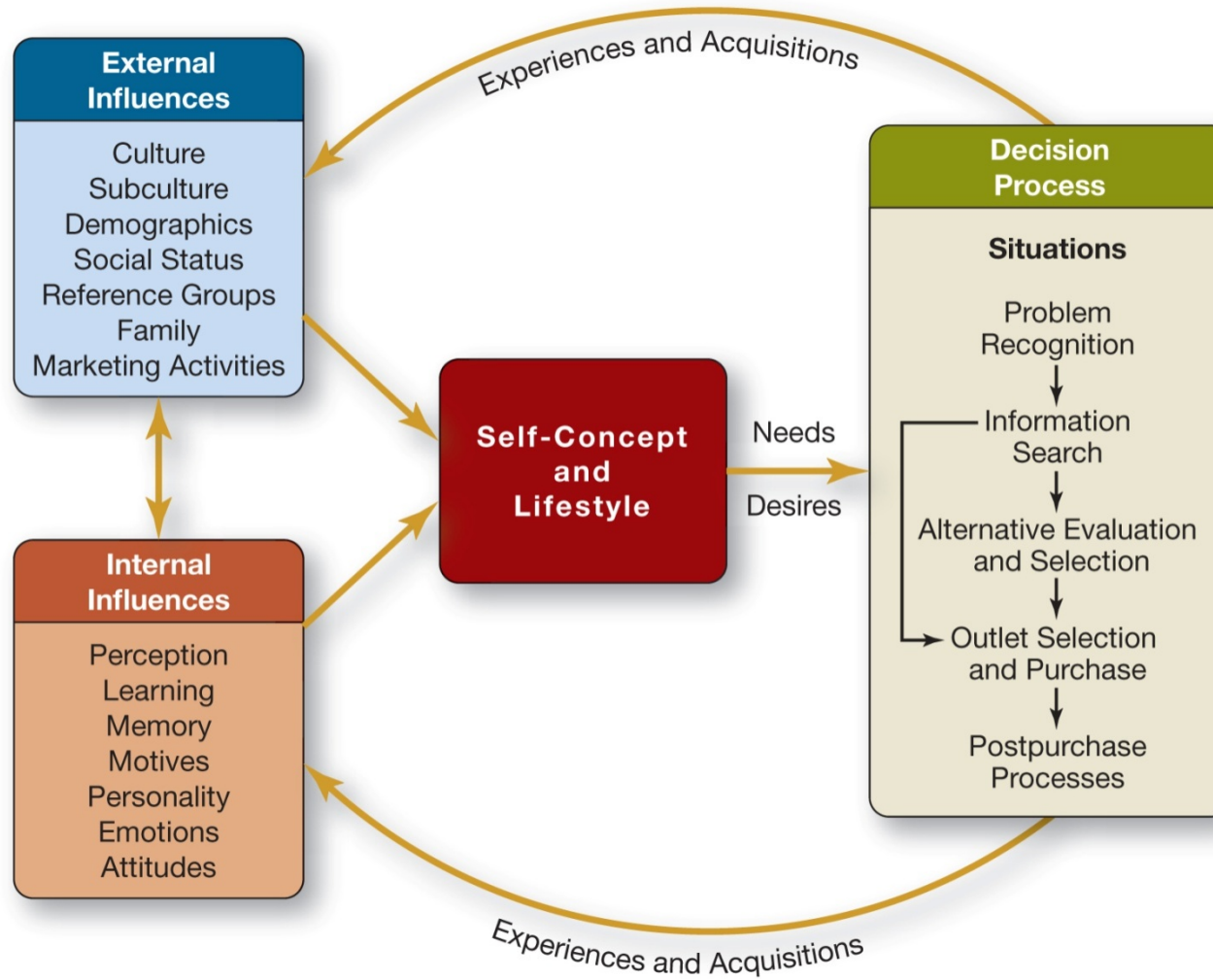
Social Psychologist Kurt Lewin (“le-veen”)

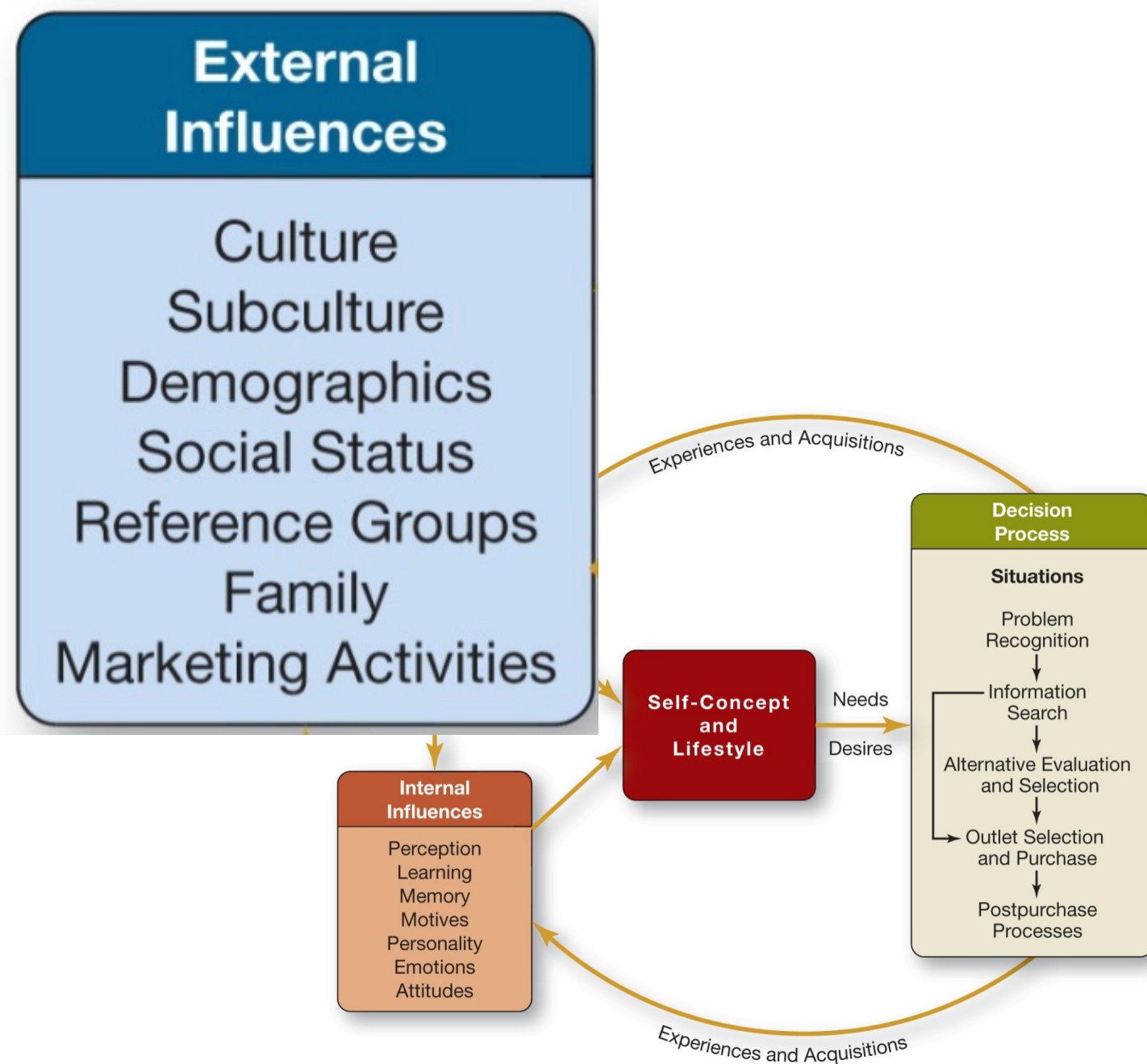
$$B = f(I, P)$$

Behavior (B) is a function (f) of the interactions of interpersonal influences (I) and personal factors (P)

The Nature of Consumer Behavior

Overall Conceptual Model of Consumer Behavior





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“ We are witnessing the rise of a new consumer class whose purchasing habits are not driven by the notion of luxury, but by irony, camp, and insider humour. ”



One “type” of consumer:

Who is contributing to the pace of fast fashion?

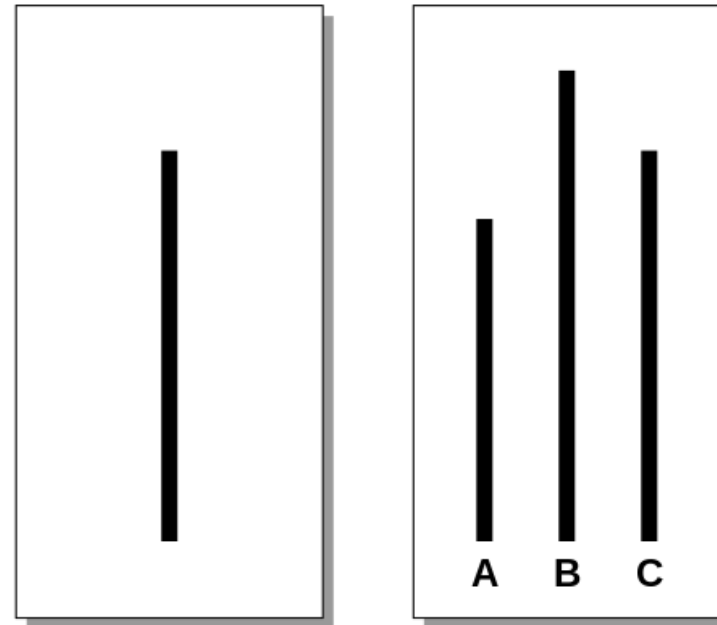
One or more (+ others) form **reference groups**.
For fashion, this means “**style tribes**.”

1. Informational Reference Group
2. Normative Reference Group
3. Identity Reference Group

The Asch Phenomenon: Most people adhere in varying degrees to the general expectations of any group they consider important (reference group), often without conscience awareness.

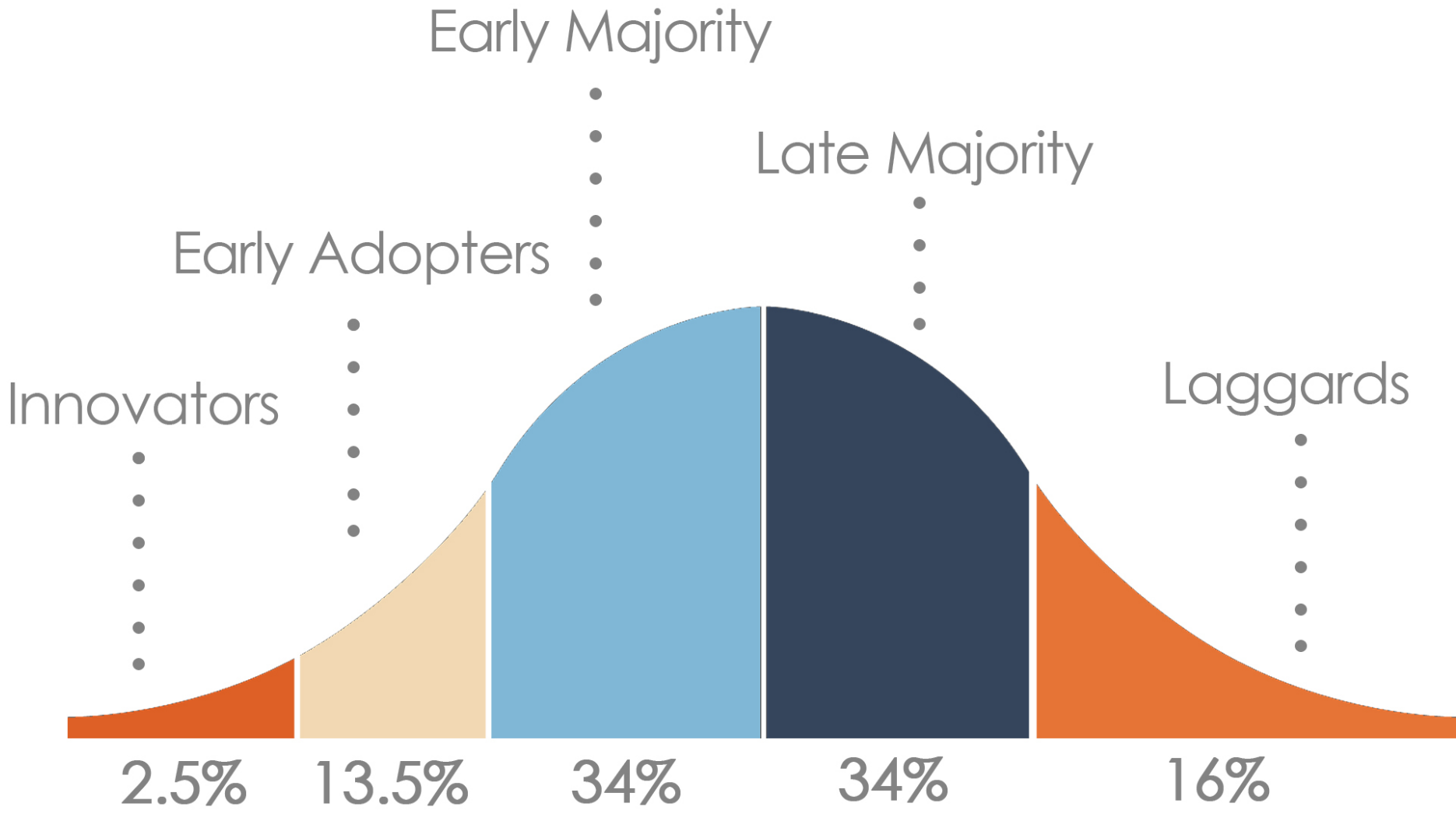


Solomon Asch





Bandwagon Effect



Rogers Diffusion Of Innovation Bell



An information (or informational) cascade occurs when a person observes the actions of others and then – despite possible contradictions in his/her own private information signals – engages in the same acts.