

Final Exam: Consumer Behavior

Institution

Course

Professor

Date

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Question 1**Elaboration Likelihood Model**

The Elaboration Likelihood Model was developed in the 1970s and 1980s by Richard Petty and John Cacioppo. This theory provides insightful information on both how and why individuals can be persuaded to change their attitudes towards different items (Teeny, 2017). The Elaboration Likelihood Model consists of two main pathways to persuasion;- the central and peripheral routes.

The Central Route

In the central route pathway to persuasion, the use of data and facts, which are logic-driven, forms the basis for persuading and convincing people of the worthiness of a particular item or argument (Algarni, 2019). It heavily relies on the quality of information to map out a clear picture of both the pros and cons of an issue. The central route offers a direct pathway to convincing people to change their attitudes, thoughts, and behaviors towards different items. It employs the use of critical thinking in trying to establish the best decision possible when making critical choices in life (Algarni, 2019). The attitudes formed through the central route pathway of persuasion are usually strong and long-term. A person who has been persuaded through the central route is less susceptible to outside attempts to change their thoughts on a particular issue. The central route of persuasion is suitable for scenarios where higher elaboration on a particular issue is required.

The Peripheral Route

This is an indirect route of persuasion that uses cues to link positivity with the message being conveyed. Under the peripheral route, an individual can be persuaded to buy a particular product brand because a celebrity or famous person has been used for advertising the product (Cyr et al., 2018). Rather than focusing its basis of persuasion on a product's quality and facts, the peripheral route uses cues that do not actually relate to what is at stake (Algarni, 2019). With the peripheral route, a person can be persuaded to develop a confident attitude towards a specific item because most people express their opinions in favor of the argument.

The image shows a screenshot of the Amazon website's search results for 'televisions'. The top navigation bar includes the Amazon logo, 'Try Prime', and links for 'Your Amazon.com', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. Below this is a search bar with 'Electronics' selected in the department dropdown and 'televisions' entered in the search field. The results show 1-24 of 232,597 results for 'Electronics : "televisions"'. On the left, there are filters for 'Show results for' (Any Category, Electronics, LED TVs (1,467), Televisions (4,537), LCD TVs (2,329), Television & Video (77,102), Television Stands & Entertainment Centers (7,179), TV Antennas (1,146), Portable & Novelty TVs (119), TV Ceiling & Wall Mounts (42,626)) and 'Refine by' (Eligible for Free Shipping, TV Display Size: 32 Inches & Under, 33 to 43 Inches, 44 to 49 Inches, 50 to 59 Inches, 60 to 69 Inches). The main product listing is for a 'Samsung UN32EH4003 32-inch 720p 60Hz LED HDTV (Black)'. It features a 'See Size Options' button, a price of '\$379.99' (with a Prime logo), a 'Click for product details' link, and a 'FREE Shipping' offer. Below the price, it says 'Order in the next 19 hours and get it by Tuesday, May 6.' and 'More Buying Choices \$185.00 used & new (89 offers)'. The product has a 5-star rating and 1,032 reviews. A second product image is partially visible at the bottom.

Figure 1: An ad showing the central route used by Amazon Company to market and persuade potential customers seeking to buy its high-end TVs

A Visual Example of the Peripheral Route

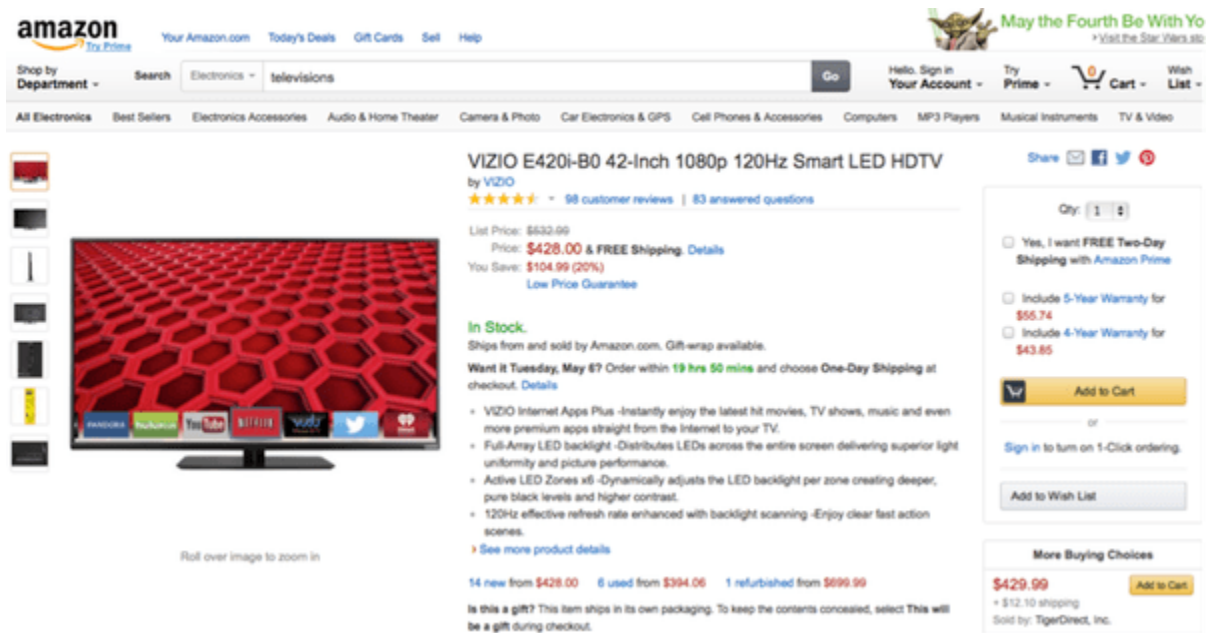


Figure 2: An ad showing the peripheral route used by Amazon Company to market and persuade potential customers seeking to buy its high-end TVs

The Attributes of the Ads that showcase the utilization of Central and Peripheral Routes

a) The Central Route

In the first ad (Figure 1), Amazon uses the central route to persuade potential clients by incorporating product information that is easily accessible offers a wide variety of options from which a customer can choose and keenly re-look at finer details. The ad provides multiple options for searching and sorting certain information on products description. The ad's in-depth product review and filters offered by search options provide a perfect basis for customers to engage in critical thinking and make the best decision possible when making a purchasing decision.

b) The Peripheral Route

In the second ad (Figure 2), the peripheral route uses a visual hierarchy by placing a large and lovely photo of the TV at the focal point of the page to attract and hold the attention of potential customers. The ad provides multiple angles from which a potential customer can search and filter through different search options, which also acts as a shortcut for selecting the product of choice without conducting in-depth research on products price, rating, etc.

The Effective Pathway to Persuasion

Given the nature of the product presented by Amazon, the central route of persuasion offers the best pathway to choosing high-quality TV that meets the specifications and preferences that a customer may be searching for. The use of the search option offers a perfect opportunity for potential customers to evaluate each aspect of the TV from screen size, age, rating, etc., before choosing the right TV to buy.

Question 2

The Fundamental Process and Concept of Operant Conditioning

Operant conditioning is a form of a learning process that depicts the change in behavior of an individual when exposed to a certain environmental stimulus (Cherry, 2019). It is a theory of learning which explains why either reinforcement or punishment can modify an individual's behavior. Operant conditioning does not only take place under experimental settings; however, it also plays a crucial role in everyday learning. With operant conditioning, every action that follows an event that increases or strengthens an organism's behavior is more likely to cause such action to be repeated in the future (Cherry, 2019).

There are five main concepts in operant conditioning: reinforcement, punishment, extinction, generalization/discrimination, and spontaneous recovery. Reinforcement refers to events that act as stimuli that increase and strengthens the behavior that an organism follows (Black, 2017). Punishment is an event that produces adverse stimuli that decreases the behavior an organism follows. Extinction is a concept that provides insightful information regarding the disappearance of a learned response because of taking away reinforcement from a particular situation (Black, 2017). The generalization concept explains why an organism displays a similar response when exposed to a similar response, while the discrimination concept explains a similar response displayed by an organism when exposed to different stimuli. According to Black (2017), spontaneous recovery is an operant conditioning concept that explains why an organism can abruptly showcase a behavior thought to be extinct.

Positive Reinforcement

Positive reinforcement refers to a set of events that present favorable outcomes after an organism displays a particular type of behavior. It involves the addition of praise or a direct reward to strengthen an organism's response or behavior.

Negative Reinforcement

Negative reinforcement is a concept that involves the removal of events that are deemed to cause unfavorable outcomes after an organism displays a certain behavior (Black, 2017). As a way of strengthening the response or behavior of an organism towards particular stimuli, the events considered to be unpleasant are removed from a set of conditions.

Punishment

Punishment is a concept in operant conditioning that explains why the negative stimulus is added to a set of conditions in order to weaken the response or behavior an organism follows.

Examples of how the Concepts of Operant Conditioning can be used by Internet Provider

Xfinity can use positive reinforcement to provide outstanding internet services that meet the demands and expectations of various clients. For instance, the company can integrate best network management practices in line with telecommunication and networking industry standards which is crucial in developing the desired broadband internet experience. With the positive reinforcement principle, Xfinity can leverage emerging technologies and tools to respond to the evolving demands of good broadband internet-based experience. As part of positive reinforcement, Xfinity can set up a Network Information Management System that will provide timely updates on areas that require improvement to boost the performance of the internet provision services.

Given the nature of many challenges that come with using the internet, Xfinity can use the negative reinforcement principle to remove malware and possible virus that can affect the end-users of the internet services. Through developing an operating system scanner, Xfinity can run background checks to filter out malware and virus from their system. This kind of negative reinforcement will offer much-needed internet security and protection against threats emanating from malware and viruses.

Xfinity can use the principle of punishment to reduce customers' and internet service users' repeated behavior for failing to honor their obligation of making timely payments as stipulated in the company's terms and agreement policy. For instance, when the internet service user misses making payment, the company can deactivate such a person's account and require him to clear the bill plus pay the reactivation fee. Furthermore, as a means of discouraging such

kind of behavior, Xfinity can make it clear to such people who default to make timely payments that reactivation of their account will take place after 72 hours, meaning that they will have to wait for three more days before they can again enjoy the use internet services.

Question 3

A Rewards Program for a Hypothetical Local Franchise of a Yoga Studio

The target market segment

The hypothetical Local Franchise studio intends to target two major customer groups the middle-income local professionals and the upper-income group. The middle-income local professionals group will consist of various people such as students. The upper income will consist of all groups of individuals that form the secondary market target. For both groups, special consideration will be given to demographic characteristics that depict the following information:

1. Age to range between 25-40 years
2. Sex to consist of 25% female and 75% males
3. Lifestyle status: the hypothetical Yoga studio seeks individuals that actively consider intake of appropriate diet and healthy food.
4. Social pattern: potential clients can visit the Yoga studio as a group or alone.

My rewards program design builds on a unique custom stamp that uses a card that fits a good brand image and offers a personalized touch. Through the use of social media platforms, I can share my QR code where potential Yoga clients can scan the code and enroll in my program.

After obtaining a full list of potential clients and their mail addresses, the push notification option will assist in sending timely notifications to inform the clients of the existing promotions and rewards available when they schedule sessions at my Yoga studio. Offering discounted sessions means a higher probability of my Yoga studio attracting many customers such as college and university students.

How the Rewards Program Balances Intrinsic and Extrinsic Rewards

With my chosen design of a rewards program, every aspect involving Yoga is tailored to fit within both intrinsic and extrinsic values. First, the program considers the time constraints of every potential customer and makes sure that it focuses on clientele instructions or preferences to ensure that it maximizes the value a customer receives and eases the pressure after daily activities. Making the difference and sense of potential clients' well-being also forms an integral area of focus when rewarding various customers. Providing the most favorite Yoga classes to different customers enhances the satisfaction of extrinsic reward that comes with the enjoyment of the diverse services provided.

Types of Extrinsic Rewards

The two primary extrinsic rewards that can be used in reward programs are the external, extrinsic, and extrinsic psychological rewards. The external, extrinsic reward suits conditions where the reward has to be used sparingly to avoid losing its impact. On the other hand, the psychological extrinsic reward suits circumstances where individuals have to be motivated to continue doing high-quality work.

Specific Extrinsic Rewards Optimal for the Yoga Studio

The two extrinsic rewards that fit with my hypothetical Yoga studio are that of offering customer loyalty discounts and completing the Yoga coursework for a grade. Given that my reward design program targets the middle income reducing the fee charged for various services offered can compel customers to frequently visit the studio, which enhances the strengthening of the relationship. Since students form part of the target market segment, awarding various grades at the completion of Yoga coursework will increase their engagement and participation in Yoga classes.

Key Factors in Predicting Goal Commitment

According to Huang & Zhang (2017), belief and perception that people hold are the two key factors that can be used to predict goal commitment. In my reward program, I intend to use belief as to the primary source of motivation to sustain the required level of commitment to ensure that I meet the set goals while administering services that meet customers' expectations. Developing and setting the right perception will add an extra advantage in believing that my reward program offers the much-needed value. Staying motivated throughout the course of the reward program is crucial in directing the necessary effort towards goal-directed actions.

Question 4

Experimental setup for the Research Question

The Independent Variable

In the provided research question, the independent variables include all the factors that an experimenter uses to cause other variables. It also forms the part that the experiment uses to

manipulate or change the experiment. In this case, the independent variable includes snacks and consumers.

The Dependent Variable

The dependent variable consists of all factors that affect the outcomes of the research study. It also forms the part of the experiment that is tested and depends on the independent variable. A classic example of a dependent variable in this experimental setup includes snack service and consumer satisfaction. The type of snack service offered to various consumers can affect customers' satisfaction. Moreover, consumer satisfaction largely depends on snack quality, quantity, taste, and preference.

The Participants in the Research

The proposed study seeks to obtain crucial information from snack service providers, pilots, air hostesses, and travelers. The proposed study intends to use a random sampling technique to recruit the above-named participants. Every member who belongs to the above-named group will have an equal probability of participating in the research study. Only people that will be willing to take part in the study will be considered for this role. The sample population for this proposed study is one hundred participants.

Data Collection Area

With the proposed experiment, the study seeks to collect national and international airports data. These two entry and exit points offer the most convenient place where all the proposed targeted participants can be found. Furthermore, most of the participants work at airports, and thus accessing them through such points will be much easier.

Data Collection Method

Given the nature of the experiment and the research question that ought to be answered, the proposed study will adopt a survey design to collect its data. With the survey, both open-ended and close-ended questionnaires will be developed in order to seek particular information from the proposed participants. The participants will be interviewed for about 3-5 minutes and their responses captured in the questionnaire. Once the data has been collected, it will be cleansed for normality and coded using Statistical Package of Social Sciences software (SPSS). The various categories of analysis will be classified. A tabular model will be developed to capture the main details of the questionnaire. Summaries will then be drawn using tables, frequencies, and percentages as applicable. Descriptive analysis that makes use of collected values will precisely explain the research findings in narrative form.

Control of Extraneous Factors

In the proposed experiment, I intend to control extraneous factors related to the experiment environment and the participant's interest in research. Given that the environmental settings can interfere with the research process, I intend to seek permission from the concerned authorities in order to be granted access to carry out the research. Also, controlling participants' interest in research will be crucial in preventing interference with the validity of the research results.

Question 5

Health insurance is a critical sector that requires organizations to exhibit a high degree of performance and responsibility to satisfy the customers' needs. Insurance firms must always seek change and implement effective success strategies to maximize the quality of services delivered to customers. Anthem Health Insurance Company seeks to employ both descriptive and injunctive norms to shape the consumers' health behaviors to improve overall health. The

injunctive norms reflect the perceptions of what is approved or disapproved of being done by other people. In other words, it involves what ought to be done (Eritsyan et al., 2021). On the other hand, descriptive norms reflect the perception of how people actually behave.

Employing both the descriptive and injunctive norms will help the firm promote people's wellness by encouraging healthy behaviors in individuals. One of the ideal health behaviors for my descriptive and injunctive strategies is engaging in regular physical exercises (Burger & Shelton, 2011). Physical exercise is the most recommended form of healthy activity by major health organizations. It helps to prevent and reduce cases of obesity and overweight in society. According to Burger and Shelton (2011), many people suffer from heart diseases because of failure to engage in regular physical exercise. Death rates associated with heart diseases have also remained high. People indeed engage in physical exercise, but only a few regularly engage in the act.

Another healthy behavior that best suits my strategy is encouraging people to take a balanced diet at all times. This can be done by providing consumers with information on the outcomes of taking a balanced diet to influence their decisions (Burger & Shelton, 2011). Taking unbalanced diets results in specific vitamin deficiency diseases that affect the wellness of people. Therefore, people should feed on a balanced diet to boost their body immunities, promote body development, and remain healthy. Individuals should also take the recommendable amount of diet to stay healthy. Overfeeding should be avoided because it may cause obesity or overweight. Processed and sugary food also need to be avoided because they are likely to cause cancer, overweight, and obesity. People should avoid underfeeding because this also results in malnutrition. Underfed people have weak bodies and weak immunities, making them vulnerable to food deficiency diseases.

People should use stairs to access lower building floors instead of using elevators and lifts. Providing the individuals with data on people who lost weight because of using stairs to access the first, second, and third floors encourage more people to embrace the behavior (Burger & Shelton, 2011). Using the stairs is a form of physical exercise that helps people manage their body weights and stay healthy. Encouraging individuals to prefer stairs to elevators is ideal for my strategy because it impacts their behavior towards improving overall health. Alcohol consumption is considered one of the greatest enemies to healthcare. Encouraging people to avoid alcohol by providing them with the benefits of avoiding alcohol changes their behaviors. Many people are likely to stop consuming alcohol when they learn about the negative impacts of alcohol on health and embrace non-alcohol behavior to improve their health. This strategy best suits my strategy because it influences people's behaviors to improve their overall health.

This health insurance company could use effectively use both descriptive and injunctive norms by providing the clients with information on what people are actually doing and the impacts, together with what people approve and ought to be done to improve the health (Burger & Shelton, 2011). Providing the people with what others are doing, accompanied by health impacts, will significantly influence their behaviors. Most people will tend to adopt the behaviors that have positive impacts on health and turn away from those with numerous negative impacts on health. For example, providing a list of formerly overweight individuals who managed to lower their weights through regular exercise will encourage more to regularly engage in physical exercise so that they can also manage their body weights. Also, providing people with examples of individuals who were advised to avoid overfeeding to prevent obesity but ignored and ended up being obese helps change people's behaviors (Eritsyan et al., 2021). By realizing what others

ought to have done, individuals are likely to change their feeding behaviors to embrace what ought to be done, which involves taking the right amount of diet.

The goals of the proposed norms are to improve the behaviors of consumers to improve their overall health and wellbeing. The proposed norms aim to reduce healthcare spending while promoting wellness (Eritsyan et al., 2021). The proposed norms and performance will be conveyed to the consumers through community healthcare awareness programs, open day healthcare training, door-to-door training, roadshow awareness, and hospital-based training and workshops. Mass media, social media, and text messaging services will also be used to reach the consumers both in groups and individually. Theoretically, people's behaviors are influenced by misperceptions of how others behave. Correcting such misperceptions has significantly helped eliminate the undesired behavior and make people adopt the desired behavior. This reason, therefore, proves that correcting the consumers' wrong perceptions about how to behave to improve health will change the behaviors to desired ones, thereby making the proposed norms effective.

If the proposed norm intervention reaches saturation, I would add the social norms to enhance the desired effect. Practically, social norms are vital determinants of consumers' behaviors and decision-making (Mollen et al., 2013). Other people's social beliefs and behaviors tend to influence most consumers' behavior when deciding what is suitable and what is not suitable. For example, social norms influence people's decisions on whether eating a balanced diet is good or not. Social norms vary with places but share many things when it comes to promoting healthy living (Mollen et al., 2013). Besides, their influence on consumers' socially responsible behaviors is massive, making them the most suitable alternative to use as an extra layer of intervention.

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