

Consumer
Behavior
Regarding the
Storage of
Perishable
Foods

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How Behaviors are Formed

- Consumer behaviorists know that household behaviors through socialization, value transmission, are learned in the home and are difficult to change
- Habit is a strong force
- To change brands or behaviors the consumer has to believe that the new product or way of acting is better and it has to be affordable

Purpose

- Purpose to explore the impact of social influence on consumer behaviors specifically in regard to the storage of perishable food



“Who” Behind Consumption

- It is not what people eat or buy
- But rather who *is influencing them* to act a *certain way*





Social Influence Theory

- Consumer behavior as a field has been criticized as not being as theoretically strong as it could be
- Social influence theory provides a way of looking at consumer behavior especially with the advent of social media- product reviews, Facebook, blogs, and so on
- Strangers with a shared interest or loose social connection influence others to buy or not buy certain products, to vote, or to act in other ways

Technology

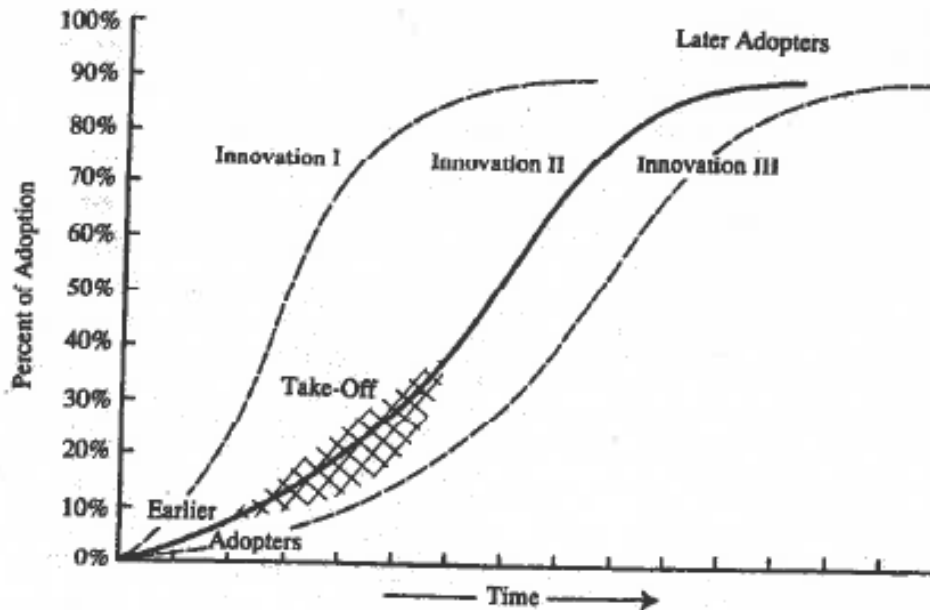
- This new blend of technology and communication has opened up new frontiers of influence
- Sometimes invention or technology is ahead of where people want to be



E.M. Rogers

- Author of Diffusion of Innovations described a process wherein the individual passes
 - 1. From first knowledge of an innovation
 - 2. To forming an attitude toward the innovation
 - 3. To a decision to adopt or reject
 - 4. To implementation of the new idea and,
 - 5. To confirmation of the new idea

The Diffusion Process




- Diffusion is the process by which (1) an innovation (2) is communicated through certain channels (3) over time (4) among the members of a social system



New Model of Social Influence

- I have been developing and testing a new model of Social Influence
- It is a blend of concepts and people (consumers and those who influence them, opinion leaders).
- Research studies indicate that individual and family consumption behaviors (such as storage of perishable foods – practices and behaviors) are more affected by people known to them versus outside influences such as government or advertising campaigns.



Invention (leads to)



Introduction



Social Influence ("talk" "buzz")



Buying/Adopting



Use



Evaluation



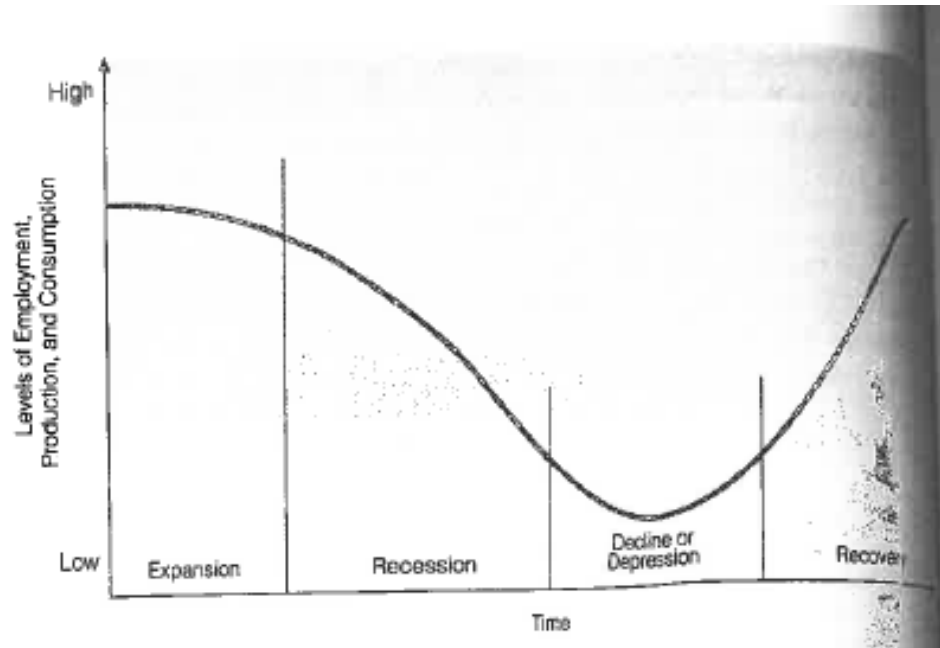
Social Influence, Consumers, and Sustainability

- A new book is in process titled “Social Influence, Consumers, and Sustainability”
- Why are consumers important?
 - Consumers drive economies.
 - For example, in the U.S. consumer purchasing of goods and services make up 70% of the economy.
 - The largest consumer product maker is Procter and Gamble (P & G).

Consumer/Household Products



Changes



- The Economic Cycle
 - The economy goes through various stages over time although depressions are rare.
 - The stages tend to be cyclical and affect the levels of employment, production, and consumption



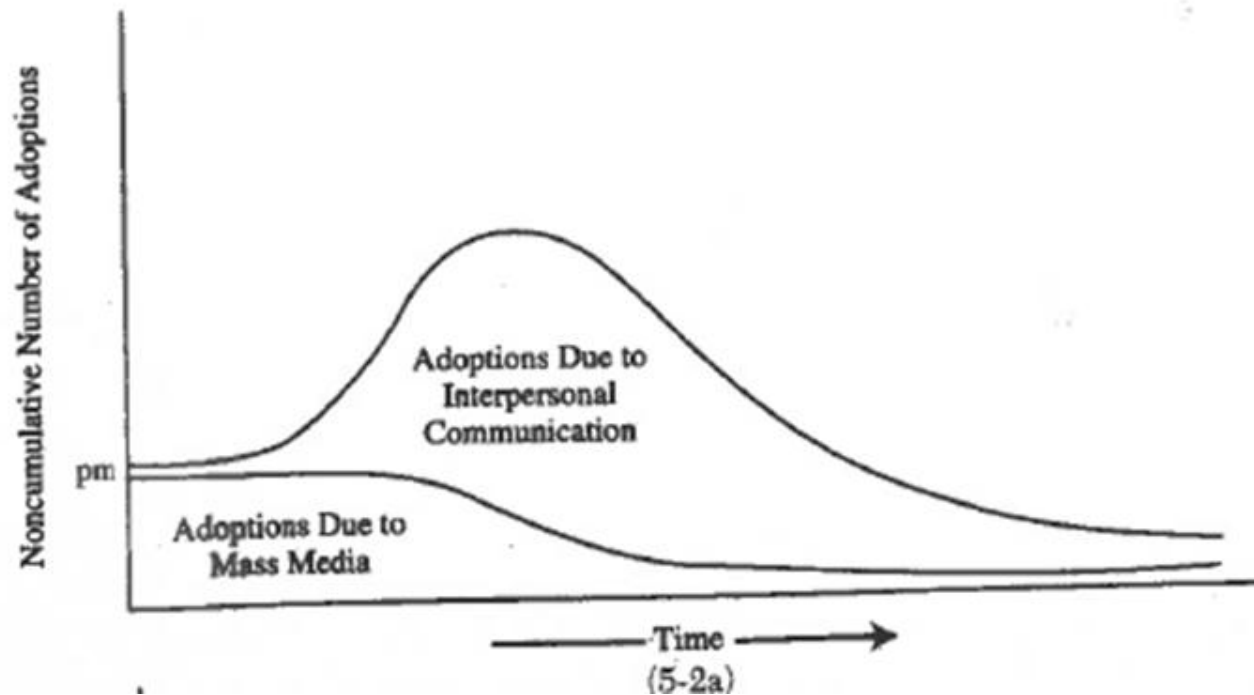
Two-Step Flow of Communication

- Also known as the Multistep Flow Model
- Theory based on a 1940s study on social influence that states that media effects are indirectly established through the personal influence of opinion leaders
- Majority of people receive much of their information and are influenced by the media secondhand, through the personal influences on opinion leaders

Two-Step Flow of Communication

- First introduced by sociologist Paul Lazarsfeld et al. in 1944 and elaborated by Elihu Katz and Lazarsfeld in 1955
- The two-step flow model stresses human agency
- Katz and Lazarsfeld concluded that:... the traditional image of the mass persuasion process must make room for “people” as intervening factors between the stimuli of the media and resultant opinions, decisions, and actions
- The conclusion of the research explained that sometimes person to person communication can be more effective than traditional media such as newspaper, TV, radio, etc

Adoption Curve



Book: The People's Choice

- One of the inspirations was the Bureau of Applied Social Research in which 800 female residents of Decatur, Illinois, were interviewed through panel interviews to discover what and who primarily influenced their decision making
- The book concluded that ultimately, face to face interaction is more influential than traditional media influence and thus confirmed the two-step model of communication

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Questions