

Consumer psychology

Family



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The paper "Marketing and Consumer Psychology" is a worthy example of a literature review on family and consumer science. Ravi Mehta, Rui Juliet, and Amar Cheema's article analyze how surrounding environmental noise can influence creativity. This consumer psychology journal uses human concepts in that it connects the creative nature of firms and sales derived from those products. It is apparent that the level of ambient distraction enhances the performance of innovative tasks and increases the buying possibilities of original products (Mehta, Zhu & Cheema, 2012). However, a high level of noise is not appropriate because it hurts creativity, leading to the production of substandard commodities. This implies that the high noise level will decrease the information processing procedure, which spoils creativity. Marketing firms need to have products that will inspire sales and high-profit margins, which depend on creativity strategy. Product differentiation and originality enhances competitive advantage through creative adverts and persuasion skills. For instance, consumers normally appreciate and understand creative metaphorical messages contained in the adverts. This indicates how creativity offers a competitive advantage to firms that minimize ambient noise to enhance innovation. Similarly, some consumers also offer suggestions to firms concerning the product line that they like or need in the stores (Mehta, Zhu & Cheema, 2012). This concept is applicable if the consumers also respond to the creative products manufactured by the firms. However, the authors contend that external limitations, engagement, analogical perception, and organized preparation and life experiences can influence consumers' imaginative ability and performance. The human concept used in the article offers insight into how consumers think and behave by showing the relationship between their creative ability and

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organizational response (Mehta, Zhu & Cheema, 2012). This implies that consumers who possess creative abilities will be able to appreciate the original aspects of the new products. Journal of Marketing Research

Saoussen Abdelkader and Néji Bouslama explore the visible lack of the teenager's sense of community in researches by proposing a new measurement scale. The research focused on adolescent's community smokers in order to determine the aspects of community sense and design a new structure. The sense of community is a social link between peers, which influences the behaviors of the members (Abdelkader & Bouslama, 2014).

Marketers normally study the collective response of a given group to make decisions and target that sample collection. This journal used human subjects by sampling the adolescents' sense of community and behavioral tendencies towards consumption and purchasing power. It is evident that most researches normally concentrate on the adults' sense of community with some ignoring the influence of adolescents in the markets. The social structure of a community is shaped by the emerging groups of an adolescent who respond to new concepts that satisfy them in the market. The authors wanted to discover a new measurement tool separate from the one designed for adults (Abdelkader & Bouslama, 2014). As a result, the new model would consider aspects like fun and safety that define the adolescents' involvement in social elements. The use of human subjects provided insight into how consumers think and behave by the consideration of group sampling in marketing. This is because of the need satisfaction, belonging and self-identification exhibited in group psychology of a target market. It implies that adolescents will behave in a common manner to derive satisfaction from a commodity, which marketers need to consider in their strategies. The

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proposed measurement model focused on trust, safety, and fun that the teenagers look for in products (Abdelkader & Bouslama, 2014).

The Journal of Consumer Psychology

Consumers portray different habits and preferences due to the cost attached and benefits derived. An article by Antonides Gerrit, Verhoef Peter, and Van Marcel explored consumer perceptions of waiting times. This could be waiting for calls, delivery of orders, new stock or payments from other parties. As a result, the patience exhibited by a consumer during the waiting times depends on the psychophysical power function (Antonides, Verhoef & Van Aalst, 2002). It also emerged that the variations in consumers' acceptable and supposed waiting for time influence wait evaluations.

However, the authors suggest that the negative impact of perceived waiting time was controlled by the costs of waiting. For instance, a consumer might incur additional expenses when the stocks ordered are taking longer to reach his or her store. The research determined the elements that affect waiting times in phone calls, such as music, queuing messages and information on expected time (Antonides, Verhoef & Van Aalst, 2002). Considering this, consumers lose money through the charges imposed by the telecommunication firms. Human subjects were used in the research to show the impacts of waiting times imposed by telecommunication firms. However, the same concept is used by other producers who take large orders from their clients, leading to waiting periods before the delivery of the orders (Antonides, Verhoef & Van Aalst, 2002). The use of human subjects provided insights into how consumers think and behave by the evaluations that determine accepted and perceived waiting times between different consumers. The concept focused on consumers' psychology and habits

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during the acceptable and perceived waiting by the telephone answering services.