ASSESING THE INFLUENCE OF AFFECT ON CONSUMER BEHAVIOUR

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Mots clés (5 maxi) : Semantic Analysis, Purchasing Behaviour, Affective Computing, Emotional Design,

1   INTRODUCTION

The act of purchase is an act that at some point human beings experience throughout their lives. This act of purchase is often restricted to only the point where a financial transaction occurs. However purchasing behaviour process begins long before the financial transaction and lasts after this latter. Furthermore, it is often thought that an act of purchase might be impulsive, and is the sole result of a consumer. However, numerous factors contribute to the influence of purchasing behaviour and subconsciously influence the decision making process of purchasing [1]. Additionally, to understand how behaviour could be triggered, more specifically purchasing behaviour, it is important to asses the various influences that impact the decision making process. These influences often tend to be external stimuli, which trigger internal stimuli/emotions to prompt a desired behaviour [2]. Therefore to fully understand purchasing behaviour and determine methods of improving it, the emotional influences experienced by consumers have to be taken into account and processed semantically. Introducing affective computing onto todays' technologies will help develop optimised user-centric solutions that will improve insight upon human decision making and lead to enriched purchasing experiences [3].

2   ETAT DE L'ART ET OBJECTIFS DE LA RECHERCHE

To understand how to improve the purchasing behaviour, the decision making process has to be understood:
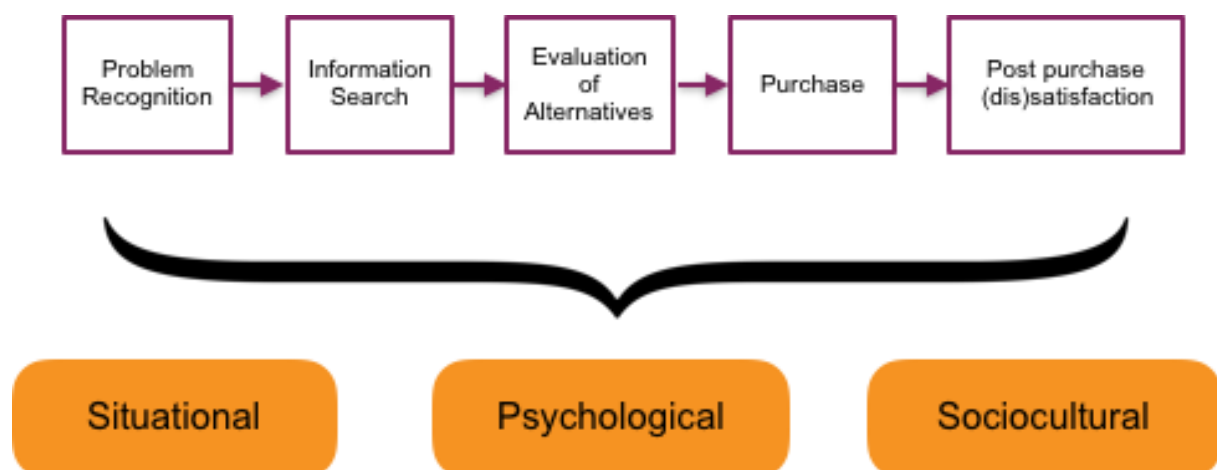

Figure 1. Consumer Decision making process and three categories of influences

The model above displays the generally appropriated 5 stages of decision making, which often don't occur in a sequential way [4]. Many scientific papers have narrowed down and summarised these stages as:

Problem recognition: This recognition happens when there is a lag between the consumer's actual situation and the ideal and desired one.

Information search: Once the need is identified, it's time for the consumer to seek information about possible solutions to the problem.

Evaluation of alternatives: Once information is collected evaluate the most suitable to his needs and choose the one he think it's best for him

Purchase: The simple act of purchase itself

Post purchase (dis)satisfaction: Once the product is purchased and used, the consumer will evaluate the adequacy with their original needs (those who caused the buying behaviour).

The figure above also displays the three general categories of influences on the decision making process during purchasing. Hence, the control and calibration of these influences on consumers could trigger the desired purchasing behaviour [5].

The situational category is constituted of the atmospherics, which represent the physically felt parameters by the user to influence their purchasing behaviour. These parameters represent the sensory factors felt by the five human senses. For instance the perception of colours triggers various emotions [6] amongst different cultures [7] and could therefore be used to help product distinction and improve purchasing [8].

The psychological category refers to influences over the consumer perception and personality, which were defined by past exposure to emotions [9]. For instance identifying personality traits amongst consumers could influence their perception of price and identify responsive psychological features [10].

The sociocultural category represents the influences of the consumer's cultural and social surroundings. For instance the amount of influence of reference groups on purchasing [5] since every act of purchase is an act of validation [11].

3   MODELE OU METHODE

This research will attempt to use a design approach to undertake a semantic analysis using a Conjoint Trends Analysis method. Furthermore, the behaviour design model by BJ Fogg [2] will be used to assess the influences of external stimuli on emotions, which will in turn trigger behaviour. A mix of emotional quantification methods (cognitive, behavioural and physiological) will be used to measure emotional response to stimuli.

4   EXPERIMENTATION

The experiments will asses the influence of various influences to external stimulations and their influences on triggering purchasing behaviour to identify the emotions that trigger the act of purchasing.

5   RESULTATS

The expected results will help identify to what extent emotions influenced behaviour, namely consumer behaviour. These results could then be used to develop new tools that could promote consumer behaviour using affect and improve insight on the consumer decision making process.

6   CONCLUSIONET PERSPECTIVES

Conclusively, human beings are emotionally driven species who later attempt to rationalise decision. Therefore to understand any humandecision-making process (i.e.: purchasing behaviour), the emotional aspect has to be fully understood and included. This gives a new paradigm to human data processing and helps develop technology solutions attempting to deal with influencing human behaviour.

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