

**E-commerce And Marketing
Information Search Handout
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Role of Information

Support decision making

Impact of Information Search on Behavior (i.e., decisions that are based on information search)

Finalize a decision

- Store away for future use (e.g., the information itself informs)
- Make a recommendation
- Choice
- Purchase
- Etc.

Search for more information (e.g., to reduce uncertainty, increase likelihood of "optimal" decision)

- Same level
- Lower level (i.e., "drill down")
- Higher level

Types of information searched

Product

Brand

- Quality
- Reliability
- Models
- Customer satisfaction
- Service
- Etc.

Attribute

- Importance placed on it by consumers (e.g., safety is very important)
- Importance placed on it by manufacturers (e.g., fast 0-60 time is critical)
- Range of values (e.g., 5 mph bumper damage is \$436-\$444)
- Recent improvements (e.g., emissions for all auto engines are now ULEV compliant)
- New features/technology on the horizon (e.g., Internet/Web information/entertainment device)
- Etc.

Source

- Credibility
- Experience
- Background/What source is "like"
- Whom source serves/Whom source serves best
- Typical results by consumers who used this source
- Types of information supplied
- Whom source "serves" (i.e., who rewards, determines its effectiveness, etc.)

Context/Situation

Importance of various behavioral factors in a particular context

- Cultural factors (e.g., social class)
- Social factors (e.g., family)
- Personal factors (e.g., life cycle)
- Psychological factors (e.g., attitudes)

Availability/knowledge of outcomes in a variety of contexts

Sources of information

Personal

- Family
- Friends
- Professional associates
- Etc.

Marketer controlled

- Advertising
- Salespeople
- Packaging
- Etc.

Public

- Government
- Charitable organizations
- Nonprofit organizations
- Etc.

Experiential

- Touching
- Trying
- Owning
- Etc.