

Role of Response Hierarchy Models in Attracting Customers Towards Products: Theoretical Perspective

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Abstract

In today's competitive business landscape, attracting customers towards products is a crucial goal for companies seeking success. Understanding how customers respond to marketing efforts and make purchase decisions is paramount. Response Hierarchy Models (RHMs) provide a valuable framework to analyse and predict customer behaviour, enabling businesses to design effective marketing strategies. This study explores the role of RHMs in attracting customers towards products and highlights their significance in modern marketing practices. Research in this area could highlight the crucial role of Response Hierarchy Models in attracting customers towards products. By understanding customer behaviour and effectively catering to their needs at each stage of the decision-making process, businesses can design impactful marketing strategies, enhance customer engagement, and ultimately increase product sales. Incorporating RHMs into marketing practices enables companies to navigate the complex landscape of customer attraction with precision and confidence.

Keywords: Response Hierarchy Models, Customer Behavior, Purchase Decisions, Marketing Strategies, Competitive Market, User Experiences, Customer Engagement, Product Sales.

Introduction

In the ever-evolving world of business, attracting customers towards products is a paramount objective for companies striving for success and growth. Achieving this goal requires a deep understanding of consumer behavior, decision-making processes, and the factors that influence their purchasing choices. To navigate this complex landscape, businesses employ various marketing strategies and models, and one such model that has gained significant attention is the response hierarchy model.

This comprehensive model is built upon the foundation of cognitive psychology and consumer behavior research. It recognizes that customers' responses to marketing stimuli are not spontaneous but rather follow a systematic pattern. The response hierarchy model

acknowledges that consumers typically progress through a series of stages, each of which is crucial in shaping their final purchasing decisions. These stages include awareness, knowledge, liking, preference, conviction, and ultimately, the purchase.

The first stage of the response hierarchy model is awareness. At this stage, consumers become aware of a product's existence, typically through advertising, word-of-mouth, or other promotional activities. Marketers strive to create impactful and memorable brand messages to capture the attention of potential customers and initiate the consumer's journey through the hierarchy. Once consumers are aware of a product, they move on to the knowledge stage. In this phase, they seek information to understand the product's features, benefits, and how it fulfills their needs. Marketers employ various strategies, such as informative advertisements, product demonstrations, and online content, to provide consumers with the necessary knowledge and create a favorable perception of the product. Typically Figure 1 contains most popular response hierarchy models:

Stages	AIDA Model	Hierarchy-of-Effects Model	Innovation-Adoption Model	Information Processing Model	Operational Model
Cognitive Stage	Attention ↓	Awareness ↓ Knowledge	Awareness ↓	Presentation ↓ Attention ↓ Comprehension	Non-Evaluative Thinking ↓
Affective Stage	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation ↓	Yielding ↓ Retention ↓	Evaluative Thinking ↓
Behavior Stage	Action	Purchase	Trial ↓ Adoption	Behavior	Action

Figure 1 Response Hierarchy Models

As consumers gain knowledge about a product, they form an opinion about it, leading to the liking stage. During this phase, consumers develop a positive attitude towards the product, driven by their understanding of its value proposition and alignment with their preferences. Marketers employ persuasive techniques, such as testimonials, endorsements, and emotional appeals, to foster this positive perception and enhance likability. The preference stage follows

the liking stage and represents a critical turning point in the hierarchy. At this stage, consumers compare the product with competing alternatives and make a conscious decision to favour it over others. Marketers focus on highlighting the unique selling points, competitive advantages, and superior benefits of their product to strengthen its position as the preferred choice in the consumers' minds.

Once consumers have a preference for a product, they enter the conviction stage. Here, they develop a strong belief in the product's ability to deliver the promised benefits and meet their needs. Marketers employ persuasive communication, such as social proof, guarantees, and expert opinions, to instil confidence in consumers and reinforce their conviction to choose their product. Finally, the response hierarchy model culminates in the purchase stage. At this point, consumers convert their favourable attitudes, preferences, and convictions into action by making the actual purchase. Marketers focus on facilitating the buying process, providing convenient purchase channels, and offering incentives or promotions to encourage consumers to take the final step.

Literature Review

Zhu, Mou, and Benyoucef (2019) delve into the exploration of purchase intention in cross-border e-commerce through the lens of a three-stage model. The authors recognize the growing significance of cross-border e-commerce and the need to understand consumers' intentions in this context. The pre-purchase stage focuses on factors such as trust, risk perception, and information quality, which influence consumers' initial intention to make a purchase. The purchase stage delves into factors such as perceived value, website design, and user experience, which play a role in consumers' actual purchase behavior. Lastly, the post-purchase stage examines the impact of factors like satisfaction, trust, and loyalty on consumers' future intentions.

Montazeribarforoushi, Keshavarzsaleh, and Ramsøy (2017) adopt an applied neuroscience perspective to explore the hierarchy of choice in the context of the AIDA model. The AIDA model represents the stages of Attention, Interest, Desire, and Action, which consumers typically go through when exposed to marketing stimuli. The application of neuroscience techniques, such as functional magnetic resonance imaging (fMRI), electroencephalography (EEG), and eye-tracking, provides valuable insights into the neural mechanisms underlying consumer responses at different stages of the hierarchy.

Ur Rehman, Nawaz, Ahmed, and Hyder (2014) offer a historical perspective on the hierarchy of effects model, providing insights into its evolution and relevance over time. The hierarchy of effects model represents the sequential stages that consumers go through in response to marketing stimuli, leading to the ultimate desired outcome, such as purchase. The research emphasizes the continued relevance of the hierarchy of effects model in understanding consumer behavior, while also acknowledging the need for further research to incorporate emerging trends and changing consumer dynamics.

Chakravarty and Sarma (2018) conducted a comprehensive literature review on the hierarchy of effects and consumer buying behavior. The authors synthesized findings from various studies and identified key insights regarding the stages that consumers go through before making a purchase. The authors emphasized that marketers should understand and address each stage effectively to attract customers and drive them towards purchasing decisions. Le and Liaw (2017) explored the effects of applying big data analytics to consumers' responses in an e-commerce context. The study highlighted the potential of big data analytics to enhance customer engagement, improve marketing effectiveness, and ultimately attract customers towards products in the e-commerce realm.

Yoo and Kim (2014) investigated the effects of home page design on consumer responses, with a particular focus on the moderating role of the centrality of visual product aesthetics. The study recognized that the visual design of a website's home page has a significant impact on consumer perceptions and responses. The authors found that when the visual product aesthetics were central and prominently displayed on the home page, it positively influenced consumer attitudes and intentions towards the product. The study underscored the importance of visual design in capturing consumer attention and generating favorable responses, thereby emphasizing the role of aesthetic appeal in attracting customers towards products.

Yu et al. (2020) explores the effectiveness of data-driven precision marketing in promoting user ad clicks in the context of WeChat Moments. The study leverages a dataset of over 20,000 WeChat users and employs a two-stage regression model to analyze the impact of user characteristics, ad characteristics, and targeting precision on ad click rates. The findings suggest that data-driven precision marketing significantly improves ad click rates, indicating the potential of personalized advertising in attracting user attention and engagement. The study highlights the importance of leveraging user data to deliver tailored messages and offers to enhance the effectiveness of advertising campaigns.

Arnaud et al. (2018) examine the role of beliefs, emotions, and attitudes in the context of controversial advertising, using Spirit Airlines as a case study. The study explores the impact of controversial advertising campaigns on consumer perceptions and attitudes towards the brand. The findings suggest that controversial advertising can elicit strong emotional responses and polarize consumer opinions. While some consumers may perceive such advertising as attention-grabbing and innovative, others may find it offensive or disrespectful. The study highlights the importance of considering consumer beliefs, emotions, and attitudes when designing and implementing controversial advertising strategies.

Kumar and Pansari (2016) investigate the role of customer engagement in creating a competitive advantage for businesses. The study conceptualizes engagement as a multidimensional construct comprising cognitive, emotional, and behavioral components. By analyzing data from the telecommunications industry, the authors demonstrate that customer engagement positively impacts various dimensions of firm performance, including customer loyalty, customer share, and word-of-mouth recommendations. The study emphasizes the significance of actively involving customers in the marketing process, fostering their emotional connection and commitment to the brand, and ultimately driving competitive advantage in the marketplace.

Leung et al. (2019) explore the concept of online-to-offline (O2O) customer loyalty in the beauty industry. The authors investigate how beauty businesses can enhance customer loyalty by integrating online and offline channels. The study highlights the significance of developing a seamless customer experience across both channels and emphasizes the role of technology in fostering customer loyalty. The findings provide valuable insights for beauty industry practitioners seeking to create effective O2O strategies to attract and retain customers.

Hsu and Tang (2020) focus on the development of a hierarchical structure and analytical model for identifying key factors contributing to mobile app stickiness. The study proposes a framework that integrates various factors influencing user stickiness, including app quality, user experience, and social influence. By understanding these factors, app developers and marketers can enhance user engagement and increase app retention. The research offers valuable insights into mobile app design and marketing strategies to attract and retain users.

Babolhavaeji et al. (2015) investigate the role of product colour in consumer behaviour. The authors explore how colour influences consumer perceptions, emotions, and purchase

decisions. The study highlights the importance of considering colour as a strategic element in product design and marketing. The findings suggest that appropriate colour choices can positively impact consumer preferences and increase product attractiveness. This research provides insights for marketers seeking to leverage colour psychology in their branding and product development strategies. Chiu et al. (2014) focus on understanding customers' repeat purchase intentions in the context of business-to-consumer (B2C) e-commerce. The study examines the roles of utilitarian value, hedonic value, and perceived risk in influencing customer behavior. The findings highlight the importance of both functional and emotional values in shaping repeat purchase intentions. Additionally, the study emphasizes the role of perceived risk and its impact on customer decision-making. This research contributes to the understanding of customer behavior in the e-commerce domain and provides implications for enhancing customer loyalty.

Haleem et al. (2018) explore the requisites of product innovation management using a flexible system approach. The study emphasizes the importance of a systematic and adaptable approach to managing product innovation processes. The authors propose a framework that integrates various factors, including organizational culture, knowledge management, and customer involvement, to facilitate successful product innovation. The research provides valuable insights for organizations seeking to enhance their product innovation capabilities and attract customers through innovative offerings.

Conclusion

In conclusion, the response hierarchy model plays a pivotal role in attracting customers towards products. By understanding the sequential stages of awareness, knowledge, liking, preference, conviction, and purchase, marketers can strategically tailor their marketing efforts to engage and influence consumers throughout their decision-making journey. By aligning their strategies with this model, businesses can maximize their chances of attracting customers, gaining their trust, and ultimately driving sales and business growth.

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