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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Consumer Effort and The Purchase Decision

By Darrin F. Coe, MA

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It is a basic tenet of behavioral psychology that people engage in behavior that takes the least effort and provide the highest payoff. If someone see's a product as being very valuable but the effort to purchase that product is large it will decrease the value of the product and they will probably not engage in the behavior required to acquire the product.

In Keynote's recent publication concerning the online retail industry, they cite several factors that lead to diminished customer experience during online retail consumption. Diminished customer experience can be translated as "acquiring this product or service takes to much requires to much effort to acquire the product or service's perceived benefit".

25% of consumers cited having to register in order to make a purchase as their number one frustration. 37% cited research oriented reasons as being highly frustrating and diminishing their consumer experience.

Realizing that online consumers are motivated by either a goal achievement orientation or an experiential orientation and these are supported by a functionality variable we can see that registering in order to purchase a product or service impedes the experiential motivation and inability to obtain consumer information about a product or service impedes the goal achievement motivation.

So, considering the online consumption experience from a behavioral psychological viewpoint, consumers will be less loyal to websites in which their experience is not positive, and their efforts to obtain information are not conveniently rewarded.

Online interactivity needs to be pleasurable, and information should be provided in an up front, easily acquirable manner. This means examining your purchasing process, your information gathering

mechanisms, and your search and information acquisition mechanism in such a manner as to render them client center, pleasurable, and functional.

Remember, online consumers will be more likely to engage in a purchase process if the perceived benefit of the product or service outweighs the perceived effort to acquire that product or service.

Darrin F. Coe, MA holds a master's degree in psychology and operates "The Center for Understanding Consumer Thinking" at <http://dcoe1.tripod.com>. His latest information product "The Internet Consumer Exposed" is available at <http://dcoe1.tripod.com/exposed1> contact him at coe@ris.net.

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Life Lessons, A Three Step Process

By Sue and Chuck DeFiore

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I have come to the conclusion that no matter what you want out of life there is a three step process.

The first step is to make a decision. You need to decide if you want to lose weight, stop smoking, save money, find a compatible mate, spend more time with your children, start a business, volunteer... you get the idea. Whatever it is you want to do, the first step is to decide and I mean really decide that you want to do it. Just talking it to death is not making a decision, making the effort and moving forward after making the decision is. So first, write down the decision you have made.

The next step is the big one, the big "C" and that is to make a commitment to your decision. The commitment is the stumbling point for so many. They talk and talk about the decisions, I'm going to lose weight, I am going to start my own business, I am going to stop smoking, etc.

A commitment means taking the steps to fulfill the decision you made. Making a plan to move forward. If your decision is to spend more time with your children, decide what days and time you will spend with them and make up a list of the things you could do with them. Or if you decide to volunteer, make a list of your interests, and then match that to a organization that needs volunteers.

If you have decided to start a business then make a plan on how you want to proceed. If you have decided to save money, you need to make a concentrated effort and a commitment to do so.

The commitment is how you are going to implement the decision and you must stick to your commitment or you are back in the decision stage and that is a "no man's land".

Okay, you made a decision, and have committed yourself to that decision, now the last step is to

Succeed. Don't think you are done. As a former smoker I know that you have to still commit yourself every day so you can continue to succeed. Same goes for those of us trying to keep weight off, and probably the best known continual effort is that of the alcoholic. Think of AA and the ongoing process.

So, make your decision, commit to it, and you will succeed, provided you continue to commit to your decision.

Wishing you the best in whatever decision you make!

Interested in having your own successful, home based creative real estate investing business? Chuck and Sue have been helping folks start successful home based businesses for over 19 years, and we can help you too! To see how, visit <http://www.homebusinesssolutions.com> for the latest FREE tips and tricks, educational products and coaching in creative real estate investing and home based businesses.



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