

# Availability of Heuristic Marketing Psychology

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## ABSTRACT

Marketing and consumer behavior are all about psychology and understanding an individual's mind and process of purchasing an item. Marketing is appealing to what an individual believes they need in their life and selling that lifestyle to them. Marketing shows off the best aspects of the product to consumers in hopes that it will appeal to the masses and sale bringing in profits for a company. To be successful in any market depends on where the product is placed and to whom she is targeting this product to be sold. There are a lot of great and best products however without proper marketing and segmentation, these products fail to reach their consumer. This paper particularly focuses on the use of psychological attributes in the market strategies, provides an in-depth analysis of marketing elements of companies and the psychological elements used to capitalize on consumer behavior influence through their promotion strategies, aims to demonstrate the aspects of psychology and their impacts upon consumer behaviors. The conclusion provides an overview of the best approach in which marketing psychology can be utilized to boost sales.

**Keywords:** Marketing, Psychology, Brand, Customer behavior.

## 1. INTRODUCTION

In any business field, it is extremely essential to involve psychology to influence brand loyalty in customers and help them make the best purchasing decisions. Marketing psychology is a great asset in the business field. For marketers, having a successful event means understanding the needs of their customers, their wants, and their motivation to make their purchases. Hence, marketers require strong psychological knowledge and background, in using psychological theories to help determine such customer behavior. Marketing psychology, therefore, comes into play, where marketers make use of psychologically-based observations in the behavior of humans to efficiently communicate with them and increase their interactions daily. Marketing psychology, therefore, refers to integrating a set of psychological theories and principles into business strategies such as marketing, and sales. It involves observing the patterns in the behavior of consumers and thus evaluating how their behavior relates to their decisions in purchasing products.

Marketing psychology involves some commonly used principles that guide marketers in

any business field. First is the reciprocity principle. This refers to the impression that when a company performs well in the delivery of a product or a service, then the client will most likely return the favor, leading to increased cooperation and brand loyalty in the future. As a marketer, one operates on the knowledge that the customer likes to receive something first in order to obtain sales as a business [1]. Therefore, a marketer can offer added value to the customers, thus opening up a new relationship with them. The second principle includes the information-gap theory. The theory suggests that when someone lacks some information in a subject, they express much interest in, they naturally act in finding more about the subject. Marketers often use this theory in the creation of content and social media platforms. Publishers use this aspect to write articles and attract potential clients with headlines such as "The Secret To..." Such titles pick on the customer's curiosity, thus satisfying their hunger for more knowledge on the topic.

The third principle includes the scarcity theory, which implies that people put more value and prioritize on the things they view as rare and place a lower value on the things they believe to be of lower value, and easily obtained. Marketers make use of the scarcity marketing technique to attract

their customers, where the clients fear missing out on the offers set in place, hence making them lose their freedom of choice. Examples of such include Flash sales and Black Friday offers. The fourth includes the social proof theory that refers to the impression that people believe in products more when they know of other people who can validate the value of the products. The fifth principle includes that of loss aversion marketing, which points out the fact that many people prefer to look forward to seeking advice from those around them when they become unsure of what step to take. As such, consumers look for user reviews, and expert advice to determine whether to buy the product or not.

People oftentimes assume their behavior is rational and relates to their opinions and behaviors. However, humans are sometimes irrational beings and may make spontaneous decisions, holding little to no regard to future events or consequences. Their decisions are influenced by cognitive biases that underlie their irrational behavior. In marketing principles, one of the most common cognitive biases includes the availability heuristic [2]. This paper aims to delve deeper into the principles of psychology in marketing, and the availability heuristics of marketing. Availability heuristic refers to some sort of a mental shortcut that depends on the information that comes fast to mind when making future decisions. Also known as availability bias, a person may rely on the information they recall easily to make their decisions without asking themselves the relevant questions or doing more research.

Marketers use the availability heuristic to their advantage in making more sales for their company. In business, when one sought for any venture, they are encouraged to look for a solution to a problem, rather than begin selling any product. To sell the solution to potential clients, one is required to pitch to them the problem. In doing this, the client easily recalls the problem, and as a result of the availability heuristic, they overestimate the issue to be solved. Therefore, they deeply feel the need to solve the problem, and thus when the marketer presents the solution, they buy the product. Another tactic in which marketers make use of the availability heuristic is by displaying the company's success through showcasing awards received from previous years. As a result, the potential clients quickly assume the company performs well based on the most recent information. In both examples, marketers use the availability heuristic to attract and land customers.

This paper mainly focuses on the impacts of market psychology have on influencing consumer behavior; the impacts of consumer perception have on their pattern in product and services purchase of a company, how availability heuristics influence strategies and principles of marketing psychology to increase customer behavior in a business. This paper aims to discuss the relationship between marketing psychology and availability heuristics, understand customer perception and attitudes towards different marketing psychology techniques; find out brand awareness and performance as a result of different marketing psychology methods; find out buyer behavior and intent in purchases.

## **2. LITERATURE REVIEW**

The term heuristic refers to allowing an individual to learn and discover something on their own. In psychology, heuristics or rather heuristics techniques are applied as approaches to solving problems or discovering oneself, where practical methods are applied. They are used to fasten the processes of coming up with a solution that is satisfactory, easing up on the cognitive load of deciding [3]. The availability heuristic is a type of heuristic where people use their recall ability to judge and make decisions. Marketers will therefore take full advantage of the availability heuristic working to market their products and services in several ways.

Firstly, the availability heuristic is used to load for the outcome of a product. In this scenario, marketers can take to social media and feature blogs or posts that often reveal the solution and working of the company's product in how it solves a particular problem in society [4]. Secondly, marketers use the availability heuristic to prime their products for success. In this technique, they surround their site and products with achievement quotes and testimonials that showcase their success and positive feedbacks. This ensures that their customers remain trusting in the company or the brand. Marketers also use the availability heuristic to show the results of their previous product performance in the markets, thus making it easier for the clients to envision success in the use of their purchases [5]. An example of this is in the advertising of lottery tickets, where clients are shown the previous winners of the shows. This heuristic is useful even to marketers who work in start-up companies. They begin speaking and advertising their products even before their launch revealing their functions. This makes the potential

clients and customers anticipate its release and eventually purchase the products.

To have a successful presence, a company must spread knowledge of their existence as efficiently as possible through marketing. As DuPlessis says, “To draw a consumer into even a causal relationship, a brand needs to get on that consumer’s radar screen. He or she needs to know about the brand. And this knowledge must go beyond passive name recognition; it must be an active awareness in relation to the product category” [6]. An example of this can be seen in an Apple marketing campaign, in which two men with contrasting appearances stand near each other. The young, intelligent man in colorful clothing and a friendly appearance represents a Mac computer, while the mid-aged, dull man in boring clothing represents a PC computer. The two men typically converse with one another about their “product features”, usually leading to the realization that the Mac is far superior to the PC. This campaign had not one, but several commercials of the same style, always including the Apple logo. The result is that consumers who witnessed the commercials have become well-aware of the product and its features, as well as the abstract idea that it is better than the average PC computer. Because of the high frequency of these commercials, consumers shopping for a new computer would have both Macs and PCs come to mind first and would remember that the Mac is the most superior name-brand product in the computer industry. They would then purchase the Mac because of their availability heuristic, as it is the first to come to mind, and therefore must be the best product on the market.

The next step in successful marketing is to establish relevance, as DuPlessis explains, “If the relationship which starts with presence is to develop further, the brand must be seen as a viable choice – one that offers, and is capable of delivering, something of value at a reasonable price” [6]. A company must show that its service will give consumers the best value for their product or service. As an example of this, one might watch a commercial for an auto insurance company known as The General. In their ads, they typically feature average consumers talking about car insurance rates being too expensive, and wishing for there to be a cheaper insurance plan. The narrator then assures the audience that The General offers the lowest rates, and even offers a free comparison of other companies by visiting the company’s website.

### **3. CASE STUDY**

In a case study to show the impact that psychological influences in marketing have on consumer and customer behavior, a case study was conducted in the manufacturing business industry in the Zimbabwe area [7]. The study was conducted in the Zimbabwe area to establish the reasons why small businesses in the manufacturing industry were performing poorly in gaining customer loyalty and approval. Additionally, as compared to imported products, there were lesser products sold in their markets that were manufactured from the country. Therefore, the case study involved a sample of a hundred respondents representing consumers and policy advocates. From the sample, stratified random sampling techniques selected the consumers of small business enterprises, while the purpose sampling technique was used in selecting the policy advocates.

People from the sample size were tested on personality and purchasing behavior, the use of marketing psychology principles in influencing customer behavior and perspectives, and the use of availability heuristic techniques in marketing psychology. The results showed consumer and customer personality influences purchasing behavior in small to medium enterprises in the country. From the study, some of the people from the sample showed negative perceptions toward the products locally made, revealing their beliefs and perceptions that the locally made products from small and medium enterprises in Zimbabwe are of poor quality [7]. This provided the reason why most people ought to purchase products from big firms and foreign industries. However, with psychological influences in the marketing strategies, such perceptions can easily be changed and shifted toward the clients purchasing the products that are locally sourced.

### **4. HYPOTHESES**

In marketing, it is evident that the recall capability of a potential customer is beneficial to the marketer. Therefore, this paper aims to discuss the hypothesis that, if it is easier for a client to recall and retrieve the most recent information, then the probability of the client showing interest in purchasing the product is extremely high.

A second hypothesis based on the availability heuristic in marketing includes pitching the positive outcome results to a client through a success scenario example. As such, the paper also discusses

the hypothesis that, if a marketer reveals the success stories of the company products to the client, there are high possibilities of the client purchasing the product as well.

## **5. RESEARCH METHOD**

This research involve a qualitative research methodology that involves analyzing, evaluating and interpretation of non-numerical data. Research methodology refers to the theoretical plan formulated to gather and analyze data in a study. Through conducting a research study, a researcher is able to observe phenomena under study and therefore acquire information concerning the problem [8]. In this research design, the researchers employed the explorative research design to obtain an in-depth understanding of the issue in the study. The study involved several steps including observation; the study of past patterns recorded, and research study of previous works done. Qualitative research was also conducted to identify the problem and conduct detailed research. The research study aims to analyze the humanistic approach to people's beliefs and behavior to marketing psychology approaches. It also aims to generate information on the relationship between availability heuristic, and marketing psychology strategies.

The target population being the small enterprises in Harare, the study revealed that only 11% of the registered small enterprises were in the manufacturing industry. The study involved observation methods through studying the behavior of consumers while marketers presented to them company products using the different marketing strategies. This enabled the understanding of the different reactions they gave [9]. Through pitching the company products and services to the potential clients using different marketing principles such as scarcity advertising to show rarity in the products, the customers responded positively. The researchers of the study made use of questionnaires that were created to issue to potential customers.

## **6. DISCUSSION**

From the research study, the sample size revealed that many of the individuals showed the impact of a consumer's personality on their buying behavior from the small enterprises. Participants in the study also revealed that due to a lack of information on the locally made products from the small enterprises, they did not buy any of their

products. The policy advocates in the study revealed that customer personality has a significant influence on the buying pattern of the customers. Therefore, from this analysis, it can be deduced that there is a positive correlation between customer personalities based on the information they know, their purchasing behavior and customer loyalty.

Consequently, the companies can take advantage of marketing psychology research to counter the negative customer response in the small business products. In adopting the correct marketing strategies, small businesses in the manufacturing industries in Harare could turn around their situation and stock more products in their markets as a result of positive customer demand. As such, marketers need to highlight the unique aspects of their products. In doing this, the marketers create a sense of attraction in the customers to want to experience the use of the unique features that the local company offers, as compared to the products they use that are internationally sourced. Another technique the marketers can use is to give exclusive updates to users. This aspect allows the company to directly interact with their customers and therefore establish trust and customer loyalty with them. The customers end up referring more consumers to buy from the company. Another technique the marketers of the manufacturing companies can apply to establish better clientele includes tagging their products with limited labels to spark the rarity aspect in the products. When the products are in limited stock or availability, the customers feel the need to purchase them as a result of the rare availability. The customer thus fears missing out on the opportunity to purchase the product, when the stock gets sold out. Marketers can also use the past successful performance of their products and services to assure their potential customers of the efficiency of their products and services, the marketers, therefore, pitch to the customers of their previous achievements, awards and positive reviews from other users of the products to earn new customers.

In applying such techniques and strategies in the marketing department of these manufacturing companies in the country, their sales are assured to rise and thus make profits. With the positive relation between customer perspective and their purchasing behavior, it is essential that companies adopt relevant marketing psychology principles and strategies to ensure growth and development.

## 7. CONCLUSION

Considering the above research and findings, it is therefore eminent that every company requires adopting marketing psychology techniques and strategies to ensure exponential growth in the company's sales. Consequently, marketers also use availability heuristics to attract potential clients to purchase the products and services of their company. Companies must also associate the products that they offer with the personalities of their customers. As such, marketers must ensure they keep customers updated with their products and enable access to information to provide brand awareness, so as to ensure a positive growth in sales. Since customers rely upon the information to help them establish decisions they make in purchasing products and services of a company, marketers should make full use of the availability heuristic to make the information as accessible as possible and thus influence clients to buy their products and services.

## AUTHORS' CONTRIBUTIONS

This paper is independently completed by Ziqian Zhang.

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