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Fundamental Models of Consumer Purchasing Behavior: An In-Depth Analysis Since the 1960s

Modelos fundamentais do comportamento de compra do
consumidor: Uma análise aprofundada desde os anos 60

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Abstract: This paper explores established models of the consumer decision-making process, originated from the 1960s, and assesses the viewpoints of Nicosia, Howard and Sheth, Engel, Kollat and Blackwell, and Fishbein and Ajzen's theories of reasoned and planned behavior. Subsequently, it demonstrates their significance and linkages with current marketing practices, encompassing the effects associated with digitalization and the augmentation of consumer requirements. Finally, the paper puts forth a theoretical model for the decision-making process. These models provide diverse perspectives on how consumer attitudes, purchasing decisions, and interactions with marketing stimuli are formed. However, it is emphasized that these models must continually evolve to remain relevant in an ever-changing environment, as they are critical in comprehending consumer behavior and developing marketing strategies.

Keywords: Theories, Behavior, Purchasing Decision Process, Digitalization.

Resumo: Este artigo explora modelos consagrados do processo de tomada de decisão do consumidor, com origem nos anos 60, e avalia os pontos de vista de Nicosia, Howard e Sheth, Engel, Kollat e Blackwell, e as teorias do comportamento racional e planeado de Fishbein e Ajzen. Posteriormente, demonstra o seu significado e ligações com as práticas de marketing actuais, englobando os efeitos associados à digitalização e ao aumento das

exigências dos consumidores. Por último, o documento apresenta um modelo teórico para o processo de tomada de decisão. Estes modelos fornecem perspectivas diversas sobre o modo como se formam as atitudes dos consumidores, as decisões de compra e as interações com os estímulos de marketing. No entanto, sublinha-se que estes modelos devem evoluir continuamente para se manterem relevantes num ambiente em constante mudança, uma vez que são fundamentais para compreender o comportamento do consumidor e desenvolver estratégias de marketing.

Palavras-chave: Teorias, Comportamento, Processo de Decisão de Compra, Digitalização.

Introduction

The investigation of consumer behavior remains an essential pursuit in the marketing industry, with the objective of deciphering the intricate entanglements involved in purchase choices. Consumer decision-making models have mapped out an evolving path, encompassing the various factors that govern purchase decisions. From the initial concepts of the "Nicosia Behavior Model (1966)" to the current comprehensive elaborations like Ajzen's "Theory of Planned Behavior (1991)", these models developed gradually to encompass the increasing complexity of the motivations driving purchasing behavior.

Nevertheless, within this dynamic continually-changing scenario characterized by fast-paced digital technology, artificial intelligence emergence, and the relentless pursuit of mass customization, a pivotal inquiry arises. How can traditional marketing models, such as those developed by Nicosia, Engel-Kollat-Blackwell, Howard-Sheth, and Fishbein-Ajzen, effectively address the complexities of modern marketing? Do these models possess the necessary flexibility to comprehend the intricate emotional dynamics of consumer behavior and incorporate technological advancements like predictive analytics and artificial intelligence? To what degree can they anticipate and adapt to the constantly evolving demands, expectations, and values of consumers?

At the center of this reflection lies a crucial query within the dynamic framework of contemporary marketing: How do models of the consumer decision-making process adapt and maintain relevance in a constantly changing atmosphere influenced by digitalization and the swift evolution of consumer behaviors? Our exploration will center on the entanglements between traditional heritage and constant adaptation in the quest to comprehend and affect consumer choices.

We will review the progression of marketing from traditional to digital, and then delve into consumer decision-making patterns and how they impact contemporary marketing strategies. Finally, our exploration will culminate in an evolutionary synthesis about the adaptability of decision-making models in modern marketing. Additionally, we will present a research model that outlines the influence of digitization on these decision-making processes.

1 Evolution of Consumer Behavior Models: Untangling the Nicosia, Engel-Kollat-Blackwell, Howard-Sheth, and Fishbein-Ajzen Models

The study of consumer behavior relies on comprehending the decision-making processes that guide purchasing choices (El gozmir.H, 2023) Models of consumer decision-making provide theoretical frameworks for analyzing and understanding these complex mechanisms (Halawany-Darson & agro, 2010). These models have developed to consider various factors in purchase decisions, ranging from initial stimuli to post-purchase responses.

In this section, we examine some of the significant models that have influenced research on consumer behavior. We explore how these models depict the different phases of the decision-making process, emphasizing the factors that affect consumer choices. From the initial modeling attempt of the "Nicosia Model of Behavior" in 1966 to the advanced sophistication of current models like Ajzen's "Theory of Planned Behavior" in 1991, each approach presents a distinctive viewpoint.

Throughout this investigation, we will explore how these models address objective aspects like perception, motivation, attitudes, and social norms, and how they fit into the larger purchasing decision-making process. All subjective evaluations will be clearly marked as such in order to maintain objectivity. Consistent and precise technical terms will be employed, and any technical term abbreviations will be defined upon first use. The structure of the piece will maintain a logical flow of information and include causal connections between statements. In accordance with common academic conventions, the piece will follow conventional structure, maintain regular author and institution formatting, and utilize factual and unambiguous titles. Clear, objective, and value-neutral language that avoids emotional or biased language, first-person perspectives, and ornamental language will be used throughout. Additionally, consistent citation styles and footnote formatting features will be followed, and filler words will be

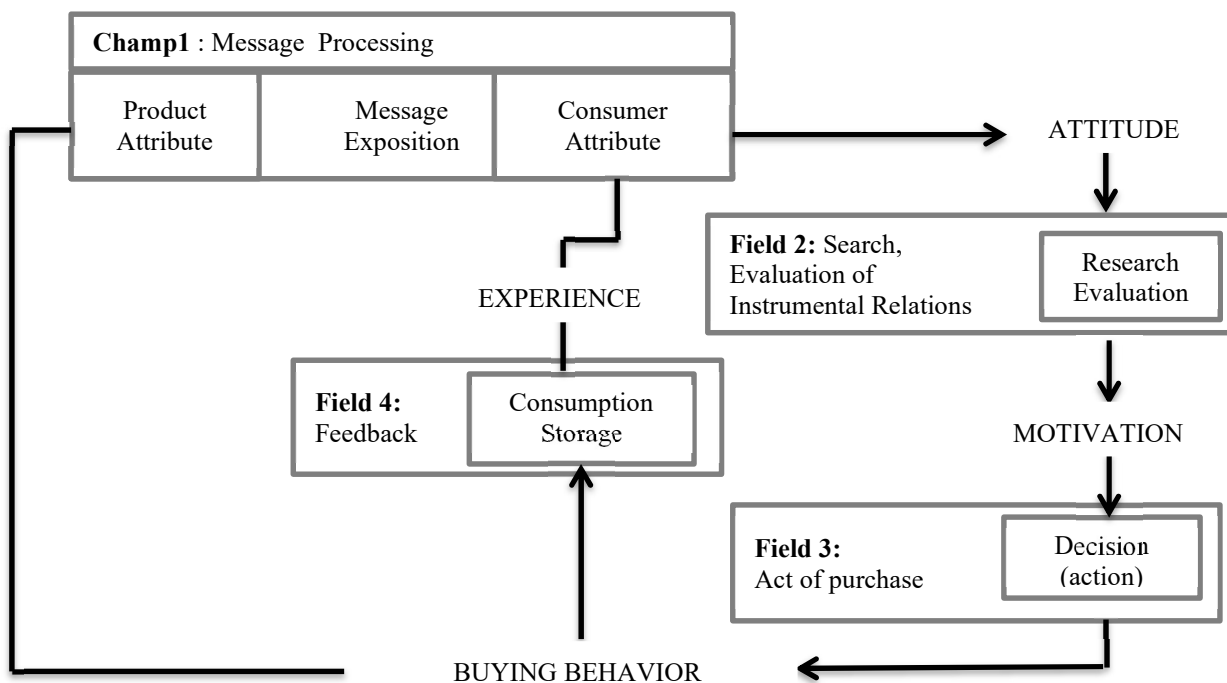
avoided. The language will remain formal, with hedging employed when necessary to clarify the author's position. Precise word choice will be prioritized, with subject-specific vocabulary utilized when it precisely conveys meaning. Finally, the text will be meticulously checked for grammatical correctness, spelling mistakes, and punctuation errors. Through careful analysis of these models, we aim to gain an understanding of how consumers process information and evaluate options, ultimately resulting in their concrete choices.

In brief, this section establishes the groundwork to scrutinize consumer decision-making models in-depth, emphasizing their significance in comprehending the motivations and behaviors that drive purchase decisions.

1.1 The Nicosia Behavior Model (1966): An Analysis of Advertising Information Processing and Its Impact on Consumer Preferences

The Nicosia Behavior Model marks the initial attempt to model consumer behavior, scrutinizing the processing of advertising information by consumers. The Model comprises four key fields that aim to analyze how advertising messages affect consumer preferences and behavior (refer to Figure 1 in the following section).

Figure 1: The Nicosia Model (1966)



Source: Nicosia dans Guichard et Vanheems (2004, P8-26)

The diagram shown above presents the four domains summarizing the process by which the consumer receives and assimilates information. The first domain pertains to message processing, where the consumer is exposed to advertising messages sent by the sender. Upon receiving the message, the consumer's attitudes are formed accordingly. The second section addresses the formation of motivation in the consumer after they have searched for information and evaluated the product or service mentioned in the advertising message.

In contrast, the third domain represents the conversion of motivation into a purchasing decision and subsequent purchase. Finally, the fourth area pertains to the documentation of all details related to the purchase and use of the product or service. This enhances the customer experience accordingly.

It should be noted that despite its contributions, this model is generally deemed to have limited applicability and effectiveness in analyzing consumer behavior, as noted by researchers (Guichard N and Vanheems R, 2004).

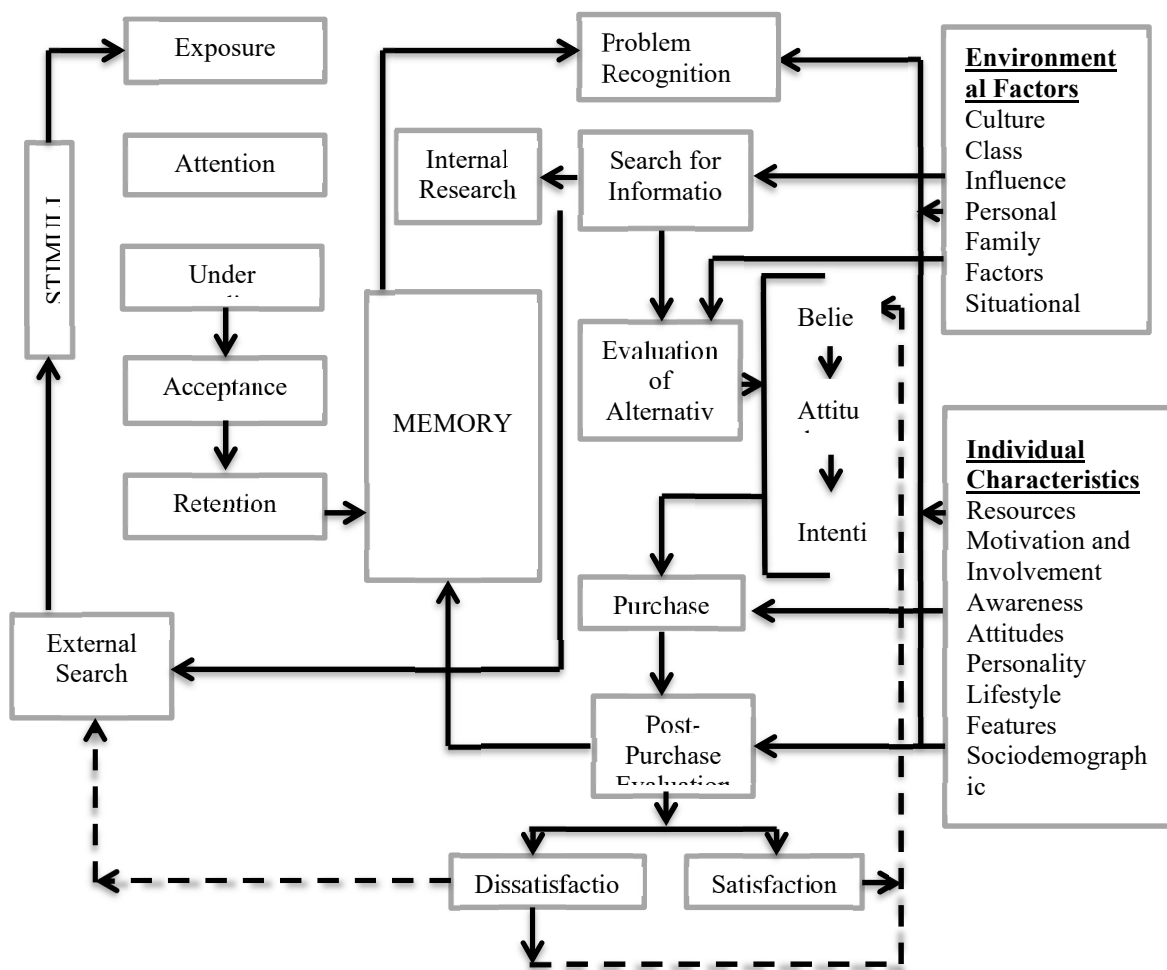
In summary, the Nicosia Behavior Model prioritizes interactive communication between businesses and consumers during the entire purchasing process. It underscores the significance of perception, research, attitude formation, and decision-making in consumer purchasing behavior. This model provides a dynamic and cyclical viewpoint of purchasing behavior, emphasizing the ongoing interaction between the two parties in the purchasing decision-making process. Nicosia aimed to describe and explain the consumer decision-making process of purchasing products or services through his theoretical model. Although developed by different researchers at different times, there are similarities between the models, which complement one another in their understanding of purchasing behavior. For instance, the Consumer Decision Behavior Model by Engel, Kollat and Blackwell in 1968.

1.2 The Consumer Decision Behavior Model of Engel, Kollat and Blackwell (1968): Analysis of the Key Stages of the Purchase Decision Process

Originally developed by Engel, Kollat and Blackwell in 1968 and revised by Engel, Blackwell and Miniard in 1990 and 2001, this model of consumer decision-making is a significant approach to understanding the purchasing process. The model identifies various stages involved when consumers consider making a purchase.

This model underscores the significance of comprehending the entire purchasing decision-making procedure, ranging from problem identification to post-purchase evaluation. It offers businesses valuable insights to adjust their marketing approaches and promotional communication at every stage of the procedure, with the aim of positively affecting consumers' purchasing verdicts (refer to Figure 2).

Figure 2: The Consumer Decision Behavior Model of Engel, Kollat and Blackwell (1968)



Source: Engel, Blackwell and Miniard (1990, p.481)

The diagram above displays the Consumer Decision Behavior Model developed by Engel, Kollat and Blackwell, which proposes that consumers are influenced by stimuli to which they are exposed and by exogenous variables related to their individual characteristics and the environment. Certainly, the process of decision-

making commences with the individual recognizing a felt need. After recognition, individuals actively seek information about a product to reduce the uncertainty of purchasing (Guichard N and Vanheems R, 2004). Subsequently, individuals collect information and compare it to other similar products in the market to form opinions and beliefs about different brands. At this level, various factors impact family purchasing decision-making, including family members, culture, and social classes. However, research suggests that family members, such as children (Bree J, 1990), adolescents (Fosse-Gomez M. H, 1991), and the spouse in decision-making dynamics within the couple (Divard R and Robert-Demontrond P, 1997), (Hui M. K. Kim C. Laroche M. and Joy A, 1997), have a significant influence on these decisions.

The consumer determines the product's purchase based on previous steps. Subsequently, upon buying and using the product, it generates a favorable (satisfaction) or unfavorable (dissatisfaction) evaluation of the purchasing experience. This process represents a post-purchase evaluation. However, the post-purchase emotional state has a direct and automatic impact on an individual's future purchasing behavior, as it is stored in their memory (Huang D. Jin, 2021)

Indeed, the model of consumer decision-making behavior has evolved and contributed to an improvement in the explanatory power of consumer behavior (Banytė J. Jokšaitė E. and Virvilaitė R, 2007). A notable factor is the integration of consumption into its field of application ((Hogg M. Askegaard S. Bamossy G. and Solomon M, 2006), (Roese N. J. and Olson J. M, 1993). In practice, analytical models primarily rely on the postulated rationality of consumer decisions, despite its disputed nature (Loudon D. L. and Della Bitta A. J, 1993). Nevertheless, consumers often exhibit unconscious behavior that cannot be precisely modeled (GG Erasmus AC Bishoff E. and Rousseau, 2002). Therefore, normative cognitive models (theories of reasoned and planned behavior) have emerged, emphasizing attitudes and beliefs as determining factors of consumer buying behavior.

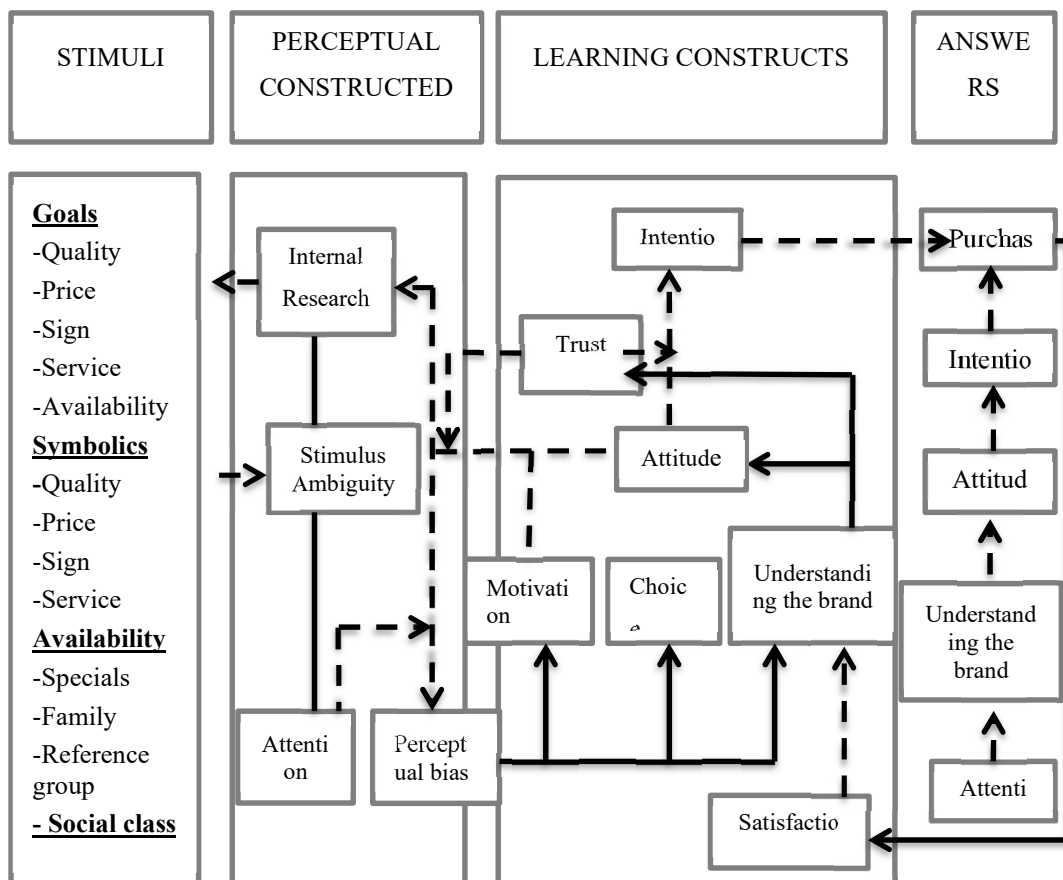
To summarize, Engel, Kollat and Blackwell's model examines the objective evaluation of stimuli, internal processes, and responses relating to purchasing behavior. In contrast, Howard and Sheth 1969 model offers increased accuracy by breaking down the purchasing process into distinct steps. This thorough analysis

highlights problem identification, information retrieval, assessing options, making a purchase, and post-purchase conduct as the critical stages of a consumer's buying process.

1.3 The Howard and Sheth (1969) Model of Buying Behavior: Analysis of Stimuli, Internal Process and Responses in Buying Behavior.

Based on the theory of learning or classical conditioning, this model is widely researched and has given rise to many applications. Its aim is to describe and explain how consumers choose different brands, highlighting three areas of analysis: stimuli, internal processes (constructed by perception and learning), and responses (consumer behavior towards the displayed product) (see Figure 3 below).

Figure 3: Howard and Sheth (1969) Buying Behavior Model



Source: Howard and Sheth (1969)

Based on this figure, it is observed that the stimuli are objective factors related to the characteristics of the product or symbols associated with the commercial aspect of the messages conveyed about the product or social benefits connected to the information coming from the members of the social group of reference (Guichard N and Vanheems R, 2004). It is important to maintain objectivity in the evaluation of these factors. Technical term abbreviations should be clearly explained when first used and a clear, concise, and logical presentation of information must be ensured with causal connections between statements. The text should adhere to conventional academic structure, formal register, and clear, objective language. Additionally, consistent citation, formatting, and footnoting must be applied while avoiding biased or ambiguous language. Lastly, precise word choice, grammatical correctness, and adherence to British English spelling and grammar are essential. In this model, the internal process serves as the focal point, analogous to a black box within an individual's brain in which all cognitive and perceptual processes occur. Howard and Sheth distinguished between perceptual concepts that designate the formation of biases and the search for information, and learning concepts that reflect purchasing criteria, motivations, and obstacles. The authors attempted to create an all-encompassing model for analyzing purchasing scenarios by categorizing three types of responses: cognitive (attention), affective (attitudes), and conative (purchasing behavior). Therefore, it is advisable to utilize the term 'buyer' rather than 'consumer' to avoid leaving out commercial purchases (Loudon D. L. and Della Bitta A. J, 1993). The proposed model integrates social, psychological and marketing influences (Howard, 1969) and highlights the significant asset created by the interaction of variables (Loudon D. L. and Della Bitta A. J, 1993) notably, the theoretical model for purchasing behavior by Howard and Sheth (1969) identifies various stages that consumers undergo when making purchasing decisions (Dalrymple DJ and Haines Jr GH, 1970). According to Neman T (1972), buying habits are influenced by consumer motivations, knowledge, attitudes, and patterns, alongside marketing stimuli like promotions, advertising messages, and prices.

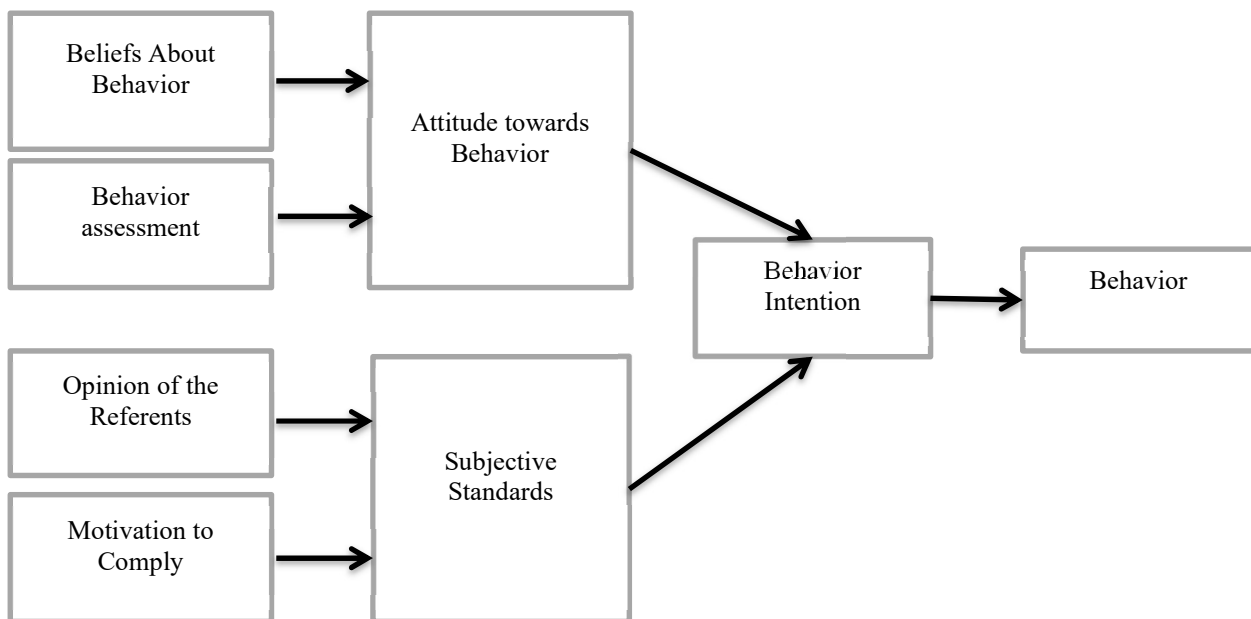
In conclusion, Howard and Sheth's model concentrated primarily on the purchasing process, analyzing the stages of problem recognition, information search, and

evaluation of alternatives, decision purchase and post-purchase behavior. However, in 1975, a novel model arose that emphasized the cognitive and emotional factors underlying attitudes and intentions. Technical abbreviations such as PMA, NPM, and CPM are explained upon their first use. The language is objective and devoid of ornamental or emotional verbiage. The text is grammatically correct with no errors in spelling or punctuation. This shift has facilitated the incorporation of a more profound psychological aspect in scrutinizing consumer behavior, providing a comprehensive grasp of purchasing decision-making and preference creation. This is indeed Fishbein and Ajzen's reasoned behavior model, which provides a thorough insight into the formation of attitudes and behavioral intentions. According to this model, individuals' attitudes towards an object, such as a product or a brand, are formed based on their beliefs and evaluations of its attributes. Bias and subjectivity are avoided, while precise language is used throughout. The language structure is coherent and grammatically accurate, and technical abbreviations are fully explained. Consistent citation and footnote style are maintained, while the use of filler words is avoided. Finally, the text adheres to conventional academic sections and maintains regular author and institution formatting.

1.4 Fishbein and Ajzen's Model of Reasoned Behavior (1975): Understanding Attitudes and the Influence of Subjective Norms on Behavior

The Reasoned Behavior Model, initially developed by Fishbein, examines the influence of an individual's attitudes and beliefs towards various aspects of an object on their overall perspective. The model was later expanded upon by Fishbein and Ajzen in 1975, resulting in the concept of reasoned behavior illustrated in Figure 4 below.

Figure 4: The Fishbein and Ajzen Model (1975): The Theory of Behavior, Reasoned



Source: Fishbein and Ajzen (1975)

This graph demonstrates that the Fishbein and Ajzen Model fail to account for both attitude formation and overall behavior. This is evident when considering subjective norms, which emphasize the impact of other peers on adopting certain behaviors. The individual's motivation to comply with group expectations determines these subjective norms.

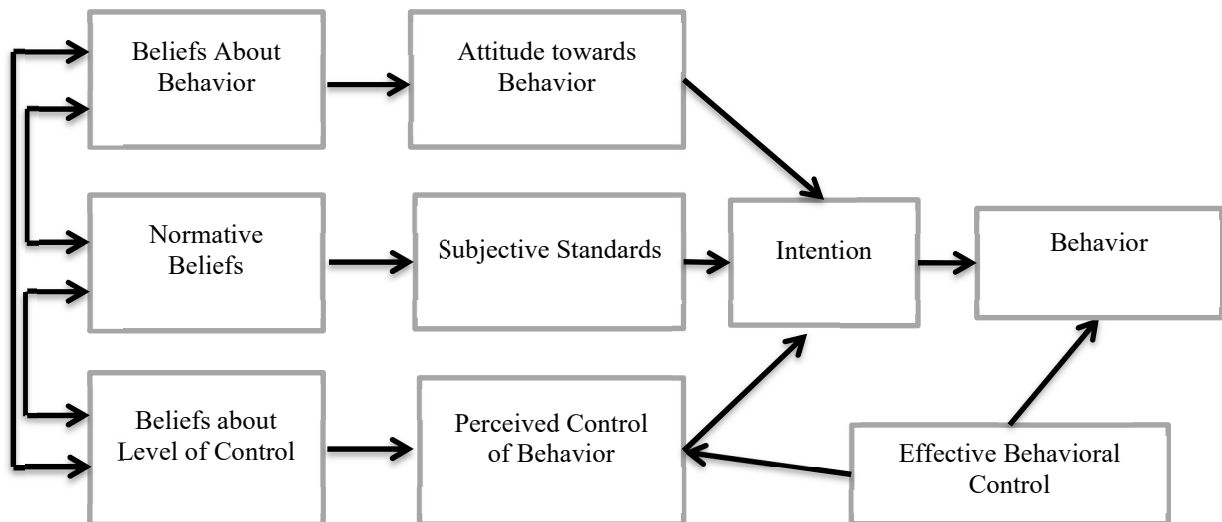
According to Fishbein and Ajzen (1975), the contribution of attitude and subjective norms to the formation of behavioral intention is not equal among individuals. This finding was subsequently confirmed by other researchers, including Lee and Green (1991). The example demonstrated that subjective norms have a greater impact on intention formation in collectivist cultures such as Korea, whereas attitudes are better predictors of intentions in individualistic cultures such as the United States. The authors' assertion of a strong correlation between purchase intention and behavior has been criticized as a key point in the research. Overall, the focus here is on objective reporting of the findings and avoiding the use of emotive or figurative language. This association is often considered oversimplified due to the constraints associated with the purchase circumstances (Oliver R. L. and Berger P.

K, 1979), (Sheppard B. H. Hartwick J. and Warshaw P. R, 1988). Despite the fact that actions are not always entirely controlled by the actor, it is essential to include a mediating variable between intention and behavior (Warshaw PR, 1980). This was later proposed in (Ajzen I, The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211., 1991) theory of planned behavior to address the inadequacies of the theory of reasoned action.

1.5 Ajzen's Theory of Planned Behavior (1991): Understanding Beliefs and Behavioral Intention

The theory of planned behavior is a development of the theory of reasoned behavior, which aims to clarify the function of intention in predicting behavior (refer to Figure 5 underneath).

Figure 5: Ajzen model of planned behavior (1991)



Source: Ajzen (1991)

Ajzen suggests that human behavior is influenced by three key factors: beliefs about behavior, normative beliefs, and control beliefs. Beliefs about behavior encompass an individual's beliefs and evaluations of the outcomes that can be achieved if a particular behavior is adopted. In contrast, normative beliefs reflect an individual's perceptions of the expected behavior of other group members, and their motivation to conform to those expectations. In contrast, control beliefs are associated with

beliefs regarding the existence of factors that can aid or hinder the enactment of behavior, and the perceived influence of such factors (Ajzen I, The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211., 1991).

Behavioral beliefs tend to generate positive or negative attitudes towards consumer behavior, whereas normative beliefs can stem from the perceived pressure of social norms or subjective norms. Regarding control beliefs, they contribute to the perception of behavioral control. This perception is based on the individual's attitude towards the behavior, subjective norms, and their perception of behavioral control, which then lead to the formation of behavioral intention.

The theory of planned behavior has exhibited its predictive validity through multiple analyses conducted at this level (Conner M. and Armitage CJ, 1998). Furthermore, this model is easy to comprehend as it can be applied to various behaviors (Lee C. and Green RT, 1991) Nonetheless, despite the intricacies of consumption situations and the impact of numerous factors on an individual's conscious and unconscious, this theory retains a considerably upbeat stance in comparison to others. Certainly, this model is founded on the hypothesis that consumers engage in cognitive processes prior to adopting purchasing behavior, despite the fact that relying solely on cognition disregards the potential impact of other influences such as emotion, spontaneity, and habit (Berkelaar EJ and Hale BA, 2003).

In conclusion, various explanatory theories on consumer behavior research aim to model behavior accurately and explore the processes of information processing in individuals. Nevertheless, these models have undergone significant improvement to assess consumer behavior as a whole, despite being impacted by several variables arising from the environment and the individual.

2 At the Crossroads of Marketing: Questions about the Adaptability of Decision-Making Models in a Changing World

In the complex marketing landscape, decision process models have long served as fundamental tools for understanding consumer behavior. However, as traditional marketing paradigms adjust to the emergence of new technologies and rapidly shifting consumer needs, the relevancy and efficacy of these models become critical issues.

Indeed, in traditional marketing contexts, these models have demonstrated their effectiveness by providing robust conceptual frameworks for interpreting the purchase decision process. However, their adaptability to modern marketing dynamics remains a critical question. Are they still viable in an environment where digital technology, artificial intelligence, and mass personalization are continuously redefining the rules of the game?

A fundamental question arises regarding their ability to comprehend the emotional complexity of consumer behavior. Can traditional models, which tend to focus on rationality, effectively incorporate the emotional elements that are becoming increasingly influential in modern purchasing decisions? Moreover, in a landscape where consumers actively seek authentic connections with brands, how do these models measure the impact of emotional experiences?

Rapid technological evolution poses an increasing challenge in light of constant advancements. How do these models incorporate concepts like artificial intelligence, predictive analytics, and extensive data? Do they possess the ability to interpret intricate online behavior, social network interactions, and complex customer journeys?

Can traditional models keep pace with evolving consumer needs? How do companies predict changes in consumer preferences, expectations, and values? Can they adjust marketing strategies in real-time or will they become outdated due to the constant need for responsiveness?

Moreover, in modern marketing, where omnichannelity and personalization are critical, how do these models cope with an environment in which clients engage with brands on multiple touchpoints? Can decision process models in marketing capture the fragmented and interconnected nature of contemporary customer journeys?

The continued relevance of these models depends on their ability to adapt to the challenges presented by modern marketing and technological evolution. In an ever-changing landscape, questions have been raised regarding their relevance, emphasizing the need for reflective analysis of their role and adaptation to a world where change is the only constant.

3 The Origins of Marketing: Analysis of Consumer Decision Models and their Influence on Current Marketing Strategies

To examine the durability of traditional models of consumer decision-making in marketing, let's explore their origins. Pioneers such as Nicosia's Behavioral Model (1966) and Engel, Kollat, and Blackwell's Consumer Decision Behavior Model (1968) established the basis by examining the process of consumer decision-making. These analysts examined the decision-making process, emphasizing interactive communication and purchasing stages. This examination led to a comprehensive grasp of the mechanisms governing customer activity and improved marketing tactics. The Nicosia Behavior model, for instance, noted the significance of interactive communication between consumers and companies. The importance of information exchange in the digital age cannot be overstated, as communication remains essential to brand-consumer relations (Jaadani, 2023). Additionally, Engel, Kollat, and Blackwell's Consumer Decision Behavior Model presents a holistic approach to the buying journey, identifying key stages that still hold relevance even with the emergence of digital contact points (Alaoui, 2020).

The significance of consumer decision-making process models in marketing development is undeniable as they are instrumental in comprehending the purchasing behaviors that steer corporate marketing strategies. These models present a methodical perspective of the phases that consumers undergo during the buying process, facilitating marketers in designing more precise and efficient campaigns.

Consumer decision-making process models offer a strong conceptual foundation for comprehending the motivations, influences, and criteria that drive consumer choices. These models, which outline the critical stages from recognizing a need to post-purchase evaluation, provide a valuable framework for anticipating and responding to market demands. It is crucial to identify the key causal connections between statements, adhere to a conventional structure, and use clear, objective language to ensure clarity and precision in academic writing. Similarly, recognizing distinctions in the decision-making process among diverse consumer groups (Marian, 2010), facilitates improved audience segmentation for organizations.

Furthermore, these models aid companies in crafting more accurate marketing strategies by comprehending the elements influencing each stage of the decision-making process. This permits marketers to customize their messages and communication channels for optimal effect. Another critical factor is the adaptability of consumer decision-making models to societal and technological transformations (Kotler, 2003). These models are flexible and can adapt to new trends and advances, giving companies the ability to anticipate changes in consumer behavior. With the emergence of new communication channels and evolving consumer expectations, these models serve as a guide for adjusting marketing strategies accordingly.

Despite their significance, these models pose challenges. Rapid technological advances, societal shifts, and outside factors can complicate comprehension of consumer behavior. Measures of particular elements like emotions or cultural influences (Pourmoezzi, 2019), may prove challenging to acquire objectively, potentially constraining model accuracy.

In conclusion, consumer decision-making process models are valuable in marketing development because they offer a detailed and structured viewpoint of purchasing behavior. These models are crucial for companies striving to comprehend, engage, and satisfy their target market. However, acknowledging their limitations is essential, and supplementing them with alternative approaches is necessary for a comprehensive understanding of the marketplace (Klabi, 2014).

4 Marketing Adaptability: From Traditional to Digital, an Odyssey of Relevance and Persistence

The persistence of traditional consumer decision-making models relies on their adaptability over time (Quirós-Gómez, 2020). These models have not become obsolete but rather changed to integrate new factors, including the increasing influence of digital technology on communication and the purchasing process (Chakor, 2019). This capacity to both evolve and maintain relevance demonstrates the resilience of traditional models in the ever-changing marketing environment.

The visionary contributions of pioneers like Nicosia and Engel, Kollat, and Blackwell continue to thrive through the persistence of traditional models, showing

that a deep and long-lasting comprehension of consumer behavior was laid by these experts. Their legacy lives on. The evolution of behavioral models, from Fishbein and Ajzen in 1975 to Ajzen's Theory of Planned Behavior in 1991, entails a shift from pure rationality towards greater regard for emotional facets, with an initial focus on attitudes, beliefs, and rationality (Sfetcu .N, 2020). Fishbein and Ajzen's model has been developed further with the integration of perceived behavioral control and subjective norms in the Theory of Planned Behavior. This updated model recognizes the critical influence of emotions on individual decision-making (Boissin, 2008).

The continuous evolution of consumer needs and technological advancements represent not only challenges, but also opportunities for innovation. In today's digital era, conventional business models must adapt to the constant market changes. The introduction of digital technology has led to the rise of mass customization (Carbonnel, 2017). Traditional models fulfill the need for personalization while companies rely on advanced data to anticipate individual preferences and offer tailored products and services.

Furthermore, predictive analytics and machine learning have become crucial tools for anticipating changes in consumer behavior (Tremblet, 2022,), providing a competitive edge through rapid strategy adjustments based on feedback, trends, and competitive changes.

Traditional models have also had to adjust to the emergence of digital channels and social media (Idrissi, 2019). To accommodate these changes, they have integrated these channels and acknowledged that consumer engagement has moved online. Therefore, establishing a strong presence on digital platforms is vital to maintaining an authentic connection.

The customer experience encompasses all touchpoints, whether they are online or offline. In order to promote a cohesive experience and reinforce brand image, traditional models have evolved into an omnichannel approach (L'houssaine, 2021). Additionally, in a world with high expectations for speed, real-time responsiveness has become critical. As a result, traditional models now include mechanisms for instantaneous reactivity, allowing for effective adaptation of strategies.

In the era of voice interfaces and conversational technologies, models are evolving to include new forms of interaction. Voice interaction introduces emotional expression, capturing subtleties that are absent in text-based interaction. Advanced voice recognition enables artificial intelligence systems to interpret emotional nuances, providing a comprehensive comprehension of behavior (Sadin, 2018).

This expansion of conversation deepens our comprehension of human behavior, uncovering emotional drivers and preferences. Current models incorporate these conversational features to more effectively anticipate and address user requirements. In conclusion, the key factor that drives success in both the understanding of human behavior and marketing strategies is adaptability. While traditional marketing decision-making models have shown impressive capacity for evolving, responding to changing consumer needs and technological advancements, models of human behavior have progressed from emphasizing rationality to acknowledging emotional aspects. This evolution is highlighted through the integration of voice interfaces and conversational interactions, providing novel insights into comprehending and predicting individual behavior in a world that is increasingly centered on technology and communication. Bringing together both observations, the ability to balance individual needs with the integration of advanced technologies defines the key to success. This enables marketing strategies to be guided by a robust roadmap in an ever-changing environment.

5 Evolutionary Synthesis: The Adaptability of Decision-Making Models in Modern Marketing

Decision-making process models currently confront a range of issues and challenges, constantly adjusting to remain pertinent in an ever-changing marketing landscape. Some models are adapting to include elements of digital marketing, artificial intelligence, and personalization, in order to align with modern marketing dynamics. As an essential component of effective brand management, digital marketing fosters trust between consumers and brands and optimizes brand loyalty (Joël, 2018). Marketing professionals are leveraging digital channels, including the internet, email, cell phones, and digital TV, to achieve a range of objectives, from acquiring new customers to enhancing customer service (Sohir.Y, 2021).

The intricate emotional facets of consumer behavior pose a significant hurdle. Some traditional models incorporate emotional factors into their parameters, while new models focus on understanding consumers' emotional responses (Barzi, 2022). Integrating emotional intelligence into models is crucial for a more comprehensive understanding of the purchasing decision process.

Rapid technological progress is being tackled by integrating advanced concepts, such as artificial intelligence and predictive analytics. There is continuous improvement in the models for purchasing decision-making, which capture the intricacies of online activities, social media interactions, and complex customer journeys (Lemoine J. F, 2015), Keeping up with technological advancements necessitates perpetual agility.

However, due to the rapid evolution of consumer needs, certain models have integrated real-time updating mechanisms. Dynamic algorithms can predict adjustments in consumer preferences, expectations, and values, guaranteeing that marketing strategies remain continuously responsive.

With regards to omnichannelity and personalization, models adopt a more comprehensive approach. By using data collected from various customer touchpoints, businesses can capture the intricate and interconnected nature of modern customer journeys (L'houssaine, 2021). Real-time analysis of this information enables businesses to adjust their strategies and provide a more personalized and seamless experience.

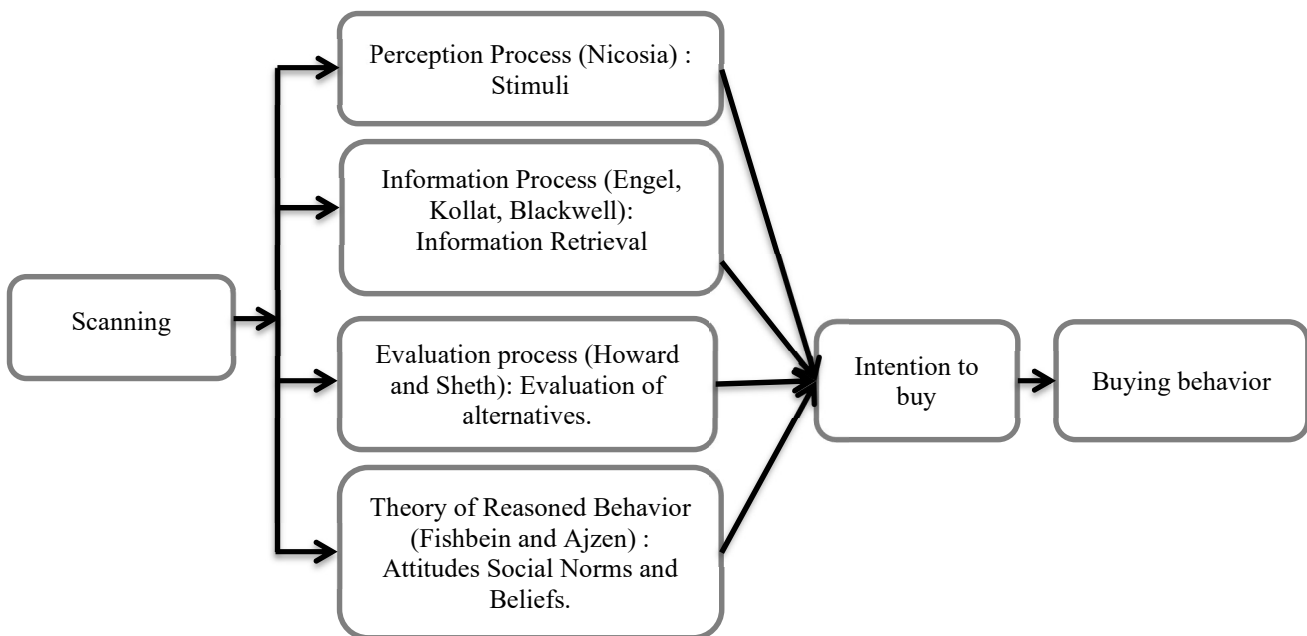
In summary, purchase decision-making process models are adapting to address the inquiries and obstacles presented. Technological innovations, emotional insights, and real-time adaptation mechanisms are incorporated to maintain their effectiveness as tools in contemporary marketing (Marzouki, 2023). However, their continued success relies on their ability to remain flexible and innovative in response to the constant changes in the marketing world.

6 Rethinking the Buying Experience: Presentation of an Innovative Theoretical Model in the Context of Modern Marketing

In modern commerce, comprehending the decision-making process is imperative for firms aiming to positively affect consumer behavior. Developing decision-making process models that encompass the intricate interactions amid external

stimuli, psychological factors, and social influences is crucial for this comprehension. In the face of rapidly evolving technologies, changing consumer preferences, and societal trends, there is an urgent need for agile and comprehensive models. With this in mind, this proposal introduces an innovative model for the decision-making process, highlighting a holistic approach that integrates both traditional and emerging dimensions of consumer behavior. Please refer to the figure below for a visual representation.

Figure 6: Purchasing decision model integrating digitization aspects.



Digitization significantly influences the consumer's decision-making process in its various phases and brings notable changes to the traditional framework established by models, including Nicosia, Engel, Kollat, Blackwell, Howard and Sheth, as well as Fishbein and Ajzen's theories of reasoned behavior.

Indeed, in the context of the perception process (Nicosia), which traditionally focused on stimuli from conventional sources such as advertising, digitization now introduces close interaction with digital stimuli. Consumers are exposed to diverse information from social media, online advertising, and other digital channels, which alter their initial perception. The process of information, as described by Engel, Kollat, and Blackwell, is currently expanding significantly due to the wider range

of channels available to consumers thanks to digitalization. Consumers are actively exploring digital platforms to search for relevant information, which in turn influences how they collect, evaluate, and integrate this knowledge into their decision-making process.

Similarly, the stage of assessing alternative options in consumer evaluation, which was incorporated into the appraisal process as per Howard and Sheth, now heavily incorporates digital elements such as online reviews, algorithmic recommendations, and social media influence. These digital factors contribute to the complexity of consumers' product and service evaluation process, impacting their ultimate choices. In accordance with Fishbein and Ajzen's theory of reasoned action, digital interactions have a significant impact on attitudes and social norms, which are crucial in shaping behavioral intentions. Online opinions, digital testimonials, and social media-influenced norms shape consumers' attitudes and behavioral intentions.

In summary, digitization acts as a catalyst for transforming every aspect of the consumer decision-making process. The increasing impact of digitalization leads to significant alterations in consumers' perception, evaluation of alternatives, and intention formation. Such dynamics radically transform the way individuals interact with the market and make purchasing decisions.

Conclusion

Our exploration of consumer decision-making models has revealed their important function in comprehending the multifaceted connections responsible for purchasing decisions. Models such as Nicosia and Engel, Kollat and Blackwell, along with current advancements integrating emotions and technology, have strongly influenced the marketing industry. However, the traditional models passed down from pioneers are receiving scrutiny in today's ever-changing and dynamic marketing environment. While they are effective in traditional marketing, grounding an understanding of the buying decision process, their ability to adjust to modern dynamics sparks legitimate concerns.

The emotional complexity of consumer behavior, often disregarded by conventional rationality-based models, presents a significant challenge. Furthermore, rapid technological advancements introduce additional complexity.

Thus, it is essential for models to adapt their structure and incorporate concepts like artificial intelligence, predictive analytics, and vast data sets. Additionally, they need to possess the ability to interpret online behaviors, social network interactions, and intricate customer journeys. The rapid evolution of consumer needs raises concerns about the agility of traditional models. Anticipating changes in consumer preferences, expectations, and values is crucial for their flexibility. This is especially important in a modern marketing context that demands constant responsiveness.

In an environment where omnichannelity and personalization are a necessity, traditional models must adapt to the reality of consumers interacting with brands across multiple. Understanding the fragmented and interconnected nature of modern customer journeys is becoming increasingly important. Additionally, the evolutionary synthesis underscores the necessity for decision-making process models to be adaptable in the ever-changing landscape of modern marketing and its various challenges.

However, an innovative theoretical model that identifies the effects of digitization on each stage of the consumer decision-making process is crucial for improving the worth of our research and reflections. This model aims to comprehensively incorporate both traditional and emerging aspects of consumer behavior, emphasizing the significance of a comprehensive approach to comprehending and positively impacting consumer behavior in our current world.

In conclusion, the success of decision-making models in an ever-evolving marketing world hinges on their adaptability to change. Models must be agile enough to incorporate technological advancements while simultaneously understanding the intricate emotional complexities of consumer behavior. Striking a balance between tradition and innovation, decision-making models play a critical role in comprehending and meeting market needs.

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