

## **Predicting Buying Behaviour**

A Guest Lecture on Predicting Buying Behaviour was conducted on August 8, 2014 by Mr. Apurv Chauhan, Researcher at Department of Social Psychology at London School of Economics and Social Science (LSE). He also teaches courses in Sociology at LSE. He holds a B.A. and M.A. in Psychology from University of Delhi and an MPhil from University of Cambridge, UK.

The enthusiastic minds of the first year wanted to imbibe maximum from a person of his calibre. Therefore they turned up in full strength. The discussion started with the very basic 'attitude' and went on to 'cognitive dissonance'. The students fired a bevy of responses which were summed up as attitude being a predisposition to act, a set of beliefs influenced by the environment and developed by reinforcement. On delving deeper into opinion surveys the futile nature of these was found out and the progressive rating scale was introduced to the inquisitive minds. In this kind of a survey the first question is such that it is definitely true and the last question is such that it is definitely false. To increase the effectiveness of these surveys naturalistic observation can be used.

The latter half of the lecture stressed on what an uphill task was it to change people's attitude and how persuasion was both an art and a science. Three techniques namely foot in the door technique, low ball technique and door in the face technique were discussed.

Human mind is complicated to understand. There are two thinking routes that our mind can take: Central route and the Peripheral route. Something that entices you intellectually is processed by your central route and a glamorous product sets your peripheral route thinking. Consumers create a perception about a product either by creating a mental structure of preconceived ideas called schema or by creating a prototype of the object that is commonly used. Apurv enlightened the students regarding Heider's 'Balance Theory' which highlights the fact that the human mind develops relationships with their environment and what other people perceive. This was definitely food for thought for the hungry young minds. The students at Global Business Operations are looking forward to more such guest lectures to gain the maximum.