

The Influence of Availability Bias in Marketing Strategy on People's Shopping

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Abstract. This paper mainly explained the influence brought by availability bias. The effect of availability bias can be significant, so it's used widely in advertising in many ways. So this essay discusses the likely effect of availability bias on consumers. Some advertisement that are related to availability bias are listed and evaluated. The questionnaire method was used by the team to conduct an investigation and thus reach the final conclusion. The research is aim to find out the negative effects of availability bias in advertisement and try making the public avoid it.

Keywords: accessibility; marketing strategy; the impact of bias.

1. Introduction

The availability effect which was first mentioned and claimed in 1974 in a book called "Thinking Fast and Slow" by Kahneman and Tversky. It's a type of heuristic bias, meaning that people tend to judge the likelihood of an event based on cognitive availability.

With the rapid development of e-commerce, online and offline consumption patterns are gradually diversified, and consumers are gradually faced with more uncertainties, resulting in the emergence of consumer behaviours that violate the assumption of "rational man".

With the flourishing of marketing and promotion, the factor of "availability bias" has become an important component affecting people's consumption behaviors. In marketing strategies, for example, companies can exploit usability bias to increase their profits [1].

By over-emphasizing the disadvantages of not buying a particular product, they can convince customers that they need that product more than they really do.

Therefore, the special research of this paper starts from the essential influence of the application of enterprises and consumers, and the existence of cognitive bias will lead to a certain degree of limitations in the purchase plan and then affect the final purchase decision of consumers.

Finally, this paper expounds on the value of the research from the theoretical and application aspects and points out the limitations of the research and the prospects for future research.

2. Research Contents

2.1. Why Consumers are Affected by Availability Bias

In behavioral economics, we assume that people often use imperfect heuristics to make decisions and judgments under uncertainty, rather than weighing all relevant factors.

Fast heuristics allow us to make decisions quickly without spending time and effort considering all the details, so availability bias arises [2].

In the shopping experience of consumers, almost all the subjective cognition of products is closely related to the marketing of manufacturers. A large number of repeated stacked advertisements and manufacturers' marketing will deepen the impression of consumers on products and deviate their subjective cognition, thus leading to the forgetting of their original positioning and measurement of

the value of the products, because the circulating information leaves a deep impression on the consumer's brain.

2.2. The Necessity of Availability Bias in Modern Marketing Strategies

In marketing, repetition aids in ingraining the brand and product into our minds. Advertising campaigns that are more successful will point out a problem and offer their product as a solution.

It is challenging for a product to stick out because many commercials are simple to forget. This is why advertisers frequently repeat the same advertisement to ingrain the visual in our minds.

The advertisement draws the customer's attention to the availability impact problem. For example, if someone watches ads, they will play the same ads over and over. Advertising may not necessarily be of any benefit, but it is the consistency that affects the customer's brain.

We get used to seeing the same ads every day. So when we go to the mall, that memory is stored at the forefront of our minds, whether consciously or subconsciously.

3. Literature Review

3.1. Concept Definition

Availability bias A common cognitive bias, a type of heuristic bias, means that the more readily available or easy to think of a situation (for example, it happened recently, or it happened so often that people are particularly impressed), the more likely people will judge it to have occurred [3,4].

3.2. Literature Review on Availability Bias

In marketing, repetition helps embed brands and products in our subconscious. More effective marketing ads will identify existing problems and present their products as solutions.

Because many advertisements are easily forgotten, it is difficult for a product to stand out. This is why marketers often show us the same ads over and over again to keep that image in our memory.

3.3. The Combination of Availability Bias and Consumption Behavior

Using Psychological Attributes in Marketing Strategy provides an in-depth analysis of a company's marketing elements and leverages consumers' psychological elements to influence behavior through their promotional strategies, aiming to demonstrate various aspects of psychology and their impact on consumer behavior.

In order to understand shopper behavior, it is essential to understand the decision-making process and reach consumers at the moments that most influence their decisions. Heuristics are a key concept in understanding shopping psychology.

Usability heuristics can be used in marketing to provide examples of the benefits your product provides, making it easier for potential customers to imagine the benefits they could have obtained if they had chosen. By giving potential customers a taste of their experience with your product, we not only inspire consumers' imaginations but also imprint in their memory the connection between your product and the subsequent attractive results they are capable of achieving. positive association.

Researching what the target firm's customer base really wants from that firm's product or service is critical to understanding how this heuristic can help the marketing research process by informing the firm's overall marketing strategy.

For example, media publishers often exaggerate stories to make them more exciting. This can lead to inaccurate guesses about the potential likelihood and risk of an event [5].

4. Case Analysis

4.1. Case Introduction

The successful advertising campaign conducted by the car brand Volvo in 2013 introduced attention and research on the divergent influence of availability bias in the form of touch advertising. The use of stunt actors in the film generated a lot of media traffic in a compelling way, which ultimately made it one of the most representative marketing cases of a car brand in the same year.

This paper will focus on combining targeted research in recent years (2019) and advertising itself (2013) to carry out a combined analysis of cases and theories.

The 2013 Volvo car advertisement did not show any direct emotion; instead, it used the stunt advantage of JCVD actors, and the difficult stunt of one shot to the end without editing and retouching made this advertisement deeply impress the masses. Although the audience may not associate the enhancement of the precise reverse steering system proposed by the Volvo Car brand in the 2013 advertisement with the special effects task in the film, it has greatly increased the information availability of the Volvo brand in the category of "cars". Advertising designers try to use "vivid" as their keyword and constantly improve the sense of the existence of this keyword in the sound, vision, and behaviour of the film. In fact, this is also a bold attempt at this scheme. In the emphasis on the keyword "vivid", the designer tries to stimulate the audience's high-frequency attention to the information subject in the film, so as to strengthen the availability of this information to the audience [6].

4.2. Case Analysis

4.2.1 Case Introduction

Availability bias in business applications is one of the representative of a large number of repetitive/touch sexual advertising and marketing. When we mention touches of advertising, that means vivid, from the heart, making the person produce the feelings, not just display or describe them [5].

This vividness can build psychological availability for the brand by making memories and associations more accessible.

Even though availability bias may cause us to make some questionable decisions, it does not prevent it from being an important application bias that dominates marketing. Understand the trinity of "timeliness, vividness, and familiarity" and explore how they can be used to build availability for the brand, or to improve the rational mind's reliance on this heuristic and find ways to undermine it [7,8].

4.2.2 Principle Analysis

The human brain tends to retain information that feels familiar or personal. This makes the availability bias a self-fulfilling prophecy. When people see that it is recent information, they become more familiar with it and begin to see it everywhere—known as the Baader-Meinhof phenomenon. For advertisers, attracting attention to video marketing stimuli is critical to building and refreshing consumers' brand memories and increasing their propensity to buy.

4.2.3 Data Analysis

There is an interesting edge here to exploring the role of familiar brand use on attention and recall. A 2019 study (Journal of Business Research 2020, Simmonds et al.) found that research shows that brand users are more likely to recall advertisements, which may indicate that brand users are more likely to recall advertisements than potential new customers, who are more likely to attract the attention of current users [5].

To test whether prior brand use moderates the effects of visual attention on recall, infrared eye-tracking collected gaze data from nearly 700 participants who watched 64 video ad campaigns. The results show that brand users and non-users can give similar levels of visual attention; what matters

is how the effectiveness of this attention differs between the two groups. The effects of visual attention on recall were moderated by prior brand use; light and non-users who paid more attention had better recall. However, for heavier users, this effect is non-existent. These findings underscore the importance of developing ads to capture the visual attention of potential customers [9].

5. Analysis of the Harm of Availability Bias

5.1. Introduction of Questionnaire

To collect the data efficiently, the group put out the questionnaire. The questionnaire begins with simple questions from everyday life and progresses to some classic cases of availability bias.

The group started from the gender and age of the participants and separated data into different kinds of groups, then continued from subjective intuition of life experiences. The consultation and investigation of cases of availability bias in life events and shopping practises were conducted in the form of single choice or multiple choice tests.

5.2. Data Analysis

Up to 2022.9.12 23:00, 67 pieces of questionnaires were collected in total, the diagrams below illustrate the data:

The information about the interviewers are listed in Table 1 and 2; Table 3 is about some daily factors and circumstances that interviewers might have encountered about availability bias; Figure 1 to 3 is the research about some identical brands on ice-cream, drinks and clothes; While Table 4 and 5 is about the grades from interviewers about the extent of how likely any of the events given in the questionnaire about the availability bias might happen.

Table 1. Gender

choices	numbers	proportion
Male	36	53.73%
Female	31	46.27%
Total numbers	67	

Table 2. Age

choices	numbers	proportion
Under 18	25	37.31%
18~25	29	43.28%
26~30	3	4.48%
31~40	2	2.99%
41~50	6	8.96%
51~60	1	1.49%
more than 60	1	1.49%
numbers in total	67	

Table 3. Have you ever meet such situations below in daily lives?

Choices	Numbers	Proportion
You usually notice certain good's advertisement, you feel like it's in anywhere	38	56.72%
A hot little secret that you just know is soon revealed by a friend, or you see a similar plot in a novel.	29	43.28%
You always feel like you're going through a situation that you've experienced before.	56	83.58%
Total numbers	67	

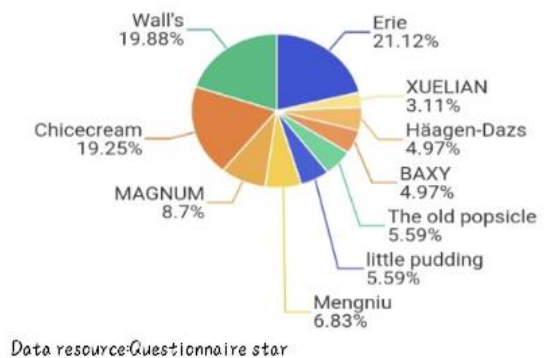


Figure 1.10 most popular ice-cream brand

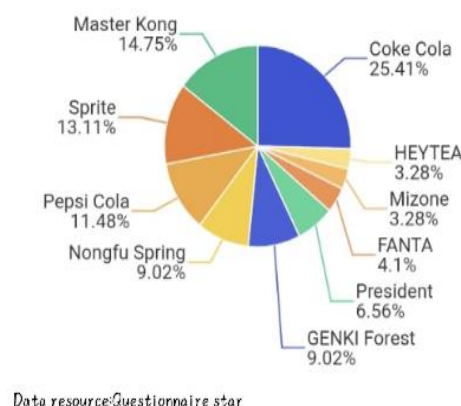


Figure 2.10 most popular drinks brand

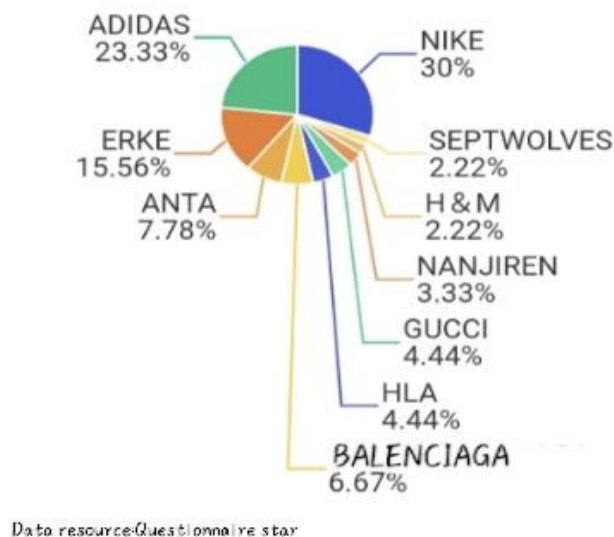


Figure 3.10 most popular clothing brand

Table 4. Which of the following modes of travel do you think is most likely to cause traffic accidents? Please arrange them in the order from the largest to the smallest. 1 is maximum, 6 is minimum.

Choices	Average Score
Cars	4.84
Bicycles	3.49
Aircrafts	3.1
Ships	3.09
Trains/Underground	2.58
Walk	2.15

Table 5. Which of the following animal attacks do you think cause the most human casualties each year? Please sort from largest to smallest, with 1 being the largest and 6 being the smallest.

Choices	Average Score
Wild boar	4.46
Wolves	4
Sharks	3.34
Elephants	2.99
Rhino	2.99
Horses	2.46

According to data coordination and analysis, the group found that in the fourth question, several answers with the highest frequency of frequency were brands that pay special attention to advertising marketing strategies. This is particularly obvious in ice cream, beverages, and clothing brands. In the 5th question, people's most commonly used transportation is a car, so car accidents are the most prone to traffic accidents; in the 6th question, wild boars and wolves are the most common wild animals that people see, so they think they are the easiest to be easier. causes human casualties.

In summary, people always use the information they have mastered as the best priority criteria for judging a situation. This kind of availability bias is also the method of marketing and advertising.

6. Countermeasures and Suggestions for Avoiding Availability Bias

6.1. How to Avoid Falling into the Availability Bias Trap

The availability heuristic enables individuals to make judgments more quickly. However, it also makes it more likely to make bad choices. Additionally, it keeps your cognitive biases the same.

Even though overcoming the availability heuristic might be challenging, it is not impossible. Here's how to overcome the availability heuristic and make more educated decisions [10]:

Always remember base charges while making judgments approximately probability.

The common occurrence of something within a given population is its base rate. For instance, around 10% of humans are left-handed. In the absence of additional pertinent information, this will be correct in assuming that 1 in 10 random humans are left-handed. When estimating the probability of something, try and study the bottom rate.

Take the time to think before making a decision.

The entire purpose of heuristics is to store the time and strength required to research a number of facts and construct a judgment. But, as we generally tend to constantly say, this can not construct a sincere name while any longer taking time to assume. There's no path for that.

Go back and revisit the old information.

Even if you consider everything important, it is a good idea to go back and refresh your reminiscence of relevant data before making a decision.

Seek input from others

No one person keeps all of the answers. But sometimes, everyone has a touching piece of the jigsaw. We want to talk overtly with others to piece the jigsaw puzzle together.

When we are seeking the opinion of others, we open ourselves up as one-of-a-kind minds and thoughts. This openness is an outstanding manner in which to use all of the assets available.

We can appreciably enhance our decision-making via the means of gleaning records from others. The immediate impact of looking for and entering thoughts from others is a beneficial effect of human connection. It additionally enables us to maintain an open mind.

Clear your mind.

When our minds are clogged, it is difficult to make unbiased and balanced decisions. If you're thinking about the latest drama from your favourite sitcom, it's time to declutter.

We must now no longer underestimate the significance of clear thoughts for powerful decision-making. In fact, clean thoughts allow us to keep away from the supply heuristic.

We can obtain this in numerous ways:

Medication and yoga.

Exercise.

Good quality sleep.

Change of scene.

Music as a distraction.

Get out in nature.

Switch off devices.

Breathing exercises.

7. Conclusion

Through the research, we have found an efficient method to carry out further investigations, which can be illustrated by giving out questionnaires.

After the research, we achieved our final results through data analysis. Availability is a pervasive mindset and an imperceptible psychological phenomenon that can lead consumers through their consumption process to some pitfalls by misleading their impressions of specific products in a variety of ways.

Further improvements can still be made based on our current research and analysis. More data can be covered if needed in the future.

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