



Consumer Behavior

MKT_344 (SEC_07)

Group: Electronics

SUBMITTED TO:

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Date of Submission: 23rd August, 2019

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Letter of Transmittal

August 23, 2019

Israt Jahan Linda (IJL)

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Subject: Submission of report on consumer behavior theories application in IMC.

Dear Ma'am,

We are pleased to submit this report of the course MKT 344 titled "Consumer Behavior Theories Application in IMC activities" due August 13, 2019. The purpose of this report is to apply and relate the theories we have been taught to actual marketing ads and campaigns, and be able to understand their application.

Our objective was to implement the lessons learned in our Consumer Behavior course under your mentorship. We have put in effort to create the report in accordance to the guidelines presented by you and hope you will be pleased with the content of it.

It will be our pleasure to answer any queries you have regarding this report. Thank you for giving us this opportunity to present a practical view of our learning outcomes

Sincerely

Aleef Ahmed

Dewan Tanjil

Alif Rahman Khan

Shafiqul Islam

Sharif Hossain

Executive Summary

Consumer behaviour deals with the different theoretical aspects of consumer's personality. Here in this report we have considered different theories of consumer behaviour for electronic products both local and global. We took jamun electronics hicon tv LG innovation story Nikon cameras and okkapia TV etc many other electronical brands. It gave us a very clear idea how consumer behaviour works in terms of marketing and how it varies person to person. The project has tremendously brought a changed thought process of making refined marketing communication decisions thinking in terms of differences in personality, perception, attitude and behaviour

Table of Contents

Compliant Personality (Neo-Freudian Theory)	5
Aggressive Personality (Neo- Freudian Theory).....	7
ID (Freudian theory).....	9
Super Ego (Freudian theory)	11
Need for Uniqueness	13
Dogmatism	15
Benefit Segmentation	18
Need for Cognition.....	20
Visualizer	22
Verbalizer	24
Conclusion.....	26
References	27

Compliant Personality (Neo-Freudian Theory)

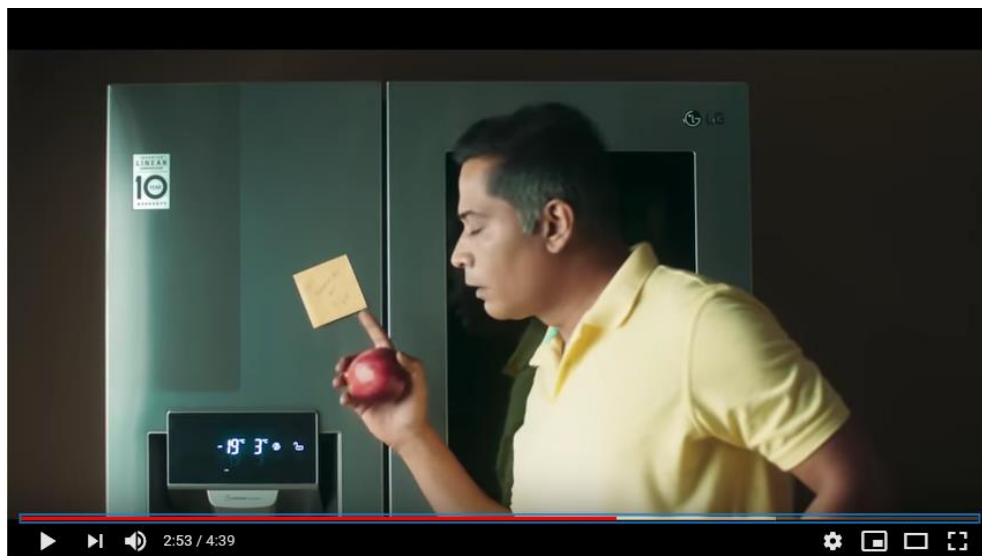
A person having compliant personality has a tendency to be liked by others, move towards them. The compliant personality has a dominant need and desire to be loved, wanted and appreciated. This type of personality work to make others pleased and satisfied. The care and are cared.

International Example:

LG Innovation Story - Brand Film 21 Years Celebrations

In this ad, a boy got 3 out of 100 in math exam. Her father insulted him and he left home. He grew up, got family and children. One day her daughter found that script and motivated his father to learn mathematics again. She taught him, took a test and mailed her grandfather the script. Then the grandfather did realize his fault and visited his son with full family. Finally, they had a happy get together. And the company viewed their products in the whole story time as they were related to love and coming closer.

YouTube link: <https://www.youtube.com/watch?v=O8jHf6cwWB0>

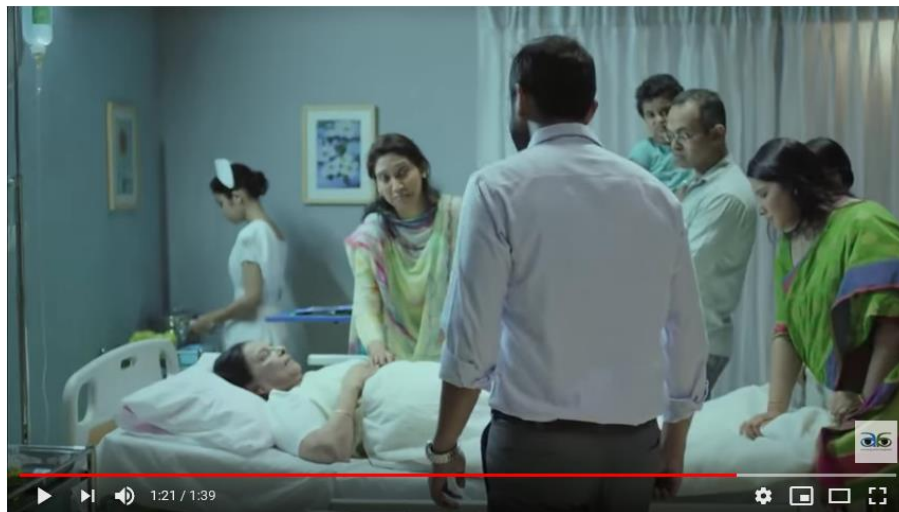


Local Example:

Okapia Maa TVC Mayer Jonne Valobasa

In this ad, the company shows a mobile which has an emergency button. The named is as “Okapia Maa”. The mother gets sick and pushes the emergency button. The family get notified and admit her to the hospital. It was about caring and staying closer.

YouTube link: <https://www.youtube.com/watch?v=foleJlfAfWE>

**Non marketing example:**

My mother hardly keeps special schedules in weekends. Because she knows I would go home in weekends and she wants to spend as much as her time for me and with me.

Aggressive Personality (Neo- Freudian Theory)

Aggressive personalities are fundamentally at war with anything that stands in the way of their unrestrained pursuit of their desires. The person having aggressive personality move against others, they desire to win and excel admiration. Also their interests include being the boss, moving to positions of leadership, assuming command, undertaking huge responsibilities, wielding power, competing with confidence and never backing away from a fight.

International example:

Nikon D7200: The Road Less Travelled

In this ad, the company shows adventure and risky terms and using their products.

YouTube link: https://www.youtube.com/watch?v=P4K_8QQaprl



Local Example:

Esquire Electronics (General Air Conditioner)

In this ad, a man wants to buy an AC and asks for several company. Offering companies offered many things but couldn't satisfy him. Finally Esquire company arrived and proved them best.

YouTube link: https://www.youtube.com/watch?v=zsOSqBR3_tI

**Non marketing example:**

My nephew prefers going early to the school because if he goes early, he can sit in the first bench and can be focused to the teachers.

ID (Freudian theory)

This is the most basic part of the personality. It also represents our most animalistic urges like the desire for foods. People having ID wants immediate satisfaction for their wants and needs. If this needs or wants are not met people can be tense anxious and angry.

Local ads:

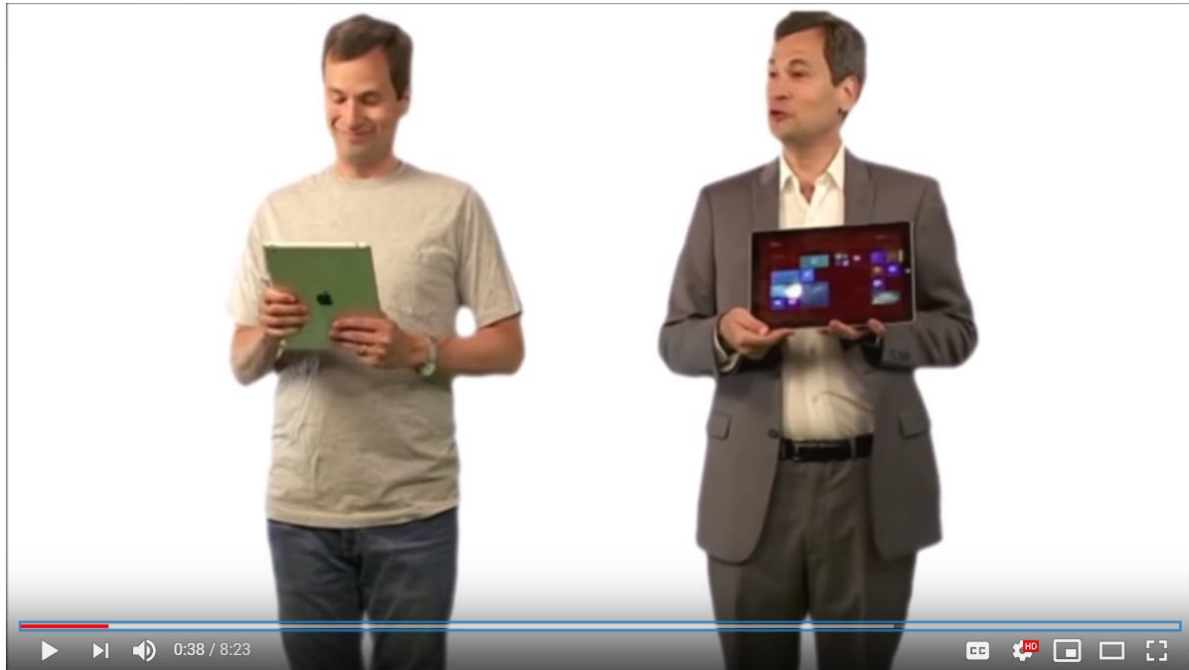
[https://www.youtube.com/watch?v= FVV9du6hFU](https://www.youtube.com/watch?v=FVV9du6hFU)



In this ad of Hicon tv that guy is very anxious about his tv set and he wants a better one and as per his needs he chose to buy hicon tv and that is an instant solution to his needs. And that met the characteristics of a person with id personality.

International ads:

<https://www.youtube.com/watch?v=t7s4gVOO4ys&t=211s>



In this ad of Microsoft. One guy trying to convince an apple user that Microsoft surface is better than iPad from every aspect but the apple user is not agreed to believe that even after knowing the truth. Because he has an iPad and he is only concerned about it and that's the sign of id personality.

Non marketing example:

People stuck in the traffic want to move their own car before anyone else are having id personality. Because they are only concern about their own cars and opportunities.

Super Ego (Freudian theory)

Super ego the expression of an individuals towards the society and its base on norms and values morals and judgments about write or wrong. They take decisions based on moral values.

Local example

<https://www.youtube.com/watch?v=42hEaUu7DKI>



This ad of Walton show that a little word “sorry” has a huge impact on any situation. It can turn any bad situation into good. And this comes from the social value and the ability to judge between right and wrong and the characteristic of super ego.

International ad:

Best Canon Commercial 2014 Eyes

The campaign “no one see it like you” has a positive vibe that influences the people because the surroundings of you is how you see it. You have to have the ability to see beauty in everything and then you can bring positivity and happiness for others. That’s what super ego states, Positivity the ability to judge between right or wrong norms and social values.

NON-MARKETING EXAMPLE:

Alam knew that throwing unused electrical battery in the open place is harmful for the environment so he decided to recycle it into something useful.

Need for Uniqueness

Consumers who avoid appearing to conform to expectations or standards of others. In the simplest way we can say that peoples who wanted to look unique unlike other peoples.

Local Example: <https://www.youtube.com/watch?v=udI9ZN4RZzE>



In this TVC by showing an attractive girl wearing colorful dress among all other people wearing normal dresses they want to reflect the uniqueness of that girl. They relate the Walton LED TV with the girl saying that it has DBEF backlight support, stylish outlook, Dolby digital sound system & high contrast picture quality which is very unique as a Bangladeshi product.

International Example: <https://www.youtube.com/watch?v=Dd7gXbkSLeQ>



In this Vivo v15 pro phone's TVC they have introduced worlds 1st 32 Megapixel pop-up selfie camera included mobile. Which is very unique rather than other regular phones. That's why everybody was staring at that phone in the TVC.

Non-marketing example:



As we all know that peoples who need uniqueness, always wants to stay unique than others. That's why I used Ranveer Singh as a non-marketing example for his weird dressing sense. He has been trolled several times for his dressing uniqueness.

Dogmatism

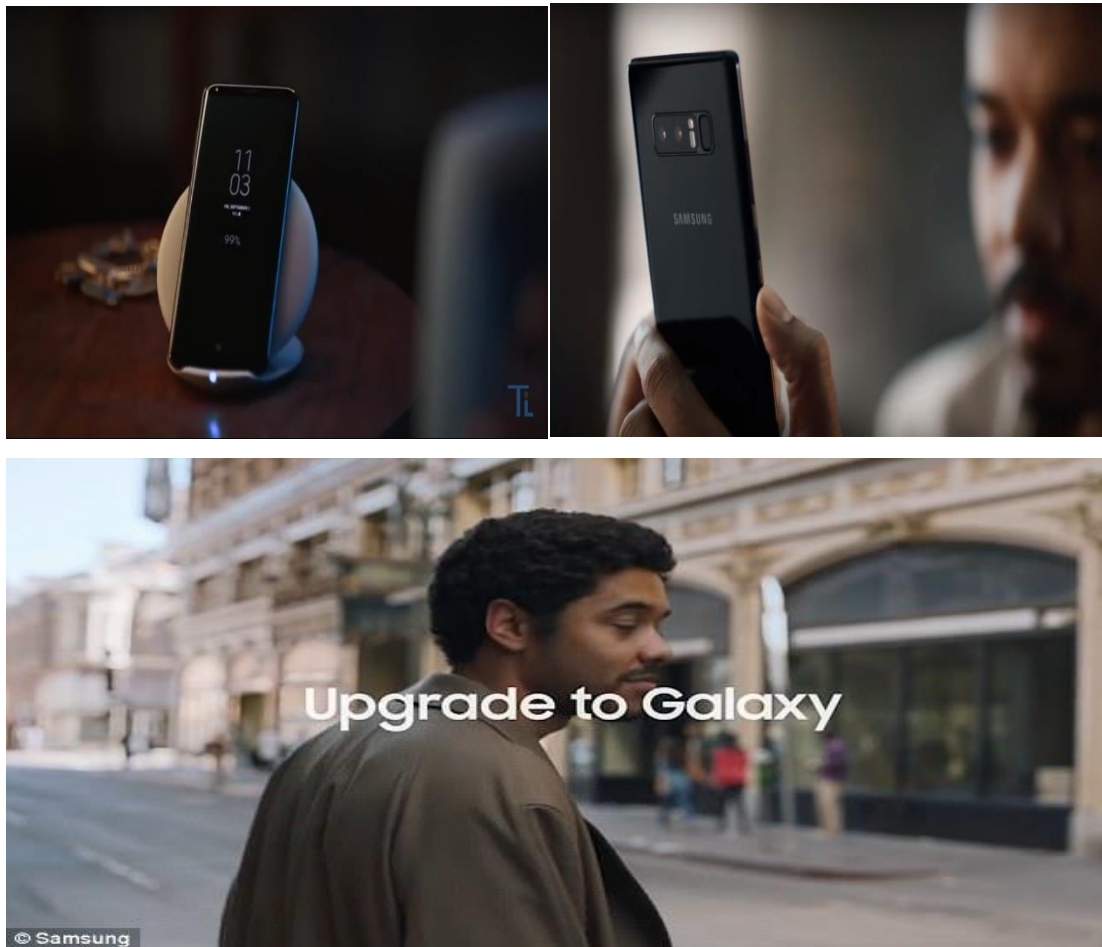
A personality trait that reflects the degree of rigidity a person displays towards the unfamiliar and toward information that is contrary to his or her own established beliefs. Dogmatism also represents the close-minded people's personality & their thoughts.

Local example: <https://www.youtube.com/watch?v=qEJ99e4-wqY>



As dogmatism always represents the close-minded thoughts so we can say that in Indian sub-continent a close-minded thought is set in our mind that husbands shouldn't share hands with their wife in kitchen. The household works must be done only by the females. In this TVC they have tried to break this social stigma by showing that a husband is preparing breakfast for his wife and doing all kinds of household's works using VIGO electronics.

International Example: <https://www.youtube.com/watch?v=4Ud9TOOu9ow>



In this Samsung note 8 phone's TVC Samsung actually mocks iPhone lovers by showing that iPhone users use iPhone only because it's expensive and classy. But in real Samsung has more facilities and more updated than iPhone. After realizing the advantages the iPhone user switched to Samsung.

Non-marketing example:

This two guys are very popular among **MARVEL & Sacred Games** lovers. The 1st guy known as **THANOS** thinks that by erasing half living being among the whole universe, the remaining half will live in peace. He calls it mercy.

The other guy known as **GURUJI** believes that we are living in “KAL YUG” which is full of war, problems, hate and corruption. If we want to live in peace we have to go back to “**Satya YUG**” and the only way to go back to **Satya YUG** is by destroying the present world. That’s why GURUJI with his followers were planning for a nuclear attack in Mumbai.

Both of them are perfect example of Dogmatized person who thinks that only his beliefs & ways are correct by not evaluating the other alternatives.

Benefit Segmentation

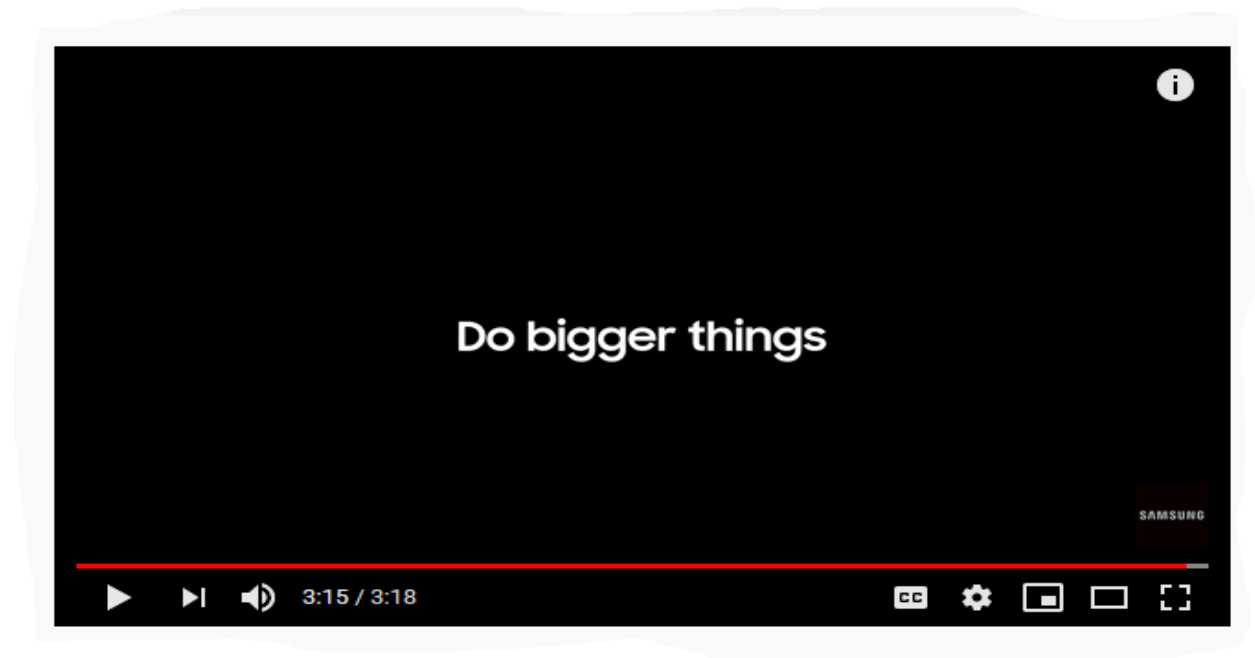
Benefit segmentation requires marketers to divide the market based on the perceived value, benefit or advantage of the product or service. The market could be segmented based upon quality, performance, customer service, special features and other benefits.

Local Example: https://www.youtube.com/watch?v=t-ioDx7f_Hc&fbclid=IwAR2GF1BuhYG7VhoscnB1wwb9BL5lbsMC0Fungabpy8A10wfrFawtnnSjLiQ



This is the TVC of WE mobile Phone. In that TVC they fulfilled all the demands of a boy by “We Smart Device”. We provide an amazing Smartphone which has all the features like other phones with two exclusive features- Free High-Speed Wi-Fi Internet across the Country and Cloud Storage benefits. These features will resolve storage problem and safely back up all Important Documents, Photos and Videos on the Cloud. These features fulfil all the desires of the young consumer and makes it a more than a phone.

International Example: <https://www.youtube.com/watch?v=kHcEiRWaJuo>



This TVC was made by Samsung for introducing their new Galaxy Note 8. This TVC aimed at the youthful audience and inspires them to “Do Bigger Things”. The phone comes with two cameras and lets the user draw on images using the included stylist. Also, it has a SPEN which is water resistance. SPEN helps to do things faster, better and create what you want. APP pairing is another special feature of this phone. So, these three special features fulfill all the desires of young generation.

Non-Marketing Example: -

I am doing a job for 1 year. From the 1st month I have decided that I will buy a high budget Smartphone with my own money. As it is a high involvement product that’s why at every night, I browse the specifications, price & other details related with each & every high budget smartphone. Because by evaluating all of the alternatives, I will be able to buy a best phone in my budget range.

Need for Cognition

Need for cognition is a personality trait that describes an individual's craving for enjoyment of thinking. Higher need for cognition indicates a greater enjoyment for critical thinking. This kind of people looks for more information about the product.

Local Example:

<https://www.youtube.com/watch?v=FTuh1gsMjkh>



This TVC was given by the Walton Bangladesh for their new “Intelligent Inverter Side by Side Refrigerator”. It’s a new technology so peoples are so much interested and enjoying of thinking that whole functions of the intelligent refrigerator. Also, This TVC presents a huge volume of product information. According to Need for cognition theory, individual with high Need for Cognition more likely to respond to ads rich in product information.

International Example:

https://www.youtube.com/watch?v=hs1HoLs4SD0&feature=youtu.be&fbclid=IwAR25adj8-vDIH4ExgeHm8Rde62ccntFe4Bcm1aunPzq_PHLgFO5DWXUvXJc



This TVC was made by the Apple for introducing their new MacBook Air. In this TVC Apple gives a rich amount of product information about their new MacBook Air. So those people are interested to buy this product they can easily relate and thinking of the product and respond to ads because of rich in product information.

Non-Marketing Example:

My friend is very much interested about new electronic technology. When new technology comes in the market, he willingly collects the whole information of that individual product and thinking of it. After completing his whole analysis than he can take his decision to buy that product or not.

Visualizer

Visualizer consumer are the consumer who prefer more high graphics or technical advertisement than information giver advertisement. These types of consumer depend on that of visualize advertisement to buy any product.

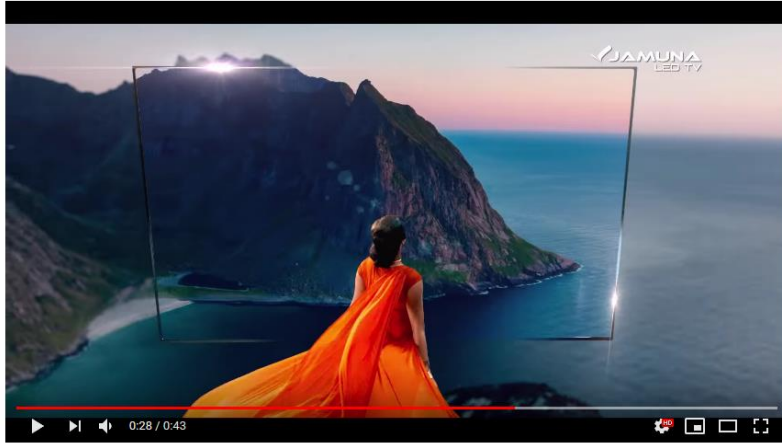
Here is an **international example** of visualize advertisement.



Video link: https://youtu.be/_YxEGG4cePg?t=9

If we play this video we can easily understand that how much effective this advertisement for the visualize consumer. Here the OPPO mobile company make their make their advertisement on graphic. They didn't use or give any information about the phone on their advertisement. They only focus on the visual effect.

National Example:



Video Link: <https://youtu.be/kou6hnXdRNq?t=28>

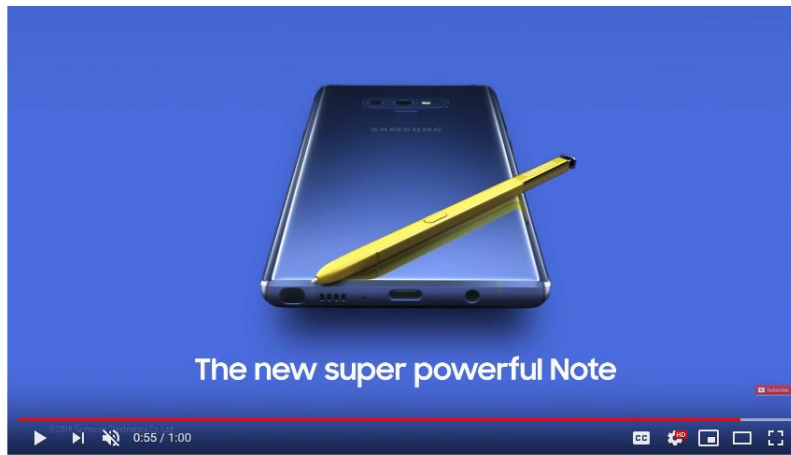
This is the Jamuna LED TV advertisement of Bangladesh. They fully focus on visualizing the advertisement. Here a beautiful girl walks to a hill and enjoys the full view of the sea. They wanted to mean the clarity of their TV. Mainly they wanted to focus on their visualized consumer.

Non-marketing example: One of my friends bought a OnePlus 7 Pro mobile. The price of that mobile was 70 thousand taka. Later I learnt that he was very much interested in that company's TVC. That's why he bought that phone. OnePlus Company made a very high graphics TVC to attract their customer.

Verbalizer

Verbalizer consumers more focus on that type of advertisement where plenty of information are given to the advertisement. They are very sensible about their product. That's why they need much information to make the decision for buying any product.

Here is an **International advertisement**:



Video link: <https://youtu.be/QFFlkm2FzOM?t=55>

This is a verbalizer international advertisement. This TVC was made by the Samsung Company for their new launched phone Samsung galaxy note9. This advertisement has lots of information about the phone which is very effective for the consumers who are very much concern about information.

National example



Video link: <https://youtu.be/DFQcsGtKRxE?t=26>

This TVC was given by the Marcel Company for their LED TV. They give so much information about their TV. They are using their TVC very effectively for their information seeking consumer. On their full ad they give much information about their TV

Non-marketing example:

When I bought LED TV for my family, I saw a TVC of Sony TV. On that TVC many information was given, and I gather all that information before buying that tv.

Conclusion

After researching almost 50 IMC campaigns we have took 20 ads and applied consumer behavioural theories that helped us to figure out different marketing communication process which we may use in our work place. The outcome of the project has brought a change to our thought process which we can use in terms of decision making for marketing communication.

References

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https://www.youtube.com/watch?v=zsOSqBR3_tI

<https://www.youtube.com/watch?v=FVV9du6hFU>

<https://www.youtube.com/watch?v=t7s4gVOO4ys&t=211s>

<https://www.youtube.com/watch?v=42hEaUu7DKI>

<https://www.youtube.com/watch?v=udI9ZN4RZzE>

<https://www.youtube.com/watch?v=Dd7gXbkSLeQ>

<https://www.youtube.com/watch?v=qEJ99e4-wqY>

<https://www.youtube.com/watch?v=4Ud9TOOu9ow>

https://www.youtube.com/watch?v=t-ioDx7f_Hc&fbclid=IwAR2GF1BuhYG7VhoscB1wwb9BL5lbsMC0Funqabpy8A10wfrFawtnnSjLiQ

<https://www.youtube.com/watch?v=kHcEiRWaJuo>

<https://www.youtube.com/watch?v=FTuh1gsMjhhk>

https://www.youtube.com/watch?v=hs1HoLs4SD0&feature=youtu.be&fbclid=IwAR25adj8-vDIH4ExgeHm8Rde62ccntFe4Bcm1aunPzq_PHIgFO5DWXUvXJc

<https://youtu.be/YxEGG4cePg?t=9>

<https://youtu.be/kou6hnXdRNng?t=28>

<https://youtu.be/QFFIkM2FzOM?t=55>

<https://youtu.be/DFQcsGtKRxE?t=26>