APPLICATION OF CB IN MARKETING

**1) Analyzing market opportunity:** Consumer behavior study help in identifying the unfulfilled needs and wants of consumers. This requires examining the friends and conditions operating in the Marketplace, consumer’s lifestyle, income levels, and energy influences. This may reveal unsatisfied needs and wants. Mosquito repellents have been marketed in response to a genuine and unfulfilled consumer need.

**2) Selecting the target market:** Review of market opportunities often helps in identifying district consumer segments with very distinct and unique wants and needs. Identifying these groups, behave and how they make purchase decisions enable the marketer to design and market products or services particularly suited to their wants and needs. For example, please sleep revealed that many existing and potential shampoo users did not want to buy shampoo fax price at rate 60 for more and would rather prefer a low price package containing enough quantity for one or two washers. This finding LED companies to introduce the shampoos sachet, which become a good seller.

**3) Marketing-mix decisions:** Once unsatisfied needs and wants are identified, the marketer has to determine the right mix of product, price, distribution, and promotion. Where too, consumer behavior study is very helpful in finding answers to too many perplexing questions. The factors of marketing mix decisions are:

i) product ii) price iii) promotion iv) distribution

**4) Use in social and nonprofits marketing:** Consumer behavior studies are useful to design marketing strategies by social, governmental, and not for profit organizations to make their programs more effective such as family planning, awareness about AIDS.