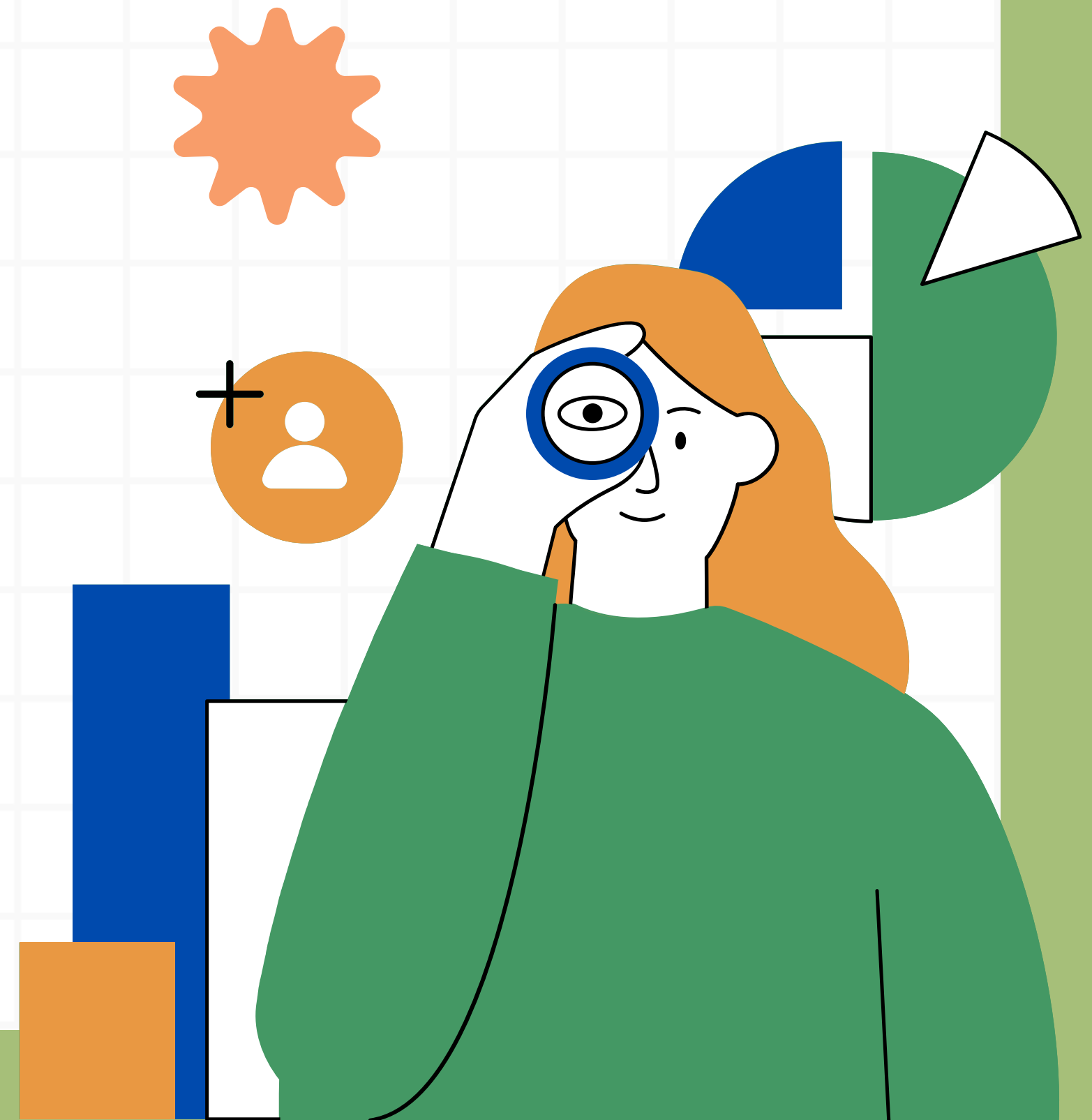


CONSUMER BEHAVIOUR

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WHAT IS CONSUMER BEHAVIOUR?

Consumer behavior refers to the actions and decisions that individuals or households make when they choose, buy, use, and dispose of products or services. It is a multi-stage process influenced by psychological, sociological, and cultural factors.

CONSUMER BEHAVIOUR DEFINITION BY EXPERTS

Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. (Kotler, 1994)

“The behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. (Schiffman, 2007)

A set of activities which involves the purchase and use of goods and services which resulted from the customers' emotional and mental needs and behavioural responses. (Stallworth, 2008)

Consumer buying behaviour “refers to the buying behaviour of final consumers, both individuals and households, who buy goods and services for personal consumption” (Kumar, 2010, p.218).

WHY IS IT IMPORTANT FOR A MARKETER TO UNDERSTAND CONSUMER BEHAVIOR?

Knowing about consumer behavior is crucial because it helps businesses understand the thought processes, preferences, and decision-making processes of their target audience, allowing them to create effective marketing strategies, design innovative products, retain customers, minimize risks, build strong brand relationships, and adapt to changing market trends

FACTORS INFLUENCING CONSUMER BEHAVIOR:

☀ Psychological Factors

- motivation
- perception
- learning
- beliefs

Psychological factors play a significant role in shaping consumer behavior, as they influence a consumer's decision-making and purchasing decisions.

☀ Social Factors

- Family
- Reference Group
- Social Roles
- Status in society
- Friends

Understanding these social factors is essential for businesses to develop effective marketing strategies and tailor their products to meet the diverse influences on consumer behavior.

☀ Cultural Factors

- Culture
- Subculture.
- Social class

Cultural values, beliefs, and customs shape individuals' preferences and choices. Understanding these cultural factors is essential for businesses to effectively tailor their marketing strategies and products to different consumer segments, taking into account the diverse influences on consumer behavior.

☀ Personal Factors

- Occupation
- Age and life cycle stage
- Economic situation
- Lifestyle
- Personality and self-concept

By comprehending these factors, businesses can develop more effective marketing strategies, create products that better meet consumer needs, and ultimately improve their competitiveness in the market



ONLINE CONSUMER BEHAVIOUR

With the rise of e-commerce, understanding online consumer behavior is crucial. Online consumer behavior refers to the process of how consumers make decisions to purchase products in e-commerce. It encompasses various aspects, including information search, product evaluation, purchasing decisions, and post-purchase evaluations.



Factors such as website usability, convenience, easy access across devices, online reviews, and social media influence play a significant role in shaping consumers' decisions in the digital age. Understanding these factors is essential for businesses to create effective e-commerce strategies, improve customer satisfaction, and enhance the overall online shopping experience.

LET'S TAKE A LOOK AT SOME CASES OF CONSUMER BEHAVIOR AND HOW TO IDENTIFY IT:

Product preferences: Observe people's choices of products in stores or online. This can help you identify their preferences for brands, features, or prices.

Purchasing patterns: Observe the buying behavior of individuals, such as their tendency to impulse buy or compare prices before making a purchase.

Shopping frequency: Notice how often people visit stores or websites to make purchases. This can indicate their level of engagement with the product or service

In-store behavior: Observe customers' interactions with products, such as how they touch, feel, or try out items before making a purchase. This can help you understand their decision-making process and preferences

Social media engagement: Monitor how people interact with a brand's social media content, such as likes, comments, and shares. This can provide insights into their attitudes and opinions about the brand

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THANK YOU!!!

A stylized graphic of a smiley face is positioned above the exclamation marks of the text. It features a green arch for a mouth and three colored dots (green, orange, and yellow) for eyes.