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**Course: Consumer Behavior**

**Degree: BBA**

**Module: Summer Semester**

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**Question.1: Explain the role of Marketing on consumer’s life?**

**Answer: Role of Marketing on consumer’s life:** Do we know what our customers or consumers want? Do we think our customers or consumer trust our products?

How you market your business determines if the enterprise will be successful or not. Marketing is a tool used to create and maintain demand, relevance, reputation, competition and more. Without it, your business is likely to close down due to lack of sales.

**1. Marketing Is an Effective Way of Engaging Customers**

It’s important for your business to engage its consumers. Marketing is a tool to keep the conversation going.

Engaging consumers is different from pushing your offers. Engaging involves furnishing your consumers with relevant information about your products and your business as well. It’s all about creating fresh content.

Social media is one of the best platforms where you can engage your customers or consumers.

**2. Marketing Helps to Build and Maintain the Company’s Reputation**

Your business’s reputation is built when it effectively meets the expectations of its customers. Such a business is considered a responsible member of the community. The customers become proud to be associated with your products.

Marketers use effective communication, branding, PR and CSR strategies to ensure that a business’s reputation is maintained.

**3. Marketing Helps to Build a Relationship Between a Business and Its Customers or Consumers**

Businesses need to build a relationship of trust and understanding with their customers. How does marketing establish this relationship?

Marketing research segments should be based on [demographics, psychographics, and consumer behavior](https://www.business2community.com/marketing/predicting-customer-behaviors-with-artificial-intelligence-02182056).

**4. Marketing Is a Communication Channel Used to Inform Customers or consumers**

Marketing informs your customers about the products or services you’re offering them.

Through marketing, the customers get to know about the value of the products, their usage and additional info that might be helpful to the customers. It creates brand awareness and makes the business stand out.

There’s stiff competition in the market and you need to be a constant voice to convince the customers. Inform your customers of discounts and other competitive tricks you intend to use.

Through communication, marketing helps your business become a market leader. [This post](https://www.marketingandadvertisingdesigngroup.com/a-step-by-step-guide-to-marketing-your-business/) explains more about how to gain a competitive advantage.

**5. Marketing Helps to Boosts Sales**

Marketing utilizes different ways to promote your products or services. Once a product has been advertised, it’s already on the radar and this increases your chances of selling it.

Customers may want to try your products or services and this will trigger a purchase decision.

When customers are happy about your products or services, they become your brand ambassadors without your knowledge. They will spread the word and your sales will start to increase.

Ensure you offer high-quality products and services to complement your marketing efforts.

**6. Marketing Aids in Providing Insights About Your Business**

Every marketer understands the need for targeting the right audience. However, you must have the right content to share with such an audience. Your marketing strategies can help you establish what business messaging will convince the target audience.

At this point, you have to test different messages and see what works.  
Once you have tested different sets of messaging on the target audience, you will find a viable baseline for your marketing efforts.

**Question.2: What useful ways can marketers categorize Gail as a consumer?**

**Answer: Marketers categorize Gail as a consumer by different ways:**

**Customer segmentation** also consumer segmentation or client segmentation is unavoidable when companies want to reach the target markets. Customer Segmentation **strategy** enables marketing managers to stretch budgets and achieve the desired goals by reaching the most relevant groups to becomes leads. Niche marketing enables marketers to craft and deliver messages specifically for the target audience. This process will connect markers to the target customers, influence and develop relationship and the message will resonate the customers.

There are different ways to segment a market which enables marketers to reach the target consumers for their products and services. In business-to-consumer marketing, there are different [**marketing segmentation variables**](https://www.marketingtutor.net/market-segmentation-levels-strategies-examples/).

1. Age
2. Gender
3. Education
4. Social Class
5. Life Style
6. Marital status

[**Market Segmentation allows marketers to reach their target audience**](https://www.marketingtutor.net/market-segmentation-levels-strategies-examples/) by 4 ways to segment customer base into demographic, geographic, psychographic and behavioral segmentation.

**Demographic Segmentation:** Demographic segmentation is a marketing strategy that segment the market based on Age, Gender, Family Life Cycle, income, Occupation and Education. This type of segmentation is easy to implement and very useful.

Demographic segmentation is fair enough when marketers approaching multiple segments at a time. For example, a Fashion Magazine Target Asian (Geographic) females (Demographic) who are working (Psychographic) because they consider the women a sales lead.

Marketer can categorize Gail’s is a consumer demographically to evaluate Age, Gender, Family life Cycle, Income, Occupation and Education.

**Geographic Segmentation:** Geographic segmentation is a strategy where companies target audience based on country (United States or China) region (West South Central) metro-size (over or under 60,000) and climate (northern, southern). This segmentation may broader enough and narrow as well from a country to a street.

Marketers Gail’s can evaluate Geographically like location wise, climate wise, country wise, street wise.

**Psychographic Segmentation**: Psychographic segmentation divides customer base into less tangible segment groups such as personality, [**lifestyle**](https://www.marketingtutor.net/lifestyle-segmentation/), interest, [**social**](https://www.marketingtutor.net/atl-btl-ttl-marketing/) class and values. Every customer has unique psychographic characteristics. This segmentation is difficult to implement as compared to both demographic and geographic segmentation.

Marketers should know the Gail’s Psychographic segment to categorize the Gail’s is a consumer.

**Behavioral Segmentation:** Behavioral segmentation divides consumers on the basis of their behavior, attitude towards [**product**](https://www.marketingtutor.net/product-meaning-definition/) and service, loyalty, occasion, usage rate, readiness and liking. In marketing, management markers tend to in-depth study the [**consumer behavior**](https://www.marketingtutor.net/what-is-consumer-behavior/). Before taking a purchase-decision there are several factors affect the consumer behavior. The [**consumer decision**](https://www.marketingtutor.net/4-types-of-consumer-products/) is based on his behavior and marketers target exact behavioral segmentation.

**Question.3: How do others influence Gail’s purchase decisions?**

**Answer: To influence Gail’s purchase decisions by different factors of Marketing:**

People around Gail’s influence her purchase decision because she always looks for new designs, products on her social media account to buy the latest products and upload a picture of that product on her social media account so people will like her and she will be accepted as a modern fashion girl.

**Personal Factors:** To influence Gail’s first evaluate personal factors like how the Gail’s personal factors different than others, what’s the like of Gail’s, what’s the dislike of Gail’s, what’s the interest of Gail’s, peeves, preferences, and sub-factors like age, Gender and personal Issues etc.

**Psychological Factors:** Gains can be influenced by present circumstances, past life, needs, problems, lack or an overdose of information and his own attitude. Its will help to know what parts of the product do showcase to the Gains or learn more about the “How-to” showcase part.

**Socio-cultural Factors:** Evaluate the Gains’ where he living, how much his income to influence him. Sigmund Freud’s theory states that our behavior is guided by our subconscious-need. It governed by three factors, namely Id, Ego, Super ego

Id-it is our Impulsive urge like thirst, hunger and Sex

Superego- It is our conformity of behavior in ways that are dictated by society.

Ego- It is the Individual control over impulses and decisions created by Id and Superego.

**Question.4: What role did brand play in Gail’s surfing habits?**

**Answer:** From bio data available on Gail’s social media account brand almost knew much more things about Gail’s the brand knew about her favorite celebrities, tv shows, movies etc. after the brand knew all this information they try to show her the products that are endorse by her favorite celebrities on her social media account wall and as a result she clicks the product page and surf to find out new designs and new products of the brand.

**Question.5: What other factors influence Gail’s evaluation of products?**

**Answer:** Celebrity endorsement is first and major factor that influence Gail’s evaluation of products because she thinks that if her favorite celebrity use a product that’s means that products is the most better and fashionable product so she decides to order that product.

Second factor that influence Gail’s evaluation of products is the convenience of buying that products as she already has a pay fall account which makes it a lot easy for her to buy a product online.

Third thing that influence Gail’s evaluation of products is that she always wants to buy the trending products so she will upload its photos on Facebook in order to grab people attention.