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SUBJECT; CONSUMER BEHAVIOR

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1. What useful ways can marketers categorize Gail as a consumer?

As a consumer, Gail can be describe and compared to other individuals in a number of ways, For some purpose, marketers find it useful to categorize Gail in terms of her age , sex, income, or occupation these are some examples of descriptive characteristics of a populations. In other case marketers would rather know some things about Gail interests in clothing or music, or the way she spends her leisure time. This sort of information's comes under the category of psychographics, which refers to aspects of a person lifestyle and personality. Knowledge of consumer characteristics plays an extremely important role in many marketing applications, such as defining the market for a product, or deciding upon the appropriate techniques to employ when targeting a certain group of consumer.

2. How do others influence Gail's purchase decisions?

Gail purchase decisions are heavily influenced by the opinions and behaviors of her friends, a lot of product information, as well as recommendations to use or avoid particular brands, is transmitted by conversations among real peoples, rather than by way of television commercials, magazine, or billboards. The bond among Gail group is cemented by the common products they use. There is also pressure on each group members to buy things that will meet with the group's approval, and a consumer often pays a price in the form of groups rejection or embarrassment when he or she does not conform to other's conceptions of what is fashionable or not, "in " or "out".

3. What role did brand play in Gail's surfing habits?

Brands often have clearly defined images or personalities created by product advertising, packaging, branding, and other marketing strategies that focus on positioning a product a certain way. The purchase of a magazine in particular is very much a lifestyle statement; it says a lot about what a person is interested in, as well as something about the type of person he or she would like to be. People often chose a product because they like its image, or because they feel its personality somehow corresponds to their own. Moreover, consumers may believe that by buying and using the product or services, its desirable qualities will magically "rub off" onto them. Gail hopes to become more fashionable or "with it" by changing her plain-Jane image of herself.

4. What other factors influence Gail's evaluation of products?

Consumer's evaluations of products are affected by their appearance, taste, texture, or smell. We may be swayed by the shape and color of a package, as well as by more subtle factors such as the symbolism used in a brand name, in an advertisement, or even in the choice of a cover model for a magazine. These judgments are affected by –and often reflect—how a society feels that people should define themselves at that point in time. For example, Gail choice of new hairstyle says something about the type of image women like her want to project in the early 2000s. If asked, Gail might not even be able to say exactly why she considered some magazine and rejected others. Many products meanings are hidden below the surface of the packaging and advertising, and this book will discuss some of the methods used by marketers and social scientist to discover or apply the meaning.

THANK YOU