

CONSUMER BEHAVOIR

MUHAMMAD ISHFAQ HUSSAIN

ROLL NO: 15100

QUESTION # 1

What useful ways can marketers categorize Gail as a consumer?

ANSWER.

Marketers can categorize Gail as a consumer by the Following ways

Marketers can Categorize Gail in terms of her

- Age
- Sex
- Income
- Likings

Marketers should know the interests of their customers whether what to buy so marketers should know the interests of their consumers their personality and their life styles. Having information or we can say knowledge of the consumers helps the marketers in more ways to sell out their products to their consumers does not waste time on comparing price here and there but the consumers does whatever their interests are at the time being.

QUESTION # 2

How do others influence Gail's purchase decisions?

Answer.

Important Factors That Influence the Buying Decisions are

- **Economic Factor**

The most important and first on this list is the Economic Factor. This one is the main foundation of any purchasing decision. The reason is simple people can't buy what they can't afford. The need of a product also doesn't play a role here, but the most important thing is affordability.

- **Functional Factor**

The factor is totally about needs, backed by a logic that what makes sense and also fits in the best interest of the customer. This one factor also plays a very important role in the buying decision.

- **Marketing Mix Factors**

There are 4 components in the marketing mix, i.e. product, pricing, promotion and place of distribution and each of these components have a direct or indirect impact on the buying process of the consumers. The consumers consider various things like the characteristics of the product, price charged, availability of the product at the required location and much more.

- **Personal Factors**

The personal factors include age, occupation, lifestyle, social and economic status and the gender of the consumer. These factors can individually or collectively affect the buying decisions of the consumers.

- **Psychological Factor**

When it comes to the psychological factors there are 4 important things affecting the consumer buying behaviour, i.e. perception, motivation, learning, beliefs and attitudes.

- **Social Factors**

Social factors include reference groups, family, and social status. These factors too affect the buying behaviour of the consumer. These factors in turn reflect an endless and vigorous inflow through which people learn different values of consumption.

- **Cultural Factors**

Cultural factors have a subtle influence on a consumer's purchasing decision process. Since each individual lives in a complex social and cultural environment, the kinds of products or services they intend to use can be directly or indirectly be influenced by the overall cultural context in which they live and grow. These Cultural factors include race and religion, tradition, caste and moral values.

So People that influence Gail's purchase decision should keep in mind the above mentioned influence factors

She tends to follows those people who she thinks have good taste in wearing nice clothes and brands and have knowledge about them she thinks and see of the people their life style and their way of dressing etc. There is a lot of products information where Gail group tends to accept or reject among the new brands. So that's how other influences Gail purchase decision.

QUESTION # 3

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

ANSWER.

The Role of Branding in Business Marketing

With any new business, establishing your foot in the market and to your target audience is crucial.

With this early problem, you should implement comprehensive and well-strategised branding for your business.

Building your brand around your products or services is easily done if you have background knowledge and research.

Consequently, it can be a massive problem if you don't have any information on how to do it.

In this kind of instance, it is best to hire experts who are experienced in the role of branding to help you work out the approach.

Branding is not always the most critical factor to make your business a success, but a strong brand identity can create many advantages for your business.

Brands play a very important role in Gail surfing habits because brands plays an important role which shows the variety of the products to their consumers it's like a bond between the product and a consumer that is very hard for other competitors to break so this plays a role which shows the uniqueness of Gail and her taste for everything so while surfing for some products online she gets attracts only by those which she relies on and have interests in that brand and its products.

QUESTION # 4

What other factors influence Gail's evaluation of products?

ANSWER

Factors That Influence Purchase Decisions of consumers are given below

Brand Name

The brand name is huge – and we're not just talking about brand equity. The way the brand name sounds and the images it evokes both impact the purchase decision. That's why coming up with good company names is such a crucial task when launching a brand or product.

Using the mop example, would you be more likely to purchase a mop sold by the brand name Pure and Clean Solutions or Products Ltd. The first evokes strong imagery, while the latter is boring and non-descriptive – most would choose the first.

Product Placement

In physical retail environments, product placement is hugely important. You're obviously going to see much better results if your product is on an end cap in a highly trafficked area of the store versus tucked away on the bottom shelf in a back corner. This has nothing to do with the product itself, but is totally related to location.

For ecommerce businesses, product placement looks a little different. If you're selling on Amazon.com, then placement is all about getting your product listing on the first page or in the side bar. You're much likelier to earn sales in these positions than if you're hidden on the fifth or sixth page.

Packaging

While some would argue packaging is a product related factor, most would agree it's a non-product factor. If you remove the packaging and dispose of it in order to access the product, it's not part of the product itself. With that being said, you should spend a considerable amount of time and effort perfecting packaging if you want to grab attention and positively influence purchase decisions.

According to Yasushi Kusume, the innovation and creative manager for IKEA and other leading brands, product packaging must do three things. First, it needs to stand out and grab the audience's attention. Second, it should encourage a purchase by conveying a unique and relevant value proposition. Third, it should fit with your brand's positioning and remain authentic to your overall stance.

Reputation

In an age where social media is king, word of mouth marketing is the key to promoting and maintaining a positive reputation. "Customers don't give much weight to seller messages anymore," writes business expert Kristin Zhivago. "They talk directly to each other. What your current customers are saying about you will either help you sell more – or drive away business."

If you can develop a positive brand reputation in the marketplace, you'll be able to influence customer purchase decisions more frequently. People will look at your product, recall what others have said, and choose you over the competition. In many cases, a positive reputation can even offset deficiencies in other areas.

Pricing

The fifth non-product factor that buyers consider is pricing. The challenge here is determining just how price sensitive your target market is. In some industries, price is the number one non-product factor. In others, it plays a very minimal role

Following are the factors influence by the Gail's evaluation so first of all comes BRAND

- **Brand:**

Brand plays the most of important role which shows the qualities of their products. Brand defines the image or personality of that product.

Another factor is

- **Who are the marketers of that product?**

So they sows who is she marketing from and who's the marketer of that product which shows and tells how the product is and where is it coming from.

Another factor which influences is that

- **Purchased by which celebrity:**

Gail look for that product and brand that who what kinds of people wore it like what celebrity previously purchased that product.

Then come how much is it for her to buy it

- **Buying The Products:**

This factor shows that how much it's convenient for her to buy the product or not is it in trend? is it expensive?

So those were the factors that influences Gail's evaluation of the products