**ID 13767**

**SUBJECT CONSUMER BEHAVIOR**

**SEMESTER 5TH**

**SUBMITED TO MR, WASEEM SIR**

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**Q1. What useful ways can marketers categorize Gail as a consumer**?

**ANS. Consumer category**

“Marketer categorize the consumer is a set of product, service, brand, or other entities states, that appear to the consumer, related to some way”

Marketer also classified the customer according to the age, payment behavior, buying behavior type of consumption etc.

When marketers categorize Gail as a consumer, then in term of category Gail is a teen, fashionable, stylish, branded, girls. Gail like the shopping and like the new, branded and expensive thing, because she purchase the new gold bracelet which is a bracelet the actress Allison Williams from the girls recommends.

**Q2. How do others influence Gail’s purchase decisions?**

ANS. If we purchase something we are must influenced by someone, recommendations of someone. So Gail also influence by the opinion of and behavior of friends, Recommendation of brand, and the social media which she use daily, the celebrity which she follow and like, and she also influence by the group approval.

**Q3. What role did brand play in Gail’s surfing habits?**

**ANS. Brand**

A brand is name, term, design, symbol or any other features that distinct the product of one company to another.

Brand play important role in the Gail’s surfing habits, because she like good branded thing, and good branded product make the customer loyal. Gail was doing online shopping and she purchase only those brand thing which are the unique and stylish.

**Q4. What other factors influence Gail’s evaluation of products?**

**ANS.** The factors which influence Gail’s evaluation of product is brand, because she use the branded thing. The celebrity which she like most. The style which she suit. The thing which are recently launch. And the pinterest which she use for new and unique style of the thing.