



Consumer Behaviour

Presented by: Prof. Tapas Kr. Mondal

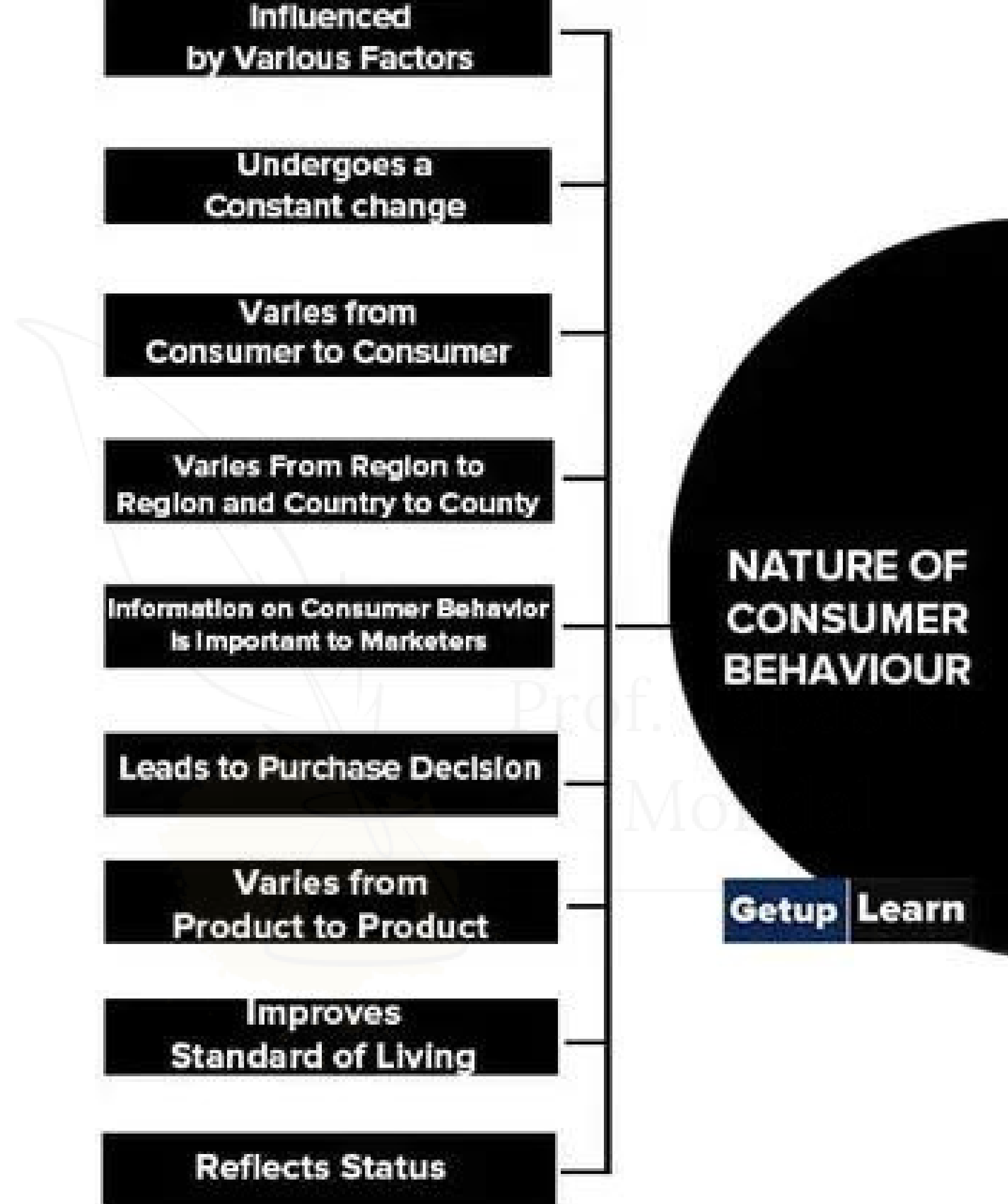


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What is Consumer Behaviour?

Consumer behaviour is the study of how individual customers, groups, or organizations select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.





Psychological Factors



Factors Influencing Consumer Behaviour

Economic Factors

Personal Income -
Discretionary Income,
Disposable Income

Family Income

Expectations regarding
future income

Liquid assest &
consumer credit

Level of Standard of
Living

Personal Factors

Age

Occupation

Life Cycle Stage

Lifestyle

Personality & Self
Concept

Psychological Factors

Motivation

Involvement

Perception

Learning

Lifestyle

Attitude

Cultural and Social Factors

Culture

Subculture

Social Class

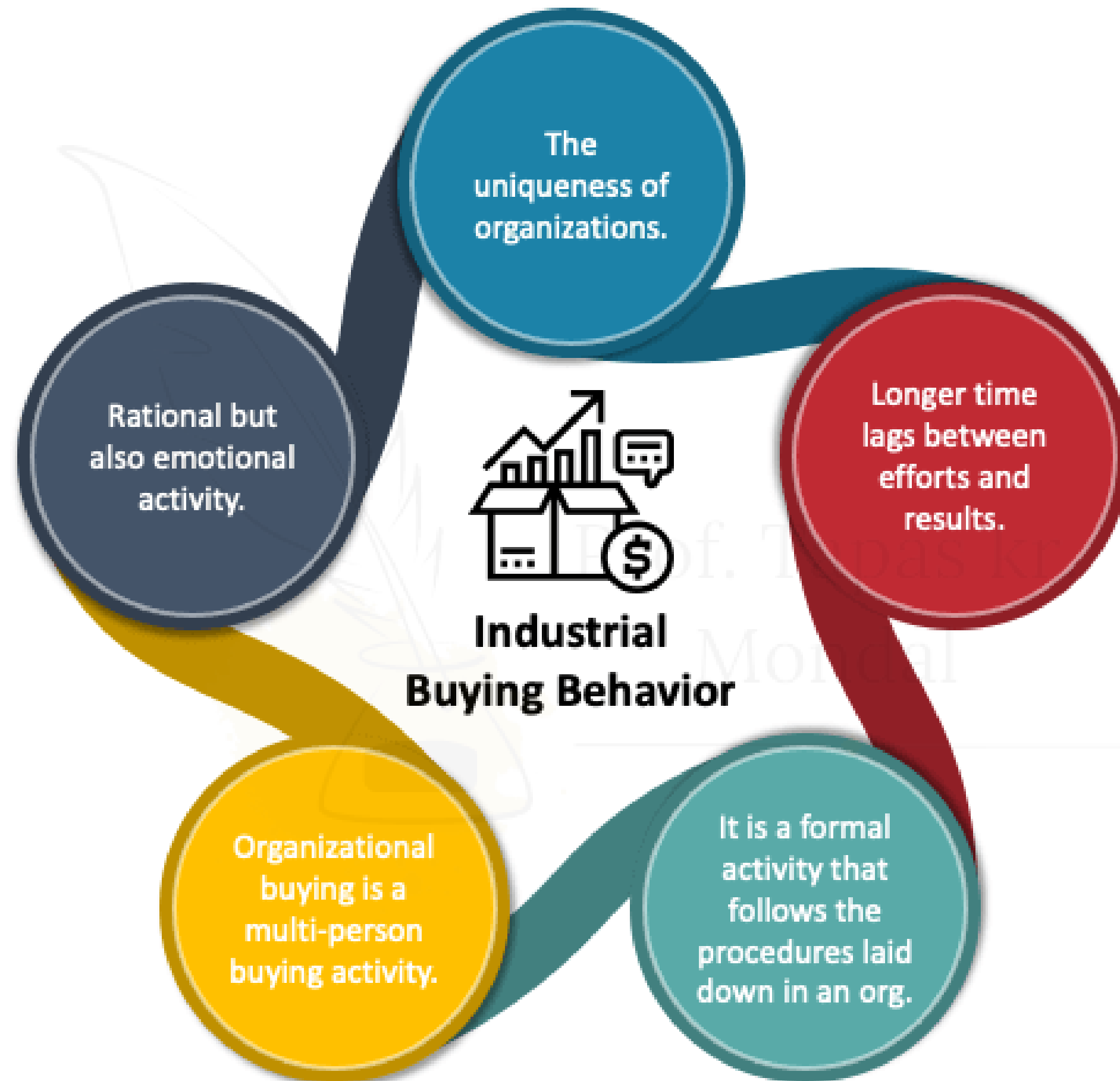
Social Groups

Opinion Leaders

Role & Status

INDUSTRIAL BUYING BEHAVIOR

Characteristics of Industrial Buying Behavior



INDUSTRIAL BUYING BEHAVIOR

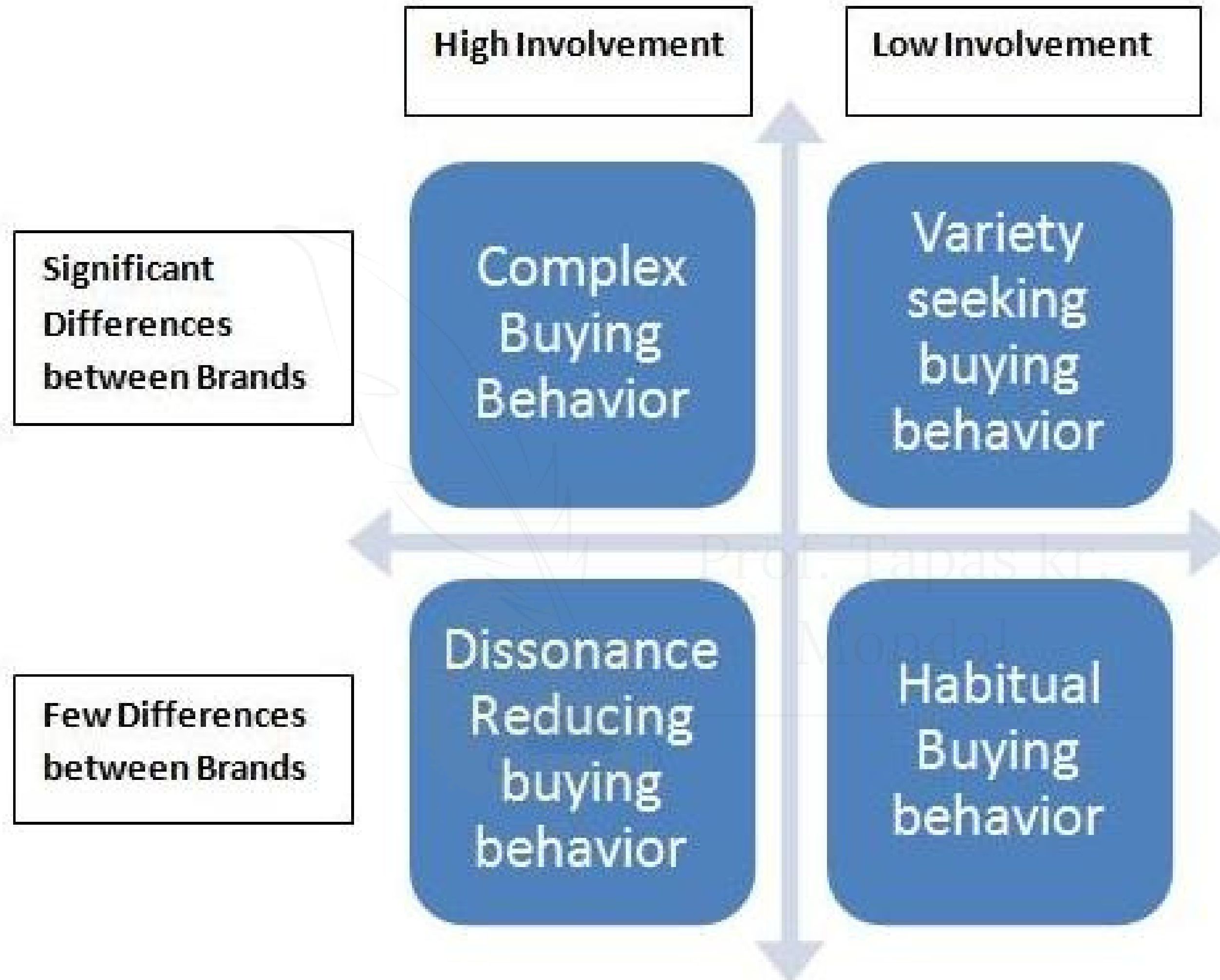
Major Factors



INDUSTRIAL BUYING BEHAVIOR

Models of Industrial Buying Behavior





S

Segmentation

Divide market into distinct groups of customers (segments) using segmentation practices.

T

Targeting

Determine which customer group (segment) to focus your marketing efforts on.

P

Positioning

Create product positioning and marketing mix that is most likely to appeal to the selected audience.

Market Segmentation



MARKETING SEGMENTATION BENEFITS

Custom Tailored Messages

Address unique needs, wants and characteristics.



Effective Marketing Strategy

Select the most effective strategies for each segment.

Attract Quality Leads

Make sure your message reaches the right people.



Differentiate from Competition

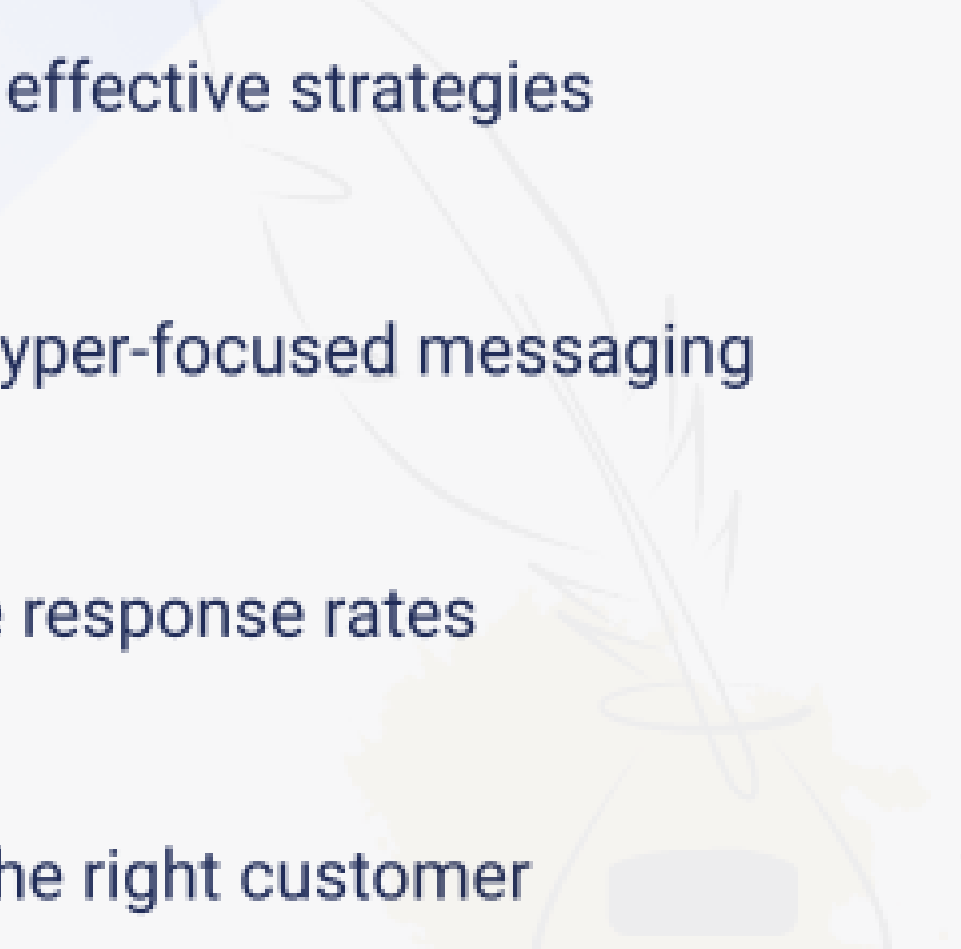
Show how your products and services are different from your competition.

Enables Better Control

Track, measure and control specialized ads and campaigns.

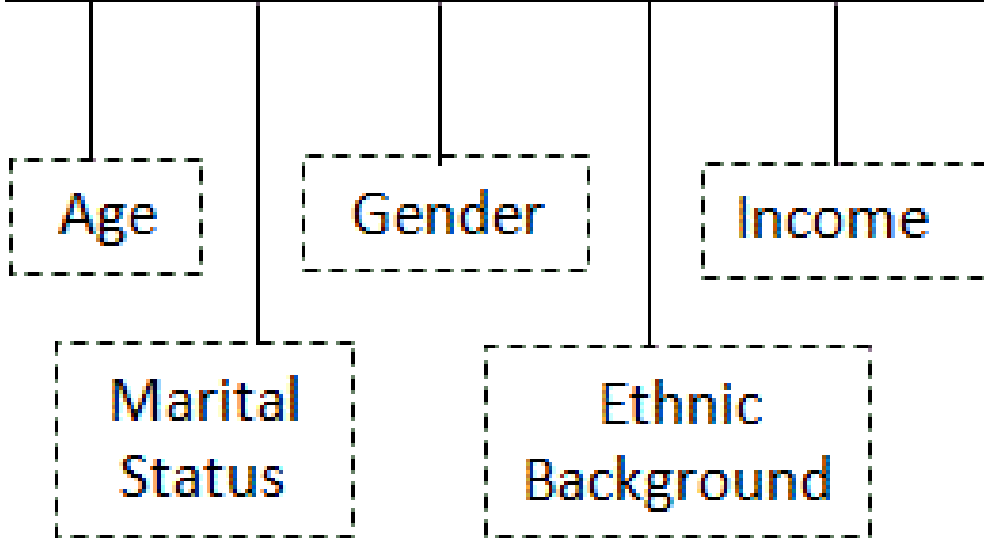


8 Benefits of Market Segmentation

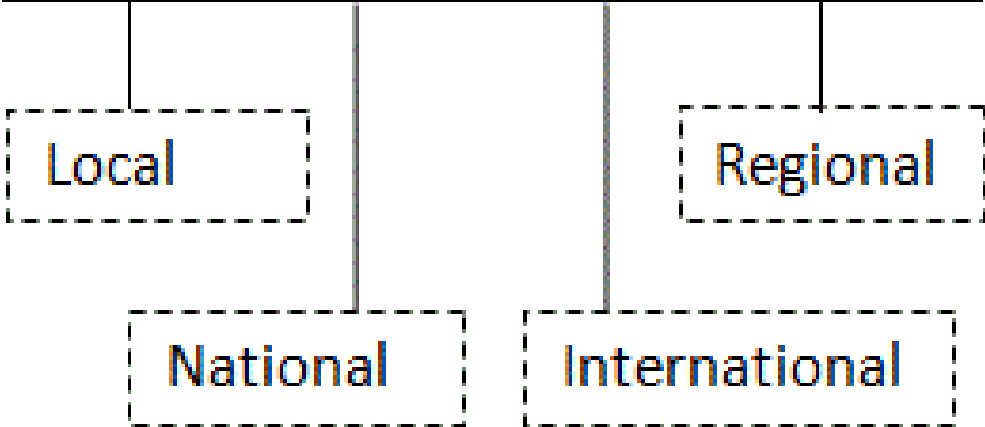
- 1 Develop effective strategies
 - 2 Create hyper-focused messaging
 - 3 Increase response rates
 - 4 Attract the right customer
 - 5 Improve brand loyalty
 - 6 Expand your market reach
 - 7 Promote new product development
 - 8 Support decision making
- 
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MARKET SEGMENTATION

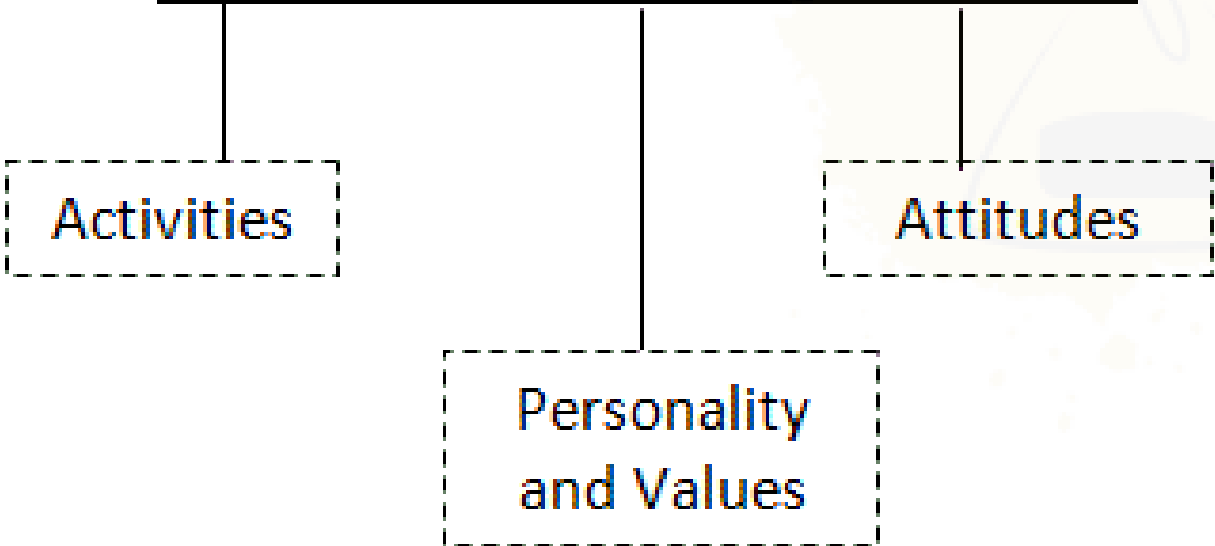
DEMOGRAPHICS



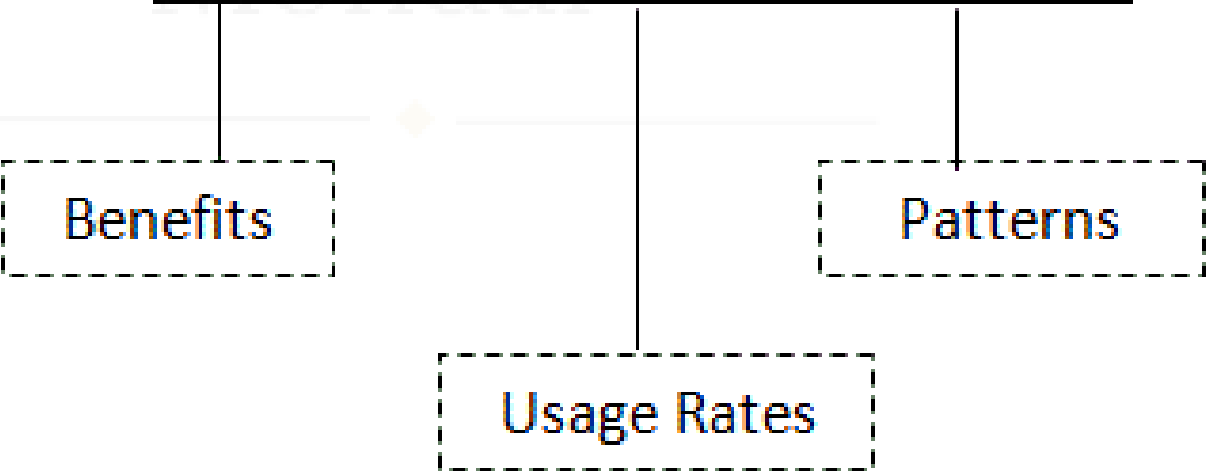
GEOGRAPHICS



PSYCHOGRAPHICS

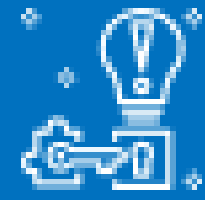


BEHAVIORAL

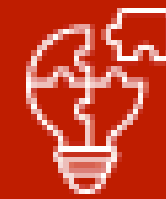


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Establish what problem your products can solve



Understand who's the most likely to need this solution

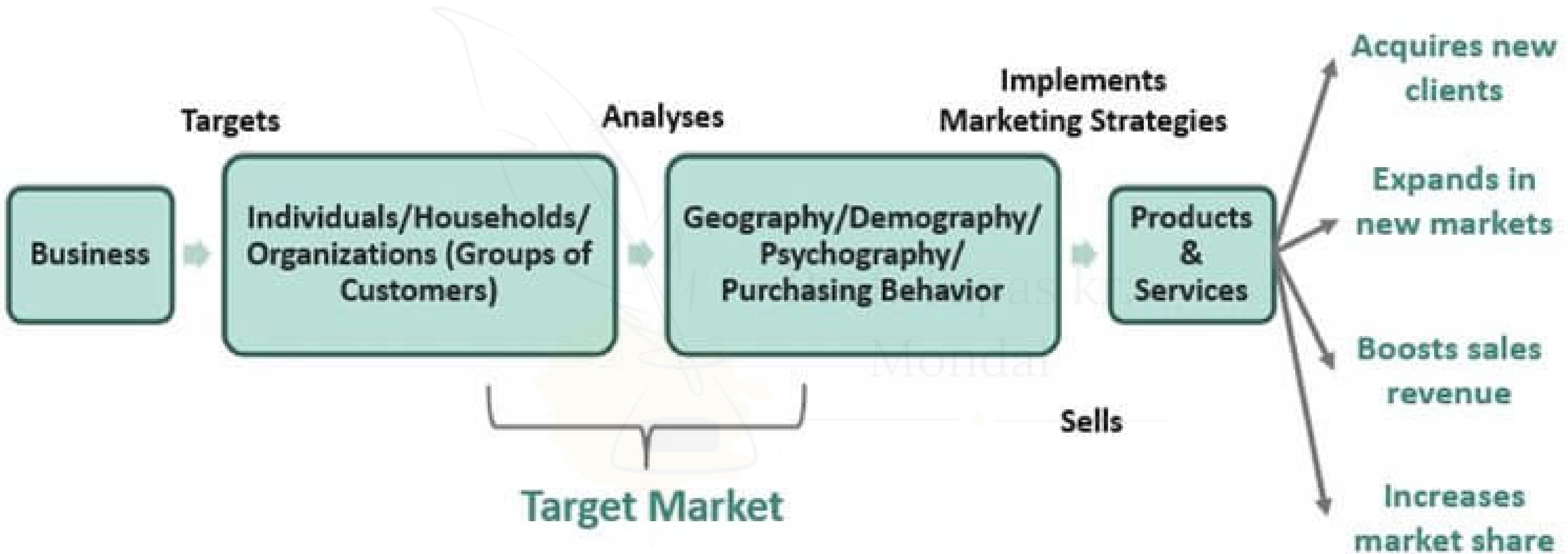


Learn what secondary audiences are worth pursuing



Test new marketing channels for reaching the identified segments

What Is Target Market?



Thank You



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