



Consumers Buying Secrets **REVEALED!**

A Marketer's Guide For Business

By Paul Tunde Raji (Bsc. Accounting)

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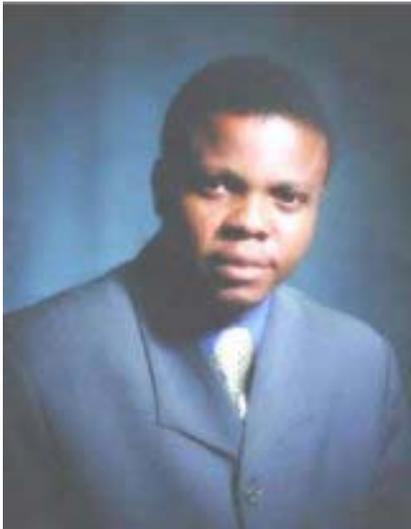
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About this Book and the Author

"Consumer Buying Secrets Revealed!" is about consumer behavior. It was written for marketers and business students by Paul Tunde Raji. This text will be a major source of information on consumer behavior for many years to come because the writer did research online and offline for practical and theoretical information for six years before writing this book.

This book is timely and outlines many ideas - ideal for your personal library as a reference tool. It walks the readers around all the roadblocks in marketing.



Paul Tunde Raji is a Nigerian and holds a Bachelor of Science Degree in Accounting in 1998. He worked as an Audit Assistant for two years. Then, he joined an insurance company as Marketing Executive. This is where his marketing career started.

He is a Freelance Writer with UVOCORP, an Academic Writing Assistance Agency based in the United Kingdom where he assists in academics, from high school to master degree level, solving academic problems.

He has "Expert Author" status from Ezinearticles.com

He has a full-time in his e-commerce business.

He is the owner and C.E.O. of <http://www.webneur.com/>

He is happily married to Racheal Olasunmbo Raji. They are blessed with a beautiful daughter named "Wisdom" and a lovely son named "Fortune".

Paul Tunde Raji often understands the problems of others quite easily. He has a sympathetic nature and is dedicated to helping others. The sick and the troubled often turn to him for assistance and advice.

He is a broadminded, trustworthy and an earnest person and will do what he can to persuade people that have taken a wrong turn in life to rehabilitate themselves.

He is an idealistic person and interested in making the world a better place in which to live. He believes that we should all help each other.

He will do more than his share in order to achieve co-operation with others.

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Introduction

"Learning about a human being is a lifetime's task"

Paul Tunde Raji (Bsc. Accounting) <http://www.webneur.com>

Dear Friend, the first step is what counts

Welcome and congratulations!

You have just taken a huge, first step towards boosting your sales-potential. You've made it farther than 90% of businessmen ever do. You've been exploring your options and we've connected through the power of the Internet.

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Here's why:

You are about to learn the real secrets to consumers' "buying behavior" using this ebook with virtually no additional cost. I will also reveal to you the most viable place where you could sell any product or service for "hungry and thirsty" consumers.

And, you should know right off the bat that the information you are about to read totally delivers on every promise made on my web site. What's more, everything you are about to read is not just mere theory. It is hard-won, tested and proven solution/discovery and theory.

Consumer Behavior

Consumers consist of individuals, households, and corporate bodies that buy products or services. They are widely varied in the way they react to products and other stimuli. Each consumer is a decision-making unit who collects information and uses many dimensions to analyze it. The resulting decision is the purchase or rejection of a product or service.

The difference in consumers and factors that they consider to make a purchase decision are important to marketers. Marketers need to understand the type of stimuli that can yield a favorable response from consumers and also to identify the factors and interactions that go into decision-making.

The careful study and understanding of consumers requires the marketer to design an effective marketing plan.

Marketers' success anchors on the extent to which they understand and respond perfectly to the behavior of consumers. They are compelled to search for new ideas, theories and principles from behavioral sciences such as Anthropology, Sociology, Psychology and Economics.

It has been discovered that consumers involve considerations from these perspectives when making their purchase decisions. Consumer behavior is known to be an element of human behavior that deals with how people interact with his or her environment, particularly in order to purchase and after purchasing a product or service.

For a marketer to penetrate the hearts of many consumers and to let them react positively to his products or service, understanding the behavior of a consumer is inevitable. The reason is because the knowledge acquired about the consumers has an important role to play for the marketers' success.

In modern business, every organization needs to learn buyer's behavior. The outcome of the study helps the company to know WHO the consumers are,

WHAT, WHERE, WHEN and WHY they prefer a particular product to other competing products.

The theme of marketing philosophy is "consumer sovereignty" which states that consumer is king and all the activities performed by an organization should be channeled towards satisfying the needs and wants of the consumers while at the same time trying to achieve organizational objectives which is to make profit.

Cundiff, Still and Govoni (1973) supports this analogy by saying what the result management is looking for in managing their departments. This is not only to satisfy consumers' needs, wants and desires, but to also facilitate achievement of company goals.

In an economy with freedom of choice, the principle of "consumer Sovereignty" dictates that the consumer ultimately determines a firm's continued existence and performance. Consumer behavior will determine the fate of the enterprise because for an efficient and effective allocation of resources to be achieved, those who produce products and services cannot passively place their wares before the public. There is an additional and dynamic function to be performed which is their reason for seeking to satisfy the needs and desires of those who purchases and consumes these products and services.

The essence of marketing therefore is to analyze the process through which a group of people make and carry out buying decisions, identify the buyers and buying decision process.

Although many buying decisions involve only one decision maker other decisions may involve several participants who play such role as initiator, influencer, decider, buyer and user. The marketer's job is to identify the other buying participant, their buying criteria, and their level of influence on the buyer.

A consumer's experience has been widened by his or her exposure to competing products, rapid changes in technology which result in regular availability of innovative products, socio- economic and other environmental changes, all these conditions in which consumer are subjected to, make them to be complex and more unpredictable to deal with.

The Buying Decision Process

When making a decision to buy a product from many competing products, a consumer unknowingly passes through a few stages of the decision process. There are five stages and each stage motivates the buyer to purchase. Only one stage is concerned with actual purchasing. Sometimes, the consumer does not pass through all the five stages before purchasing a product.

Need Arousal is the first stage of a buying decision process. The need for a given product is activated by internal and external stimuli. The marketer creates awareness for his product through sales promotion and advertising. The external stimuli helps to arouse the consumer's need for the product while internally, physiological imbalance such as hunger, thirst, warmth, etc. which are primarily unlearned makes a person recognize a need. The consumer recognizes a significant difference in his perceived desire and actual position. He thereafter responds by searching for a product that can satisfy the identified need.

The consumer having sufficiently been motivated to satisfy a need searches for information about every product brand that can perfectly match the need. If a suitable product is available for an urgently felt need, the consumer quickly purchases the product. However, in most cases, consumers do not purchase products immediately the products are brought to their awareness. At this stage, consumers look for further information, and the intensity and duration of this depends on their past experience together with the importance of the product.

Different products are identified through intensive and passive searches. Passive search involves the consumer reading information about the product on the Internet or in newspapers, magazines and other published materials.

Intensive, or heightened search is where the consumer actively searches for information from many sources, while moving from one place to another. These sources include personal sources such as family, friends, neighbors,

acquaintances, associates and members of his social group whose opinions he trusts and respects.

Commercial Sources

The consumer pays close attention to commercial messages through advertising, packaging, talking to salespeople, sales promotion and point of purchase displays.

Public Sources

These provide messages from mass media publicity, government reports, news and product-testing companies.

These messages are objective, reliable and factual. The motivated consumer tries to get a feel for the product through his senses. He tastes a sample, tests the product during a demonstration by the salesperson; this can be achieved by having a trial or testing period, where he can handle the product to judge its suitability. All these sources present the consumer with a large number of alternative products and information on the features of the product, like packaging, operating manual, pricing, warranty, etc. The product has features or characteristics that attracts consumers/customers to buying or using it.

Empirical research confirmed that consumers use their cognition consciousness and rational judgment to examine products before making their purchases.

They evaluate by comparing products in order to make a choice. Evaluation takes the following dimensions or guiding rules: Those features of interest to the consumers are listed for further analysis. These consist of performance, taste, color, physical appearance, packaging, range, price etc. Consumers are asked to list what they prefer in the product. The preferred attributes of competing products is used to attach weight or priority or rank the attributes to facilitate ranking, the consumer uses brand belief or image of each brand

(if any) to compare one product with other products. This evaluation establishes the position of each product in relation to the important attributes.

Other evaluation criteria and techniques use quantitative and qualitative models to apply objectivity. They consist of dominance, conjunctive, disjunctive, lexicographic, expectancy and ideal-product, compensatory and determinant models.

In the Dominance model, the customer lists all his preferred attributes and rates all available alternative products with the attribute; the product with superiority in many attributes over others is retained while the inferior quality brands are dropped.

In the Conjunctive model, all products are classified into two groups (acceptable and unacceptable) based on the minimum attributes that a product must meet. Unacceptable products are those that fall short of minimum specification and are eliminated from further consideration.

The disjunctive model only sets in if the consumer only has to pick from products whose attributes exceed the specified minimum attributes.

In the Lexicographic model, a single dominant attribute which is common to all products is used to rank them.

The product with the highest score becomes the consumer's choice. If two or more products have the same score, the consumer uses the next best attribute to compare each product with others. This process is repeated until a surviving product that has the highest total score is identified while the rest are eliminated.

The Expectancy model is when the consumer identifies attributes of importance and assigns a weight that represents degrees of preference to each attribute. The resultant score is obtained by the aggregate of weights of each attribute, multiplied by the performance level of the product for each attribute.

In the Ideal product model, the consumer forms an image of his ideal product. He lists many attributes that the product must possess. If the current products do not have the attributes he desires, he selects the one whose attribute is closer to the ideal product. To capitalize on the opportunity offered by this model, a marketer can interview consumers to find two or more ideal attributes of interest and build these into his product.

Under the Compensatory model, also known as Multi-attribute model, the product chosen is the one that has the overall balance of favored features across all attributes.

There is also the Determinant Attribute Model, which states that attributes of importance sometimes do not significantly influence consumers choices among competitive products whose attributes are similar.

The choice of product may be made because of a less important attribute that differentiates the product.

Nicosia Flow Chart Model of Consumer Behavior

Using a computer flow-chart system, this model shows the input, processor and output variables together with their relationships towards reaching a decision that will solve current and future problems of the consumer. It assumes that the consumer does not have direct experience with a particular product.

In addition, there are four main stages of decision present in this model.

Stage One: An advertising message about a firm and its products is presented to the consumer who is not familiar with the product. The consumer uses psychological, personality and environmental attributes to examine it.

He then forms an attitude towards the product.

Stage Two: To avoid making mistakes, the consumer searches for more information about the advertised product and its competitors. He conducts product/service comparison, to form a more favorable attitude to a few of the product/service options offered out of the various available alternatives.

The result of the analysis may or may not be a motivation to the advertised product.

Stage Three: If the consumer is motivated to prefer one product to all the others, he makes the final decision to purchase.

Stage Four: The post-purchase experience gathered in the course of using the product is stored in his memory. This data bank is used to decide whether or not to buy the same product /service in future. This completes the circular decision process of the consumer.

By buying the product or not, the result of the decision stage is known (through the Feedback System) by the firm and the firm's knowledge about its consumer's behavior is also completed.

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