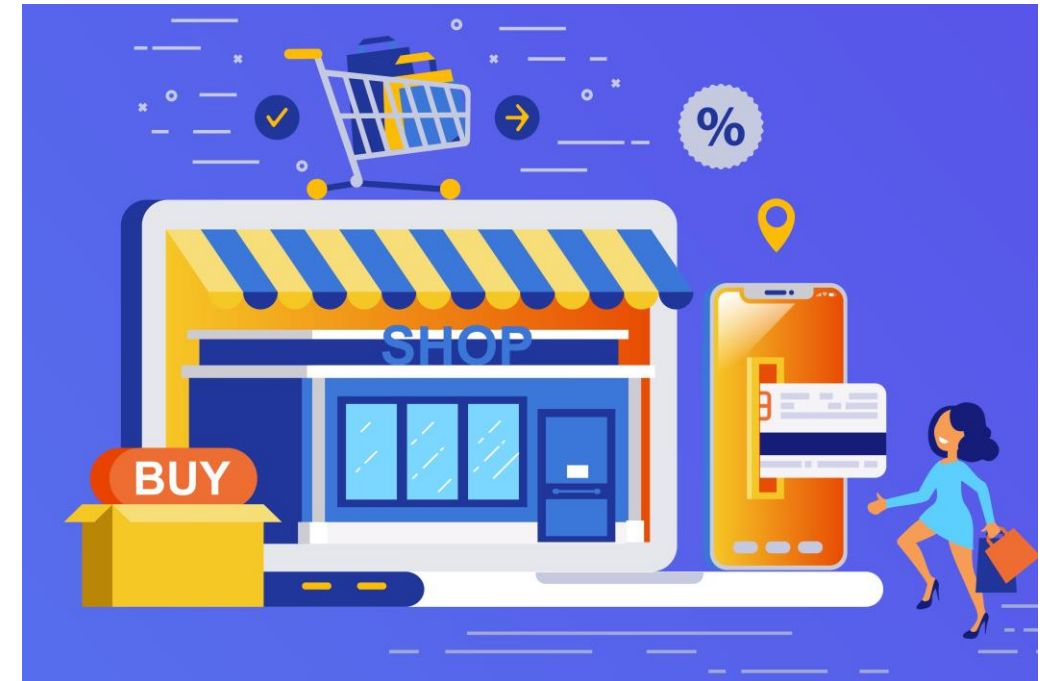




## Lesson 4 – Changing Consumer Behaviour

### 1. What is consumer behaviour?



# What is consumer behaviour?

- Consumer behaviour =
  - study of how individual customers, groups or organisations
    - select, buy, use, and dispose
      - goods, services, time & ideas
        - to satisfy their needs and wants
- It refers to the actions of the consumers in the marketplace and the underlying motives for those actions
- Traditionally, an area of focus for research by Marketing teams



# Consumer behaviour models

## Economic model

- focuses on the idea that a consumer's buying pattern is based on the idea of getting the most benefits while minimising costs.

## Learning model

- based on the idea that consumer behaviour is governed by the need to satisfy basic (food, clothing and shelter) and learned (fear and guilt).

## Traditional consumer behaviour model

## Psychoanalytic model

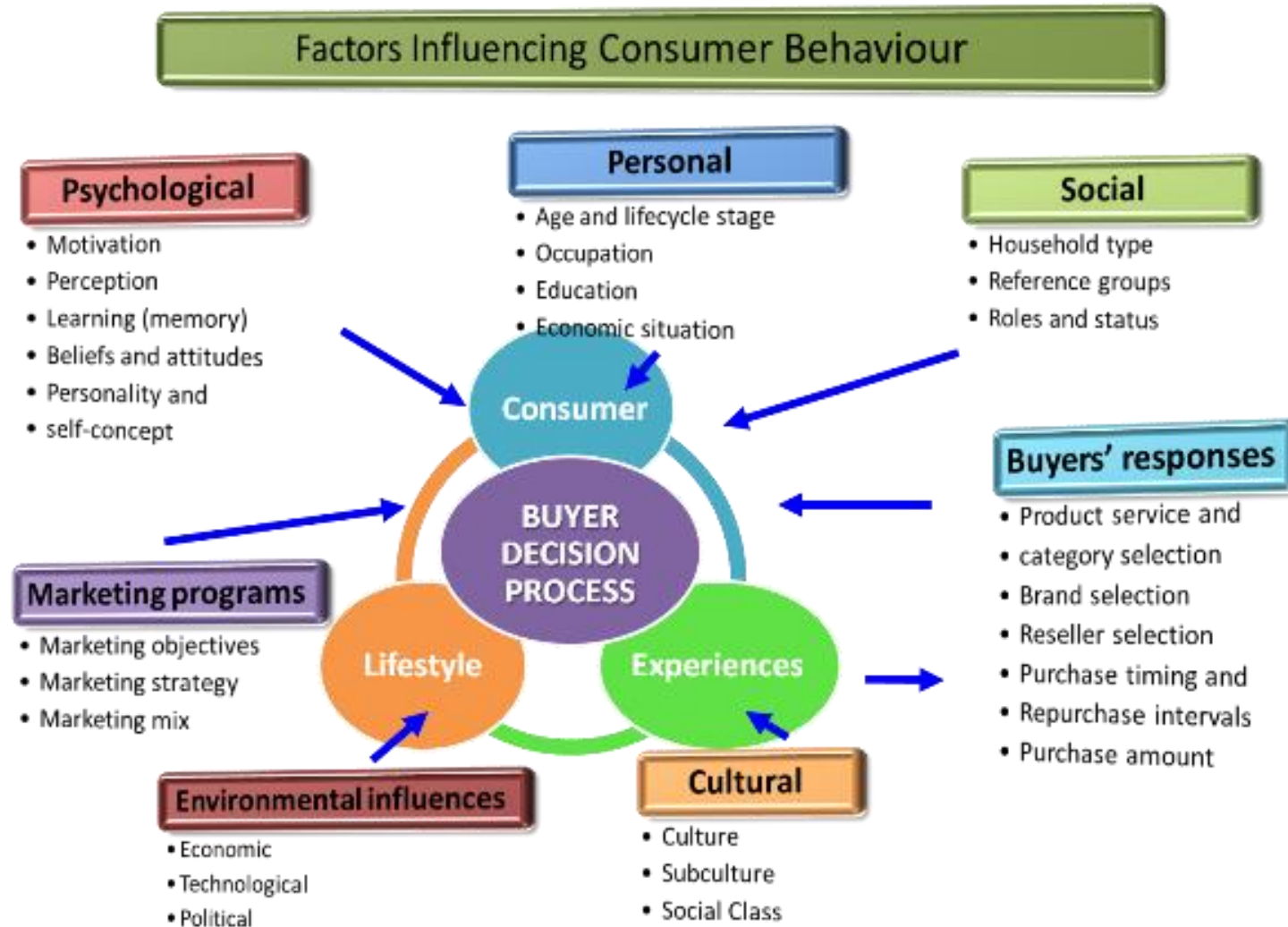
- takes into consideration the fact that consumer behaviour is influenced by both the conscious and the subconscious mind. The three levels of consciousness discussed by Sigmund Freud (id, ego and superego) all work to influence one's buying decisions and behaviours.

## Sociological model

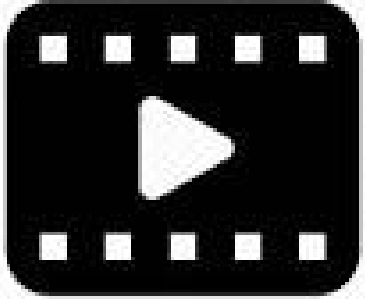
- primarily considers the idea that a consumer's buying pattern is based on his role and influence in the society.



# Consumer behaviour factors



# The importance of studying consumer behaviour



## Importance of Studying Consumer Behaviour

**Dr Selin Atalay**

Professor of Marketing, Frankfurt School of Finance & Management

### TDI viewing Tip;

A quick clip that's easy to follow

**Duration: 1 Min 46 Secs**

[Video link](#)



## Possible discussion points for Weekly Clinic / Things to think about

- This video starts by reinforcing key messages covered earlier in this lesson, before considering how the study of consumer behaviour can be applied in a real-life situation, and how this can benefit companies and consumers alike
- Can you think of any examples of where companies should be paying more attention to consumer behaviours, to develop a better match between needs and solutions?



# How do companies analyse consumer behaviour?

- **Collecting consumer behaviour data**

As the motivations that influence consumer behaviour are so wide, a research mix including a variety of data will be the most robust. Some are more cost effective than others:

- **Customer Reviews** – Reading customer reviews can highlight common problems or wishes.
- **Q&A sites** – These sites can give you an idea of the questions and concerns that people have in relation to your brand, service or product.
- **Surveys** – Online surveys can be easily set up with sites like [Survey Monkey](#) and allow you to ask specific questions.
- **Focus groups** – Bring a group of consumers together and ask them questions directly.
- **Keyword research** – A mainstay of SEO, keyword research can tell you what consumers are interested in and the relative level of interest. It also helps to reveal the language they are using.
- **Google Analytics** – Analytics can be used to tell you where your traffic is coming from. The Audience tab shows geography, interests, and a range of demographics.



# How do companies analyse consumer behaviour?

## PREDICTING CONSUMER BEHAVIOR WITH **DATA ANALYTICS**



# How do companies analyse consumer behaviour?

## Gartner Analytic Ascendancy Model

