

Models of consumer behavior

Family



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Environmental factors

Some of the primary environmental factors that influence the consumer behavior in purchasing Whirlpool washers and dryers include the cultural and social environmental factors. The cultural-environmental factors include the customer's perception learned from family members and other close relatives regarding the product. Consumers tend to purchase Whirlpool washers and dryers based on the advice and referrals they receive from those closer to them. The cultural-environmental factors can also be influenced by the social class the individual identifies with in that they tend to purchase Whirlpool washers and dryers matching their social class. The social-environmental factors affecting consumer behavior in the acquisition of Whirlpool Washers and Dryers are those aspects that indirectly or directly influence the customer's attitudes towards the product. Some of these elements include the influence attributed towards a particular member of the community. For example, since women tend to purchase and influence the purchase decision of the washers and dryers, Whirlpool manufactures more products appealing to the women (Jisana, 2014).

Consumer factors

The three primary consumer factors that influence the purchase of the Whirlpool Washers and Dryers include the individual's occupation, age and lifestyle, and the economic situation. The occupation of the consumer determines the washer or dryer they will purchase. For example, a casual worker will buy a washer that is different from that purchased by a marketing manager. Various Whirlpool washers and dryers offer varied

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functionality that suit particular needs differently. The age and lifestyle of the consumer are other crucial aspects that define consumer purchases. Individuals tend to buy a product that suits their immediate needs and lifestyle. The age also determines the needs of the individual regarding their current statuses such as the adolescent-hood, newly married couples, and parenthood. The economic situation of the consumer determines the washer or dryer one is going to purchase. The higher the disposable income, the more likely the individual will prefer a high-end Whirlpool washer and dryer and vice versa (Jisana, 2014).

Role of involvement in purchase decisions

Consumers tend to illustrate high involvement with Whirlpool washers and dryers since these products form a crucial component of their lives. The consumers have to determine between various Whirlpool washers and dryers before reaching a purchase decision. The post-purchase behavior of these consumers involves a more critical evaluation of the different features and benefits offered by the various whirlpool washers and dryers. Due to the significant differences identified with the washers and dryers and the high involvement of consumers purchasing these products, the consumers display a complex buying behavior. The consumer has to determine between various product differences including the top loading or the front loading and the different capacities for the washers and dryers. The high involvement and the complex buying behavior are associated with products that are infrequently purchased such as the Whirlpool washers and dryers. The consumer seeks all the relevant information before determining the specific Whirlpool washer or dryer they hope to purchase (Sahney, n. d).

Consumer decision-making process

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Whirlpool marketing strategies have to influence the eight steps associated with the consumer decision-making process when deciding to purchase a washer and dryer. The marketing process has to identify the problem that leads to the need for acquiring a washer and dryer and respond to the problem. Whirlpool has to determine the necessary solution that would best suit the needs of the consumers when solving the problem. Additionally, the company has to set goals that each solution has to meet. For example, the features the washers and dryers will possess and the various abilities for each product. Whirlpool also has to offer alternatives that consumers can choose from and define the criteria used in analyzing these products. The company also has to include a feature that makes each washer and dryer a better alternative. The customer also needs the ability to analyze the various products qualitatively before making a decision, and these features must be the best solutions to the prevailing problem. Therefore, Whirlpool has to develop washers and dryers that comply with the user needs and adopt relevant marketing tools that outline the various features that make each product more favorable (Sahney, n. d).

References

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