

# The mind of the customer

[Business](#), [Marketing](#)



Decision-making among consumers is the fundamental determinant of the level of success in a marketer's career. In effect, it is important for marketers to understand the inherent factors that help consumers make decisions on different products based on various aspects. These aspects vary depending on sociological factors, cultural factors, and other personal factors that affect the decision making process. In this case, an individual makes the decision to purchase a product based on one set of these factors or based on two sets or a based on a combination of all these factors. Nonetheless, it is important to pose the question whether marketers understand these factors that contribute to the decision-making process of a consumer. On the other hand, while marketers might understand these important factors that influence consumers' decisions, do they use these factors to determine the approaches that they will use in order to market their products effectively? Based on the foregoing, this essay elucidates on the factors that determine consumers' decision-making and the approaches that marketers should use in order to achieve their marketing goals.

Making decisions about various aspects of life involves conceptualizing through carrying out an analysis and making a selection, which is a choice based on a decision. In this case, this is mainly a mental process, which is indicative of the psychological factors that influence the decision-making process in individuals; the same case applies to consumers. Gerber and Bothma (2008) identified psychological factors as “ the ways in which human thinking and experience influence buying decisions” among consumers (p. 18). Importantly, these factors include the motivation of a consumer to buy a product. In addition, other psychological factors include the consumers'

perceptions, knowledge, and attitude towards a product. On the other hand, the extent to which a consumer is interested in a product is another psychological factor that determines a consumer's decision making process (Lamb, Hair, & McDaniel, 2011). Consequently, it is important for marketers to understand the interaction of these factors and use them to design promotional strategies that will influence the beliefs and attitudes of consumers to consume a product. In effect, this will motivate consumers to change their perception towards commodities based on the knowledge provided by marketers.

Personal factors are consumer characteristics that affect the consumer decision-making process by influencing their behavior. Kurtz and Boone (2008) identified personal factors as those descriptive characteristics such as age, lifestyle, economic status, life cycle, and other crucial individual characteristics. In line with this, it is important to point out that these factors affect the attention of an individual towards a product with the process of decision-making about a product reflective on the emotions and feelings of an individual based on these characteristics. For this reason, it is instructive to point out that marketers should be aware of the personal factors that affect the decision-making of a consumer to the product being marketed. Hence, marketers should ask questions such as “ who was buying the product” and “ what was their age, income, education level, and social status” in order to develop a marketing approach that was best suited to their target clientele.

Psychological and personal factors are internal factors that affect a consumers' decision-making process. On the other hand, there are external

factors that affect a consumer's decision-making process. In line with this, these factors include social factors that include the influence of family and friends, their social class, religion, and a consumer's culture (M. Trehan & R. Trehan, 2007). It is important to point out that these factors affect a consumer's decision making process on a product since they stimulate feelings and emotions. In this case, these factors affect the overall consumer behavior and their attitude towards a product being marketed. On the other hand, it is the role of the marketer to use the information they have about a segment of consumers' social factors that affect their decision-making. In this case, questions such as " what role does religion play in the society of the target community; what is the impact of the family; and what is the social class of the family are important in designing the marketing strategies to use.

At this juncture, the question is, " To what extent are marketers aware of the factors that influence consumer behavior and their decision-making process?" Moreover, despite their awareness and their understanding of these factors, are marketers in a position to integrate these factors and use them in the development of strategies that promote their products to these consumers? Answering these two questions is important for any marketer since they determine their achievement of success or failure in their marketing career. In this case, understanding the factors that influence the decision-making process by influencing the mind of the consumer is crucial in identifying the strategies to use in marketing promotion. Without understanding the consumers' mind, which influence their behavior and decisions on a product based on the factors articulated in these article, a

marketer will not achieve his or her objectives.

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