

# Consumer behaviour class

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



Consumer behavior In the situation of IKEA, the place has a large number of options that a consumer can choose from. That means that the consumer will have to face the problem recognition stage and that will enable a person study the consumer behavior. The consumer problem that exists is the consumer choosing the item that he or she wants to choose from the many available choices. That means that the consumer will have to consume the budget that he has in place and the number of items that he wants to purchase with the money available. The consumer behavior problem that exists at IKEA is the fact that the consumers will have a wide range of products that they should choose from and that become a problem (Youngme 8). The store has many products that are attractive and that will make it difficult for the consumer to choose from the wide variety. The other consumer behavior problem that exists is the availability of information that regards the products that are found in an IKEA store (Youngme 9). The other problem that is available is the lack of a platform that can be used by the consumers in the comparison of the products found in the store and their competitors (Youngme 13). The other consumer behavior problem that is considered is the availability of quality services that any store provides (Youngme 9).

As a manager at IKEA, it would be good to place products of the same kind and those that are complimentary in one area. That will help solve the issue of not being able to choose from a wide variety of products that are available in the store. As a manager, it would be proper to give a wide detail of information about the products that are found in the store. That will help in resolving the consumer behavior problem that is in place. Consumers usually

prefer searching information on the products that are availability. That includes the durability of the products and the way in which the products can be used. Therefore, the management should provide information on the products by physical training and provide information on the products via the stores website. The information search analysis will involve both external and internal search. The internal search will involve the recognition of the items that the consumer actually wants while the external search involves using information available about the items. The information may be available from publications and friends. In the case of IKEA, the consumers will consider if the furniture that they choose will be satisfactory according to their desires and according to the social class that they are found in.

The other way that the management of IKEA will help in resolving the consumer behavior problem that is at hand is by the management giving a clear comparison on the products available with their substitute or alternative competitors. That will enable the consumer to make a distinction between the products that are best and that suite his or her preference from the products that do not fit his or her requirements. The alternative evaluation includes accessing the value of the product that the consumer has chosen. That aims at ensuring that the consumer gets value for the product that he or she has purchased. .

The management will help in solving the consumer behavior problem by providing a platform that will make it possible and convenient for the consumer to purchase the products from the store. That includes perfect customer service and convenient prices. Those are the factors that will make it easy for the consumer to make the purchase decision. The purchase

decision may also be based on the past experience that the consumer had with IKEA or any of the friends had with the shop. The management may also solve the consumer behavior problem by ensuring that they offer after sales services that may include training and repair of the products that have being purchased from the store. If the policy is favorable, then the consumer will purchase from the store (Stryker 31). Those are some of the ways that the management of IKEA can solve the consumer behavior problem that is at hand.

#### Work cited

Stryker, Burke. Consumer behavior. New York: Free Press. 2002. Print.

Youngme Moon. IKEA invades America. Harvard Business School. September 2004. Print.