

# Video wild planet

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



Question Set Two - Wild Planet Wild Planet has a unique approach to the development of toys, and the types of toys that it develops incorporating children themselves and their opinions into the development process. The four sets of factors that affect consumer behavior are cultural, social, personal and psychological and Wild Planet utilizes all of these to draw clients to its business, and to see its products.

Culture helps to define what an individual wants and the manner in which they behave. Wild Planet takes advantage of this by working out exactly what children desire in products, and producing products that meet these needs.

Social factors are also an important influence over consumer behavior. An example of the use that Wild Planet took of this factor is its room remodeling and design range targeted at girls. The range is based on the concept that girls lose interest in toys faster, and begin to spend more time in their room. In addition, they show a strong desire to impress those of their age group. The company was able to take advantage of this to produce a line that appealed to girls of this age group.

Personal factors include a number of factors related to the situation of the individual. In the case of Wild Planet, they need to take into account both the personal factors related to the parent and the child. Parents generally look for toys that will do more for a child than give them something to play with and Wild Planet works with this by producing toys that stimulate the imagination and brain function such as logic in children.

The final factor that influences consumer behavior is physiological. This includes motivation, learning, beliefs and attitude. Wild Planet takes

particular advantage of this, encouraging the idea that their products are more than simply toys, they offer children numerous benefits in terms of mental growth , as well as being highly desirable to children.

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2. Wild Planet operates in a different manner than most other companies. Rather than trying to predict what consumers are likely to desire, Wild Planet involves its consumers in the creative process. Specifically, they develop toys that are aimed to be appealing to children, while at the same time providing children with mental and physical stimulation. One way that Wild Planet works to advertise and encourage sale of its products is the realization that it is both the children and the parents that make the decision for what toys they buy. As a consequence, Wild Planet targets their advertising at both groups. The toys that Wild Planet creates are aimed at ages two to 12, although older children also use them. This is the demographic that they target, although it is important to be aware that much of their advertising and products also target the demographic of the parents of these children, as these adults play a large role in determining what toys children end up with.

3. Wild Planet's web site (Wild Planet, 2011) promotes the idea of drawing the attention and desire of children for their products. It has bright colors, and exciting images of some of their popular products. On a side bar they list all of their product ranges, linking to individual websites for the products which contain detailed information about their products. This provides adults and children with information about the product, what it can do and why it may be desirable.

In addition, the company provides a web based store, which allows products to be brought directly through the site, or if this is not desirable, then the price can be determined. This help significantly in the decision making process for the buyer, as it provides them with the information that they need to compare the product to other similar products. The buyer decision making process consists of five steps: the recognition of need, the search for information, the evaluation of the alternatives, the decision to purchase a particular item and the behavior following purchase.

Finally, the website contains information about some of the toys that the company sells, in order to help customers use them, as well as a direct link to contact the company and ask any questions directly. This helps significantly for post-purchase behavior and will have a positive effect on consumer opinion of the company and the likelihood that they will buy more products in the future.

Reference: Wild Planet. (2011). Wild Planet Retrieved September 27, 2011 from <http://www.wildplanet.com/>