

Free essay about consumer behavior

[Business](#), [Company](#)



The marketing managers are no longer in control of the situation. Now consumers are in charge for creating their needs and branding. Millions of creative and insightful people around the world improve and maintain the revolutionary products and services on the market even without the financial support of the corporation. Marketers do not have the ability to control our desires using any of their effective marketing techniques. By means of psychographics and demographics marketers can successfully promote products to their destined market segments, thus they increase the desire for their product. People also often buy products for what they represent such as Levi Strauss to look stylish. However, marketing managers do not have enough knowledge about everyone to manipulate, so they have nothing to do except selling products of good quality for a fair price in order to increase their profit.

Marketing managers do not have the power to create needs they are able to create desire or wants for their product. A need is something that is necessary for organisms to live a healthy life, like water, food and air.

Marketing managers use needs as a tool to show how the promoted product can satisfy the need. For instance, taking the situation with food, why have a salad when you can have crispy chicken sandwich. Why have any other sandwich when you can have it from McDonald's, the tastiest fast food in the whole Universe.

The Internet has created lots of new overwhelming ways to interact with companies. People can stay home during shopping. The terrain of shopping has changed; people do it from their house or any other place that have access to the Internet. State, region or country borders no longer limit them.

Nowadays, we are allowed to make purchases even from the other side of the globe with a click of the mouse. Companies have started a new paradigm of to using a cell phone's GPS ability to send advertisements to anyone once you are close to their store. So advertising appears in every media, on any device.

References:

Juon, C., Greiling, D., &Buerkle, C. (2012). Internet marketing: Start-to-finish. Indianapolis, Ind: Que.

Moore, I. (2005). Does your marketing sell?: The secret of effective marketing communications. Boston: Nicholas Brealey Pub.