

Consumer psychology and marketing communications assignment

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Psychology is a specialty area that studies how our thoughts, beliefs, feelings, perceptions influence how people buy and relate to goods and services. One formal definition of the field describes it as the study of individuals, groups, or organizations, and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the Impacts that these processes have on the consumer and society.

Psychological variable associations with buyer behavior represent a very significant part of what searchers study about consumers. Historically, the emphasis has been on several important areas: needs and motivation, perception, learning, attitudes, and chirography's. Many investigations into psychological characteristics and buyer behavior ultimately emphasize the existence of market segments and how well those segments predict differences In consumer activities, examining the Intrinsic qualities of Individuals and how those Identifications facilitate targeting consumer groups (McDonald, 1994).

According to the Society for Consumer Psychology, division 23 of the American Psychological Association, consumer psychology employs theoretical psychological approaches to understanding consumers. Consumer psychologists study a variety of topics, Including how consumers choose businesses, products, and services, the thought processes, and emotions behind consumer decisions.

Other factors considered are how environmental variables such as friends, family, media, and culture influence buying decisions, what motivates people

to choose one product over another, how personal factors and individual deference affect people's buying hoicks and what marketers can do to reach effectively out to their target customers (Cherry, 2012). Consumer behavior consists of studying buyer's trends and the processes they use to choose, consume, and dispose of products and services.

A more In-depth definition will also Include how that process affects the world. Consumer behavior incorporates ideas from several sciences, including psychology, biology, chemistry, and economics. Mood of the consumer can affect buying habits. The line between an emotion and mood is frequently difficult to draw, but often by invention involves conceiving of a mood as longer lasting from a few hours up to days and lower in intensity than an emotion.

Still another distinction between emotions and moods Is that the former typically Is Intentional, that Is, It has an object Marketing communications are messages and other media that used to communicate the promotion part of marketing that consisting of pricing, products, promoting, and placing. Marketing communications is what drives us to buy, whereas consumer psychology studies how or why we buy. It is the study of why we buy certain products ND not others, and the process of what we go through to use, select, secure, and dispose of these products or services.