

Consumer behavior persuasive essay



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Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants.

It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. According to Lars Perner the study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between different alternatives (e. g. , brands, products);
- The psychology of how the consumer is influenced by his or her environment (e. g. culture, family, signs, media);
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

This paper will display four different types of ads.

In each of these ads, we will analysis them in four areas of behavior respectively–perception, motivation, personality and learning. Personalized

Your M&Ms M&M is famous for colorful button-shaped chocolate. It has been previous for more than half a century in the entire world. Although, M&M's iconic characteristics was remembered by most of the people, it is only just a chocolate candy everyone can get it in any grocery store. In order to extend M&M's target market, satisfying every customer in every occasion and making their products different and unique become very necessary.

This is where personalized M&M's come from. Only three steps, you can create different kinds of M&M that can be used in various occasions. From colors to packages, every detail is on you. The first step, customers can choose any three kinds of colors you want from 20 alternative colors. Second step, add your personal information to your M&M candies. Customers can upload your photos and/or select any clip art- form 20 occasions, such as, birthday or Valentine's Day. There is also a possible to choose your support sport team no matter in NBA, MLB or NFL.

You can even type in your own words but less than 16 letters. The last step is creating your package that is going to match the occasion you will participate. Demographic segmentation Location- M&M personalized service is only available online, but it can take any orders outside of country. Age & Sex- This service is suitable for any ages and sex. Marital status- Personalized chocolate is a blessing for Married people or people who are getting married. It's a great idea to take personalized chocolate candies as your anniversary present; especially there are your photos and honeyed word's on them.

As the getting married couple, personalized candies is a better than any other candies and it also convey deep love of the new couples. Income- This is a reasonable price product and service. Usually, it is served at 10.

 5 oz. Education- M&M is looking for a consumer with an educated level and high tastes. This means that this group of people usually have high requirement for what they purchased. Therefore, personalized M&Ms provide the service they needs and they do not need to worry about brought the same products with others.

Product behavior Brand use- M&M is already prevalent in the entire world.

Volume use- This advertisement customized for small amount individual buyers but also for large amount orders. They provide 10lb/ package serving and small independent package minimum 30 serving. Usage situations- two types of packages serve different situation. High weight big packages are good choice for children parties, while small package large volume is suitable for corporation gifts or wedding candies. Psychographic segmentation Family lifestyle-

Activities and interests- this is a marketing strategy that encourages

customers to participate in production processing. Attitudes and priorities

Benefits sought- this ad help chocolate lovers create personalized chocolate

and help people create unique presents for proper occasion. It is not only

just a chocolate or candy present. This is a unique present that is produced

by yourself and only can be used in this occasion. Travel light This Delsey

luggage ad depicts an aristocratic lady, walking arrogantly with her lovely

puppy in a luxury hotel.

Following closely, a doorkeeper who is holding many travel luggage help this young lady carry all her stuff. The specialty of Delsey case is light and they hope their customers can feel like a noble when traveling with their light luggage. How does the target market perceive this ad? How do readers feel about when they saw this print ad? Is it a good ad that conveys useful information and captures customer attention? In order to solve all this questions, let us have a look at the market segmentation. A perceptual characteristic is following behind. Segmentation Company background

In 1911, the Etablissements Delahaye specialized in the manufacture of cases for cameras and covered cases for typewriters and record players. Mr. Delahaye and the Seynhaeve brothers joined forces in 1946 to create Delsey. Delsey made use of its experience in the production of camera and record player cases to form a department specializing in “ travel items” in molded plastic. In 1970 Delsey used its technology to create the first French, high-range, rigid ABS luggage line – the DELSEY AIRSTYLE suitcase. Delsey is an international brand present in over 110 countries worldwide and on 5 continents.

It boasts 6, 000 active sales outlets. Leader in France, Delsey’s home market, with a market share of approximately 30%. Increasing Export sales through Delsey’s network as in Italy, in Germany, in Greece, in Turkey, in Middle East markets as Saudi Arabia, United Arab Emirates and in the Latin America markets as Brazil and Argentina... Delsey is also present in USA with an increasing market recognition achieved through department stores.

Delsey’s brand is presenting in developed markets, namely Japan, Korea,

Hong Kong, Singapore and Australia and boosted in China through direct retail.

Demographic segmentation Location- most of Delsey's ads are printed in business magazines, like New York Times and Money Magazines. Although people all pursuit to travel with durable but light luggages, business people have the highest requirement of their travel case. They hate travel like carriers and they also require perfect image even with a travel case showing up in terminal buildings. Age- These 'travel light' luggages are designed for anyone who need light but durable cases in travelling. It doesn't divide very clear age domain. People in any age range may need this kind of case.

Sex- According to this ad picture, we can directly find how glorious this young woman is. It conveys an explicit information to all woman that if you use this luggage you will look gloriously like her. This is a series ads, they also several other versions. Marital status- this ad is target towards any kings of marital status people. It only has one aim that you can as attractively as this lady whether you are married or not. Your followers always want to serve you like you are their queen. Income- The price of Delsey cases varies. The range is from \$65 to \$500.

They providing a reasonable price that the middle class can afford it.

Education- This travel light ad primarily target on business people, while this group of people usually have high-level education and good taste. They are smart and know how to make valuable decision. Buying a high quality case is on of them. They do not want to do loss money business. Occupation- As mentioned above, light travel luggages are target on business people,

especially for someone who needs travel a lot. Product behavior Brand use- Delsey is famous for its finest products and consideration.

There are some other series that focus on different customer needs. This ad is mainly focus on it utility and quality. It satisfies customer's need of durability. In the meanwhile, it distinguish from other durable but heavy cases. Volume use- This advertisement from Delsey cases does target two specific groups: 1. Those who need durable, dependable lightweight luggages can get most satisfaction from Delsey cases. 2. Anyone who needs a travel case, the object is to convert them to users. Usage situations- This advertisement displayed your feelings and status when using their light and durable products.

The gold of this targeting is to demonstrating that durable cases are not necessary heavy. Psychographic segmentation Family lifestyle- Except business people, family use can be another potential market according to the analysis below. Some travel lover family needs big and strong cases to package. They usually have more number of people and messy stuff. A big case meets the requirement for carrying more stuff, while lightweight can help them move easily in their journey. Activities and interests-This ad portrays a scene that people who want to walk like a noble should carry a Delsey case in their journey.

Attitudes and priorities Benefits sought- this ad is targeting those who are looking for a travel case that is lightweight and durable enough to help those people travel conveniently. Perception Every customers has different perception even be exposed to the same print ad. This is because people

view things from different angles each one has their standpoint and situation. Knowing about customer psychology and perception way can help marketer identify accurate targeting and make right decisions Figures and ground This ad sets a scene in a luxury hotel lobby.

It tries to convey implicit information that Delsey products are luxury in all of the travel luggages. Customers get used to compare themselves to the people in ads. They want to become the people with they desired products. This Delsey case ad successfully building a connection between their customers and the image showing on their ads. This ad may lead customers to think that if they use Delsey case in their journey it's like nobles walking in luxury hotel lobby. Contrast There is a distinguished contrast between the young lady and doorkeeper. This lady walking elegantly in the front without any luggages carried his dog.

The only thing she needs to care is her perfect image. While, back in the end, the doorkeeper holding lots of her luggages but walks very gentlemen. There is not only contrast but also exaggeration. The luggages seems like can reach the ceiling. According to the contrast we can get two messages. The first one, if use Delsey case I will walk like a elegant lady with someone help me carry my cases even in my journey. Another one is, no matter how many cases you are carrying it is like you can carry all of they in one hand. This ad emphasis their products feathers again that is lightweight and durability.

Positioning based on a specific behavior Since most of the Delsy case ads printed on business magazine, readers are mostly successful people with

high salary. They can afford more than a \$500 travel case, it is a way to display their position and social status. For some who can only afford average price, Delsey also provides reasonable price and good quality products. Rare Occasions Deserve a Rare Celebration Johnnie Walker presents an advertisement for their new edition blue label on the Fortune magazine. The ad depicts two guys are canoeing in the river.

According to the writing part, we know that they are located at Aialak Bay, Alaska. Not far away, there shows a huge whale tail. At the bottom, the slogan shows up “rare occasions deserve a rare celebration”, “sometimes you find adventure and occasionally it finds you”. The photo displayed with the slogan can be interpreted as (1) Blue label is a rare king of whisky and (2) drink it at very special and precious moments. (3) It is not easy to have a bottle of blue label whisky. This ad uses an explicit and contractive way to draw shoppers’ attention. Does it contain a powerful influence to motivate customers?

What personality traits conveyed to customers. Company background Johnnie Walker is a brand of Scotch Whisky owned by Diageo. It is the most widely distributed brand of blended Scotch whisky in the world; it’s sold in almost every country, with yearly sales of over 130 million bottles. Blue Label is a Johnnie Walker’s premium blend. Every bottle is individually serial numbered and sold in a silk-lined box. This isn’t your ordinary bottle of scotch you open for every occasion. This campaign shares the unique stories of individual bottles and the desire to make those moments epic.

Blue label is Johnnie Walker's premium 80-86 proof blend with no age statement. Johnnie Walker Blue Label is blended to recreate the character and taste of some of the earliest whisky blends created in the 19th century. Bottles are numbered serially and sold in a silk-lined box accompanied by a certificate of authenticity. It is one of the most expensive blended Scotches on the market, with prices in the range of US\$200. Demographic segmentation Location- Johnnie Walker is a widely recognized brand, which is sold in almost every country.

Although, JW doesn't have physical exclusive distributing store, it can be bought in any liquor stores. Besides, customers can easily find distributors sell JW on line. Age- JW targets for various aged people. No matter you are an energetic young man or a mature and modest old man, you can always find a type of whisky that matches you best in JW. JW provides whisky for people who love it, no matter what age you are. Sex- JW sales whisky primarily for men and their ads usually arrange a good looking and successful man as the leader in their ads.

Although, the target marker of JW is mainly focus on men, there is an opportunity that women could buy a bottle of whisky for their husbands, father or friends etc. Marital status- This ad is not specifically target toward a particular marital status, Income-Johnnie Walker blue label means an luxury brand in whisky. The price, of course, is obviously much higher than regular whisky. The average price of a blue label is \$200. Therefore, if you do not much spare money, you probably cannot afford a blue label. This means, at least, your net income higher than average income, otherwise, you cannot afford a blue label.

Education- Although, this ad doesn't indicate which level of educated people it is target for, you can inference that people can afford blue label must have well education. The reason is that well educated people usually have a decent job. While, a decent job brings about well salary. Therefor, people can afford a blue label usually associates with high educational level.

Occupation- We conclude that people have a high level of education usually have a decent jog which can bring them good salary and afford expensive blue label. What kind of job can be defined as well-paid job.

In my opinion, jobs relate to government and businesses usually come with high salary. In another words, people work in government and businesses are more capable to afford blue label. Product behavior Brand use- Every type of Johnnie Walker scotch has a label color as a title. The purpose is to denote the different type of scotch and to position them to be used for different occasions. For example, Johnnie Walker Blue Label is rare and expensive, and so it is intended to be used for special occasions. Volume use- Blue label is a limited version of Johnnie Walker whisky.

Even if you have enough extra money, you may not have a chance to possess a bottle of blue label. Each bottle has a unique number, which guaranteed every customer have different and unique blue label. Usage situations- Johnnie Walker is the most widely distributed brand of blended Scotch whisky in the world; it's sold in almost every country, with yearly sales of over 130 million bottles. According to statistics, in the year of 2011, the brand sold over 1 million cases in the USA, Brazil and Thailand. It sold more than 500, 000 cases in Mexico and Australia. Psychographic segmentation

Activities and interests- Although, Blue label means a lot for whisky lover, it is a type of alcohol essentially. It can be shared in very rare occasion, like your father's 50th birthday or a special ceremony. The difference between your father any other people is you father is the special person for you.

Similarly, blue label is the thing which prove that your father is special for you and his 50th birthday is a special occasion. Attitudes and priorities

Benefits sought- Blue label is not simply a liquor product. It means luxury in everywhere. Luxury means superiority in every respect—best in class.

Making the best whisky is what blue label did. Again, this ad is target for people have high requirement of whisky. They take a special version of whisky not only as a alcohol drink, but also a sense of lifestyle and collection.

Motivation Considerable research suggests that advertising cues can influence purchasing decision. Advertising conveys a lot of information to their customers in order to motivate people bur the products. Blue label is not a simple well-blend whisky. It is a symbol of fortune and social status because blue label it is a very special types of whisky and it only can be drank occasionally.

Emotional arousal Consumers assume themselves as the people in the ad. A good ad can easily arouse the same feeling in their customers. Suppose you and your brother go boating in Aialak Bay, you come across a marvelous situation that probably no one else in the world can have it again. Dose it deserve a special ceremony to celebrate this special moment. This is where blue label belongs-a rare occasion. This ad set you in a hypothetical scene try to guide consumers to connect a very special moment with Blue Label.