

# Essay on consumer behavior

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



Consumer behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption and disposition of goods, services, activities, experiences, people and ideas by decision making units. Consumer behavior is a dynamic process which includes acquisition, consumption and disposition, consumer behavior. There are many factors that affect acquisition, usage and disposition decisions can be divided into four parts the psychological core, the process of making decisions, the consumers culture and consumer behavior outcomes. A consumer requires motivation to purchase products thus the use of advertising and branding have become core competences for many companies. Consumer behavior changes according to the buying behavior and brand loyalty. Most consumers have different tastes and preferences which are well acquainted by the marketers.

The evolution of technology has improved communication and enhanced product knowledge through the use of social media sites. The use of facebook, twitter, linkedin is some of the online channels used in advertising and branding. Business practitioners are looking for answers and solutions as to how to understand online consumer behavior so that they can maximize their online consumers experience to help instill brand loyalty. Online advertisers know the importance of not just incorporating but also embracing consumer blogs, facebook, twitter, LinkedIn, MySpace, and other social media to enhance their online presence. The impact of social media on the brand image and consumer purchase funnel is different from that derived from traditional media because the marketer is no longer in full control of the message. These messages have different content frequency and reach from

that desired by the marketers. These messages help consumers in the decision making process as they make the purchase.

Consumer motives for engaging in social media which insights into consumer activities. Studies focusing on consumer motivation and the social media and user-generated media apply the gratification approach. These studies have shown recent research three main gratifications or motives for using the internet as information, entertainment and social aspects. The internet is full of information on different subjects, goods and services. The growing interest to embrace social media marketing as a promotion mix has been enhanced in the marketing industry. The accessibility of product information from individuals and groups affect the buying behavior of consumers on the same products. Young adults are most affected when it comes to purchasing of products or in finding out what trends are in season this includes fashion, technology and music. The impact that this has had in the market has been immense with companies been more visible on the internet.

Young adults use twitter and facebook to inquire on what products and services to use when in need. More product review blogs are been written by satisfied and unsatisfied customers which has greatly impacted the buying trends of many consumers. The existence of such product information has been beneficial mainly to the products been reviewed and a plus to the companies that have manufactured it. The existence of internet provides a platform for young adults to exchange reviews on the product and the location to buy. Consumer buyer trends are greatly affected by the perception of others on the products thus it is important for companies to engage and interact with its market. This will help clients establish a better

relationship with its clients making it easier to establish which products have more consumers in the market. Consumer buying segmentation is then established which allows the company to understand the type of product most used and can be produced in the market to meet the demands. This will help to examine and control the consumer demands which are greatly affected by preference.

Several studies tend to show the positive impact of social media upon a brand and the fidelity of consumers and the purchasing decision. According to a study from the Compete Institute, 56% of those who follow a brand on Twitter would be more likely to buy the products of the brand whereas it is only 47% for Facebook “fans” of the brand’s page. Twitter, qualifies users as “mature” consumers, and builds a stronger relation between users and brands. A company that has shown results as from the above numbers is Naked Pizza, a new Orleans Louisiana based business catering to health conscious pizza lovers, which tweeted about its pizzas in 2009 and successfully drew around 4000 followers in just a few months. The company also kept track of sales that were spurred by billboard outside its shop encouraging customers to follow it on twitter. The micro blogging campaign success culminated in the company breaking its one-day sales record, with more than 68% of its sales coming from customers who were twitter followers. On the same day 85% of the company’s new customers claimed they had been motivated to buy from Naked Pizza because of twitter.

Social media interactions make sure that consumers are able to retrieve the information earned to purchase the products. It is highly important for companies to provide an interactive platform to inform its consumers of the

newest trends and products provided by the company. This creates a better relationship with its consumers making it easier for the client to exercise the four stages on consumer behavior. By doing so, companies create an opportunity to increase its customer base and sales in their products. Consumer behavior and buying trends are required that deliver a well informative aspect of products for the clients. Buying trends have improved communication with different information for consumers.

As companies try to establish the strategies needed to improve on their social media campaign the market is still dynamic. With this companies are now making it their priority to create interactive platforms that will improve on service delivery. Many strategies including raffle prizes which will increase the number of customers viewing the page. This type of interactive method has improved competition in different field making internet marketing more intensive and competitive for many companies. Social media has enhanced and created better buying patterns among the youth. Buying patterns have gradually changed through social media in which decisions and subjects are exchanged by the young adults is alarming and trending. Social media has changed because of the QWERTY key pad revolution in which Nokia has made it their business to promote micro blogging sites and offer new ways of communication to the youth. Such platforms have enhanced the use of social media sites as a way of exchanging and receiving information making it easier for them to communicate. Social media is the only marketing platform visible that interacts with its customers buying behavior and patterns.

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