

Ikea consumer and organisational behaviour

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



Consumers' Level of Involvement and IKEA's Marketing Plan The perceived level of risk of consumers is high when it comes to buying furnishing products therefore, consumer involvement level is high.

Perceived Risk

It has affected IKEA's marketing plan in the following way.

Post Purchase Evaluation at IKEA and its Impact on Marketing Plan

IKEA is offering its products worldwide however; the company has been offering its standardized products until it accessed the US market. Based on consumer feedback, IKEA introduced American style furniture with core IKEA values such as easy-to-assemble, portable, etc.

Social influences on consumer behavior and its Impact on IKEA Marketing Plan

IKEA is operating worldwide therefore, IKEA marketers are facing huge social influences whilst developing product, services and marketing plan.