

Learning team segmentation, targeting, and positioning paper

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



Consumer behavior can be defined as the study of procedures involved when a person or a group of people choose, buy, use or arrange goods, services, skills or ideas to suit their needs and wishes (Lake, 2009). Customers are also defined as role actors in the market whose choices and perspectives affect the use of goods and services. For this reason, they need a variety of goods to enable them make decisions or play their role effectively in the market. Marketing is a process, an activity and a set of institutions whose role is to communicate exchange, deliver, create and exchange ideas that are significant concerning goods or services that are available in the market. Therefore, marketers are supposed to understand the needs and desires of consumers for the smooth running of the process. For a business to be successful, it has to understand consumer behavior; hence, it has to satisfy consumer needs.

Marketing can be related to advertising, and in many occasion they are used interchangeably to mean the same thing. For a business organization to get customers and persuade them to buy its goods and services, is an extremely challenging task. This is because the market is an extremely competitive place, and for consumers demand to know the quality, of the product or service for which they exchange their money. Giving free samples of products to customers to try out tremendously influence their behavior towards that product. Therefore, in order to persuade more customers to buy their products, a company has to come up with a budget that includes free samples with the aim of influencing customers to buy their goods. Moreover, to include free samples in their budget is one way of avoiding losses instead of making a profit at the end.

Market is influenced by various consumer characteristics, which include sex, age, gender, location and income. This is because consumers are both male and female, whose products are different. Age is also another factor that a company should consider as consumers have different purchasing desire as they belong to different scopes in society; hence a company has to put its business that in a location that attractive a group of people (Rajagopal, 2007).

The theory of consumer behavior allows marketers and consumers to persuade the spending routines of consumers, changing their impressions about a product that leads to the purchase of that product. In addition, the theory creates new ideas in the consumer's mind as well as inspiring them to buy that product.

Consumer behavior is an ongoing process that is challenging to most marketers, but once it is understood there is the smooth running of the business and relationship. Usually, consumers purchase goods after considering their significance and quality and then decide on whether to buy the product or not. Therefore, marketers should be in a position to learn and understand consumers' line of thinking about a product, factors, situations and approaches in order to increase their sales (Marin, Salvador and Alicia, 2009)

In conclusion, businesses should teach consumers various lessons about a product through interaction and exposure. Businesses do this through advertising their products and, they must teach something they never intended to teach.

References

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