

Buyer behavior and integrated marketing

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



The problems on which this assignment focuses on is how can an organization understand and influence the demands and needs of a consumer by using consumer decision making model and the a decision sequence model which helps an organization define a set sequence in order to plan for its marketing and promotional strategy. The company that has been researched upon in the research paper is Automobili Lamborghini S. p. A that has recently launched its new SUV in the market which also happens to be the first SUV car from the company.

The car is known is Lamborghini SUV and there are a lot of things that need to be taken care of when introducing and marketing the car in automobile arena. A consumer decision model will help the company in order to see how a particular group of consumers decides for a particular commodity. What are their preferences, their expectations, how can they be attracted, what is their taste, how well do they memorize a certain product, their loyalties to a particular brand, their interpretation from a product or marketing strategy and the knowledge that they possess.

A consumer consciously or unconsciously using all these factors when going to buy a product thus in the case of Lamborghini SUV the consumer will again question himself on the above mentioned grounds (MacKenzie 1986). As given in the research done on the company, the main problems that the company tends to identify from the consumer behavior are; 1. What is the product 2. What is the target market 3. What are the substitutes 4. How does the price and value formoneyare correlated 5. Is the product a luxury item 6. What sort of a decision sequence model can be used

Here is a brief answer to all of the questions mentioned above. As we all know that the product is a luxury SUV that is being marketed for the first time by the company, the company has to target to a specific group with specific characteristics. These people are supposed to be well to do by having good executive level jobs or running businesses and having a family of 2 to 3 persons. This suggests that the targeted customer should be more than 35 years of age but not more than 45 because that goes beyond the sporty and speedy characteristics of the car.

The sport and speedy characteristics of the car open two marketing and targeting corridors for the company, that are, 1. executives and managing directors, (as discussed above) and 2. The existing sports cars clients who will then be filtered for having or not having a taste for a sports SUV. The problem is that the product that is in question in the research is quite expensive and thus it is not at all like marketing coke. Customers need to be educated and informed about the value and worth of the product that should be other than the actual cost price of the car (Bettman 1975).

With reference to Blackwell, Miniard and Engel analytical framework, analyze the likely buying behavior of your target market, in terms of degree of problem solving, and identify the probable influences on this decision process. You should also identify any issues related to the information processing aspect, as this will inform task 3 With reference to Blackwell, Miniard and Engel, the decision of any consumer is based upon and involves two or more products that are substitutes to each other.

For example a consumer might choose between going out for a movie or staying at home, for this matter going to movie and staying at home will

<https://assignbuster.com/buyer-behavior-integrated-marketing/>

serve to be as substitutes to each other. Similarly, in this of Lamborghini, the consumers have a range of choices. These choices include other sporty SUV's that already in the market by competitor brands like BMW, Mercedes, Chrysler and others. Thus Lamborghini should look into the matter that what do consumers want in an SUV, how and what characteristics they should highlight to attract their customers.

Blackwell, Miniard and Engel advocate the fact that there are a number of cognitive processes going on in a consumer mind while he makes purchase decisions. These cognitive decisions can be identified as consumer knowledge about the market and the product, beliefs and memories about information that a consumer gathers from marketing and promotional activities going on around them, their cognitive process of comprehension and lastly their integration cognitive process in which a consumer evaluates two or more choices and short lists to one final choice.

This choice is made on the basis of certain behavioral decisions, thus the decision making process of a consumer can also be regarded as their decision plan. A Cognitive Process Model of Consumer Decision Making Lamborghini should keep in mind that its consumers will gather most of the information from their surroundings. Apart from their own marketing campaign, the consumers consciously and unconsciously are gaining information about the sporty cars, their models, information about other brands, performance of other SUV's that come in the same category of sporty cars and much more.

Consumers are exposed to TV shows, magazines, discussions and even get to see these products live at show rooms that they already a lot about the <https://assignbuster.com/buyer-behavior-integrated-marketing/>

car. However, a marketer should always keep in mind that in order to attract a customer and give him what he wants, the product should be marketed in such a way that the consumer directly notices what he wants in the product without him being analyzing and comparing with other brands (Roberts 2000).

The marketing campaign should highlight the characteristics of the product itself in the marketing campaign rather than letting the customer gather the information on his own that can also lead to possibilities that the customer may not be able to find those characteristics on his own. Same goes for Lamborghini, the company must market the new SUV in such a way that it highlights both its sporty nature and its symbol of power of status in order to cater both the target markets that have already been identified in the previous section.