

Influencing buyers behavior

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



Influencing Buyers Behavior Influencing Buyers Behavior Running an advert or a commercial during the time when most people are napping or having a siesta would automatically mean that it will not have a significant effect on the targeted audience (Jones, Soler-Lopez, Zahra, D., Shankleman & Trenchard-Mabere, 2013). This is because most people “switch off” their mind and give little or no attention to the media when they are having a little asleep.

In countries like Nigeria and Spain, business organizations avoid running adverts in the local media platforms in the afternoon, particularly immediately after lunch time because most people are not attentive as they have a siesta (Méndez, Oubiña & Rubio, 2011). Just like in many other countries, businesses prefer their adverts run during the prime hours such as before the news, during and after news because it reaches out to a significant percentage of the targeted audience.

Experts suggest that is crucial for companies to consider consumer preferences before embarking on the production process (Marr, 2013). This is the reason why Coca-Cola, a leading multinational beverage company, produces beverages targeting consumers in specific parts of the world depending on their preferences. As a matter of fact, many business analysts suggest that accurate identification of the consumer preferences is among the major factors that have given Coca-Cola a competitive edge in the beverage industry.

Liu, Denizci Guillet, Xiao and Law (2014), suggest that consumer preferences are influenced by numerous factors numerous factors such as the geographical location, climate, culture and religion. For example, some

religion denominations such as the Seventh Day Adventist discourage consumption of beverages that have caffeine such as Coke, one of the leading brands of Coca-Cola (Marr, 2013). Customer preferences based on the geographical location and culture of the people explains why Coke is popular in the USA where most people take caffeine, while Fresca, a caffeine-free soft drink is popular in most of the African and south American countries where a significant percentage of the population avoid caffeine.

References

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