



Module: English

Branch: Banking Marketing

Level: Master Two

Lecture 04: Consumer behaviour

Introduction :

Knowledge of consumer behaviour can be an important competitive advantage while formulating marketing strategies. It can greatly reduce the odds of bad decisions and marketing failure. The principles of consumer behaviour are useful in many areas of marketing.

1) Definition of consumer behaviour :

Is the observational activity conducted to study the behaviour of consumers in the market place from the time they enter the market and initiate the buying decision till the final purchases made.

2) Importance of consumer behaviour :

- 1) It is essential for the marketer to study the behaviour of the consumers in order to make better strategic marketing decisions.
- 2) The study of consumer behavior is equally important for the non-profit organizations such as : governmental agencies, hospitals...
- 3) The government also studies the consumer behaviour to provide them with the necessary goods and services, understanding the potential future problems such as Traffic...
- 4) The understanding of a consumer's behavior is necessary before the launch of the marketing programs eg : attitude of the customers behind the purchase of injurious products.

3) The types of consumer behaviour :

- 1) Programed or routine behaviour
- 2) Buying products occasionally, or limited decision-making.
- 3) Complex involvement, or extensive decision-making.

4) The impulse buying or the conscious planning type.

4) Factors can influence consumer behaviour :

- 1) Cultural factors : culture, sub-culture, social class
- 2) Social factors : reference groups, family, role and status
- 3) Personal factors : age and life cycle stage, occupation, life style, self-concept and personality.
- 4) Psychological factors : motivation, perception, learning and experience, attitudes and beliefs, financial and economic situations.

Conclusion :

Consumer behaviours control the type of marketing strategy of organizations, so they conduct studies to determine which strategies are likely to prove most effective. Small business need to know the members of the target audience, what they want, where they are located. Data is obtained from a variety of sources such as : marketing databases, sales history...