



Consumer Behavior

Thinkhall Training and Consultancy

Why we should learn about Consumer Behaviour



The study includes

the knowledge of why, when and where the consumer is buying, based on the resources (time, money, effort) available with him.

The Study of consumer behaviour impacts

The product line, the price, place to sell, positioning of the product and marketing of the product.

What is Market Segmentation



Market Segmentation

When we divide markets (places where consumer buys from) into sub sets of customers with similar needs or characteristics, it is called Market Segmentation

How this impacts

MS helps us target a certain market mix for positioning our brand in certain way. Marketers communication to their audience is based highly on the Market segmentation and type of consumers in it

Segmentation Base

Geographic Segmentation
Demographic Segmentation
Psychological Segmentation
Sociocultural Segmentation

Use-Related Segmentation
Use- Situation Segmentation
Benefit Segmentation
Hybrid Segmentation

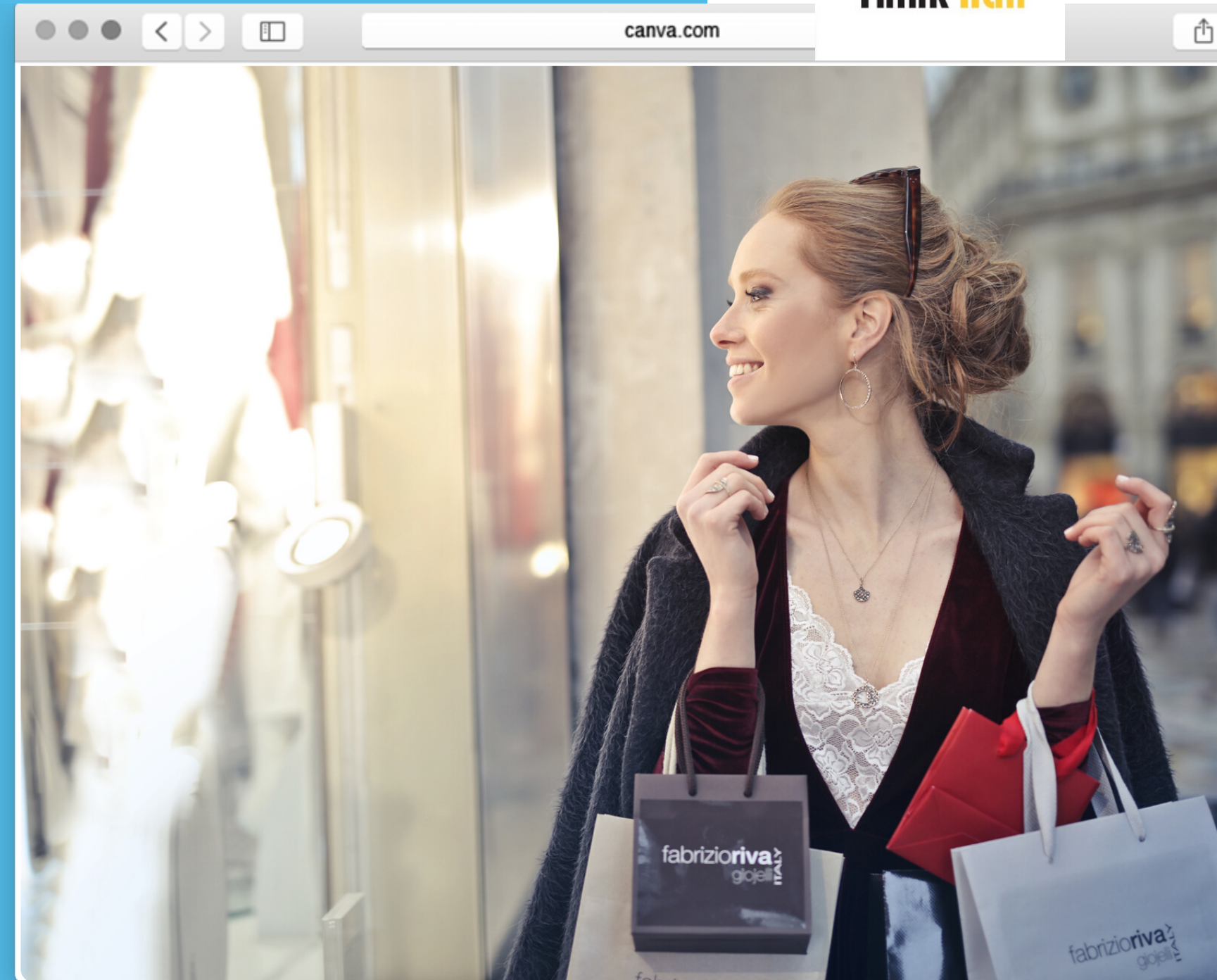


Consumer Perception

What is Consumer Perception

the way you see the world is your perception. The Consumer perception is how they select, organise or interpret a brand into a meaningful picture

Think about why brands change their logo or branding? Example Vicco Vajradanti ads previously and now



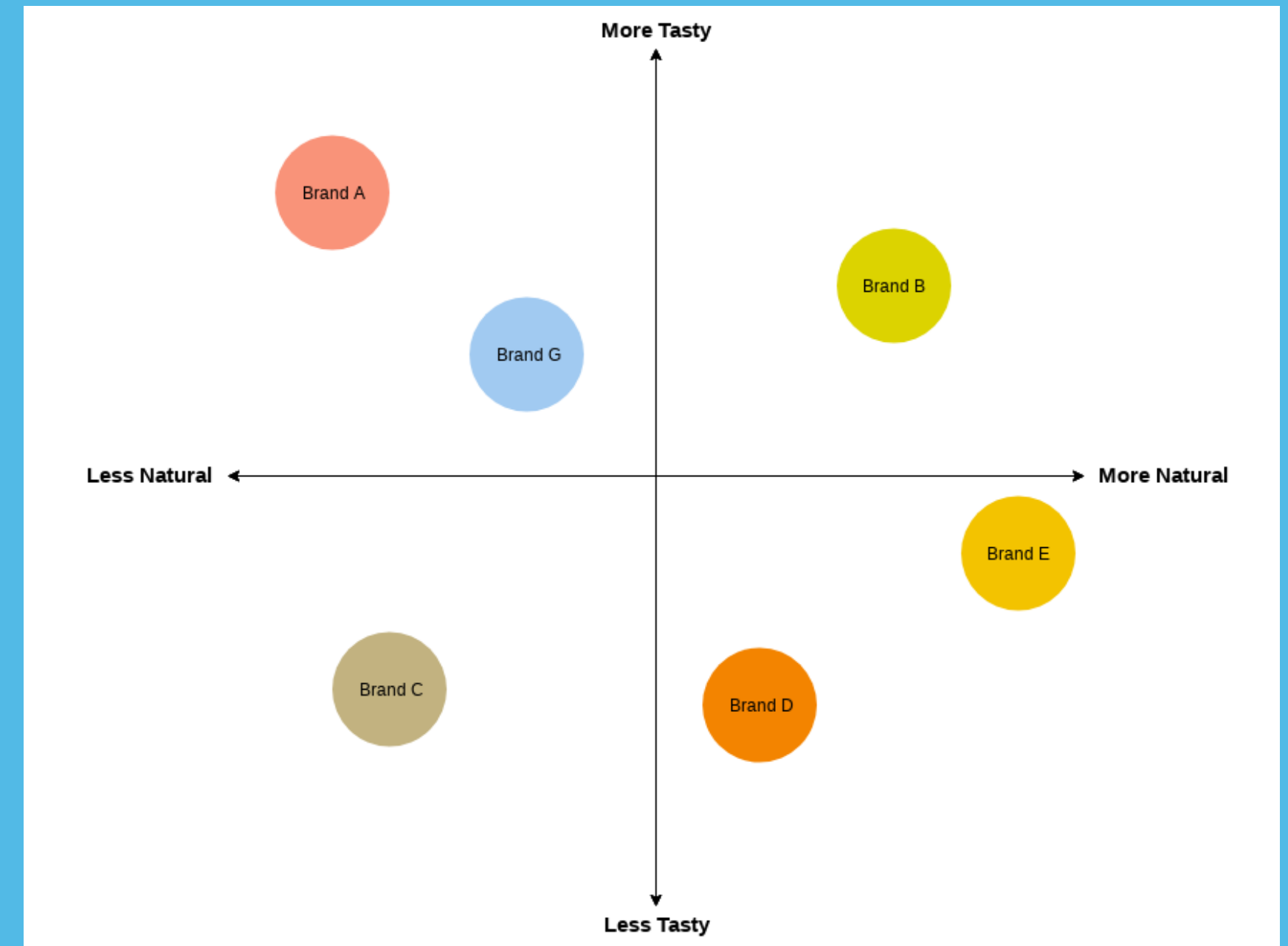
Perceptual Mapping



Perceptual Map

A perceptual map is a visual representation of the perceptions of customers or potential customers about specific attributes of an organization, brand, product, service, or idea.

Create your own Perceptual map





Impact of Marketing

Discuss impact of Marketing on consumers. How TV ads, Radio, Newspaper or other Above the Line (ATL) marketing impacts buying behaviour

Discuss the Influencer marketing. How Social Media, Youtube, TikTok creating new Influencer Marketing and changing buying behaviour.

Discuss how Social Media impacts buying behaviour – Facebook, Twitter, Instagram, Pinterest and other Social Media impacts.