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 COURSE NAME:

Consumer Behavior

Student’s Profile

Master in Business Administration

ATLANTIC INTERNATIONAL UNIVERSITY

**4/2022**

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 **Introduction**

The study of consumer behavior is a great insight into behavioral attitude of customers ranging from customer orientation, NPD, conversation marketing, strategies and procedures quality of service, etc.

Now I will take you through the simple meaning and understanding of concept and strategies derived from this learning.

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 **Customer Orientation**

Concept:

Understandably, a firm in the market economy survives by producing goods that consumers need and capable to buy. As a result, checking consumer demand is lively for a firm's future growth and even being as a going concern

Three approaches to achieve customer orientation:

A, Product innovation approach

B, Market change identification approach

C, Customer driven approach

The consumer-driven approach

The consumer needs are the gears of all strategic marketing ends. A formal approach to this customer-focused marketing is known as Solution, Information, Value, and Access (SIVA). This process is reworded to provide a customer direction*.*

Organizational orientation

 A company’s marketing department could be seen as of premier importance within the operational rank of a firm. Data news from a firm’s marketing department would be used to guide the direction of other departments within the firm. For instance, a marketing department could establish that customers needed a new kind of products. The marketing department would inform the research and development (R&D) department to generate a product based on customer new desires.

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As a result of the advice of the marketing department, the production department would then start to manufacture the product, meanwhile the marketing department would stress on the promotion, distribution, pricing, bench marking etc. of the product. Subsequently, an organization’s finance department would be informed, as regards to getting suitable funding for the development, production and promotion of the product.

Herd behavior

.This is used to examine customer’s dependencies of mutual behavior. It shared mechanisms to speed urge buying and get consumer to buy more.

Marketing Research

Marketing research means conducting research to promote market activities, and statistical rendering of data.

Marketing researchers used statistical method e.g. quantitative research, qualitative research, hypothesis test, chi-square test, binomial distributions, frequency distributions etc. to interpret their discoveries and convert data into information.

In addition, marketing research is different from market research. Market research refers to research in a target market. In contrast, marketing research may be all research conducted within marketing.

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Marketing environment

Most importantly a marketer’s work is staying in the lead or top of the customer. It is a mark to know your marketing environment in other to value consumers concerns, propels and to set the products according to consumer needs. Marketers apply the process of marketing environmental scans, which subsequently acquires information on latest events outside the firm to identify trends, opportunities and threats to a business.

Key elements of a marketing scan are

A, the demographic forces

B, socio-cultural forces
C, economic forces

D, regulatory forces

E, competitive forces

F, technological forces

Marketers must look at how and where threats and opportunities generate from in the environment around the consumer to keep a productive and successful business. The marketing environment refers to forces and factors that affects company’s ability to build and keep relationship with customers.

Now let’s see three visible environment

A, micro (internal) environment

B, meso environment

C, macro (national) environment

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Market segmentation

Market segmentation simply means division or section of a market of consumers into persons with similar needs and wants.

Types of market research

Market research, can be watershed into the following parts:

A, Primary research - requires the conduction
and compilation of research for a specific purpose.

B, Secondary research - only conducted for one
purpose, but often used to support another purpose.

By these definitions, an example of primary research would be market research
conducted into health foods, which is used only to describe the needs of
the target market for health foods. Secondary research in this case would be
research regarding to health foods, but used by a firm wishing to develop none
related product.

Some other types of marketing research

A, exploratory research

B, descriptive research

C, predictive research

D, conclusive research

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Market planning

This is the process whereby generating a plan for a firms actions.

Generally speaking, a firm's marketing planning process is received from its overall business process.

Marketing strategy

However, market strategy looks at the lasting term prospect of the product, goods being marketed.

In facts marketing channels of distribution, changing the pricing used would be considered as strategic change.

Buying behavior

Apparently, marketing firm must be able to know and find the way of customer’s buying behavior if it is to market his product accurately.

Two prime chain of buying behavior are

A, B2C or business to consumer means selling directly to consumers

B, B2B or business to business means selling to another business.

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 **New product development (NPD)**

By and large new product development is the final or complete process of bringing new product to the market.

The eight stages of NPD

1. Idea Generation: Ideas for new products can be gained from basic research using a Strengths, Weaknesses, Opportunities & Threats analysis (SWOT).

R&D department, competitors, focus groups, employees, salespeople, corporate
spies, trade shows, etc. can also be used to gain an insight into new product lines.

2. Idea screening: this is the process of eradicating unsound ideas before releasing resources to them.

3. Concept Development and Testing build the marketing and engineering
details Investigate intellectual property issues and search apparent databases.

4. Business Analysis near likely selling price based upon competition and
customer feedback, guessing sales quantity based upon size of market
estimate gainfulness and break-even point.

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5. Beta Testing and Market Testing make a physical prototype, test the product in typical usage conditions and carry out direct group customer questions. Produce a sample run of the product and sell it in a test market area to know customer action or interest.

6. Technical Implementation brings about new program creation, settle Quality management system, etc.

7. Commercialization: make awareness of the product Produce and place advertisements and other promotions, cover the distribution process with product.

8. New Product Pricing Impact of new product on the entire product portfolio
Value Analysis both inside, out Competition and alternative competitive technologies

Fuzzy front end

This is in the front end where the firms make a concept of the product to be developed and decides whether or not to invest funds in the further development of an idea.

Furthermore, the Fuzzy Front End may not be an expensive part of product development, and it is where strong commitments are made involving time, money, and the product’s nature, hence setting the course for the whole project and final end product.

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Idea genesis, this is known as evolutionary or beginning and iterative process moving from birth to maturation of the chance into a real idea. This may happen internally or come from outside inputs, e.g. a supplier offering a new material/technology.

Idea selection, its aim is to choose whether to claim an idea by weighing its potential business value.

Opportunity identification, chances of an ideas are identified in a unique structured way.

Opportunity analysis, chances are interpreted to known opportunities into implications for the business and technology specific setting of the company.

Concept and technology development. In this area of the front-end, the business case is improved based on estimates of the total available market, customer needs, investment requirements, and competition analysis, project uncertainty.

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NPD organization

A, PDMA means Product Development and Management Association
B, Association of International Product Marketing & Management
C, ISPIM means The International Society for Professional Innovation Management
D, SCPD means Society of Concurrent Product Development

NPD strategy

1, Flexible product development

2, Quality function deployment

3, Design for six sigma

4, User-centered design

5, Phase–gate model

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 **Advertising research and marketing**

Types of advertising research

There are two types of advertising research:

A, customized

B, syndicated.

Customized research is carried out for a target customer to meet that client’s needs. Results of the customized research can only be seen by the client.

Syndicated research is a single research survey carried out by a research company with its results accessible for sale to multiple organizations.

Pre-testing

This is a particularized field of marketing research that allows an adverts strength based on consumer actions, feedback, and behavior.

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Campaign Pre-testing

This is a new way of pre-testing geared by the truth that what obtain on TV does not transmit in other media. Therefore, adding the media planning tool to this testing approach allows advertisers to test all campaign, creative and media, and measures the synergies expected with an incorporated campaign.

Post - testing

Post-testing allow progression in-market research tracking a brand’s performance, including brand awareness, brand preference, product usage and positions.

Generally, advertisers use post-testing to generate future advertising campaigns.

Marketing

This is the method of conveying the value of goods and services to customers, for the purpose of gaining buyers’ interest.

In other words marketing is the technology or science of choosing target markets via market analysis and market segmentation, as well as knowing consumer buying
behavior and giving quality customer value.

Furthermore, firms can select from five significant ideas to manage their businesses

A, the production concept C, the product concept E, the selling concept

B, the marketing concept D, the holistic marketing concept

In a nut shell, some marketing orientation derived from initial orientations are:

A, Production orientation B, Product orientation C, selling orientation

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 **NPD Strategies #1**

Design for Six Sigma

Although, Design for Six Sigma (DFSS) is a separate and growing business-process
management methodology connected to traditional Six Sigma. Therefore the tools and
order used in Six Sigma require a system or process to be functioning, DFSS has
the objective of establishing the needs of customers and the business, and driving
those needs into the product solution so produced.

Apparently, there are different suggestions for the execution of DFSS. For instance Six Sigma, which is commonly driven via Define - Measure - Analyze - Improve -
Control, (DMAIC).

DMADV, define – measure – analyze – design – verify, is also or synonymously referred to as DFSS. The traditional DMAIC Six Sigma process, is directed on evolutionary and nonstop growing manufacturing normally appears after initial system and development have been largely completed.
DMAIC Six Sigma as pattern is often consumed with digesting and solving existing
manufacturing process errors and removal of the defects and variation associated with errors.

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DFSS as an approach to design

Design for Six Sigma manage to avoid manufacturing faults by using advanced
Voice of the Customer techniques and normal systems engineering techniques to
keep away process errors at the beginning.

Distinctions from DMAIC

Advocates of DMAIC and Lean methods might claim that DFSS falls under the
general rubric of Six Sigma. It is most time seen that the keys or tools used
for DFSS technology change widely from those used for DMAIC Six Sigma.

Similarities with other methods

Statement about what makes DFSS different from Six Sigma establish the
similarities between DFSS and other demonstrated engineering practices such as
probabilistic design and design for quality.

Software engineering applications

Design for Six Sigma for software is unavoidably a non-superficial change of DFSS since the character and nature of software is unlike other fields of engineering.

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Flexible product development

Flexible product development is the ability to cause changes in the product being
developed, thus slow in development, never being too disruptive.

Quality function deployment

Quality Function Development (QFD) means method to communicate user demands into design quality, to share the functions making quality, and to share methods for achieving the design quality into subsystems and constituent parts, and in all specific elements of the manufacturing process.

Areas of application

Quality Function Development is applied in a large diversity of services, consumer products, military needs, and emerging technology products. The technique is also included in the new ISO 9000:2000 standard which focuses on customer satisfaction.

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 **Online advertising**

Concept

Online advertising, also means Internet advertising, uses the Internet to deliver
promotional marketing messages to consumers.

Delivery Methods

Display advertising

Display advertising conveys its advertising information visually using text, animations, videos, logos, photographs, etc.

Web banner advertising

Banner adverts are graphical adverts displayed around a web
page.

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Frame advert

The first form of web banners were Frame adverts. The conversational usage of "banner adverts" often refers to traditional frame adverts.

Pop-ups/pop-under

Pop-up advert is displayed in a new web browser window that opens above a
website visitor's initial browser window. While, a pop-under advert opens a new browser
window under a website visitor's initial browser window.

Mobile Advertising

Mobile advertising is advert message sent through wireless mobile devices e.g. smartphones, feature phones, or tablet computers.

Benefits of Online Advertising

Cost

Small costs of electronic conversation reduce the cost of displaying online
advertisements compared to offline adverts. Advertising online gives desire returns than in other media.

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 **Media and advertising approaches**

Media and advertising approaches

Rapidly, other media are overtaking some of the "traditional" media e.g. newspaper, television and radio as a result of a shift toward consumer's usage of the Internet for news and music as well as devices like digital video recorders (DVRs) such as TiVo.

Reasons for online display advertising:

Display adverts brings awareness quickly.
The display advertising can use generates awareness of new products and without formal knowledge.

Rise in new media

As the Internet is growing it brings many new advertising opportunities. Popup, Flash, banner and email advertisements are now popular place.

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Niche marketing

Niche marketing is another crucial trend concerning future of advertising is the growing significance of the niche market using niche or targeted adverts

Crowdsourcing

The idea of crowdsourcing has given way to the trend of user created
advertisements. User-generated adverts are made by consumers as opposed to an
advertising agency.

Global advertising

There are five main stages of advertising development: domestic, export, international, multi-national, and global.

Here global marketing are the three primary and fundamentally different approaches to the improvement of global advertising executions: exporting executions, producing local executions, and importing ideas that travel.

Foreign public messaging

Generally, foreign firm/governments that own marketable commercial goods, frequently promote their interests through the advertising of those goods because the target audience is not only largely unaware of the forum as a vehicle for foreign messaging but also willing to get the message while in a good mental state of absorbing information from advertisements during television commercial breaks, while passing by billboards in public spaces. Etc.

A good instance of this messaging method is advertising campaigns to promote international travel.

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 **Conversation marketing (conversion rate)**

Truly, conversion marketing is an e-commerce term widely commonly used to trace the act of converting site visitors into paying customers.

Measures

Actually, the efficacy of conversion marketing is weighed by the conversion rate, i.e. the number of website visitors shared by the real percentage of customers who have
done a transaction.

Conversion rate

The conversion rate is the ratio of visits to a website who take action to go
further than casual website visit, as a result of direct requests from marketers, advertisers, and content creators.

Significantly, a successful conversion may be defined as the sale of a product to a consumer whose interest in the product was formally triggered by clicking a banner advertisement.

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Common Conversion Marketing Services

Voice of the Customer: identifies feedback about goods, services, and online
experiences that is captured through carefully analyzed structured and unstructured
data.

Automated Guides: take steps that allow a customer to deeply understand product features.

Targeted Offers: Targeting efforts to fit the right promotion with the right
customer based upon behavioral and demographic information.

Ratings and Reviews: classically user-generated ratings and reviews to promote
conversation rates, capture feedback, and get visitor’s trust.

Email Personalization: Email with embedded recommendations and chat that
feel tailored personally to the recipient.

Recommendations: Behavioral analysis that reveals products and content
common to the customer’s perceived intent.

Chat: when consumers try to quit sites after only three clicks, ensure to use
proactive chat, reactive chat, exit chat, and click-to-call to convert consumers
quickly.

Click-to-Call: promote cross-channel conversion without losing the context of
the conversation when visitors goes from the website to the phone.

Re-Targeting: assumption of visitors interested in particular products or based on previous site search to offer relevant content through targeted ad placement.

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Methods of increasing conversion rates in e-commerce

To increase the conversion rate there are seven common relevant action as outlined below

A, Get user reviews of the product
B, clear excellence of the website for a certain conversion goal
C, Improve the content of the website to target conversion
D, Increase usability to reduce the blockages to conversion
E, Develop site navigation settings so that users can find and browse without
stress about where to click

F, Popularized site trust by showing third-party trust logos and by good site
design
G, Use attention, interest, desire, action (AIDA) to move the user through the
conversion funnel.

Digital marketing

This is the type of marketing that uses electronic devices such as personal computers, smartphones, cellphones, tablets and game consoles to operate with stakeholders.

Types of digital marketing

There are two types of digital marketing:

A, Pull digital marketing

B, Push digital marketing

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Media transparency

Media transparency is the sense of establishing the manner information is
explained through various means.

Factors of media transparency are:
A, there are many competing sources of information.
B, much is known about the techniques of information delivery.
C, the funding of media production is publicly available.

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 **Strategies and procedures quality of service**

Basis of Value added and customer Loyalty Strategies

Customer loyalty means enticing the right customer, making them to buy, buy
always, buy in larger quantities and connect more customers.

Steps to follow while building customer loyalty are

A, getting touch with customers using email marketing
B, treating your team well so they treat your customers well
C, showing that you care and remembering what they like and don’t like
D, you build it by rewarding them for choosing you over your competitors
E, you build it by truly value them and framing out how to make them more success, happy and joyful.

How Social Media Is Changing Customer Loyalty Programs

Recently it has come to stay on driving influence of social media on the way that we as human beings communicate every day. The encroachment of the digital age will be felt even more in the future if things continue on the same way that it is nowadays. However the majority of people in the country are always on social media sites at all hours of the day, companies realized that they had a whole new market to discover.

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With social media sites like Facebook, companies from all industry are gaining from a new found connection with their customers. A good thing about being able to do this is the fact that they can connect with their customers in a more constantly. People are connected through sites like Foursquare, Twitter, and Facebook and enjoy the cordial bond that can be formed directly with owners and administrators of businesses. Social media networks break barriers to new types of customer experiences by connecting you with them when they are a few meters away.

Schedule Time

Schedule and make time for relationship maintenance.
The most significant part of building relationships is being reliable. The biggest reason people don’t stay in touch is because of no time and the real sense is make out time for relationships from making phone calls just to say hello, sending out thank you cards, etc.

Show Changes You’ve Made

When change is made based on a complaint, let them know you made changes. This gets them the confidence that they are in control. This will motivate them
start to emotionally take ownership of your brand and what it stands for.

Walk into the lion’s den and apologize

No one know it all. Sometimes things may go wrong or mess up and make people mad. In these cases, try just walking into the lion’s den and apologizing and try to figure out how to make it right.

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Solicit Complaints Regularly

Identify problems by ask, ask early and ask always.

Proactively Solve Problems

Relationships are prone to damage. The usual culprits are time and sleep, both of
which are connected.

Time and the Procrastination Effect:

If a customer has a problem and you deal with it timely with grace and make them happy, you will may have a customer for life.

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 **Conclusion**

In conclusion, Consumer behavior is a rich and broad course and the study gives me insight into some important lessons.

Understanding the learning of consumer behavior would make us strive and be in top drive in an organizational management.

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