

# Uncovering Needs, Buyer Behavior, Building B2C Scenario

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# Basics

- Market/MarketPlace (physical or virtual)
- Customer Value
- Value Chain

# Basics

- Need
- Want
- Demand



*To deliver value to your customers,  
you must have a clear  
understanding of their needs.*

# Marketing Myopia

- Thinking about product first
- Ignore/ Overlook Customer Needs



# e.g. Marketing Myopia

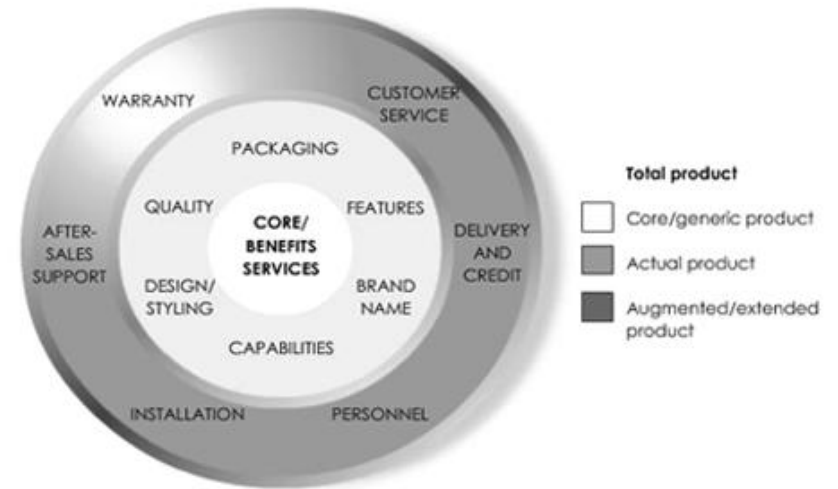
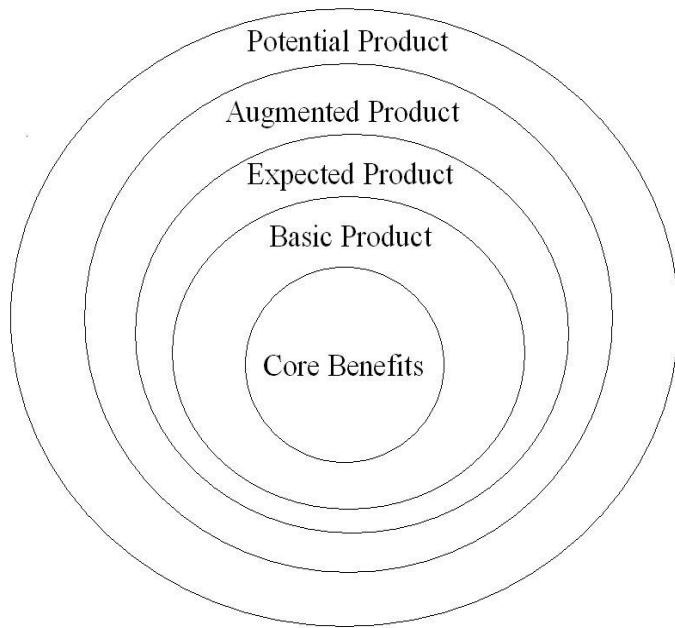
- Micromax
- Nokia
- Myspace
- Kodak

# Customer's Need

- A customer need could be
  - a problem he is trying to solve
  - Cue/motivation to seek a product or service
- There are several types of customer needs, including functional, social, and emotional needs

# How to uncover Customer Needs

- Refer to various models
  - Maslow Hierarchy, Kotler Product levels etc.
- Empathize with the customers, Understand the Problems/Pain Points
- Identify latent need that a user or consumer doesn't realise they have
- Map tangible benefits and intangible value perceived by customers



# Incorporating Customer Needs

- Think beyond Linear Product Development and Long product life cycle
- Agile Methods
  - Quick to meet customers needs
  - Stay close, Stay Connected
  - product development process never truly ends
  - Challenge traditional approach of focusing on customer at the beginning (for requirements) and the end (for acceptance)

# Customer Centricity and Product Innovation

- Use the knowledge of customer needs to quickly drive the pace of innovation in your organization
- Customer Centric Organization keep the Customers First

# e.g. Inditex Fashion/Zara

- Agile Supply Chain
- Agile Product Development
- Not just Software BUT fashion industry can also be agile

*“design, produce, and deliver a new garment and put it on display in its stores worldwide in a mere 15 days”*

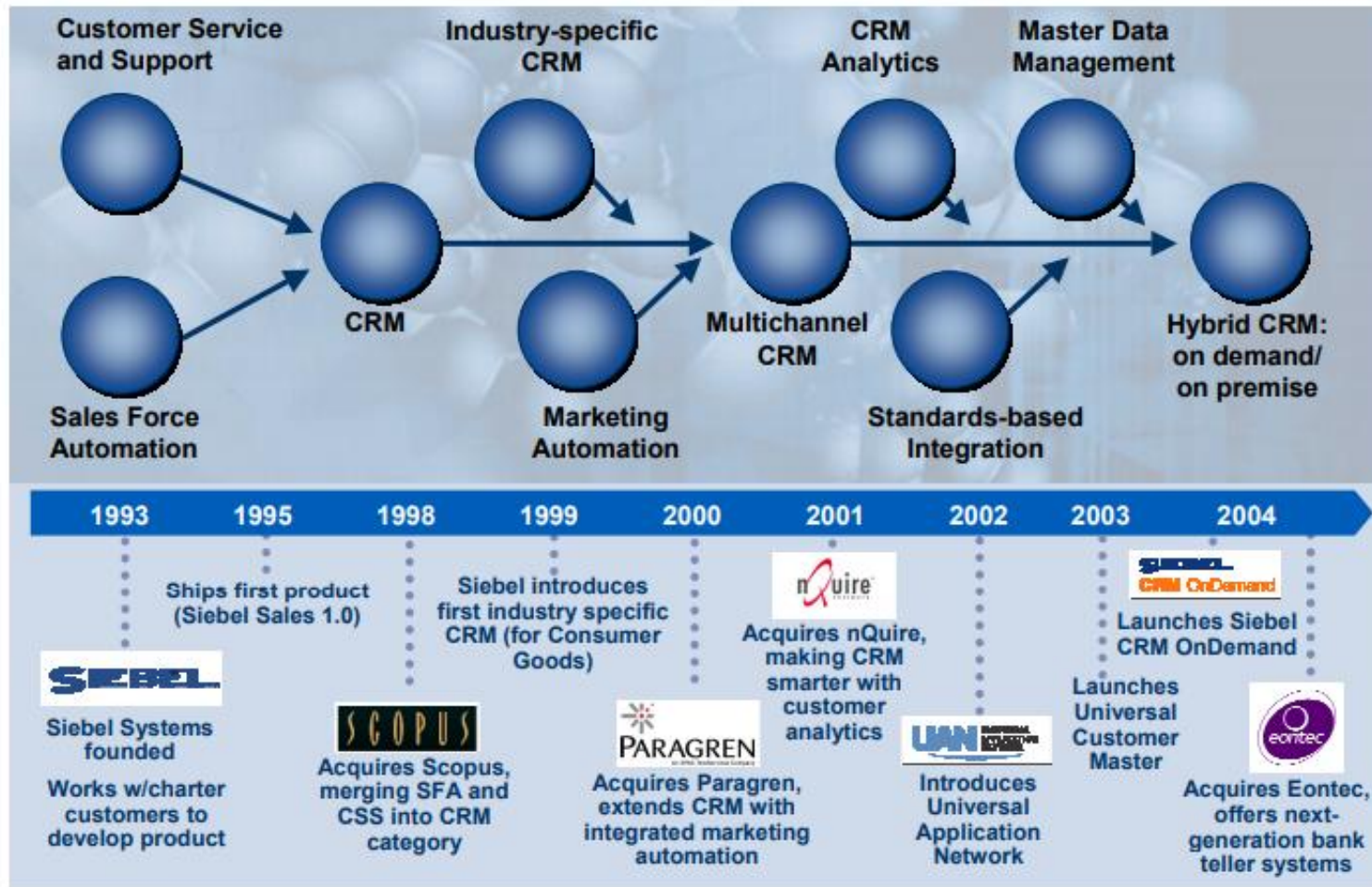
# e.g. Legacy of Siebel Systems

- Founded by Tom Siebel
- Market leader and competitor of Oracle
- leading provider of eBusiness software applications
- Later Acquired by Oracle



**ORACLE®**

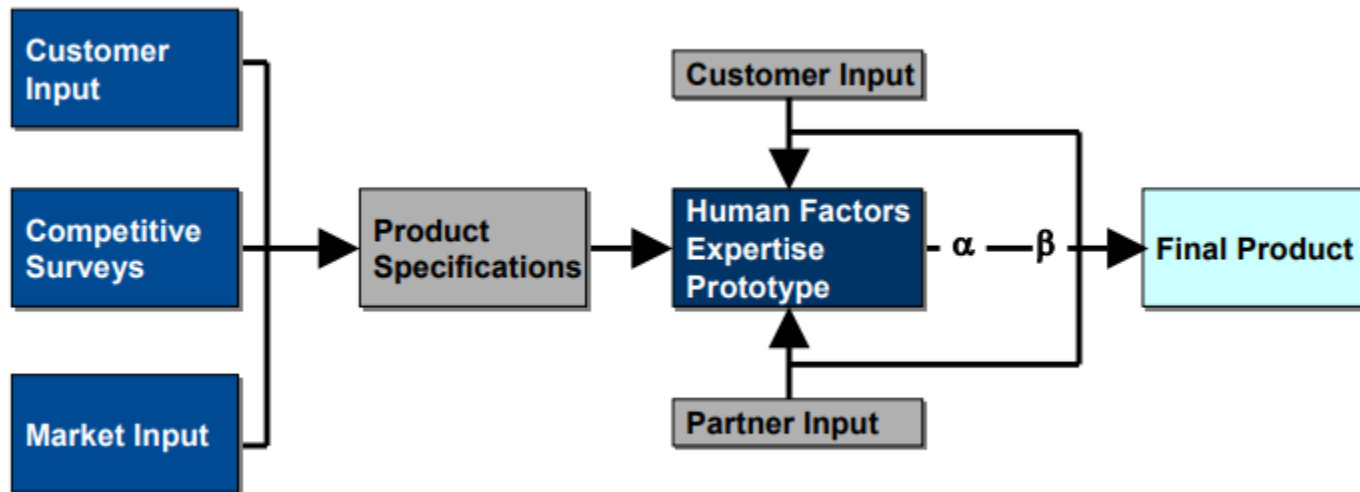
**SIEBEL**



# Customer centric Culture @Siebel Systems

- Deliver greater value to customers by continuously attending to customer needs
- Improve the quality of the customer experience
- Create and sustain the highest levels of customer satisfaction

# Customer driven product development @Siebel Systems



## e.g. Tata Ace

- Ideas from Market
  - last mile distribution vehicle
  - low maintenance costs, higher driver safety, and better driving comfort
- Anticipate demand and develop products
- Gap in the market
  - Light Commercial Vehicle and the three-wheeler cargo vehicle...Very light CV/Small CV

## e.g. Tata Ace

- Large-scale surveys
  - specifications
  - capacity
- Challenged engineering and product development team for Efficient Engine
- Cross function team under Mr. Girish Wagh
- Study of Sub 4 Tonne Market to arrive at Sub 2 Tonne and Sub 1 Tonne CV
- Prototype of 2-cylinder version of the 4-cylinder Tata Indica engine
- Concept was tested for Cost Parameters (iterations) and Fuel Efficiency

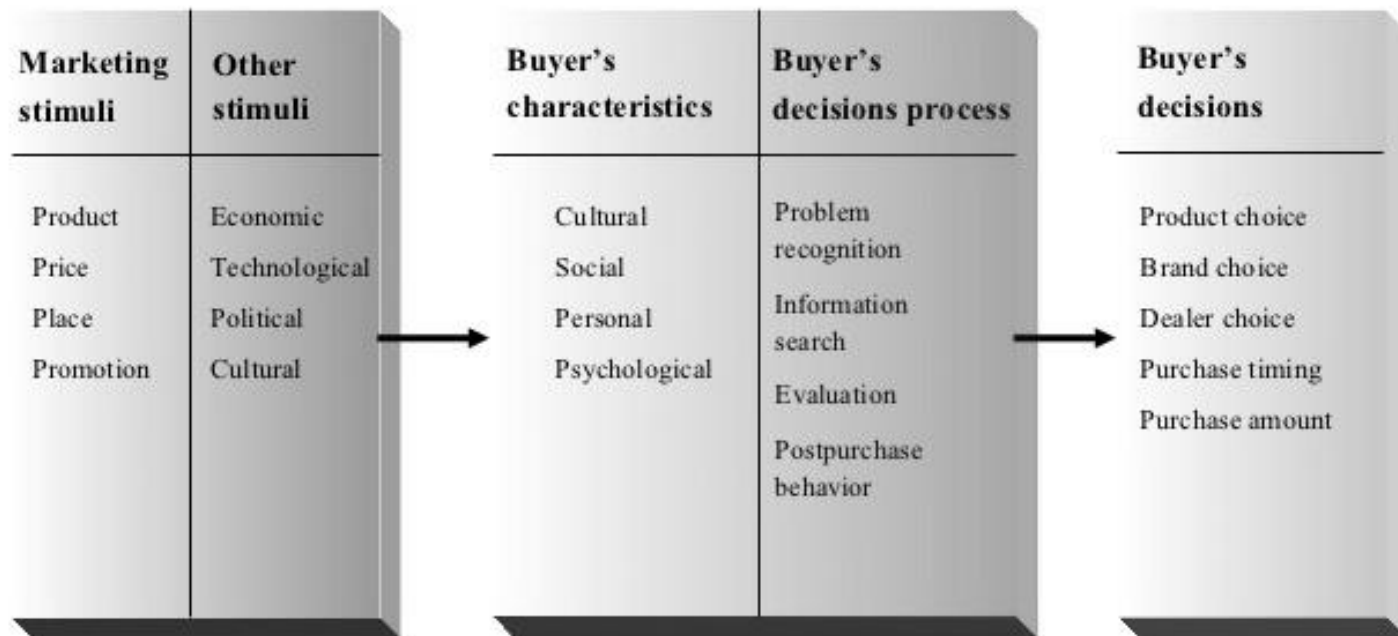
# Understanding Buyer Behavior

- Buyer/User/Consumer are the central actor of an organization
- Be it New product development or Innovative Service design/blueprint, buyer behavior must be given due importance

# General Buyer Behavior

- Need/Problem recognition
- Information Search
- Evaluation of alternatives(pre-purchase)
- Purchase
- Post Purchase Behavior

# Complexity of Buyer Behavior



# Types of Buyer Behavior

- High Involvement Behavior
- Low Involvement Behavior
- Habitual Buying Behavior
- Variety Seeking Behavior
- Impulse Buying Behavior
- Buyer Dissonance

# B2C

- Consumer marketing is the marketing of products and services to individuals, families, and households.
- The consumers buy products and services for their own consumption or use

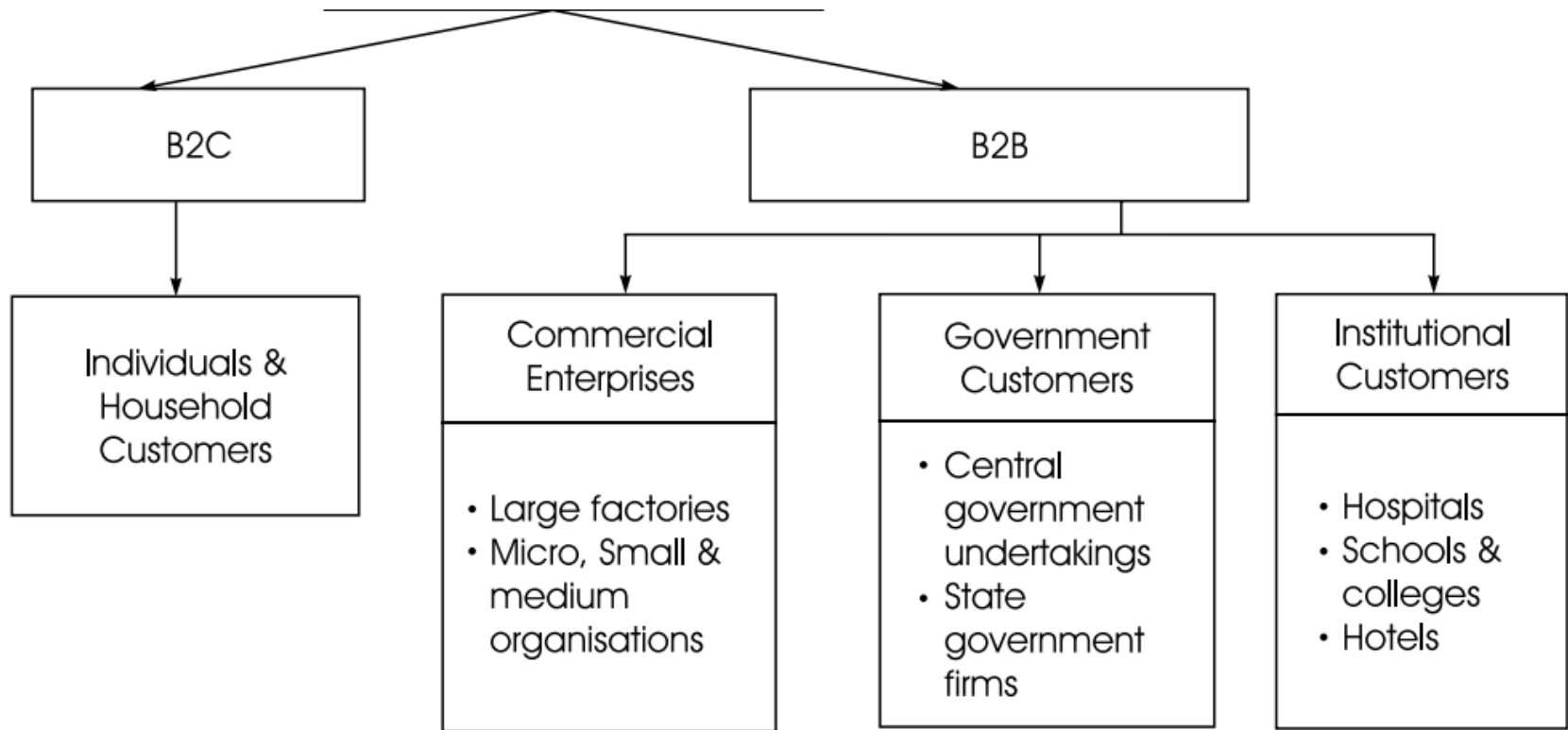
# B2C ... B2B

- B2C-Consumer marketing
- B2B-Industrial marketing/ Business marketing  
/business-to-business marketing/organizational  
marketing

Basic Concepts are shared related to

- Marketing Mix Strategies

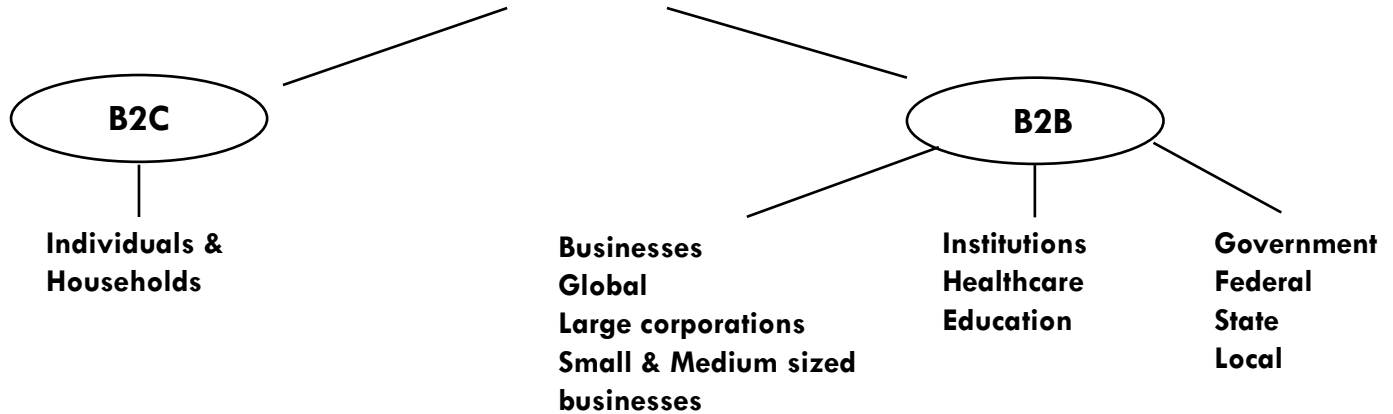
# B2C ?



# B2C and B2B

The Consumer Market (B2C) and the Business Market (B2B) at

**Dell, Inc.**



**Customers:**

**Individuals &  
Households**

**Businesses**  
**Global**  
**Large corporations**  
**Small & Medium sized  
businesses**

**Institutions**  
**Healthcare**  
**Education**

**Government**  
**Federal**  
**State**  
**Local**

**Selected  
Products:**

**PCs**  
**Printers**  
**Consumer Electronics**  
**Simple Service**  
**Agreements**

**PCs**  
**Enterprise Solutions**  
**Storage**  
**Servers**  
**Complex Service Offerings**

# Connect the dots !



# Google Cloud



# Some Trends

- Hyper-competition
- Formation of networks/cartels/lobby groups
- Adoption of technologies/IT/Internet
- Digital Supply Chain Management
- Reduction in Time/Ownership/Execution