



Understanding Consumer Needs and Buying Behavior

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Learning Objectives



Understand the 7 Steps of Consumer Decision Making Process



Understand the Specific Factors that Influence Consumer Decision Making Process



Understand the Process of Drawing out Consumer Insights through Qualitative Research



7 Steps of Consumer Decision Making Process

Session 1

Who are the TARGET Customers?



1st Qs. By MODERATOR: “...Why is it such a big deal?... ..What makes it **so attractive?**”

Naomi: **Showcase your Personality**

Darlene: **Look more appealing to your BFs or GFs**

Kelly: **Want to Smell Nice**

Naomi: **Be Sexy to Other**

Pauline: **For Sexual Arousal**

Step 1.
NEEDS
Recognition

What are their
NEEDS?

Identify Priority order of these Needs

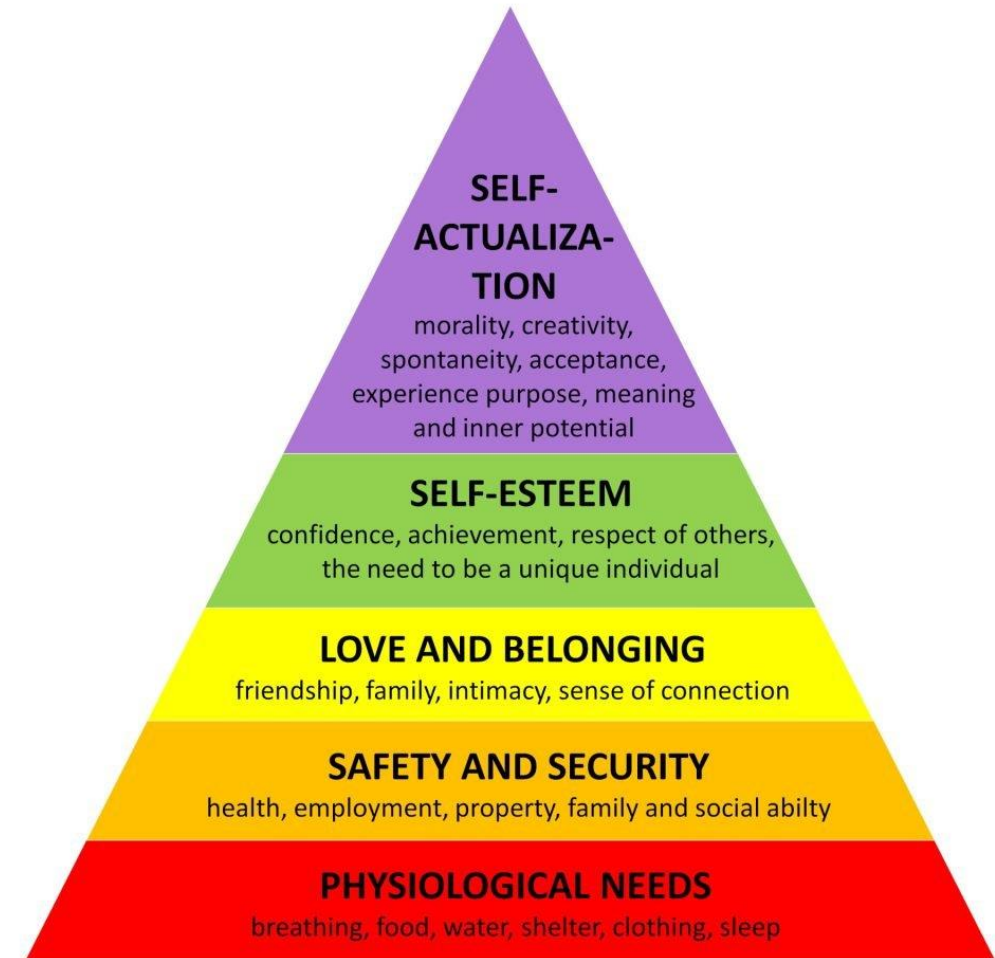
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What is the 2nd Qs. By MODERATOR? “What’s your favorite **perfume ad** or...”?

Naomi: **Disliked CK Ad, Perceived it Obscene,
Probably Won’t Buy Due to Ad**

Pauline: **Dislike CK’s SMELL**

Monica: **Dislike CK’s SMELL**

PAULINE: **Perceived Ad Models as Druggies**

Naomi: **Perceived Ad Models to be Dirty**

**Is Naomi
contradicting
herself?**

What is the 2nd Qs. By MODERATOR?

“So you would say that ad has a big effect on...”?

Darlene: **Not Influenced by Ad, but by SMELL** “**But if I see Kate Moss or ‘this guy,’ I won’t go...**”

Naomi: **Not Influenced by Ad** “**...I won’t buy it because it is Cindy Crawford**”

Is it a Jealousy playing out in Darlene’s case?

Is it a Body Image issue with Naomi?

2nd Qs. By MODERATOR

How do they remember so much about the Ads?

Is it a Body Image issue with Naomi?

Step 2.
SEARCH for Information

How do they become Aware?

10th Qs. By MODERATOR: “Become Aware of Perfumes? (Page 111)”

- ♦ TV
- ♦ Newspapers
- ♦ Magazines
- ♦ Outdoor
- ♦ Departmental Ads
- ♦ WOM

Step 2. SEARCH for Information

What is the 3rd Qs. By MODERATOR? “...What you bought and why?”

Naomi: **Italian; Unusual; Randomly Tried & Tested; Liked it (Scent);**

Pauline: **Hugo Boss for Women; Liked it (Scent)**

Monica: **Picked one based upon BRAND RECALL; Liked it (Scent); CHEAP**

What are the Insights from this for Parfum Nineveh?

What is the 4th Qs. By MODERATOR?

“...How important is price...?”

Monica: Important, but can pay extra based upon Scent liking

Naomi: Buy Big Size Bottle to Save

Pauline: Buy Big Size Bottle to Save

Naomi: You get Free Stuff

What are the Insights from this for Parfum Nineveh?

What is the 5th Qs. By MODERATOR?

“How many people here are loyal to one brand?”

Pauline: **Obsessed with a particular brand; But went for Fire and Ice based upon Trial**

Naomi: **Get Bored, so Change Perfumes Frequently (each year); MOOD & TIME usage; Every Day User**

Darlene: **Occasional User (Not Daily)**

Step 3.
Pre-purchase
Evaluation of
Alternatives

Comparing Brands

Session 2

6th Qs. By MODERATOR: “What would you say you would evaluate a perfume on...?”

Kelly: **First Smell, then Price (despite earning less)**

Darlene: **Same**

Monica: **Same**

Pauline: **Same**

Naomi: **Same + Personality (personal Liking)**

Step 4. PURCHASE

So far we have discussed about purchasing for oneself.

Next we will discuss about purchasing for others (GIFTING)

7th Qs. By MODERATOR: “How would you go about buying perfume for someone else? + Smell Vs Price?”

Pauline: **Own Like + Customized for DAD (your Like) & BF (their Like)**

Naomi: **Own Like + Their Perceived Likes + Gift Sets (rather than Single Bottle)**

Kelly: **PRICE is not Important; Choice & Liking of GIFTED Persons is more Important**

Darline: **Same**

Monica: **Same**

What are the Insights from this for Parfum Nineveh?

8th Qs. By MODERATOR: “Would you be influenced by Outside factors?”

Monica: **Hate Salespeople + won't gift ugly bottle despite good smell**

Naomi: **Attractive Packing attracts to pick & look (but Final Decision on Liking) + Scent is Supreme**

Kelly: **Hate Salespeople**

Darline: **Bottle Shape not a big Factor, Scent matters more. However won't gift ugly bottle despite good smell**

Pauline: **Shape doesn't matter, Scent matters whether gifting or not**

What are the Insights from this for Parfum Nineveh?

9th Qs. By MODERATOR: “Does the Place of Purchase matter?”

Pauline: **Prefer to Purchase at Store with LOW PRICE**

Naomi: **Interested in Stores who offer Gift Sets**

Pauline: **If there is TIME CONSTRAINT, she will purchase from any store even at higher Price**

Step 4.
PURCHASE

11th Qs. By MODERATOR: “What you do after you have?”

- Full Usage Vs. Half Usage

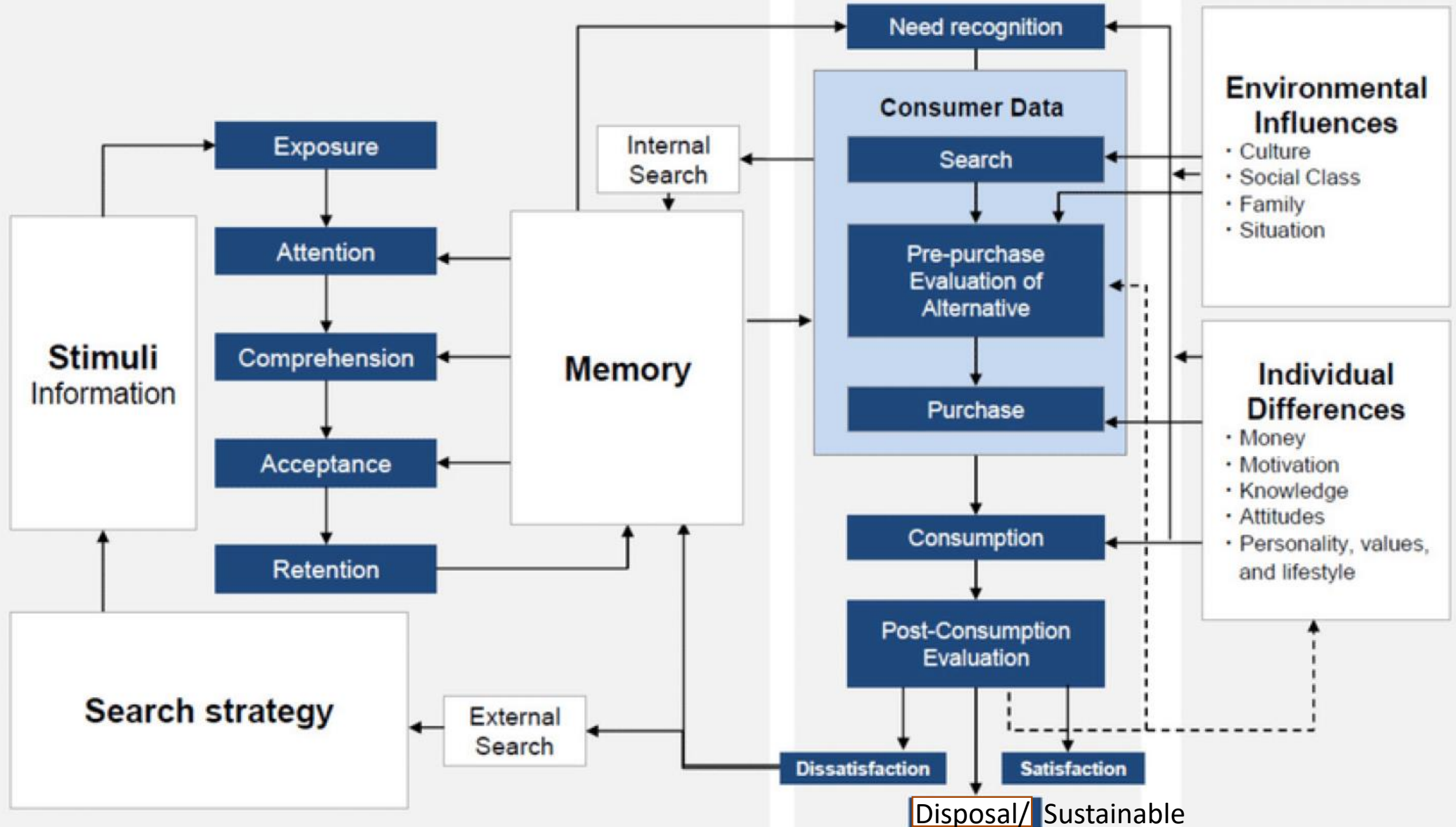
Step 5 & 6.
CONSUMPTION
+
POST
CONSUMPTION
SATISFACTION/
DISSATISFACTION

CONCLUSION

Information Process

Decision Process

Variables influencing Decision process



ACTIVITY

- ♦ Take any of your Product or Service which you want to Market or Sell
- ♦ Define its Target Customers (Socio-demography etc.)
 1. **Needs Recognition:** Identify/List down their Needs
 2. **Search for Information:** How will you make them Aware of your Product/Service?
 3. **Pre-purchase Evaluation of Alternatives:** How will you create Brand Recall at the Moment of Purchase?
 4. **Purchase:** How will ensure customer purchases at the Moment of Purchase?
 5. **Consumption:** How will you increase consumption?
 6. **Post-Consumption Evaluation:** How will you increase Post-Consumption Satisfaction?
 7. **Sustainability:** How will ensure environment friendliness?
- ♦ Email me the 1-2 Page word document (Calibri, 12 font size) at harmanjit.singh@iimrohtak.ac.in

Thankyou!