

The aim of marketing is to meet and satisfy target customers' needs and wants better than competitors can. Marketers are always looking for emerging customer trends that suggest new marketing opportunities. For example, the emergence of the mobile phone, especially with teens and young adults, has marketers rethinking their practices. Successful marketing requires that companies fully connect with their customers. Adopting a holistic marketing orientation means understanding customers – gaining a 360-degree view of both their daily lives and the changes that occur during their lifetimes so that the right products are marketed to the right customers in the right way.

The Course at a Glance:

Consumer behaviour is influenced by three factors: cultural (culture, subculture and social class), social (reference groups, family, and social roles and statuses) and personal (age, stage in the life cycle, occupation, economic circumstances, lifestyle, personality and self-concept). Research into all these factors can provide marketers with clues to reach and serve consumers more effectively.

Four main psychological processes affect consumer behaviour: motivation, perception, learning & memory.

To understand how consumers actually make buying decisions, marketers must identify who makes and has input into the buying decision. People can be initiators, influencers, deciders, buyers or users. Different marketing campaigns might be targeted to each type of person.

The typical buying process consists of the following sequence of events: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour. The marketer's job is to understand the behaviour at each stage. The attitudes of others, unanticipated situational factors and perceived risk may all affect the decision to buy, as will consumers' levels of post-purchase product satisfaction, use and disposal.

Consumers are constructive decision-makers and subject to many contextual influences. Consumers often exhibit low involvement in their decisions, using many heuristics as a result.

What will I achieve from this course? By the end of this course you will be able to:

- Define consumer behaviour and explain the reasons why consumers buy what they buy.
- Explain the pre-purchase, purchase and post-purchase activities that consumers engage in when making decisions.
- Describe how internal factors influence consumers' decision-making processes.
- Understand how situational factors at the time and place of purchase influence consumer behaviour.
- Describe how consumers' relationships with other people influence their decision-making processes.
- Understand how the internet offers consumers opportunities to participate in consumer-to-consumer marketing.
- Describe the general characteristics of business-to-business markets.
- Understand the characteristics of business-to-business demand.
- Understand and briefly describe the main types of business-to-business markets.
- Explain the business-buying situation and describe business buyers.
- Understand the stages in the business buying decision process.

This course is one of the steps leading to achievement of the following Units of Competency:

BSBMKG501B Identify and Evaluate Marketing Opportunities

BSBMKG502B Establish and adjust marketing mix

BSBMKG602A Develop a Marketing Plan

How long will this course take?

- This course is delivered over two 4-hour sessions. Please see the course schedule for dates.
- On completion you will receive a Certificate of Participation.