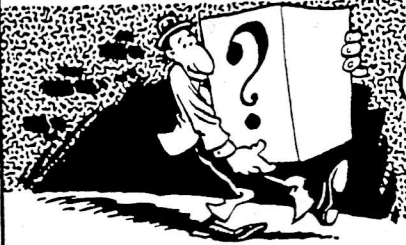


CUSTOMER BEHAVIOUR

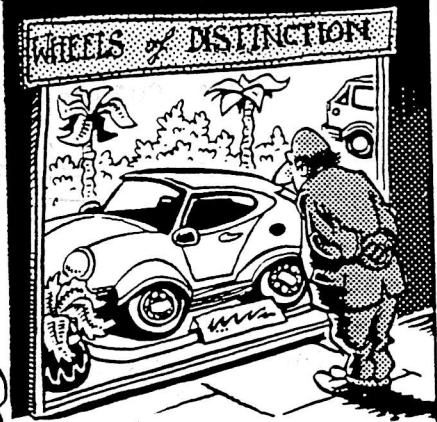
"Why" means the degree to which the customer makes rational and irrational decisions to buy.



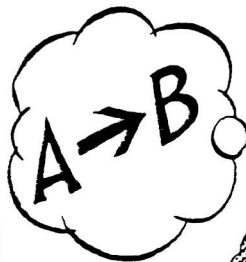
In analysing customer behaviour we want to answer the questions "what has he bought?" and "why did he buy it?"
"What he's bought" means the physical characteristics of the product, the volume of sales, total value, unit cost, how often bought and where from. This tells us what the market looks like.



Irrational decisions derive from psychological and social pressures.



For instance, suppose our customer wanted to buy a car. As he looks at it in the showroom window two concepts might occur to him at once.



One is the utilitarian concept of a car as a means of transport - merely a vehicle for getting from one place to another.



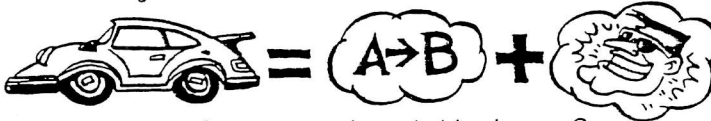
The other might be the irrational concept of feeling twenty years younger...a fantasy induced by the image the car has for him.



He may ultimately be persuaded to buy a more modest vehicle by equally irrational pressures, like fear of ridicule or of seeming too ostentatious.

We can use our knowledge of customer behaviour to our marketing advantage.

When our customer looked at the car neither his rational nor his irrational concept was of a car. They were of *benefits* he imagined the car would bring....



...ease of movement plus a dashing image. Or, putting this equation into words...

**YOU
COULD
BUY THIS
CAR**

**WHICH
MEANS
THAT**

**YOU COULD
GET FROM
ONE PLACE
TO ANOTHER
QUICKLY**

AND

**CUT A
DASHING
FIGURE IN
THE PROCESS**

So a customer seeks *benefits*. Understanding what benefits are being sought will help us organise the marketing mix, the matching process which combines product, price, place and promotion in making a sale.

In the equation notice the key phrase

**WHICH
MEANS
THAT**

It translates *products* into *benefits*.
In a competitive market many products have identical or similar characteristics. The salesman who can point out the benefits - as opposed to the characteristics - of his product will have established a psychological advantage over his competitors.