

BTEC UNIT Seventeen: Marketing Intelligence

Unit Code: K/601/0955





Buying Motives



- * Consumer motivation is an internal state that drives people to identify and buy products or services that fulfill conscious and unconscious needs or desires. The fulfillment of those needs can then motivate them to make a repeat purchase or to find different goods and services to better fulfill those needs.

Psychological

- * Psychological consumer motivations are things that fall more into the area of need, or at least perceived need. They include things like safety, self esteem, love and belonging. In other words, when consumers buy products based on psychological motivations it is because they believe that it is a product that is crucial to their personal health, safety, emotional, physical or psychological well being.

Socio-psychological

- * This type of buying motive is where a person buys a product due to status in the society. Like a person buys a Range Rover to show that they have an important position at the organisation. This shows his status in the society

sociological

- * This factor or buying motive believes that an individual is influenced by society and close groups and social classes. The buying decisions of individuals are not total based on their need, but the desire to follow the crowd.

economic

- * Economic
- * The primary consumer buying motives are personal, social and psychological, not economic. No one buys anything simply because they can afford it nor is it a guarantee that people will buy the least expensive option available when choosing between competing products. However, economics are always a consideration in consumer decision making, even if they aren't a primary motivator.

*

culture

- * Consumers may be driven to certain behaviors by the culture to which they belong. Some items may be viewed as normal in one culture, yet strange in another. Ethnic background and geographical locations play a large part in culture and establishing culturally acceptable and unacceptable consumer behavior.

*

Life style

- * Lifestyle marketing attempts to group customers according to some amalgamation of three categories of variables Activities, Interests, and Opinions (AIO) and identifies the potency of a customer's chosen lifestyle for determining the sort of products to be purchased and the specific brands that are further likely to appeal to the chosen lifestyle segment. Lifestyle marketing has assumed a new paradigm in today's competitive business world.

Product life cycle

The **product life cycle** is an important concept in marketing. It describes the stages a product goes through from when it was first thought of until it finally is removed from the market. Not all products reach this final stage. Some continue to grow and others rise and fall.

*

The main stages of the product life cycle are:

- * **Introduction** – researching, developing and then launching the product
- * **Growth** – when sales are increasing at their fastest rate
- * **Maturity** – sales are near their highest, but the rate of growth is slowing down, e.g. new competitors in market or saturation
- * **Decline** – final stage of the cycle, when sales begin to fall
- * This can be shown on the next slide.

Product Life Cycle



Product is launched.
Sales grow slowly as people are not aware of the product.
Informative advertising is used
Usually no profit



Introduction

Sales start to grow rapidly.
Persuasive advertising may be used.
Prices may be reduced as new competitors enter the market.
Profits start coming.



Growth

Sales now increase slowly.
Intense competition in the market.
Competitive or promotional pricing may be used.
Advertising expenditure at its highest to sustain growth.
Profits may soon start to fall as the product enters the saturation stage.



Maturity

Sales will fall.
Product loses its appeal.
Stiff competition in the market.
Advertising is reduced and then stopped.
Production may be stopped in the future.



Decline

TIME



Customer profiling

- * Customer profiles are simple, yet powerful, [marketing](#) tools. The more you know about your customers and potential customers, the more you can tailor your marketing to their wants and needs. Profiles also provide information you can use to give your customers personalized attention.

Prospect profiling

Understanding and pre qualifying your target customers and/or new projects based upon key characteristics common amongst your most profitable customers/projects will help you to maximize the effectiveness of your **sales prospecting** efforts. By systematically eliminating 'bad' targets, you will have fewer false starts and more time to focus on closing the attractive deals.

References

- * www.articlesbase.com/sales-articles/buying-motive-
- * **What Are Customer Buying Motives?**
By Justin Beach, eHow Contributor
- * **Definition of Consumer Motivation**
By Dianne Bown-Wilson, eHow Contributor

- * **2 Buying Motives of consumer**
- * Posted on [September 9, 2012](#) by [shma](#)

- * **Buying - Buyers and Social Factors**
- * **Author:** [Jim Riley](#) **Last updated:** Sunday 23 September, 2012

- * **Product Life Cycle**
- * **Author:** [Jim Riley](#) **Last updated:** Sunday 23 September, 2012

REFERENCES

- * **Lifestyle Marketing**
- * By : Smita Sahai, Creative, J Walter Thompson
- * experiencesolutions.co.uk
- * Build Your Freelance Design Business with Customer and Prospect Profiles
- * By [Jacci Howard Bear \(originally published in The INK Spot\)](#)
- * www.salesracehorses.com/...prospecting...through-customer-profiling