

PRESENTATION

ON

CLASS: T.Y.BMS

SUBJECT: SERVICES MARKETING

CHAPTER- 3

**CONSUMER BEHAVIOUR AND POSITIONING A
SERVICE**

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Campus to Corporate



INTRODUCTION :

- CB viewed as an orderly process whereby the individual interacts with his or her environment for the purpose of making decision.
- There are many factors that influence CB.
- The service firm must understand how the consumer would respond to different service features, price, appeals, etc.

DEFINITION :

- “Consumer behaviour is the process whereby individual decide whether, what, when, where, how and from whom to purchase goods and services.”

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TYPES OF BUYING BEHAVIOUR :



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1. Complex Buying Behaviour :

- CBB involves a three-step process- Beliefs, Attitude and Thoughtful choice.
- Consumers are aware of significance differences in brands.
- Eg- A person buying a PC may not know what attributes to look for. Many product features carry no meaning, unless the buyer has done some research.

TYPES OF BUYING BEHAVIOUR :

2. Dissonance- Reducing Buyer Behaviour :

- Sometimes the consumer is highly involved in a purchase but sees little difference in brands.
- The purchase is expensive, infrequent and risky, therefore the consumer is highly involved.
- Marketer communications should supply beliefs that help the consumer feel good about his or her brand choice.

TYPES OF BUYING BEHAVIOUR :

3. Habitual Buying Behaviour :

- Low involvement
- Do not follow belief, attitude and behaviour
- Do not search extensively for information
- Eg- Salt.

TYPES OF BUYING BEHAVIOUR :

4. Variety Seeking Buying Behaviour :

- Low involvement
- Eg- Chocolates.

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CONSUMER BUYING DECISION MAKING PROCESS



CONTINUED...

1. Need Identification:

- The consumer buying process begins with the need identification .
- It may come with internal stimuli (Such as hunger, or desire to look good).
- External stimuli (such as TV ad, Suggestion from a friend)

CONTINUED...

2. Information Search:

- When consumers identify a need, they may search for information to buy the product.
- A consumer may look for information from several sources :
- Internal Sources- recalling from memory, if he/she has satisfied a similar need in the past.

CONTINUED...

- Group Sources- consulting other people like family members and friends.
- Marketing Sources- advertisements and other promotion material.
- Public Sources- media publicity, internet and industrial reports.
- Experimental Sources- by experiencing products on trial basis.

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3. Evaluation of Alternatives:

- The consumer may evaluate each brand/product against certain criteria such as features, price, etc.
- Eg- In the case of purchase of a car, a middle class customer may consider the fuel efficiency of the car apart from certain other factors.
- Customer belonging to upper- income group may consider brand name of the car.

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4. Purchase Decision:

- After considering the different alternatives, the final stage of purchase decision comes in the picture.
- Here, the decision is to buy or not a specific product in order to meet urgent need.
- It is a critical decision and also a final decision as there is no scope for going back from the decision taken.

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- Marketer help customers in purchase decision making process through ad campaigns and designing stores attractively.
- Consumer finally takes the delivery of the product by paying price.
- Purchase decision will be fair and correct if previous stage are completely properly.

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5. Post-Purchase behaviour :

- After the purchase of the product, the customer has to consider the post purchase performance of the product.
- Feedback information is also useful to the seller of the product.
- A satisfied buyer acts as a **silent advertisement of a marketer.**

CONTINUED...

- If the brand of the product purchased fails to give expected satisfaction to the buyer, it affects long term sales negatively for the marketer.
- A satisfied buyer tends to support the brand preferences.
- A customer has to study post purchase benefits of the product for his knowledge.
- He can use such experience while purchasing next product for meeting his need.

Guidelines for effective problem resolution :

- **Admit mistakes, but don't be defensive**
- **Act fast**
- **Don't argue with customers**
- **Show that you understand the problem from each customer's point of view.**
- **Give customers the benefit of the doubt**

Continued...

- **Acknowledge the customer's feeling**
- **Clarify the steps needed to solve the problems**
- **Keep customers informed to the progress**
- **Consider compensation**
- **Preserving to regain customer's goodwill**

Recovering from service failures :

- **Recovery is proactive, complaint handling reactive.**
- **Provide the right type of justice.**
- **Understand the scale of the problems.**
- **Encourage customer complaints.**
- **Know where you are failing.**

Customers Contacts in Services :

1. High-level Contact :

- Eg- Medical services and Hair dressing services.

2. Medium Level Contact :

3. Low Level Contact :

- Eg- ATM

The image features a large, irregular splash of teal watercolor paint centered on a white background. The splash has a soft, textured appearance with varying shades of blue and green. In the center of this splash, the words "Thank You" are written in a dark teal, cursive script font. The text is slightly shadowed, giving it a three-dimensional effect as if it's floating within or attached to the paint. At the bottom left corner of the image, there is a decorative graphic element consisting of a dark teal triangle pointing upwards, a black diagonal line, and a light blue triangle pointing downwards, creating a layered, geometric look.

Thank You