

Consumer Behaviour and Marketing Strategy



Successful marketing plans are driven by an understanding of how and why customers behave as they do, and how they are likely to respond to your marketing mix. However, customers are very complex. Making sense of this complexity to formulate successful marketing strategies is the core of this course. You will understand:

- Factors influencing consumer behaviour
- How do buyers arrive at their decisions?
- The different types of buying behaviour
- Who makes up a market?
- Link customers' behaviour and the marketing mix to define the marketing strategy
- Create positive customer behaviour towards your product

Who Will Benefit?

Marketing managers, business managers and customer service managers

Course Outline

- What is consumer behaviour?
- Buyer behaviour models and how they relate to marketing
- Factors that influence customer behaviour
- Maslow's hierarchy of needs
- Perception
- The buying decision process
- The customer's psychological state before, during and after purchasing, and the opportunities for marketing
- Individual and group expectations
- Organisational buying behaviour
- The principle influences on buyers and how marketing influences them
- Competitors actions and customer perception
- Forecasting customer attitudes, behaviours and decision making
- Combining customer behaviour with strategic marketing decisions

Duration

2 Days

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