



Hindi Mahavidyalaya
(AUTONOMOUS & NAAC-RE ACCREDITED)
(Arts, Commerce, Science and P.G. Centre)
(Affiliated to Osmania University)
Nallakunta, Hyderabad-500 044

Department of Commerce (PG)

Students Seminar on Marketing

As on: 13th May 2021

Guided By,

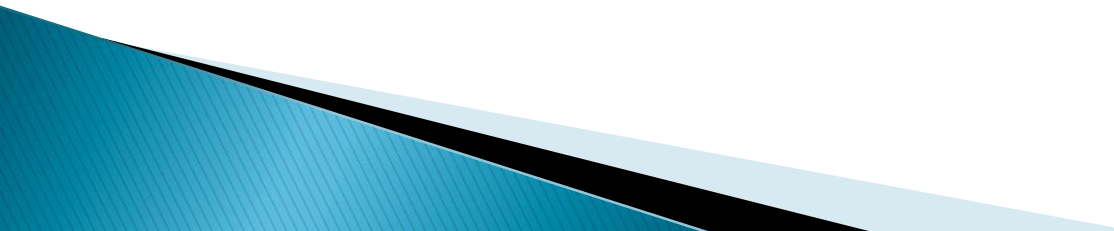
Dr. P.S.M.L Vasantha

CONSUMER BEHAVIOR

A KEY TO SUCCESS FOR MARKETER

By : Lavanya AK
M.Com Ist Year

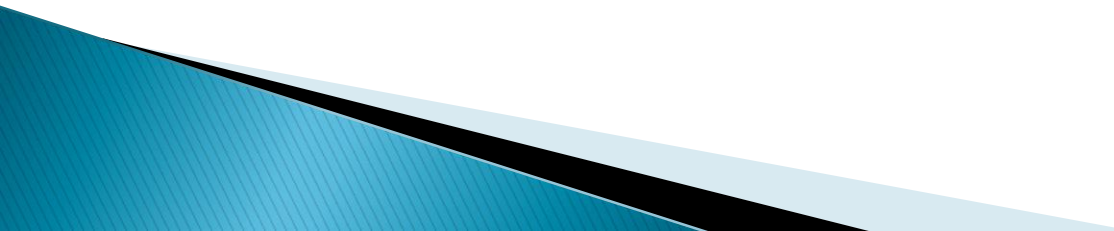
▶ How many decisions do we make throughout the day?



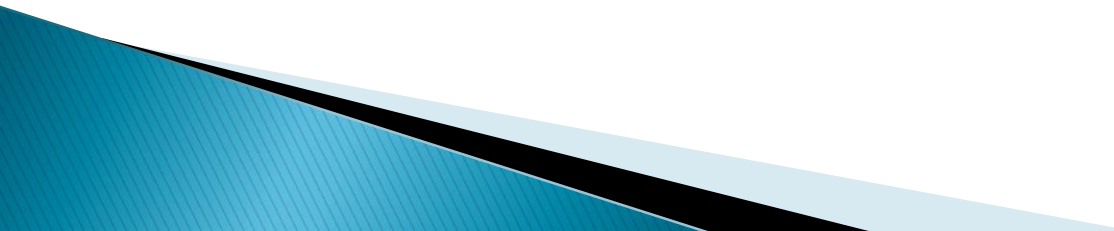
Meaning

- ▶ **Consumer behavior is a study of consumers and the process they use to choose, use and dispose a product or service.**

Importance

- ▶ helps marketers understand what influences consumers' buying decisions.
 - ▶ can fill in the gap in the market and consumer
 - ▶ decide how to present their products
 - ▶ secret to reaching and engaging your clients, and converting them to purchase from you
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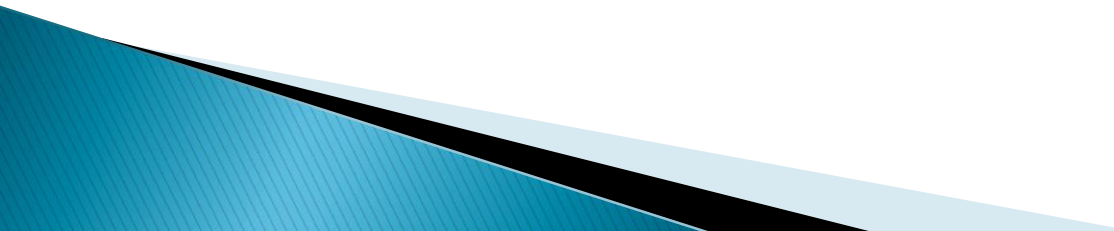
Importance

- ▶ **A consumer behavior analysis should reveal:**
 - ▶ What consumers think and how they feel about various alternatives
 - ▶ What influences consumers to choose between various options
 - ▶ Consumers' behavior while researching and shopping;
 - ▶ How consumers environment influences their behavior
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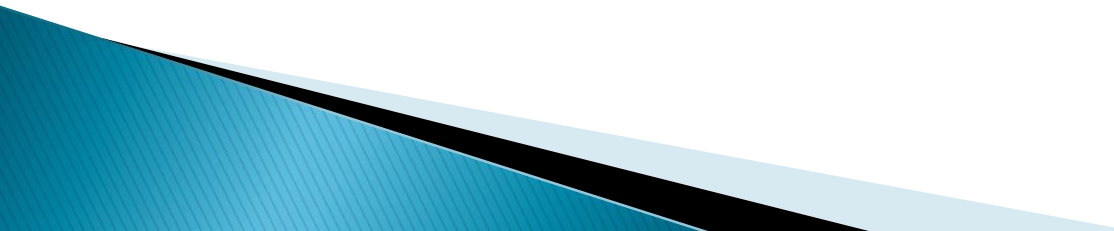
Factors Influencing

- ▶ **Personal Factors**
Demographic Factors
 - ▶ **Psychological Factors**
 - ▶ **Social Factors**
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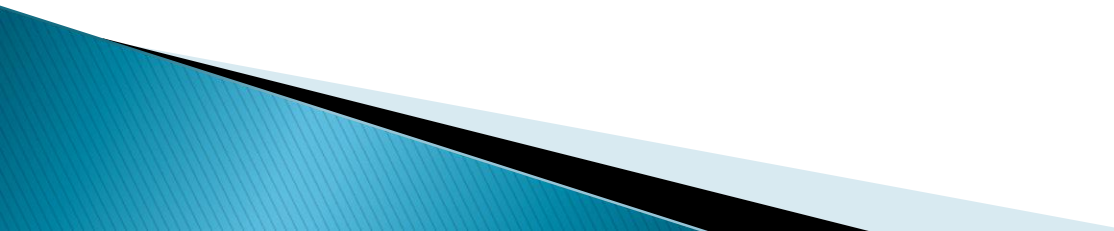
Types of Buying Behavior

- ▶ **Complex Buying Behavior**
 - ▶ **Dissonance-Reducing Buying Behavior**
 - ▶ **Habitual Buying Behavior**
 - ▶ **Variety Seeking Behavior**
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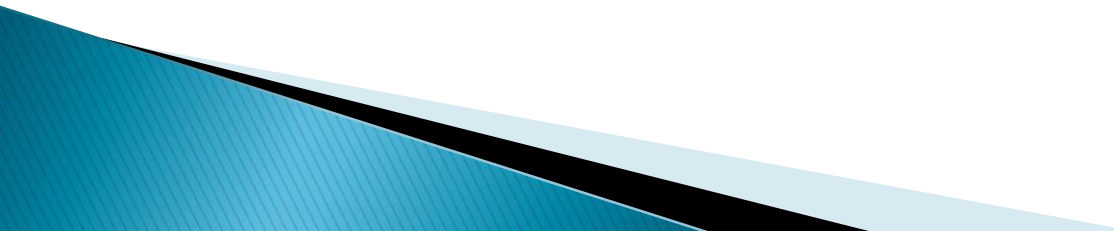
What Affects Consumer Behavior

- ▶ **Marketing Campaigns**
 - ▶ **Economic Conditions**
 - ▶ **Personal Preferences**
 - ▶ **Group Influences**
 - ▶ **Purchasing Power**
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Consumer Behavior Segmentation

- ▶ **Benefits Sought**
 - ▶ **Occasion and time based**
 - ▶ **Usage Rate**
 - ▶ **Brand Loyalty Status**
 - ▶ **User Status**
 - ▶ **Customer Journey Stage**
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Influences of Advertisement On Consumer Behavior

- ▶ Advertising is usually a paid form of exposure or promotion by some sponsor that reaches through various traditional media such as television, newspaper, commercial radio advertisement, magazine mail, outdoor advertising or modern media such as blogs, websites and text messages
 - ▶ The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently through people's memories
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you **SO** want
ONE

big mac' extra value meal'



i'm lovin' it'





వ్యాక్సిన్ విషయంలో కోర్టుల జోక్యం అనవసరం: కేంద్రం



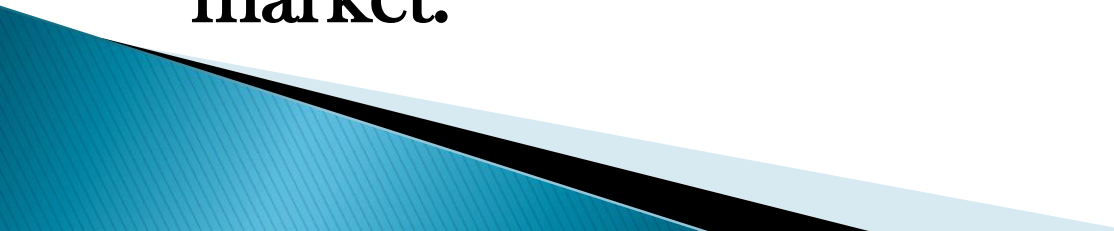
A protected future is just a step away.
Take a step to secure your family's future
with **eShield** **KNOW MORE**

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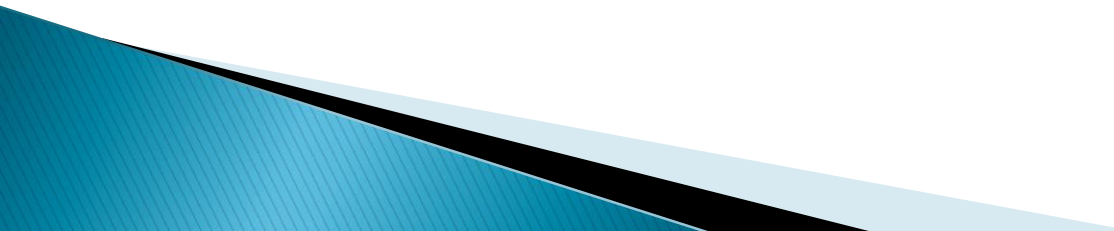


Marketing Strategies of Lifebuoy to Attract Consumer



- ▶ Lifebuoy is a leading soap brand that manufactures and sells different products necessary for personal health and hygiene.
 - ▶ Initially when the company just launched in India was not that famous, but later on, with its quality and media coverage, the company became quite popular since during that time only a selected soap brand was available in the market.
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reasons behind its success

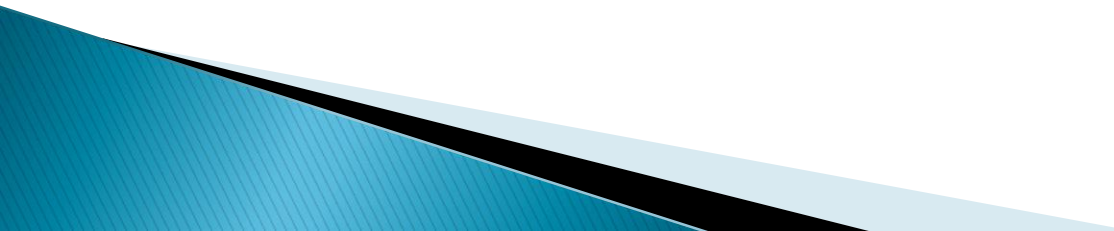
- ▶ **Variety in the product range**
 - ▶ **Importance on the choice, quality, and budget**
 - ▶ **The idea about the market**
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Lifebuoy Campaigns

- ▶ The campaign of the company is quite unique from other brands.
- ▶ The company initially started with the tagline of “Kitanuo Se Asardar Suraksha” and the slogan of “Aaj Lifebuoy Se Nahaya Kya”.

▶ How Did Dettol Gain its
Market Share Against
Lifebuoy



- ▶ Consumers see Dettol as an 'expert'. It is perceived as a product which is effective and versatile and guarantees protection from germs.
 - ▶ It uses demographic segmentation and can be used by most people of any age group.
 - ▶ People from all generation are the targeted customers of Dettol. Dettol follows Product specialization strategy in order to penetrate the market and increase the usage rate.
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Competitive advantage

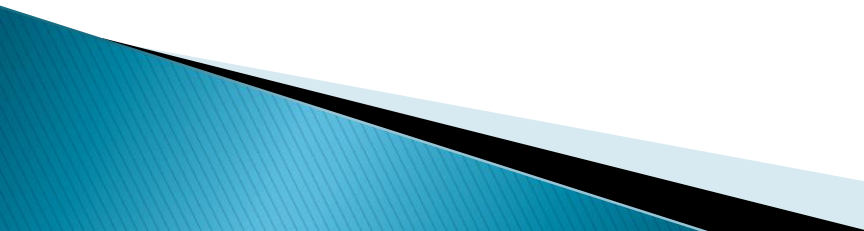
Characteristic Dettol smell that has been the reassurance to many a child's scraped knee!

The second characteristic is its amber gold colour.

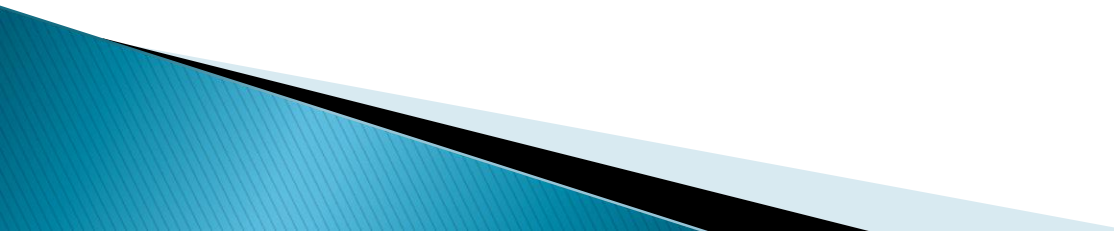
Third is the 'clouding' effect that appears when it is added to water.

Fourth and most important is the absolute trust that consumers have on the brand has always been proven to kill germs and to make a wound septic or even to clear a room of all germs.

Customer analysis in the Marketing strategy

- ▶ Dettol serves each & every segment of the society through different set of offerings from soaps to liquid hand wash to sanitizer.
 - ▶ Customers of Dettol are of all age groups, and they are segmented irrespective of gender or income. It is a truly mass marketed product because everyone needs Antiseptic and due to its decades long presence and performance in the market, retain customers trust the brand completely.
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Conclusion

- ▶ Now when compared between Lifebuoy and dettol both the companies have same kind of products but the difference comes in the consumer behavior analysis.
 - ▶ Dettol Targeted and segmented all age groups
 - ▶ The word ANTISEPTIC created a great impact on the consumer.
 - ▶ In pandemic situation of this kind consumers always want products which are proven to safe guard their health and hygiene and Dettol could do it.
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THANK YOU

