

“When companies understand consumers’ behavior – AKA how buyers think, feel and decide, – they can identify new opportunities before others do.”

- Ana McFee, Business Development, EHL

76%

of consumers expect companies to understand their needs and expectations.



Nearly three out of five consumers report that good customer service is vital for them to feel loyalty toward a brand.

87%

of shoppers begin their product research online



Consumer decision Making Process

How consumer behave before a purchase



1 NEED RECOGNITION

of consumers expect companies to understand their needs and expectations

2 INFORMATION RECOGNITION

of consumers expect companies to understand their needs and expectations

3 ALTERNATIVE EVALUATION

of consumers expect companies to understand their needs and expectations

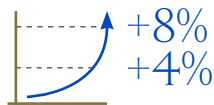
4 PURCHASE DECISION

of consumers expect companies to understand their needs and expectations

5 POST-PURCHASE BEHAVIOR

of consumers expect companies to understand their needs and expectations.

Types of Consumer Behavior



Businesses can grow revenues between 4% and 8% above their market when prioritizing better customer service experiences.

76%

of UK consumers do not want to hand over their data to a business unless it has a great loyalty scheme.

HABITUAL BUYING BEHAVIOR

Consumers’ habitual buying behavior is the pattern of their purchasing decisions. When people are comfortable with a product and the associated brand, they tend to buy that product again and again.

VARIETY-SEEKING BEHAVIOR

This is marked when a consumer seeks variety and purposely chooses different venues or products simply to introduce new things into their lives. For example, this type of consumer might be easily influenced by what a fellow diner is having.

DISSONANCE-REDUCING BUYING BEHAVIOR

This is when the consumer is heavily involved in the decision-making process and conducts lots of research beforehand. Ultimately, the consumer experiences difficulties making a final determination because they are worried about the buyer’s remorse.

COMPLEX BUYING BEHAVIOR

This type of behavior is exemplified by a consumer making a decision that they perceive to be complex. Typically, it is a decision that involves several factors or multiple people’s opinion - e.g. a group holiday.



4 ways to collect data on consumer behavior



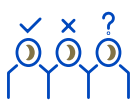
OPINION SITES

Collect data on brand perception anonymously via a third party company.



SURVEYS

Online surveys gather consumer opinions and can be done in a fun way. Many social platforms make it easy to create «polls».



FOCUS GROUPS/ONLINE PANELS

In person discussions lead to in-depth organized feedback.



CUSTOMER FEEDBACK

Reading comments left by your customers online or on physical feedback cards.

[Learn more about Customer Experience and discover our Service Excellence Toolkit](#)

