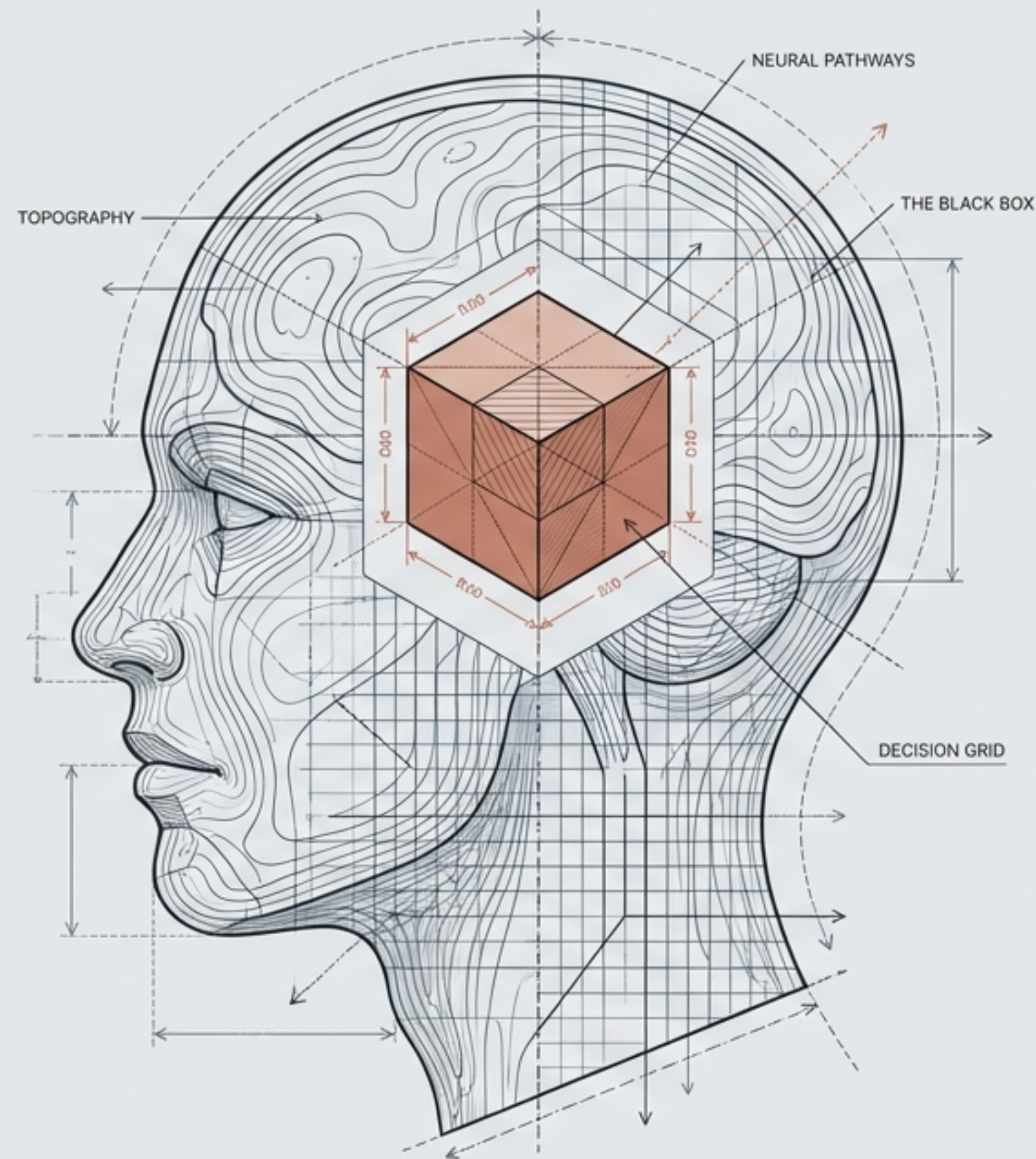


# DECODING THE THE CONSUMER.

Inside the black box of buying behavior  
and strategic marketing.

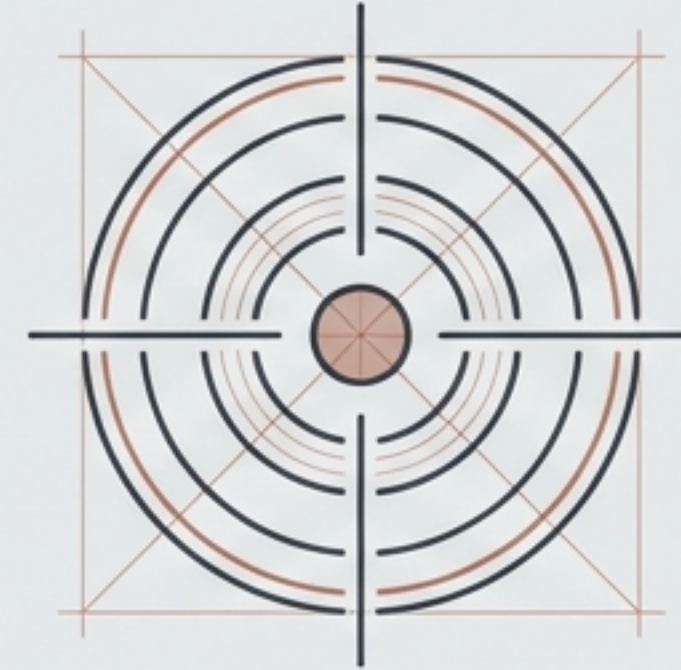


# Every purchase is a measurable psychological reaction.



## Human Behavior

- Actions or reactions in various situations
- Both planned and unplanned by nature
- Includes external actions and deep internal states



## Consumer Behavior

- Specific actions to buy and consume goods
- Highly intentional decision processes
- Driven by a singular goal to satisfy personal needs

# The four primary categories of buyers in the modern market.



## Individual Consumers

Buying for personal or family daily use;  
heavily driven by psychology



## Business Buyers

Purchasing goods and raw materials  
for production or operations



## Government Buyers

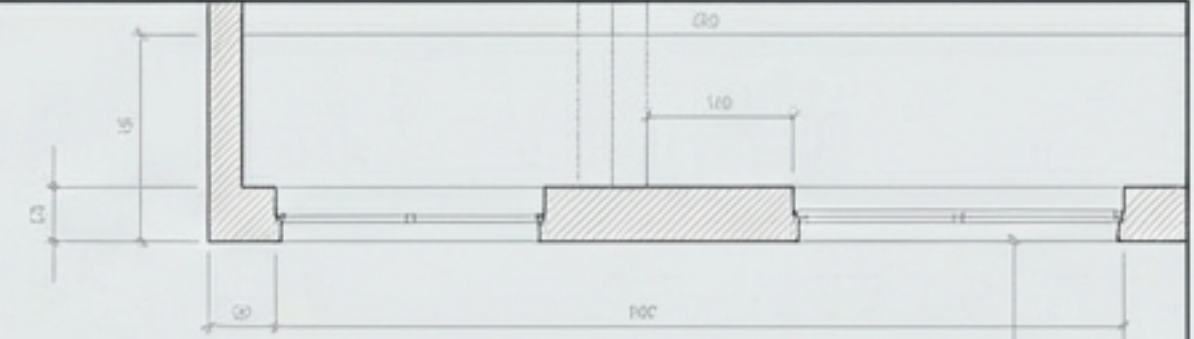
Public entities buying for societal projects  
via strict procurement



## Resellers

Purchasing from manufacturers in  
bulk to sell for profit

# The foundational diagnostic toolkit for mapping customer behavior.



**How:**  
How do they go about making the purchase?

**Who:**  
Who is our target audience?

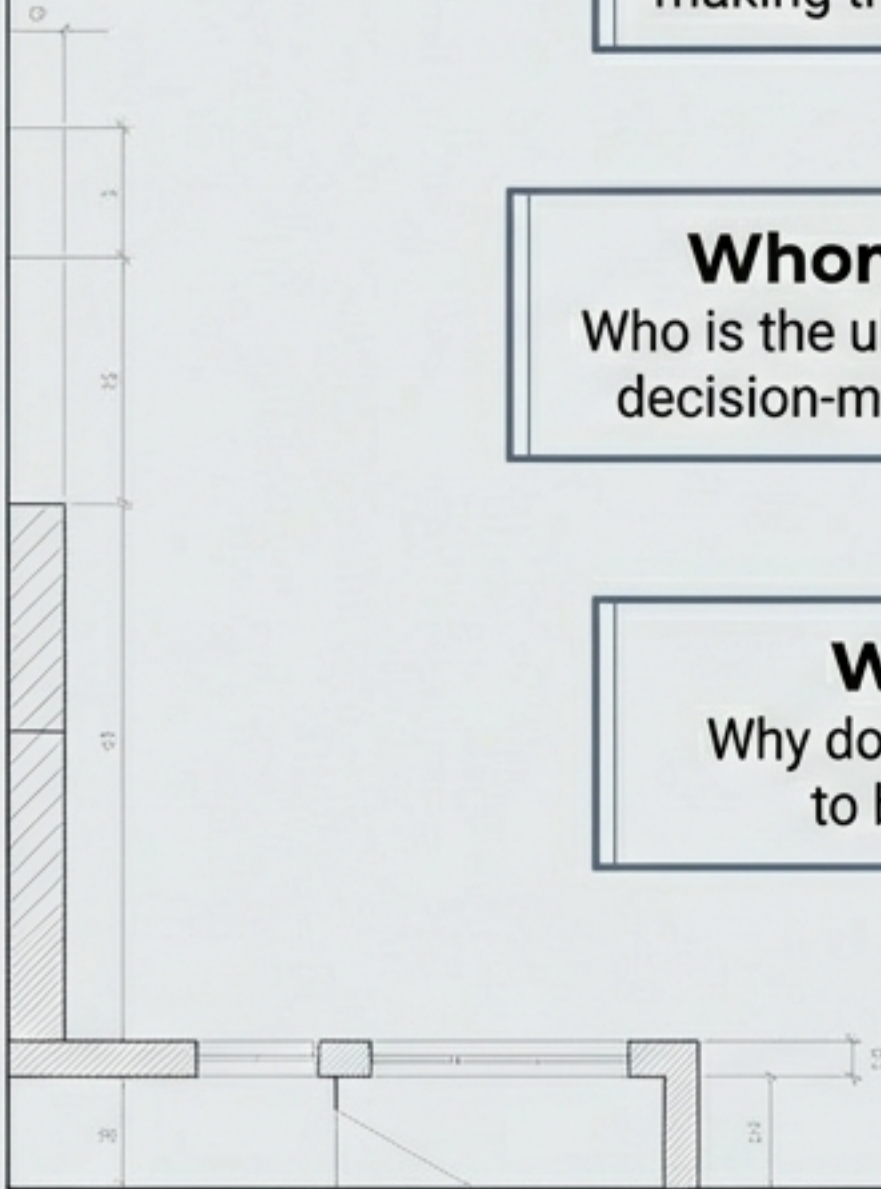
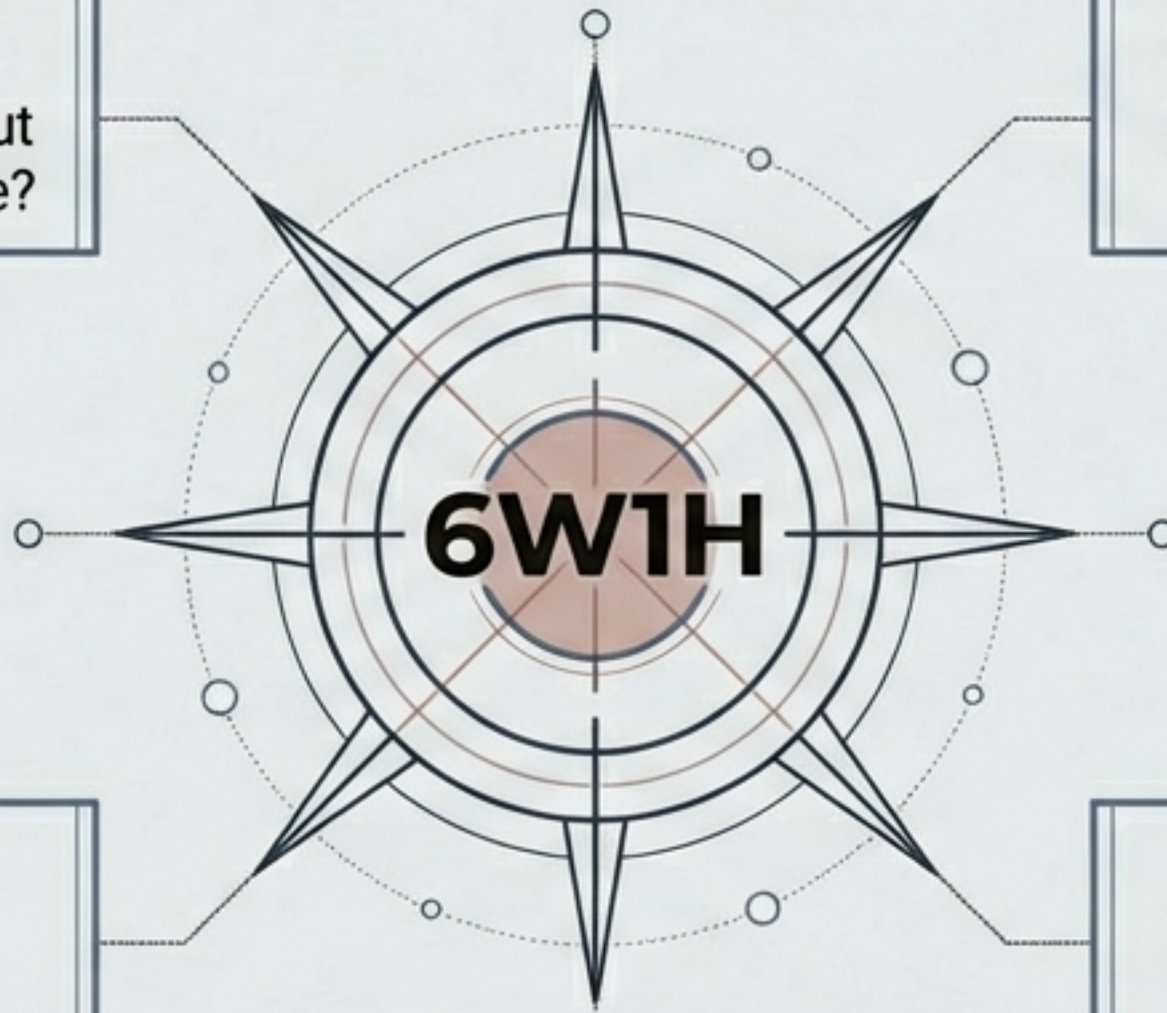
**Whom:**  
Who is the ultimate decision-maker?

**What:**  
What exactly does the consumer want?

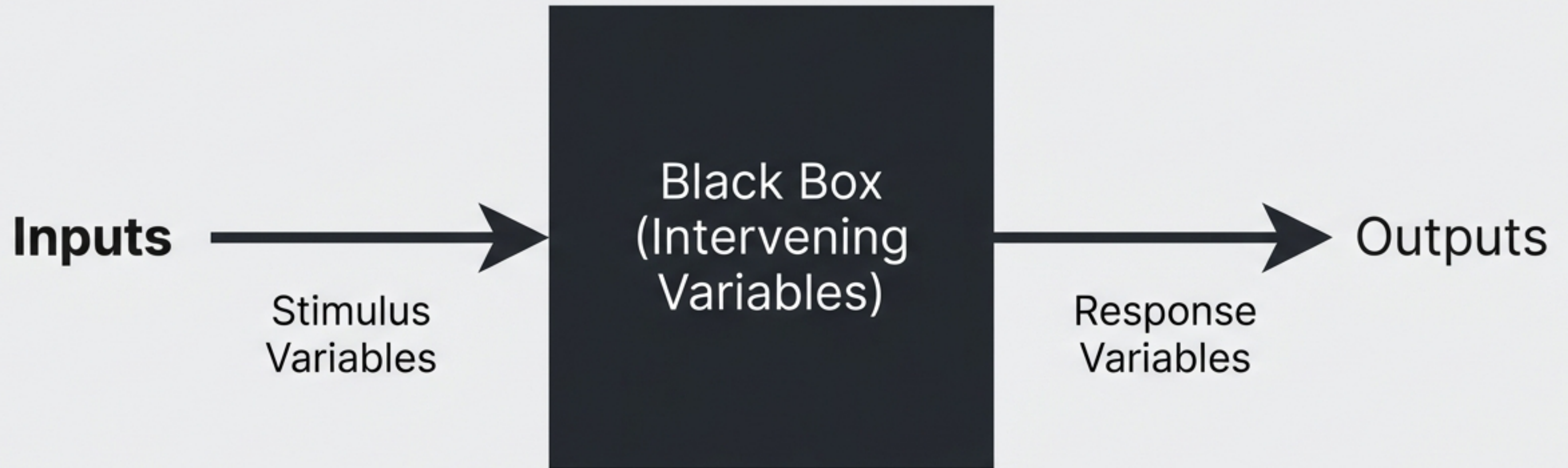
**Why:**  
Why do they need to buy it?

**Where:**  
Where can they buy or use the service?

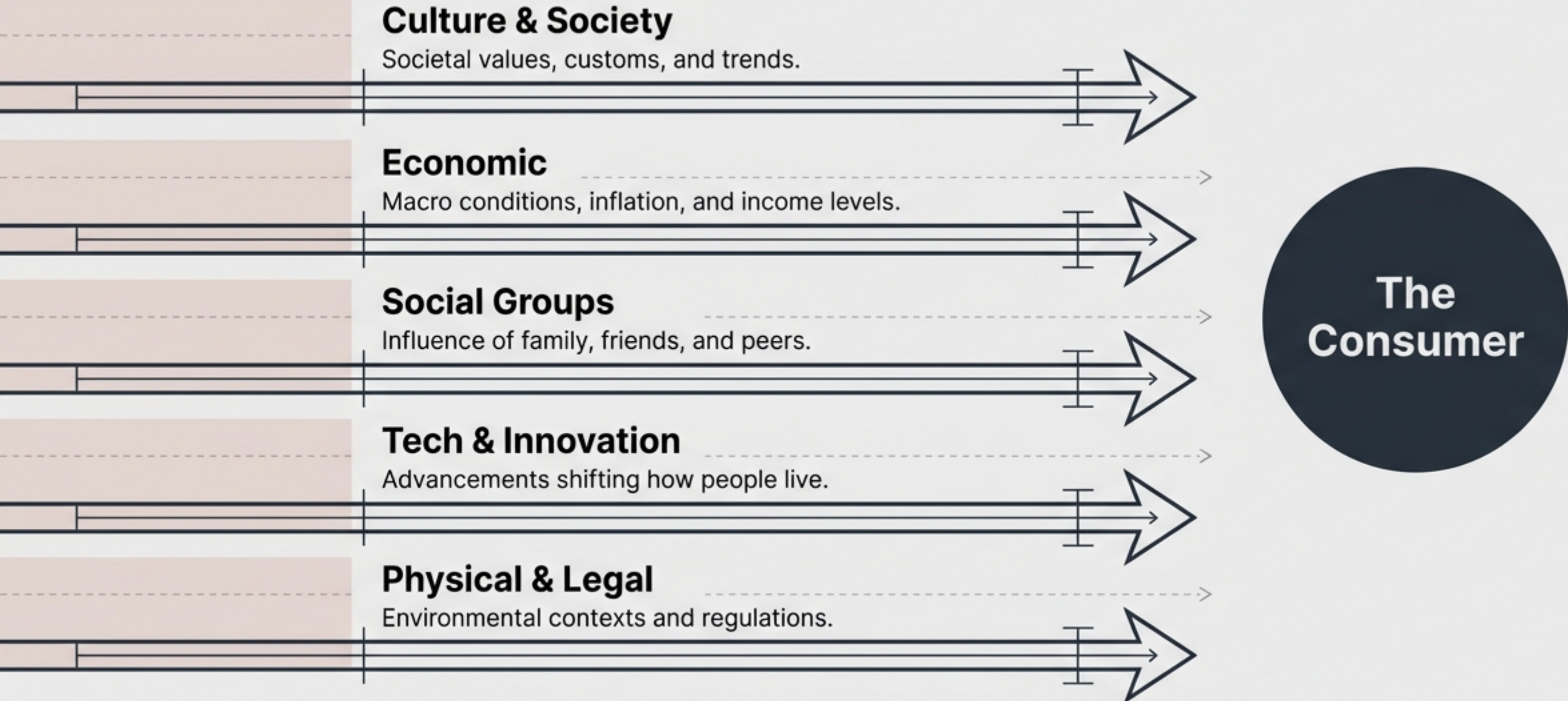
**When:**  
When will they use the service?



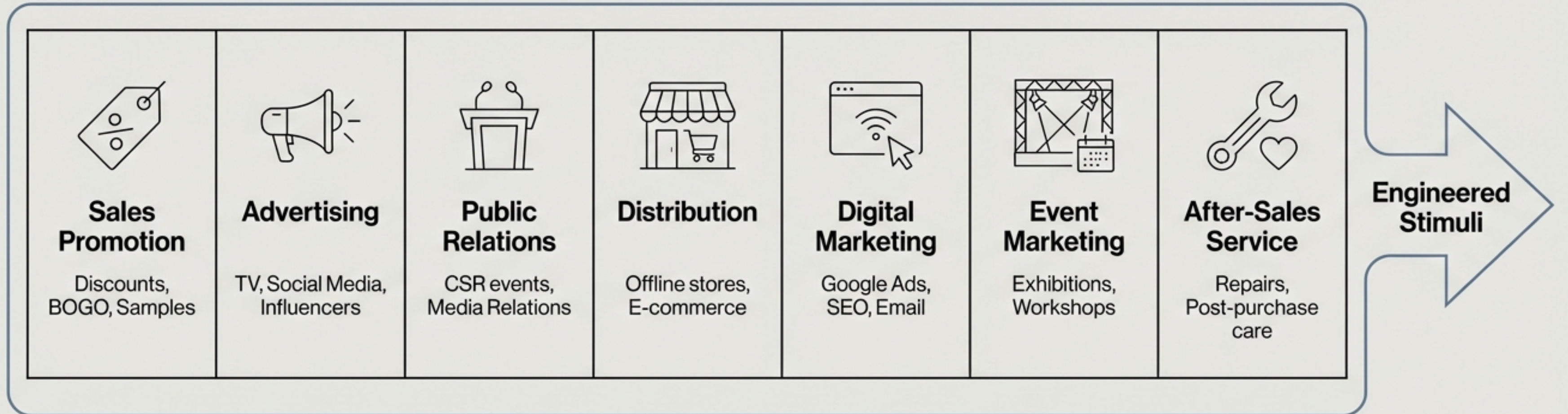
# The stimulus-response paradigm of the Smith and Taylor Black Box Model.



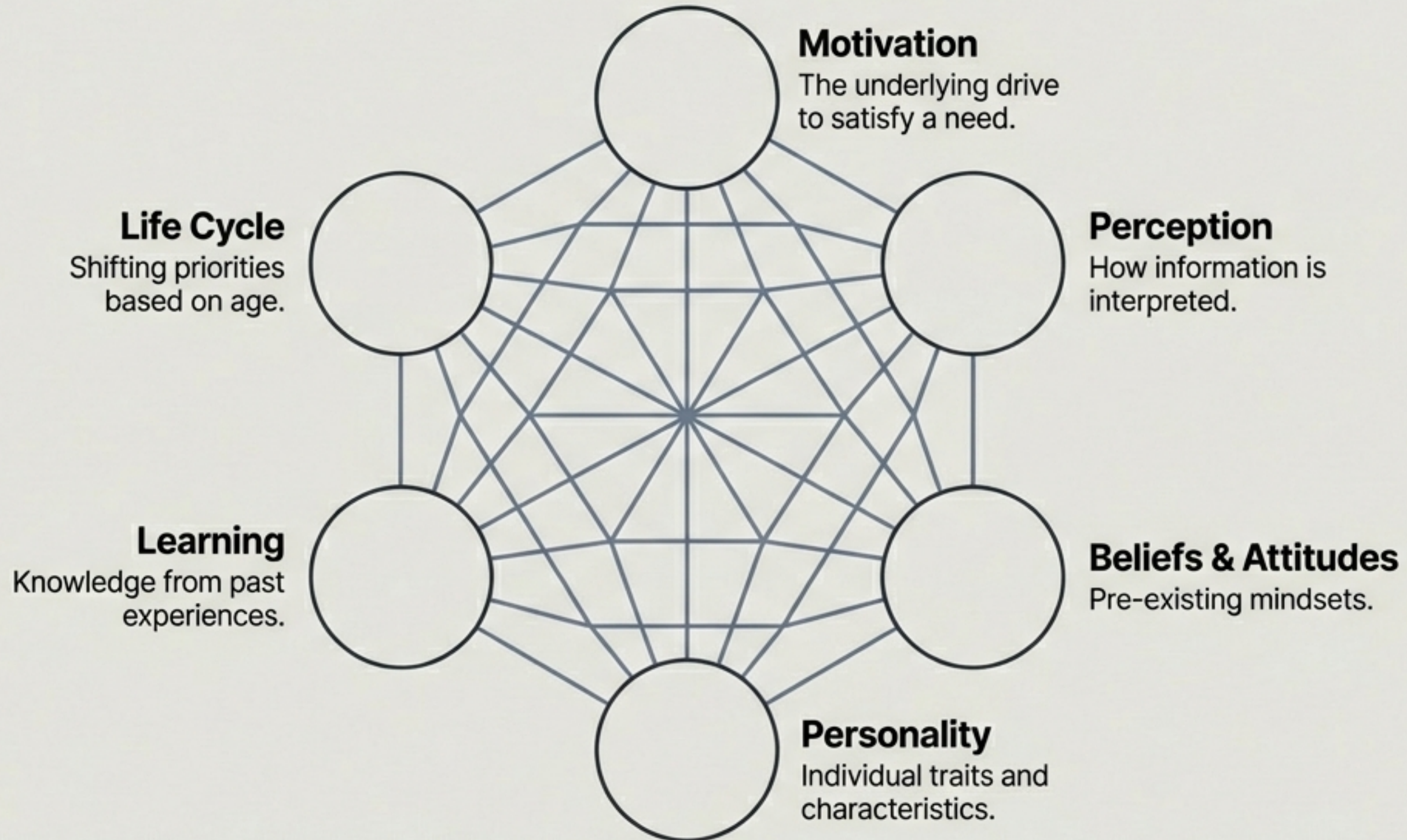
# External stimuli shape the context of every commercial decision.



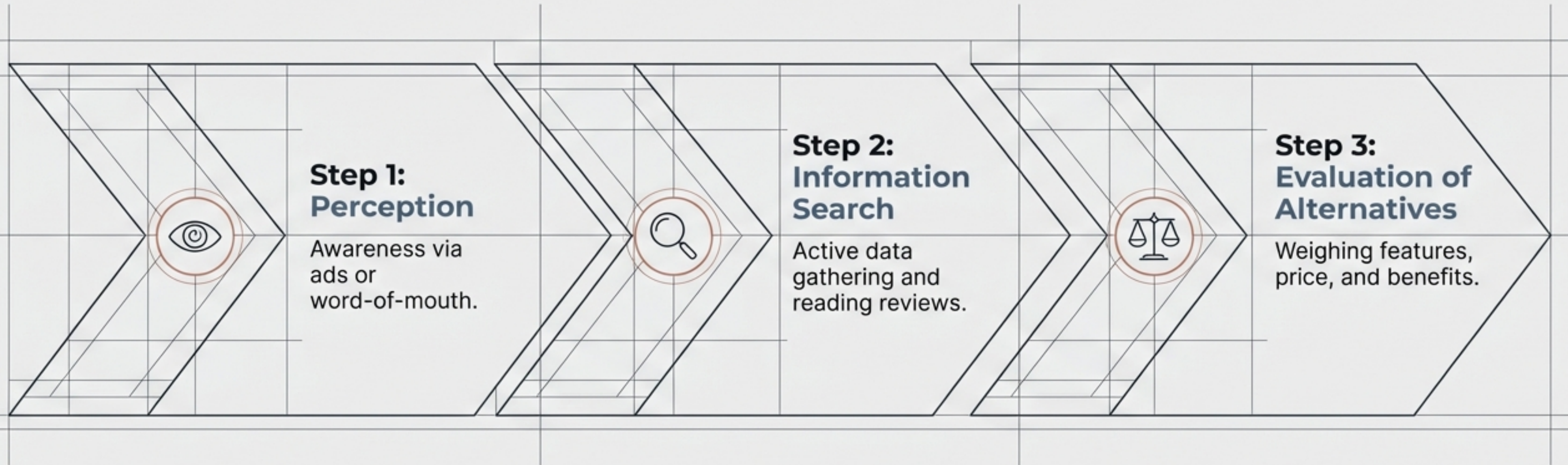
# The seven tactical engines used to engineer marketing stimuli.



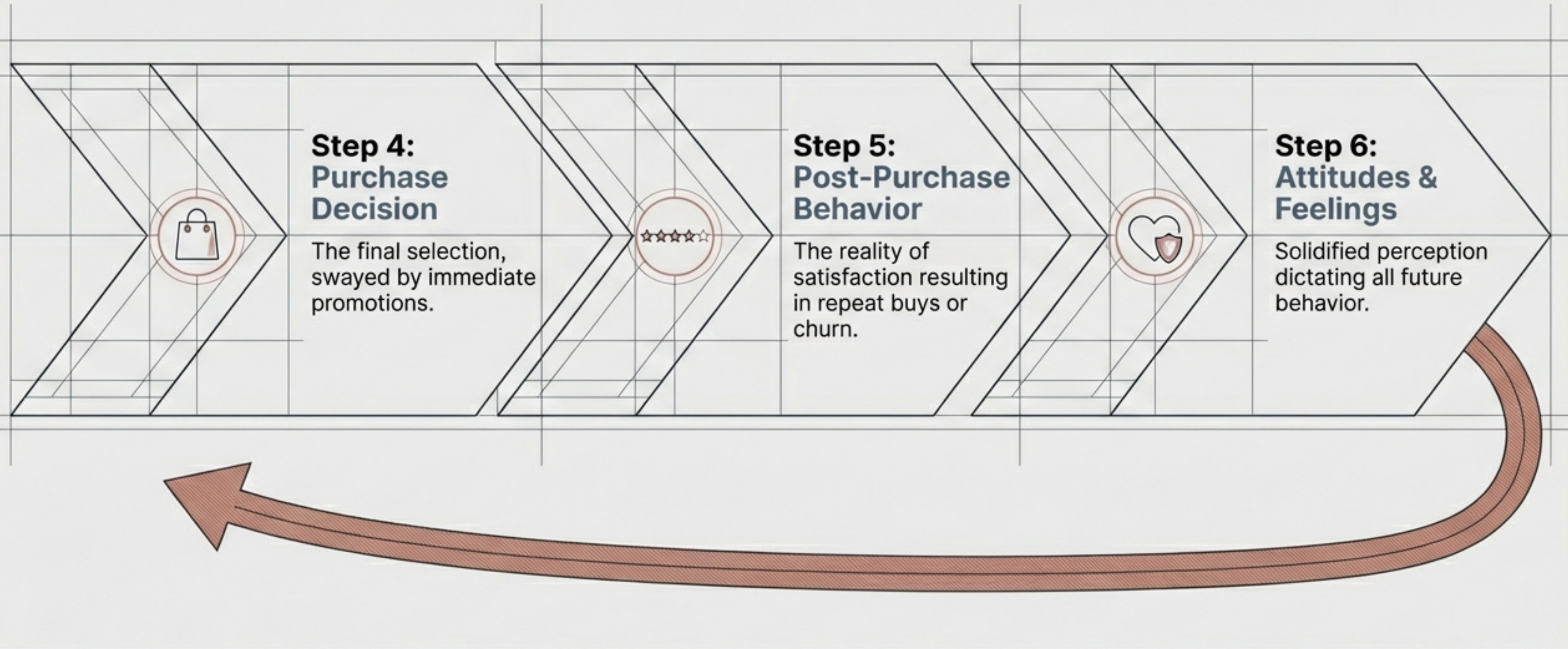
# The internal psychological wiring that dictates perception and choice.



# The cognitive journey from initial awareness to option evaluation.

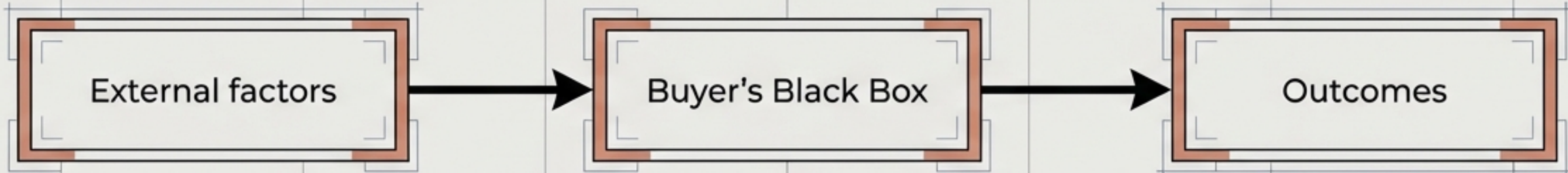


# The moment of commitment and the resulting post-purchase reality.

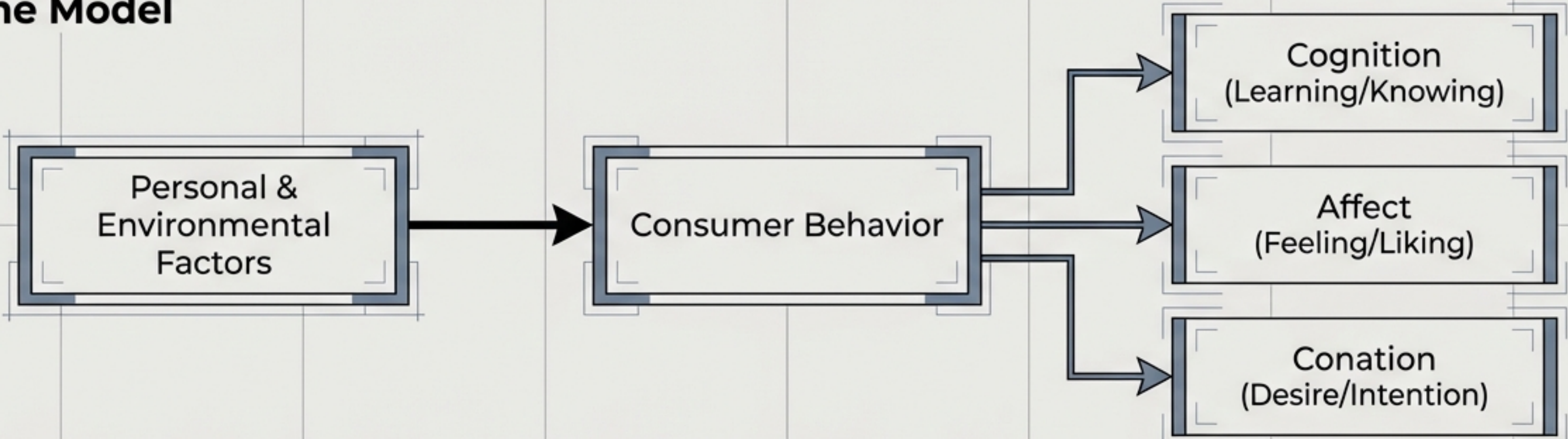


# Synthesizing alternative behavioral models refines our strategic view.

## Meldrum & McDonald Model




## Blythe Model



# Consumer behavior is a multidisciplinary science.

## Consumer Behavior Studies



The diagram illustrates the multidisciplinary nature of consumer behavior studies. It features a central banner at the top labeled 'Consumer Behavior Studies'. Below the banner are four vertical pillars, each representing a different discipline. From left to right, the pillars are: Economics (Value, pricing, and macro constraints), Psychology (Motivations, learning, and perception), Sociology (Group dynamics and social status), and Anthropology (Deep cultural values and evolution). The pillars are supported by a dark grey base at the bottom.

### **Economics**

Value, pricing, and macro constraints.

### **Psychology**

Motivations, learning, and perception.

### **Sociology**

Group dynamics and social status.

### **Anthropology**

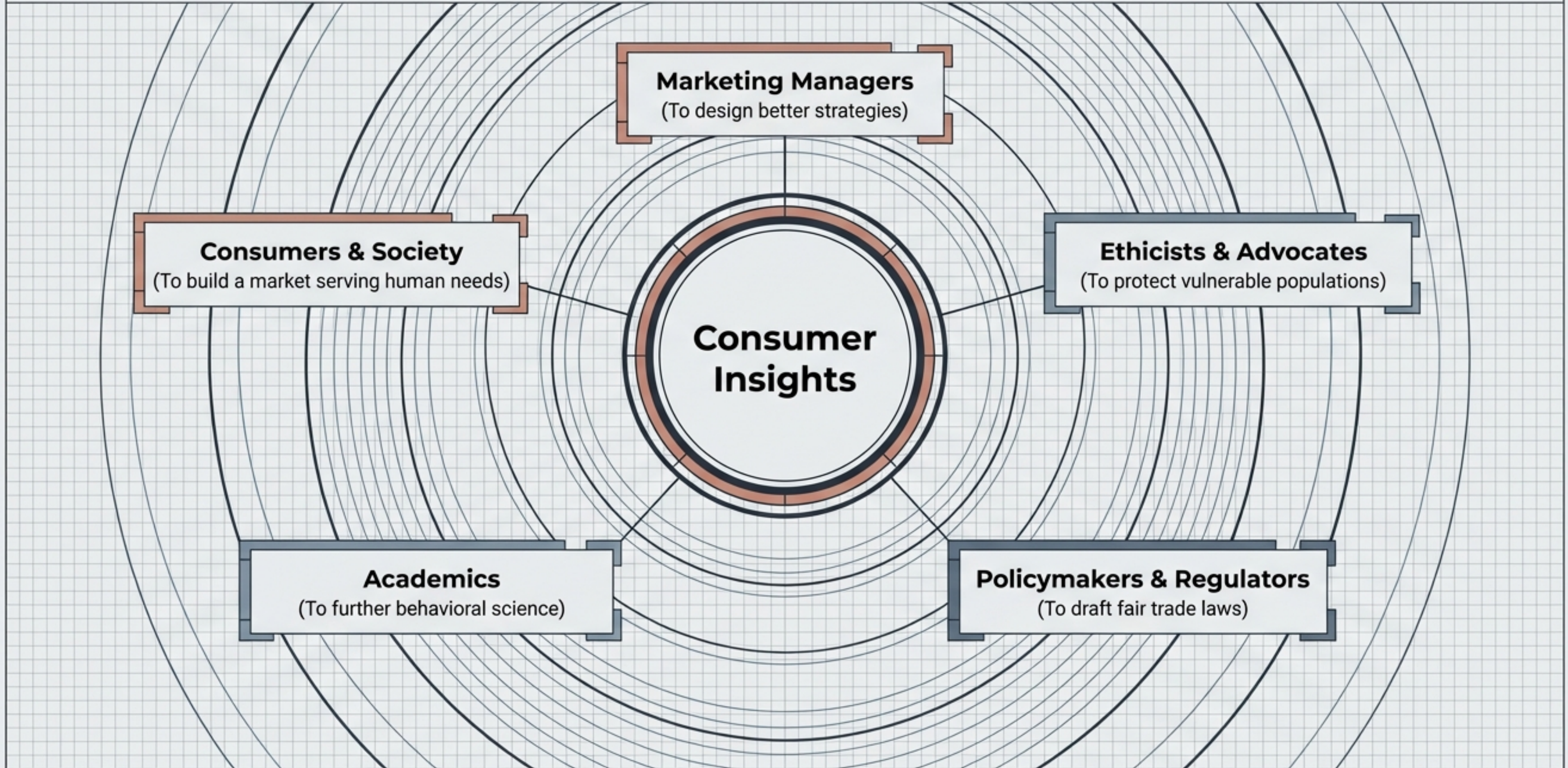
Deep cultural values and evolution.

# Modern macro-trends are fundamentally rewiring consumer expectations.

- 01 From Product to Customer**  
Obsessing over customer needs over pushing products.
- 02 Market Segmentation**  
Targeting specific niches rather than mass marketing.
- 03 Lifetime Value Focus**  
Prioritizing long-term relationship retention.
- 04 Hyper-Customization**  
Tailoring to precise, individual interests.
- 05 The Internet Catalyst**  
Digital connectivity accelerating all modern behavior.



The ripple effect of consumer insights extends far beyond sales.



**Behavioral insights dictate every facet of marketing strategy.**

**Customer Behavior**

**Target Market**

**Positioning**

**Marketing Strategies (The Marketing Mix)**

**Product**

**Service**

**Price**

**Place**

**Promotion &  
Communication**