Abdelhafid Boussouf University Center – Mila

Faculty of Economics, Commercial & Management Sciences

Departement Of Economics

Lectures On : Customer Behavior

Addressed To 3rd Year Students – 1st Semester

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Customer Behavior: A Comprehensive Lesson

Introduction

Customer behavior is the study of how individuals, groups, or organizations select, purchase, use, and dispose of products, services, ideas, or experiences to satisfy their needs and wants. It is a critical field in marketing, as understanding what influences customer decisions allows businesses to design better products, services, and marketing strategies to address those needs effectively.

Key Concepts of Customer Behavior

1. Types of Customer Behavior

- *Complex Buying Behavior (سلوك الشراء المعقد):*
  - Occurs when customers are highly involved in the purchase and perceive significant differences among brands.
  - Common with expensive, infrequent purchases that require thorough research.
  - *Example***:** Buying a house or a car, where customers compare various features like price, performance, and brand reputation.

- *Habitual Buying Behavior (سلوك الشراء الاعتيادي):*
  - Low involvement in the decision-making process, often due to repeated purchases.
  - Customers don't seek much information or compare brands, as they are familiar with the product.
  - *Example***:** Purchasing daily-use items like toothpaste or milk.

- *Variety-Seeking Buying Behavior (سلوك البحث عن التنوع):*
  - Customers frequently switch brands, not because of dissatisfaction but to try something new.
  - Common with low-cost, low-risk products.
  - *Example***:** Choosing a new snack flavor or soft drink.

- *Dissonance-Reducing Buying Behavior* (سلوك الشراء لتقليل التنافر):
  - High involvement but with minimal perceived differences between brands.
  - Customers aim to minimize regret or post-purchase dissonance.
  - *Example*: Selecting between two similar brands of home appliances.

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2. The Customer Decision-Making Process

Understanding how customers decide on purchases involves analyzing the following five stages:

1. *Problem Recognition* (إدراك المشكلة):
   - The first step where the customer identifies a need or problem.
   - *Example*: Realizing that your phone's battery drains too quickly and considering buying a new phone.

2. *Information Search* (البحث عن المعلومات):
   - The customer actively seeks information about available options.
   - Sources include online reviews, advertisements, word-of-mouth, or visiting stores.
   - *Example*: Comparing smartphones online by reading reviews and watching videos.

3. *Evaluation of Alternatives* (تقييم البدائل):
   - Customers compare products or services based on factors such as features, price, and quality.
   - *Example*: Comparing the camera quality, battery life, and price of different smartphones.

4. *Purchase Decision* (قرار الشراء):
   - The customer selects the product and makes the purchase.
   - This stage is influenced by factors like promotional offers, availability, or brand reputation.
   - *Example*: Deciding to buy a specific smartphone from a trusted brand.

5. *Post-Purchase Behavior* (سلوك ما بعد الشراء):
   - The customer evaluates their satisfaction with the purchase.

- o If satisfied, they may develop loyalty; if not, they may seek refunds or leave negative reviews.
- o *Example*: Feeling content with the smartphone's performance and recommending it to others.

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3. Factors Influencing Customer Behavior

- *Cultural Factors* (العوامل الثقافية):
  - o Cultural values, traditions, and societal norms shape how customers perceive products.
  - o *Example*: A preference for organic or halal-certified products based on cultural beliefs.
- *Social Factors* (العوامل الاجتماعية):
  - o The influence of family, friends, social media, and peer groups.
  - o *Example*: A teenager buying trendy sneakers because their friends wear them.
- *Personal Factors* (العوامل الشخصية):
  - o Individual traits like age, occupation, lifestyle, and income.
  - o *Example*: A high-income individual may prefer luxury brands.
- *Psychological Factors* (العوامل النفسية):
  - o Motivation, perception, learning, beliefs, and attitudes affect purchasing decisions.
  - o *Example*: A health-conscious customer choosing sugar-free beverages due to their belief in healthy living.

Why Understanding Customer Behavior is Important for Businesses

1. *Enhancing Customer Satisfaction:*
   - o Businesses can tailor products and services to meet customer expectations.
2. *Effective Marketing Strategies:*
   - o Knowledge of behavior helps create targeted campaigns that resonate with specific audiences.

3. *Innovation and Product Development:*
   o Insights into unmet needs inspire new product ideas and improvements.

4. *Building Customer Loyalty:*
   o Understanding preferences fosters long-term relationships and repeat purchases.

5. *Competitive Advantage:*
   o Anticipating and meeting customer demands gives businesses an edge in the market.

Terminology:

English Term	**Arabic Term**
Customer Behavior	سلوك المستهلك
Decision-Making Process	عملية اتخاذ القرار
Problem Recognition	إدراك المشكلة
Information Search	البحث عن المعلومات
Evaluation of Alternatives	تقييم البدائل
Purchase Decision	قرار الشراء
Post-Purchase Behavior	سلوك ما بعد الشراء
Cultural Factors	العوامل الثقافية
Social Factors	العوامل الاجتماعية
Personal Factors	العوامل الشخصية
Psychological Factors	العوامل النفسية
Complex Buying Behavior	سلوك الشراء المعقد
Habitual Buying Behavior	سلوك الشراء الاعتيادي
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Dissonance-Reducing Buying Behavior	سلوك الشراء لتقليل التنافر