



Shopping behavior

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•Shopping behavior is the study of individuals, groups or organizations and all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these actions.





- The study of consumer behavior is concerned with all aspects of purchasing behavior - from pre-purchase actions to consumption, evaluation and disposal after purchase. It also applies to all individuals directly or indirectly involved in purchasing and consumption decisions, including brand influencers and opinion leaders. Studies have shown that consumer behavior is difficult to predict even for experts in this field. However, new research methods such as ethnography and consumer neuroscience are shedding new light on how consumers make decisions.



- Customer relationship management (CRM) databases have become an asset for analyzing customer behavior. The wealth of information obtained from these databases allows us to examine in detail the behavioral factors that contribute to repeat purchase intentions, customer retention, loyalty, and other behavioral intentions, such as willingness to provide positive recommendations, become brand advocates, or engage in customer citizenship activities. Databases also help in market segmentation, especially behavioral segmentation such as developing loyalty segments, which can be used to develop targeted, personalized marketing strategies on an individual basis.



Consumer behavior is related to:

- Purchasing activities: purchase of goods or services; how consumers purchase goods and services, and all activities leading to a purchase decision, including information seeking, product and service evaluation, and payment methods, including the purchase experience.
- Activities of use or consumption, including symbolic associations and the manner in which goods are distributed within families or consumption units.
- Disposal activities: concerns the way consumers dispose of products and packaging; may also include resales such as eBay and used markets.

Consumer responses can be:

- Emotional (or affective) reactions: refer to emotions such as feelings or moods;
- Mental (or cognitive) responses: refer to the consumer's thought processes;
- Behavioral (or concomitant) responses: refers to the consumer's observable responses to the purchase and disposal of goods or services.

