

business solutions

# CONSUMER BEHAVIOUR

UNDERSTANDING THE PSYCHOLOGY OF MARKETING  
SHORT COURSE

Media

Brand Identity

*insight*

Product

Feedback

Feedback

*Results*

ENGAGE

Market Data

Research

Strategy

viral

STUDY GUIDE



# HOW TO WORK THROUGH THIS COURSE

Over the following pages, you will move through a logical, self-paced learning experience that can enlighten and educate you in the psychology of marketing.

It is important from the outset to understand that learning about something is not the same as just reading about it. Learning implies a permanent change in what you know and can do.

Anyone can read a book and understand it; but for most people the detail of what you read is largely forgotten.

Reading something once only puts information into short-term memory. It is soon lost if you don't 'work' on it. Studying the same information takes longer, but by thinking about it and processing it you can transfer that information to long-term memory. This way, you will enhance your ability to recall and apply that information for years to come. If you take your time to work through the twelve lessons that follow, you will learn.

## HOW DOES THIS COURSE WORK?

**WATCH THIS VIDEO FIRST**

<https://vimeo.com/441179158>

## Read, Reflect, Research, Revise

Throughout the following pages, you will find not only things to read about, but also things to do:

1. Throughout each lesson, there are suggestions of things to do under the headings "Learn More". These are all sorts of ideas about things you can do in order to explore the subject further.
2. At the end of each lesson, there are Lesson Review Questions for you to undertake. When you click on this, your computer needs to be online. You will be taken to our cloud-based online school. The answers you choose will be evaluated immediately, and your results can be seen on completion of each test. You can return and repeat tests if you wish.

Undertaking these tasks will involve reflection, research and revision of the topics you read about. By repeatedly encountering each topic in different ways, your perspective on each subject will broaden, and the commitment of information to longer term memory will strengthen.

You don't need to undertake all of the suggested tasks if you don't want to; but we strongly recommend that you do some in each lesson, and that you answer all of the Lesson Review Questions.

The more time you spend doing these things, the stronger your learning will be.

## Completing the Course

After completing all 6 lessons you will be presented with a final set of Lesson Review Questions which can also be undertaken online.

Do not attempt to do this until you have worked through all 6 lessons, and feel like you have learnt the subject well.

Upon finishing this final assessment you will immediately see your final results, and you can save a pdf copy of those results as a "Certificate of Completion".

## Welcome Audio

Click the button below to listen to the welcome audio for this course. This feature is supported by most computers and some mobile devices.



# The Contents of the Course

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# LESSON 1 WHAT IS MARKETING PSYCHOLOGY?

Marketing psychology is concerned with understanding people's purchasing behaviour and applying that understanding to the advertising, marketing and ultimately the selling of products or services. In this lesson we unravel what marketing psychology entails and how it can best be understood.

## AN OVERVIEW

To begin with it is worthwhile attempting to define what is meant by marketing psychology. In simple terms, it can be viewed as the marriage of two words - 'marketing' and 'psychology.'

- Marketing refers to all the processes which go into advertising and selling a product or service.
- Psychology is the study of human behaviour.

As such, marketing psychology may be regarded as the study of consumer behaviour and application of that understanding to the sale of goods. In fact, it is often referred to as 'consumer psychology'. The American Psychological Association considers consumer psychology to be a special division or subdivision of organisational psychology.

For the purposes of this book, we'll stick with the term 'marketing psychology', but bear in mind that it is interchangeable with consumer psychology. You'll also encounter the term 'market research'. Market research is a part, but not all, of what those working in marketing

psychology may be involved in. It refers to the use of research tools and statistical analyses to study and interpret consumer behaviour.

Whilst some people who work in the field of applied marketing psychology may be qualified psychologists, others may have a background in marketing. Still others may come from a range of related fields such as advertising, retail sales, or even anthropology. Only those with a degree in psychology could call themselves psychologists, but psychologist or not, many people in the industry apply marketing psychology theory and methods in their work.

Now that you have a general overview into what marketing psychology is, let's take a look in more depth.



## LEARN MORE >>>

### Suggested Task

Before starting, write on paper, 1-4 sentences, to explain what you think marketing psychology is?. Put the paper away and don't look at it until you are asked to.

## ROLES IN MARKETING PSYCHOLOGY

The types of job roles which someone working in the psychology of marketing may be involved in will often be dictated by the place of employment. For example, a psychologist working at a university may spend a good deal of their time conducting research into buying behaviour. Someone employed by a market research company may spend more time gathering data from questionnaires and analysing the information obtained.

Some of the different roles in marketing psychology include:

- Determining the demographics of the target market - age, gender, ethnicity, socioeconomic status, location, and so forth.
- Researching the types of products and services which might appeal to the target market.
- Applying principles of social psychology to get information to the target market.
- Researching consumer behaviour.
- Collecting data about consumer behaviour from questionnaires, surveys, observations, group studies and experiments.

People who use marketing psychology may be involved in helping businesses and services to look at the best ways to market their products, and how to apply psychological principles to the marketing of their products. Individuals, small business owners, and others wishing to

sell a product or service can also use the principles of marketing psychology to improve how they reach their intended market and make sales.

## QUALIFICATIONS AND JOBS

Skills and knowledge in marketing psychology has literally hundreds of applications. When you strip it right back, all organisations that offer goods or services rely on attracting potential customers, and some form of transaction with another person - whether a car sales yard, a health centre, an online shop, a restaurant or any other business or organisation you can think of.

Every business or organisation will have to appeal to their target market to encourage them to purchase their goods or services, or to use the organisation in the desired way. This will require an understanding of the target market's needs, wants and desires, and how to appeal to them in order to entice them to engage, and ultimately to make a purchase. You can see, then, how important marketing psychology is to the survival and success of any organisation.

Larger organisations may have a whole team of people dedicated to marketing psychology, other small businesses may utilise one person who has knowledge in many areas of business, including marketing psychology.

Most positions that exist in an organisation, whilst not necessarily directly related, will benefit from a worker with a background in marketing psychology.

## LEARN MORE >>>

### Suggested Task

Was your understanding of marketing psychology different?

Write your own definition of marketing psychology.

## ADDITIONAL READING >>>

An understanding of demographics is important in marketing psychology. If you are not sure what we mean by demographics, please do some additional reading on demographics online. A useful search would be “demographics, marketing psychology.”