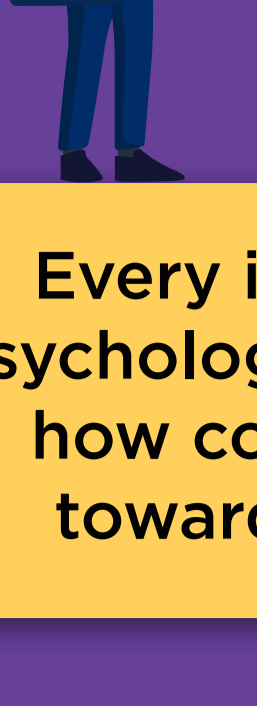


HOW TO LEVERAGE

CONSUMER PSYCHOLOGY

IN ECOMMERCE



Every interaction that a user has with a business is a psychological move within their buyers' journey. Knowing how consumers make their decisions is the first step towards making them move faster down the funnel.

Consumer Decision-Making Process



Types of Consumer Behavior

Studying consumer behavior can help marketers understand what influences consumers' buying decisions.

TYPE 01
Habitual Buying Behavior

Little involvement and brand loyalty
e.g. grocery shopping


TYPE 02
Dissonance Reducing Buying Behavior

High involvement but difficulty in choosing a brand
e.g. jewelry shopping


TYPE 03
Variety Seeking Behavior

Buying another brand just for a change
e.g. eatables shopping


TYPE 04
Complex Buying Behavior

High involvement and expensive infrequent purchase
e.g. house or car shopping



Psychological Triggers and Impacts

What people hear, read, see, or do influences their perception of certain products.

Here are some key triggers that influence consumers' perceptions and affect their buying decisions -

Colors

Different colors evoke different feelings.

A whopping **93%** of customers prioritize the color and visual appearance of a product over other factors in their buying decisions.

93%

Urgency; often used in clearance sales	Optimism; grabs the attention of window shoppers	Powerful; used in marketing luxury products	Soothing; used for beauty products	Trust; often seen with banks and businesses	Romantic; used in marketing products to females
RED	Yellow	Black	Purple	Blue	Pink

Music

Music is proven to make consumers stay longer in the supermarket.

Classical music in wine stores influences consumers to make an expensive purchase.



Smell

Our nose is capable of detecting almost 10,000 different aromas. Interestingly, we make around 10,000 decisions every day, many of which revolve around buying.

Common scents affect people in various ways during the process.



LAVENDER & VANILLA Makes you feel relaxed	TALCUM POWDER Makes you feel safe and nostalgic	PEPPERMINT & CITRUS Makes you more alert
Reminds you of expensive furniture	Makes you browse and spend more	
LEATHER & CEDAR	FLORAL	

Marketing Psychology Principles That Influence Consumer Behavior

Consumer behavior changes with the changes in the presentation of the products, thanks to the cognitive biases of the brain. Using the following marketing psychology principles, you can leverage these biases to convert more customers-

01 SCARCITY EFFECT

People give more value to a scarce product due to fear of missing out (FOMO). So, short-term deals or limited-period offers can drive more visitors.


02 HYPERBOLIC DISCOUNTING

People are more attracted to small but immediate rewards than substantial but delayed ones. That's why fast shipping, next-day delivery options are popular even with higher costs.


03 RECIPROCITY

People feel indebted to those who help them. Providing knowledge, guidance, and freebies to audiences persuades them to buy to return the favor.


04 NUDGE EFFECT

People are more likely to make a specific choice if their environment is altered to favor it. Highlighting benefits, features, and free services triggers a positive response in consumers' minds about a product.


05 LOSS AVERSION

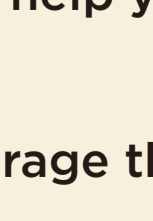
People perceive the pain of losing something as psychologically or emotionally more severe than acquiring equivalent gain. So, the possibility of missing an opportunity to buy a preferred product drives people to make the purchase immediately.


06 FRAMING EFFECT

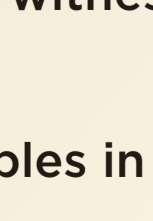
When faced with multiple options, people tend to value options that are framed positively. Thus, consumers make purchase decisions based on the way the information is presented instead of the facts.


07 CONTRAST EFFECT

People's perception of a product gets distorted when it is compared with another product. An expensive product compared with an even more costly one appears cheaper. That's why mid-range product options are often more popular.


08 SOCIAL PROOF

People make their decisions based on the information shared by other users. If a product is more popular among shoppers, the consumer considers it a better option.



Learning how to use psychology to influence customers' perception of your brand can help you build lasting relationships and witness significant business growth.

Want to leverage these consumer psychology principles in your business? We can help.

Visit www.grazitti.com or simply write to us at info@grazitti.com and we'll take it from there.

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