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Essentials of Marketing

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**Consumer Behaviour**

Discuss what factors influence your purchasing behavior on the following products (see below bullet points). Be sure to make references to the readings and any applicable content in the videos, e.g. discussion on buying behavior at various price points, cultural and social factors, what type of stimuli appeals to you the most, psychological factors that influence you, etc. Specify specific brands in your answer. 250 words.

* Shoes
* Clothes

Throughout the years I have changed my intentions when shopping for clothing and shoes, I used to believe in the social value and brand reputation regardless of the design of the products, it would somehow create a sense of status that was associated with owning pieces of clothing from these brands like Adidas, Forever 21, Converse and Zara. This is due to the massive boom of logos that I remember as very present during my teenage years and also aligning with the principle of brand locality, I would not wear sneakers if they weren’t Adidas or Converse. Seeing logos very present in my day to day was a sign of approval of the brand, thoughts like “if people like it it is because it might be really good” but I wasn’t taking into consideration psychological factors like personal preferences, comfort colors, or if my older self would still approve of the clothing/shoes. My consumer behavior was dictated by a community instead of being an individual.

In the fashion world, specifically with fast fashion, trends along with good Marketing strategies, make this process of buying clothes even less authentic, most the people are consuming products like clothes and shoes in bigger quantities and not thinking much about what it genuinely represents for them, their opinions have been influenced by the trends, “aesthetics” and stereotypes shown in social media platforms such as TikTok, Instagram, Pinterest and Twitter, I even find myself sometimes getting recommendations of brands of clothing from TikTok videos, but nowadays I am more inclined to think thoroughly and choose according to my style or in general, things that feel authentic to myself.