

EPILOGUE

MARKETING MEETS THE CONSUMER

Insight, Foresight, and the Marketer Response



From the Book
**CONSUMER
PSYCHOLOGY**
*A Modernistic
Explanation*

Now that we understand consumer psychology, the inevitable question is, how can we put all this knowledge to use to serve the consumer better? As customer-oriented marketers, we already know that when we satisfy the consumer, when we bring them products of genuine value, it is then that we also serve our business interests the best.

Understanding consumer psychology—what “value” consumers are seeking in the marketplace—should enable us to fashion our marketing program so that it accords with our target consumers’ modes of thinking, feeling, and acting. To satisfy consumers, marketing programs must respond well to consumers’ motivations and needs, their hopes and aspirations, and their identities and life projects. In this section, we develop some key ideas for a consumer-psychology-informed, responsive marketing program.

