

Consumer Behavior and International Marketing

Author

Institution

(I)**1. Grand Theory of Buying Behavior**

One of the strengths of grand theory is that it seeks to provide a single solution to the question of consumer behavior. It focuses on all factors that affect psychological processes within a human being (Bray, 2007). Businesses relying on this model may come up with one simple strategy for winning customer's loyalty by influencing the decision-making process. The grand theory provides an alternative to other models that analyze each aspect of business environment on individual basis with very high complexity.

On the other hand, grand theory of consumer behavior has several weaknesses that threaten to nullify the model's hypothesis when they are taken into account. One weakness is that the grand theory is based on psychological factors, which are a part of the highly complex field of psychology (Simonson et al., 2001). Psychological disciplines are complex and do not have a single specific approach. Thus, attempting to develop a comprehensive consumer behavior model based on psychology becomes questionable. Secondly, psychology is a hypothetical field where the expected cognitive reactions are derivatives predictive logic. Many hypotheses within psychology cannot be empirically evaluated. This means that a significant number of theories of cognitive reaction are based on assumptions. Credibility of psychology as a reliable base for economic planning becomes impaired by these facts (Simonson et al., 2001). Finally, the grand theory seems to ignore the independent contribution of other fields to consumer behavior. Compelling economic and political situations are not sufficiently represented by the grand theory.

Last year, I purchased a laptop from Apple Inc. The laptop was expensive, but I bought it. There were other options other than the Mac brand manufactured by apple. My decision to purchase a Mac computer can be explained using *grand theory of consumer behavior*. I bought the laptop due to the persuasion that it was of the best quality albeit

expensive. However the grand theory can summarize all the psychological factors that led to the purchase into one reason. The unique nature of the company's products influenced my reasoning in every way leading to the purchase. Other factors such as cost, perception of my acquaintances and their opinion, and practicability of claim for quality were all overshadowed by the influence of perception alone. This made me determined to purchase the computer at any cost.

2. Application of Theory of Reasoned Action

An attempt to explain my purchase of a two thousand dollar laptop computer can be explained using the *Theory of Reasoned Action*. Prior to the purchase, I believed that computers made by apple offered better quality. This would be important for me since I rely on my computer in all my work. I needed a computer that would store my data safely and provide a stable environment for progressive work. Moreover, I was convinced that a portable computer made by Apple Inc would offer more comfort than most of other brands. In contrast, I also believed that the computers made by Apple Inc were being sold at an exaggerated price. Although the computers had the quality and reliability that I wanted, their price was high above my ideal estimation of the value of such an item. The computer sold at thrice the price of portable computers of other brands. This puts weight against the desire to purchase a reliable and durable computer. Furthermore, most computer brands are easily repairable, while the Mac brand made by Apple Inc is costly to repair. Once again, this went against the desire to purchase a reliable computer.

Most of my acquaintances use different laptop computer brands other than Mac. So I reasoned that it would be prestigious to own a unique and superior model. At least, it would imply that I was doing something worthwhile since I could afford a Mac computer. This persuaded me to make the monetary sacrifice for the sake of other people's perception. However, I also knew that my siblings would not like the fact that I had bought an expensive

computer after having spent the year making expensive purchases. Again, this fact persuaded me to abandon my intention to purchase the computer.

After consideration of all the expected outcomes, I deduced that my siblings would eventually accept my explanation for the expensive purchase. In addition, a good quality computer would ensure that my work would go on smoothly without interruption. As for the expense, I reasoned that it would take me a short while to earn more money with the computer. The high level spending would be my motivation. Those factors that advocated for the purchase of the computer had more weight, and hence I purchased it. The decision was based on the weights of all factors and their effect on my reasoning.

(II)

1. Starbucks Global Marketing Strategy

Starbucks has been a successful fast food vendor, particularly in the last few years. Its coffee business is progressively expanding in the various localities of its many shops. The most important strategy in Starbucks's growth is the decision to integrate each store into the host community (Tewell et al., 2009). To appeal to the local community, Starbucks has adopted an ambitious corporate social responsibility strategy. Evidence of this effort can be observed in Starbucks's effort to be responsible in regard to the environment in every locality it operates. Recycling programs and green power projects have been the focus for the coffee retailer. This shows goodwill towards the host community from which it gets most of its customers.

Starbucks has also endeavored to appeal to customer of each of their stores by adopting styles familiar to the local community in all their operations. One notable strategy is the use of local architecture to build all their shops and their interior structures. In addition, Starbucks uses supplies from the local community and employs local people as its personnel

in its stores (Tewell et al., 2009). These strategies have led to progressive increase of the retailer's popularity.

Starbucks's marketing success has been due to its focus on the local host community. By employing people from the local community as its personnel, Starbucks enhances the goodwill of the local people towards its operations and existence. Moreover, the decision to use the architecture and style that reflect the culture of the host community makes the local people consider Starbucks a member of their community. This is the cardinal aim of corporate social responsibility for any company operating in the international market. Furthermore, by obtaining supplies from the local community the fast food company shows that it has goodwill towards the host community (Tewell et al., 2009). The community is then persuaded to reciprocate. This integration into the host community and promotion of the goodwill of the local people has been the reason for Starbucks success.

2. Google Inc in UAE

Google is one of the biggest multinational corporations in the world. It is primarily known for its popular and unique search engine. In addition, Google is known for its software, especially for mobile devices. However, the company generates most of its profit through advertisement. Major markets and financial centers offer important clientele for Google Inc. One of the major financial centers is the United Arab Emirates and Dubai in particular (Sunil, 2011). As a major international market, Dubai has constant need for advertisement. Businesses such as tourist resorts, transport service companies, airlines, and other businesses, which offer goods and services to international customers are the major clientele for Google's advertisement business. The aim of advertisements is mainly sales promotion. Although Dubai and other cities in the United Arab Emirates are not as influential as other financial centers such as New York or London, they are growing quickly (Sunil, 2011). This calls for intensive advertisement services. Google has been scoring high in the

advertisement market in the United Arab Emirates. This is because of the opportunities the company offers for the businesses. Since Google Inc is the most popular internet services company, it has a wide forum suitable for advertisement. Google is so popular with the businesses in UAE, that the government agency responsible for promotion of import and export business in the country, MENA, has formed an association with it (Sunil, 2011). This shows how popular and important Google Inc is to businesses in UAE.

Google is perceived as a reliable advertisement company in UAE. This is due to its wide reach throughout the world. No other company matches its popularity in the internet anywhere in the world. Google has diversified to adopt usage of other languages other than English in countries which English is not popular, making the company the ideal business partner for advertisement projects (Sunil, 2011). Google's usage in Europe is particularly high compared to its use in the Americas and the third world countries. Coincidentally, Europe is the most important source of customers for businesses in UAE. Thus, Google is quite a popular company among businesses in UAE.

References

- Bray, J. (2007). Consumer behaviour theory:. *Bournemouth*, 4(1), 1-33.
- Simonson, I., Carmon, Z., Dhar, R., Nowlis, S., & Drolet, A. (2001). Consumer research: In Search of Identity. *Annual Reviews.*, 52(1), 249–75.
- Sunil, S. (2011). *Making Googe Adsense Work for the 9 to 5 Professional*. Lexington: SIS Information, LLC.
- Tewell, K., Odom, B., & Snider, S. (2009). Starbucks marketing plan. *Starbucks*, 6(1), 1-27.