**Accounting week 2 Discussion**

Student Full Name

Institutional Affiliation

Course Full Title

Instructor Full Name

Due date

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The premise of this week’s discussion is that in marketing, the customer comes first. It is difficult, if not impossible, to market to potential customers unless someone understands their desires, wants, needs, interests, state of mind, income, and other aspects. There are many reasons a marketer needs to know how a customer makes the final purchase decision.

By understanding how customers make the final purchasing decision, marketers can determine the best strategies for selling their products or services. Marketers can easily predict the possible action that customers will take after implementing specific marketing strategies (Southeastern Oklahoma State University, 2022). Besides, understanding how the customers think and feel before making their final purchasing decision can help marketers determine whether they need to apply any incentive to enhance the effectiveness of their advertisements.

If I were a customer purchasing a car, the price of the car would have the most significant influence on my decision to buy. I must ensure that the price is within my budget. I must also ensure that the car’s features are worth the stated price. Otherwise, I cannot buy a car whose price does not reflect its features or one that is not within my budget.

If a market knew this about me, he/she would take several steps to lure me into purchasing the car. For example, the marketer would seek my budget to determine the cars I can buy. He/she would also seek to understand my preferences in terms of quality so that they can pick a car that is the best match for me. Besides, the marketer would try to convince me that the car’s features reflect the stated price. Taking these measures would enhance my chances of purchasing the car.

**References**

Southeastern Oklahoma State University. (2022, July 29). *Gain a better understanding of consumer behavior*. <https://online.se.edu/articles/mba/gain-a-better-understanding-of-consumer-behavior.aspx>