

# THE NEED FOR CUSTOMER INFORMATION

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# Who is a customer?

- Person who does the

actual

purchase

## Application in seed marketing!

- Agro-dealers
- NGOs
- Seed Only-dealers
- Farmers
- Governments
- Global Orgns- FAO

# Who is a CONSUMER?

- Person who

**USES** /

consumes the  
product

## Participation- Audience

### Application in seed marketing!

1. -----
2. -----
3. -----
4. -----
5. -----

# Type of Vital customer information

## 1. Demographic Information

● Age

● Gender

● Income

● Occupation

● Education

● Religion

● Race

● Generation

● Nationality

● Social class

## 2. Psychographic Information

■ *Personality* of the customer-  
Ambitious, Gregarious, Compulsive, etc

■ *Lifestyle* -cultural orientation

# 3. Geographic Information

□ Region

□ Climate

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## 4. Behaviour Information

✿ Purchasing *Occasions* of the type of seed under consideration -Regular/special

✿ *Benefits* sought from the seed type -Quality

✿ User *status* in relation to the type of seed-  
Nonuser/ ex-user/ potential user/ first timer user/  
regular user/

☀ **Usage** rate of the seed- light/ medium/ heavy

☀ **Loyalty** to the seed type- none, medium, strong, absolute

☀ **Readiness** stage in purchasing decision process- Unaware, Aware, Informed, Interested, Desirous, Intending to buy

☀ **Attitude** toward the seed(s)- Enthusiastic, Positive, Indifferent, Negative, Hostile



# Why the Need for customer/ consumer Information?

1. Understanding Customer / consumer is *fundamental issue* in modern marketing the *better* the firm understands its customers the more likely it becomes *successful in market place.*

2. **Planning** purpose- Marketing Audit:  
Marketing Mix-  
Product/ price/ place/ promotion/

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3. **Formulation** of Marketing  
Strategies

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# 4. *Implementation* of

the Marketing Programs / Annual

plans

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5. Application of the **consumer orientation** such that marketing mix is developed to include positive answers to questions listed below:

- **What** are the products they buy?
- **Why** they buy them?
- **How** they buy them?
- **When** they buy them?
- **Where** they buy them?
- **How** often they buy them?

# 7 'O' framework In Understanding the Customer/ Consumer

# 1. *Occupants-*

Who constitutes the Market? -Segment

# 2. *Objects-*

What does the market buy? -Attributes

# 3. *Objectives-*

Why does the market buy? -Benefits

## 4. *Organization-*

Who participates in the buying?

## 5. *Operations-*

How does the market buy?

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## 6. *Organization-*

Who participates in the buying?

## 7. *Outlet-*

Where does the market buy?

*@ @ @*



Questions



Discussions



Comments

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