



# *The art of consumer repurchase cycle*

Senior management “Principles of Marketing” course  
at Indian Institute of Management (IIM)  
Shombit Sengupta

The consumer's repurchase cycle of a brand is not in her hand, nor is it in the hand of God. It is totally in the hand of the marketer who is promoting the brand.

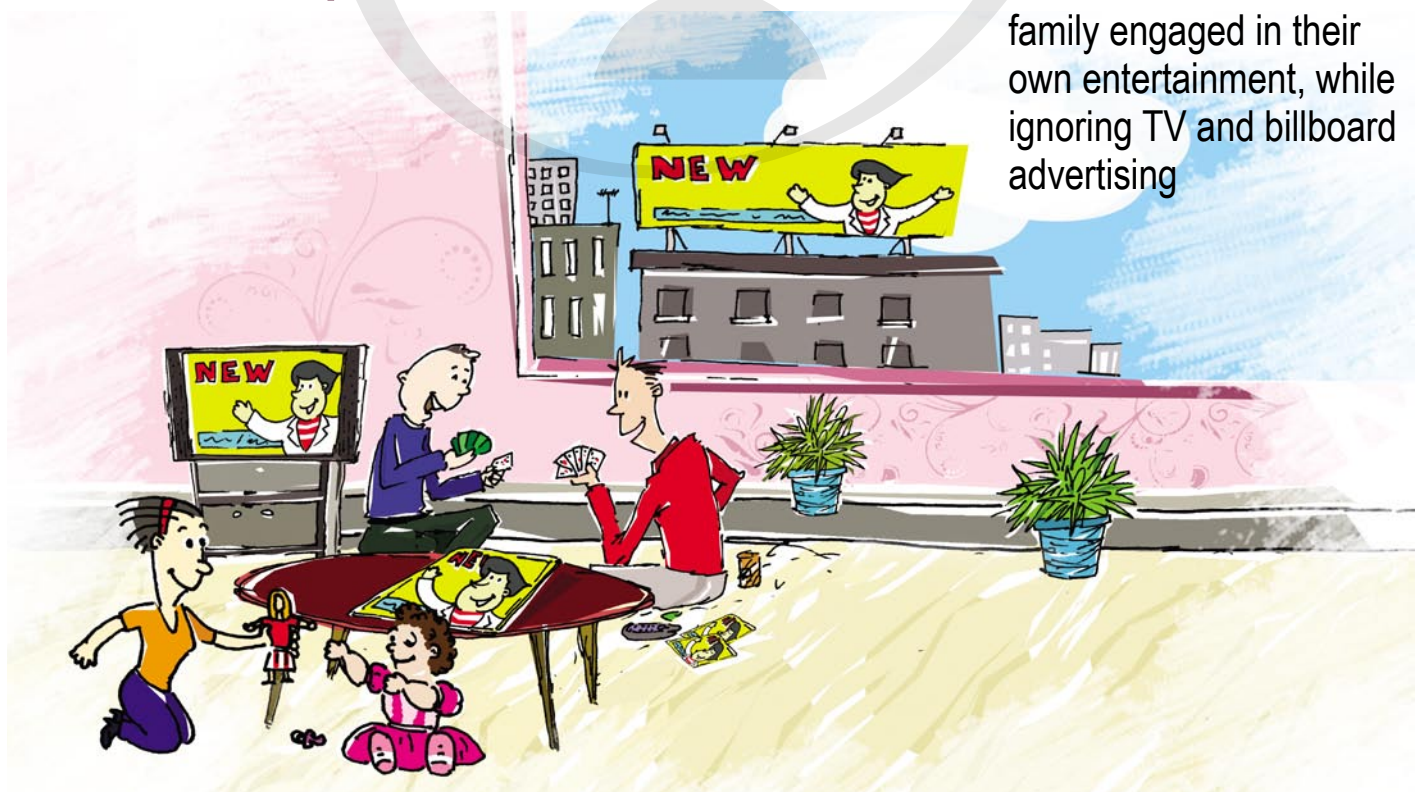


Different categories have different defined purchase cycles: for example, FMCG is day, week, monthly driven; automobiles have a purchase cycle of 3, 5, 7 years; for consumer electronics it's 3 to 5 years, and for fashion the purchase cycle is 6 to 12 times a year. The strategic brand promoter can totally control the purchase cycle of any category.

**Advertising can create awareness and pull, but does not create the consumer's repurchase motivation for the brand.**

**High spend electronic media and billboards can be ignored by customers.**

The primary course of action in strategic branding is to ensure the brand's repurchase.

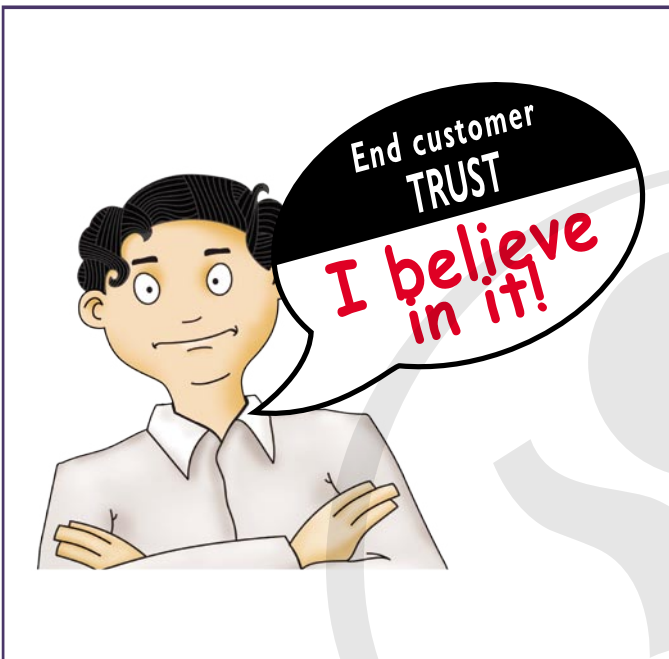


This illustration shows the family engaged in their own entertainment, while ignoring TV and billboard advertising

**Rational:** The prime criterion for consumer repurchase is the brand's rational factor, or its intrinsic product quality that is not overtly and immediately visible to the consumer.

Over time the consumer trusts this quality which is the "I believe in it" factor.

## End-customer's urge to sustain



## RATIONAL factor

For example the consumer implicitly understands Volvo brand's quality and has total confidence in it. To achieve this trust, Volvo had to prove itself, year after year, about its hidden design quality. An ISO quality achievement is not perceptible to the consumer.

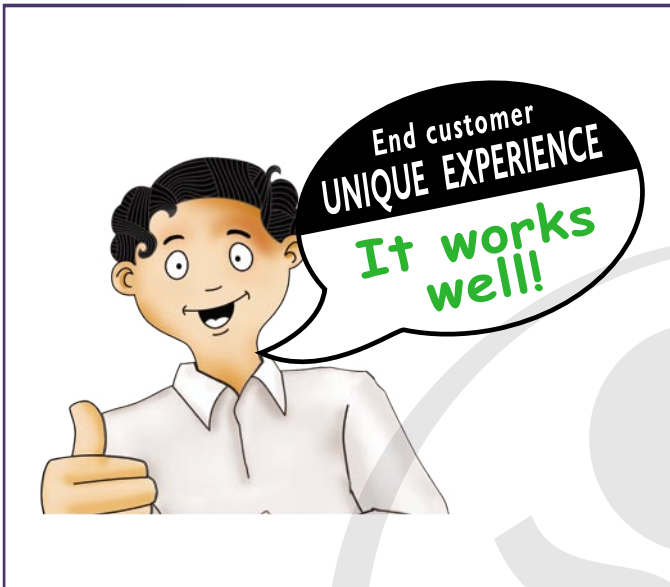
The quality a manufacturer delivers has no meaning unless the consumer perceives it as trust value.



**Volvo first introduced the 3-point seat belt, side air bags and has constantly taken care of passenger safety in the in-built design**

**Functional:** Another aspect of repurchase is excellence of the functionality. A vehicle's steering wheel that can be seen and maneuvered delivers the value of "It works well" in the consumer's mind.

## End-customer's urge for a trial



## FUNCTIONAL factor

You can have mass scale production, but when consumers experience the product, it is based on an individual's character.

That's why every consumer cannot love every brand. It is very important that your target consumer understands the "It works well" factor.

The rational substance that is non visible, and functionality that is visible, are the key factors for a product's repurchase cycle.

**Emotive:** A product's emotive "It looks good" factor emanates from its styling or fit and finish. This is the first look of a product, but it does not mean that the consumer will come back for repurchase even though a first purchase can happen.

A brand has to market its product's rational factor and functionality for a highly decisive repurchase cycle.

## End-customer's urge to see



## EMOTIVE factor

Today's Chinese products, while being quite emotive in look and touch, are still not largely known the world over as brands because of their rational and functional deficiencies.





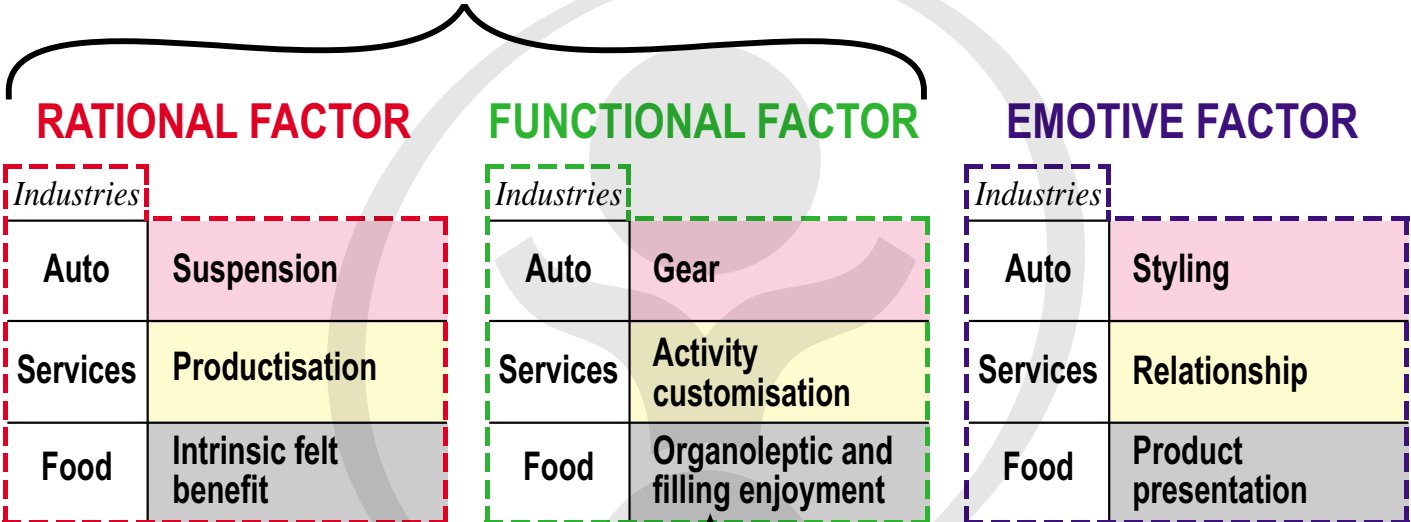
Addressing a brand's craftsmanship, its rational and functional factors, translates to the art of the consumer's repurchase cycle.

The crucial factor of strategic branding is to address these rational and functional attributes that are highly perceptible to consumers.

The more solid they are, the more will word-of-mouth spread. Such information is invaluable to grow a brand in any category of product through its repurchase cycle together with advertising pull.

## Demo of how 3 industries, Auto, Services and Food, fit in the customer's mindshare and behaviour for the repurchase cycle

**Driver of repurchase cycle** **Eye admiration factor**



This is the non-visible area. The kind of quality initiative an enterprise takes is at its own discretion. That needs to be exposed to make customers understand the scientific value of the delivery



This has high relevance to customer usage and habit



This is about subtlety and aesthetics for all first interface areas with the customer



Shining Consulting Pvt., Ltd.  
17, Visveswariya Industrial Area,  
Mahadevapura 2nd Stage,  
Bengaluru - 560 048, India.

Tel : 91-80-4127 6999 / 81  
Fax : 91-80-4127 6990  
Email: shining@shiningconsulting.com

[www.shiningconsulting.com](http://www.shiningconsulting.com)