

MELINIA ACADEMY



# **CUSTOMER PSYCHOLOGY**

**ASSIGNMENT / PRACTICAL  
PROJECT**

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## Rules:

- No textbook definitions or copied content
- Use real examples, real brands, and real people
- Focus on observation, analysis, and insight

## **TASK 1: WHAT IS CUSTOMER PSYCHOLOGY?**

### **Practical Understanding Task:**

Explain customer psychology in your own words by answering:

- Why do people buy even when they don't need something?
- Why do two people react differently to the same offer?
- How emotions influence buying decisions more than logic

### **Activity:**

Choose one product you purchased impulsively and explain:

- What emotion triggered the purchase
- Whether logic came before or after the decision



## **TASK 2: CUSTOMER MINDSET (How Customers Think)**

### **Observation Task:**

Select two different customer types:

- Price-sensitive customer
- Value-driven or premium customer

### **Explain:**

- How each customer thinks before buying
- What questions they ask mentally
- What they fear losing
- What motivates them to take action

Connect this with real examples from brands or people you know.

## **TASK 3: CUSTOMER BEHAVIOUR (How Customers Act)**

### **Practical Activity:**

Observe customer behavior in one setting:



- Online shopping website
- Instagram or social media page
- Local store or service business

### **Document:**

- How customers compare options
- How they react to discounts, urgency, or reviews
- Whether they seek validation before buying
- What actions indicate buying intent

## TASK 4: CUSTOMER EXPECTATIONS IN MODERN MARKETING

### Practical Activity:

Choose **one industry** (education, fitness, food, fashion, or services).

### Analyze:

- What customers expect today compared to 5 years ago
- Role of speed, convenience, personalization, and transparency
- How poor experience changes customer perception

Support your answers with real brand or service examples.

## TASK 5: TRUST AND DECISION-MAKING FACTORS

### Practical Activity:

Pick **one online brand** and **one offline brand**.

### Identify trust factors such as:

- Reviews and testimonials
- Social proof
- Brand consistency
- Transparency in pricing and communication
- Authority and expertise



Explain which trust elements matter most and why.

## TASK 6: CUSTOMER LOYALTY AND RETENTION PSYCHOLOGY

### Practical Activity:

Select one brand you repeatedly buy from.

### Explain:

- Why you continue choosing the same brand
- Emotional vs rational loyalty
- Role of habit, comfort, and satisfaction
- What would make you switch to another brand

Relate this to long-term business growth.

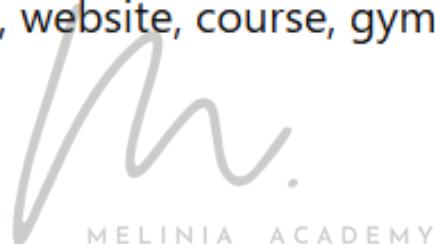
## TASK 7: ROLE OF EXPERIENCE IN CUSTOMER PSYCHOLOGY

### Experience Mapping Task:

Choose one service experience (restaurant, app, website, course, gym).

### Map:

1. First interaction
2. Usage experience
3. Problem or friction point
4. Resolution or support
5. Final emotional outcome



Explain how experience shapes perception and future decisions.

## TASK 8: ETHICS IN CUSTOMER PSYCHOLOGY

### Critical Thinking Task:

Answer the following:

- Difference between persuasion and manipulation
- Examples of ethical marketing practices
- Examples of psychological tactics that cross ethical boundaries
- Why long-term brands avoid misleading psychology

Support your answers with real-world observations.

## TASK 9: REAL-LIFE EXAMPLES AND CUSTOMER OBSERVATIONS

### Field Task:

Observe customer behavior in daily life:

- In stores
- On social media
- On e-commerce platforms
- During sales conversations



Document:

- Emotional triggers
- Fear-based decisions
- Social influence
- Urgency and scarcity reactions

Explain what these behaviors teach about customer psychology.

# **TASK 10: MARKETER'S MINDSET SHIFT (Most Important Task)**

## **Reflection Writing (Minimum 300 words):**

Write honestly about:

- How your thinking about customers has changed
- How marketers must observe people instead of judging them
- Why understanding psychology is more important than selling skills
- How this mindset will help you in digital marketing, branding, or business

This task evaluates whether you are thinking like a strategist or a consumer.

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## **Submission Guidelines**

- Format: PDF, DOC, or PPT
- Clear headings for each task
- Real examples are mandatory
- Original analysis is required

