

Understanding Customer Behaviour - Print & Promo

Customers buy print and promo for practical reasons, but their decisions are shaped by behaviour, expectations and the experience they receive. Understanding how customers think helps dealers respond confidently, avoid misunderstandings and build long term relationships. This does not require specialist print knowledge. It simply requires awareness of what customers value and how they make decisions.

Customers value speed and responsiveness Speed is one of the biggest factors in supplier choice. Customers want quick acknowledgement, clear next steps and predictable turnaround. They do not always need an instant answer, but they do want to feel that their request is moving.

Simple habits make a big difference:

- reply quickly, even if only to confirm you are checking
- give realistic timeframes
- keep the customer updated
- avoid silence or gaps

Responsiveness builds trust and often matters more than price.

Customers expect convenience and low effort Most buyers choose the supplier who makes things easy. They do not want to search for information, chase updates or provide technical details. They want a smooth, low effort experience.

Dealers can support this by:

- asking simple, clear questions
- avoiding jargon
- summarising what is needed
- handling the details with suppliers
- keeping the process straightforward

Convenience is a major driver of repeat business.

Customers appreciate clarity and reassurance Print can feel unfamiliar to many buyers. They may not know what they need or what is possible. Clear communication helps them feel confident and reduces hesitation.

Useful approaches include:

- explaining what happens next
- confirming when they will receive a price
- outlining any information still needed

- reassuring them that suppliers handle the technical detail

Confidence is created through clarity, not complexity.

Customers expect quick pricing, but not everything can be priced instantly. Many customers are used to online shopping and comparison sites, so they expect fast pricing. Some print items do have standard pricing available immediately, and some companies offer tools that provide live or instant prices for certain products. These can be helpful for quick guidance.

However, many print and promo jobs depend on size, materials, finish, quantity and usage. A short conversation often leads to a more accurate and reliable price.

Dealers can manage expectations with simple phrases such as:

- “I can get you a quick guide price and then confirm it once I know a couple of details.”
- “Some items are priced instantly, others depend on the materials and finish. Let me check the best option for what you need.”
- “If you can tell me what it’s for and when you need it, I can get you the right price rather than a guess.”

This keeps the experience positive without overpromising.

Customers often do not know what they need. Buyers think in terms of outcomes, not specifications. They may ask for a price before they know the size, material or finish. This is normal. Dealers can guide the conversation by asking simple questions about purpose, timing and context. Suppliers will recommend the technical details once the basics are clear.

This approach helps avoid unsuitable products, incorrect pricing and last minute issues.

Customers compare options, but they choose based on trust. Some buyers look at online print sites for reference. This is not a threat. It often helps them understand the basics. Customers rarely choose solely on price.

They choose suppliers who:

- respond quickly
- communicate clearly
- understand the purpose
- make the process easy
- deliver reliably

Dealers can position themselves confidently by focusing on suitability and support rather than competing on instant pricing.

Customers choose suppliers who feel organised and professional. Professionalism is a major influence on purchasing decisions.

Customers notice:

- how clearly information is presented
- how well questions are handled
- how confidently the dealer communicates
- whether next steps are summarised
- whether the process feels controlled

A simple, clear summary at the end of a conversation builds confidence:

- “I’ll check the best option and come back to you this afternoon.”
- “Once I have the artwork, I’ll confirm the final price.”
- “I’ll keep you updated at each stage.”

Key takeaway

Customers choose suppliers who make things easy, communicate clearly and respond quickly. They value confidence, convenience and reliability more than technical detail. Dealers do not need specialist knowledge to meet these expectations. By understanding how customers think and what influences their decisions, dealers can create a smooth, positive experience that builds trust and encourages repeat business.