

a branded world

PODCAST

with
Luiza Campos



033 | WHY WE BUY
EPISODE TRANSCRIPT

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A BRANDED WORLD PODCAST – 033 | WHY WE BUY

- Luiza Campos: [00:00](#) You're listening to a branded world podcast, episode number 33.
- Announcer: [00:08](#) Welcome to a branded world podcast where we explore great brands and give you tips, tools, hacks, and guides to create brands that captivate clients and drive growth in revenue. And now your host, Luiza Campos.
- Luiza Campos: [00:26](#) Hello everyone and welcome to another episode of a branded world. A branded world is a member of the Alberta podcast network, powered by ATB and talking about ATB. ATB is a proud supporter of pride in Alberta. ATB Lights it up rainbow style for pride across Alberta every year from their building in downtown Edmonton to their pride brick road at their Steven Avenue branching. Calgary ATB is a longtime partner of camp firefly and firefly in schools, and if you've seen ATB's pride, mastercard ads, chances are it's made you cry with it's accepted everywhere message. This is one of the reasons I love ATB and I am very happy to have them as a sponsor of the podcast. To find out more about ATB, you can do so at atb.com.
- Luiza Campos: [01:17](#) I'm dedicating today's episode to answer or get into more details about a question that I get often asked. In fact, last week I was giving a workshop and again I was asked this question and as I said, I often get this question which has to do with why do we need to create this emotional connection? Why are we talking about a values or why are we giving stories instead of facts? When people base their decisions on facts, they need the facts to make decisions. When I hear this question, part of me is a bit surprised because as consumers and if we analyze our own consumptions, our own decision making, we would know that a lot of our decisions are based on emotion or emotional factors, but I also know that we would like to believe that we make good decisions that are based on logic or evidence or facts. So even though part of me is surprised by this question, I also understand where it's coming from, but this is a really important aspect. Especially when we are the ones that are responsible to influence decision making to try to persuade our audience or consumers to buy our product or our service or engage with our organization or donate to our organization.

- Luiza Campos: [02:42](#) It is really important for us to understand what are the triggers and what is the decision making process from our audience so we can give them the right information, the right contacts, the right stories that will translate into the actions that we want them to take. So for those of us who are trying to create an action who are trying to persuade or influence our audience to purchase our product or service or donate to our cause, it's really important that we understand what are the triggers to make them take that action. What, what do we need to say? What do we need to do to cause that action? So today's episode we're going really deep on why people buy and what are some of the aspects that we can think about when we are trying to create the right messages and the right experiences or stories.
- Luiza Campos: [03:41](#) So I'm going to go pretty deep into this subject and for those of you who are listening while you're driving or walking or exercising, you don't need to worry about taking notes. I will have the detailed notes in the show notes so you can go to a branded world podcast.com to find the notes of this episode there. So don't need to worry about taking notes. I can just listen in. So today we are answering the question of why people buy, what are the triggers that takes someone to make a decision to purchase one product versus another, a one service versus another. It all boils down to emotion and influences that we have in our lives. So we're going to go deep down on those. There are four main factors that influence consumers' buying behaviors and those factors are situational factors, personal factors, psychological factors, or societal factors.
- Luiza Campos: [04:42](#) So we're going to go an analyze each one of those. We're going to start with situational factors under situational factors. We have such things as a physical location and you can understand this. If you ever go into a grocery store, you understand that the position where you can have a product in will influence the decision making process, so in a grocery store, the height, for instance on a shelf that a product is the difference in price that brand pays to being that at that level, so if it is at eye level, it is a much costly positioned for that product because it's much more likely that the consumer will see it and therefore much more likely that he will purchase it versus being in the bottom shelf, for instance. So that physical location is one aspect of it. There's also a reason why grocery stores and grocery stores are a great

place to analyze physical locations and how those influence the decision making process.

Luiza Campos: [05:49](#)

Grocery stores would put the most essential items such as milk and eggs towards the very end of store so the consumer can pass through the other aisles and therefore are much more likely to buy products that they haven't thought about or are not on their list or what that looks good or appetizing that they didn't think about or didn't have. The intention of purchasing before they went into the store, so the physical location of a product inside a store is very critical, so if you have a store, think about that as you're positioning. Of course, you're your own products. They're the actual location of the store. Of course everyone knows that. It's also very important. The higher the foot traffic, the higher likelihood it is that you'll get enough of consumers into your store to purchase your goods, but also under physical location are things such as the weather and you can see how the weather does affect consumer behaviors, so if it's hot outside, you're much more likely to purchase ice cream or cold drinks.

Luiza Campos: [06:54](#)

Then if it's cold or rainy and you see advertisers taken advantage of this special in social media where you can really act quickly and adapt to whatever the weather may be doing in your location and you can have sales if the weather is not conducive to your product or you can just remind people of how good it would feel to buy these ice creaming this hot day so you can adapt to the weather conditions depending on what it is like, but under this physical location we also consider things such as how crowded the store or the location is and crowds can be a positive or negative experience. For anyone who has tried to go shopping close to Christmas Day, you will know the crowds can be something that is not particularly fun so you. A lot of people would avoid going shopping when the shopping mall is too crowded, for instance, but have you ever went into a restaurant only to find out that it's completely empty there?

Luiza Campos: [07:59](#)

You're the only ones there. If you. If you had that happen, you likely thought about it twice. Should we go in or not? Is this a good restaurant or not? Because usually if it's a crowded restaurant it means that it is a good restaurant, so that's we associate a crowded restaurant with a good quality restaurant and the same thing applies if you go into a concert for instance, right? Or if you go into a bar,

you kind of want to have a little bit of people there. So crowds can be a positive or a negative thing. Other situational factors are also things like social influences. So as an example, let's say you went grocery shopping and you know a way out. There's some girl scouts selling cookies there. You may or you may not purchase. You may feel a little bit obliged to purchase because there are these little cute girls and they're trying their best to sell cookies, but if it's your neighbor's daughter there, then that social relationship that you have with your neighbor, that may be enough of an influence to make your purchase.

Luiza Campos: [09:05](#)

Those cookies or when you are at the checkout at the grocery store and the cashier asks if you want to make a donation to a cause and there's other people in line and you may feel like that would be the right thing to do or that people may think of you in a negative way if you don't make that donation so you can see how depending on the on the social norms that you're in or the situation you are in, you may feel some pressure from from those situations in making some purchases are some decisions. You can also see how social influences would pressure you in your decision making process or influenced you in your decision making process. For instance, when you're going out for a first date, you may choose a more upscale restaurant or place to go to rather than a fast food restaurant for instance, and that's based on the impression that you want to cause or the social pressure that you may feel that you need to have that good first impression or a good first date.

Luiza Campos: [10:09](#)

So who you are with as well. If you are with a group of friends or your in laws, you may not order as many drinks for instance, or you may order some healthier food, for instance, because of of that social pressure that you may be feeling, so social influences can be really important as well to consider the time of your purchase can also be an influence, so the time of the day or the time of the year. Have you ever been to the grocery store when you're super hungry, for instance, close to dinner time and you end up purchasing a lot more than you intend because you're so hungry. So that also influences when we are limited in time. That also affects our decision making process. So because we don't have a lot of time to make a decision or to study which one is the best product or the cheapest product, we usually tend to go for the most

convenient product or the fastest way you can get that product because you need it on a hurry.

Luiza Campos: [11:12](#)

So delivering food for instance has become a very good way to do this. Or online shopping of course, or if you have free shipping or next day delivery, those sorts of things can really help with that decision making process as well. The reason for purchase also falls down into the situational factor. If you are in an emergency, again, if you have a presentation and you need a cable that it didn't have or you need something for that presentation, you will make that decision much quicker or if it's a special occasion, for instance, you're much more likely to spend a little bit more or to a more upscale place or do a special event or activity because of that special occasion, so that also influences decision and even your mood. What is the mood you're in, so sometimes we go shopping to lift our mood up because we need that.

Luiza Campos: [12:13](#)

A little bit of that self care, a little bit of that reward or just something to make us feel better. Right? It's a little bit of shopping this therapy. If you are confident about the future, if you have a good positive outlook about the future, you also more likely to spend or spending things slightly more expensive than if you're not. Then if you're scared about your job security for instance, or what the future holds for you so you can see how this situational factors are great influences in our decision making process. The second factor that I want to talk about, his personal factors under personal factors. There's such things as personality and individuality, so our personality and what we buy helps us show people who you are, so the types of clothes you wear, the types of jewelry, aware of the type of car you drive, where you live, where you go to, what kind of restaurants, what kind of food you eat, what kind of activities you do, all those things help describe you or help express you in one way or another.

Luiza Campos: [13:28](#)

It's really important that you pay really close attention to your audience and trying to match. Try to see what kind of personality or individuals you would attract with your product and service. Right? I won't go in into the types of personalities, but I will have this into the show notes, but there's five main personality traits that psychologists discuss frequently and I'll have those in the show notes to help you try to tune in what kind of consumers you have. What is your audience like. The idea here is to try to attract or try to talk to your audience in a way that they

will see that your product or service matches their personality or it will be a good fit to who they are. So you're really trying to link your product or service to your consumer self concept. So your self concept is how you see yourself.

Luiza Campos: [14:32](#)

So that's one thing we all have a way that we see ourselves and we tend to buy products that reflect that as I said, but keep in mind that there's also such a thing as your ideal self. So this is the way that we would like to see ourselves and this is a great opportunity and you can see how a lot of products would take advantage of this or would try to match or try to remind you of that ideal self. So these are things like eating healthy or exercising or dieting or all of those products, even clothes that makes you look bad or feel prettier, I feel more confident or a car then makes, gives you more status. So those are all things that are conveyed or are tapping into this ideal self that you would like this ideal that you would like for yourself.

Luiza Campos: [15:26](#)

So you can see how a lot of products, as I mentioned in services would tap into that. So something to keep in mind as you're talking or thinking about your product and service. People buy products to enhance how they feel about themselves. So we buy a lot of products as I mentioned, to fuel healthier or you know, gym memberships for instance, in January go way high because we all make these goals of living a better and healthier life style. And we buy clothes. Then makes us feel more confident or we buy a car, as I said, that gives us a certain status, so we all make these decisions. We all trying to enhance how we feel about ourselves. We always, we always trying to be the better versions of ourselves, so make sure that your marketing, your advertising and your messages and stories communicate to that.

Luiza Campos: [16:23](#)

Sometimes we also make purchasing decisions to self medicate, so this could be things as a spa day or a relaxing vacation or even an ice cream or watching a movie. Those are all decisions to try to feel better or relax or gives us the time that we need gender, age and stage of life of course also fall under personal factors and you can. You can clearly see how gender, age and the stage which we are in our lives can affect our decision making processes. Right? So things such as our income education or marital status influence our purchasing

decisions. Our age of course is a huge one. You know, the way you would spend \$10 when you were a kid or a teenager is very different than when you are an adult. So as a kid you would, for instance, hate getting clothes for gifts as in your birthday or Christmas, but as an adult or as a teenager even, you might like that.

Luiza Campos: [17:25](#)

So as we grow our interests change, of course, you know, we may go from toys to candy to electronics to going out to bars or clubs or college tuition and mortgage diapers, daycare, braces and wrinkle creams. So you can see how all these products would be purchased at different times and at different stages of our lives. Another aspect under personal factors is lifestyle. Lifestyling encompasses a values, opinions, our priorities and our attitude. So those are the different factors within lifestyle. And of course you can see how again, the food we eat or the restaurants we go to, the activities we do, they all need to be part of that lifestyle. They all need to reflect, as I mentioned before, our attitudes as well and this ideal self or the way we see ourselves. Okay, so we are in the halfway point, we have so far, talked about two factors, the situational factors and the personal factors that affect our decision making process or our buying behaviors.

Luiza Campos: [18:36](#)

There's two more important factors to cover the third. So the first one was the situational factor. The second one is the personal factor, which we've covered already. The third one is the psychological factors under psychological factors, and this is a really important area as well to focus on, and marketers pay really close attention to this under psychological factors. We have motivation as being the first one. Now we can't talk about motivation without talking about Maslow's hierarchy of needs, which I'm sure you have seen, so human beings need to go, as Maslow argues through this pyramid of hierarchical needs. So first we have physiological needs, the need for food, water, and sleep. We have the safety needs, which is the one after that. So feeling safe and sheltered from harm. We have social needs. They need to be long to be loved, to have friends and be accepted by others.

Luiza Campos: [19:42](#)

We have this third need so being respected by others. As a result of your accomplishments and we have the self-actualization needs, so realizing your full potential and you can see how certain products or services would fall

under one of these hierarchical needs and you can see this at play, particularly the the need to belong. For instance, you can see this at play in if you're in any social media platform, so understanding this hierarchical needs that we have and knowing where your product and service can fit or address or help someone achieve that need. It's an important thing to keep in mind as we are communicating or as we're telling the stories about our products and services. Another aspect that falls under psychological factors, his perception. Now we've all heard that perception can be reality. Now, this is a really important thing to keep in mind because what this means is every cue you send out being the way you look, how you sound, the experiences you provide, what is the tone that you use?

Luiza Campos: [20:54](#)

All of those messages, all of those visual and auditory clues. They help your audience form an image of you. They help them understand or interpret what you're sending out and formed this perception that they have of you and this becomes critical in their consumer buying behavior in their decision making process. Do you fit with their values, with their personality, with the lifestyle that they want to have, so it's really important to keep these in mind. Perception is really interesting to analyze because sometimes the perception we have of a product and service, as I said before, may not match reality. I don't know if any of you went through. There was many years ago there was the Pepsi Challenge. This challenge was done by Pepsi and what they would do is that they would give consumers to taste tests. So you would have two drinks. One would be Pepsi, one we'd be coke, but you wouldn't know which one and you would ask to drink them both and then say which one you preferred.

Luiza Campos: [22:03](#)

The interesting aspect of these tasks, and we've seen the same happen in wine tasting for instance, and other areas, is that if the sample that you preferred was not the one that you already liked, was not the brand that you're already purchase, you wouldn't believe the task or you would think that they changed the the sample. So the Pepsi Challenge was really interesting as an example because it's a great example of how the reality may not match the perception the consumer have may, may prefer the taste or the quality of another product, but they have an emotional attachment with the other brand, so therefore they prefer or they purchased the other brand. And you see this as well. In a with wine for

instance, everybody says that the wine tastes better in a wineglass than they do in a plastic glass even though it comes out of the same bottle.

Luiza Campos: [23:01](#) So perception is really important and he may not match reality, but it's really important and it explains why so many products or services of inferior quality have a higher rate of engagement or sales because people perceive them or see them or associate with them in a much higher, deeper level rather than just the quality of the product. Now, don't get me wrong, your product or service needs to be a really good quality. That's an expectation and you really need to pay attention to that, but it's not enough. The product of your quality of service is not enough to create that engagement and that connection with your audience. Now, the other really important aspect of perception that I want to talk about is that we as consumers and everyone that is listening to this podcast is a consumer as well, so you know what I'm talking about.

Luiza Campos: [23:59](#) We are bombarded with so much information, so many advertisements or promotions that it's impossible for us to retain even if we wanted to. It's impossible for us to retain all of that information so we select information that we see or hear. This is called selective exposure. So this is part of why when we are in a certain situation or if we made a purchase, for instance, have free Pr, if a woman who's pregnant, they tend to notice other women that are pregnant or are their babies or things that are related to the situation that they're in at the moment. Or has it ever happened to you when you buy something like a car and then all the sudden you see the same car, the same color of vehicle, uh, everywhere you go. So this is part of our selective exposure, right? Things that are meaningful to us are irrelevant to us.

Luiza Campos: [24:55](#) We tend to pay closer attention to. So that's why it's also really important to keep in mind some of these factors like the personal factors and situational factors because then you can help drive messages and stories that become more relevant to your audience and therefore they're much more likely to retain or remember now, we also have such a thing that we called selective attention, which is the process of filtering out information based on how relevant it is to you. So this helps filter out information that you don't need and we always doing that when we are exposed to information. So again, it's

the more we know about our audience and our consumer, the better we can be to make sure that we have the right information for them. And of course we also have selective retention, which is people tend to forget information even if it's relevant to them or especially if it contradicts their beliefs or if it goes against a habit that they have.

Luiza Campos: [25:57](#)

Right? This is why it's so hard for people to quit smoking, for instance, or to exercise regularly or to eat a healthy diet even though these are relevant information for as it may go against or it may be hard for us to change our habits. So we tend to not pay attention or forget about it. This is where storytelling can be a really useful tool. So we as humans tend to recall a lot more information if it's told to us as a story and if it has an emotional aspect to that story rather than facts. So as you can see by all the different factors that we've talked so far, how emotional aspects, how personality, how values, all of those things play a huge part in our decision making process in facts or logic are more in the background. Learning is another aspect under psychological factors.

Luiza Campos: [26:58](#)

And what I mean by learning is the process by which consumers change behaviors after they gain information or experience. So this is why we don't tend to go twice to a restaurant where we had a bad experience or buy a product twice. One was an inferior product or an inferior quality. On the other hand, learning can be a really useful tool. So this is why we give a lot of free samples, for instance, because when people engage with our product, they are much more likely to purchase it. So a consumer may be unlikely to purchase a product until they have sample that product or have learned from experiencing that product. But once they have, they're much more likely to purchase that. And you can see this taking place. For instance, with test drives. Test drives is a way to have people sample that product and then they're much more likely to purchase it, so think about ways that you can maybe expose some of your audience to sample a little bit of your product or service in order to engage them to for future purchases.

Luiza Campos: [28:05](#)

The final aspect under psychological factors, his attitude now attitude is the mental position that we take, so these are evaluations that we make either positive or negative about a product or service, and we can make this evaluations. We can have an attitude about a product or

service even if we haven't ever experienced our purchase, that product or service. These may be based only on what we hear or other people's comments about it or what we see or the messages that we put out. So we are constantly taking these cues and evaluating what we see and making decisions in our head or how we feel about a product or service and what's the attitude that we have towards that product or service or idea or issue or person that we have to vote for or institution or whatnot. This attitudes tend to be endearing so because they are based on people's values and believes the really hard to change, so once somebody makes a decision about your product and service is really difficult to change that.

Luiza Campos: [29:17](#)

This is why it's so important to pay attention to your brand and the perception that people have about your brand because as soon as it starts turning negative, it is almost impossible to turn that around, so you really have to be always very proactive in everything that you do and say to make sure that you have as a positive brand perception as you possibly can. Now, this is also really important, particularly when you're faced with a crisis or when you have something negative happened to you in those points. It doesn't mean that it would automatically have a negative bent perception. In fact, if you have a positive bank brand perception, you few have invested in your brand and have a positive brand perception. What is most likely to happen is that people will pause and who will give you the benefit of the doubt and we'll stop and look and pay really close attention to see how you're going to act, so at those moments, those moments of crisis or the moments you've made something wrong, you can actually come back stronger and with an even more positive brand perception if you act appropriately, if you do the right things, if you stay true to your brand, so obviously attitudes and these evaluations that are constantly happening in the consumer mind about your brand, about your product and service is really important and it's critical to be very proactive and ensuring that you have as positive a brand perception and as positive as an attitude towards your brand as you possibly can.

Luiza Campos: [30:55](#)

Now, the final factor that I want to talk about today is the societal factor. Under societal factor. We have things such as culture, the shared beliefs, customs, behaviors and attitudes that characterize a society. That's our culture and culture is handed down rights. It's a way that

is something that you learn from other generations and he has huge influence in terms of the products we use or the services we engage with, the activities we do, the food we eat, the clothes we wear and so on. This is really important to consider, particularly for those who sell the product and servicing more than one country, for instance, so you do need to consider each culture to be able to express or create the right messages, the right stories to tell, to engage that audience, to be relevant to that audience. Now, within every culture there are what we call subcultures.

Luiza Campos: [31:55](#)

These are smaller groups within the big culture cultural group that have something in common, and this could be things like interests or vocations or jobs or ethnic backgrounds. The Hispanic market in the US is a good example of these, so this subcultures can also play a huge influential role in our consumer buying decision. Social class is another aspect under the societal factors and social class is a group of people who have the same social economic or educational status in society. Most of the time we tend to think about social class in terms of income level, but actually occupation is an important end determining variant in in how we perceive ourselves and others to be in what social class reference groups is another aspect under societal factors and reference groups. Our groups we identify with, so this could be social groups or work groups or close friends.

Luiza Campos: [32:59](#)

They influence of course our behaviors. Have you ever heard the saying, show me who you associate with and I'll tell you who you are or the other one that people say a lot is you're the average of the closest five people you spend your time with, so the groups that you spend a lot of time with are a huge influence of course in your decision making process and in your buying behaviors. Within reference groups. There's also aspirational reference groups, so this may be groups that we are not part of, but we would like to be part of so well known athletes or actresses or if people that we look up to or that we think have a great lifestyle that we would like to have. Those can also of course influence our behavior and you can see why so many brands use influential people to promote a product or service.

Luiza Campos: [33:56](#)

Now, keeping mind that more and more these reference groups are not always well known. People that we see in TV or movie stars. More and more, we see these

reference groups in social media platforms, so these may be individuals that have a big following, but they're not in tv as I mentioned or in the movies, but they are highly influential, so try to think of in your community or the geographic area that you want to be at, who is part of a reference group that you can tap into to try to convey your message or your story. Opinion leaders also fall under societal factors and opinion. Leaders are people with some expertise in certain areas that consumers respect and follow their opinion. So this may not be famous athletes or actresses, but they are people who are known and respected for their influence, for their expertise.

Luiza Campos: [35:02](#)

And finally, under societal factors. His family and family is the most important influence or buying behavior that we have. We have been exposed since a very young age to a lot of our families influence a lot of our parents influencing the types of meals we eat, the habits we have, the types of politics are religions that we adhere to. All of these aspects help form our personality, help form who we self identify with or who we will ideally become and it really shapes who we are and it. It's a huge influence in our decision making process. Now. Also in family, children can be highly influential on parents so we can also go on the other way around. Not just parents influencing children, but children can also influence parents and if you have a child and you've ever been in a toy store with one, you know exactly what I'm talking about.

Luiza Campos: [35:59](#)

Or if you pass by the ice cream store, candy store, you know what I'm talking about. And not just because we fall to the pressure of our kids, but also as parents with think of our children and we want the best for them. So in terms of choosing the schools, the extracurricular activities or were they going to go to university? All of those things play a big role in terms of our decision making process as well, so children influence parents and parents of course, influence children as well. So those are all the aspects and the factors that I wanted to talk to you about today and to have you consider. I know it's a lot of information and I will have these notes for you in the show notes, but it's really important for us to consider all of these factors when we are thinking about forming our brand and facts alone.

- Luiza Campos: [36:50](#) They will not make anyone act. We need the facts because we all need to justify our decisions. So all the facts. So in terms of the quality, the features, the benefits of our products and services, those need to be there, but those are not the triggers to make people buy from you, to make people donate to your organization. The factors that affect consumers buying behaviors are the situational factors. We are in our social situation, the time that we have or don't have the reason for the purchase, the mood that we are in or our personal factors, the personality and self concept that we have, our gender, age, and our stage of life and our lifestyle or the lifestyle that we would like to have or the psychological factors, the motivations that we have, the perceptions or attitudes that we have and the learning that we go through as consumers and we are exposed to different products and services and of course the societal factors, the culture we were born in or live in, the subcultures that we are part of.
- Luiza Campos: [37:59](#) The social class that we fall under, the reference groups and opinion leaders that we have and our family who are huge influences in our decision making process. So I hope these details help you think a little bit better and understand a little bit better on what makes people buy, why we buy, what we buy, what effects that our decisions, and what can we say? What are the stories we can tell that will relate to our audiences? That will become very compelling and relevant to them. I hope you found this helpful. Again, I will have all of these details in the show notes so you can go through them and analyze them in more detail and think about some of them. He can feel a bit overwhelming if you look at all of these different factors and try to use everything of think of everything, but try to keep these in mind and as you think about your product and service and the consumers you serve or the audience you're trying to tap into.
- Luiza Campos: [39:03](#) Think of these factors and what would be the best triggers, the most influential way to connect with that audience and do have your facts have them there because people will need to check them as I sat to justify their decision, but don't use facts as the way to compel people into taking the action you want them to. To take emotion drives behavior and relevant stories. Compelling stories are that connect with your audience that reflect the personality and the lifestyle that they want to have this best version of themselves. Those are the compelling

triggers that will make your audience take the action that you want them to take. I hope this was helpful as I said, and please go to the show notes@abrandeworldpodcast.com to find all of the detailed information about this episode and as always, please let me know if you have any questions you would like me to answer in the podcast in an episode. You can either send me an email at info@marcastrategy.com, a strategy, all one word .com, or you can go to a branded world podcast.com. And right there on the home page there's leave a message button and you can just leave me a message with your question. Thank you so much. And until next time.

Announcer: [40:34](#)

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