

Consumer Behaviour

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Abstract: The purpose of study is to discuss and elaborate the main issues encountered by marketer while analyzing behaviour of consumer and several factors that affects consumer behavior in order to achieve this purpose we first study consumer behaviour and factors which play a key role while formulating consumer behaviour and what steps can be adopted by marketer to make his product acceptable in the market.

1. INTRODUCTION

1.1 Meaning of consumer behaviour

Consumer buying behaviour refers to the buying behaviour of individuals and households that buy goods and services for personal consumption. It is the totality of consumer's decisions with respect to the acquisitions, consumption and disposition of goods, services by consumers over the time. It means the decision process by which buyers determine which products and services they need to purchase and then find evaluate and choose among alternative suppliers and brands

1.2 Need For Understanding Consumer Behaviour

A knowledge of consumer behaviour Would render immense help for planning and implementing strategies. It helps to develop a proper satisfying marketing mix for customers. It helps in better understanding of factors that influence consumer behaviour. Study of consumer behaviour will serve the purpose of satisfying consumer expectation and helps the marketer to exploit marketing opportunities and meet challenges.

2. LITERATURE REVIEW

The sphere of consumer behaviour includes the activities of both final and intermediate users

2.1. Participants in buying process

Following are different participants:

Users – members who will purchase product or utilize service

Influencers – members who provide information regarding product or services and help in evaluation of alternatives

Buyers – who have authority to select and make buying decision

Deciders – who have authority to choose among several alternative and make final decision and may also give approval

2.2. CONSUMER DECISION MAKING PROCESS

Buyer's decision making is related to the products purchased on part of buyer . It involves following stages:

- ▶ Need recognition
- ▶ Information search evaluation of alternatives
- ▶ Purchase decisions
- ▶ Post purchase behaviour

Need Recognition

The first stage of the buyer decision process is need recognition in which the consumer recognizes a need or want and desire of something

Information search

It is a stage of buyer decision process in which the consumer is aroused to search for more information about the consumer may simply have heightened attention or may go into an active information search

Evaluation of alternatives

It is the stage in which consumer uses information to evaluate alternative brands in the choice sets

Purchase decisions

Decisions related to what brand to purchase.
Consumer ranks the brand accordingly and form purchase intention

Post purchase behavior

The stage of buyers decisions in which the consumer take further action after purchase based on their satisfaction or dissatisfaction.

2.3 Factors Affecting Consumer Behaviour

Environmental factors

Buyers are influenced by factors in the current and expected economic environment such as primary demand, economic outlook, cost of money and shortage of materials

Organisational factors

Each buying organisation has its own policies, procedures, structure and system and markets must understand all these factors.

Interpersonal factors

Buying centre includes many participants who influence each other so interpersonal factors affect buying process, so marketers must try to understand these factors and frame better marketing strategies

Individual factor

Every buyer has its own personal motives, perceptions and preferences. Individual factors such as age, income, education, personality attitude all play a major role in decision making

2.4 Techniques Adopted By Marketer to Make Product Acceptable

Adoption process

The mental process through which an individual passes from first hearing about an innovation to final adoption Stages in Adoption Process:

Awareness- strategies adopted to create awareness about the product through different media

Interest- marketer make efforts in order to persuade and arose interest of consumer for making buying decision

Evaluation- seller tries to help customers make appropriate choice and choose a better alternative after through evaluation

Trial – provide options to consumers so as to try out the product.

Adoption - make appropriate marketing strategies to make the product adopt by consumer.

CONCLUSION

Consumer behaviour is to do with all the activities in obtaining and using the goods and services it encompasses the decision making process that precedes and determine purchase. It includes all the activities related to users and all intermediate users. Study of consumer behaviour helps the marketer to frame proper marketing strategies and develop proper marketing mix for the consumers. The consumer passes through several stages while making purchase decision and all relevant factors plays significant role to influence consumer behaviour. Marketer must make efforts to study all constraints affecting buying behaviour of consumer and develop appropriate marketing strategy.

