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Consumer Behaviour And Marketing Actions

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ABSTRACT

Consumer behaviour analysis combines theories and findings from marketing science, consumer research, and behaviour analysis/behavioural economics. Research in this field covers the whole gamut of experimental and quasi-experimental designs from traditional laboratory formulations to more open investigations of consumer behaviour in simulated and natural environments. The main study is to examine the factors which influence the consumer decision process and purchasing durable goods. A problem that arises is that of interpreting real-world consumer behaviour in terms of experimental and survey research. This special issue contains papers that examine consumer choice over a range of laboratory and naturalistic settings, which demonstrates the progress that is being made in this new sub-discipline and exemplifies the variety of interpretations of consumer choice it makes available.

Keywords : Consumer behaviour, consumer Motivation, Purchasing decision, Customer Terms, Factors, etc

INTRODUCTION

The Consumer of today and tomorrow needs the right kind of help and support when it comes to making a choice. But dealers and retailers, who are more concerned about their own commissions with each brand they sell, may not be particularly open about the demerits of the brand they are selling. The Indian Consumer is guided more by his personal experiences and that of his friends and relatives. Consumer behaviour is comparatively a new field of study which evolved just after the Second World War. The sellers market has disappeared and buyer market has come up. This led to paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer behaviour.

In this world human beings are consumers. Every day of our life we are consuming some items or enjoying the fruits of some services. It is a continuing process in our life. It is a well fact that one consumer is different from another consumer. Consumer have different tastes, different likes and dislikes which influence their purchase decisions. The evaluation of marketing concept from mere selling concept to consumer oriented marketing has resulted in buyer behaviour becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the Importance that is given to the consumer.

Consumer behaviour is a study of how individuals make decision to spend their available resources (time, money and They buy? Etc.).The heterogeneity among people makes understanding consumer behaviour a challenging task to marketers as an imperative tool in the hands of marketers to forecast the future buying behaviour of customers and devise four marketing strategies in order to create long term customer relationship.

Consumer:

An individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchases a toy, shirt, beverage, or anything else,

they are making that decision as a consumer.

Consumer Behaviour

It is broadly the study of individuals, or organisations and the processes Consumers use to search, select, use and dispose of products, services, Experience, or ideas to satisfy needs and its impact on the consumer and society.

Consumer Problems

Consumers face a number of serious problems while making their purchases. Some of them are adulteration, underweight measurement, unfair warranties, misbranding high pricing, poor quality products etc. These are considered as unfair trade practices.

Consumer Education

Consumer Education is one of the most important spheres of work in consumer protection. With increased consciousness consumers will have the courage and the skill to take action individually and collectively to protect them effectively. Widespread participation will prepare consumers to be alert citizens and help them to drive maximum value for their money. This is where consumer education assumes significant place in educational programmes. Through consumer education, consumers are better protected and are ensured a value for life.

Customers versus Consumers

The term 'customer' is specific in terms of brand, company, or shop. It refers to Person who customarily or regularly purchases particular brand, purchases Particular company's product or purchases from particular shop. Thus a person Who shops at Bata Stores or who uses Raymond's clothing is a customer of these Firms. Whereas the 'consumer' is a person who generally engages in the Activities - search, select, use and dispose of products, services, experience, or Ideas.

Consumer Motives

Consumer has a motive for purchasing a particular product. Motive is a strong Feeling, urge, instinct, desire or emotion that makes the buyer to make a decision To buy. Buying motives thus are defined as 'those influences or considerations. Which provide the impulse to buy, induce action or determine

the purchase of goods or service? These motives are generally controlled by Economic, social, psychological influences etc. Motives which Influence Purchase Decision.

The buying motives may be classified into two:

- i. Product Motives
- ii. Patronage Motives

i. Product Motives

Product motives may be defined as those impulses, desires and considerations. Which make the buyer purchase a product? These may still be classified on the Basis of nature of emotional Patronage Motives those that persuade a customer to buy from specific shops, without any logical reason behind this action. He may be Subjective for shopping in his favourite place. Rational Patronage Motives are those which arise when selecting a place depending on the buyer satisfaction that it offers a wide selection, it has latest models, offers good after-sales service etc. Knowledge of buyer motives of consumers is useful for marketers to anticipate satisfaction:

- a) Emotional Product Motives
- b) Rational Product Motives

Emotional Product Motives are those impulses which persuade the consumer. On the basis of his emotion. The buyer does not try to reason out or logically Analyse the need for purchase. He makes a buying to satisfy pride, sense of ego, Urge to initiate others, and his desire to be unique.

Rational Product Motives are defined as those impulses which arise on the Basis of logical analysis and proper evaluation. The buyer makes rational Decision after chief evaluation of the purpose, alternatives available, cost Benefit and such valid reasons.

ii. Patronage Motives

Patronage motives may be defined as consideration or impulses which persuade. The buyer to patronage specific shops. Just like product motives patronage can Also be grouped as emotional and rational. Nature of Motive Purchase Decision specific shops, without any logical reason behind this action. He may be subjective for shopping in his favourite place Rational Patronage Motives are those which arise when selecting a place depending on the buyer satisfaction that it offers a wide selection, it has latest models, offers good after-sales service etc. Knowledge of buyer motives of consumers is useful for marketers to anticipate Emotional Patronage Motives those that persuade a customer to buy from specific shops, without any logical reason behind this action. He may be subjective for shopping in his favourite place.

Rational Patronage Motives

Nature of Motive Purchase Decision

Desire for money	: Purchasing when price falls down
Vanity	: Getting costly Items, to be admired by others
Fear	: Purchasing Insurance policy
Pride	: Purchasing premium products
Fashion	: Rural people imitate urban
Possession	: purchasing antiques
Health	: Purchasing health foods .membership in health clubs
Comfort	: Purchasing micro-oven, washing machine, maxi

Love and affection : Purchasing gift items

OBJECTIVES OF THE STUDY

- To examine the various factors which influence the consumers decision process while purchasing consumer durables.
- Need of consumer behavioural study, differences between organisational Buying behaviour and consumer buying behaviour.
- The nature and model of consumer involvement Consumer and industrial decision making process and decision rules.
- Marketing implications of consumer behaviour Study of consumer behaviour modelling.
- The terms 'consumer', 'customer', 'industrial buyer' and 'motives'.
- Need of consumer behavioural study, differences between organisational Buying behaviour and consumer buying behaviour.

Factors Influencing Consumer Behaviour

The behaviour of consumer is dependent on a number of factors which may be economic or non-economic factors and are dependent upon economic factors such as income, price, psychology, sociology, anthropology, culture, and climate. Therefore, the study is dependent upon all these sciences and consumer behaviour scientists study it through research and they believe that behaviour can be influenced which has been proved by actual sales promotion of a large number of products. However, there is dispute whether customer should be influenced or not and what methods should be applied to influence the consumer. The basic fact is that marketing personnel believe that it is legitimate socially to influence the consumer behaviour but only objection is with regard to methods used.

The study of consumer behaviour has proved that following are the main factors which influence the behaviour:

Economic factors :

Price
Income
Distribution of Income
Competition with substitutes
Utility
Consumer Preferences

Social factors :

Culture
Attitude of society
Social values
Life Style
Personality
Size of family
Education
Health standards

Psychology: It decides the personality, taste , attitudes of individuals or groups, life style, preferences especially on occasions like marriage. The demonstration influence is also dependent upon psychology of an individual.

Anthropology & Geography

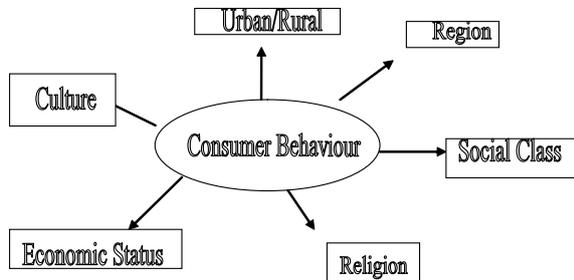
Climate, region, history all effect, consumer behaviour. In hot countries like India certain products which keep us cool like squashes, sarbatas, are demanded but they have no demand in cold regions. The dress is also influenced by climate along with other factors.

Technology In case of equipments whether for consumer use or industrial use is affected by technological innovations and features. But it is not confined to durable goods only. Even in case of perishable goods the shelf life etc.

Others Knowledge-technical or otherwise and information. Government decision, laws, distribution policies, production policies have also big affected on consumer behaviour. All

these factors are studied by consumer behaviour scientists and then decide what production and marketing strategy should be adopted to develop a particular product, change the existing product and what pricing and marketing mix should be used to attract more customers towards the product/ services in question to optimise sales and profits.

Consumer Sector



In Consumer sector business it is difficult to target individual customers as numbers of customers are large and rarely a supplier comes in direct contact with them. However these customers can be classified in different segments based on

some commonality and the change in consumer behaviour within these segments is found to be within acceptable limits of tolerance.

CONCLUSION

The study of consumer behaviour basically is to mould consumer behaviour and his decision by market man and to avoid failure of their product, promote new products and for sales promotion. The science at times is misused and to protect consumers there are a number of enactments both in India and other countries. Actually consumer movement in India is much weaker than other developed countries because till a decade back India was sellers market and competition is of recent origin. It implies how and why a particular consumer or group reacts to decision of producers. Consumer behaviour are those actions directly involved in obtaining consumer and disposing of products and services. The main studied to find out what can be sold and what goods and services are likely to be rejected. It also studies how motivate the consumers to buy a particular products and formulate advertising and marketing strategy accordingly. There are a number of economics, social, Psychological factors which influence consumer behaviour. It is also influenced by anthropology, geography, technological changes, knowledge and information and government policies and regulations.

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