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ABSTRACT

Consumer behaves in a particular manner as directed by his inner motive. The market is to study and analysis the consumer's behavior because the present day market is consumer market.

KEYWORDS : Consumer Behavior

Customer plays the chief role in all the marketing activities. Manufacturer produces what the customer wants. As the customer's behavior differs from person to person. Customers purchases an article as a consequence of certain mental and economic forces creating desires or wants. The buyer's fears, desires, income, education, status, service, age, geographic living place and economic condition affect the market. Whenever these elements get change, the conditions in market also change. Thus, producer should identify the motives, which prompt them to purchase so that he can offer a complete article satisfying their needs. Thus, it is buying motive that prompts the purchaser.

Meaning of Consumer Behavior

Consumer Behavior is the study of how people buy, what they buy, when they buy and why they buy. It blends element from psychology, sociology, sociopsychology, anthropology and economics. It attempts to understand the buyer's decision-making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society in general.

The study of Consumer Behavior is based on consumer buying behavior. With the customer playing the three distinct roles of user, player and buyer, relationship marketing in an influential asset for customer behavior analysis as it has been interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing.

The challenges before the marketer are to understand the diversity of Consumer Behavior and offer goods/services accordingly. Today, the company image is build and made known by its customers.

Consumer Behavior refers to how and why a particular consumer or group reacts to decisions or producers.

- Consumer Behavior is the study of activities applies in obtaining, consuming and disposing of products and services, including the decision process the proceeds and follows the action.
- It is the behavior the consumer display in searching, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.
- It's the study of how individuals make decisions to spend their time, money, effort on consumption related items.
- It involves the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they will use it.

Definitions of Consumer Behavior

"The process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desire." -----Belch and Belch

"Buyer behavior is all psychological, social and physical behaviors of potential customers as they become aware of, evaluate, purchase, consume, and tell other people about products and services." -----Webster

"Consumer Behavior is the process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services." -----Walter and Paul

"Consumer Behavior consists of the acts of individuals in obtaining and using goods and services, including the decision process that precede and determine these acts." -----Kurtz and Boone

Basic model of Consumer Decision-Making

The basic model of consumer decision-making also referred to as EKB model. It is developed by three experts Engel, Kollat and Blackwell in 1969. So that, it is named after their first letters of name putting combined.

Stage	Brief Description	Process
Problem recognition	The consumer perceives a need and becomes motivated to solve a problem.	Motivation
Information search	The consumer searches for information required to make a purchase decision.	Perception
Information evaluation	The consumer compares various brands and products.	Attitude formation
Decision	The consumer decides which brand to purchase	Integration
Post-purchase evaluation	The consumer evaluates their purchase decision.	Learning