

## Critical Evaluation - The concept of Consumer Behaviour

**Prof. Dr. R.S. Pawar**

I/C Principal,  
Dayanand College of Commerce, Latur

**Mr. A. K. Pawar**

Research Scholar,  
Dayanand College of Commerce, Latur

### Abstract:

*The Consumer is the centre point of every market. The field of consumer behaviour studies deals with the how an individuals, organizations & groups select, purchase, use and dispose off products and services to satisfy their wants and desires. Mainly customer is the pivot around which the whole market industry revolves nowadays. Hence there is need to study the consumer behaviour for every marketer, industrialist, producer to product and launch their product in market. Marketer aware about the buyer behaviour any different circumstances. The study of consumer behaviour takes us to the roots of why a consumer has positive or negative predisposition. For marketer the knowledge of consumer behaviour is as much necessary as consumers are necessary for marketing of product/service. This knowledge of consumer behaviour is necessary for formulation and implementation for marketing strategies. Every marketer must know about the needs and wants of the consumers and their purchasing power to develop the product. As behaviour is the subject matter of psychology. The students, scholars and business practitioners all over the world keep on researching about the actions and reactions of consumers in different circumstances of market. The impact of price and similar factors on the buying behaviour of consumers all these topics are important towards scholars and researchers. In this article we will discuss about the various aspect of the consumer behaviour.*

*Keywords: Consumer, Consumer Behaviour, Psychological Model, Factors of Consumer behaviour*

### Introduction:

**B**ehaviour means the way that you act or behave with the other human being. Every person has their separate psychology. Consumer means any person or group who is the ultimate or final user of a product or service. When we added these two words Consumer & Behaviour we will get the new concept i.e. Consumer Behaviour. The overall market is revolves around the concept of Consumer. We are aware about the concept i.e. Consumer is the king of Market. Every vendor of the market must aware about how consumer thinks, how consumer behave, how consumer act & react in a different circumstances in the market. Consumer behaviour is the study which refers to the all behaviours of consumers as these are the paramount importance to consumers. Generally, each and every marketer is interested in knowing how consumer obtain the thing, consumer the thing and dispose the various categories of products. The consumer is consider many factors while purchasing any product like price of the product, quality, quantity, durability, likes-dislikes, preference, taste, habits etc. and so on. These factors analysis helpful to the marketers.

The Kotler & Armstrong defined Consumer Behaviour a, "Consumer buying behaviour refers to the buying behaviour of final consumers - individual households who buy goods and services for personal consumption." This definition clearly stated that the consumer behaviour means the behaviour of the ultimate consumer of the product or service. Every individual is separate identity in the world; no one is similar in this world. With

reference to this concept every consumer has their separate opinions and reviews about the product and services. Feedback of consumer is different for different user. Consumer behaviour is defined as "activities of people take over when obtaining, consuming and disposing of product or services."

### Statement of the Problem:

As a matter of fact, consumer is the king of market. So that, he is just like a voter in the democracy. Consumer's selection of product & services determines the fate of the product/services. Therefore in order to attract him more and more, the marketer should know their customers behaviour. So that they could treat consumer in the way they like to be treated. The study of consumer behaviour is very important for determining the form, price, style, packaging, brand, trademark etc. of the product. Hence the critical evaluation of the behaviour of the consumer should be analyzed. The study of consumer behaviour helps towards getting the answers of the some questions like - who are the customers. What they buy? Where do they buy? How do they buy? Why? When?

### Review of Literature:

*Subadra S, Murugesan K M & Ganapathi R (2010)* studied in his paper titled with "Consumer perceptions & Behavior" and stated that consumer behavior consists of all human behavior that goes in making purchasing decisions of various product/service. An understanding of the consumer behavior enables a marketer to take correct marketing decisions which are compatible with its consumer wants and desires.

Ahmad Hosaini & Dr. Kuldeep Chand Rojhe, (2020) state in his paper that, "Consumer behaviour caters a clear essential for recognition and knowing consumer requirements. Hence the overall analysis of consumer behaviour for any product is important to the marketer."

Bhattacharya S, Mitra S (2010) studied the impact of brand on consumer behavior i.e. Brand name, Brand loyalty & symbolic meaning. It was also stated that the less the monthly income of the family the more the impact of brand on consumer behavior

**Objectives of Study:**

- To examine the overall concept of consumer behaviour in detail
- To study the psychology of consumer
- To know the process of buying behaviour of consumer
- To study the psychological models of the consumers behaviour
- To study the various factors affecting on the behaviour of the consumer.

**Scope & Limitation of the Study:**

The consumer behaviour is the wider concept. The functional scope of this study is, understanding the consumer behaviour is crucial for business to create effective marketing strategies

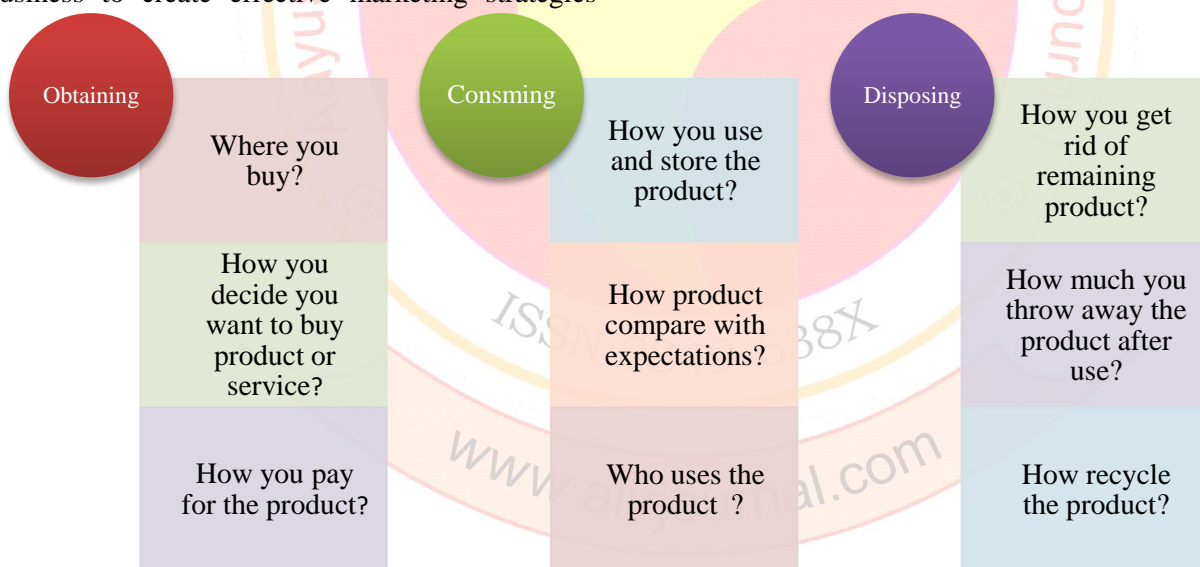
that can affect the consumer buying behaviour of product/service. The limitation is, it is a psychological concept. No one can accurately examine the behaviour of consumer. It is changeable according to the market situation of circumstances. Businesses only predict the behaviour of consumer. Consumer research can be conducted along with a very limited group of people. Hence the research conclusion conducted on these limited people cannot be applied to the general public in the same way and consumer research requires a lot of time these are the limitations.

**Research Methodology:**

This research paper is descriptive in nature. The research paper is based on Secondary Data. Secondary data is collected through various online websites, books, magazines, newspapers, Journals. The conceptual facts are related to consumer behaviour are included in this paper.

**Concept of Consumer Behaviour:**

Consumer behaviour is the study of consumers and the processes which is used to choose the product, consumer the product and dispose the product and services including consumers' emotional, mental and behavioral responses.



[Source: Page No. 1 (Fig. 1.1) - Consumer Behaviour - Nair, Banerjee, and Agarwal]

**Obtaining** is related with the searching for information regarding to the product characteristics & choices, finding alternative products or brand and purchasing. Consumer behaviour focuses on this type of behaviour including how consumers buy the product or service - Do the shop specialty stores, shopping on internet or shopping at malls?

How consumers pay for the product or service - by using cash or credit card? Purchasing products for gift or for themselves, how brand influence their product choices.

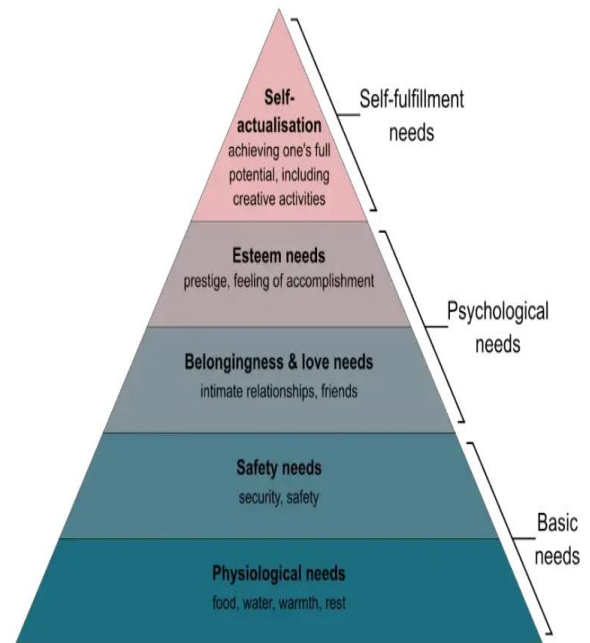
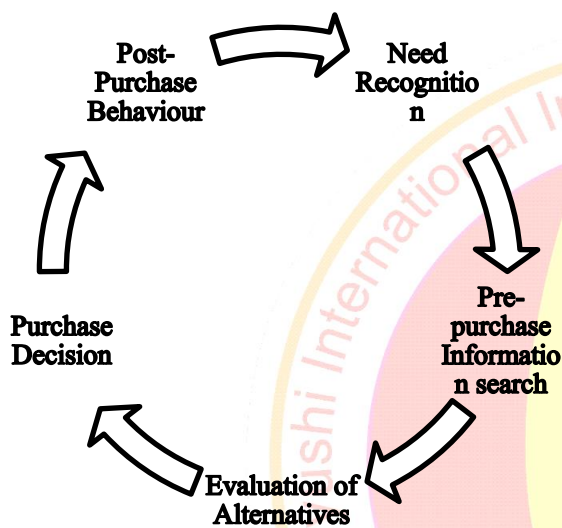
**Consuming** is the concept which is related with how, where, when and under which & what circumstances consumers use the product or service. The decisions about whether the consumers use products at home or at the office these issues

included in the consuming concept. Is the overall experience of the product is pleasurable or not?

**Disposing** refers how consumers get rid of products and packaging. It include the examination of consumer behaviour from an ecological standpoint - how consumer dispose the product packaging, how to resell the product?

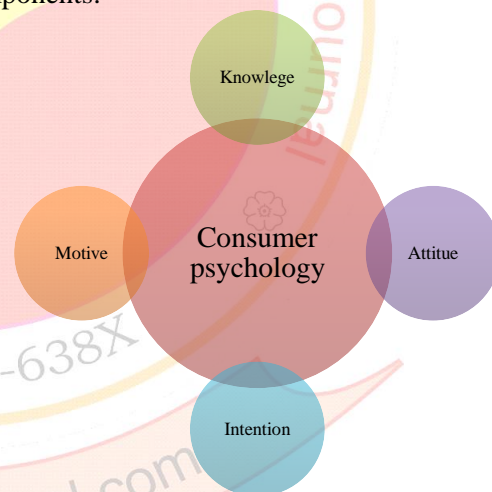
**Process of Buying Behaviour of Consumers:**

The most important and basic requirement for the marketer is to understand how consumers make their choices. Every buying behaviour involves an element of active reasoning. It includes the following steps:



[Source: <https://commercemates.com/consumer-behaviour-models>]

**Psychology of Consumers:** For making a grand success of marketing program it is necessary for every marketer to study the consumer behaviour so that he would know the purchase intention, attitudes, perception and desires/need of customers. Consumer psychology has the following 4 components:



**[Consumer Buying Decision Process]**

**Psychological Model of Consumer Behaviour**

There are many models of the consumer behaviour among them one is very much impacted on the consumer behaviour i.e. psychological model of the consumer behaviour. This model is based on the theory of Hierarchy of need which is given by renowned psychologist Maslow. In this model the human needs are categorized into Psychological, Safety, Love and belonging, Ego and Self-Actualization needs. As per this model, the needs of the consumer affect or influence his behaviour. The needs & wants of the consumer never get over and arise one after another. Every consumer keeps his basic needs at first priority for satisfying them and then move on to other need. This satisfying the need of consumer cycle continues until the point of time when he reached the top level

- **Knowledge:** The information which is related with product or service given to the customer is necessary to develop the consumer psychology. For giving knowledge of the product, promotional activities play an important role.
- **Attitude:** It is state of mind of feeling. It induces a predisposition to behave in some way. Attitude of every consumer is playing a vital role in the buying decision process.
- **Intention:** It means desire to do something. When marketer knows the intention of consumers, the marketing plans and policies

can be formulated and implanted with the help of production co-ordination.

- **Motive:** Motive is an integral state which directs the behaviour of consumer. It is also called as urge. It means consumers behaviours is directed towards a particular cause.

### Factors affecting Consumer Psychology in Marketing:

Most of the successful marketers are aware about the various affected factors of the consumer behaviour like social, cultural, environmental etc. Every marketer also has specific knowledge of consumer engagement with the particular brand of the product. This will be beneficial to craft the effective campaigns which are required by target consumers. Psychological factors like emotions, motivations, perceptions and desires of the consumer are very much important to consider when making a plan of marketing campaigns because these factors drive the consumer behaviour. The behaviour of the consumer may changes according to the psychological fact. This is simply says that psychological factors may cause customer to buy the products or neglect the products and connect with the competitor brand partner. For instance, suppose the consumers surrounding environment is totally affected by the person who think about the climate change. In this situation the consumer only choose to purchase the product brands which are eco-friendly and environmentally beneficial to the consumer.

- Personal Cultural
- Social Psychological

### Consumer buying process:

A very crucial area for marketing to business is to determine the decision maker or the real consumer in the buying decision of product or services. For purchasing a four wheeler or two wheeler etc men take the decision whereas for purchasing kitchen-wares, house furnishing, baby products etc. buying decision taken by women. As similar for buying a new house or going for vacation holidays generally the decisions are taken by majority members in the family. The businessman must find out the characteristics of such person who play a vital role in influencing the decision to make a purchase. Following are the different participants involved in any consumer buying process:



### Summing Up:

Consumer behaviour being a branch of management science. It is a part of behavioral

science. It is positive science in nature. It provides information about the relationship between various influences and effects. Consumer behaviour study is like studying medicine. As the study of medicine involves using the knowledge of different subject like biology, chemistry, physics, engineering and other disciplines. Like the same, consumer behaviour study involves the relevant portions of economics, psychology, sociology, anthropology, statistics and other disciplines. In order to understand the consumer mind the psychological theories and the application of psychological tools and techniques are very must require.

### Suggestions:

It is suggest that, the businessman should reinforce the positive thought & beliefs related to products and services among the consumers. It is also suggested to Marketers that, shaping the emerging habits with the new offerings towards customers. Analyze the consumer beliefs; it will help to understand the consumer psychology. Marketer must know about the needs and wants of the consumers and their purchasing power to develop the product. The various promotional schemes should be implanted by taking into consideration of consumers taste, preferences, their consumption habits, and their purchasing habit and so on.

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