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CONSUMER BEHAVIOUR**➤ Introduction :**

Any individual who purchases goods and services from the market for his /her end use is called a consumer. No marketing activity carried out in today's competitive world can be a success unless its focal point is the consumer.

The term 'consumer' is used to describe two different types of consuming entities

- 1) The Individual consumer
- 2) The Organizational consumer

Individual consumer purchases goods and services for his or her own use. The Organizational consumer buys product and services in order to run their organization

The ultimate consumer is the end user of the product and services where as the organizational Buyer is only an intermediate user who adds further value to the product and services before it is consumed by the final consumer .

The main object of buyer behavior studies is to understand the buyer and to create a customer through this understanding .The buyer behavior has been approach an analyzed from different angles and under different premises .Consumer behavior is the study of how individual customers group or organizations select ,buy ,use and dispose ideas ,goods and services to satisfy their needs and wants, it refers to the actions of the customers In the marketplace and the under laying motives for those action .

➤ Concept :

Consumer behaviour refers to the behaviour that the consumer display in searching for purchasing ,using evaluating and disposing of product and services that they expect will satisfy their needs. It involves the process and activities people engaged in when searching for selecting purchasing using evaluating and disposing of product and services so as to satisfy their need and desire

Its true that buyer behaviour has changed forever , that means a time has come for companies everywhere , to either get on board or get out of the way because theres's no going back to the old way of doing business. To truly understand these new shift in buying behaviour one need to take a look at how and why it has come about the whole behaviour of a person while making purchases may be termed as consumer behaviour. It is the attempt and predication of human action in the buying role.

Consumer behaviour is a branch which deals with the various stages a consumer goes through before purchasing product or services for his end use

Why do you think an individual, buys a product -Need, social status,gifting purpose

Why do you think an individual does not buy a product- no requirement, Income Taste, Constraint.

➤ Meaning and Definition

1. Prof. C.G Walter and Prof.G.W Paul Define "Consumer Behaviour as the process whereby individual decides whether what when, Where how and from whom to purchase goods and services "

It is all the psychological social and physical behaviour of potential customer as they become aware of evaluate,purchase, consume and tell about the product and services.

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2. American Marketing Association (AMA) Define consumer behaviour as the dynamic and interaction of cognition behaviour and environmental event by which human being conduct the exchange aspect of their lives.
3. Peter – F Drucker The purpose of any business is to create a customer. It is the customer who determines what a business is ? It is the customer and he alone who through being willing to pay for goods or services convert economic resources in to wealth things into goods. What a business thinks it produces is not of first importance, What the customer things he is buying what he considers value, is decisive it determines what a business is what it produces and whether it will prosper therefor the basic requirement of marketing is to study the customer buyer behaviour Marketing concept is consumer oriented
4. Satish.K. Batra and S.H.H>Kazmi "Consusmer behaviour is the mental and emotional processes and the observable behaviour of consumers during searching purchasing and post caonsumption of a product and service
5. Belch and Belch "Buyer behaviour is the process and activites of people engage in when,searching ,selecting purchasing using , evaluating and disposing of product and ser
6. vices so as to satisfy their need and desires.
7. Louden and Bitta "Consumer behaviour is the decision process and physical activities which individuals engage in when evaluating,acquiring ,using or disposing of goods and services.

➤ Characteristics

Consumer behaviour is the complex and dynamic processes of deciding what product to buy, When to buy, how to secure how to use or how to dispose to satisfy individuals , group or organization

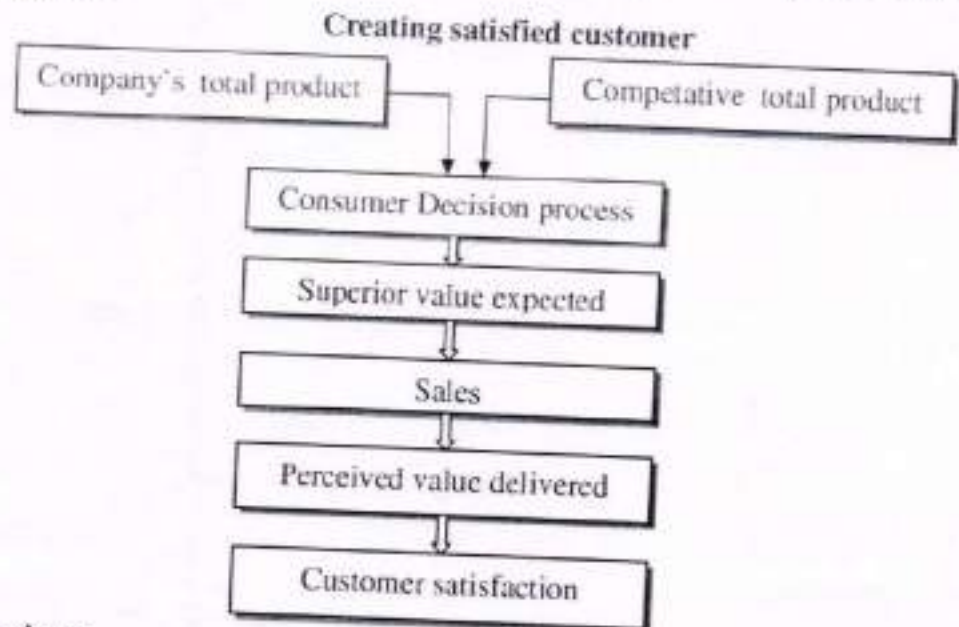
1. Indispensable part of human behaviour – It can not be separated
2. Consumer behaviour is unpredictable in nature it can not be said that what an individual is going to do in the next movement
3. Consumer as a king consumer decides about goods like a king and buys goods and services as per their wishes Consumer has each and every power in respect of buying decisions so Consumer is given the top most importance.
4. Consumer as a king – pin of Democracy . The king – pin in a Machinery is a very small part but it holds. The wheel within the machine in the same way consumer as a purchaser play an important role in marketing
5. Information search - The search of information is a common characteristic of consumer behaviour sources of information like personal sources commercial sources, public sources, personal experience perception , etc.
6. Complex – Learning is a complex phenomenon as it involves the study of human being. Each individuals behave differently when he is placed at different situation. To day one may purchase a product because of its appearance tomorrow it may vary and he will purchase another it may due to its usage.
7. Affected – Consumer behaviour is influenced by various factor i.e.

1 Personal	2 Psychological	3 Social
4 Cultural	5 Status value	6 Economy in price
8. Crucial – Understanding consumer behaviour is crucial for marketing. Before producing a product or launching a product, organization have to do a clear analysis of the consumer behaviour. If the people or prospective product they have to modify it.

psychological analyses and other methods of studying the market for a particular product or service.

Consumer behaviour knowledge is applied in marketing. A sound understanding of the consumer behaviour is essential to the long term success of any sales programme and policies.

It is the corner stone of marketing concept. Which stress on consumer wants and necessity target market selection integrated marketing and profit through the satisfaction of the consumer.



➤ Conclusion :

- The buyer of both consumer and industrial buyer is determined by psychological, personal, social, economic and cultural factors.
- Buyer behavior is also influenced by other environmental factors such as fashion lifestyle, technological advancements, competition, inflation or deflation.
- Buyer behavior analysis helps marketers to select the appropriate marketing mix, which is most likely to achieve the required goods.
- In buying decision, Technical economic social personal, Risk reductions, emotional etc criteria's play vital role.
- Choice criteria are the various features and benefits a customer uses when evaluating products. These factors provide the basis for deciding to purchase one brand or another different member of buying group may use different choice criteria.
- The marketer has to correctly read the buyer's conscious and unconscious behavior to generate positive response.
- Every person has his/her distinct set of standard of judgement however there is some commonality between all of us which make a marketer classify and analyse consumer behavior.

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Recent Trends and Innovative Ideas in Growth of Commerce and Economics

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Two Days National Level Conference on

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Vilas B. Saidpatil

From Shri Y.K.P. College - Deolali Camp, has participated as Delegated /

Resource person / Presented a Paper / ~~Chairperson~~ has presented paper entitled

Consumer Behaviour

in the Two Days National Conference organized by Department of Commerce & Economics.

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