

## A REPORT ON CONSUMER BEHAVIOUR

<sup>1</sup>A.SUMAN KALYAN, <sup>2</sup>Dr.A.MADHU

<sup>1</sup>Assistant Professor, <sup>2</sup>Associate Professor

DEPARTMENT OF MBA

Dr.K.V.S.R INSTITUTE OF MANAGEMENT

### ABSTRACT

Consumer Buying Behavior refers to the buying conduct of the closing customer. Many elements, specificities and characteristics impact the individual in what he's and the purchaser in his selection making manner, shopping habits, shopping behavior, the manufacturers he buys or the outlets he goes. A buy selection is the result of every and every one of these factors. An person and a customer is led with the aid of his lifestyle, his lifestyle, his social elegance, his club companies, his own family, his persona, his psychological factors, and so on.. And is influenced with the aid of cultural trends as well as his social and societal environment. By figuring out and understanding the factors that have an effect on their customers, brands have the opportunity to increase a approach, a advertising and marketing message (Unique Value Proposition) and marketing campaigns greater green and more in step with the needs and approaches of contemplating their goal consumers, a actual asset to higher meet the needs of its clients and boom sales.

### I. INTRODUCTION

Consumer is the reason why business exists. Without them no company can survive or thrive. In their absence, an organization doesn't have a business or purpose. The main purpose of accompany is to satisfy customer's needs and wants. Though similar, consumers are unique in themselves; they have needs and want which are varied and diverse from one another; and they have different consumption patterns and consumption behavior. The marketer helps satisfy these needs and wants through product and service offerings. For a firm to survive, compete and grow, it is essential that the marketer identifies these needs and wants, and provides product offerings more effectively and efficiently than other competitors. A comprehensive yet meticulous knowledge of consumers and their consumption behavior is essential for a firm to succeed.

Herein, lays the essence of Consumer Behavior, an interdisciplinary subject, which emerged as a separate field of study in the 1960s. Peter Drucker, a leading management expert, once stated that the aim of marketing is to know and understand the consumer so well that the product or service fits him and sells itself. Ideally, marketing should result in a consumer who is ready to buy. All that should be needed then is to make the product or service available. In short consumer or customer satisfaction is the key to an organizational success. Consumer behavior explains the reasons and logic that underlie purchasing decisions and consumption patterns; it explains the processes through which buyers make decisions. Consumer Behavior may be defined as "the interplay of forces that takes place during consumption process, within a consumers' self and his environment.

This interaction takes place between three elements viz. knowledge, affect and behavior; it continues through pre-purchase activity to the post purchase experience; it includes the stages of evaluating, acquiring, using and disposing of goods and services". The "consumer" includes both personal consumers and business/ industrial/ organizational consumers

### II. CONSUMER BEHAVIOUR AND BUYER BEHAVIOUR

Consumer conduct is visible to contain a complicated mental system as well as bodily activity (purchase choice). Consumer behavior is a decision procedure and physical pastime people engage in when comparing, acquiring, the use of or putting off goods and services.

Consumer Behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption and disposition off items, offerings, time and ideas by (human) selection making devices.

Buyer Behavior particularly is the observe of selection making gadgets as they can purchase for themselves or others. Thus, buying behavior in particular includes collective response of customers for selecting, comparing, determining and purchase behavior. Buyer conduct is the observe of human response to offerings and the advertising of services and products. Buyer behavior researches continuously investigate a wide variety of human responses together with human affective, cognitive and behavioral responses. The buying conduct and purchase decisions are need to be studied thoroughly so that you can apprehend, expect and analyze crucial marketplace variations of a specific service or product. The discipline of patron behavior is the wide take a look at of individuals, groups or businesses and the technique they use to pick at ease and take away products, offerings, studies or thoughts to satisfy wishes and the impacts that those procedures have at the purchaser and society. Consumer behavior research are primarily based on the buying conduct of final purchasers-individuals and households who purchase items and services for themselves. The collective conduct of purchasers has a extensive impact on excellent and level of preferred of dwelling. Buyer Behavior is broadly defined by means of numerous students and researchers as

1. It's the behavior displayed by using the consumers throughout the purchase, use and disposition of products/services, time and thoughts by using decision making gadgets.

2. It is the body of expertise which research various components of purchase and intake of services and products through individuals with various social and mental variables at play.

Three. The technique and activities human beings interact in whilst searching for, deciding on, buying, the use of, evaluating and putting off products and services in order to fulfill their wishes and dreams. The sports immediately worried in obtaining, consuming and disposing of services and products, along with the selection strategies that precede and observe these moves.

## CONSUMER BEHAVIOUR: AN EMERGING FIELD OF STUDY

In the highly specialized study of "business management", "Commercial enterprise administration" or just "management" these days, "advertising management" function plays a completely crucial role in enterprise sports. This is because this purposeful area of management (1) "earns" the revenue and (2) "works" inside the near proximity with the public or men and women outdoor the corporation. Controlling those attributes to have the desired benefits are the maximum hard part of the control, due to the fact none of these two are within the direct control of the marketers. This does no longer mean that the alternative practical areas aren't useful, however they're no longer "at once" worried in the sports noted above Marketing consists of an interaction between client and dealer for the purpose of exchanging something precious to the mutual advantage of both the events to the transaction. One can not recognize this advertising and marketing manner by way of staring at handiest the seller, understanding approximately client is a sound foundation for marketing strategies and selections. Markets are decided on on the idea of patron needs, area, traits and expenditure patterns. To forget about the purchaser can lead to catastrophe in a present day economic system.

Consumer behavior has grow to be an crucial part of strategic marketplace making plans. It is also the idea of the method to the concept of „Holistic Marketing“. The perception that ethics and corporate social obligation have to also be imperative additives of every advertising and marketing choice is embodied in a revised advertising concept – the societal advertising idea – which calls on marketers to fulfil the wishes in their target markets in approaches that improve society as a whole.

Consumer or the "Customer" play a completely important role as these are the folks that ultimately buy the goods and offerings of the enterprise and the company is always at the pass to cause them to purchase on the way to earn sales. It's important from both the factors of view as given below:

**From the customers' point of view:** Today, within the distinctly evolved and technologically advanced

society, the customers have a remarkable deal of selections and options (frequently very near and competing) to decide on or evaluate; (a) They have the products of an excessive variety of merchandise attributes (the first P - Product), (b) they have got a wide range of fee and charge picks (the second P - Price), (c) they can order them to be furnished to their door step or anywhere else (the 3rd P - Place) and (d) in the end they're bombarded with extra communications from extra channels of records than ever before with the invent of information technology (the 4th P - Promotion).

**From the marketers' point of view:** "The reason of advertising is to promote greater stuff to more people greater regularly for extra money so as to make greater profit." This is the basic principle of requirement for the marketers in advance days in which competitive selling changed into the number one intention. It can't be performed by way of pressure, aggression or simple attractive. Customer these days are more informed, greater informed, more worrying, greater discerning and notably there's no dearth of entrepreneurs to shop for from. The entrepreneurs need to earn them or win them over. The international market is a observe of diversity among clients, manufacturers, marketers, shops, advertising media, cultures, customs and of course the individual or mental conduct. However, in spite of triumphing diversities, there are also many similarities. Consumer market is extraordinarily touchy and driven by using widely varied way of life in many nations.

The observe of client conduct is likewise very essential to the marketers as it allows them to understand and predict shopping for conduct of clients inside the marketplace. It is involved now not handiest with what clients buy, however additionally with why they purchase it, whilst, where, how they buy it, how often they buy it and also how they revel in the services. Consumer research is the technique used to examine client behavior; it takes region at every section of the shopping for process: earlier than the purchase, in the course of the purchase and after the purchase. Researches indicates that two distinct consumers shopping for the equal product can also have completed it for different reasons, paid exceptional fees, used in extraordinary ways, have

one of a kind emotional attachments closer to the things and so forth. The marketplace techniques are reframed to gain organizational targets relying upon understanding, serving and influencing customers. This shows that the expertise and information about consumers is crucial for developing successful advertising strategies. The courting between consumers and entrepreneurs, customer behavior and advertising strategy is instable to achieve organizational objectives.

### **DIFFERENT VIEWS ON CUSTOMER**

Marketing scientists had noted that consumer does not always act or react as suggested by economic theory. Therefore customer is further analyzed from different angle. Sometime consumers buy because of emotions involved in a purchase decision or several other reasons.

**Economic and Passive Customer:** Economic view explains the consumer as an economic man who buys rationally to maximize the utility (benefits) derived from a product or service. The passive view explains the consumer basically submissive to the self-serving interest and promotional efforts of marketers.

**Cognitive Versus Emotional Customer:** According to cognitive view consumer is defined as a thinker and problem solver. Emotional man is a reality of each of us because of deeply rooted feeling and emotions.

**Potential and Realized Customer:** There are three possibilities to identify the state of consumer; (1) non consumers (2) potential consumers and (3) realized consumers. A non consumer is an individual who has no need for a given product/service and is not likely to have need in the foreseeable future. An individual not currently purchasing may influenced to buy at some future point of time is referred to as a potential consumer. Realized consumers generally conform to our earlier definition of purchaser or shopper, since they are engaged in buying.

**Personal Consumer Versus Organizational Consumer:** The term consumer is often used to describe two different kinds of consuming entities; the personal consumer and the organizational consumer. The personal consumer buys goods and

services for his own, for the use of the household, for just one member or as a gift for a friend. In these context the goods are bought or finally use by individuals who are referred to as “end users” or “ultimate consumers.” Whereas organizational consumers buy for altering, modifying or reselling the products/services.

**Final Consumer:** Any person engaged in the consumption process is a consumer but these buyers can be identified by the type of market to which they belong. Two major types of market to which they belong are final consumer and industrial buyer. The final consumer market consists of individuals who buy for personal consumption or to meet the collective needs of family or household unit.

**Rural Consumer:** The rural market is one such segment that caught the fancy of certain Indian marketers in a big way. Marketer considers catering to the rural market as an opportunity, an antidote to the slow growth they faced in urban India. Rural consumers as a segment have several distinctive characteristics and the values aspirations and needs of this vast heterogeneous culture of rural consumers are quite different from the urban consumers.

**Women as a Consumer and Decision Maker:** Gender is considered as an important characteristic for consumer behavior studies by marketers from past several years. They treat women as an exception rather than as normal average is a retrograde gap. Large number of experts felt that it is a fact of life that women consumer exhibit special traits and behavior.

### **III. CONCEPTS AND DIMENSIONS OF CONSUMER BEHAVIOUR**

Consumer behavior is an interdisciplinary science and relatively emerged as a new field of study in the mid to late 1960s. This new discipline is borrowed heavily from concepts developed in other scientific disciplines such as applied psychology, social psychology, cultural anthropology, economics and econometrics. Therefore, it is crucial to discuss various dimensions of consumer behavior in the context of Indian consumer.

**(a) Consumer Needs and Motivation:** Consumer Desires are the basis of all cutting-edge marketing. The key to a employer’s survival, profitability and increase in a pretty competitive environment is its capability to pick out and satisfy unfulfilled patron needs Marketers do now not create desires even though in some times they'll make patron extra keenly aware of unfelt need. Motivation can be described because the deriving pressure inside individuals that impels them to motion.

The deriving force is produced through a country of anxiety exists because the end result of an unfilled need. Motivation is a want-brought on tension which exerts a “push” on the individual to have interaction in conduct that he expects, will gratify needs and thus lessen anxiety. Individuals attempt each consciously and subconsciously to reduce this anxiety thru conduct that they assume will fulfill their needs. Consumer motivation is dynamic in nature due to the fact their needs are regularly changing.

**(b) Consumer Psychographics:** Marketing practitioner And purchaser researchers refer Psychographics as life-style evaluation or AIO (pastime, interest and evaluations) studies. Consumer precise psychographics researches are associated with customer personality, shopping for motives, pastimes, attitudes, ideals and values. Services specific psychographics researches are associated with product attributes including patron responses about merchandise, brands or a specific intake situation.

**Consumer perception:** Perception is defined As the process through which an individual selects, organizes and interprets stimuli right into a meaningful and coherent manner. Stimuli are sensory inputs include services, packages, brand names, advertisements and commercials. Sensory receptors are the human organs that receive sensory inputs. Sensation is the immediately and direct reaction of the sensory organs to easy stimuli.

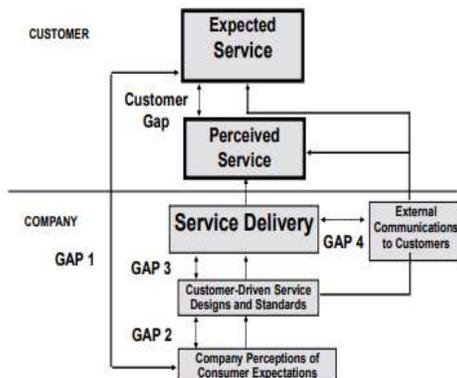
**(c) Demographic Factors:** Demographics Describe a populace in phrases of its size, distribution and structure. Demographics have an impact on shopping for conduct both at once and indirectly with the aid of affecting other attributes of individuals which include their personal values and selection patterns. There are

contradictory conclusions approximately the impact of age, profits and gender for a selected provider

**(d) Economic Factors:** Wealth, home ownership, variety of incomes individuals in a circle of relatives, family earnings, expenditure, charge of interest, inflation, economic conditions and funding sample are some of the financial elements have sturdy influence on purchaser buy decision.

**(e) Communication and Consumer Behavior:** Communication is the transmission of messages from a sender to a receiver through indicators of a few type dispatched via a channel. There are four simple components of all communications: a supply, a destination, a medium and a message. There are varieties of communication to which a consumer is exposed interpersonal communication and impersonal (or mass) conversation.

#### IV. CONSUMER DECISION MAKING MODELS IN SERVICES



#### Gap Model of Consumer Behavior

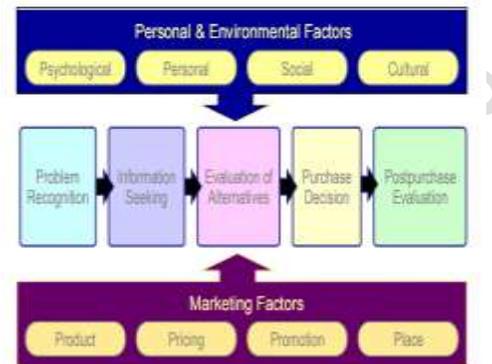
This model Considers 5 crucial gaps need to be identified whilst finalizing advertising and marketing strategies and analyzing customer behavior. The version bear in mind shopping for as a continuous circle and for achieving consumer satisfaction it is obligatory to analyses those gaps.

#### The Buying Process

Buyer behaviour involves A mental system in addition to physical interest. The buying conduct and buy decisions need to be studied thoroughly to

recognize, predict and analyse vital market variations. Buyer is a riddle, rather complex entity want to satisfy his innumerable desires and goals. The five steps concerned in buying method are described in short.

#### The Consumer Buying Process



#### V. RESEARCH METHODOLOGY:

##### SOURCES OF DATA:

Data, facts, figures, Other applicable cloth of past and gift and surveying are the premise for have a look at and evaluation. Without an evaluation of actual statistics no precise inferences may be drawn on the questions underneath study. Inferences based totally on imagination or guesses can not offer accurate solution to investigate questions. The relevance adequacy and reliability of statistics determine the excellent of the findings of a look at.

For the motive of the existing have a look at, facts from two assets has been collected, specifically primary information and secondary data.

##### PRIMARY DATA:

Primary data is source from Which the researcher collects the information. It is a firsthand facts, which is used at once for the evaluation functions. Primary information always gives the researcher a fairer photo. In the existing study primary records has been accumulated the usage of questionnaires. For the reason of gathering the equal, one hundred respondents have been randomly decided on. Even the response of the respondents become considered. In this take a look at, number one records plays a

critical position for analysis, interpretation, conclusion and tips.

**SECONDARY DATA:**

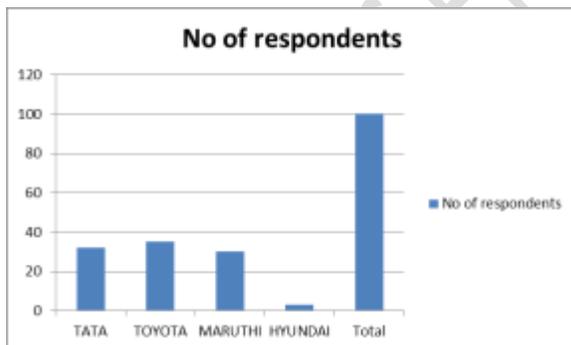
Secondary data is data which is collected and compiled for other purposes. Secondary data also plays a key factor in providing more information which will influence the analysis. Few of the main sources of secondary data include newspapers, business journals, magazines, internet and company reports, etc.

**DATA ANALYSIS AND INTERPRETATION**

**1. AGE GROUP OF THE RESPONDENTS:**

The below table shows the age group of the respondents surveyed:

AGE	No Of Respondents	% of respondents
18-28	8	8
28-38	28	28
38-48	10	10
Above 48	54	54
Total	100	100



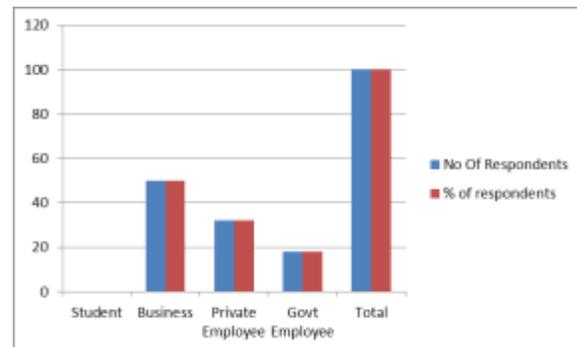
**INTERPRETATION:**

From the above table, 8% of the respondents belong to the age group of 18-28 years, 28% of the respondents belong to the age group of 28-38 years, 10% of the respondents belong to the age group of 38-48 years, 54% of the respondents belong to the age group of above 48 years.

**2. OCCUPATION OF THE RESPONDENTS:**

The below table shows the type of respondents of the respondents surveyed.

Occupation	No Of Respondents	% of respondents
Student	0	0
Business	50	50
Private Employee	32	32
Govt Employee	18	18
Total	100	100

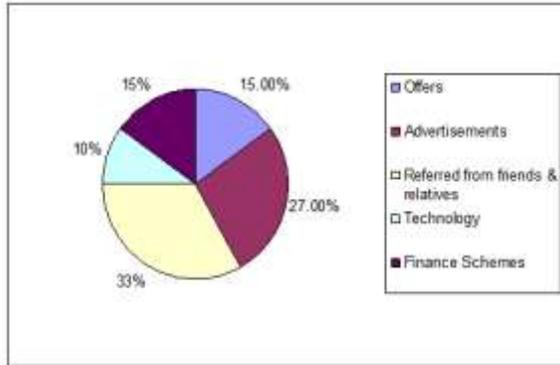


**INTERPRETATION:**

From the above table 0% of the respondents are students, 50% of the respondents are businessmen, 32% of the respondents are private employee, 18% of the respondents are Govt employee.

3. The below table shows, from where did the respondent get the information about the CAR.

Source of information	No of respondents	% of respondents
Others	0.5	0.5
Advertisements	27	27
Referred from Friends & relatives	33	33
Technology	30	30
Finance Schemes	0.5	0.5
Total	100	100



#### INTERPRETATION:

From the above table 15% of people known from offers, 27% of people known from advertisements, and 33% of people known from their friends and relatives, 10% of people known from technology, 15% of people known from finance schemes.

#### VI. CONCLUSION

For a successful consumer oriented market service provider should work as psychologist to procure consumers. By keeping in mind affecting factors things can be made favorable and goal of consumer satisfaction can be achieved. Study of consumer buying behavior is gate way to success in market.

#### REFERENCES

- 1 Walters C. Glenn, & Bergiel Vlaisie, J., (1989). Consumer Behavior a Decision Making Approach, South Western Pub.Co.
- 2 Schiff man Lenon G., & Kanuk Leslie Lazar (2006). Consumer Behavior. Prentice Hall of India.
- 3 Loudon, David L. & Bitta Albert J. Della., (2004). Consumer Behavior. Second ed. McGraw-Hill.
- 4 Kotler, Philip. (2002). Marketing Management. Prentice Hall of India.
- 5 Hanson & Lott. (1995). Externalities and Corporate Objectives in the World with Diversified Shareholders and Consumers. 5-6.
- 6 Neeraj Gautam, Kokil Jain, (2008). Consumer Behaviour, Gyan Books Pvt Ltd.

7 Loudon, David L. & Bitta Albert J. Della., (2008). Consumer Behavior, Fourth ed. McGraw-Hill. 8-9.

8 Kotler, P. & Gary Armstrong, (2005). Principles of Marketing, Prentice Hall of India.

9 Schiff man Lenon G., & Kanuk Leslie Lazar (1998). Consumer Behaviour. Prentice Hall of India.

10 Del I Hawkins, Roger J Best, Kenneth. A. Coney. & Mukherjee, A. (2007). Consumer Behaviour, Tata McGrawhill.