



CONSUMER BEHAVIOUR A THEORETICAL OVERVIEW

K. Venkatachalam¹ and Dr. M. Nazer²

¹Full Time Ph.D., Research Scholar, Department of Business Administration,
Khadir Mohideen College, Adirampattinam.

²Associate Professor of Commerce, Guide & Supervisor, KhadirMohideen College,
Adirampattinam , Thanjavur District.

ABSTRACT :

"The decision-Making process by which formal organization launches the require for obtain products and services, and build out, assess and choose amongst the choice brands and suppliers.

Thus, each individual's performance is fashionable and conditioned by his/her own surroundings and other psychological factors. Inspirer of this diversity in individual's behavior there does exist convinced common behavioral pattern.

In this paper the researcher proposition to present a vivid depiction of the buyer behavior with orientation to decision process and the variety of factors, influencing the behavior of consumers. Consumer behavior encompass the revision of the processes that consumers undertake when they construct purchase decisions, and the field includes a mounting numbers of concepts, models & theories that are of growing interest to the researchers.

KEYWORDS : Decision making products and services, individual Behavior, Division process.

INTRODUCTION

Problem recognition results when a consumer recognizes a dissimilarity of insufficient enormity flanked by what is perceived as the desired status of affairs and the definite state of affairs sufficient to awaken and make energetic the decision process. Consumers must grow to be awake of the problem or necessitate through processing of information arising inside or on the outside then they become aggravated, Thus inspiration to provoke an exacting problem, however, depends on two dynamics; the scope of the inconsistency stuck between the desired and actual status, and the significance of the calamity.

Anticipation of the problem can manipulate such facts as the sources of information used in the choice succession as well as the number of alternatives conscientious. Thus implication of the difficulty will be a significant factor influencing decisions surrounded by every grouping of problem recognition.

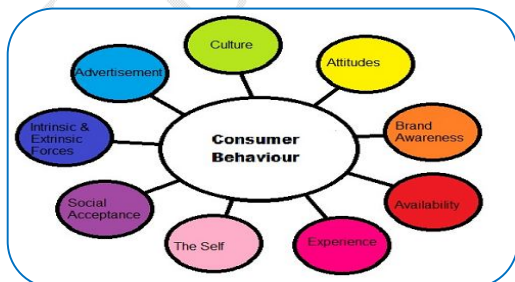
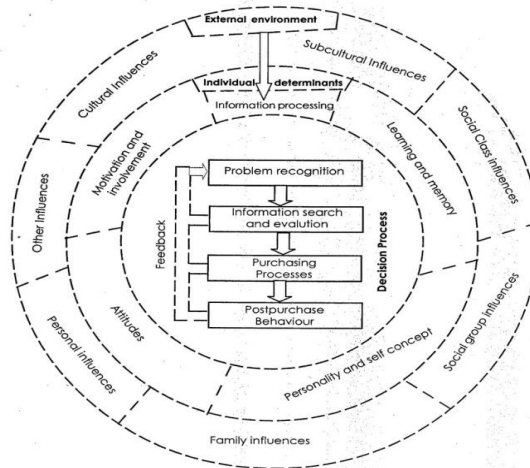
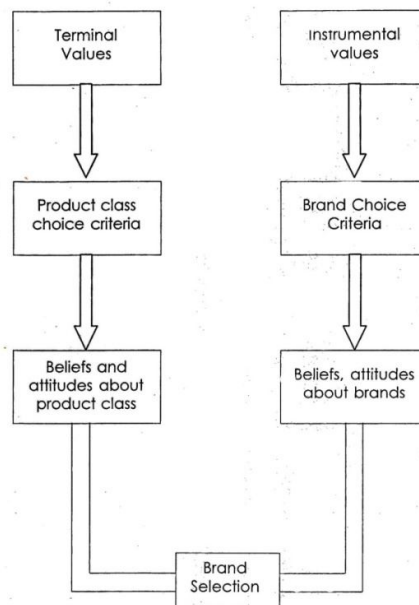


Fig.1.1: A Simple representation of consumer decision making



Source: London-Della-Betta “Consumer Behaviour”

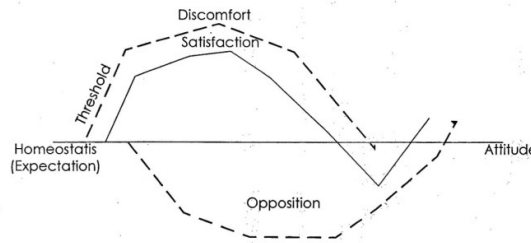
Fig.1.2 : Diagram portray the brand mixture of durables



Additionally, two or more populace shopping cooperatively was nearly twice as likely to acquire more than planned than if they have shopped singlehanded. Shopping groups is inclined to splash more terrain in the stockpile than individuals shopping unaided and thus had more occasions and to construct unintended purchases.

A unique type of shopping come together is the “in-home shopping group”, which typically consists of a cluster of women slightly get together in the home of a friend to be in audience at a “Party” dedicated to the promotion of a precise line of products. Early on purchasers are disposed to create a bandwagon consequence in that undecided guests often conquer a disinclination to buy while they recognize their associates construct optimistic to attain decision.

Fig.1.3 shopping experience pattern



Source: Richard L. Satisfactions Process in retail background

1.2 Factors influencing the Behavioral activities of the consumer

a. Culture

“Culture is not an alien idea studied by a top dominance cluster of anthropologists in the “South seas”. Culture is a multifaceted absolute that include information, faith, art, morals, rule tradition and any extra capability and habits acquire by gentleman as a member of sorcery. The distinguishing way of life of a cluster of public, their complete intend for living.

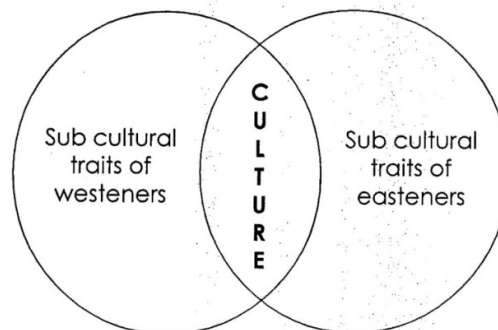
Culture is defined as the summation of full amounts of educated idea, standards and traditions which give out up to decriminalize the purchaser actions of members of a scrupulous society. Conviction and value refer to the accumulated stance and priority that folks have regarding “belongings”. Both thinking and values are emotional images that be concerned a wide choice of unambiguous attitudes which in revolve pressure the approach a person is possible to act in response in a accurate circumstances. a quantity of of the categorization of background is barely visible, it satisfy human being needs, and civilization is educated.

Essentially, it is the representative temperament of human being tongue that sets it separately beginning all other living thing announcement. A character is no substance which that stands for incredible else.

b. Sub culture

A Subculture can be contemplation of as disconnect enlightening cluster which exists as a definite segment surrounded by a larger, further multifaceted society. The members of a specific subculture are inclined to own attitude, values, and civilization that set them unconnectedly from supplementary members of the comparable society. In adding together, they stick on to most of the leading civilizing attitude, standards, and behavioral prototype of the in wide-ranging society.

Fig.1.4: connection between culture and subculture

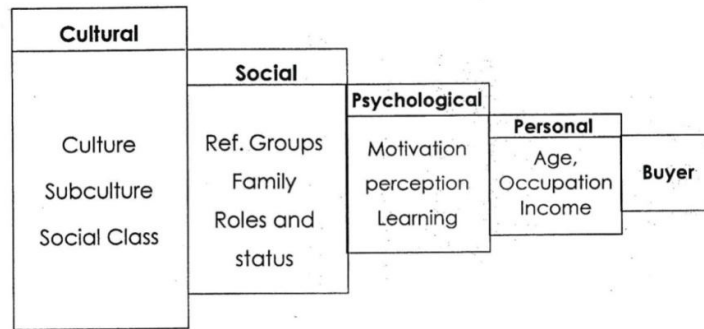


Source: Leon G. Shiffman, Consumer Behavior 1988, India

Religious Subcultures

The majority significant protestant value, Roman Catholicism and Judaism are the primary spiritual faiths. The members of every one these religious, group are at period probable to build obtain decisions that are predisposed by their saintly individuality. Consumer behavior is the preponderance in a in a straight line exaggerated by faith in stipulations of products and services.

Fig.1.3: comprehensive representation of factors influencing manners



Source: Leon G.Shiffman, Consumer Behaviour

1.4 Geographic or district subcultures

There are also geographic disparities in the operation of consumer durables. Style, savor and preference also furnish the thought to comprise a provincial individuality. certainly, two main cities in the alike stage might have fairly dissimilar style orientations such restricted difference be inclined to pursue absent the myth from time to time detained that consumers be a symbol of on a big accumulation market, and re-in force the impose for market segmentation for a hodgepodge of goods and services.

Age subculture

Every phase of the life cycle,(spinster hood, darling moaners, paternity, and disbanding) could be well thought-out divide sub culture given that significant shifts happen in the demand for precise types of products and services.

Consumer products and sexual category roles

Surrounded by each civilization, it is attractive prevalent to determine products so as to be what's more completely or strappingly connected by means of the members of one sexual category. Regardless of the truth that the demonstrations stuck between gentlemen only and womanly products have enlarge to be indistinct in newsworthy years. Research indicates that male and female tend to accredit sexual characteristics or masculinity to products.

The profession women

In this study the canvasser recognizes that carrying out wives are on the supplement and in the swelling marketplace dissection whose needs be dissimilar from folks of the women who do not encompass a profession it is their profession that makes them to go for prejudiced decisions, pertaining to situation at residence and at place of work.

Sub cultural examinations make possible marketers to division their markets to assemble the specific needs, motivations, discernment and attitudes that are cooperative by members of a unambiguous subcultures group. Thus sub culture heaviness the consumer’s normally purchase decisions.

Consumers are commonly influenced by commendation they take delivery of from other populace particular in choosing foodstuffs to be bought and services to be utilize Today 80 percent of all buying

decisions are bigoted by someone's as the swagger flies recommendation. In this slice the investigator seeks to illustrate the authority of associates, neighbors, associates, co-workers and others having and stage-manage in the individual's using up behavior. The researcher examines the panorama and dynamics of this heaviness, called the "estimation guidance" progression and the individuality and inducement of those who heaviness and those who are anxiety. This pressure is relaxed and spoken, but it might be support by observing the proceedings of others.

Opinion leaders

These leaders are extremely believable source of manufactured goods related in sequence since they are frequently perceived as ordinary with allusion to the in order or advise they distribute. Consumers are predominantly likely to not pessimistic information and by and large let alone products, or brands receiving unhelpful evaluations. In this way unenthusiastic explanation about a product or service tend to focus shopper attentiveness on a chosen few brands that get positive observations on or after others.

An opinion leader may also be prejudiced by a verdict earpiece as the corollary of a product associated conversation. In adding mutually to self strength, the estimation leader may also be prejudiced by fabricate contribution furthermore communication association. So, they use their invention – related conversation as an appearance of companionship, sociability, adore and care for each other.

Researchers are well-known with estimation leaders by the self-designated technique, the key-information technique, the socio-metric method and the purpose method.

1.5 Social factors

A group possibly will also be draw round as 2 or a lot of citizens that move to complete either personality or communal goals. Community team's area unit a lot of isolated and serve a dissimilar activate for the individual. A human being joins a community group to accomplish such unambiguous goals as construction new friends, convention essential people etc.

Reference Groups

A persons reference come together consists of each and every one the teams that have an instantaneous or roundabout influence on the person's viewpoint or behavior. Some area unit most important teams with the intention of there's moderately unremitting interface like family, associates, neighbors' and co-workers. less important groups tend to be more formal and present is less unremitting communication, which comprise religious, qualified and trade unification groups.

Family

As the basic cluster to which human being belong the family provide in the early hours babyhood erudition about foodstuffs and creation categories, provides the occasion for product practice and duplication, and sets the utilization norm for family members. As a momentous consumption unit, the folks are a chief target for the largest part products and product category.

Roles and status

A position consists of the behavior that human being is predictable to perform in column with the people roughly him or her. Each role carries a status shimmering the universal esteem according to it by the social order. The function of Supreme Court impartiality carry supplementary status than the responsibility of stem manager; and the function of stem manager carries more position than the responsibility of workplace clerk. populace often desire products to converse their role and grade in civilization.

1.6 individual factors

A buyer's decisions are also predisposed by his or her special characteristics notably the buyers age, and life sequence stage, profession, monetary circumstances, life fashion, individuality and self-concept.

Age and life cycle stage

People adjustment the products and services they get hold of over their life time. People's flavor towards garments, fixtures and pastime is also period related.

profession

A person's consumption blueprint is also influenced by his/her profession. Product selection is to a immense extent incapacitated by one's economic conditions.

Individuality and self concept

Each human being has divergent personalities that will authority his/her buying behavior. By behavior, we mean the personnel distinguishing psychosomatic distinctiveness that lead to moderately unflinching and long-term response to his/her surroundings.

1.7 CONCLUSION

A person's shopping for selections as well are predisposed by four most important emotional factors, inspiration, observation, education and way of life and attitudes. A motivation is could do with that is satisfactorily imperative to drive the individual to act rewarding the need reduces the tension. Community can become visible with unusual insight of the inducement object for the reason that of three perceptual process discriminating consideration, discerning distortion, and discriminatory retention. People are open to the elements to tremendous quantity of daily stimulus, and are supplementary expected to perceive stimuli that narrate to in progress need, and natives are added likely to become aware of stimulus that they foresee.

REFERENCE:

1. Maurice I. Mandell, Larry J. Rosenburg, Prentice Hall of India, Pvt.Ltd., New Delhi, P.174.
2. Frederick E. Webster, "Buying Behaviour", Englewood Cliffs, New Jersey: Prentice Hall, 1972, P.2.
3. Philip Kotler, "Marketing Management", Prentice Hall of India, New Delhi, P.208.
4. Norman R.F. Maier, "Psychology in Industry", Third Ed., Oxford & IBH Publishing Co., 1965, P.22.
5. William D. Wells and Arthur D. Beard, "Personality and Consumer Behaviour", Englewood Cliffs, (New Jersey: Prentice-Hall, 1973)
6. Ressel Colley, "Defining Advertising Roles for Measured Advertising Results" (New York, 1961).
7. James F. Engle and Roger D. Blackwell, "Consumer Behaviour" 4th edn., Dryden Press, New York, 1982, P.300.
8. Del. I. Hawkins, "Consumer Behaviour", Business Publication Inc., Dolls, 1980, P. 382.



K. Venkatachalam

Full Time Ph.D., Research Scholar, Department of Business Administration, Khadir Mohideen College, Adirampattinam.



Dr. M. Nazer

Associate Professor of Commerce, Guide & Supervisor, KhadirMohideen College, Adirampattinam, Thanjavur District.