

# CONSUMER BEHAVIOR

CHAPTER- 4

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# INTRODUCTION

- Consumer Behaviour is the study of how individuals, groups and organisation select, buy, use and dispose goods and services, ideas or experiences to satisfy their needs and wants.
- Why study consumer behaviour-
  1. Consumer don't react in same manner everytime.
  2. Consumer preference change everyday.
  3. Rapid introduction of new product.
  4. Meeting special need of customer require segmentation.
  5. It enables marketers to select most effective price, product, channel of distribution etc.

# Why does a Customer buy a Product?

- Envy
- Fashion
- Pleasure
- Love
- Care
- Affiliation
- Power
- Prestige
- Comfort
- Economy
- Durability

# What Consumers Purchase?

1. High Involvement Products- Expensive, infrequent etc.
2. Low Involvement Product i.e, day to day goods.

## CONSUMER DECISION MAKING PROCESS



# CONSUMER INVOLVEMENT AND DECISION MAKING

- HABITUAL DECISION MAKING
- LIMITED DECISION MAKING
- EXTENDED DECISION MAKING- Consumer does not possess meaningful information from before.
  
- <https://youtu.be/xJHRNBZW0QA>

# FACTORS AFFECTING CONSUMER BEHAVIOUR

CULTURAL FACTORS  
Culture  
Sub Culture  
Social Class

SOCIAL FACTORS  
Varied Roles  
Family  
Reference Group

PERSONAL FACTORS  
Demographic  
Lifestyle  
Occasional factor

PSYCHOLOGICAL  
FACTORS  
  
Motivation  
Perception  
Learning  
Belief  
Attitude  
Personality