भारतीय ज्ञान परंपरा में शिक्षा के समाजशास्त्रीय आधार

सम्पादक :
डॉ. दिनेश चन्द्र शर्मा

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Consumer Buying Behavior in India: A Theoretical Perspective

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Consumer purchase behaviour refers to the actions and behaviours of individuals, groups, or organizations when it comes to acquiring, using, and disposing of products and services. Consumer purchase behaviour is defined as "all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses.

Consumer behavior is concerned with the studies of how individuals, groups, or organizations make decisions regarding the purchase, use, and disposal of products, services, or ideas in the marketplace. Understanding consumer behavior is crucial for businesses and marketers as it helps them tailor their products, marketing strategies, and customer experiences to meet the needs, preferences, and motivations of their target audience, ultimately driving sales and building brand loyalty.

Consumer Behavior Overview

Consumer Behavior is all about understanding why and when people buy or don't buy products, as well as how and where they make these decisions It's basically about getting inside the heads of consumers. This field of study aims to grasp how both individuals and groups make choices when purchasing. It looks at individual consumers, their demographics, and their behaviors to figure out what people want.

It examines how a consumer's emotions, attitudes, and preferences affect their purchasing decisions. Consumer behaviour refers to the impact of a consumer's emotions, attitudes, and preferences on purchasing decisions

Consumer According to the International Dictionary of Management, a consumer is the one who purchases goods and services for immediate use or consumption.

Meaning of Consumer

In simple terms, a consumer is an individual or group who purchases goods or hires services for their own personal use, and not for manufacturing, resale, or profit-making activities.

Definition under Section 2(7)

Section 2(7) of the Consumer Protection Act, 2019 defines a consumer as:

* **Any person who:**

Buys any goods for consideration, or

Hires or avails any services for consideration.

* **The consideration may be:**

- Paid in full

- Paid in part

- Promised to be paid

- Paid under a system of deferred payment.

* The use of goods or services must be for personal use and not for resale or commercial purpose.

Characteristics of Consumer Behavior

Understanding consumer behavior involves several essential characteristics:

It's a process which involves the decisions of what to buy when to buy, how to buy where to buy, and how much to buy.

Consumer behavior comprises both the mental and physical activities of consumers.

It is a highly complex and dynamic process.

Individual buying behaviour is influenced by internal factors such as needs, wants, attitudes, and motives, as well as external factors like social groups, culture, status, and environmental factors.

Consumer behavior starts before the purchase decision, and it even continues after the purchase is made.

Importance of Studying Consumer Behavior

When it comes to consumer behaviour it is a young subject of market. Market conditions have shifted from seller to buyer. As a result, manufacturers' emphasis has shifted from products to consumers, and they are now paying close attention to how consumers behave. Consumer-oriented marketing has led in the development of buyer behaviour as a separate discipline from marketing itself. Consumers are taken seriously, as seen by increasing levels of consumer protection and regulation. Marketers have a difficult challenge because of the diversity of human behaviour.

The study of consumer behavior holds significant importance for businesses and the market as a whole, its importance includes Developing better strategies for increasing profits.

Considering customer health, hygiene, and fitness when offering product.

Understanding buying decisions and consumption products.

Adapting to consistent changes in consumer tastes and preferences.

Formulating pricing policies based on consumer behavior.

Mitigating the risk of future market failures.

Influencing factors of Consumer Behaviour

It examines how a consumer's emotions, attitudes, and preferences affect their purchasing decisions.

The complex decision-making and actions people take when purchasing, utilizing, and discarding goods and services are all included in Consumer buying Behaviour. Numerous factors, such as psychological, social, cultural, and economic ones, all have an impact on this Behaviour.

These factors work together to influence how customers view, assess, and ultimately select goods and services. To create marketing strategies that connect with target audiences, increase sales, and cultivate brand loyalty, firms must have a thorough understanding of these Behaviours.

Businesses can customize their products to match the changing demands of their clients by examining Consumer Behaviour to find trends, preferences, and pain spots. A systematic framework for analysing the intricate interactions between variables that affect purchasing decisions is offered by theoretical models of Consumer Behaviour. These theories, which include the Consumer decision-making model, The Theory of planned Behaviour (TPB), and the Theory of Reasoned Action (TRA), provide important insights into the attitudes, actions, and motivations that influence Consumer choices. For example, the TPB includes perceived Behavioural control as an extra factor, whereas the stresses influence of subjective standards and individual attitudes on intentions. Similar to this, the Consumer decision-making model highlights the cognitive and emotional components of decision-making by outlining a methodical process from problem identification to post-purchase evaluation. This paper explores the theoretical foundations of Consumer Behaviour, along with important models and their applications in marketing.

Consumer behaviour is influenced by various factors, including

Motivation : Motivation is the driving force that prompts individuals to act. In India, festivals often motivate consumers to make purchases for gifts, clothing, and home decorations.

Perception : Perception refers to how consumers interpret and make sense of information. How consumers perceive products and brands can heavily influence their decisions. For instance, if a consumer perceives a particular brand of tea as having health benefits, they may be more likely to purchase it, even if it is more expensive than other brands.

Consumer Needs : This factor explores the basic human needs that drive buying decisions, as outlined in Maslow's hierarchy of needs.

Reference Groups : People are influenced by the groups they belong to or admire, impacting their choices.

Roles and Status : Social roles and positions can affect what individuals purchase.

Family : Family dynamics and roles play a crucial role in consumer choices

Age : Different age groups have varying preferences and buying patterns.

Stages in the Life Cycle : Life events and stages, such as getting married or having children, impact consumer behaviour.

Consumer Buying Decision Process

Need Recognition

The consumer buying process begins with the recognition of a need or want.

Information Search

After identifying a need, consumers seek information about available options and evaluate their features, benefits, and prices. Consumers often rely on various sources during this stage, such as online reviews, recommendations from friends and family, and visiting stores to physically examine products.

Evaluation of Alternatives

In this stage, consumers evaluate the alternatives they have identified during the information search.

Purchase Decision

Once consumers have evaluated the alternatives, they make a purchase decision. At this stage, consumers evaluate the pros and cons of each option and select the product or service that best meets their needs and preferences.

Post-Purchase Evaluation

After making a purchase, consumers evaluate their decision and the overall experience with the product or service. If their expectations are met or exceeded, they are likely to feel satisfied and develop loyalty towards the brand and purchase again.

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