

TOPIC: CONSUMER BEHAVIOR

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CONSUMER BEHAVIOR

Definition

It is broadly the study of individuals, or organizations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and study of its impact on the consumer and society.

Consumer Behaviour refers to "the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants."

"The behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs."

Consumer behaviour refers to "the mental and emotional processes and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service."

Consumer Behavior

Consumer behavior is the actions and decisions that people or households make when they choose, buy, use, and dispose of a product or service. Many psychological, sociological, and cultural elements play a role in how consumers engage with the market.

It is a multi-stage process that involves identifying problems, collecting data, exploring options, making a decision to buy, and evaluating the experience afterward. Consumers may be impacted during these stages by things including personal views and values, social conventions, marketing campaigns, product features, and environmental conditions.

Understanding consumer behavior is essential for businesses to create marketing plans that work and to supply goods and services that satisfy customers' wants and needs. To see trends and patterns, forecast demand, and make wise choices regarding product design, price, promotion, and distribution, marketers must analyze and understand data on customer behavior.

Customer buying behavior in retail refers to the patterns of how individuals or groups select, purchase, use, or dispose of products, services, experiences, or ideas to satisfy their needs and desires within a retail environment.

Customers versus Consumers

The term 'customer' is specific in terms of brand, company, or shop. It refers to person who customarily or regularly purchases particular brand, purchases particular company's

product, or purchases from particular shop. Thus a person who shops at Bata Stores or who uses Raymond's clothing is a customer of these firms. Whereas the 'consumer' is a person who generally engages in the activities - search, select, use and dispose of products, services, experience, or ideas.

Consumer behavior in marketing

Consumer behavior is important in marketing because it explains how consumers make decisions about what products to buy when to buy them, and from whom to buy them.

Marketers can develop effective marketing strategies that target the right consumers with the right message at the right time by understanding consumer behavior.

Here are some examples of how consumer behavior affects marketing:

1. Segmentation

Consumer behavior research helps marketers behavioral segment markets. Marketers can modify their marketing messages and strategies to better appeal to each demographic by recognizing these segments.

2. Product design

Understanding consumer behavior can also aid in product development. Marketers can create products that better meet consumer needs and preferences by analyzing customer requirements and tastes, leading to increased sales and customer satisfaction.

3. Pricing Strategies

Marketers can use consumer behavior data to determine the price points at which customers are willing to pay for a product, as well as the pricing strategies most likely to appeal to each market segment.

4. Branding

Consumer behavior research helps in the development of branding strategies. Marketers can create brand messages and strategies that resonate with consumers and build brand loyalty by understanding consumer attitudes and perceptions of brands.

Retailing as an activity

Definition

Retail refers to the activity of selling goods or services directly to consumers or end-users. Some retailers may sell to business customers, and such sales are termed non-retail activity.

Retail marketing

Retail marketing involves all of the ways a retail business acquires customers and gets those customers to buy their goods and services. The main goal of retail marketing is to drive sales by promoting products to customers in an effective manner.

A retail marketing strategy is any method that helps spread awareness and increase sales and profitability for your products or company. It goes well beyond advertising in the local newspaper. The layout of your store, your social media presence, and employees are all part of your retail marketing plan.

Role of Retailing

Retailing is not only an important part of our economy but it is a social and entertainment provider as well. This makes retailing a unique entity. In terms of the economy, “Retail sales are an important economic indicator because consumer spending drives much of our economy.

Think of all of the people and companies involved in producing, distributing, and selling the goods you use on a daily basis like food, clothes, fuel, and so on” (Little, 2021).

In addition, many consumers like to browse online or window shop brick and mortar stores as an act of entertainment, then sharing and discussing via social media platforms. This intricate involvement with consumers beyond sheer practicality, is what makes retailing a fascinating area of study.

In this section, a brief look at the various types of retailers will be undertaken. In the following section, a discussion of how the marketing mix applies to retail strategy will occur.