

# An Overview of Consumer Behavior

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**ABSTRACT:** Consumer behavior is the study of individuals and organizations and how they select and use products and services. It is mainly concerned with psychology, motivations, and behavior. The study of consumer behavior includes: How consumers think and feel about different alternatives (brands, products, services, and retailers), How consumers reason and select between different alternatives, The behavior of consumers while researching and shopping, how consumer behavior is influenced by their environment (peers, culture, media) and how marketing campaigns can be adapted and improved to more effectively influence the consumer. This review article provides an overview of consumer behavior, mainly focused on the models of consumer behavior and factors that affects consumer behavior.

**KEYWORDS:** Content analysis, Consumer behavior, Human behavior, Productivity, Organization Structure.

## I. INTRODUCTION

Behavior is the interaction with the surrounding ambience, inherent in living creatures and mediated by their external and inner activeness[1]. Thus consumer behavior is the actions of consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes consumers to buy particular goods and services, they will be able to determine which products are needed in the market place, and which are obsolete and how best to present those goods to the consumer. The study of consumer behavior is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items [2]. In the words of Walters and Paul “consumer behavior is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services.”

The needs of studying consumer behavior have significant bearing on marketing decisions. It yields important information and insight into what consumers are thinking. With these insights, marketing firms may enhance their particular marketing campaigns to successfully connect with consumers[3]. Need to study consumer behavior help marketers in many ways some points are as follows.

1. Perception: Studying consumer behavior helps marketers understand consumer perceptions about a particular product or range of products. Uncovering and correcting erroneous perceptions about a particular product may give marketers an additional competitive advantage over competitors.
2. Attitudes: Consumer attitudes very often determine consumer beliefs about certain products. Discovering consumer attitudes allows marketers in tune with their campaigns to resonate with a particular consumer niche and deepen marketing reach.
3. Cultures: Changing population demographics around the world affect the way marketing campaigns are designed. Understanding cultural nuances and subtleties may allow marketers to help further define their particular target market.

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4. Lifestyles: Consumer lifestyles also determine what products appeal to certain consumer markets. Understanding consumer lifestyles is also a key component of consumer behavior that lets marketers make the appropriate appeals in promoting lifestyle products and further consumption of lifestyle products[4].

5. Experience: Like consumer attitudes, experience also covers consumer responses to certain products. By studying consumer behavior, marketing professionals can tap into consumer experiences with similar products to promote consumption and gain competitive advantage over competitors.

## II. DEFINITION OF CONSUMER BEHAVIOR

Consumer behavior such as: "The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas." is thus an inquiry into how individuals prefer to spend their available resources (time, money, effort) on consumer goods. It involves an examination of how, when, where, where and how much they buy the commodity and use it. It also contains all the habits that customers display in their quest for, purchase, use, analyses and dispose of goods and services that they believe to suit their needs[5].

Two categories of consumers, namely personal and corporate consumers, can be distinguished. Specific customer purchases personal or home goods and services or as a gift. Thus, procurement for final use by personal customers. In the other hand, organic customers are purchasing goods and services for the administration of an entity, including successful companies, non-profit bodies and public organizations[6].

## III. THE ORIGIN AND IMPORTANCE OF CONSUMER BEHAVIOR

Consumer behavior, without any historic analysis, is known to be a comparatively recent area of science. There was therefore heavy, often indiscriminate, retention of conceptual growth from other identification fields such as psychology (individual study), sociology (group study), social psychology (group study), anthropology (personal influence) and economics. Consumer behavior was most likely to become a significant topic in the evolution of the so-called advertisement idea from a marketing perspective. The influence of the marketing concept in marketing by saying that advertisers need to first recognize the advantages desired by customers on the market according to the marketing concept, and then draw up marketing strategies to support consumers' requirements[7].

The marketing concept was introduced during the 1950s, but advertisers never thought about it before, although it appears rational. Two reasons why the term was not used earlier by advertisers. Firstly, marketing organizations have not been adequately established to embrace the idea of marketing since the 1950s. The mass manufacturing and mass promotion techniques of the time were based on advertisement and distribution[8]. To incorporate the marketing concept, different facilities are needed to promote and sell goods that meet the needs of small, diverse consumer segments. Therefore the emphasis on production and distribution was on economies of scale until the 1950s.

The other explanation why the marketing idea was not pursued until the 1950s is that it wasn't appropriate. The consequences of the crisis resulted in very poor consumer purchasing power due to the loss of consumer interest. Just after the Crisis, the Second World War led to the loss of confidence in consumer behavior because shortages of goods became the order of the day[9]. Because of the lack of economic demand, producers will market what they make. The marketing strategy in this period is called an output focus in which buyers buy what is available and not wait for what they want.

Following manufacturing orientation, retailers wanted to sell goods that they chose to unilaterally create. The presumption was that, until they were convinced to do so deliberately and vigorously, customers were not disposed to buy goods. The promotional instructions did not take into account customer satisfaction, meaning that customers could interact with the product by word-of-mouth if they were not pleased[10].

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## **IV. MODELS OF HUMAN BEHAVIOR**

The motives for people purchasing, since they are subject to multiple stimuli, are incredibly difficult to find. One explanation is that people are affected profoundly by their psyche which inevitably contributes to responsive purchasing answers. The principle of human action is that it reflects the assumptions expressed about the existence and causes of human beings. Therefore, people can be seen from a variety of backgrounds. If, for example, people are seeing from the economic point of view, advertisers may aim to persuade them by convincing them to do so. However, as viewed from a lens in social science, vendors may use community expectations, references and principles to try to manipulate others.

It is important to remember when discussing models of human behavior, that the models proposed are considered as an imperfect representation of humans, where different models are ideal for various marketing scenarios. Despite the aforementioned point of view, model behavior, as they aim to offer guidance into why humans and, therefore, consumers rationalize purchasing decisions, give useful feedback to consumers' behavior. Four frameworks will be explored along with marketing applications in order to have a better view of human behavior. The following models of human behavior are the economic model of the Marshall area, the Pavlovian learning model, the Freudian psychoanalytic model and the social-psychological model of Veblenian. In comparison to these four models, Maslow's principle of requires hierarchy will be addressed in order to provide insight into the importance of understanding the effect of expectations and incentive on customer behavior.

## **V. FACTORS INFLUENCING CONSUMER BEHAVIOR**

Consumer behavior includes psychological mechanisms where consumer expectations are defined, how these criteria are solved, whether a product is or not to be bought and, if so, what brand or when, interpreting, making arrangements and executing these plans (e.g. by comparing or actively buying a product) The consumer has to face up to consumer behavior Consumer behavior Sometimes, but they are important, we take cultural factors for granted. Typically, an American doesn't negotiate with a shop owner. But in most parts of the world this is a common occurrence. Physical conditions impact our behavior, too. For eg, when we have hunger, we are more likely to buy a soft drink, and food companies have learned that it is easier to publish their goods on the radio in the late afternoon when people are famished.

An individual's self-image often determines what an upwardly mobile administrator buys, may purchase a luxury car to show a picture of a success. Social influences often affect what customers frequently choose, people want to emulate those they value and they can purchase the same goods. The social environment may involve the popular culture as well (for example, Americans are more likely than in many Asian countries to have cornflakes or ham and breakfast eggs) (e.g., rap music often appeals to a segment within the population that seeks to distinguish itself from the mainstream population). Sneaker firms are also keen for admired celebrities to sport their items. Finally, consumer behavior is affected by learning – person trying hamburgers and making sure that they satisfy your starvation and taste well. Market behavior concerns the choice and procurement of goods and services and their use to satisfy their needs. Consumer behavior requires multiple mechanisms. The user first seeks to find what goods you choose to buy and then then chooses the products that are most useful. Following the collection of the items, the user estimates which funds might be available.

## **VI. CONCLUSION**

In order to find traction with its latest offerings as well as new product releases, a company has to consider customer behavior. Each customer has distinct thoughts and actions towards the purchasing of a specific product. If a corporation does not consider a consumer's response to a product, so it is possible that a product will fail. Market behavior varies because of evolving mode, technologies, patterns, living patterns, availability income and the like. A marketer has to consider the evolving dynamics to ensure that the campaign efforts are consistent.

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