

B. Com. Sem. IV (MIC-4)

Subject - Marketing

Consumer Behaviour
(Part - 1)

The role of consumer has most important place in marketing and this reason, marketing is consumer oriented and the consumer is the King. Thus, consumer has important place in every activity of marketing. Four tools ^{at marketing} (Product, Price Promotion and Physical distribution) are depend upon consumer. Marketing is affected by the income, age, education, employment, fashion and economic condition of the consumer.

Consumer behaviour studies how individuals, groups and organisation select, buy and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

Definition of Consumer Behaviour

• According to Frederic Webster, "Buyer behaviour is the all psychological, social, and physical behaviour of potential customer as they become aware of, evaluate, purchase, consume, and tell other people about products and services."

• According to E.G. Walters and G.W. Paul, "Consumer behaviour is the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services."

According to American Marketing Association, "Consumer behaviour can be defined as the dynamic interaction of affect and cognition, behaviour and environmental events by which human beings conduct the exchange aspects of their lives."

According to Ernest D. Blackwell, "Consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption."

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