



The Role of Consumer Behavior in Marketing

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ABSTRACT

Philip Kotler gave perhaps the simplest definition of consumer behaviour as "the study of how people buy, what they buy, when they buy, and why they buy."

The main objective of the marketing program of a company is to satisfy the need of customers, and help in the continuous increase in the demand of goods. Demand of goods is basically affected by two variable-controllable and uncontrollable factors. Marketer need to be specially careful about the uncontrollable variables while making marketing program. In fact his success depends on the point that we should be intact with right information about the consumer behavior and prepares the marketing program accordingly. Consumer behavior studies look at the complex mix of thoughts, feelings, and habits that influence key decisions along the customer journey—like making an initial purchase, repurchasing a favorite product, or writing an online review. It answers “why” and “how” people buy and use your product. In this article, we will discuss what is consumer behaviour, the role of consumer behavior in marketing, etc.

Keywords: - Marketing, Consumer behavior, Product, businesses, Advertising

INTRODUCTION

According to Webster- ‘Buyer behavior is all psychological, social and physical behavior of potential customers as they become aware of, evaluate purchase, consume and tell other people about products and services.’ Thus consumer or buyer’s behavior is such a process in which efforts are made to explain how consumers make decisions to select special goods or brands in special conditions of the market, in special ways. Consumer behaviour plays a very important role in marketing. By understanding consumer behaviour, marketers can better understand the needs, wants, and purchasing decisions of their target audience, allowing effective marketing strategies to be created. Importance of Consumer Behaviour:-

- Targeting:- By understanding consumer behaviour, marketers can better define their target audience and adapt their marketing strategies accordingly.
- Product Development:-Information gained from consumer behaviour can be used in product development, ensuring that products meet customers' needs and wants.
- Pricing:- Consumer behaviour helps determine how much customers are willing to pay for a product or service, helping businesses develop appropriate pricing strategies.
- Marketing Communications:- Consumer behaviour helps understand how customers receive information and make decisions, allowing marketers to develop effective messaging and communication strategies.
- Brand Loyalty:- By understanding consumer behavior, businesses can build stronger relationships with customers and foster brand loyalty.

Objective of study

- Understanding consumer buying behavior.
- How consumers arrive at a purchase decision.
- Analyzing personality factors in relation to how a consumer feels about a brand, product, or service, and what motivates him or her to choose one brand over another.
- Study the consumer needs and ones in well define market segments.
- The emotions and thought process behind a consumer's decision.

Review of literature

(R.Renuka & Dr. M. K. Durgamani, 2012) have attempted the review to know the elements which actuates the customers to buy and its effect on purchase choice of TVS Scooty. The data was collected by applying judgmental sampling approach from a hundred and five users of Thanjavur. The review propose appearance, graphic, colour and design are the most affecting factors while making a purchase decision for TVS scooty. Factors with highest customer's satisfaction were price, break safety, price-up, tyre quality and factors and with lowest satisfaction were insurance facility, convenience to handle, engine power, self-starter facility, brand name, design. Respondents have opined that engine capacity, safety, new technology, product design, warranty period are the five top most important characteristics. Hence, the TVS Company should give special consideration to the above product characteristics to keep-up sales and its reputation.

(M. Sathish & A. Pughazhend, 2011) have undertaken the study to know the buying motives of consumers and their behaviour towards two wheelers. Sample size of 125 from Tirunelveli city, Tamil Nadu were selected for the study The decision of the customers is highly based upon the need, purchasing power and the price of the two-wheeler product. The research has discovered that though the customers are not having the purchasing power they are most in favour of costly bikes as the customer's expectations about advanced features are in the costly bike like aesthetic and value addition in the vehicle. The research study recommends the two wheeler corporations to provide customers with new versions and unique design. It was observed that consumer favour two-wheeler because of its utility, easy handling in the heavy rough traffic. According to the review Hero Honda, Bajaj and TVS rule the bikes business and different players Suzuki, Yamaha and LML are furthermore endeavoring to opponent them by acquiring new variations in the bike segments.

(S.Saravanan, N.Panchanatham, & S. Pragadeeswaran, 2009) proposes a research with a sample of 200 respondents in Cuddalore area. They attempted to decide the purchasing behaviour of motorbike buyers in the direction of showroom offerings by using technique for the utilization of consumer stress, emotional competence as independent variable and demographic variable like sex, age, marital status and the size of the family. The study used F-test and correlation to get the desired outcomes which portray higher satisfaction level of students and employees about showroom services. Fundamental a part of the respondents rank their bike at a the higher perspective on brand image. The investigation prescribes the associations to buckle down on building up a decent brand image.

Factors Affecting Consumer behavior through Marketing

While rational considerations such as price, convenience, and quality influence consumer behavior, emotions, desires, and habits also affect consumer behavior. In fact, irrational factors often have a greater impact. Personal beliefs and preferences, along with social influences, environmental stimuli, and marketing messages, all affect how consumers respond to a product.

- The benefit of marketing opportunity can be availed.
- Interest in consumer protection can be increased.
- By consumer study effective marketing decision can be taken because it provides knowledge about elements or factors which are affected in the buying decision process.
- It helps to avoid the chances of products failure.
- It provides support to the firm social aspect.

- It makes the firm capable of recognition in different markets with different policies and programs and also makes capable to stay and expand in the fast competitive situation.
- It helps reinforce positive beliefs associated with products and services.
- Shape emerging and new habits.
- Maintain habits associated with consumer purchases and purchase decisions.
- Tailor messages to consumer mindset.
- Analyze consumer beliefs and behavior at a micro level.

Benefits of Advertising to the consumer

The principle of competitive persuasion play a big role in our decision making process. Advertising help in the creation of image is consumer's minds. People have a lot of Belief in the brand image of product or service. Advertising help in converting a product into a brand by adding psychological intangibles and functional tangible value to it. The intangible values will be the self image, life style and benefits. Advertising help in creating images and uses this image and feeling to create equity for the brand. Advertising help to make an asset out of a product, 'with cash value'. It is through advertising that brand help in forming the basis of a company's assets and are valued on them.

According to Jim young- suggested five ways to make advertising work. These are

- By familiarizing –bringing the product into common use.
- By performing the function of 'reminding' the consumers about the product and its utility or usage.
- By communicating or spreading new in the commercial field.
- By overcoming inertia – the drag on human progress explained by the term 'cultural lag'.
- By adding value to the product through creativity.

Promotion and Advertising:

- Consumer behavior insights guide the development of effective promotional and advertising campaigns.
- Marketers can tailor their messaging, choose the most appropriate channels, and create campaigns that are most likely to capture the attention and interest of their target audience.
- For example, if a target audience is highly engaged on social media, a marketer might focus on social media advertising.

Problems of consumer behavior in marketing

1. Lack of Awareness: - The consumer may not be aware of the product or service, or they may not understand its benefits.
2. Limited Information: - The consumer may not have enough information about the product or service, making them unable to make an informed decision.
3. Inadequate Budget:- The consumer may not have enough money to buy the product or service.
4. Personal Preferences:-The consumer's personal preferences and tastes may influence their purchase decisions.
5. Cultural Factors: -Different cultures have different beliefs, values and customs, which influence consumer behaviour.
6. Social Factors: -Social class, reference groups and family influence consumer behavior.
7. Psychological Factors:-Psychological factors such as motivation, perception, learning and attitude also influence consumer behaviour.

To overcome these problems in marketing strategy, marketers should

- Use effective advertising and promotional strategies to target consumers.
- Provide detailed information about the product or service to consumers.

- Offer products or services at different price points.
- Understand the individual preferences of consumers.
- Develop marketing campaigns keeping in mind cultural and social factors.
- Influence consumers by using psychological principles.
- Understanding customer attitudes can make marketing more effective.
- Companies can create targeted campaigns that resonate with their audience.

The information obtained from the study of consumer behaviour can help a business make the following decisions:

- How to position your product in the market, depending on what consumers think and feel about your product compared to competitors' products.
- Where to advertise and sell your product, depending on how your target population researches and purchases products.
- How to make it easier for consumers to decide to buy your product by taking into account their tendencies, impulses, and habits.
- When to get reviews and referrals based on how people use your product after purchase.

Conclusion

Understanding consumer behavior is a key element of any marketing strategy. In fact, before implementing any strategy, it is important to fully understand the needs and expectations of the consumers you want to influence. To do this, you need to understand how the consumer will react and be influenced by your marketing strategies. The goal of every entrepreneur is to meet the demands of the public and the market, which will boost the organization's sales and customer satisfaction. To achieve this goal, an entrepreneur conducts a study and obtains information about the behavior of consumers, who may be potential buyers. Surveys and research studies make decision making easier and help improve relationships with customers. The study of understanding consumer behaviour essential and important because it helps to understanding their buying behaviour and Priorities. consumer are different and various aspects, like sex, age, profession, social status religion, nationality, income education and family etc. if consumer behaviour is negative for product than such marketing strategies should be prepared to change the behaviour into positive, besides solution to consumers problems and satisfying their unfulfilled expectations will also change the consumer's concept.

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