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# **Consumer Buying Behaviour**

## **Sub Code-MBEIV - 13**

**Unit – I**

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# Program Objectives

- PO1:** Apply knowledge of management theories and practices to solve business problems.
- PO2:** Foster Analytical and critical thinking abilities for data-based decision making.
- PO3:** Ability to develop value based leadership ability.
- PO4:** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to team environment.

# Program Objectives

- PO6:** Ability to evaluate a business idea and formulate a feasible business plan.
- PO7:** Recognize the need for and have the orientation and ability to engage in an independent & lifelong learning in a dynamic business environment.
- PO8:** Ability to appraise and explain societal and environmental aspects of business.

# Course Objectives

- CO1: Students will be able to formulate promotional strategies of an organization.
- CO2: Students will be able to adapt models of consumer behaviour to develop strategies for an organization
- CO3: Student will be able to choose and combine various factors influencing purchase decision
- CO4: Student will be able to predict and propose factors motivating consumers to make a purchase decision
- CO5: Student will be able to imagine life cycle stage of consumer and design strategies for the product
- CO6: Student will be able to modify consumer perception towards a product and develop repositioning strategies

# Nature & Importance of Consumer Behaviour

Consumer behaviour is the study of consumer's actions during searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.

Consumer behaviour stems from four disciplines

1. Psychology – the human mind and the mental factors that affect behaviour
2. Sociology – the development, structure, functioning and problems of human society
3. Anthropology – human societies' culture and development
4. Communication – process of imparting or exchanging information personally or through media channels and using persuasive strategies.

# Nature & Importance of Consumer Behaviour

Five stage model of consumer buying process

Problem recognition

Information Search

Evaluation of Alternatives

Purchase Decision

Post purchase Behaviour

However consumers don't always pass through all five stages in buying a product. They may skip or reverse some.

# Nature & Importance of Consumer Behaviour

The importance of consumer behaviour lies in understanding the buying motive. George Belch and Michael Belch observed importance of understanding consumer behaviour by virtue of knowing...

Who buys our product or service?

Who makes the decision to buy the product?

Who influences the decision to buy the product?

How is the purchase decision made? Who assumes what role?

What does the customer buy? What needs must be satisfied?

Why do customers buy a particular brand?

Where do they go or look to buy the product or service?

# Nature & Importance of Consumer Behaviour

The importance of consumer behaviour lies in understanding the buying motive. George Belch and Michael Belch observed importance of understanding consumer behaviour by virtue of knowing...

When do they buy? Any seasonality factors?

How is our product perceived by customers?

What are customer's attitudes toward our product?

What social factors might influence the purchase decision?

Do customer's lifestyles influence their decisions?

How do personal or demographic factors influence the purchase decision?



# Nature & Importance of Consumer Behaviour

Consumer behaviour helps an organization in

Identifying a target market

Segmenting the markets

Developing marketing communication

Dealing with competitors

# Consumer Research Process

Major steps in consumer research process are...

Developing and defining research objectives

Designing, collecting and evaluating data, primary as well as secondary

Preparing a report on the findings

# Consumer Research Process

Consumer research requires Qualitative as well as quantitative research

1. For Qualitative research, researcher has to develop  
Method for collection of data  
Screening questionnaire  
Discussion guide
2. Conduct research using highly trained interviewers
3. Analyse data
4. Prepare report

# Consumer Research Process

1. For collection of quantitative research the researcher should develop & design
  - a) Method
  - b) Sampling design
  - c) Data collection instrument
2. Collect primary data, usually using field staff
3. Analyze data
4. Prepare report



## **Ref Books:**

**Consumer Behaviour – Schiffman, Kanuk & Kumar**

**Marketing Management – Philip Kotler, Keller, Koshy  
& Jha**

# Assessment Questions

- Identify a situation where you have been a buyer?
- What is need, want & demand?
- Why consumer needs keep changing?
- List applications of CB
- List steps in consumer research process