

E-Content for M.Com. Semester-II

SUBJECT- COMCC-6

MARKETING MANAGEMENT

UNIT- IV

Consumer Behaviour:

**Understanding Consumer Behaviour,
Factors Influencing Consumer Behaviour**

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CONSUMER BEHAVIOUR

Consumer behaviour is all psychological, social and physical behaviour of potential consumers as they become aware of, evaluate, purchase, consume and tell other people about the products and services.

According to Kurtz and Boone, “Consumer behaviour consists of the act of individuals in obtaining and using goods and services, including the decision processes that precede and determine these acts.”

As per C. G. Walter 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.”

ELEMENTS OF CONSUMER BEHAVIOUR

- i. It is an expression of act or action.
- ii. It is related to mental and physical behaviour.
- iii. It is concerned with social actions.
- iv. It is a response of consumer.

FACTORS INFLUENCING CONSUMER BEHAVIOUR

1. Personal Factors:

It include the followings

i. Age

ii. Family Life Cycle

iii. Life Style

iv. Personality

v. Occupation

2. Psychological Factors:

It include the followings

i. Perception

ii. Learning

iii. Belief

iv. Attitude

v. Motivation

3. Cultural Factors:

These are

i. Value

ii. Standard

iii. Code

iv. Character

v. Sound Image

4. Social Factors:

It include the followings

i. Family

ii. Reference Groups

iii. Opinion Leader

iv. Social Class