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**The role of consumer behavior in present marketing**

**Management scenario**

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**Abstract :-**

The behavior that the consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior is influenced by various factors like individual, environmental and decision making. And these factors may be helpful to marketers in their marketing. Marketing is all about understanding consumer needs and steering the customer toward your product by creating certain wants in the minds of the customer. To do this marketers should be aware of the consumer buying behavior process. Consumer buying behavior process includes buyer recognition, information search, evaluation of alternatives, purchase decision and post purchase decision. The first basic and general objective of this paper is the analysis of the consumer behavior in relation to marketing management.

Keyword: Consumer behavior, marketing, management

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**Introduction: -**

The last twenty five years have shown an effective development of intensive efforts and research oriented toward a better understanding of human behavior concerning its consumption activity. The knowledge and understanding of consumer behavior has become a basic task both at the entrepreneurial and institutional levels. Firms have realized that since consumers have adopted a more aggressive and demanding role, they have to modify their attitudes. At an institutional level, every Government has necessarily to be aware about the quality standards of living and welfare of the people, being consumption a major issue of this awareness. The emergence of the studies on Consumer Behavior as an autonomous discipline is a phenomenon that, as we all know, takes place in the 60's. It can be asserted that ever since, a significant advance has been made out, from an obscure and sporadic research toward a comprehensive effort in the study of all those aspects relevant to the knowledge of consumer behavior. Whether from a scholar or business approach, theoretical or empirical, published or not, this cumulative effort has been a subject of different reviews. At present, there is a wide and varied literature on Consumer Behavior and, in addition, it has become a subject widely included in University teaching program.

Consumer behavior is a psychological part of an individual which makes the difference in purchasing any goods, services and anything else. The behavior of any consumer depends on many factors which are very important for any marketing management team in any business or any organization which deals in directly to consumers. The study of consumer behaviour involves search, evaluation, purchase, consumption and post purchase behaviour of the



consumers and includes the disposal of purchased products keeping environment and personal characteristics in mind. It is the body of knowledge which studies various aspects of purchase Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest. Consumer behavior involves services and ideas as well as tangible products. The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

**Factors influencing the consumers' behavior: -**

We find the study of Consumer Behavior is quite complex, because of many variables involved and their tendency to interact with & influence one another. These variables are divided into three major sections that have been identified as the most important general influences on Consumerbehavior. Imagine three concentric circles, one at the outer most, one in the middle & one at the inner most, and they represent the following.

**1.External Environmental Variables Influencing Behavior :**

These are the factors controlled by external environments like the following form the basis of external influences over the mind of a customer (outer circle) : Culture, and Sub-culture, Social Class, and Social Group, Family, and Inter-Personal Influences, Other Influences (which are not categorised by any of the above six, like geographical, political, economical, religious environment, etc.)

**2.Individual Determinants Of Behaviour :**

Major individual determinants of Consumer Behaviour are portrayed in the middle ring. These are the human mind and its attributes. These variables are personal in nature and they are influenced by the above set of external factors and in turn influence the way consumers proceed through a decision making process regarding products & services. They are : Personality & Self-concept, Motivation & Involvement, Perception & Information Processing, Learning & Memory, Attitudes.

**3.The Consumer Decision Making Process :**

The buying decision comes as a product of the complex interaction of the external factors and the personal attributes. The inner most circle denotes the consumer decision making process regarding products & services, whose major steps are : Problem Recognition, Information Search, Evaluation of Application, Purchase Decision, Post-Purchase behaviour. Once we are aware about the factors which directly or indirectly influence the shopping behaviour of any consumer then it is better to know about marketing and its related activities. Next heading which we are going to discuss is introduction of marketing and marketing management.

**Marketing: : -**

Marketing is the process associated with promoting for sale goods or services. It is considered a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others. It is an integrated process through which companies create value for customers and build strong



customer relationships in marketing is used to create the customer, to keep the customer and to satisfy the customer. With the customer as the focus of its activities.

Marketing management is important in all businesses. It is the highly specialised study of business management, business administration or just management today, marketing management function plays a very critical role. This is because this functional area of management earns the revenue, & works in the close proximity with the public or persons outside the organisation. Controlling these two attributes to have the desired benefits are the most difficult part of the management, because none of these two are within the direct control of the marketers. This doesn't mean that the other functional areas are not useful, but they are not directly involved in the activities mentioned above. Similarly, within the study of Marketing Management, the Consumers or the Customers play a very critical role as these are the people who finally buy the goods & services of the organisation, and the firm is always on the move to

### **The consumer buying behavior process: -**

1. Buyer Recognition:

the consumer has to realize there is a problem or need that needs to be fulfilled. The effective marketer will identify there is a difference between the actual state of the consumer and the desired state, and try to fulfill this state of deprivation.

2. Information Search:

in this stage the buyer considers all the alternatives present. For instance, according to the example above, the customer would look at all thirst quenchers such as fizzy drinks, bottled water, juices and ice lollies. The most information a customer gains about alternatives is through commercial sources, such as advertisements and campaigns. However information about intangible products in the service industry would mostly come from personal experience or experience from others.

3. Evaluation Of Alternatives:

this is where all the information is gathered and evaluated to help make the purchasing decision. These three stages are important, for marketers to understand consumer behavior and what influences purchasing of a certain product category and brand.

4. Purchase Decision:

this is the stage where purchasing of the most preferred alternative takes place. However the product category, brand, reseller, timing and quantity all play a role in the purchase decision.

5. Post Purchase Decision:

Good marketers maintain a good relationship with the customer even after the purchase has been made. This is to reduce any chance of cognitive dissonance that the customer may experience with the product. To reduce the negative effects of customer cognitive dissonance, good after sales services could be provided along with effective advertising. This will attract more customers via word of mouth and generate repeat purchases. To be cost effective marketers should remember to target the potential customers of the



company's marketing mix. There is no point in wasting time targeting those who will never purchase your product. Therefore effective market segmentation is extremely crucial.

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### **Consumer research methods:-**

Market research is often needed to ensure that we produce what customers really want and not what we think they want. There are two main approaches to marketing.

#### 1. Primary Research:

is research that you design and conduct yourself. For example, you may need to find out whether consumers would prefer that your soft drinks be sweeter or tarter. Research will often help us reduce risks associated with a new product, but it cannot take the risk away entirely. It is also important to ascertain whether the research has been complete. For example, Coca Cola did a great deal of research prior to releasing the New Coke, and consumers seemed to prefer the taste. However, consumers were not prepared to have this drink replace traditional Coke.

### **There are four main applications of consumer behavior :-**

#### 1. Marketing Strategy:

It is for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are usually initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, we learn that companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success and it is important to please initial customers, since they will in turn influence many subsequent.

#### 2. Public Policy:

In the 1980s, Accutane, a near miracle cure for acne, was introduced. Unfortunately, Accutane resulted in severe birth defects if taken by pregnant women. Although physicians were instructed to warn their female patients of this, a number still became pregnant while taking the drug. To get consumers' attention, the Federal Drug Administration (FDA) took the step of requiring that very graphic pictures of deformed babies be shown on the medicine containers.



**3. Social Marketing:**

It involves getting ideas across to consumers rather than selling something.

Marty Fishbein, a marketing professor, went on sabbatical to work for the Centers for Disease Control trying to reduce the incidence of transmission of diseases through illegal drug use. The best solution, obviously, would be if we could get illegal drug users to stop. This, however, was deemed to be infeasible. It was also determined that the practice of sharing needles was too ingrained in the drug culture to be stopped. As a result, using knowledge of consumer attitudes, Dr. Fishbein created a campaign that encouraged the cleaning of needles in bleach before sharing them, a goal that was believed to be more realistic.

**4. Studying Consumer Behavior Make Us Better Consumers:**

Common sense suggests, for example, that if you buy a 64 liquid ounce bottle of laundry detergent, you should pay less per ounce than if you bought two 32 ounce bottles. In practice, however, you often pay a size premium by buying the larger quantity. In other words, in this case, knowing this fact will sensitize you to the need to check the unit cost labels to determine if you are really getting a bargain.

**Conclusions:-**

Present study concludes as what are the factors related to consumer's behavior which play significant role in marketing management. The various researches which are discussed above give us result that to all business institution should not take consumer behavior in a light way. All marketing management team must give importance to consumer behavior and its related research for their better marketing strategy and to be successful in their management. There are several units in the market that can be analyzed. Our main thrust in this paper is the consumer. competing firms. Suppose, for example, that we make a product aimed at older consumers, a growing segment. A competing firm that targets babies, a shrinking market, is likely to consider examine its assets (e.g., technology, patents, market knowledge, awareness of its brands) against pressures it faces from the market. Finally, we need to assess conditions (the marketing environment). For example, although we may have developed a product that offers great appeal for consumers, a recession may cut demand dramatically.

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