

Paper –Marketing Management

Paper Code-MB-105,

MBA, Sem-I

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Topic- Consumer Behaviour(Part-1)

Marketing concept starts with the consumer needs and behaviour in meeting these needs. Every action of a person is based on needs. The real problem is to learn what a customer takes into consideration when he chooses a particular brand. Such a study is concerned with consumer behaviour.

Consumer/buyer behaviour is that subset of human behaviour which is concerned with decisions and acts of individuals in purchasing and using products. Consumer behaviour, a subset of customer's behaviour, is concerned with decisions that lead up to the act of purchase. A human being by nature is very complex. It is very difficult to understand the human behaviour. It is the human activities of a human being.

The aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behaviour studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

Understanding consumer behaviour and "knowing customers" is never simple. Customers may say one thing but do another Consumer decision making varies with the type of buying decision as they may not be in touch with their deeper motivation. They may respond to influences that change their mind at the last minute. Decision to buy are very different, complex and expensive purchases are likely to involve more buyer deliberation and more participants. Not understanding your customer's needs, wants, motivators and preferences can hurt the company, studying customers provides clues for developing new product features, prices, channels, messages and other marketing-mix elements.