

Paper –CONSUMER BEHAVIOUR

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Topic- Product-Oriented Approach

Product-Oriented Approach (Customer Response Behaviour):

The customer response or buyer behaviour may be considered in relation to product benefits, product usage, store patronage and brand loyalty. We want to know why consumer buys a certain product. Example- Bullet Motor Cycle is considered as a sturdy vehicle (product benefits) and creates a 'Macho Image'.

1. Use Pattern:

A buyer may be classified as heavy, medium, light user and non-user. The use of consumer products such as shampoo, hair oil, toothpaste, talcum powder is low in rural areas due to poor affordability and many marketers have introduced small unit packs of these products to meet the requirements of lower- and middle-class rural consumers. In agriculture, cotton farmers are heavy users of pesticides and the marketers have come out with large packs (20/25 liters) of the products to meet their special requirements.

2. Benefits Pattern:

Consumers buy products primarily to secure expected benefits. Rural buyers look for value for money while purchasing products. They look for quality but cannot afford high prices. They are concerned with utility of the products rather than mere good looks and frills. The rural consumers particularly the lower/middle income group are budget- conscious unlike, urban consumers who are comparatively more status-seeking.

Examples-

1. Bullet motor cycle is popular in villages due to its ruggedness.
2. HMT watches are seen on many a wrists for its utility value.
3. Rural consumers prefer strong tea (Kadak Chai).

4. Titan has introduced Sonata brand watches; priced between Rs.350 and Rs.800 to meet the requirements of price-sensitive rural and semi-urban consumers.

3. Brand Loyalty:

A rural consumer is price sensitive due to low purchasing power and lack of awareness about the quality of products available in the market. However, they will continue to patronise a brand once they are satisfied with the product.

Example – A few of the popular brands are Lifebuoy, Parle, Ponds, Nirma, Tata Salt, Colgate, Philips, etc.

4. Store Patronage:

It has been observed that rural consumer buys from the same shop. The retailer extends credit to the consumers and many have running credit account with the same retailer. He influences buying decisions of the consumers. Therefore, the marketers have to identify key retailers in rural markets and ensure product availability for success of business.

5. Predispositions towards Products and Brands:

The attitudes, perceptions, values, beliefs, intentions and preferences are the constituents of predisposition, indicating the consumers' state of mind, predisposing the consumer to behave in a particular way towards a product, brand, dealer and the company. Segmentation studies based on buying motives, attitudes, perceptions and preferences give much better results regarding buyer behaviour than those obtained by demographic, socio-economic variables or determinants. While age, gender, usage, income can be measured objectively, personality traits, lifestyles, motives, attitudes, values and beliefs have to be inferred as they are subjective phenomena and cannot be objectively measured.