

Paper –CONSUMER BEHAVIOUR

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Topic- Advanced Concepts of Consumer Behaviour

Modern marketing researchers are increasingly studying consumer behaviour with particular reference to consumption and possession. Understanding these aspects is essential in developing products or advertising appeal appropriate to each trait. The important traits are as below:

Consumer Materialism

Materialism is the extent to which a consumer is considered materialistic, i.e., his interest in buying or possessing consumer goods, both durable and non-durables. Materialism, as a personality trait, distinguishes between consumers who regard worldly possession as essential to their identities and their lives and those for whom such possessions are secondary.

Some characteristics of materialistic consumers are:

- They especially value acquiring and showing off possessions
- They are particularly self-centred and so
- They seek a lifestyle full of possessions. Their many possessions do not lead to greater happiness, and they crave for more and more possessions
- The extent of consumer materialism will vary from country to country

Fixated Consumption Behaviour

This is also a normal and socially acceptable behaviour of consumers who are fixated to buying and possessing certain specific items only. They can also be considered as 'collectors of items of interest'. They do not keep their objects or purchases of special interest a secret, but display them, and their involvement is openly shared with others having similar interest. Examples are people who buy and collect dolls, paintings, coins, carpets, antique curios, etc.

Some common characteristics of fixated consumers are:

- A deep (passionate) interest in a particular object or product category
- A willingness to go to considerable lengths to secure additional examples of the object or product category of interest.
- The dedication of a comment or discretionary time and money for searching out the object products
- A considerable amount of moment in the process of the object

Compulsive Consumption Behaviour

Compulsive consumption is in the realm of abnormal behaviour an example of the dark side of consumption. These consumers have an addiction. In some respects, they are out of control and their action may have damaging consequences to them and those around them. Examples of this type are uncontrollable shopping, gambling drug addiction, alcoholism, and food and eating disorders.

For example here are many women and a small number of men who are chocoholics. They have an intense Craving for addiction) for chocolate. From a marketing and consumer behaviour perspective, compulsive buying can be included in any list of compulsive activities. To control or polyclonal such compulsive problems generally requires some type of therapy or clinical treatment.

Consumer Ethnocentrism

Ethnocentrism is a predisposition to reject foreign made products. Consumers who are highly ethnocentric believe that it is inappropriate or wrong to purchase foreign made products because of the resulting economic impact on the domestic economy. On the other hand, non-ethnocentric consumers tend to evaluate foreign made products objectively for their extrinsic characteristics and are receptive to such products made in foreign countries.

Ethnocentrism has been found to vary by country as well as products. Researchers use a scale called consumer ethnocentrism scale (CETSCALE) to identify consumers with a predisposition to accept or reject foreign-made products. Marketers successfully target ethnocentric consumers in any national market by stressing a nationalistic theme in the promotional appeal. Made in India, or Made in Japan.