

Paper –CONSUMER BEHAVIOUR

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Topic-Contemporary Models

With the evolution of the consumer behaviour study, newer approaches came to be used to understand the individual's buying behaviour. These were referred to as the contemporary models. Some of these models are being presented hereunder:

The Howard-Sheth Model

his model basically serves two purposes:

1. It indicates how complex the whole question of consumer behaviour really is.
2. It provides the frame work for including various concepts like learning, perception, attitudes etc., which play a role in influencing consumer behaviour.

Inputs: In the Howard-Sheth theory, the most significant stimulus affecting the buying behaviour are the information cues about the characteristics of the product. These cues may be significant if it comes to the buyer from the product itself when he is involved in a shopping activity. A similar set of cues, which are symbolic in nature may also act as information sources. Both these significant and symbolic information cues represent the firm's marketing efforts. The product or broad characteristics acting as information cues are quality, price, distinctiveness, service and availability. There are impersonal Sources like mass media communication and advertising, over which the firm has no control. However, the information sources also include sales and service personnel who can add and help in the Marketing efforts of the firm. The third source is social information cues which could affect buying behaviour towards the product or brand and these include family, friends or other members of the groups with whom the buyer comes into contact or to which group he aspires to be in. This social source and the company/marketer has no control over this source.

Commercial

- (a)
- (b)

Personal

- Sales men
- Service Personal

Impersonal

- Product
- Advertising

Non-Commercial

- (a)
- (b)

- Family
- Reference Groups

- Print Media
- Independent Testing Such as Consumer Reports

- ©

- Social Class