

**Paper –CONSUMER BEHAVIOUR**

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### **Topic- Learning Model & Sociological Model**

Unlike the economists, classical psychologists have been interested in the formation and satisfaction of needs and tastes. They argued that living beings were influenced by both innate needs such as Primary needs of hunger, thirst, sex, shelter and learned needs like fear and guilt. An internal stimulus when directed towards a drive reducing object becomes a motive. The various products or services will as stimuli to satisfy drives. For instance, a hungry person will be driven towards food, which after consumption will reduce the drive and provide satisfaction. According to learning theorists, this response opening a feeling of satisfaction reinforces the relationship between drive and the drive reducing stimulus object as well as the related cues. Moreover, when consumers learn to associate connection between stimulus and response, it becomes a habit. There are certain cognitive theorists, who have advocated that human beings not only learn to link stimulus with response (S-R) but also about the formation of other cognitive processes like attitudes, beliefs, motivation etc.

In marketing context, learning helps marketers to understand how consumers learn about products and on how to respond in similar situations. Consumers learn to discriminate between product offerings from different firms and such information will be useful in working out different marketing strategies Simply put, this learning model will help marketers to promote associations of products with strong drives and cues and positive reinforcement.

#### **Sociological Model**

According to this model the individual buyer is a part of the institution called society. Since he is born in a society, he gets influenced by it and in turn also influences it in its path of development. He is playing many roles as a part of various formal and informal associations or organisations, as a family member, as an employee of a firm as a member of a professional forum and as an active member an informal cultural organisation. Such interactions leave some impressions on him and may play a role in influencing his buying behaviour.

Intimate groups comprising of family, friends and close colleagues exercise a strong influence on lifestyle and the buying behaviour of an individual member. The peer group plays a very important role in acting as an influencing factor especially while adopting particular lifestyle and buying behaviour pattern. The group generally has an informal opinion leader, whose views are respected by the group. He is able to influence the members' lifestyle and buying decisions

Similarly, depending on the income, occupation, place of residence etc. each individual member is assigned as belonging to a certain social class. As a member of a particular class, he may enjoy certain status and prestige. Further, each class has its own standards of lifestyle and buying behaviour pattern. Each individual member will adopt the role suitable to conform to the style and behavioural pattern of social class to which he/she belongs

Thus, marketers through a process of market segmentation can work out on the common behaviour pattern of a specific class and group of buyers and try to influence their buying patterns.