

Paper –CONSUMER BEHAVIOUR

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Topic-The Engel Kollat-Blackwell Model

This model talks of consumer behaviour as a decision-making process in the form of five steps (activities) which occurs over a period of time. Apart from these basic core steps, the model also includes a number of other related variables grouped into five categories:

Information Input

Information processing

Product Brand evaluation

General motivating influences

Internationalised environmental influences

The five steps (activities) involved in the decision process stages are briefly explained hereunder.

1. Problem recognition: The consumer will recognise a difference between his or her actual state and what the ideal state should be. This may occur on account of an external stimuli for example, a young girl after having seen an advertisement of an exhibition of American Diamond may feel the desire to possess the same or on seeing a beautiful dress displayed at the showroom may make a youngster feel the need to purchase a new dress

It may be noted that the consumer must perceive a sufficiently large discrepancy between actual and ideal states in order to be activated, recognise a problem and find a way to solve it

2.Information Search: Initially, the information available with the consumer may be consistent to the beliefs and attitudes held by him or her While being involved in a information seeking or search stage. the consumer will try to gather more information from various sources These sources could be salesperson, personal or friends or neighbours or mas comm media. The information processing takes place in various stage. The individual of the stimuli which may catch his or her attention, be received and stored or ret memory. This method of information processing is selective in nature and the accept the information which is conclusive to what is perceived by them. Consumer.

3. Alternative Evaluation: Now, the individual will evaluate the alternative brands the method used for evaluating the various products will be dependent on the consumer's underlying goals, motives and personality. The consumer also has certain (predetermined) belief, underlying the various brands in terms of the characteristics associated with the different brands

4. Choice. The consumer's choice will depend on his or her intention and attitude. The choice will also depend upon normative compliance and anticipate circumstance Normative compliance related to the extent to which the consumer is influenced by people like friends, family members etc. Thus, normative compliance and anticipated circumstances will attempt to influence the individual. The person's choice of the product also be dependent on the sensitivity of the individual to handle unanticipated circumstances like losing one's job, funds diverted for

another urgent cause etc. At this stage, a purchase decision is likely to be taken unless when confronted by unanticipated circumstances. In case of the latter occurring, it may act as a barrier to the purchase decision.

5.Outcome: The outcome may be either positive or negative. If the end result is positive, the outcome will also be positive. Conversely, if there is dissonance, that is, a feeling of doubt experienced by the consumer, about the choice made by him or her the outcome will not be positive. Under the circumstances, the consumer will search for more information to support his or her choice.

The above-mentioned Engel-Kollat-Blackwell model has taken into consideration a large number of variables which can influence the consumer. The model has also emphasised on the conscious decision-making process adopted by a consumer. The model is easy to understand and also flexible, that is, it recognises that a consumer need not go through all the steps in the process always. This is because in case of repeat purchases the consumer may bypass some of the steps.

One limitation of this model is the inclusion of environmental variables and general motivating influences but not specifying the effect of these on the buyer behaviour.