

## A Study on Consumer Behavior for Upgrading Marketing

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Available online at: [www.xournals.com](http://www.xournals.com)

Received 12<sup>th</sup> September 2018 | Revised 19<sup>th</sup> October 2018 | Accepted 16<sup>th</sup> December 2018

### *Abstract:*

*The behavior of consumer is considered as the important basic theories of marketing to some people and it is important in demonstrating the importance to the modern practice of marketing. In 1990s, the dynamic environment of business which forms the understanding of such important theories which are important to the practicing marketing than a tools and techniques of the knowledge. The chief factor of this paper is the assessment of internal and external factors that affects the buying decisions of the customers on different products. For the complete analysis of the data that is collected, Statistical Package for the Social Sciences (SPSS) and ANOVA is castoff. The improved knowledge of cultural differences in the decision processes of consumption should have influence the effectiveness of the strategies produced by global marketing. The differences in the level of income was found by applying statistics and by different dimensions by brand such as social and culture.*

**Keywords:** Behavior, Consumer, Vendor, Dynamic environment, Strategy.

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### **Introduction**

Thoughtful manners of customers is a fundamental factor for the success of organizations of business. Promoting workers continually investigating the outlines of purchasing behavior and buying choices to calculate the upcoming developments. The behavior of customer can be clarified as the examination of when, what, how and why people buy. The performance of consumer can be defined as: "The choice procedure and physical action in which persons are engage when estimating, obtaining and assembling of belongings and facilities." (Loudon and Della Bitta, 1980). These days, this type of occurrence, can also be showed in the resulting way: "activities individuals begin when gaining, using, and positioning of services and products" (Kumar, John and Senith, 2014).

### **Importance of study of common behavior**

For consumer behavior defined as important simple concepts of marketing. It is used to establish its consequence to the existing practice of marketing, but also to consider that in case of environment of dynamic business of the 1990s. It belongs to appreciative of basic essential notions and significant to the working dealer as compare with information device and means which operated positively in the previous time. The argument that a consideration of the ideas of consumer behavior known to be more important to the one who are indulge in promoting and dependent on the sureness that dealers should obtain movable facts and services which later result in a flexibility in method and manner which will permit them to recognize difficulties and improve advanced results in a rapid change in situation. The knowledge and skills developed by a learning of consumer behavior can easily be conveyed to current concerns of marketing authorities like analysis of interior advertising, the character of superiority contained by groups, services marketing and relationship marketing. It basically focused on the all relevant knowledge regarding the consumer behavior. It also consider the information regarding concept of progress in more actual approaches of marketing.

### **Consumer behavior and strategy of marketing**

In the current work, the strategy of marketing and management, Baker focused on 'the marketing idea

which is apprehensive with the discussion dealings where the parties exchange policy are in search of making the most of their individual approval. Considered satisfaction considered as the single choice which include it differs behavior according to one's beliefs and objectives, tastes, standards and these diverge prominently liable on personality of individual cultural of an individual environment. The marketing concept focused that encouraging force in the interchange bond should be considered to consumer, and not with the provider. There also a term defines i.e. Marketing Myopia detailed on the basis of numerous concepts as that management must put reason of the aforementioned as not for the reason of production of products but for the purpose of providing buyer making praiseworthy fulfillments. This consideration on the consumer get up as the amount, inconsistency and variety of production of goods beat the inadequate wealth of customers, and conclusively in hard work by the companies to compete more efficiently for the purpose of achieving benefit in competition.

### **Market segmentation**

In this it is stated that the technique which is responsible in dividing overall demand into the comparatively alike sections which are familiar by some basic features. These type of features are applicable in clearing up and in predicting the reply of customers within a provided segment and hence for the purpose of marketing stimuli. The numerous methods occur for markets segmenting and it depends on manager to govern the most suitable source. The market can be divided into psychographic, demographic, psychosomatic, beliefs and purposes or behavioral variables. For the purpose of effective section of the market one must be competent enough to examine the market behavior and to recognize the variables that are influencing the segmenting of the market. It is also considered that series of organizations included the concept of marketing and consist of both beneficial and non-beneficial makings and both the public and private sectors. This might also useful in performing as more appropriate to the commercial organizations and making rapid customers goods. They seem to follow the principle that utilize effectively with the consideration to relation with other organization

indulge in the interchange relationship (**Mcgregor, 1995**).

The class debate is inspired by participant's different clarifications of perceptions and also of traditional morals established by the section and providing the instructor the chance to present as well as elucidate any amount of linked matters. With the dependence on the class nature the more than a few dissimilar follow-up actions was established such as to write the outcome to the story and what will Sylvester do following? Some amount of course topics of marketing and can be discussed in limitless customs and part, depend on "The Sneetches." For instance, the basics of message in marketing which can be accessible and demonstrated consisting of steps like sales promotion, media, advertising, personal selling, push vs. pull strategy, message, product life cycle, message appeal, buyer readiness, opinion leaders, product adoption curve and many more. They all in connection to the traditional and cultural impacts on the behavior of buyer (**Steinberg and Greene, 2015**).

#### Review of Literature

**Mcgregor (1995)**, in his book *Marketing Theory and Practice*, has discussed about the concept of consumer behavior and the importance of studying behavior of consumers as well as the phenomena behind the psychology of consumers that triggers and controls purchasing of products. The relevancy of modern practicing of marketing into the society has evolved so much with the time as the technology day by day is developing. In the present study, the concept of marketing is concerned with exchange suggestions in which parties to the altercation are observing and make the most of their individual relaxation. Things that can be considered as sustaining and in the matter for choice of individual and it fluctuates by interpreting to one's opinions and ideas as well as principles. These all are very meaningfully liable on separate cultural and personality environment. The concept of marketing pressure on the encouraging power in the exchange association should be the customer and not the supplier. It also consider the theory and productions on the subject of *Marketing Myopia*. Later, it also pronounced *Market Segmentation* and its effect on classifying demographic, psychographic, or behavioral variables and geographic. The paper also represent the *Planning of marketing strategy* and its different ways for the success of its organizational

with connection to behavior of customer and active environments of marketing.

**Evans and Moutinho (1999)**, in his chapter has described marketing as smoke and mirror, he specially discuss about the marketing technique in ready to eat food and food products and about their impact on consumer's mind. However, he says there are some psychological strategies that can have an influence on customer. The first and perhaps one of the maximum influential is aroma. Smell are highly reminiscent. Whether it is the smell of baking of cake, or odor of a specific type of disinfectant that prompts us of childhood memory sometimes. It yields an expressive slightly than a coherent response. He further explained that how companies are trying these days to become the emotion of their brands and utilizing the methods of psychology as a sign that purchaser can no more pick up in unfashionable behaviors. As with the reason that the consumers are suitable and more cultured at noticing techniques of marketing. Hence the marketers are delivering to recent techniques of psychology to sell their products.

**Paul and Rana (2012)**, they have worked on purchasing samples and behavior of customers for carbon-based food. The agenda for the study was to recognize the conduct of environmental clients and their determination to buying food which is and targets to regulate the issues impelling behavior of consumer towards the food which is organic. They collected their data from every individual by personal meeting using a planned feedback form, with objective enquiries. There were around 463 respondents who contributed in their review. They utilizes numerous multivariate studies like factor analysis, multiple regression and cluster analysis with having sample size large. Their conclusion specified that strength, availability and learning from demographic issues completely effect the consumer's confidence in the direction of purchasing organic food. Total gratification of customers for food which is organic consist more than the food which is inorganic but the level of satisfaction differs due to different matters and recommended that venders can grow actual program and strategies of marketing to encourage consumers certainly. They also highlight the profits and quality of health with the use of organic food. They can create these products strenuously available to demand shoppers for the purpose of purchase organic food.

**Kailani, Stăncioiu and Teodorescu (2013)**, have discussed about the idea of integrated marketing communication (IMC) and its significance in present recent age group because the concept has progressively changed from the simple management of advertising equipment to a multifaceted strategic enlargement. Because of the recent marketing development, IMC plays an important part and considered to be a difficult tool for reaching the objective line of any respective company. Thus it has develop to discover the occasions to upsurge influence of IMC on behavior of shopper. The role of the section can be described as follow-

(1) For methodology of IMC as an complex system which has as message constitute the four basics of the conventional marketing mix which are price, distribution, product, and marketing communication.

(2) Also for growth of a theoretical model that defines the effect on behavior of buyer. These respective model can be used to study the influence of IMC on behavior of consumer and at the same time one can identify another approaches to produce an effective strategy of IMC dependent on the necessities and reactions of consumer.

**Kumar, John and Senith (2014)**, the main agenda of their study was to scrutinize both external and internal things on purchasing of consumers decisions on cosmetic products in Kerala and Tamil Nadu. Their result showed statistically significant variances in level of income by the dissimilar product proportions like ethos and social and also no mathematically substantial alteration in measurement of both psychological and Personal. At last the study associations and result accessible a valuation of the representative devices that personage and upper class receives to influence the audience. The graphic appearance model is maintained the study proposes the reason behind the advertisers use personalities of dissimilar sex and phase range and know-how seats in adverts for certain produces and traditional standards.

**Steinberg and Greene (2015)**, has basically theorized the concepts of culture in consumer behavior and marketing behavior. As they believe that Cultural Principles and belief is a key element behind prompting behavior of consumer and the one which is difficult to positively interconnect straight to customers and students. Their study proves an exceptional style of conversing, defining and establishing the idea, and linking it to the theory of

marketing and its related applications. The consideration concepts of culture and give the ground to the marketers for knowing maximum social daily movement and essential the kinds of products which would most probable be accepted. They focused to designate an individual method of reviewing, teaching and testing the appreciative of the idea of 175 cultures in courses of marketing. Their experiment was unique in its own way as it:

- (1) Defines and exemplifies basic concepts.
- (2) Interprets the significance of culture, tradition and society.
- (3) Identifies methods where marketing affected by culture.
- (4) Determines substitute activities in the manner of altering environment of marketing.

**Peighambari et al. (2016)**, analyzed new research on behavior of consumer from 12 years put out in the five important journals belongs to international in the appropriate field. They examined doubtful supports to a detailed research area that on condition that precious dreams into the way changed over a well-defined period. The methodology utilize in their research involved the arrangement of subjects to assess main tendencies in behavior of consumer in terms of literature. It also comprised of a position of published topics alongside with typology of the articles issued, the organization of research in manner of practices, and examination methods. It also shows that maximum articles cited in the respective field and contained by individual journal were also reviewed. Inclusive review of literature for behavior of consumer research began in this article could loan the discipline of behavior of consumer research by illuminating the development of behavior of customer literature in the considered period.

### Conclusion

The present study deal with the psychology of costumer behind choosing any product for its use. Hence there are numerous option for the marketing of different types of product, as it effect the purchasing behavior of an individual. It is also important to deal with the analysis of psychology of costumer which plays important part in respect of buying any product. As it is shown in present era that

the monotonous thought of costumer is change now due to the option of various online shopping of different products like electronic gadgets, cosmetic products, and ready to eat meal etc. The paper focus on the consumer behavior so as to evaluate the structure and development of the strategy of selling the product in more concrete perspective with the analysis techniques. The study also cover the various reviews that deal with consumer and vendor relationship with more accurate and relevant aspects.

The marketers need to emphasis more on the psychology of a consumer by applying new tactics and strategies for the welfare of any organization and other related factory. The future endeavors of consumer behavior help in the connection of more consumer and seller relationship and vendors need to produce more policies and strategies for interacting the consumer and make them feasible for their goods.



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