

A Study on Consumer Behavior for Upgrading Marketing Lokendra Sharma¹

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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 main objective of this study is the assessment of internal and external factors that affects the purchasing 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 used. 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: Behaviour, Consumer, Vendor, Dynamic environment, Strategy.

Authors:

1. Sanghavi Institute of Management & Science, Madhya Pradesh, Indore, INDIA

Introduction

Thoughtful behavior of customers is a key to the success of business organizations. Promoting workers are continually investigating the patterns of purchasing behavior and buying decisions to predict the upcoming trends. Customer behavior can be clarified as the analysis of how, when, what and why people buy. Consumer behavior can be understood as: "The decision procedure and physical activity individuals engage in when evaluating, acquiring, using, or arranging of goods and facilities." (**Loudon and Della Bitta, 1980**). Nowadays, this phenomenon, can also be illustrated in the following way: "activities people commence when obtaining, consuming, and disposing of products and services" (**Kumar, John and Senith, 2014**)

Why study consumer behavior?

To some people consumer behavior is one of the fundamental basic concepts of marketing; I hope not only to demonstrate its significance to the current practice of marketing, but also to recommend that, in the dynamic business environment of the 1990s, an understanding of such fundamental concepts may be more important to the working dealer than a knowledge of the tools and methods which operated positively in the past. The contention that an understanding of the concepts of consumer behavior may be more significant to those involved in marketing is based upon the confidence that marketers should acquire transferable information and skills, which will result in a flexibility in approach and view that will allow them to identify problems and improve innovative solutions in a quickly changing situation. The knowledge and skills developed by a learning of consumer behavior can easily be conveyed to many of the present preoccupations of marketing professionals such as the analysis of internal marketing, the character of excellence within organisations, relationship marketing and services marketing. There chapter examined the key theories of consumer behavior and their application to the practice of marketing. Why should we study consumer behavior? How will a knowledge of consumer behavior concept help in the progress of more effective marketing approaches?

Consumer behavior and marketing strategy

In his recent text, *Marketing Strategy and Management*, Baker points out that 'the marketing concept is concerned with exchange relationships in which parties to the exchange are seeking to maximize their personal satisfaction. Considered satisfaction is a matter for single choice: it varies according to one's tastes, standards, beliefs and objectives - and these

vary greatly depending on individual personality and cultural environment. The marketing concept stresses that the motivating force in the exchange relationship should be the consumer, not the supplier. Marketing Myopia was described through several theories as that management must think of itself not as producing products but as providing purchaser creating worthy satisfactions. This focus on the consumer arose as the number, variability and range of goods produced exceeded the limited resources of consumers, resulting in efforts by firms to compete more effectively, or achieve advantage in competition.

Market segmentation

Technique which divides total demand into relatively similar segments which are recognized by some common characteristics. These characteristics are relevant in explaining and in forecasting the response of consumers, in a given segment, to marketing stimuli.' A variety of ways exist for segmenting markets and it is up to the manager to determine the most appropriate basis. The market can be divided into geographic, demographic, psychological, psychographic, or behavioral variables. In order to effectively segment the market we must be able to analyze the behavior of the market to identify the variables which are most useful in segmenting the market. It should be noted that a range of organizations have adopted the marketing concept. These include organizations in the private and public sectors, profit-making and non-profit making. The terminology used here may appear to be more applicable to those commercial organizations producing fast-moving consumer goods, but most of the principles may be applied effectively, with modification, to other organizations involved in exchange relationships (**Mcgregor, 1995**)

Class conversation/debate is inspired by participant's different clarifications of the perceptions and of the cultural values demonstrated by the story, giving the instructor the opportunity to introduce and explain any number of related topics. Depending upon the nature of the class several different follow-up activities was developed like- Write a sequel to the story. What will Sylvester do next? What will the Sneetches do? Create a competitor for Sylvester and write the new story of the Sneetches. Modify the cultural values of the Sneetches and describe a suitable marketing policy or develop a new product and describe how it would be marketed to the Sneetches. Discuss how the Sneetches would react in a different geographic and/or physical environment. Any number of marketing course topics can be conversed in countless ways and detail, based on "The Sneetches." As an example, the elements of marketing communication which can be presented and

illustrated can include steps like advertising, personal selling, sales promotion, media, message, message appeal, push vs. pull strategy, buyer readiness, product life cycle, product adoption curve, opinion leaders, and more - all in relation to cultural influences on buyer behavior (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 his recent text, *Marketing Strategy and Management*, Baker points out that 'the marketing concept is anxious with interchange associations in which parties to the exchange are looking for to maximize their individual satisfaction. Things that can be considered as satisfying, is a matter for individual choice: it differs rendering to one's tastes, principles, opinions and ideas - and these vary significantly depending on distinct personality and cultural environment. The marketing concept stresses that the motivating force in the exchange relationship should be the consumer, not the supplier. The chapter has also highlighted the concept and issues regarding Marketing Myopia. Further he has described Market Segmentation and about how any market can be categorized geographic, demographic, psychographic, or behavioral variables. He has also discussed and explained strategic marketing planning that any marketer can integrate the different ways for the success of its organization along with the consumer behavior and dynamic marketing environments.

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 cakes baking, or the smell of a particular type of disinfectant that reminds us of childhood memory sometimes. It yields an emotional rather than a coherent response. He further explained that how companies are trying these days to get to the heart of their brands and use psychological methods is an indication that customer can no longer be handled in outmoded ways. Since Consumers are becoming more sophisticated at spotting marketing techniques. So, marketers are resorting to new psychological techniques to vend them products.

Paul and Rana (2012), they have worked on purchasing samples and behavior of consumers for organic food. The agenda of their study was to understand the conduct of ecological clients and their purpose to purchase organic food and targets to regulate the factors influencing consumer behavior to organic food. They collected their data from every individual by personal interview using a planned questionnaire, with closed-ended questions. There were 463 respondents who participated in their survey. They to use various multivariate analyses like multiple regressions, factor analysis and cluster analysis with large sample size. Their results indicated that health, obtainability and education from demographic factors positively influence the consumer's assertiveness towards buying organic food. Overall gratification of customers for organic food is more than inorganic food but the satisfaction level varies due to diverse issues and suggested that sellers can develop effective marketing program and strategies to influence consumers positively. They can emphasize the health benefits and quality of organic food. They can make these products effortlessly accessible to appeal shoppers to buy organic food.

Kailani, Stăncioiu and Teodorescu (2013), have discussed about the concept of integrated marketing communication (IMC) and its importance in today's modern generation since the concept has gradually evolved from the simple harmonization of advertising implements to a multifaceted strategic development. Due to the modern marketing development, IMC has become an important and complex tool for attaining the goal line of a company. Thus it has become useful to explore the occasions to increase IMC influence on shopper's behavior. The purpose of the chapter can be described as follow-

- (1) To approach IMC as a intricate system which has as communication drivers the four elements of the classical marketing mix which are distribution, product, price, and marketing communication.
- (2) To develop a conceptual model that describes the influence on buyer's behavior. These model can be cast-off to research the IMC influence on consumer behavior and simultaneously in the same time we could recognize the other methods to produce an effective IMC strategy based on the consumer reactions and requirements.

Kumar, John and Senith (2014), the main agenda of their study was to scrutinize internal and external effects on consumers purchasing verdicts on cosmetic products in Tamilnadu and Kerala. Their result showed Statistically significant variances in Income level by the dissimilar brand dimensions like social, culture and there is no statistically significant

difference in dimension of Personal and psychological. In the end of the study implications and conclusion offered an assessment of the symbolic devices that celebrity and peers accepts to convince the audience. The visual expression model is supported in that the study suggests why advertisers use celebrities of different gender and age groups and expertise spaces in advertisements for definite products and cultural values.

Steinberg and Greene (2015), has basically theorized the cultural concepts in marketing and consumer behavior. AS they believe that Cultural Principles and belief is a key element behind influencing consumer's behavior, yet one which is problematic to successfully communicate directly to consumers or to students. Their paper demonstrates a unique style of defining, conversing and strengthening the concept, as well as connecting it to marketing theory and applications. Understanding cultural concepts and its study provides marketers with the ground for understanding most social daily activity and defining the types of products which would most likely be bought. They tried to describe a unique method of teaching, reviewing and testing the understanding of the concept of 175 cultures in marketing courses. They involved the use of the story "The Sneetches" by Dr. Seuss. Above all transparencies are made from the book. Without giving any marketing explanation or background information. Their experiment was unique in its own way as it:

- (1) Defines and exemplifies basic concepts.
- (2) Interprets the meaning of society and culture.
- (3) Identifies ways in which culture affects marketing.
- (4) Determines alternative actions in the face of a changing marketing environment.

Peighambari et al. (2016), analyzed 12 years recent scholarly research on consumer behavior published in the five leading international journals in the relevant

field. They analyzed moot assistances to a specific area of research that provided treasured visions into how it has evolved over a defined period. The methodology they used in their research involved the classification of topics to evaluate key trends in consumer behavior literature. It included a ranking of topics published along with typology of the issued articles, the research classification in terms of methodologies, and analysis techniques. The most cited articles in the field and within each journal were also inspected. The inclusive literature review of consumer behavior research commenced in this article could advance the discipline of consumer behavior research by illuminating the evolution of customer behavior literature in the studied 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 a very significant role in the 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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