

Ans 4

Consumer Behaviour

Consumer behaviour is a rapidly growing discipline of study. It means more than just how a person buys products. It is a complex and multidimensional process which is related to acquisition, consumption and disposal activities.

Definition:-

According to James F. Engel
Roger D. Blackwell

"Consumer behaviour refers to the actions and decision processes of people who purchase goods and services for personal consumption"

In other words consumer behaviour refers to all the psychological reasons of individual consumers responding to marketing appeal

Factors affect consumer behaviour

1) Culture Factors

- a) culture
- b) subculture
- c) social class

2) Social Factors

- a) Family

b)

3) Psychological Factors

- a) Perception
- (b) Learning
- (c) Motivation
- (d) Emotion or Personality
- e) Attitudes

4) self concept

(1) Culture Factors - culture is a part of an external influences that are imposed on the consumer by

others individuals. culture can be defined as the complex whole which includes knowledge, belief, art, morals, custom and other capabilities and habits acquired by person as a member of society

2) Social factors

(i) Family :- Individual members of families often save different role in decision that ultimately draw

(B) Psychological factors :-

(i) perception :- perception is one of the most important influences on the consumer behaviour as our perception is an approximation of reality. perception forms of exposure, internal.