



MARKETING MANAGEMENT

UNIT 2: CONSUMER BEHAVIOUR AND MARKET SEGMENTATION

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PART I

CONSUMER BEHAVIOUR



CONSUMER BEHAVIOUR

The aim of marketing is to meet and satisfy target customers' needs and wants. The field of **consumer behaviour** studies how **individuals, groups and organisations** select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.



Definition of Consumer Behaviour

- According to **Louden and Bitta**, ‘consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services’.
- According to **Walter and Paul**, ‘consumer behaviour is the process whereby individuals decide what, when, where, how, and from whom to purchase goods and services’.
- According to **Engel, Blackwell, and Mansard**, ‘consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption’.



NATURE OF CONSUMER BEHAVIOUR

- A Process
- Mental and Physical Activities
- Influenced by various factors
- Undergoes a constant change
- Varies from consumer to consumer
- Information on consumer behaviour is important to the marketers
- Leads to purchase decision
- Improves standard of living
- Reflects status

IMPORTANCE OF CONSUMER BEHAVIOUR

- Involvement of theory and model
- Buying decision process
- Forecasting new markets
- Market segmentation
- Determination of pricing strategy
- distribution decision
- promotional decision
- Public policy decision
- To control environment

INFLUENCES OF CONSUMER BEHAVIOUR

INTERNAL FACTORS

PERSONAL

AGE

INCOME

OCCUPATION

LIFESTYLE

PERSONALITY

PSYCHOLOGICAL

MOTIVATION

PERCEPTION

LEARNING

BELIEFS
AND
ATTITUDE

EXTERNAL FACTORS

CULTURAL

CULTURE

SUB-
CULTURE

SOCIAL
CLASS

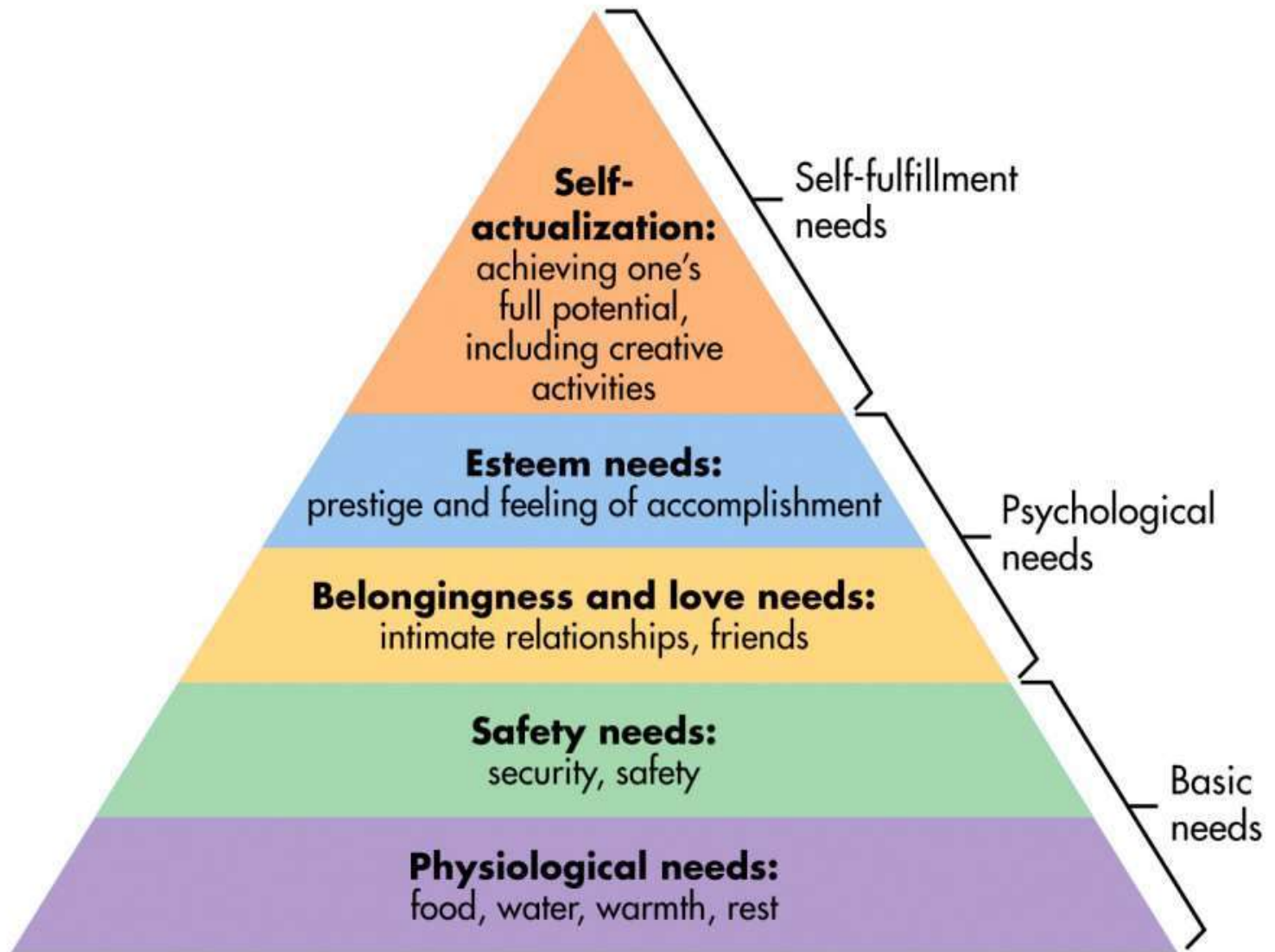
SOCIAL

FAMILY

REFERENCE
GROUP

ROLE AND
STATUS

MASLOW'S HIERARCHY OF NEEDS



THANK YOU