

# UNIT 2(A) CONSUMER BEHAVIOUR

## ❖ SCOPE OF CONSUMER BEHAVIOUR

1) **Consumer behaviour and marketing management:** Effective business managers realise the importance of marketing to the success of their firm. A sound understanding of consumer behaviour is essential to the long run success of any marketing program. In fact, it is seen as a cornerstone of the Marketing concept, an important orientation of philosophy of many marketing managers. The essence of the Marketing concept is captured in three interrelated orientations consumers needs ,wants, company integrated strategy.

2) **Consumer behaviour and non profit and social marketing:** In today's world even the non-profit organisations like government agencies, religious sects, universities and charitable institutions have to market their services for ideas to the "target group of consumers or institution." At other times these groups are required to appeal to the general public for support of certain causes or ideas. Also they make their contribution towards eradication of the problems of the society. Thus a clear understanding of the consumer behaviour and decision making process will assist these efforts.

3) **Consumer behaviour and government decision making:** In recent years the relevance of consumer behaviour principles to government decision making. Two major areas of activities have been affected:

i) **Government services:** It is increasingly and that government provision of public services can benefit significantly from an understanding of the consumers, or users, of these services.

ii) **Consumer protection:** Many Agencies at all levels of government are involved with regulating business practices for the purpose of protecting consumers welfare.

4) **Consumer behaviour and demarketing:** It has become increasingly clear that consumers are entering an era of scarcity in terms of some natural gas and water. These scarcities have led to promotions stressing conservation rather than consumption. In other circumstances, consumers have been encouraged to decrease or stop their use of particular goods believed to have harmful effects. Programs designed to reduce drug abuse, gambling, and similar types of conception examples. These actions have been undertaken by government agencies non profit organisations, and other private groups. The term "demarketing" refers to all such efforts to encourage consumers to reduce their consumption of a particular product or services

**5) Consumer behaviour and consumer education:** Consumer also stands to benefit directly from orderly investigations of their own behaviour. This can occur on an individual basis or as part of more formal educational programs. For example, when consumers learn that a large proportion of the billions spend annually on grocery products is used for impulse purchases and not spend according to pre planned shopping list, consumers may be more willing to plan effort to save money. In general, as marketers that can influence consumers' purchases, consumers have the opportunity to understand better how they affect their own behaviour.