

AN ANALYTICAL RESEARCH AND APPROACHES FOR CONSUMER BEHAVIOUR IN MARKETING MANAGEMENT

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Abstract - The significance of consumer behavior in the current marketing management scenario is the subject of this paper. The way customers search for, acquire, use, evaluate, and ultimately discard goods and services they believe will meet their requirements. Individual, environmental, and decision-making factors are just a few of the many factors that influence consumer behavior. Additionally, marketers may benefit from these aspects in their marketing. Understanding the requirements of your target audience and instilling certain desires in them is at the heart of marketing. Marketers need to understand how consumers make purchases in order to accomplish this. The buyer recognition, information search, evaluation of alternatives, purchase decision, and post-purchase decision phases of the consumer buying behavior process are included.

Keyword: Management, marketing, and consumer behavior.

1 INTRODUCTION

The last 25 years have shown that intensive efforts and research aimed at gaining a better understanding of human consumption behavior have progressed successfully. At the entrepreneurial and institutional levels, having knowledge and understanding of consumer behavior has become a fundamental requirement. Firms have understood that since customers have embraced a more forceful and requesting job, they need to change their perspectives. Every government has an obligation to be institutionally aware of people's quality of life and well-being, with consumption being a major component of this awareness. As is common knowledge, the 1960s saw the development of consumer behavior research into its own distinct field. It is possible to assert that since then, significant progress has been made, moving from obscure and sporadic research to a comprehensive effort in the study of all aspects relevant to consumer behavior knowledge. This collective effort has received a variety of reviews, whether from a business or academic perspective, theoretical or empirical, published or not. There is a lot of literature on consumer behavior right now, and it has also become a common subject in university teaching programs.

The psychological component of a person that determines whether they purchase goods, services, or anything else is known as consumer behavior. The marketing management team of any company or organization that deals directly with customers must be aware of the many factors that influence a consumer's behavior. The study of consumer behavior encompasses the consumer's search, evaluation, purchase, consumption, and post-purchase behavior, as well as the way in which they dispose of purchased goods with consideration for their environment and personal characteristics. It is the body of knowledge that studies various aspects of individual product and

service purchase and consumption. Consumer behavior, according to the American Marketing Association (AMA), is the dynamic interaction of cognition, behavior, and environmental events by which people conduct the exchange aspect of their lives with a variety of social and psychological variables at play.

Diversity in consumers, producers, marketers, retailers, advertising media, cultures, and customs—as well as in individual or psychological behavior—make up the global market. However, there are a lot of similarities despite the diversity that prevails. The goal of studying consumer behavior is to give marketers the conceptual and technical tools they need to apply them to both for-profit and non-profit marketing. Marketers greatly value the study of consumer behavior (CB) because it enables them to comprehend and anticipate consumer purchasing patterns in the marketplace. It is concerned with what shoppers purchase, yet in addition with why they get it, when and where and how they get it, and how frequently they get it, and furthermore the way that they consume it and arrange it. The method of studying consumer behavior is consumer research; It occurs at each stage of the consumption procedure: before, during, and after making the purchase. According to research, two buyers of the same product may have purchased it for different reasons, paid different prices, used the product in different ways, and held different emotional attachments to it, among other factors. One of the most important aspects of business education, according to Harvard Business School Professor Theodore Levitt, is the study of consumer behavior because businesses exist to acquire and maintain customers. Marketing tactics are used to attract and retain customers. Knowing, serving, and influencing customers are also essential for the quality of marketing strategies. To put it another way, a company's success is determined by its ability to achieve organizational goals through the two strategies listed above. Because it forces marketers to consider and analyze the relationship between consumers and marketers, as well as between consumer behavior and the marketing strategy, this suggests that having knowledge and information about consumers is essential for developing successful marketing strategies.

2 FACTORS INFLUENCING THE CONSUMERS' BEHAVIOUR:

The factors that have a major impact on consumer behavior are the next topic of discussion. Due to the numerous variables involved and their tendency to interact and influence one another, the study of consumer behavior is, in our opinion, quite complex. These variables can be broken down into three main categories, each of which has been chosen to be the most significant general influence on consumer behavior. The following are three concentric circles, one at the outermost, one in the middle, and one at the innermost.

- 1. External Environmental Variables Influencing Behaviour:** External influences on a customer's (outer circle) mind are based on these factors, which are controlled by external environments: Social Class, Social Group, Family, and Inter-Personal Influences, Other Influences (that do not fit into any of the six categories above, such as the geographical, political, economic, or religious environment, for example)

2. **Individual Determinants of Behaviour:** In the middle ring, significant individual factors that influence consumer behavior are depicted. These are the human psyche and its ascribes. These personal variables are influenced by the aforementioned set of external factors and, in turn, influence consumers' decision-making process regarding goods and services. These are: Attitudes, motivation and involvement, perception and information processing, learning and memory, and personality and self-concept.
3. **The Consumer Decision Making Process:** The complex interaction of personal characteristics and external factors results in the purchase decision. The most important steps in the consumer decision-making process for products and services are represented by the innermost circle: Problem identification, information exploration, application evaluation, purchase decision, and behavior following a purchase. It is preferable to be familiar with marketing and its related activities once we are aware of the factors that directly or indirectly influence any consumer's shopping behavior. Introduction to marketing and marketing management will be the next topic of discussion.

3 MARKETING

The act of promoting products or services for sale is known as marketing. It is thought to be a social and managerial process in which people and groups create and exchange goods and values with other people to get what they need and want. It is an integrated process that businesses use to create value for customers and build strong relationships with them. Marketing is used to get, keep, and satisfy customers with its activities centered on the customer.

In every business, marketing management is important. It is the exceptionally particular investigation of business the executives, business organization or just administration today, showcasing the board capability assumes an extremely basic part. This is due to the fact that this functional area of management generates revenue and interacts frequently with members of the general public or individuals from outside the organization. Because neither of these characteristics is directly under the marketers' control, controlling them to achieve the desired outcomes is the most challenging aspect of management. Even though they aren't directly involved in the aforementioned activities, this doesn't mean that the other functional areas aren't useful. In a similar vein, consumers, or customers, play a crucial role in the study of marketing management because they are the ones who ultimately purchase the company's products and services and the company is constantly working to entice them to do so in order to generate revenue. It's essential according to both the perspectives as given underneath:

1. **From the Customers' Point of View:** Today's customers are in a tough spot. Today, in the exceptionally evolved and mechanically progressed society, the clients have a lot of decisions and choices (and frequently extremely close and contending) to settle on. They have a wide range of products with a wide range of features (the first P - Product), they can pay for them in a variety of ways (the second P - Price), they can order them to be delivered to their door or anywhere else (the third P - Place), and, finally, they get more messages from

more channels than ever before (the fourth P - Promotion). Where should they give their loyalty and spend their time and money, and how can they possibly do that?

- 2. From the Marketers' Point of View:** The goal of marketing is to increase profits by selling more products to more people at more times and for more money. In the past, when aggressive selling was the goal, this was the fundamental rule that marketers had to follow. It is now impossible to achieve it through force, aggression, or just plain allure. Customers today are more well-informed, knowledgeable, demanding, and discerning. Or more all there is no deficiency of advertisers to purchase from. They must be earned or won over by the marketers.

A human need, as defined by marketing guru Phillip Kotler, is a state of felt deprivation, according to marketing management. On the other hand, a human need is a need that is shaped by the individual's culture and society. Effective marketing entails comprehending what consumers require and how these requirements can be converted into desires. A customer's thirst, for instance, could be satisfied by any beverage, like a bottle of water. However, effective marketing determines what the customer will want to buy to quench their thirst at the point of sale. A successful advertisement for Coca-Cola, for instance, could encourage customers to shop for fizzy drinks rather than bottled water. On the other hand, a successful advertisement for ice lollies, an indirect rival, could sway consumers away from the alcoholic beverages. Therefore, it will be simpler to extract cash from customers if marketing is more successful. Then, it becomes clear that marketing is all about knowing what customers want and convincing them to buy your product by instilling certain desires in their minds. Marketers need to understand how consumers make purchases in order to accomplish this.

4 THE CONSUMER BUYING BEHAVIOR PROCESS:

- 1. Buyer Recognition:** The customer needs to be aware that there is a problem or a need that must be met. An effective marketer will attempt to satisfy the state of deprivation that exists between the consumer's actual state and the desired state.
- 2. Information Search:** At this point, the buyer takes into account all of the available options. For instance, following the preceding example, the customer would examine all beverages that quench their thirst, including juices, bottled water, ice lollies, and fizzy drinks. A customer gets the most information about alternatives from commercial sources like campaigns and advertisements. However, the majority of information regarding intangible products in the service sector would come from either one's own experience or that of others.
- 3. Evaluation of Alternatives:** this is where all the data is assembled and assessed to assist with settling on the buying choice. For marketers to comprehend consumer behavior and the factors that influence purchase of a particular brand or product category, these three stages are crucial.
- 4. Purchase Decision:** This is the point at which the most desired alternative is purchased. Anyway the item classification, brand, affiliate, timing and amount all assume a part in the buy choice.

- 5. Post Purchase Decision:** Even after a customer has made a purchase, good marketers keep in touch with them. This is done to prevent the customer from having any cognitive dissonance with the product. Along with effective advertising, good after-sales services could be provided to lessen the negative effects of customer cognitive dissonance. By spreading the word, more customers will be attracted to this and will continue to make purchases. Marketers must remember to target the company's potential customers in order to be cost-effective. Spending time targeting people who will never buy your product is pointless. Hence successful market division is very vital.

5 CONSUMER RESEARCH METHODS:

A lot of the time, we need to conduct market research to make sure that our products only cater to the needs of our customers, not what we think they want. Marketing can be approached in two ways.

- 1. Primary Research:** is self-designed and carried out research. For instance, you might need to ascertain whether customers would prefer your soft drinks to be tarter or sweeter. Although research cannot completely eliminate the risks associated with a new product, it will frequently assist us in reducing those risks. In addition, it is essential to determine whether the research is complete. For instance, prior to introducing the New Coke, Coca-Cola conducted extensive research, and consumers appeared to prefer the flavor. However, consumers were unprepared for this beverage to replace Coca-Cola.
- 2. Secondary Research:** involves utilizing information that has already been compiled by others. For instance, if you want to start a business making clothes for tall people, you don't have to ask people how tall they are to find out how many tall people there are because the United States has already published that information.

6 THERE ARE FOUR MAIN APPLICATIONS OF CONSUMER BEHAVIOR

- 1. Marketing Strategy:** It is meant to improve marketing campaigns. For instance, we learn to schedule snack advertisements late in the afternoon because we know that consumers are more receptive to food advertising when they are hungry. We learn that companies that introduce new products need to be well-financed so that they can stay afloat until their products become a commercial success and that it is important to please initial customers because they will in turn influence the brand choices of many subsequent customers. We also learn that new products are typically adopted by a small number of consumers at first and only spread later, and then only gradually, to the rest of the population.
- 2. Public Policy:** Accutane, a near-miracle acne treatment, was introduced in the 1980s. Sadly, pregnant women who took Accutane experienced severe birth defects. Despite instructions to inform female patients of this, some continued to become pregnant while taking the medication. The Federal Drug Administration (FDA) required extremely graphic images of deformed babies to be displayed on medicine containers in order to attract consumers' attention.

3. **Social Marketing:** It is not about selling something; rather, it is about communicating ideas to customers. Marty Fishbein, a professor of marketing, took a sabbatical to work for the Centers for Disease Control to try to cut down on the spread of diseases by using illegal drugs. Obviously, the best solution would be to stop using illegal drugs. However, this was deemed impossible. Additionally, it was determined that the sharing of needles was too deeply ingrained in the drug culture to be eradicated. Consequently, Dr. Fishbein devised a campaign based on consumer attitudes that encouraged people to clean needles in bleach before sharing them, a goal that was thought to be more achievable.
4. **Studying Consumer Behavior Make Us Better Consumers:** For instance, if you buy a 64-ounce bottle of laundry detergent, you should pay less per ounce than if you buy two 32-ounce bottles. This follows from common sense. Practically speaking, notwithstanding, you frequently pay a size premium by purchasing the bigger amount. To put it another way, in this instance, being aware of this fact will make you aware of the need to look at the unit cost labels to see if you are really getting a good deal.

6.1 Objectives

The following are the goals:

1. To investigate how consumers' actions affect marketing management.
2. To investigate a variety of reviews of research on consumer behavior in current marketing management.
3. To examine the influence of consumers' behavior and related data in current marketing management.

7 CURRENT STUDIES ON CONSUMER BEHAVIOUR:

Babakus, Cornwell, Mitchell, and Schlegelmilch (2004) investigated how consumers in six nations responded to unethical business practices. Using sample data from the United Kingdom, Austria, Brunei, France, Hong Kong, the United States, and the United States, this study investigates how consumers respond to 11 scenarios of unethical consumer behavior. It has been found that consumers' perceptions of various questionable behaviors are significantly influenced by nationality. Age and religious affiliation were found to be significant predictors of consumer ethical perceptions, whereas gender is not a significant predictor.

Commercial marketers have turned their attention to the social welfare sector and are considering ways in which marketing techniques can be used to promote service use, improvements in lifestyle, and changing public attitudes. Scrivens (2007) studied the role of social marketing in influencing consumer behavior. This paper looks at the idea of what is known as "social marketing," the challenges it faces, and the need for social policy analysts to become more aware of the uses of and problems associated with governments' increased use of social marketing.

Consumer behavior analysis and social marketing were the subjects of an investigation by Gordon, Castro, James, Victoria, Yani-De-Soriano, Sigurdsson, and Valdimar (2006): Consumer behavior analysis is one development in the behavior-analytic tradition of interpreting complex

behavior that includes the proposal of a specific conceptual framework (the Behavioral Perspective Model) in the case of environmental conservation. Consumer behavior, in this model, is a function of utilitarian (mediated by the product) and informational (mediated by other people) consequences at the intersection of a consumer-behavior setting and an individual's learning history of consumption. In order to alter each of these operant classes, this application pointed to specific marketing strategies that ought to be implemented.

Introduction Products have different meanings to different people, and consumers form different attachments to them, according to a study conducted by Kapoor and Kulshrestha (2004) on the effect of perception on buying behavior among Indian urban female consumers. Retailers and marketers will be able to precisely target this market segment if the purpose of the study, which was carried out with the intention of addressing the role that the fashion involvement of wealthy female consumers plays in their apparel purchase behavior, is addressed. Moreover, the exploration will widen how we might interpret shopper conduct. It can consequently certainly add to bigger examinations worried about the improvement of the homegrown market for intriguing attire and embellishments. Shahina (2004) conducted a cross-cultural comparative study of female cosmetics purchasing behavior in Bangladesh and the United Kingdom. In a world that is becoming increasingly consumer-centric, one essential part of marketing activities is comprehending consumer behavior in a cross-cultural setting. This paper endeavors to make sense of what purchaser conduct is meant for by social variables in Bangladesh. Dennis, Merrilees, Chanaka, and Tiuwright (2007) have stated that the e-consumer behavior purpose – the primary purpose of this article is to bring together seemingly disparate but interconnected strands of research and present an integrated model of e-consumer behavior. It is conceptual in nature and attempts to uncover the key facets of culture involved in shaping decisions on cosmetics purchase by female consumers in the Bangladeshi cross-cultural environment. A secondary goal is to encourage additional research in areas that have been identified as lacking.

Newman and Chansarkar (2006) looked at how luxury automobile buyers behave: A comparison of Thai and British customers' perceptions: The luxury car market as a whole is undergoing a social shift right now, with luxury brands appearing less distant, less distinct, and less exclusive as life gets better. As a result, brand identity has become even more important as manufacturers compete with one another. The perceived image of a car manufacturer plays a crucial role in making a purchase decision as product standards continue to rise. The luxury brands BMW, Lexus, and Mercedes-Benz must develop characteristics and values that reflect shifting social values and have an emotional impact on buyers.

Harris (2009) examined the online consumer behavior survey: The significance of the online customer experience is emphasized in the third annual survey of online consumer behavior. The survey sheds light on the factors that are driving this increased focus on online customer experience, such as the increased consumer power brought about by the sharing of experiences via social media. It also looks at how consumers conduct business online, how call centers handle online issues, and how mobile commerce works. Retail, insurance, travel, and financial services are among the verticals represented in the findings.

Coca-Cola or Pepsi has been the subject of research by Andersson, Arvidsson, and Lindstrom (2006); That is the question: An investigation into the various factors that influence consumer preferences: The overall goal of this paper is to learn more about the various global and local factors that influence consumer preferences in a local market. Worldwide publicizing and global sponsorship separately impact the neighborhood target bunch in various ways, yet they likewise influence worldwide brand.

An empirical study of consumer impulse buying behavior in local markets was conducted by Ali, Tirmizi, and Saif (2006): The main results of the study showed that the set of independent variables had a weak relationship with the dependent variable overall. However, the in-depth analysis showed that only the pre-decision stage of consumer purchase behavior had a strong relationship with impulse buying behavior. It is true that young people are more likely to be tempted to buy things on impulse when they see them on store shelves, but the findings of this study did not show that the higher-income group of young people had more common impulse buying tendencies. In relation to the local markets of the twin cities, this study provided new evidence regarding consumers' impulsive purchasing patterns.

According to Magid (2008), the study reveals consumer preferences and behavior in online video: The Magid Media Futures TM Practice, which conducts annual consumer surveys to identify trends and assist clients in implementing product and marketing strategies that address them, includes this study. Metacafe sponsored this year's study's online video component. Short-structure video is an arising amusement type - particular from online television - that reliably demonstrates famous with individuals of broadly changing foundations and tastes, as illustrated "Online television, or customary organizations circulating their shows on the Web, is simply a similar long-structure programs, with similar crowd, upheld by similar ads - just the conveyance stage is unique.

A brand-new study on German consumer behavior was examined by Munich (2008): Instead of a short-term trend, the study's findings point to a long-term shift in consumer behavior. In some customarily immovably brand-based areas - ladies' beauty care products, vehicles or soda pops, for instance - shopper inclinations show a total reversal. Previously, the brand was what sealed the deal; nowadays, it's typically the cost. However, this does not imply that brands have passed their time or that prices will be the only factor in product sales in the future.

8 CONCLUSIONS

The current study comes to the following conclusion: what aspects of consumer behavior play a significant role in marketing management? The different explores which are examined above give us result that to all business establishment shouldn't accept shopper conduct in a light manner. To improve their marketing strategy and achieve success in management, each marketing management team must prioritize consumer behavior and related research. There are a number of products available for analysis in the market. The reader is the focus of this paper. But we'll also have to look at our own company's strengths and weaknesses as well as those of our competitors. Let's say, for example, that we create a product for older people, a growing demographic. A rival

business that focuses on babies, a declining market, might think about shifting its focus to our market. Examining a competitor's assets—such as technology, patents, market knowledge, and brand awareness—against the market pressures it faces is necessary for determining its potential threat. Finally, conditions (the marketing environment) must be evaluated. For instance, despite the fact that we might have developed a product that is very appealing to customers, a recession might drastically reduce demand.

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