### **Meaning and Definition:**

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.The study of consumer behaviour assumes that the consumers are actors in the marketplace. The per­spective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

The roles also vary in different consumption situations; for example, a mother plays the role of an influencer in a child’s purchase process, whereas she plays the role of a disposer for the products consumed by the family.

**Some selected definitions of consumer behaviour are as follows:**

1. According to Engel, Blackwell, and Mansard, ‘consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption’.

2. 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’.

[*Consumer behavior*](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#consumer-behaviour-definition)*is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services.*

Walters and Paul

*Consumer behaviour as “The dynamic interaction of cognition, behaviour and environmental events by which human beings conduct the exchange aspect of their lives.*

American Marketing Association (AMA)

[*Consumer behaviour*](https://www.geektonight.com/consumer-behaviour-definition-importance-types/#consumer-behaviour-definition)*refers to the actions and decision processes of people who purchase goods and services for personal consumption.*

Peter D. Bennett, ed. Dictionary of Marketing Terms, 2nd ed. 1995

*Consumer behaviour refers to “the mental and emotional processes and the observable behaviour of consumers during searching for, purchasing and post consumption of a product or service.*

James F. Engel, Roger D. Blackwell and Paul W. Miniard, “Consumer Behaviour” (1990)

The “**consumer**” more generally refers to anyone engaging in any of the activities (evaluating, acquiring, using or disposing of goods and services) used in the definition of consumer behaviour.

Consumer behaviour is a decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services.

## **Importance of Consumer Behaviour to Marketers**

It is important for marketers to study consumer behaviour. It is important for them to know consumers as individual or groups opt for, purchase, consumer or dispose products and services and how they share their experience to satisfy their wants or needs (Solomon, 2009). This helps marketers to investigate and understand the way in which consumers behave so that they can position their products to specific group of people or targeted individuals.

In regard to the marketer’s view point, they assume that the basic purpose of marketing is to sell goods and services to more people so that more profit could be made. This principle of making profits is heavily applied by almost all marketers. Earlier, the marketers were successful in accomplishing their purpose. However, today, as the consumers are more aware about the use of product and other information of the product, it is not easy to sell or attract customer to buy the product (Kumar, 2004). Thus, in order to sell a product or service or to convince consumers to buy product, the marketers have to undergo through proper research to win them over.

The following are some of the points discussed that explains the value to marketers of understanding and applying consumer behaviour concepts and theories.

1. To design production policies,
2. Know the effect of price on buying,
3. Exploit the market opportunities,
4. Design marketing mix,
5. Implement STP strategies,
6. Helps in understanding diversified preference,
7. Understanding of various roles played by consumer,
8. Results in consumer satisfaction.