# **Important Characteristics of Consumer Behaviour – Explained!**

Important Characteristics of Consumer Behaviour are given below:

#### 1. Consumer Behaviour involves Products, Services, Activities, and Ideas:

In the scope of consumer behaviour, not only products (like toilet soaps), are included but also the services (flying by an airliner), and activities (getting children vaccinated for polio), and ideas (saying no to drugs). Thus consumer behaviour rotates around offerings.

#### 2. Consumer Behaviour involves more than Buying:

Consumer behaviour is not restricted only to buying the offering. It includes buying (acquiring the offering), using, and disposing. Usage has many connotations – first, it has important symbolic implications for the consumer. The saree and the jewellery being put on by ladies in the wedding influence marketing strategies and tactics.

Usage can also influence other behaviours. Secondly, it may also influence other behaviours. Not satisfied the product or services may lead to consumer complaints and protests. Finally, consumer behaviour also evaluates as how do consumers get rid of an offering, they previously acquired.

In India, people from older generation still do not throw things, once acquired. People still prefer to use old thing after getting repaired. In case of cars, the car companies attach value to the old cars taken by the automobile companies in exchange of a new car. However, the new generation philosophy is to throw the things like that of westerners.

#### 3. Consumer Behaviour is a Dynamic Process:

Consumer Behaviour is dynamic because the thinking, feelings, and actions of individual consumers, targeted groups, and the society at large are constantly changing. Maruti Suzuki produces number of cars, as needs and wants may change at different times for different consumer groups.

The sequence of acquisition, consumption, and disposition can occur over time in a dynamic sequence. The sequence can be over in a matter of hours to years. Suppose a family has acquired a new Tata Indica car. Its usage will provide the family whether it drives well, is economical, impresses others, and does minimal harm to the ecological environment – all these will affect when, whether, how, and why the family will dispose of the car by selling or junking it.

Disposition of the car will affect when, whether, how, and why its members acquire another car in the future. Consumer behaviour is a process which includes issues that influence the consumer before, during, and after a purchase.

#### 4. Consumer Behaviour involves Interactions among Many People:

Consumer behaviour does not mean action of a single individual. Interactions may take place among a group of friends, a few co-workers, or an entire family. The individuals may take different roles.

For example, to buy a car the adult son may gather the information, the younger daughter may influence the buying decision, parents may finally be the buyers. The car may be used by one or all the members in the family. Similarly several family members may be involved in disposing the car.

#### 5. Consumer Behaviour involves Many Decisions:

Consumer behaviour needs understanding whether (to acquire/use/ dispose of an offering), what (to acquire/use/dispose), why (to acquire/use/dispose of an offering or not)), when (time), where (place), how (ways of acquiring, using, and disposing), how much (volume), how often (frequency), and how long (till what time) consumers will buy, use or dispose of an offering.

#### 6. Consumer Behaviour involves Exchanges:

Consumer behaviour involves exchanges between human beings. People give something of value to receive something of value. Indeed, the role of marketing is to help society to create value through exchanges by formulating and implementing marketing strategies.