#### **Meaning of Consumer Behaviour: types of it----**

Consumer behaviour is a comparatively new field of study. The concept ‘consumer behaviour’ has been gaining importance since 1960. The evolution of marketing concept from a mere selling concept to consumer-oriented marketing has resulted in consumer behaviour becoming an independent discipline. The growth of consumerism and consumer legislation emphasises the importance that is given to the consumers.

Consumer behaviour is defined as “all psychological, social and physical behaviour of potential customers as they become aware of, evaluate, purchase, consume, and tell others about products and services”. In other words, consumer behaviour includes the acts of individuals directly involved in obtaining and using economic goods.

These acts are the result of a sequence of decisions made by the buyer. These decisions are influenced by various factors. Hence, consumer behaviour is the process by which individuals decide whether, what, when, where, how, and from whom to purchase goods and services.

**The above discussion gives the following information about buyer behaviour**

1.Consumer behaviour involves both individual (psychological) processes and group (social) processes.

*2.*Consumer behaviour is reflected by post-purchase evaluation which indicates satisfaction or non-satisfaction.

3.Consumer behaviour includes communication, purchasing, and consumption behaviour.

4.Consumer behaviour is shaped by social environment.

5.Consumer behaviour includes both consumer and industrial buyer behaviour.

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**2. Types of Consumer Buying Behaviour:**

**Types of consumer buying behaviour are determined by:**

(1) Level of involvement in purchase decision. Importance and intensity of interest of consumer in a product in a particular situation.

(2) Buyers level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.

High involvement purchases—Honda Motorbike, highly priced goods, products visible to others, and the higher the risk the higher the involvement.

**Types of risk are as follows:**

(i) Personal risk;

(iii) Economic risk.

**The four types of consumer buying behaviour are:**

(i) Routine Response/Programmed Behaviour – Buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.

(ii) Limited Decision Making – Buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes—know product class but not the brand.

(iii) Extensive Decision Making/Complex – High involvement, unfamiliar, expensive and/or infrequently bought products. High degree of economic/performance/psychological risk. Examples include cars, homes, computers, education.

Spend a lot of time seeking information and deciding. Information from the companies MM; friends and relatives, store personnel etc. Go through all six stages of the buying process.

(iv) Impulse Buying, No Conscious Planning – The purchase of the same product does not always elicit the same Buying Behaviour. Product can shift from one category to the next.

**For Example:**

Going out for dinner for one person may be extensive decision making (for someone that does not go out often at all), but limited decision making for someone else. The reason for the dinner, whether it is an anniversary celebration, or a meal with a couple of friends will also determine the extent of the decision making.