

CONSUMER BEHAVIOUR MODELS

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ABSTRACT

Consumer purchase behaviorism a mental process that varies according to many factors such as economic conditions, personal preferences, marketing campaigns and group influences. In order to understand what drives consumers to purchase a product, and how buying decisions are made, consumer behavior models were developed by many scientists. According to the models, some factors are external and some are internal. Traditional consumer behavior models are based on unconscious consumer desires while Contemporary consumer behavior models view purchase decisions as the result of conscious, decision-making processes.

KEYWORDS: consumer behavior, models of consumer behavior, theories of consumer behavior

INTRODUCTION

According to Kotler et al. (2002), consumer behavior has many unexpected dimensions as the human nervous system contains many interacting neurons and the way consumers make their choices among various products involves a fascinating array of complex nervous interactions. Although marketing companies cannot control such factors, they must be taken into account. Companies may influence the marketing stimuli in order to achieve the desired response. Socio demographics, economic, situational and lifestyle factors are dictated by the environment and are largely out of control of the companies and consumers. Bhasin (2020) described the different types of buying behaviour such as variety seeking behavior, habitual buying behavior, dissonance-reducing buying behavior and complex buying behaviour. Guiltinan (1990) expresses that consumer behavior is the subset of human behaviour that is concerned with the decisions and acts of individuals in purchasing and using products. Baker (1991) defines consumer behaviour as those acts of individuals directly involved in obtaining and using economic goods and services. According to Assael (1995), consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs

The aim of this study is to explore the different consumer behaviour models and investigate the consumer decision making process in order to provide the stakeholders engaged in this sphere of business with guidelines and recommendations that will enable them to satisfy the needs of consumers in a more effective way.

These Models Are Based On The Theories Like

- Ivan Pavlov's theory of Classical Conditioning

- B.F. Skinner's Operant Conditioning
- Theory of Reasoned Action (TRA) by Fishbein, 1980 was developed to explain how a consumer leads to a certain buying behaviour. This theory asserts that attitude towards buying and subjective norm are the antecedents of performed behaviour (UKEssays, 2018). Consumers are motivated by the results they expect a particular product or service to deliver.
- Theory of Planned Behaviour (TPB) by Ajzen in 1991 explains that a person's action is determined by their behavioural intentions, which in turn are influenced by an attitude toward the behaviour and subjective norms. In the TPB, attitude toward the behaviour is defined as one's positive or negative feelings about performing a specific behaviour and determined through an assessment of one's beliefs regarding the consequences which is arising from one's behaviour and an evaluation of the desirability of these consequences.
- Motivation-Need Theory by Abraham Maslow, 1943, which explains how consumers make purchase decisions to satisfy a hierarchy of needs.
- Social learning theory proposed by Albert Bandura, 1977, which explains that people can learn from each other through observation, imitation and modeling. This is illustrated during the famous [Bobo doll experiment](#) (Bandura, 1961).

Impulse Buying Theory, Hawkins Stern, 1962, which explains how human impulse and external factors lead consumers to make purchases.

Some Important Consumer Behaviour Models

1. Learning model: Learning model is based on Ivan Pavlov's theory of classical conditioning, and B.F. Skinner's Operant Conditioning. This explains that behaviour is shaped through practice and personal experience. Reinforcements have a major role in formation of behaviour.
2. Economic model: Economic model is based on the desire of consumers to obtain maximum utility from minimum spending. It is based on income effect, substitution effect and price effect (Jisana, 2014)
3. Psychological model: Psychological model is based on Abraham Maslow's theory of Hierarchy of needs which explains that consumers get motivated by their strongest need at a particular time and he strives to satisfy the lower levels of needs before achieving the higher needs.
4. Psychoanalytic Model: Psychoanalytic Model is based on Sigmund Freud who explained that a person's deep seated motives, ambitions, desires, and fears are the foundation for his behaviour.
5. Sociological Model: Sociological Model says that purchase decisions are influenced by a consumer's place within different social groups and communities.
6. Family decision making model: Family decision making model explains that every member in the family has a unique role in the decision making process, such as user, influencer, preparer, gatekeeper, buyer and the decider and they will definitely influence the buying behaviour.
7. Input-process-output model: Input-process-output model explains that the firm's marketing efforts as well as the

environment act as the inputs which trigger the consumer to identify the needs and motivates him to make the purchase process and output is the response of the consumer.

8. Black Box Model: Philip Kotler opined that consumer's mind is a black-box. In that black box, marketing stimuli including product, price, promotion and place are processed against other stimuli such as economic, political, social and technological factors to arrive at a buyer decision. It is called the 'black box' model because we don't know much about how the human mind works. It suggests that customer is interacting between past experience, beliefs, attitudes, desires, and objectives when making a buying decision (Kotler et al, 2004).
9. The Means-end chain Model: The means-end approach is based on a theory that product and service attributes are associated with consequences, or product benefits and risks, and even the personal values the product can help consumers fulfill. The result is a value chain linking a product attribute to its functional consequence, to the psychosocial (or emotional) consequence, to the underlying personal value (Ludviga et al. 2012).
10. Howarth Sheth Model, 1969: Howarth Sheth Model explains the extensive and routinized problem solving based on input factors, hypothetical constructs (such as motivation, attitude, perception etc), output parameters and exogenous variables. Here the inputs are provided by three types of stimuli such as significant stimuli (tangible product characteristics), symbolic stimuli (perception) and social stimuli (social status, family background).
11. Engel-Blackwell- Kollat model, 1968: This model has four units such as information processing unit with our subparts viz. exposure, attention, comprehension and retention, central control unit with four factors namely previous experience, evaluation criteria, changing mindsets of consumers and personality, decision making process involving problem recognition, information search, evaluating the alternatives, purchase and post purchase satisfaction or dissatisfaction and environmental influences like family and financial status.
12. Industrial buying model: Industrial buying model explains the joint decision making in an industrial setup. Committees formed with different departments like Research and development, quality control, finance, technical support etc. make the final purchase decisions. Persuasion and bargaining issues may arise in this.
13. Nicosia model: The model proposed by Francesco Nicosia in 1966 explains the level of exposure a consumer gets with respect to purchase decision. Here four fields arranged cyclically so that each one being the input for the successor and output for the predecessor. Attributes of the firm, product and consumer come in field one. Second field consists of consumer research and evaluation. Third field is concerned with the buying decisions, and fourth field is the feedback to the firm.

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