

B. Com. Sem. IV MIC-4

Subject - Marketing

Consumer Behaviour

Part - II

Characteristics of Consumer Behaviour

Following are the main characteristics of consumer behaviour -

1. Consumer behaviour is the study of total behaviour of consumers in relation to goods or services.
2. Consumer behaviour involves physical and mental activities which consumers undertake to acquire goods and services and obtain satisfaction from them.
3. It concerns with studying why, what, when, where, how, and from whom the consumer buys the product.
4. It is a process through which the consumer interacts with his environment for the purpose of making decisions on products and services.
5. ~~The~~ Consumer behaviour is considered as a powerful area ~~in modern~~

of today's marketing management. The marketing programme is formulated on the basis of study of consumer behaviour.

6. Consumer behaviour includes both observable (physical activities) like reacting positively or negatively, and mental activities such as forming attitude, perceiving advertising, learning, etc.

7. It is a complex and dynamic process, it is difficult to understand. It is also recognised as a multidisciplinary and relatively new discipline.

8. Consumer behaviour as an essential area in modern marketing study and practice