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**Consumer**

A consumer is a person who can make the whether or not to purchase an item at the store ,and someone who can be influenced by marketing and advertisements.

**Marketing**

Marketing is the management process through which goods and services move from concept to the customer. Understanding consumer behaviour is a vital aspect of marketing.

**Consumer behaviour**

Consumer behaviour is the study was how people make decisions about what they buy, need or act in regards to a product , service, or company . It is the way a consumer behaves towards goods or services is called consumer behaviour. It is critical to understand consumer behaviour to how potential customers will respond to a new product or service.

Marketers need to understand the buying behaviour of consumers for their to do well. It is really important for marketers to understand what prompts a consumer to purchase a particular product and what stops him from buying.

There are several stages a consumer goes through before he finally picks up things available in the market. Various factors, be it cultural, social, personal or psychological influence the buying decision of individuals.

Consumers are being affected by many issues that are unique to their thought process.

**Psychological factors** can include perception of a need or situation , the person’s ability to learn or understand information and an individual’s attitude . Each person’s will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers must take those psychological factors into account when creating campaigns, ensuring that their campaign will appeal to their target audience.

**Social factors** is significant impact on consumer behaviour is social characteristics. Social influence are quite diverse and can include a person’s family, social interaction, work or school communities or any group of people a person affiliates with. It can also include a person’s social class, which income , living conditions and education level. The social factors are very diverse and can be difficult to analyze when developing plans . It is critical to realise the social fabric in consumer behaviour, as they greatly influence how people respond to marketing messages and make purchasing decisions. For example, how using a famous spokesperson can influence buyers.

**Personal factors** are characteristics that are specific to a person and may not relate to other people with the same group. The characteristics may include how a person makes decisions, their unique, habits and interests, and opinions. When considering personal factors decisions are also influenced by age , gender, background, culture, and other personal issues

Consumers play a role in marketing process because they are the central element of all decisions related to marketing.

* Firms exist to provide value to consumers. When consumers disappear, so does the firm .
* Consumers are talking to one another at unprecedented rates. If you are offering bad services to one consumer, it will not be long before others get to know this .
* The consumer day by day facilitates the expansions or enhancements of service sector within the economy.
* The consumer also plays a role in the feedback gathering process after a company’s offering hits the market .
* Consumers are the main source of demand for all the goods . The producers of industrial goods or the producers of agricultural product are all producing the various items according to the demand in the market.

**References**

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