Maria Adeshola Jonah

College of law

16/LAW01/116

Consumer behavior

BUS208

QUESTION : WHAT ARE THE ROLES OF CONSUMER BEHAVIOUR

The roles of consumer behavior can be categorized into three they are;

# Role of Family in Consumer Behaviour

# Role of Consumer Behaviour in Advertising

* Role of Consumer Behaviour in marketing

# Role of Family in Consumer Behaviour

 two individuals have same buying preferences. The buying tendencies of individuals vary as per their age, need, income, lifestyle, geographical location, willingness to spend, family status and so on. **An individual’s immediate family members play an essential role in influencing his/her buying behaviour**.

An individual tends to discuss with his immediate family members before purchasing a particular product or service. Family members might support an individual’s decision to buy a particular product, stop him for purchasing it or suggest few other options.

Family comprises of:

* Parents
* Siblings
* Spouse
* Grandparents
* Relatives (Cousins/Aunts, Uncles etc)

What an individual imbibes from his parents becomes his/her culture. In countries like India, where children are supposed to stay with their parents till the time they get married, the influence of parents on an individual’s buying decisions can not be ignored. What he sees from his childhood becomes his habit or in other words lifestyle. A female from an orthodox background would prefer salwar suits, saris instead of westerns or short outfits. In India, parents expect their children to dress up in nice, colourful outfits during marriages, festivals or other auspicious occasions. Even if children want to buy something else, their parents would always prompt them to buy traditional attire, thus influencing their buying decision.

The moment an individual enters into wedlock, his/her partner influences his buying decisions to a great extent. In most families, wife accompanies her husband for shopping be it grocery, home appliances, furnishings, car etc.An individual would always discuss with his/her partner before any major purchase. After marriage, individuals generally do not like spending on himself/herself; rather they do it for their partner or family.

Children also influence the buying decisions of individuals. An individual spends happily on toys, candies, ice creams, chocolates. sweets when he has children at home. Children in the family prompt their parents to subscribe to Disney Channel, Cartoon network and so on.

Individuals do not mind spending on medicines, health supplements, vitamin tablets, protein drinks if they have ailing parents at home.

# Role of Consumer Behaviour in Advertising

Marketers need to understand the buying behaviour of consumers while designing their advertisements for the desired impact. Advertisements play an essential role in creating an image of a product in the minds of consumers. Advertisements must be catchy and communicate relevant information to consumers.

**Understanding the needs of the consumer is really important when it comes to creating the right advertisement for the right audience**. Remember it is only through advertisements; individuals are able to connect with your brand.

**Identify your target audience**. The advertisement in some way must touch the hearts of the end-users for them to buy the product.

**It is really essential to show what the consumers like**. Meet your target audience and find out what they expect from your product and brand on the whole. Do not show anything which might offend any religious group or community. Make sure the message is relevant and crisp. Overload of information nullifies the effect and the advertisement might go unnoticed. Don’t try to confuse the consumers. They will never buy your product. Understand their psychologies well.

# Role of Consumer Behaviour in Marketing

Marketers need to understand the buying behaviour of consumers for their products 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 ideally two different ways which enable marketers to understand their consumers.

* Primary Research
* Secondary Research

**Primary Research -** Primary Research refers to a research methodology where marketers interact with consumers directly and gather as much information as they can. Information is generally collected through surveys, questionnaires, feedback forms, interviews etc.

**Secondary Research -** Secondary Research often refers to relying on information which has been collected by others at some point of time.

The background and family status of an individual also influence his/her buying behaviour.

Selling a laptop to an individual who is not much educated would be pointless. Remember consumers would show interest in your products only if they are of any use to them or their immediate family members. A low grade worker would never be interested in purchasing business suits or formal shirts.

Canned juices are a hit among middle and higher income group where individuals are really conscious about their health and fitness. Individuals who live hand to mouth would never spend on sugar free tablets, health supplements, or for that matter “Diet Coke”.

It is also important to give complete information to end-users. Do not hide anything from them. It is not ethical. All tobacco products come with a warning. Individuals should be familiar with not only the benefits but also the side effects of the products.