JAYEOLA HENRY

200 LEVEL

LAW

16/LAW01/114

CONSUMER BEHAVIOUR

BUS 208

Consumer Behaviour refers to the study of buying tendencies of consumers. An individual who goes for shopping does not necessarily end up buying products. 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. The consumer is the one who pays something to consume goods and services produced. As such, consumers play a vital role in the economic system of a nation. Without consumer demand, producers would lack one of the key motivations to produce: to sell to consumers. The consumer also forms part of the chain of distribution.

Each individual consumer, consciously or unconsciously, determines the fate of. the goods and services on the market each time he chooses one product instead of another. Each penny that is spent on any one product is the equivalent of an economic vote in favor of that particular product and against its competitors. Therefore, a single consumer and his choices are important, for each consumer’s economic vote, when added to the votes of other consumers, determines which consumer goods will remain on the market. Obviously, the entrepreneur will not want to manufacture product A if the consumer does not like product A and prefers to purchase product B. Recently in marketing instead of marketers generating broad demographic profiles and Fisio-graphic profiles of market segments, marketers have started to engage in personalized marketing, permission marketing, and mass customization.Largely due to the rise of the Internet, consumers are shifting more and more towards becoming "prosumers", consumers who are also producers (often of information and media on the social web), influence the products created (e.g. by customization, crowdfunding or publishing their preferences), actively participate in the production process, or use interactive products 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. t takes little effort to be a consumer. The simple act of buying a good or service is the only requirement for entering the club of consumerism, for in the free-market economy the consumer is a special person. Unlike other economic systems, the free-market economy, in particular the free-market economy of the United States, caters to the consumer, appealing to his wants and attempting to satisfy his desires.

With the possible exception of the very rich, the individual consumer has limited monetary resources and must budget his expenditures. How he determines his marginal utility will determine how much he will spend, how much he will save or invest, and on what he will make his expenditures.However, the free-market economy depends upon more than just the consumer being able to buy a rib roast or a refrigerator when he so chooses. For the consumer lives in an intangible world of thoughts, ideas, ethics, and morals; and his attitudes toward these cultural aspects of life influence and determine his philosophies and actions. He is just as obligated to consume wisely in this intangible world as he is in the material world in which he physically lives. Understanding consumer behaviour is important for any organization before launching a product. If the organization failed to analyse how a customer will respond to a particular product, the company will face losses. Consumer behaviour is very complex because each consumer has different mind and attitude towards purchase, consumption and disposal of product (Solomon, 2009). Understanding the theories and concepts of consumer behaviour helps to market the product or services successfully. Moreover, studying consumer behaviour helps in many aspects. As there is constant change in the living standards, trend, fashion and change in technology; consumer's attitude towards the purchase of product varies (Kumar, 2004). Understanding these factors is of utmost importance because the marketing of product are largely dependent on these factors. Thus, consumer behaviour serves as a successful tool for marketers in meeting their sales objectives.

**Sources**

* [www.thebalance.com/what-role-does-customer-service-play-in-marketing-](http://www.thebalance.com/what-role-does-customer-service-play-in-marketing-)
* [www.ukessays.com/essays/marketing/importance-of-consumer-behaviour-to-business-managers-marketing-essay.php](http://www.ukessays.com/essays/marketing/importance-of-consumer-behaviour-to-business-managers-marketing-essay.php)
* fee.org/articles/the-consumers-role/
* <https://courses.lumenlearning.com/boundless-marketing/.../introduction-to-consumers>