

“CONSUMER BEHAVIOR AND DESIGNING INNOVATIVE TOOL FOR CONSUMING INNOVATIVE TOOL FOR CONSUMER BEHAVIOUR”

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Abstract— Consumer behavior is comparatively a new field of study :- it is a study of how individuals make decision to spend their available resources like money , time and effort of consummation related aspects. There are many products and system design available which influence user behavior and effects potential for improving performance and increase satisfaction level of buyers and also help in reducing user errors.

I. INTRODUCTION

Consumer behaviors is the study of individuals or organization and the processes consumes use to search , sleek , use and dispose of products, series , experiences or ideas to satisfy need and its impact on the consumers behaviors is necessary for marketers to understand consumers to service and succeed in their competitive marketing environment . the purpose of studying consumer behaviors is because of the role it plays in the lives of humans people spent most of the time in the market peace, shopping to engaging in other activates. The extra time is passed in knowing and thinking about products and services and watching advertisement related to them. All these are reasons which suggest the need for study.

- 1) Importance of consumer behavior
- 2) It is helpful in indentifying consumer’s needs and satisfy them more effectively than competitions
- 3) It aims is to identify and satisfy unfilled consumer need better than the competitors’. thus consumer behavior helps in achieving marketing goals
- 4) The studies of consumer behavior is useful for intermediaries to performs theirs tasks effectively and efficiently
- 5) It also helpful in facing completion.

II. CONSUMER MOTIVES

Motive is strong feeling, desire or emotion that makes buyer to makes a decision to buy. Consumer has a motive for buying a particular product. Buying motive are those influences which insist the consumers to buy, induce or perception or helps in making choice to buy goods and services.

The buying motives are of two types:-

A. Product motives

B. Patronage motives

A. Product motives

These may be those impulses, designs and feelings which make the consumers to purchase a product. These may be divided on the basis of native of satisfaction

- 1) Emotional product motive are those impulse which induce or persuade the consumers on the basis of emotion. He makes a buying decision to imitate others.
- 2) Rational Product motives are those impulses which arise on the basics of evaluation or logical studies. The buyer make buying decision after evolution of the cost benefit analysis etc.

B. Patronage motives

These may be defined as that impulse which persuades the buyer to patronage particular shops. These are also divided as emotional retinal patronage motives.

- 1) Emotional patronage motives are those that persuade the customers to buy form specific shops are their favorite shopping place
- 2) Rational patronage motives are those which arise when selection a place depending not ht buyer satisfaction that offers a wide selections and offers after sale services etc.

III. DESIGNING INNOVATIVE TOOL FOR CONSUMER BEHAVIOUR

There are four different views which are related to consumer decision making process and behavior

A. Economic view

It focuses on the concept that consumer facing imperfect completion and they always expected to

make rational decision on the basis of assumptions that they are aware of all product alternatives they can compare benefits and limitations of each alternatives with other and are able to select one best alternatives.

B. Passive view

It is just opposite to economics view. It suggests that consumers are irrational.

C. Emotional View

It is selected to perceive consumers' decisions making based on their emotional association or feelings related to some products or services.

D. Cognitive view

In this view consumers are considered as a thinking problem solver. According to this view consumers search those products or services which satisfy or fulfill their need.

IV. CONCLUSION

The consumer continuously interacts with intricately related multiple objects of interaction which is changing due to introduction of new technologies.

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