

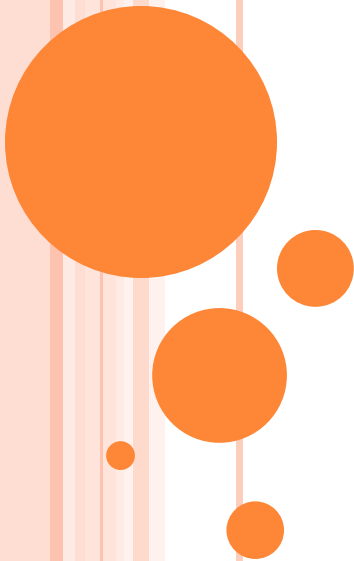
BBA-402

Marketing Management

The Marketing Concept

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Consumer Behavior (CB)



Consumer behavior as the behavior that **consumers display in searching for, purchasing, using, evaluating, and disposing/ordering of products and services that they expect will satisfy their needs.**

Consumer behavior focuses on how individual consumers and families or households make decisions to spend their available resources **(time, money, effort)** on consumption-related items.



CB includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluation on future purchases, and how they dispose of it.

Consumer behavior describes two different kinds of consuming entities: the personal consumer and the organizational consumer.

Personal Consumer: They buy goods and services for his/her own use, for the use of the household, or as a gift for a friend.

Organizational Consumer: Includes profit and non-profit businesses, government agencies (local, state & national), and institutions (e.g. schools, hospitals, and prisons), which must buy products, equipment, and services in order to run their organizations.

