



FACULTY OF JURIDICAL SCIENCES

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SUBJECT: CONSUMER BEHAVIOUR

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Lecture-31



Models of Consumer Behavior

Consumer Behavior Models

Customer behavior models help you understand your unique customer base and more effectively attract, engage, and retain them. These models are either traditional or contemporary.

Traditional Behavior Models

Traditional behavior models were developed by economists hoping to understand what customers purchase based on their wants and needs. Traditional models include the following:

- Learning Model
- Psychoanalytical Model
- Sociological Model
- Economic Model

1. Learning Model of Consumer Behavior

The Learning Model of customer behavior theorizes that buyer behavior responds to the desire to satisfy basic needs required for survival, like food, and learned needs that arise from lived experiences, like fear or guilt. This model takes influence from psychologist Abraham Maslow's Hierarchy of Needs (pictured below).

The Learning Model says that consumers first make purchases to satisfy their basic needs and then move on to meet learned needs. For example, a hungry customer would fulfill their need for food before a learned need to wear trendy clothing.

If you're a multipurpose business that sells products that meet all levels of customer needs, this model applies to you. For example, Target is a United States-based department store that sells hundreds of products. Super Targets are larger versions of the chain that also sell groceries.

When a customer visits a Super Target, they first see products that satisfy their basic needs — the grocery section. They're probably also seeing produce first, as these items are seen as the most nutritious and necessary for survival. After produce, customers move on to other aisles that satisfy learned needs, like purchasing their favorite cookies, clothing items, or beauty accessories.

You can think of it like this: If you're a business with a significant amount of in-store options, improve the customer experience and speak to their buyer behavior by first leading them to the products that will satisfy their innate needs. Without doing this, they may navigate through your store anxious about meeting those needs and spend less time browsing other products and making additional purchases. Once they feel comfortable, they'll move on to satisfy the desires that bring them joy rather than help them survive.

2. Psychoanalytical Model of Consumer Behavior

Sigmund Freud is the father of psychoanalysis. The psychoanalytical model draws from his theories and says that individual consumers have deep-rooted motives, both conscious and unconscious, that drive them to make a purchase. These motives can be hidden fears, suppressed desires, or personal longings.

Thus, customers make purchases depending on how stimuli from your business, like an advertisement on Instagram, appeal to their desires. It's important to note that, since these desires can be unconscious, customers don't always know why it appeals to them; they just know it feels right to have it.

This model is unique in terms of application, but it's relevant to businesses that sell an image that accompanies their products or services. For example, say you sell glasses. We all long to fit in and feel like we're valued and seen as capable, smart people. Glasses are sometimes a symbol of intelligence, so you'd want to appeal to this desire when crafting a customer experience.

You may instruct marketing to create **ad campaigns** that display pictures of people wearing your glasses in educational settings or doing things that society labels as 'smart.'

