



FACULTY OF JURIDICAL SCIENCES

COURSE: B.B.A.LL.B. IInd Semester

SUBJECT: CONSUMER BEHAVIOUR

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Lecture-33



Models of Consumer Behavior

Consumer Behavior Models

Contemporary Models

Contemporary models of consumer behavior focus on rational and deliberate decision-making processes rather than emotions or unconscious desires. The contemporary models include:

- Engel-Kollat-Blackwell (EKB) Model
- Black Box Model
- Hawkins Stern Model
- Howard Sheth Model
- Nicosia Model
- Webster and Wind Model

1. Engel-Kollat-Blackwell (EKB) Model of Consumer Behavior

The Engel-Kollat-Blackwell model of consumer behavior outlines a five-stage decision process that consumers go through before purchasing a product or service.

- **Awareness:** During this stage, consumers view advertisements from a business and become aware of their need, desire, or interest, to purchase what they've just discovered.
- **Information Processing:** After discovering a product or service, a consumer begins to think about how the product or service relates to their past experiences or needs and whether it will fulfill any current needs.
- **Evaluation:** At this point, consumers will research the product they've discovered and research options from competitors to see if there is a better option or if the original product is the best fit.

- **Purchasing Decision:** A consumer will follow through with a purchase for the product that has beat out competitors to provide value. A consumer may also stop the process if they change their mind.
- **Outcome Analysis:** After making a purchase, a customer will use what they've bought and assess whether their experience is positive or negative. After a trial period, they'll keep a product and maybe decide to become repeat customers or express dissatisfaction and return to stage three.

Overall, EKB says that consumers make decisions based on influencing factors that they assess through rational insight.

This model applies to businesses that have many competitors with similar products or services. If your product market is highly saturated and competitive, the goal is to outshine your competitors by meeting customers at every stage of their journey.

Increase visibility for your business during the awareness stage through **Search Engine Optimization**. Show them how your product or service will benefit them and give them the resources they need to weigh you against your competitors, like **customer reviews and testimonials**, free trials, discounts for bulk purchases. Lastly, and provide excellent after-sales support to show them that you care about their business even if they make a return.