



# **FACULTY OF JURIDICAL SCIENCES**

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

**SUBJECT: CONSUMER BEHAVIOUR**

**SUBJECT CODE: BBL -203**

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# Lecture-34



# **Models of Consumer Behavior**

## **Consumer Behavior Models**

### **Contemporary Models**

#### **2. Black Box Model of Consumer Behavior**

The Black Box model, sometimes called the Stimulus-Response model, says that customers are individual thinkers that process internal and external stimuli to make purchase decisions. The graphic below illustrates the decision process.

In short, this model says that consumers are problem solvers who make decisions after judging how your product will satisfy their existing beliefs and needs. Since consumers only follow through with a purchase after understanding how a product relates to their experiences, this model can benefit businesses selling products that go along with a lifestyle.

Case in point: cars. Different brands sell their cars to specific types of buyers. Jeeps and Subarus are for those that engage in outdoor activities and need a sturdy, reliable vehicle. At the same time, Mercedes Benz and Lexus' are marketed to those who want luxurious driving experiences. Even though the machinery is relatively similar, these brands speak to the pre-existing life values that customers have, and they promise that purchasing their vehicle will uphold their values.