



# **FACULTY OF JURIDICAL SCIENCES**

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

**SUBJECT: CONSUMER BEHAVIOUR**

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# Lecture-7



## Basic Model of Consumer Behavior

### Factors Influencing Consumer Behaviour:

People today have become far more empowered due to the widespread availability of information. This is causing a transformation in consumer preferences, much of which is powered by the evolving middle class.

For instance, a vast majority of middle class women were housewives, so they preferred self-cooked meals that catered to the family's taste. With time, more women have begun to work, thus increasing the demand for packaged food. Some other changing consumer preferences are presented in Figure 2.1.

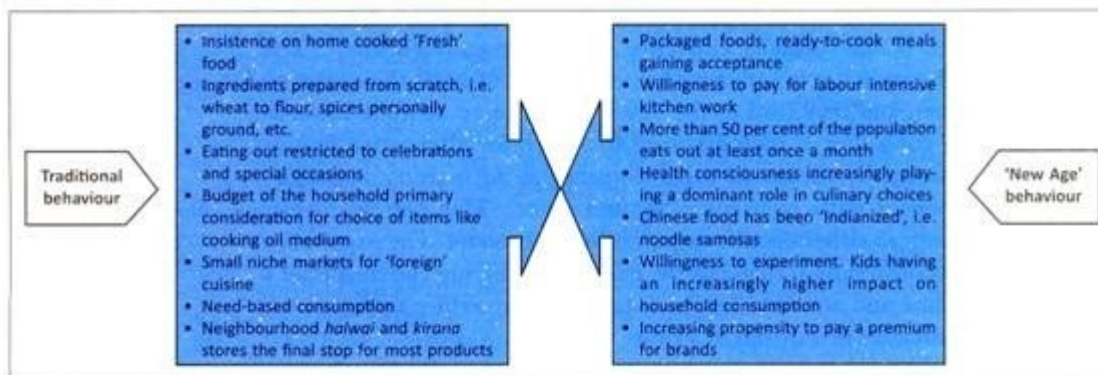


Figure 2.1: Changing consumer preferences

### India's dramatic pace of urbanization is influencing lifestyle patterns and buying behaviour of consumers:

1. Bulk purchases from supermarkets and hyper stores instead of frequent trips to the nearby shops this is due to convenience, hygiene and an attractive ambience associated with the former. Consumers today are also more experimental and ready to take risks.

2. A changing work culture leads to an increasing focus on ready to eat food instead of traditional cooking. ITC offers a range of such products under the 'Kitchens of India' label. Other packaged food products include Knorr and Maggi soups and MTR idli and upma mixes. Despite the presence of Indian brands, the ready to eat food segment is underdeveloped and has

become the focus of foreign companies who are eyeing the growth opportunities presented by this market.

3. There is a growing influence of Western culture on Indians, who have become more modernized and willing to experiment. A number of foreign brands have been successful in the FMCG sector in India due to this Westernization. For instance, many Indian women use L'Oreal and Maybelline products.

4. Consumers today are also health conscious. They want to eat healthy and stay fit. Hence, a greater number of FMCG products position themselves as being healthy options. Maggi Atta Noodles, Sunfeast's Sachin Fit Kit Multigrain Biscuits, and Tropicana fruit juices are a few products that address this need.

5. In India, celebrities, especially movie stars and cricketers, are frequently asked to endorse products and play a role in marketing communication. As the print and electronic media become all pervasive, the influence of celebrities has increased.

They are closely followed and even their most mundane activities create headlines. They are watched and imitated. Consequently roping in celebrities for advertising attracts a lot of consumer attention.

6. Consumers like advertisements more if they feature their favorite celebrity. What the star says has a positive impact on the consumer's mind leading to positive vibes about the product. Also, these advertisements have a higher recall value amidst the advertisement clutter.

For example, Lux soaps created headlines when they aired the advertisement featuring Bollywood heartthrob Shah Rukh Khan along with four Bollywood beauties.

From the viewpoint of marketing strategy the mix of cultural, social, personal and psychological factors which influence behaviour are largely non-controllable. Because of the influence they exert on patterns of buying, it is essential that we understand how they interact and influence purchase behaviour.

In doing this, we should not lose sight of the differences that exist between customers and consumers, and the implications of these differences for strategy.