



THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennaivazh Thiruthangal Hindu Nadar Uravinmurai Dharma Fund)

Selavayal, Chennai-51.

A Self-Financing Co-educational College of Arts & Science

Affiliated to the University of Madras

Accredited with 'B' Grade by NAAC

An ISO 9001: 2015 Certified Institution

NAME OF THE DEPARTMENT: Management Sciences

SUBJECT : Marketing Management

TOPIC : Consumer Behaviour

STAFF NAME : Dr.V.Govindarajan



Consumer

A CONSUMER IS A PERSON OR A GROUP WHO INTENDS TO ORDER, ORDERS, OR USES PURCHASED GOODS, PRODUCTS, OR SERVICES PRIMARILY FOR PERSONAL, SOCIAL, FAMILY, HOUSEHOLD AND SIMILAR NEEDS, NOT DIRECTLY RELATED TO ENTREPRENEURIAL OR BUSINESS ACTIVITIES

Consumer Needs

- ▶ Consumer needs can pertain to physiological survival and feelings of safety, belonging, esteem and self-actualization. Consumers also need affordability, functionality, convenience, accurate information, transparency, easy communication and other factors when looking for a product or service

Consumer Behavior

- ▶ Consumer behavior is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, and how the consumer's emotions, attitudes and preferences affect buying behavior.

Consumer motivation

- ▶ Consumer motivation is an internal state that drives people to identify and buy products or services that fulfill conscious and unconscious needs or desires. The fulfillment of those needs can then motivate them to make a repeat purchase or to find different goods and services to better fulfill those needs.

Consumer satisfaction

- ▶ Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.
- ▶ Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation

Consumer Satisfaction Importance

- ▶ When your customers are satisfied, they believe in the brand and become loyal. These loyal customers give brands repeat business and form a major part of the revenue. ... Satisfied existing customers feel they can promote the brand to their loved ones for the great experiences they've had.

Consumer Taste and Preferences

- ▶ Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. ... Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes.
- ▶ price, quantity, and income, but also of gender, age and other sociodemographic variables. Consumers chose foods from markets based on their preferences, endowment, income, and prices of goods. Different consumers might have different preferences in choice of markets from which to buy goods or foods.

Consumer Segmentation



- ▶ Customer segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests and spending habits.
- ▶ Market segmentation is a process of dividing a heterogeneous market into relatively more homogenous segments based on certain parameters like geographic, demographic, psychographic, and behavioural.

Types of Consumer Segmentation

- ▶ Demographic & Socioeconomic **Segmentation**.
- ▶ Geographic **Segmentation**.
- ▶ Behavioural **Segmentation**.
- ▶ Psychographic **Segmentation**.
- ▶ Social Media **Segmentation**.

Demographic & Socioeconomic Segmentation

- ▶ Demographic and socio-economic segmentation is based on a wide range of factors including age, gender, family size income, education, social class and ethnic origins. It is thus helpful in indicating the profile of people who purchase a company's product or services.

Geographic Segmentation.

- ▶ Geographic segmentation involves segmenting your audience based on the region they live or work in. This can be done in any number of ways: grouping customers by the country they live in, or smaller geographical divisions, from region to city, and right down to postal code.

Behavioural Segmentation.

- ▶ Behavioral segmentation is a form of marketing segmentation that divides people into different groups who have a specific behavioral pattern in common. Users may share the same lifecycle stage, previously purchased particular products, or have similar reactions to your messages.

Psychographic **Segmentation.**

- ▶ Psychographic segmentation has been used in marketing research as a form of market segmentation which divides consumers into subgroups based on shared psychological characteristics, including subconscious or conscious beliefs, motivations, and priorities to explain and predict consumer behavior

Social Media Segmentation.

- ▶ Social media segmentation is breaking down your audience demographics within and between different social media platforms. It gives you an understanding of the different groups of people using various social media channels so you know which channels to employ to reach those groups