

MODELS OF CONSUMER BEHAVIOR: A BRIEF

INTRODUCTION

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Abstract

It's possible to define a consumer as someone who takes part in the activity of consuming. People who shop for products and services with the intention of using them themselves or to meet the needs of their families and homes are considered consumers. When individuals talk about "consumer behaviour," they're referring to the decisions they make about how they'll invest their time, money, and energy into the acquisition. It contains the products that individuals buy, the reasons for those purchases, the timing and location of those purchases, the frequency with which those purchases are made, and the frequency with which those purchases are used. Several models of consumer behaviour are reviewed in this article. This research also covers additional aspects than this one that have been shown to have an impact on consumers' actions.

Paper Identification



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INTRODUCTION

One meaning of the term "consumer" is a "someone who engages in the activity of consuming," and this is one of the ways the word may be used. One further meaning of "consumer" is "a person who consumes" (a person who does something). Consumers are those who go shopping for products and services with the intention of either directly utilising them themselves or

providing for the needs of their houses and families. Consumers may also be defined as individuals who buy goods and services with the goal of reselling them. People refer to the decisions they make on how they will put their time, money, and energy into a purchase as their "consumer behaviour," and when they do so, they are talking about the choices they have made. To be more specific, the term "consumer behaviour" refers to the manner in which an individual chooses to invest their time and money in various activities. It covers the items that people purchase, the reasons why they purchase those items, the date and location of the transactions, the frequency with which individuals purchase those items, and the frequency with which they use the items that they purchase are all included in it. Not only does the term "consumer behaviour" refer to the overt actions carried out by an individual while in the process of purchasing and consuming goods and services, but it also refers to the individual's mental and social preparations for those activities as well as their reactions to them. In other words, "consumer behaviour" refers to more than just the overt actions carried out by an individual during the process of purchasing and consuming goods and services. To put it another way, the term "consumer behaviour" refers to a wider range of activities than only the overt actions carried out by a person when shopping for and using various products and services.

Consumer behaviour is defined as "the behaviour that consumers exhibit in searching for, obtaining, consuming, evaluating, and disposing of items, services, and ideas which they expect will fulfil their requirements." The phrase "consumer behaviour" refers to "the behaviour that consumers exhibit in searching for, obtaining, consuming, evaluating, and disposing of items, services, and ideas." In other words, "the behaviour that consumers display in the process of seeking for, getting, consuming, assessing, and disposing of products, services, and ideas." Consumers are driven to seek, acquire, use, and evaluate products and services by the hope that these offerings will, in some manner, satisfy the purchaser's need. This hope motivates customers to pursue, acquire, use, and evaluate goods and services. It is widely accepted that Leon G. Schiffman and Leslie Lazar Kanuk were the ones who initially conceptualised the term "customer behaviour" in its present form. [Citation needed] [Citation needed] They used the term "consumer behaviour" to describe "the behaviour that consumers exhibit in searching for, obtaining, consuming, evaluating, and disposing of items, services, and ideas," which they defined as "the behaviour that consumers exhibit in searching for, obtaining, consuming, evaluating, and disposing of items, services, and ideas," and they used it to describe "the behaviour that consumers exhibit in searching for, obtaining, consuming, evaluating, and disposing of items, services, and ideas." In addition to that, they used it to characterise "the

behaviour that consumers display in looking for, getting, eating, and disposing of things." Consumer behaviour is the way in which individuals interact with the goods and services that they purchase, and the term "consumer behaviour" was first used by marketing experts in the 1960s. Consumer behaviour refers to the manner in which individuals interact with the goods and services that they purchase. The term "consumer behaviour" refers to the activities that people engage in in relation to the products and services that they acquire financially. This process involves arriving at a decision at some point, which in turn has an impact on the person, who is affected not only by his inherent characteristics but also by the current situation in which he finds himself. This impact is compounded by the fact that the person is affected by both his inherent characteristics and the current situation in which he finds himself. This individual is impacted not just by his innate traits but also by the present environment in which he finds himself. Both of these factors work together to have an effect on this individual.

The field of research known as consumer behaviour analysis is complex and multi-faceted, including a wide range of different topic areas. The ideas of "consumer behaviour" and "understanding customers" may not seem to be as challenging as they really are at first glance. It is general known that forecasting how consumers would behave in a given setting may be a very difficult endeavour. This is because customers can be unpredictable. Each and every one of a company's marketing endeavours should be focused on a single aim, and that goal should be to impact customer behaviour in the way that was envisioned by the business. This should be the one and only objective that every single marketing activity should be geared at achieving. This endeavour will show whether or not the marketing efforts that the business is putting out are effective, and it may also offer some indicator as to whether or not the company will be sustainable in the future. Both of these outcomes will be determined by this endeavour. The result of this endeavour will determine whether or not the organization's marketing efforts are effective. Whether or not such efforts are successful will rely on the outcome of this endeavour.

Need of studying Consumer Behaviour

In order to establish strategies for successful communication, marketers need knowledge on customers, including their purchasing patterns and the kind of media they choose to consume.

- Who is in charge of making the purchasing decision?
- Who are the key decision makers when it comes to purchasing?
- What is it that drives individuals to make purchases and get things done?

Influencing Consumer Behaviour

The cultural, social, personal, and psychological traits of an individual have a significant impact on the purchases they make.

I. Cultural factors

Culture:

The underlying ideas, attitudes, and patterns of behaviour that make up an individual's culture are shaped in large part by their upbringing, which takes place within the context of their family as well as other key institutions. Culture, in its most basic form, is a vital component of every civilization and a key element in the creation of individual aspirations and behaviours. Culture also plays a crucial role in the evolution of human societies. When doing research on the cultures of various groups, regions, or nations, marketers need to approach with a great deal of caution since the extent to which culture influences consumer behaviour varies greatly from one nation to the next.

Subculture:

Every culture has its own unique subcultures that may be classified in many ways depending on factors like religion, country, geography, race, etc. Marketers need to segment the market into smaller parts before they can make use of these subsets. The requirements of a certain geographic group might be taken into account while developing goods by marketers.

Social class:

What we mean when we speak about social class is the hierarchical organisation of a society into numerous sections, each of which is reflective of one's social status or standing. Social class is a major component in influencing consumer behaviour since it affects so many aspects of consumers' lives, including their consumption habits, way of life, media consumption habits, leisure activities, and interests.

II. Social factors

Consumers' spending habits are not entirely disconnected from their moral convictions. There are few things more important in society than reference groups, families, roles, and social position.

Reference Groups:

One's reference group includes all the people and organisations that have some kind of influence on their daily lives. Incorporating the values, norms, and practises promoted by such groups into daily life is a common outcome of people's engagement with them. People's immediate families and their closest friends are often considered their most significant reference groups because of the profound influence they have on their lives and the frequency with which they interact with

them. A person's secondary reference group could consist of neighbours, classmates, or coworkers outside their immediate social circle.

Family:

The ways in which various members of a family go about making their purchases have a significant impact not just on one another but also on the household as a whole. As a direct result of this, market researchers are attempting to determine the roles that husbands, wives, and children play within the context of a family, in addition to the consequences that these roles have. If a person's choice to purchase a certain product is heavily impacted by their wife, then the marketers of that product will make an attempt to make their commercials more attractive to women. This is because women tend to make more purchasing decisions than males. In this context, it is crucial to bear in mind that the purchasing commitments of consumers develop throughout time in sync with other areas of their life that vary. This is something that must be kept in mind at all times.

Roles and Status:

According to the organisations, families, groups, and other entities that an individual is a member of, that person is given a certain set of obligations and a specific position within the community. The person's social status and position have a considerable bearing on the consumer's behaviour as well as the items that the customer decides to buy as a result of that behaviour.

III. Individual Considerations Factor

There is a possibility that a customer's purchase selections will be affected by personal factors. A person's buying behaviour may be significantly influenced by a number of key personal factors, including their way of life, economic position, occupation, age, personality, and self-concept. The following are other essential components of the buyer's personality that impact purchasing behaviour:

Age:

The decisions that a customer makes about an item that they wish to purchase may be influenced by a wide variety of variables, including an individual's age as well as the phase of life that they are currently experiencing at the time of the purchase. As more time has passed, the preferences of customers are more likely to vary during the course of their lives in regard to the goods and services that they find to be the most enticing because of this. As a result of the fact that the life cycle of a family consists of a variety of phases, such as childhood, bachelorhood, newly married couplehood, motherhood, and so on, there are chances for marketers to design goods

that are ideal for each period of the life cycle of a family. These stages include of things like childhood and becoming a parent, among others.

Occupation:

The sector in which a person is employed has a significant impact, both qualitatively and quantitatively, on the kinds of goods and services that person prefers to purchase, as well as on the regions from which they prefer to obtain those goods and services. This is true both in terms of the kinds of goods and services that person prefers to purchase and the quantities of those goods and services that they prefer to obtain. This impact may be evident in the kinds of things and services that a person chooses to buy as well as the quantity that a person prefers to acquire of those goods and services. " For example, the marketing manager of a firm will want to purchase business suits, but a low-level worker in the same company may find it more appealing to purchase hard labour gear." Both of these individuals are now working for the same company. These two people are employees of the same firm, which means they work together. Because these two individuals are both employed by the same company, it is likely that they collaborate on projects. Both of these people are currently employed by the same company or organisation at the time.

Economic Situation:

In a considerable way, a consumer's buying behaviour is affected by their socioeconomic level. It seems to reason that someone with a large disposable income and a sizable emergency fund would also make more extravagant purchases. However, someone with a low salary and little savings may usually go for inexpensive items.

Lifestyle:

Another important factor that plays a role in deciding the buying behaviour of consumers is the customers' way of life, which plays a role in playing a role in playing a role in determining the purchasing behaviour of consumers. The manner in which a person lives within a society is referred to as their lifestyle, and it is feasible to infer an individual's lifestyle based on the things that are present in their immediate surroundings at any one time. [This is a prime example] It is produced by the whole of the customer's pattern of behaviour and engagement in the environment, and it is governed, among other things, by the customer's interests, attitudes, and actions. It is also formed by the consumer. It is created by the total pattern of behaviour and involvement in the environment shown by the consumer as a whole. It takes form as a direct consequence of the overall pattern of behaviour and involvement in the environment that is shown by the customer. This is how it comes into being.

Personality:

Personality doesn't only shift from one person to the next; it also changes over the course of time and may be affected by both physical distance and the passage of time. As a direct result of this, it is able to have a significant amount of influence on the decisions that consumers make about the products that they buy. In point of fact, the clothes that a person wears have very little to do with who they are as a person. Rather, the actions that a man engages in across a variety of settings contribute to the formation of his character. It has a variety of attributes, including dominance, aggression, and self-confidence, as well as other features that may be used to identify the consumer behaviour for a certain product or service. In addition, it possesses a number of additional characteristics. These characteristics may be used to determine how customers interact with a certain product or service by observing their behaviour.

IV. Psychological factors

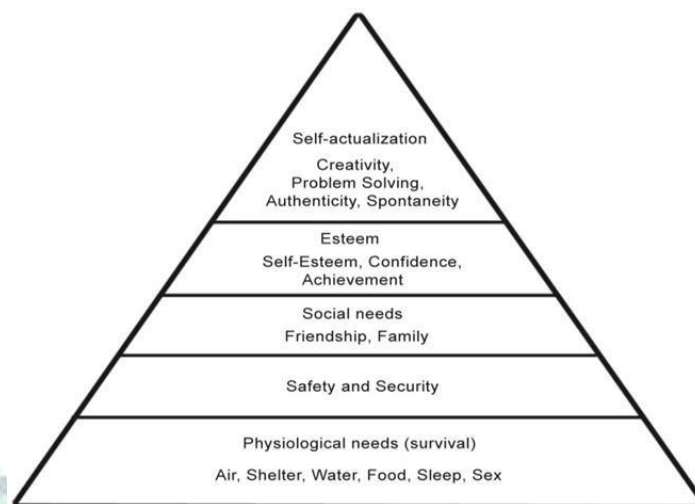
There are four primary psychological aspects that have a significant impact on the purchasing decisions made by consumers. Because this structure is made up of the component's perception, motivation, learning, beliefs, and attitudes, these elements have a significant influence on the purchase behaviour of consumers. These five components make up the foundation of the framework.

Motivation:

Another factor that plays a part in influencing how consumers will behave when they are making purchases is the degree of motivation that they have. Every single individual has a unique set of requirements, which may be grouped under subheadings such as physiological, biochemical, social, and so on and so forth. Because the criteria each have their own unique qualities, some of them call for more immediate attention than others, while others do not call for quite as much attention right immediately. As a direct result of this, a need transforms into a motivation as it increases in its ability to force a person in the direction of the pursuit of fulfilment.

The idea that different wants at different points in an individual's life drive different phases of their life may be explained by Maslow's theory of motivation. This theory gives an explanation for the assumption. Maslow came up with a scale that ranked the significance of various human wants in an escalating sequence, with physiological demands being the most essential of the lot. There are five different types of needs: physiologic, social, esteem, and self-actualization needs. Physiologic needs are the most basic and fundamental needs. The most fundamental requirements are those of a physiological nature. A person's ability to fulfil the prerequisites of their desires in the least period of time will get more consideration from them. As soon as that

need is met, it will cease to act as a motivator of the person's behaviour, and instead, they will focus on fulfilling the following need that is viewed as being the most essential.

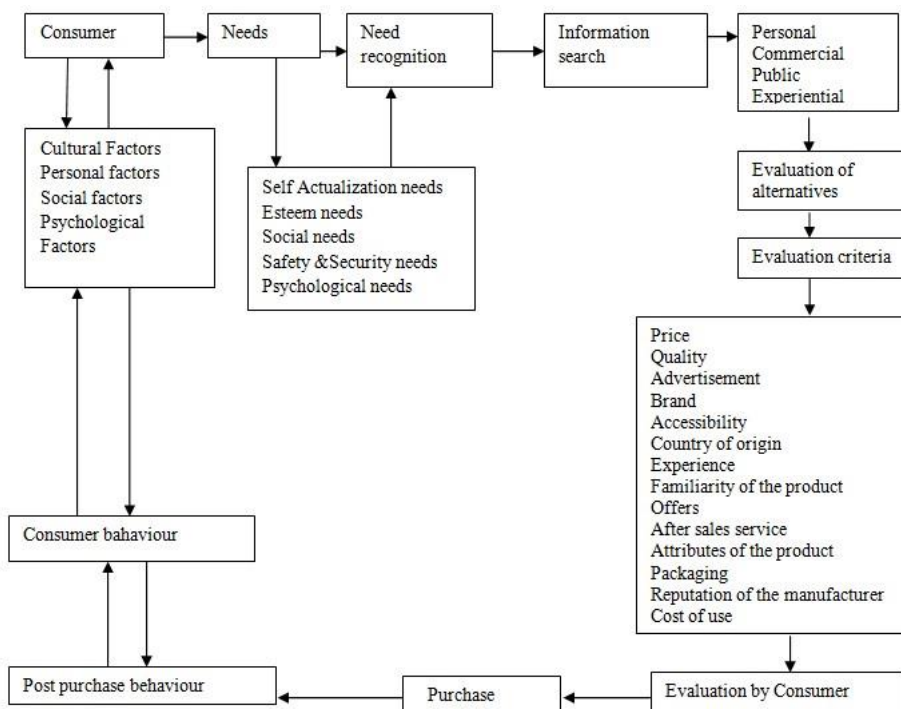


Perception:

“Perception is the process of selecting, organising, and interpreting information in such a manner as to produce an experience of the world that is significant to oneself. This is done in order to create an experience of the world that is meaningful to others. It's possible that a person's feelings towards a product or service might be inferred from the thoughts they have about that product or service. This is particularly the case when it comes to the products and services provided by other people. Because different people see the world from different angles, it is difficult for them to buy the same things even if they have the same requirements. This is because different people have different viewpoints. There are three distinct varieties of perceptual processing, and they are referred to as selective attention, selective distortion, and selective retention, respectively. We say that someone is participating in selective attention when they focus their attention on information that has the potential to be advantageous to either themselves or members of their immediate family. On the other hand, when consumers are shown selective distortion, they have a tendency to view information in a manner that is congruent with the attitudes and views they already have. This is because selective distortion encourages consumers to view information in a manner that supports their preexisting beliefs. This occurs as a result of selective distortion, which leads customers to see information in a way that is consistent with the beliefs they already have. When it comes to selective retention, customers only remember the information that is relevant to their needs, while the rest of the material is forgotten over the course of time. In the same spirit, clients only remember the information that is significant to their requirements”.

Beliefs and Attitudes:

Customers come into a store with a wide range of preconceived notions and ideas about the products they want to buy. The ideas and attitudes of this sort are what make up brand image and impact the purchase behaviour of consumers, so it seems sense that marketers would be interested in studying them. Marketers have the potential to affect the opinions and attitudes of customers by designing specialised campaigns that are focused on the issue at hand.



The Consumer Purchasing Decision Process and Consumer Behavior: A Theoretical Framework

This model covers both the process by which consumers arrive at their final purchase choices as well as the behaviours that follow those selections. In other words, it shows how consumers come to their decisions about what to buy. The first thing that needs to be done is to determine a requirement that is not now being met in any way. This is a mandatory step. After then, a person has the choice of obtaining knowledge from a variety of various sources, including those that are personal, commercial, public, or via experience earned through their own activities. After the customer has finished the search process, he or she will be presented with a number of various options, from which they will choose the alternative that most closely adheres to the criteria that they have specified. A consumer will evaluate the many options accessible to them based on a predetermined set of evaluation criteria that has been developed in advance. They are made up of a number of components, a few of which include the price, the quality, the advertising, and the brand name. Be sure to have all of your queries prepared, since the real method for making

the buy won't begin until after the examination is through. After an item has been purchased, the last and most significant step is making a decision about what to do with it. If the customer likes the product, they will continue to buy it, but if they are dissatisfied with it, they will switch to a different brand. Consumers are continually put in the position of having to decide which things to purchase from the available options.

The Various Consumer Purchasing Behavior Models

I. Traditional models

- **Economic model:**

“The economic model of consumer behaviour focuses on the concept that a customer's purchasing pattern is based on the idea of gaining the maximum advantages while minimising expenses. This theory is at the centre of the economic model of consumer behaviour. Therefore, it is possible to forecast consumer behaviour based on economic factors such as the buying power of the customer and the price of items that are in direct competition with one another. For instance, a customer will purchase a comparable product that is being provided at a lesser price in order to optimise the advantages; an increase in a consumer's buying power will enable him to raise the amount of the things that he is purchasing”.

- **Learning model:**

This idea is built on the belief that the major impetus behind consumer behaviour is a desire to satiate demands that have been natural as well as those that have been acquired. The need for shame and fear are instances of acquired wants, whereas the need for food, clothing, and a secure place to live are examples of basic needs. Because of this, a consumer is going to have a tendency to buy products that will not only satisfy their needs but also provide them pleasure at the same time. A customer who is hungry could choose to buy some food rather than a beautiful piece of jewellery, but after her hunger has been satisfied, she might opt to go back to the shop and buy the jewellery instead.

- **Psychoanalytic model:**

“This duality is taken into consideration by the psychoanalytical model, which acknowledges the possibility that both the consumer's conscious and subconscious minds may have an effect on the consumer's behaviour and incorporates this recognition into its analysis. The model also takes into consideration the fact that the consumer's behaviour may be influenced by both of these minds. When a person goes shopping, all three of

Sigmund Freud's levels of consciousness the id, the ego, and the superego-contribute, each in their own special way, to the decisions that are made and the actions that are carried out by that person. These levels of consciousness are referred to as the ego, the id, and the superego. It is possible for a person's subconscious mind to be affected by a concealed symbol in a business's name or emblem, and as a result, the individual may be persuaded to purchase a product from that particular company rather than purchasing a comparable product from another firm”.

- **Sociological model:**

The sociological model places a significant amount of emphasis on the concept that a consumer's purchasing behaviour is primarily driven by the consumer's position and level of influence in the society in which the consumer currently resides. This concept is given a significant amount of weight in the sociological model. Both the culture that a society exhibits and the people with whom a consumer interacts are potential components that have the potential to affect the consumer's behaviour. Both cultures may be found in a society. For instance, a manager and an employee may have distinct buying habits owing to the varied roles they play in the firm for which they work. This might be the case because managers and employees have different responsibilities within the organisation. On the other hand, if they share the same neighbourhood or go to the same church, it's possible that they will decide to buy the same things made by the same manufacturer or brand. This is due to the fact that they feel a feeling of community with the people in their immediate environment.

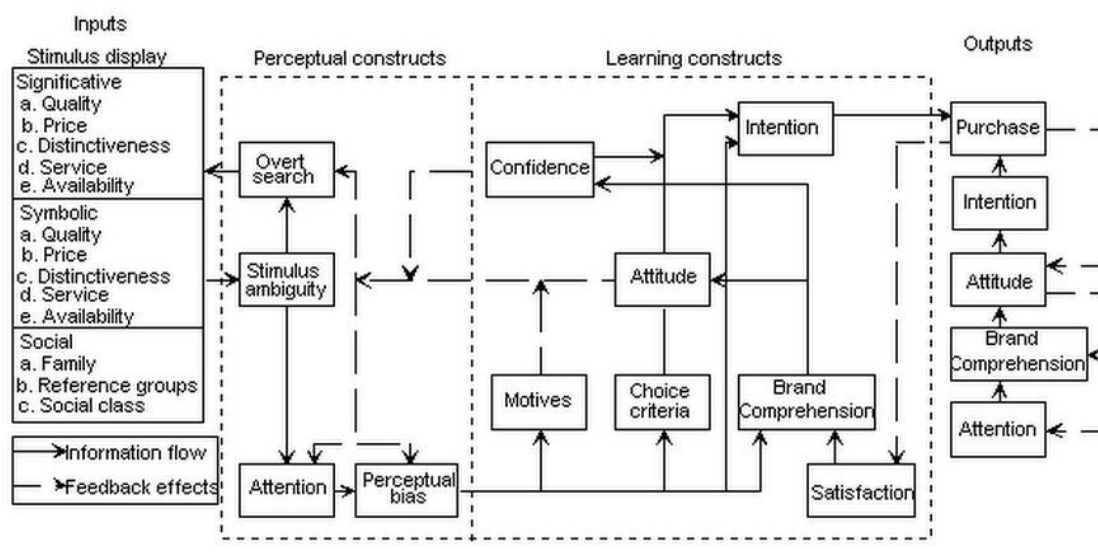
“II. Contemporary models

- Howard-Sheth Model
- Engel-Kollat-Blackwell Model
- Nicosia Model
- Stimulus-Response Model

- **Howard-Sheth model (1969)**

It is one of the most complete models of consumer purchasing behaviour, and it makes use of the notion of stimulus-response in order to explain consumers' brand choosing behaviour over a period of time. When it comes to the study of how consumers make purchases, this model is

often regarded as being among the most significant available. In addition to this, it is one of the most complete models that can be found on the shopping habits of customers.



“**Source:** S Jayachandran, *Marketing management*, Excel Books, 2004 There are four primary elements that make up the model.

- Input variables
- Output variables
- Learning constructions, perceptual constructs, and hypothetical constructs are all examples of these.
- Exogenous variables

Input variables:

The variables that are taken in are symbolic representations of the environmental stimuli that the organism takes in. These stimuli come from the surrounding environment. The descriptive hints that are included into the model as part of the input variables are concerned with the characteristics of a particular brand or product (i.e. quality, price, distinctiveness, service and availability). When a customer engages with a brand, they are exposed to what are known as "Significant Stimulies." These are the real components that make up a brand and are displayed to the customer when they connect with the brand. Specifically, the price, the degree of quality, the level of service, and the volume that is available. They have an immediate influence on the customer as a result of the characteristics that are linked to the brand in question. The practise of presenting the items that a manufacturer creates in a form that is symbolic gives birth to the phenomenon that is known as a symbolic stimulus. This practise is often done by manufacturers. Internet-based marketing and public relations strategies and practises They are produced from

the same components that are given in the mass media and by salespeople, both of which have an indirect influence on the customer, and they share the same source. This causes them to have an indirect impact on the customer. People are encouraged to respond to social stimuli by the social context in which they find themselves. [Case Study] [Case Study] Taking the reference group or the various socioeconomic groups as an example would be an excellent way to illustrate this point. Before the viewpoint of a customer may be taken into account at any stage of the decision-making process, the individual in question must first take into account the factors that are detailed in the following paragraphs.

Output variables:

The five output variables that are located on the right-hand side of the model explain the observable responses that buyers have to the stimulus inputs. These variables may be found on the right-hand side of the model. These answers may be seen if one looks closely enough at the model. They are arranged into groups in such a manner that the ones that are the most important are located at the top, while the ones that are the most recent are located at the bottom. Purchase is the actual, overt act of buying, and it is the sequential result of attention (the total response of the buyer to the information that is taken in), brand comprehension, brand attitude (which refers to the evaluation of the satisfying potential of the brand), and buyer intention. Attention is the total response of the buyer to the information that is taken in. When we talk about attention, we're talking about the complete reaction that the customer has to the information that is taken in (a verbal statement made in light of the aforementioned externalising factors that the preferred brand will be bought the next time the buying is necessitated)..

Hypothetical constructs:

When classifying hypothetical inventions, a combination of learning structures and perceptual characteristics have been shown to be the most useful approaches. Learning constructs and perceptual constructions are the two categories that fall under this heading. The first one is concerned with how an individual receives and responds to the information that is offered by the input variables, taking into account the ambiguity of the stimuli as well as any perceptual biases that could be present. The second one is concerned with how a group of individuals receives and responds to the information that is offered by the input variables. The second discusses the occurrences that take place during the whole process of purchasing, beginning with the reasons why the buyer is making the purchase and ending with the customer's contentment with the transaction. The buyer's goals, the choice criteria, the buyer's understanding of the brand, the buyer's attitude toward the brand as a consequence of that comprehension, and the confidence

linked with the purchasing selection all interact to generate the buyer's desire to acquire the product or service. This could be something like "I want to buy the product because..." The buyer's attitudes toward the various existing brand alternatives in the buyer's evoked set, which lead to the arrangement of an order of preference regarding brands, have an effect on the buyer's intention to make a purchase, and the buyer's motives themselves can be either broad or specific goals that motivate someone to take action. The buyer's attitudes toward the various existing brand alternatives in the buyer's evoked set lead to the arrangement of an order of preference regarding brands. The consumer's level of knowledge with the brand, the degree of trust they have in that brand, the selection criteria they employ, and the goals they have for their purchases are all aspects that play a role in deciding whether or not the consumer plans to make a purchase.

Exogenous variables:

Additionally, the model takes into consideration a number of exogenous factors; these variables are not stated, but they are considered as if they are fixed all the same. They have the capacity to significantly influence the decisions that consumers make. The model takes into account a variety of significant external elements, such as personality characteristics, the level of importance attached to making a purchase, culture, social class, and current financial situation.

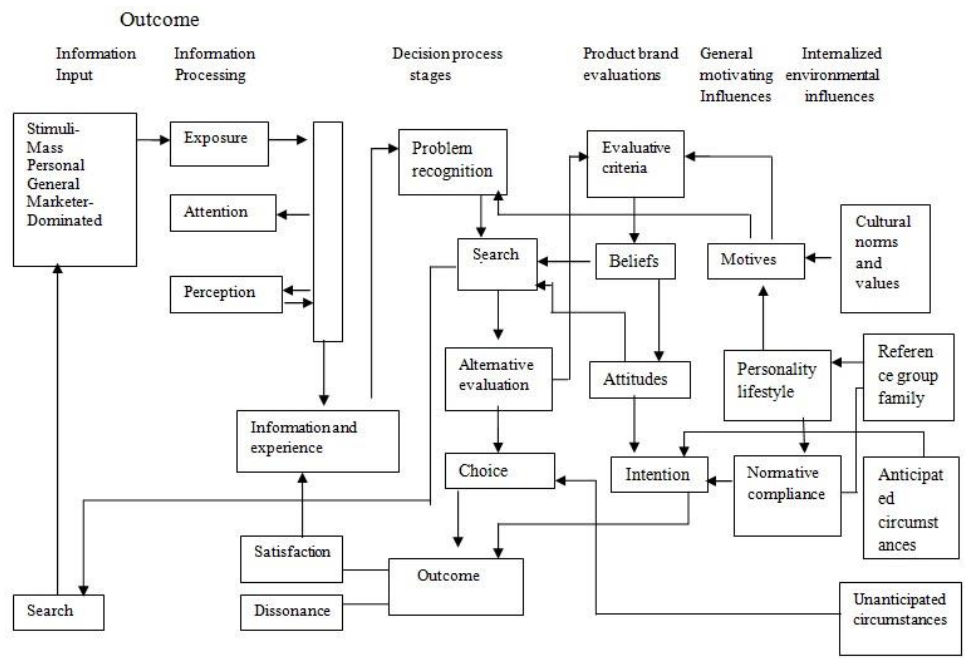
□ **“Engel-Kollat-Blackwell model (1978)**

“These three academics came up with the Engel-Kollat-Blackwell model of consumer behaviour, which is essentially a model for learning and problem-solving primarily based on consciousness. The processes of active information searching and assessment that are carried out by consumers are well depicted by this model, which provides a good illustration of those activities. These processes are properly described by this model. The multiple elements of decision-making, as well as the relationships and exchanges that take place between those facets, are shown by this model. According to them, consumer behaviour may be conceptualised as a decision-making process, and this is how they interpret consumer behaviour. Their model of consumer behaviour does this. As a component of this decision-making process, they come to the conclusion that there will be five distinct actions carried out throughout the course of some given amount of time”.

They are

- Realization of a need or problem
- Web-based Research
- Comparative analysis of available options

- Choice



Source: S Jayachandran, Marketing management, Excel Books, 2004

Problem recognition:

The customer will be able to tell the difference between their current condition and the one that they should be in according to the product. This may take place as a result of inputs from the outside world.

Information search:

“In the beginning, the information that the consumer has access to may be coherent with other concepts and perspectives that the customer already has. During the stage known as information seeking or search, the client will make an attempt to obtain extra information from a range of sources while they are engaged in this stage. This stage may also be referred to as the research stage. The stimuli that have the ability to grab the person's attention, be accepted by them, and be preserved or stored in their memory are shown to them. The technique of collecting this information is selective by its very nature, and the consumer will accept the information since it offers a definitive explanation to what it is that they notice.

Alternative evaluation:

This individual will now perform an investigation into the many options that are accessible. The underlying goals, the reasons, and the personality of the customer will all play a part in selecting which assessment methodologies are employed for the various products. In addition, the client

has certain preconceived assumptions about the different brands in terms of the characteristics that are associated with the different brands.

Choice:

The intents and mindset of the customer will play a vital influence in the process of decision making. The judgement will be based not only on whether or not the anticipated circumstances have been realised, but also on whether or not normative conformity has been reached. When discussing consumer behaviour, the term "normative compliance" refers to the extent to which other people, such friends, family members, and colleagues, have an influence on the consumer”.

Outcome: It's possible that the result will be favourable or bad.

In addition to these five phases, the model also incorporates a number of additional factors that are connected and organised under the same five headings.

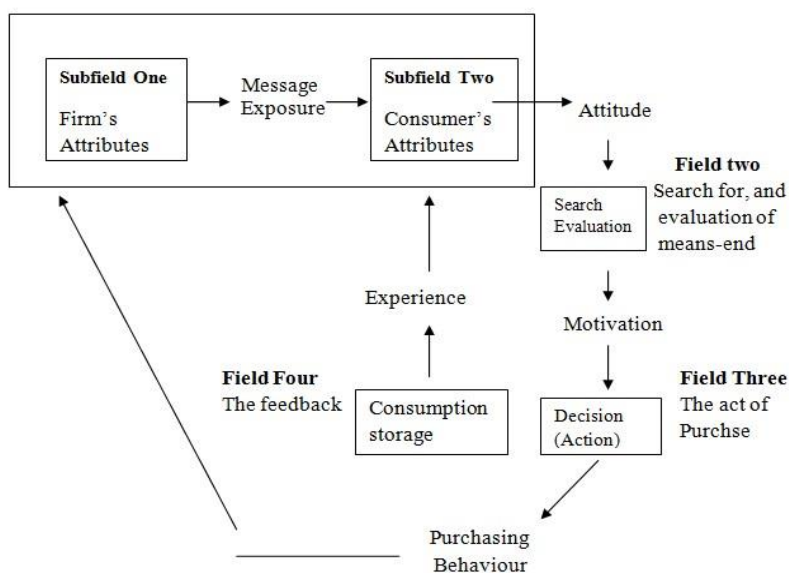
1. The introduction of information
2. Transactions involving information processing
3. An analysis of the products and brands in question
4. Influences on motivation and inspiration at a more general level
5. Internalized impacts from the surrounding environment

□ **Nicosia model**

In 1966, a man named Francesco Nicosia, who specialised in the motivation and behaviour of consumers, came up with this approach. He is credited with coming up with the idea for it. The Nicosia model is an effort to explain buyer behaviour by constructing a link between the organisation and the client who is (possibly interested in buying from that firm). This relationship is referred to as the "buyer funnel." According to this theory, the signals that emanate from the firm that delivers a product or service are the primary factor that determines a customer's attitude toward the product or service in question. Depending on the specifics of the situation, the customer's reaction to the items will be characterised by a certain disposition. This can encourage the buyer to go search for the items or think about how the different components of the product compare and contrast with one another. If the preceding phase was successful in matching the customer's expectations, the encounter may finish with a positive response, such as

the consumer opting to buy the product; otherwise, the situation may take the opposite course than what was anticipated.

The activity explanation that was discussed earlier is broken down by the Nicosia model into four primary fields, with each field consisting of two subfields: the attribute of the consumers, and the attribute of the enterprises. As a direct consequence of the method in which the message is delivered to the consumer, the person may end up exhibiting any one of a wide variety of conceivable qualities. This newly developed piece of land is going to be used in the future as the input for the second region. The second area, which is also referred to as area two at times, is concerned with the consumer's examination and evaluation of the product that is being advertised to them, as well as the consumer's decision of whether or not there are alternative choices accessible to them. It was considered an input for the third area if the step that came before it was effective in arousing an interest in making a purchase of the product or service. The actual procedure of making a purchase is broken down and discussed in further detail in the third part. And last, the fourth part discusses the ways in which the things that were purchased may be used. This fourth component may also be used as an output to offer the firm with feedback on the results of the sales it has made. This input might be used to improve future sales.



□ **Stimulus-Response model**

“Francesco Nicosia, a specialist who specialised in the motivation and behaviour of customers, came up with this strategy in the year 1966. It is generally agreed that he was the one who first thought of the notion. The Nicosia model is an attempt to explain consumer behaviour by creating a connection between the organisation and the customer who is in charge of making the

purchasing decisions (possibly interested in buying from that firm). The interaction between these two things is called the "buyer funnel." According to this idea, the fundamental element that defines a customer's attitude toward a product or service in issue is the signals that emerge from the company that offers the product or service in question. These signals may take many different forms. The response of the client to the things will be characterised by a certain disposition, but that disposition will vary depending on the particulars of the circumstance. This may prompt the consumer to go look for the products or think about how the various parts of the product compare and contrast with one another before making a purchase. If the previous phase was effective in meeting the client's expectations, the subsequent phase may end with a positive reaction, such as the customer deciding to purchase the product; otherwise, the situation may go a different path than what was expected.

The Nicosia model divides the activity explanation that was previously addressed into four basic fields, with each field consisting of two subfields: the attribute of the consumers, and the attribute of the companies. These subfields are broken down further into a total of eight subfields. As a direct result of the manner in which the message is sent to the customer, the individual may end up demonstrating any one of a large number of different attributes that are imaginable. This recently created section of land is going to be used in the not-too-distant future as the input for the second area. The second area, which is sometimes also referred to as area two, is concerned with the consumer's examination and evaluation of the product that is being advertised to them, as well as the consumer's decision regarding whether or not there are alternative choices that are available to them. Additionally, this area is concerned with the consumer's decision regarding whether or not there are alternative choices available to them.



If the step that came before it was successful in sparking an interest in making a purchase of the goods or service, then it was deemed an input for the third area. In the third and last section, the steps involved in actually completing a purchase are broken down and examined in more depth. And finally, the fourth and last portion describes the many applications that may be made of the

objects that were acquired. This fourth component may also be used as an output to provide the company with feedback on the outcomes of the sales it has made. An example of this would be "This fourth component may also be used to..." This piece of information might be put to use to boost future sales.

Managerial Implications

Marketers need to have access to data about consumers, their purchase habits, and the sorts of media they like in order to develop communication strategies that are appealing". By conducting in-depth research on a variety of consumer behaviour models, marketers are able to gain an understanding of how ideas regarding consumer behaviour affect the creation of marketing communication strategies. Marketers are able to gain this understanding in order to better serve their customers. Because they apply these models, companies are in a position to analyse the information necessary to locate and choose target consumers. There are a variety of marketing strategies, such as positioning and market segmentation, that might potentially profit from these models.

Conclusion

When it comes to the business world, the client always comes out on top. When it comes to marketing, every single decision that is taken is predicated on assumptions about how consumers will act. In order to deliver value for consumers and increase revenue for companies, marketers need to have a grasp of the reasons behind why customers respond the way they do to the different products and services that are on offer. The term "consumer behaviour" refers to the behaviours and activities that are associated with people who are primarily active in the purchasing and use of economic products and services. More specifically, the term "consumer behaviour" refers to the activities and behaviours that are associated with consumers. We will have a better understanding of the different market categories, allowing us to more effectively build strategies to successfully enter these markets, if we have a better awareness of how customers behave.

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