



## Consumer behavior and determinants of consumption pattern

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### Abstract

Some consumer desires, some widespread unconscious anxiety, think out some way to relate this wish or fear to the product you have to sell, then build a bridge of verbal or pictorial symbols over which your consumer can pass from fact to compensatory dream and from the dream to the illusion that your product when purchased will make the dream come true. The great majority of Indian consumers believe that each person should expand his needs and then gratify them. Advertising should not be blamed because our society actively seeks more and better physical possessions. Materialism should not be an end, it should be a means to even better ends. The purpose of advertising is to make ultimate consumers want to consumer more. The concept of consumer behaviour can be defined as under.

**Keywords:** consumer behavior, determinants, consumption pattern

### Introduction

Find some consumer desires, some widespread unconscious anxiety, think out some way to relate this wish or fear to the product you have to sell, then build a bridge of verbal or pictorial symbols over which your consumer can pass from fact to compensatory dream and from the dream to the illusion that your product when purchased will make the dream come true.

The great majority of Indian consumers believe that each person should expand his needs and then gratify them. Advertising should not be blamed because our society actively seeks more and better physical possessions. Materialism should not be an end, it should be a means to even better ends. The purpose of advertising is to make ultimate consumers want to consumer more. The concept of consumer behaviour can be defined as under.

'Consumer behaviour is defined as the acts of consumers in obtaining and using goods and services and the decision process that determines their act.

Schiffman and Kanuk also stated, The basic questions which are answered in a study of consumer behaviour are what consumers buy, why they buy it, how they buy it, when they buy it, where they buy it and how often they buy it.

Consumer behaviour results from individual and environmental influences. Consumers often purchase goods and services, which they want others to accept. Behaviour is therefore determined by the individual's psychological make-up and the influence of others. The dual influence has been summarized in the equation-

$$B = f(P, E)$$

Where, B = Consumer Behaviour

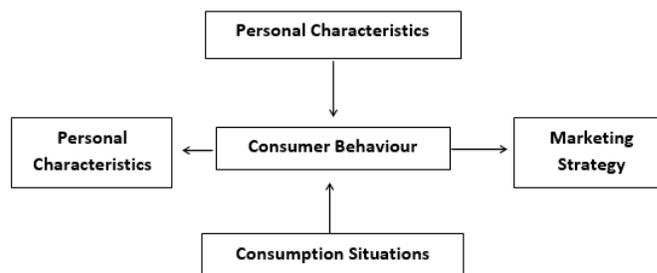
P = Personal influences/psychological make-up

E = External / environmental influences

F = Functional relationship

Consumer behaviour is therefore the result of interaction of the consumer's personal influences (P) and the pressures exerted upon them by outside forces in the environment (E). The four determinants of consumer behaviour are individual's needs, motives, perceptions and attitudes. This is outlined by the following figure.

### Consumer Behaviour



Consumer behaviour encompasses a vast area including consumption pattern, consumer preferences consumer motivation, consumer buying process, shopping behaviour etc. Consumption pattern is one of the most observable features of consumer behaviour. The forthcoming discussion is confined to consumption pattern.

### Consumption pattern

'Consumption means the using up of goods and services by their final owners. Consumption in this sense must be distinguished from the using of goods to produce other goods in industry'.

The consumption function or propensity to consume refers to income-consumption relationship. It is the functional relationship between two aggregates i.e. total consumption and gross national income as given by Keynes. Symbolically the relationship is represented as,

$$C = f(Y)$$

Where, C = Consumption

Y = Income

F = Functional relationship

This relationship is based on the Ceterisparibus (other things being equal) assumption. Though the consumption is an increasing function of income, but the increase in consumption is less than the increase in income.

$$C_1C_2 < Y_1Y_2$$

This fact about consumption function was emphasized by Keynes.

The propensity to consume is also influenced by a number of factors like education, urbanization, advertisement impact etc.

**Prof. George Katona has revealed that, 'Expectations and attitudes play an important role in consumer spending'**

Consumption is thus a symptom of attitudes, values, beliefs and motives of a consumer or a group of consumers. Pattern means mode of behaviour. The proportion of consumption of various goods and services is consumption pattern that an individual is accustomed to. Consumption pattern describes how consumers act, how they allocate income among various alternatives, how loyal they are to various brands and how react to new products and services.

The consumption pattern of the consumer goods offer varied patterns depending upon various socio-economic variables. The consumption pattern for a consumer during a period of time is a combination of commodities a consumer consumes (purchases) during that period.

Consumption pattern of two persons may not be similar. Even consumption of a particular commodity per consumer varies from household to household. These variations arise due to environmental differences among different families. Consumption pattern involves a study of these variations in consumption of different groups of consumers. The factors which are responsible for such variations in consumption are nothing, but the determinants of consumption pattern. Following are some of the important of consumption pattern.

**Determinates of consumption pattern**

1. Income of the household.
2. Size of the family
3. Prices of alternative brands
4. Social and religious factors
5. Age of the Head of household
6. Habits and lifestyles
7. Education and occupation of the Head of household
8. Impact of advertising

Out of these, advertising is one of the most significant factors affecting consumption pattern in modern times. Media explosion of the last two decades of the 20<sup>th</sup> century has penetrated the insides of homes and changed the psychology and approach of the people towards life and living.

**An attempt is therefore made in this research to analyse the impact of advertising on consumption pattern of people both in qualitative and quantitative terms.**

Promotion is an important element in the marketing mix. Advertising, personal selling, sales promotion and publicity constitute the promotion mix of any marketer. Some buyers perceive advertisement favourably and some unfavourably. Even some have gone to the extent of opining that advertised products are more dependable than the unadvertised ones. Further, some are of the opinion that advertisement misleads the consumers by giving exaggerated information or by hiding some of the facts about the products. In this section, an endeavour has been made to study the consumers' attitude towards advertising and marketing activities of the manufactures.

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