

B. Com. Sem. IV (MIC-4)

Subject - Marketing  
(Consumer Behaviour)

Topic Importance of Consumer Behaviour

Consumer behaviour plays an important role in modern marketing practices. Most of marketing decisions are based on the study of consumer behaviour. As a matter of fact, customer is the pivot around which the whole industrial system at now a days revolves. The economists have called the 'customer' a 'king'.

The role or importance or significance of consumer behaviour is as follows:

1. Useful for Dealers and Salesmen:  
The study of consumer behaviour is not useful for the company alone, knowledge of consumer behaviour is equally useful for middlemen and salesmen to perform their tasks effectively.

- 2. Helpful in market segmentation: The study of consumer behaviour helps business identify different segments based on characteristics such as income, age, life style and purchasing behaviour. Market segmentation is an important part of view, the study of consumer behaviour is an important.
- 3. Developing new products: The study of consumer behaviour provides valuable informations regarding consumers' needs and wants, including their preferences for product features and benefits. Thus, the study of consumers behaviour is the base for developing a new product successfully.
- 4. Predicting market trend: consumer behaviour can also aid in projecting the future market trends. Marketer finds enough time to prepare for exploiting the emerging opportunities, and/or facing challenges and threats.
- 5. More relevant Marketing Programme: Prepare for marketing Programme like product, promotion, price and distribution decision can be more relevant. Thus consumer behaviour is more relevant.