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## “CONSUMER BEHAVIOR “

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### ABSTRACT

It is a little systematic study of consumer behavior in the area of direct marketing. Following reasons for this preterm are:

- (1) Definitional issues.
- (2) Bounded access to suitable data.
- (3) Abstracted conceptual framework
- (4) Deficiency of a network of interested researchers.

This paper retrospect and epitomizes the extant literature on consumer behavior in direct marketing and to make an effort to identify common Content and points of agreement.

Major four broad categories are used to assort existing research:

- (1) Consumer incentives.
- (2) Refusal to direct marketing.
- (3) Direct buyer characteristics.
- (4) The place of direct marketing in consumer shopping method.

Commandment for future research is converse. This is an altered version of a paper represented at the Direct Marketing Professors. Symposium held at the University of Missouri at Kansas City, June 1985. *Journal of Direct Marketing* 1987,

Consumer's sageness of direct marketing methodology. Get access and content. Direct marketing has become largely popular and prosperous component of marketing. Today direct marketing derive sales are promote at more than twice the rate of all generic merchandise sales. This growth indicates an important shift in the marketing efforts of many companies to more choicy and directly target their customers with less waste and more timely response. Regarding this growth, the research literature on direct marketing is insufficient in both its breadth of compass across the various techniques available and in its depth of exploration in any one area. For instance, most studies have narrowly focused on through-the-mail techniques such as direct mail or catalog shopping. One in obvious reason for this emphasis is the ability on the part of the researcher to control for message exposure and contain research costs. Direct marketing generally encircled much more however, such as direct response advertising scheduled in the customary mass media channels — radio, television, newspaper, and magazine — as well as telemarketing and door-to-door selling. The available research has also been developed primarily to define the demographic and psychographic characteristics of the direct marketing consumer. To quantify the sales/inquiry response of alternative executions controlled experimentally in the field. Virtually there is no published research has addressed how the consumer, rather than the researcher or practitioner, perceives direct marketing and yet, insight into the way the consumer views direct marketing in its various forms, and how the consumer sees him/herself in relation to these techniques, is vitally important to the direct marketer.

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## 1. INTRODUCTION

In an Organizations acquiring for commercial success, it is mandatory that managers should aware about consumers behavior. The relationship one of the consumer behavior and marketing course of actions is accentuate due to the success of organizations marketing course of actions depends upon managers, acknowledge, of the consumer behavior (knowing of the behavior that consumer display at a particular significant during an economic depression) (Kotler and Caslione, 2009). On the account of the consumers purchasing behavior marketing staff's analysis the consumer behavior. Consumers play three different roles, which is user, payer and purchaser. Studies have exhibit that consumer behavior is difficult to predict, even for the experts in the area (Armstrong & Scott, 1991). The marketing begins and end with the consumer though, consumer

purchasing managing, shows how well the organizations marketing tactics matches marketing demand. Consumer behavior comprehend the psychological procedures which consumers experience in understanding their necessity. Ascertaining patterns to ammend these necessity, taking buying decisions for example wether to purchase goods and services if so, which types of brands and where, elucidate tips making plans and executing these plans for example, with engaging in comparison shopping or real buying of products. Totally modern and professional marketing staff try to know consumer and their reciprocation. Therefore, analysis the essential attributes of their behavior scrutinize consumer behaviour abet to make sure who the consumer are, what consumer wants and how consumers use and react to the producers, the marketing staffs study the wants of consumer by conducting survey's .

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## 2. ACKNOWLEDGE

Base behavior. Acknowledgement

The source of knowledge and wisdom to mankind, who conferred us with power of mind and capability to take this material contribution to already existing knowledge. All the respect and love to him who is an everlasting model of guidance for humanity as a whole. We would like to express our deep and sincere gratitude to our family, for motivating and supporting us to accomplish current paper and providing worthy guidance in the entire of this paper. Their attention, vision, goodwill and encouragement have intensely encouraged us. Our families have been helping us in all walks of our life, and such sincere and sacrificing is appreciable, finally we would like to present contemporary to all new scholar research generation.

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## 3. AFFECTS

Consumer behavior

The influence of affect on consumers' psychological functioning and behavior is quite pervasive, though it is often undramatic and sometimes subtle enough to be unrecognized. The chapter begins with a brief historical perspective on the nature of psychological inquiry involving affect. Next, it identifies and describes streams of research in various subdisipline of psychology that address the content of affect and its relationship to cognition, motivation, and behavior. A comprehensive review of the relevant consumer behavior literature follows. The concluding section presents a conceptual model emphasizing the multistage interaction between affect and the cognitive system in response to an external stimulus such as an advertisement.

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## 4. CONCLUSION

The result presented in these Article suggest many implications for the consumer behavior research community, researchers, journal editors, and reviewers, as well as for the practitioners. In this regard, this article not only serves to evaluate the structure and evolution of the literature in consumer behavior field but also presents some assumptions about further developments in this literature .By helping consumer behavior scholars to better understand the direction in which the field is going, the article is intended to provide a guideline for scholars in positioning their future research efforts. The results of this article pro-vide consumer behavior researchers with a concrete perspective on what has been published on the subject area by indicating hot topics, research methods, and analysis techniques. The findings of this study highlight the most important consumer behavior topics and the most influential articles in the field based on accolade in frequency. The number of topics studied in consumer behavior showed a dramatic growth and revealed some general patterns.

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## 5. LITERATURE REVIEW

This article analyzes 12 years of recent scholarly research on consumer behavior published in the five commanding international journals in this field. Analyzing academic contributions to a particular area of research provides valuable perception into how it has evolved over a defined period. The approach was to briefly discuss content analysis and its application in scholarly literature review studies. The methods that used in here involves the classification of topics to assess key trends in consumer behavior literature. It includes a ranking of topics published, typology of the published articles, the research classification in terms of methodologies, and analysis techniques. The most cited articles in the field and within each journal are also examined. The comprehensive literature review of consumer behavior research undertaken in this article could advance the discipline of consumer behavior research to clarify the evolution of consumer behavior literature in the studied period.

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## 6. DISCUSSION

This study examines consumer behaviour based on product sustainability and brand luxury. The main purpose is to provide strategic suggestions to apparel companies attempting to invest in sustainable development of plastic clothing, as well as indications for marketing and sustainability research.

Design/methodology/approach

Consumer brand attitude and purchase intention towards sustainable plastic clothing are examined across material types, brand luxury levels and price levels from 315 valid samples collected in Japan.

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