



Systematic Review on Consumer Behaviour

Ramarcha Kumar, Professor, Department of Management, Galgotias University

Abstract

Knowing what customers want helps you to meet their needs and solve their problems. Without knowing more about who the people who buy your product are, how are you going to design anything for them? In this case, you should answer these questions based on what you know about marketing. The fundamental purpose of marketing is to satisfy the requirements of the target customer. to discover and understand the requirements of the target market so as to develop a product that meets a certain need or to place a product inside a particular demographic group However, this is difficult to achieve. Having a clear definition of your target customers and understanding why they will or will not be loyal to pharmacists are crucial in order to successfully market a product.as you can see, this chapter is called "Consumer Behavior" in which case it's referring to behaviour in the plural rather than in the singular. The two main reasons we selected the plural are as follows:

Keywords: Consumer Behaviour, Review, customer

Introduction

For one thing, in marketing, buying behaviour cannot be considered alone, as if there was just one act. If we do not know who goes to a pharmacy, we cannot answer these crucial issues, such as who is loyal to a pharmacist and why. Finally, even if the decision-making process's behaviours are critical, the manager who stops at this point is neglecting the complex behaviours surrounding the choice. It's this kind of study that helps consumers understand why they would prefer go to a pharmacist for guidance [1-3]. This is a textbook example of intertype rivalry. Because markets consist of customers that do not have uniform demands, we prefer to use the word "consumers" in the plural rather than "consumers." If one is



referring to the market as a whole, it is the practise to refer to that market as singular. That is to say, one consumer may be used to refer to everyone and no one all at once. The data used in this study assumes that customers rely on a certain level of information to help them with their choices. It may be split into two distinct categories: prior personal experience (internal data) and external data (external knowledge) (type of product, word of mouth, etc.) Additionally, the assumed theory claims that in order to successfully advertise a product, a business must have a solid knowledge of customers' decision-making processes and how the information is interpreted and utilised [5-7].

Decision Process

Decisions are made through a variety of processes that are greatly influenced by three primary types of variables: variables that relate directly to consumers themselves, variables related to the context in which the purchasing decision is made, and variables concerned with the goods or services that are under consideration. The "basic trio" is made up of these three factors. The major portion of this chapter deals with the many ways consumers digest information. People's consumer behaviour is made up of three fundamental components: the particular product, the environment, and the context. According to this rule, the dynamics of a market, or even a market sector, can only be understood if all three variables are taken into consideration: the customer, the product bought, and the circumstance in which it is acquired. Only when consumer behaviour can be fully understood, can the vast richness and incredible complexity of customer preferences be comprehended [8-11]. It seems sense to assume that two devoted customers, for example, would have similar behaviours in the future. Let's assume that the first customer is loyal because she strongly thinks that only one person should have access to all of her medical information. When it comes to relationship quality, consumers' decision-making processes are intimately linked. Pharmacists that care about customer service should prioritise a relationship marketing strategy. In the second instance, the decision-making process has nothing to do with the quality of services; rather, it is solely linked to convenience and location. As a result, the marketing strategy is of little concern; the store location, opening hours, and delivery rules are all that matter. People are unlikely to



purchase a thing unless they are inspired to do so. Although this may seem straightforward, it has the tendency to create distress among merchants and experts alike when it is neglected. Consumer behaviour is motivated by desire [12].

Motivation

When asked to best explain motivation, Lewin is your man. It bothers him because the customer's present and intended states are not equal. the greater the motivation is in the customer One possibility is that the imbalance results from a patient needing to refill a medication, but it may also occur in a specific circumstance (e.g., a patient needs advice about a specific posology). Promotion is also a possibility. In most cases, the customer will be unaffected by any external influences, no matter how heavy the pressure is. Previous experience with a product is closely linked to the degree of product engagement, and therefore to the desire to purchase. When it comes to the nature of the decision-making process, customers utilise these two factors to an enormous degree [13-14].

Conclusion

The decision-making process differs with regard to each individual-product-situation triad. It has to be noted that in almost all instances, the closer the decision-making process is to having zero knowledge, the more complicated it is. To put it another way, as the decision-making process becomes more complicated, the information provided to consumers is increasingly diverse. It's important for marketing managers to know that when consumers are engaged and the decision-making process is complicated, their marketing mix is evaluated more thoroughly. Even when consumers desire little or no information, the marketing manager may benefit. For an established customer, this would be the case for a pharmacy. Also, although pharmacies may prefer that consumers comprehend the advantages of their service, they may benefit from providing customers with as much information as possible so that customers can see why their service is better than competitors [15]. If consumer participation is there, it may really become a genuine benefit.

References:



1. Asamoah, E. S., & Chovancová, M. (2011). The influence of price endings on consumer behavior: An application of the psychology of perception. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 59(7), 29–38. <https://doi.org/10.11118/actaun201159070029>
2. Hamrosi, K. K., Raynor, D. K., & Aslani, P. (2014). Enhancing provision of written medicine information in Australia: Pharmacist, general practitioner and consumer perceptions of the barriers and facilitators. *BMC Health Services Research*, 14(1). <https://doi.org/10.1186/1472-6963-14-183>
3. Junghöfer, M., Kissler, J., Schupp, H. T., Putsche, C., Elling, L., & Dobel, C. (2010). A fast neural signature of motivated attention to consumer goods separates the sexes. *Frontiers in Human Neuroscience*, 4. <https://doi.org/10.3389/fnhum.2010.00179>
4. Kulczyńska, K. (2010). The Gubin-Guben transborder urban complex as an arena of consumer behaviour. *Bulletin of Geography*, 14, 79–89. <https://doi.org/10.2478/v10089-010-0016-z>
5. Mandle, J., Tugendhaft, A., Michalow, J., & Hofman, K. (2015). Nutrition labelling: A review of research on consumer and industry response in the global South. *Global Health Action*, 8(1). <https://doi.org/10.3402/gha.v8.25912>
6. Manjunath, M., Singh, P., Mandal, A., & Parihar, G. S. (2014). Consumer behaviour towards electricity- A field study. *Energy Procedia*, 54, 541–548. <https://doi.org/10.1016/j.egypro.2014.07.295>
7. Manzerolle, V., & Smeltzer, S. (2011). Consumer databases and the commercial mediation of identity: A medium theory analysis. *Surveillance and Society*, 8(3), 323–337. <https://doi.org/10.24908/ss.v8i3.4167>
8. Smaliukiene, R., Chi-Shiun, L., & Sizovaite, I. (2015). Consumer value co-creation in online business: the case of global travel services. *Journal of Business Economics and Management*, 16(2), 325–339. <https://doi.org/10.3846/16111699.2014.985251>
9. Vantomme, D., Geuens, M., De Houwer, J., & De Pelsmacker, P. (2005). Implicit attitudes toward green consumer behaviour. *Psychologica Belgica*, 45(4), 217–239. <https://doi.org/10.5334/pb-45-4-217>



10. Volpe, R., Messineo, S., Volpe, M., & Messineo, A. (2015). Carbon footprint of tree nuts based consumer products. *Sustainability (Switzerland)*, 7(11), 14917–14934.
<https://doi.org/10.3390/su71114917>
11. Weinlichová, J., & Fejfar, J. (2010). Usage of self-organizing neural networks in evaluation of consumer behaviour [Využití samoorganizující se neuronové sítě pro hodnocení chování spotřebitele]. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, 58(6 PART 2), 625–632.
<https://doi.org/10.11118/actaun201058060625>