



# A REVIEW ON THE TRAITS OF CONSUMER BEHAVIOUR

Ranjul Rastogi, Professor, Department of Management, Galgotias University

## Abstract

Far and out, customer participation is the most significant of all consumer factors. There has been no single definition of the term involvement in research since researchers first began to use it to describe the product's emotional significance to users, but the prevailing consensus is that involvement may be defined as the importance or personal interest felt when using the product in a given situation. Rothschild says that the following definition is appropriate: "To be involved means that you are motivated, energised, or interested. This procedure is in this stage. It is determined by the present circumstances, the product, and communications (enduring; ego; central values) When you understand the impacts of your actions, you're able to do searches, analyse data, and make decisions."

**Keywords:** Consumer Behaviour, Review, Traits

## Introduction

Involving yourself means paying attention to things that are important to you. Structural or conjunctural involvement may be involved either in a temporary or in a long-term manner. One customer may, for example, feel that degree of engagement solely while selecting a product for a sick kid. Involvement is mostly a consequence of the risk customers identify with the purchase or usage of a product or service. The more the engagement of the customer, the riskier the purchase or usage of the product. A variety of consumer hazards exist.



Although they may exist separately, they are not mutually exclusive. Product hazards may include functional, economic, psychological, and societal concerns [1-4].

### **Functional Behaviour**

Medical, pharmaceutical, and health-related goods tend to have the greatest effect on consumer behaviour because of functional risk. A kind of risk in which the product doesn't fulfil expectations is described as this kind of risk. Testing a product before purchasing is frequent in the service and health industries, where customers generally aren't allowed to. Functional risk, however, may be greatly reduced by acquiring as much information about the service or medication to be purchased as feasible. Other views, as well as research reported in advertisements and/or conversations with friends, may decrease functional risk. To mitigate functional risk, pursue "sure items" or "safe bets [5-8]." The connection between the pharmacist and the patient is vital in this situation. Although the medication is prescribed, most of the conversation has a lower functional risk since it involves exchanging advice. The concepts explained in these scenarios show how a functional risk influences consumer decision-making. It is possible for the customer to minimise risk by getting as much information as possible or by turning to a well-known organisation, one that does not need as much information. While a larger perceived risk tends to make consumers choose a decisionmaking process that reduces the risk, in short, the higher the perceived danger, the more the participation, and as a consequence, the more probable it is that the consumer would select a decision-making process that decreases the risk.

### **Economic Behaviour**

The danger is easily understood: as the price of the product or service increases, the decision-making process becomes more and more complex. The consumer's income level may considerably reduce the impact of this connection. When it comes to both functional and economic risk, however, at least part of the explanation is that some customers prefer to have their decision-making processes handled by experts even for OTC goods [9-12].

### **Psychological Behaviour**



Consuming medicinal goods or prescription medications increases the chance of psychological problems. The risk associated with the purchase or consumption of a product that doesn't meet the consumer's intended self-image may be referred to as image regret. When people are hesitant to look within, it may be because they are frightened of what they may find. An additional customer who believes he or she does not measure up physically may refuse to buy an orthopaedic assistance. Consumer decision making processes become more complicated as a result of psychological risk. Advice from a professional is recommended, but may not always be obtained [13-15].

### **Social Behaviour**

Social risk is a result of how others see the person, while psychological risk stems from how the customer views themselves. However, risks naturally don't apply to all customers. When the form of consuming is visible, or when consumers are attentive to their surroundings, social risk exists [16-17].

### **Conclusion**

A customer may have different motivations for buying or consuming a particular product. The nature of the decision-making process depends heavily on the goals and objectives the company has in mind. While the customer is deciding between four cold treatments, they may examine the numerous features and the advantages that they provide. In the next section, you will see an instance of this principle once again while looking at decision-making processes. The perceived advantages a product offers may differ from one individual to the next. These are related to the functional risk in the same way. What motivates people is finding advantages. It is crucial for managers to know the structure of the decision-making process customers employ, as it allows them to understand how to formulate the marketing mix. However, consumer advantages are only valid if consumers take notice of these benefits. This last remark may seem obvious, but decisions are not always based on the fact that they will bring about a positive outcome. Therefore, customers will not be able to accurately convey the advantages they want. This is particularly true in the field of health related services. Most people think about what a product or service has to offer while they are engaged with it. In



order for these advantages to be taken into consideration, consumers must be able to both spend time thinking about the choice and then digest the information needed to make the decision. In order for the consumer to select cognitively and structurally, he or she must choose. One should especially bear in mind this final aspect when it comes to marketing pharmaceutical and OTC goods, since they frequently target consumers on the sensorial and emotional side, rather than just on the cognitive side.

### References:

1. Almeida, F. (2015). The psychology of early institutional economics: The instinctive approach of Thorstein Veblen's conspicuous consumer theory. *Economia*, 16(2), 226–234. <https://doi.org/10.1016/j.econ.2015.05.002>
2. Lo, H.-Y., & Harvey, N. (2012). Effects of shopping addiction on consumer decision-making: Web-based studies in real time. *Journal of Behavioral Addictions*, 1(4), 162–170. <https://doi.org/10.1556/JBA.1.2012.006>
1. Antonovici, D.-A., Chiuchisan, I., Geman, O., & Tomegea, A. (2015). Acquisition and management of biomedical data using Internet of Things concepts. 2014 International Symposium on Fundamentals of Electrical Engineering, ISFEE 2014. <https://doi.org/10.1109/ISFEE.2014.7050625>
2. Barkun, A., Fallone, C. A., Chiba, N., Fishman, M., Flook, N., Martin, J., Rostom, A., Taylor, A., Marshall, J. K., Armstrong, D., Bardou, M., Butzner, J. D., Cockeram, A., Craig, B., Enns, R., Gregor, J., Love, J., Marcon, N., Romagnuolo, J., ... Sung, J. (2004). A Canadian clinical practice algorithm for the management of patients with nonvariceal upper gastrointestinal bleeding. *Canadian Journal of Gastroenterology*, 18(10), 605–609. <https://doi.org/10.1155/2004/595470>
3. Bonhomme, M., Ait Haddo, H., & Adolphe, L. (2012). MUSE: An open urban management decision support system. *IFAC Proceedings Volumes (IFAC-PapersOnline)*, 45(6 PART 1), 1505–1510. <https://doi.org/10.3182/20120523-3-RO-2023.00214>



4. Khan, M., Donald, W. W., & Prato, T. (1996). Spring wheat (*Triticum aestivum*) management can substitute for diclofop for foxtail (*Setaria* spp.) control. *Weed Science*, 44(2), 362–372. <https://doi.org/10.1017/s0043174500094017>
5. Lopez-Valeiras, E., Gomez-Conde, J., & Naranjo-Gil, D. (2015). Sustainable innovation, management accounting and control systems, and international performance. *Sustainability (Switzerland)*, 7(3), 3479–3492. <https://doi.org/10.3390/su7033479>
6. Lund, J. R., Jenkins, M., & Kalman, O. (1998). Integrated planning and management for urban water supplies considering multiple uncertainties. *Contribution - University of California, Water Resources Center*, 205, X–94. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-11544271018&partnerID=40&md5=151414bf4659dfe0fcd015f0f15552e0>
7. Meddeb, M., Alaya, M. B., Monteil, T., Dhraief, A., & Drira, K. (2014). M2M platform with autonomic device management service. In S. E. Yasar A. (Ed.), *Procedia Computer Science* (Vol. 32, pp. 1063–1070). Elsevier B.V. <https://doi.org/10.1016/j.procs.2014.05.534>
8. Simon, R., & Teperman, S. (2001). The World Trade Center attack. Lessons for disaster management. *Critical Care*, 5(6), 318–320. <https://doi.org/10.1186/cc1060>
9. Singh, T. (2013). Weed management in irrigated wheat (*Triticum aestivum*) through tank mix herbicides in Malwa Plateau of central India. *Indian Journal of Agronomy*, 58(4), 525–528. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-84930690653&partnerID=40&md5=3c0cc8b607e3e6fddc7e629224ca5cee>
10. Slater, H., Briggs, A. M., Bunzli, S., Davies, S. J., Smith, A. J., & Quintner, J. L. (2012). Engaging consumers living in remote areas of Western Australia in the self-management of back pain: A prospective cohort study. *BMC Musculoskeletal Disorders*, 13. <https://doi.org/10.1186/1471-2474-13-69>



11. Syme, G. J., & Nancarrow, B. E. (1992). Predicting Public Involvement in Urban Water Management and Planning. *Environment and Behavior*, 24(6), 738–758. <https://doi.org/10.1177/0013916592246003>
12. Tang, G. Q. (2011). Smart grid management & visualization: Smart Power Management System. 2011 8th International Conference and Expo on Emerging Technologies for a Smarter World, CEWIT 2011. <https://doi.org/10.1109/CEWIT.2011.6135870>
13. Yigitcanlar, T., & Kamruzzaman, M. (2015). Planning, development and management of sustainable cities: A commentary from the guest editors. *Sustainability (Switzerland)*, 7(11), 14677–14688. <https://doi.org/10.3390/su71114677>
14. Padilla, C., Villalobos, P., Spiller, A., & Henry, G. (2007). Consumer preference and willingness to pay for an officially certified quality label: Implications for traditional food producers. *Agricultura Tecnica*, 67(3), 300–308. <https://doi.org/10.4067/S0365-28072007000300009>