

MODERN CONSUMER BEHAVIOR MODELS



Most marketing research and operational activities must be based on consumer analysis, so gathering information about them is the main task of marketing in the enterprise. In other words, consumers are the main element of the market towards which the company's efforts are directed. They are the starting point for all marketing goals, strategies, plans and actions. For this reason, it is necessary to study the process of forming needs, desires, attitudes, motives, gaining experience with consumers, as well as environmental factors such as social groups, layers, social mobility ... As engineers build on well-established laws physics, which have been developed through theoretical analysis and tested by empirical testing, so marketing managers rely on consumer behaviors models - models that describe how an individual buyer behaves in a shopping - based on consumer behavior theory and then tested on the market. When anticipating consumer behaviors, managers start from their needs by seeking the right stimulus to stimulate, meet needs. Consumers therefore need to afford enough information about a set of products that will meet their needs. In the beginning, customers will get a certain opinion (perception) about products that might meet their needs. After that, certain priorities are formed, and then they will make a decision about the purchase. A manager should not ignore the customer's feelings after the purchase as it affects the next shopping and impressions that the customer will pass on to other potential consumers. In the further work we aim to: a) present elements of some basic consumer behavior patterns; b) present the ways in which these models are expanded; c) illustrate how some models can be exploited to advertise real management problems. We continue to work by breaking down and sorting consumer decision making processes into several phases.

Consumer behaviors and motives influence a variety of complex economic, sociological and individual psychological factors, so we will pay a little more attention to explaining how factors affect consumer behavior. Classical economic theory gave the first contribution to explaining consumer behavior. The human-consumer (*homo economicus*) is viewed as a rational customer motivated basically by his selfish interests. He buys the product that gives him the highest satisfaction, according to his own needs and purchasing power. Consumers are perceived as a rational reality, which always reacts to their best economic interest. In economic theory, it is often assumed that consumers have the information they need when purchasing, in terms of choosing between alternatives. Thanks to many theoreticians of the economy, this classical assumption has

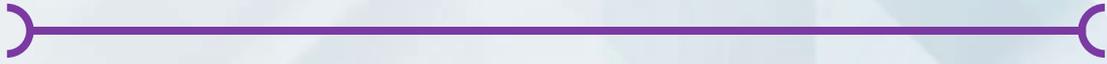
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been considerably improved. Namely, later it turned out that buyers differ according to their needs and wishes, that is, that it is the basic characteristic of the consumer market. The contemporary market is characterized by economic processes that face heterogeneous supply and heterogeneous demand segments. In addition to price, consumer behavior is influenced by other economic factors, such as income and non-core factors (quality, services, promotion ...). The essential features of economic theories are that they are based on numerous assumptions regarding consumer behavior, and the main assumptions are rational behavior, preference, information, budget constraints, and unsatisfied needs. Contemporary economists rightly point out that the final word on the market has consumers. It is possible to set two hypotheses: 1) man (*homo economicus*) seeks to behave rationally in making a decision on buying and decides on a product that gives the highest satisfaction 2) man does not behave rationally and buys a product he likes without regard of satisfaction. However, the largest part of the total population at the time of making a purchase decision compares the level of usefulness and satisfaction that brings about the use or consumption of products, the size and amount of barriers or disadvantages compared to the sources, i.e. the amount of money it has, the time it should spend on purchasing, the effort that he would have to invest during the purchase ... Therefore, among the factors that affect economic rational behavior are: 1) available income and prices 2) non-core factors (product attributes, services, ...) 3) availability of time, location and information. A number of remarks are made to explain the economic theory of consumer behavior. For marketing, it is of special importance to note that the theory is not sufficiently operational. Namely, the model of economic behavior is a normative model. The focus is on how the consumer should behave as a customer in the market. Marketing is very interested in getting the answer to the question why a consumer behaves in the market or at least answers the question how he really behaves. The economic explanation is oriented to consumer behavior at the moment of purchase while marketing is interested in finding out the factors that influence the consumer's appearance on the market. The explanation of economic theory is more oriented to the product than to the consumer. The factors that are being considered fall mainly on price and income, while other personality elements and marketing mix instruments (product, place, and promotion) do not pay attention. The economic explanation of consumer behavior has been the subject of examining the basics of individual demand. Effects among groups and their impact on

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consumer behavior, which is of interest in marketing, are neglected. The relevance of individuals to certain social strata, or certain social groups, determines in large measure and its behavior as a consumer. The underlying assumption is that a man cannot separate himself from the environment in which he lives. All people have the same biological needs, but depending on where they live, which civilization, culture or subculture belong to, they are smaller or bigger. It is clear that all men are dressed, but what and how they dress under the strong influence of the sociological group they belong to. Different groups belonging to the personalities reflect certain customs, determining in some way what is and what is not acceptable for such a group or layer. According to sociologist, individuals are motivated by purchasing at the "pressure of the group" to which they belong and with individual demands. Nowadays, sociologists generally agree that the range of sociological factors affecting consumers' behavior in purchasing ranges from the wider - civilization, ie belonging to a certain civilization and to the smallest factor affecting the family. Within this range, different authors are differently graded by other factors, and most often they include the following: culture, subculture or subculture, social class and / or status, relevant group, reference group, lifestyle, leisure time, family. From these factors we will only deal with some of the more significant ones. The most influential group or primary sociological group that, in principle, affects the behavior of an individual is a family. The family is the primary reference group that has the positive and strongest influence on the individual in spending. It influences the formation of values, opinions and attitudes of individuals. These values are formed based on the family's economic status, emotional support, child affiliation and the lifestyle of the family. The economic or material state of the household gives security to the individual and represents, in addition to the biological, basic family function. Emotional family support is reflected in helping to solve personal and social problems of individuals, is expressed in the age of early childhood and maturity of its members, in cases of unemployment, illness, ... Childhood or socialization takes place directly in and through the family. Socialization refers to the acquisition of skills, knowledge and attitudes that younger members of the family will use in the process of purchasing products and services. Through the lifestyle of a family, it also affects the behavior of its members. Conducting habits of influential family members indirectly forms the lifestyle of other members. In this way consumer habits are formed.

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