

● CB AIO.V1🌐Consumer Behaviour (CB) All-in-One (AIO) Version 1 (V1) - 2026 Jan 4th By eB Publications

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This version is designed for beginner or any learners who want to revise.

1 Introduction – Consumer Behaviour

What it is

Consumer Behaviour studies **how individuals, groups, or organisations select, buy, use, and dispose of products, services, ideas, or experiences.**

Why it matters

Understanding consumer behaviour helps businesses:

- Design better products
- Create effective marketing strategies
- Predict demand
- Influence purchase decisions ethically

Where it's used

- Marketing & Advertising
- Branding & Positioning
- Retail & E-commerce
- Product Development
- Pricing & Promotions

What you'll gain By the end of this learning set, you'll be able to:

- Understand why consumers buy what they buy
- Identify key factors influencing decisions
- Apply consumer psychology to real-world marketing

2 Blueprint – How Consumer Behaviour Works

Core Structure

Consumer behaviour operates through **three major layers**:

A. Who is the consumer?

- Individuals
- Families
- Organisations

B. What influences the consumer?

1. **Psychological factors**
2. **Personal factors**
3. **Social factors**
4. **Cultural factors**

C. How does the decision happen?

A 5-Stage Decision Process:

1. Problem Recognition
2. Information Search
3. Evaluation of Alternatives
4. Purchase Decision
5. Post-Purchase Behaviour

Strategic Purpose

- Predict behaviour
 - Influence decisions
 - Build long-term relationships
 - Increase customer satisfaction & loyalty
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3 Short Sheet – Consumer Behaviour at a Glance

Key Influencing Factors

1. Psychological Factors

- Motivation
- Perception
- Learning
- Beliefs & Attitudes

2. Personal Factors

- Age & life cycle
- Occupation
- Income
- Lifestyle
- Personality

3. Social Factors

- Family
- Reference groups
- Social roles & status

4. Cultural Factors

- Culture
 - Subculture
 - Social class
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5-Stage Consumer Decision Process (Shortcut)

Stage	Key Question
Problem Recognition	Do I need this?
Information Search	What are my options?
Evaluation	Which is best?
Purchase	Should I buy now?
Post-Purchase	Was it worth it?

Exam-Friendly One-Liners

- *Consumer behaviour explains “why people buy.”*
 - *Perception is reality in marketing.*
 - *Satisfied consumers = repeat buyers.*
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4 Glossary – Key Consumer Behaviour Terms

- **Consumer** – A person who buys or uses goods and services.
 - **Motivation** – Internal drive that pushes a consumer to act.
 - **Perception** – How a consumer selects, interprets, and understands information.
 - **Attitude** – A learned tendency to respond positively or negatively toward a product or brand.
 - **Culture** – Shared values, beliefs, and customs influencing behaviour.
 - **Reference Group** – Group that influences an individual's behaviour or attitude.
 - **Lifestyle** – A person's pattern of living expressed through activities, interests, and opinions (AIO).
 - **Post-Purchase Behaviour** – Consumer response after buying a product.
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5 Quick FAQs – Consumer Behaviour

Q1. Is consumer behaviour only about buying?

→ No. It includes **before purchase, during purchase, and after purchase** behaviour.

Q2. Why do two consumers react differently to the same product?

→ Due to differences in **perception, motivation, culture, personality, and experience**.

Q3. Which factor influences consumers the most?

→ It depends on the product, but **psychological and cultural factors** are often dominant.

Q4. What is impulse buying?

→ Unplanned buying driven by emotions, promotions, or environmental cues.

Q5. Why is post-purchase behaviour important?

→ It affects **repeat purchases, word-of-mouth, and brand loyalty**.

6 Step-by-Step Guide – Consumer Decision-Making Process

Step 1: Problem Recognition

- Consumer realises a need or want
- Example: Phone becomes slow

Step 2: Information Search

- Internal: Past experience

- External: Ads, reviews, friends

Step 3: Evaluation of Alternatives

- Comparing brands, price, quality, features

Step 4: Purchase Decision

- Final choice influenced by:
 - Discounts
 - Availability
 - Opinions of others

Step 5: Post-Purchase Behaviour

- Satisfaction → Loyalty
 - Dissatisfaction → Complaints / Brand switching
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7 Case Studies / Real-Life Examples

Case 1: Smartphone Purchase

- **Problem:** Old phone battery drains fast
- **Search:** YouTube reviews, friends' opinions
- **Evaluation:** Apple vs Samsung vs Xiaomi
- **Decision:** Buys Samsung due to price–feature balance
- **Post-Purchase:** Satisfaction → Brand loyalty

➡ **Factors involved:** Psychological, social, personal

Case 2: FMCG (Daily-Use Product – Toothpaste)

- Low involvement purchase
- Influenced by:
 - Brand familiarity
 - Advertisements
 - Family recommendation

➡ **Key insight:** Habit & brand recall dominate

Case 3: Online Shopping (Amazon / Flipkart)

- Influenced by:
 - Ratings & reviews
 - Discounts
 - Easy return policy

➡ **Key insight:** Trust + convenience drive decisions

8 Do's and Don'ts – Consumer Behaviour (Marketing View)

✓ Do's

- Understand consumer needs clearly
- Segment customers properly
- Build trust and value
- Focus on post-purchase satisfaction

✗ Don'ts

- Ignore cultural differences
 - Overpromise in advertising
 - Treat all consumers the same
 - Neglect customer feedback
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Exam-Friendly Line

“Satisfied customers are the best advertisers.”

9 Learning Path / Roadmap – Consumer Behaviour

Beginner Level

- Meaning & importance

- Factors influencing behaviour
- Decision-making process

Intermediate Level

- Motivation theories (Maslow, Herzberg)
- Attitude formation & change
- Perception & learning

Advanced Level

- Consumer psychology
 - Neuromarketing
 - Digital & online consumer behaviour
 - Cross-cultural behaviour
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Suggested Progress

→ Theory → Examples → Case studies → Applications

10 Quiz / Self-Test (Exam-Oriented)

1. Consumer behaviour is the study of:

- a) Selling products
- b) Buying behaviour only
- c) How consumers select, buy, use & dispose products ✓
- d) Market research

2. Which factor includes family and reference groups?

→ Social factors ✓

3. The first stage of the buying process is:

→ Problem recognition ✓

4. Toothpaste purchase is usually a:

→ Low-involvement decision ✓

Resource List (Optional for Deeper Learning)

Books

- Philip Kotler – *Consumer Behaviour*
- Schiffman & Kanuk – *Consumer Behaviour*

Online

- Harvard Business Review (case studies)
 - Google Think with Google (consumer insights)
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Template / Worksheet – Consumer Analysis

Product: _____

Target Consumer: _____

Factor

Influence

Psychological







Social

Cultural

Personal

Decision Type: High / Low involvement

Common Misconceptions

-  Consumer behaviour is only common sense
-  It is based on **psychology, sociology & research**
-  Price is the only deciding factor
-  Emotions & perception play a huge role
-  All consumers behave the same
-  Behaviour varies across **culture, age & lifestyle**

Expert Tips / Pro Insights

- Consumers buy **benefits**, not products
 - Emotion drives action; logic justifies it
 - Post-purchase experience decides loyalty
 - Perception > Reality in marketing
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Challenge / Mini Project

Task:

Choose **any product** (mobile phone, shoes, perfume)

Analyse:

- Influencing factors
- Decision process
- Why the consumer chose it

 Write in **150–200 words** (perfect for exams & interviews)

Conclusion

You've now mastered:

- Meaning & importance of consumer behaviour
 - Influencing factors
 - Decision-making process
 - Real-life applications & exam insights
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