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B.Com Honours | Semester II | Calicut University

Consumer Behaviour

Course Code: COM2MN107 • Module 3 Notes

1. Models of Consumer Behaviour: Theoretical Frameworks

To systematically understand how consumers process marketing inputs and execute purchase decisions, academics and marketers use structured consumer behavior models. This module covers the primary approaches to consumer behavior (Economic, Psychological, Sociological) and details key models including the Nicosia Model, Sheth Family Decision Model, Engel-Kollat-Blackwell (EKB) model, and the Black Box model.

Theoretical Approaches to Consumer Behaviour

- **Economic Approach:** Assumes consumers are entirely rational, calculating price utility and purchasing products to maximize satisfaction for minimum cost.
- **Psychological Approach:** Focuses on internal cognitive processes, exploring how motivations, learning, and perceptions drive individual product selection.
- **Sociological Approach:** Emphasizes group behavior, illustrating how social status, family roles, reference groups, and culture dictate buying choices.

Core Consumer Behaviour Models

1. Nicosia Model

Focuses on the relationship between the firm's marketing communications and the consumer's decision-making process. It describes a circular flow of activity: Firm's message (ightarrow) Consumer's attitude (ightarrow) Search & Evaluation (ightarrow) Purchase act (ightarrow) Feedback to firm.

2. Sheth Family Decision Model

Focuses on joint decision-making within households. It explains how family members resolve conflicts (through negotiation or problem-solving) when making collective purchases (e.g., buying a car or a home).

3. Engel-Kollat-Blackwell (EKB) Model

A comprehensive model detailing five core steps: Information Input, Information Processing (exposure, attention), Decision Process (stages of choice), variables influencing the decision (social, individual), and post-purchase feedback.

4. The Black Box Model (Stimulus-Response)

Focuses on how marketing stimuli (Product, Price, Place, Promotion) and environmental factors enter the consumer's "black box" (mental characteristics and decision process) to produce a set of purchase responses (brand choice, purchase amount).

Challenges in Predicting Consumer Choice

Predicting consumer choices remains difficult for several reasons:

- **Bounded Rationality:** Consumers lack perfect information and time, relying on mental shortcuts (heuristics) instead of rational calculations.
- **Emotional Factors:** Emotional triggers and impulse buying can bypass logical decision-making processes.
- **Social Conformity:** Sudden shifts in peer trends or social media challenges can rapidly alter customer preferences.