

CHARACTERISTICS OF INDIVIDUAL CONSUMERS SUCH AS DEMOGRAPHICS, PSYCHOGRAPHICS, AND BEHAVIORAL VARIABLES IN CONSUMER BEHAVIOUR IN THE JEWELLERY MARKET

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ABSTRACT

The study of consumer behavior enables marketer to predict a consumer behavior in the market; it also produces understanding of the role that consumption has in the lives of individuals. Consumer behavior is defined as a behavior that consumers display while searching for purchase, using, evaluation and disposal of products, services and ideas that they to satisfy their needs. The study of consumer behavior is concerned not only with what consumers buy, but also with what they buy it, when, from where and how they buy it and how often they buy it. It is concerned with learning the specific meanings that products hold for consumers. Consumer research takes place at every phase of the consumption process; before the purchase, during the purchase and after purchases. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values motivation, personality, social class and many other factors that are both internal and external to us. The study of consumer behavior is the study of how individuals make decision to spend their available resources on consumption elated items. It includes the study of what, why, when and form where they buy etc.

KEYWORDS: Traditional Jewellery, Branded Jewellery, Preferences, Income