

GOVERNMENT ARTS AND SCIENCE COLLEGE [WOMEN]

SATHANKULAM

B.COM[NON MAJOR] CONSUMER AWARENESS

STUDY MATERIALS

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INTRODUCTION

CONSUMER AWARENESS

CONSUMER MEANING:

A Consumer is a person or an organization that uses goods and services.

DEFINITION:

As per the consumer protection act 1986,a consumer is defined as :

“Any person who buys goods for consideration and any person who uses goods with the approval of the purchasers.”

“Any person who hires any service for consideration and any beneficiary of such services,provided the service is availed with the approval of the person who had hired the services for a consideration .”

TYPES OF CONSUMERS:

SEASONAL CONSUMERS :

These consumers consume a product at particular time or time period.They shop during certain time when the product arises .

PERSONAL CONSUMERS:

These consumers are individual consumers who purchases goods for the sole consumption of self family or household purposes.

ORGANISATIONAL CONSUMERS:

These consumers purchases goods for their organization ,government or business.they often buy in bulk and may place long term recurring orders.

IMPULSE BUYERS:

Those are who make unplanned buying decisions. They make swift buying decision and immediately purchase when they connect with the product and its features.

NEED BASED CONSUMERS:

These types of consumers who buy goods and services when they need them and not during any other time.

DISCOUNT DRIVEN CONSUMERS:

This types of consumers purchase goods and services primarily for the attractive discounts. These buyers are price sensitive.

HABITUAL CONSUMERS:

These consumers feel compelled to use certain brands or types of goods. Marketers work hard to create brand loyalty among consumers.

LOYAL CONSUMERS:

These consumers purchases the same brand again and again. They are valuable to ever business company.

OPEN CONSUMERS:

They are called as "free minded consumers "These consumers normally gave their free suggestion to the traders. These people tend to be more creative, original and hold uncommon beliefs.

EXTROVERTED CONSUMERS

These consumers are full of energy and maintain more contacts with out siders. They are enthusiastic and have extra need, than a normal need to interact with the out side world.