A Review and Integration of the Partial Models of Consumer Behaviour

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Abstract
Business organizations offer products with the hope of providing consumers with satisfaction and to earn maximum returns. To achieve these objectives, it is important that managers understand how target consumers behave and the factors that influence their buying patterns. Models of consumer behaviour are vital tools for this purpose. However, the models available for managers to rely on have one criticism or the other. It is argued that the partial models are limited in scope and so do not provide an in-depth understanding of consumer behaviour while the comprehensive models are too complicated and complex. Consequently, this paper presents a review of the partial models of consumer behaviour (economic, linear experimental, psychoanalytic and sociological models) by recognizing their contributions and limitations in explaining consumer behaviour. Following this review, a simplified comprehensive model that integrates the views of the partial models as well as marketing-mix variables and relationships identified by the authors is proposed.
Keywords: consumer behaviour, business organizations, buying pattern, influences, model, consumer purchase decision

1. Introduction

Consumers are usually influenced by several variables and managers of business organizations are frequently uncertain about the variables that influence consumer behaviour. Sometimes, this is because they do not clearly understand the variables that might be having an influence. In other cases, the variables may be known but the exact nature and the extent of their influence is not clear (Sahney, 2012). In these circumstances, it is useful to refer to some models of how consumers behave in order to understand and be able to predict how individual consumers make purchases in the marketplace. A model provides an approximation to reality and it helps decision makers to understand reality much better. Models of consumer behaviour provide a deeper understanding of the dynamics of consumer behaviour and they enable the development of suitable marketing programmes which is one of the keys to establishing a successful business.

In a competitive and ever-changing marketing environment, a firm that understands how consumers will respond to its marketing-mix and the factors responsible for such behaviour has a greater advantage over its competitors. While it is important to come up with a good or service with exceptional quality, having a clear grasp of how target consumers react or behave and what factors affect their buying patterns and behaviour enables a business organization to address their needs and establish a more successful business (Paine, 2012). Consumer behaviour is a complex phenomenon and many internal and external factors may influence an individual's decision (Bearden, Ingram and LaForge, 2007). Also, the heterogeneity among consumers makes understanding of consumer behaviour a challenging task to business organizations (Aviv, 2010). As a result, managers try to obtain an understanding of what makes people in general to buy. Several models have been developed to provide explanation on the factors influencing consumer behaviour. The partial models of consumer behaviour which are models primarily developed to analyze human behaviour (Emine and Tahira, 2011) have provided useful insight into the understanding of the behaviour of consumers. However, they all have the limitations of inadequate scope and inability to comprehensively explain consumer behaviour. Individually, they are not detailed and so they cannot explain many diverse situations.

The inherent shortcomings of the partial models of consumer behaviour led to the development of more complex models of consumer behaviour beginning from late 1960s. The Howard-Sheth model (1969), Bettman's Information Processing Model (1970), Nicosia model (1976) and the Engel-Blackwell-Miniard Model (1995) are examples of models of consumer behaviour that are referred to as comprehensive models. These models are very detailed and they explain diverse situations of consumer behaviour by describing and systemizing the entire purchasing process. Despite the robustness of the models, Erasmus, Boshoff and Rousseau (2001) argued that there is need for more comprehensive models of consumer behaviour that will contribute to concept formation and theory within the discipline. In this paper, attempt is made to review the partial models and integrate them so as to produce a simplified comprehensive model of consumer behaviour.

2. An Overview of Consumer Behaviour

Engel, Kollat and Blackwell (1990) defined consumer behaviour as "acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts". They noted that although the word "behaviour" is used to include only the overt purchasing act which is the obvious aspect of the decision process, consumer behaviour also include the less discernible, but nonetheless important processes that underlie and accompany consumption. In the view of Mowen (1993) consumer behaviour is "the study of the buying units and the exchange process involved in acquiring, consuming, and disposing of goods, services, experiences, and ideas". This definition focused on buying units in an attempt to include not only the individual but also groups that purchase goods and services. Schiffman and Kanuk (2007) elaborated on the definition by explaining that consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. Generally, consumer behaviour is the study of what, why, when and how often consumers purchase and use products. In addition, it encompasses all the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of goods and services.

The need to understand consumer behaviour flows naturally from the premise of the marketing concept, which describes the conscious effort of firms to achieve desired exchange outcomes with target markets (Kohli and Jaworski, 1990). The major goal of consumer behaviour is to acquaint and provide marketers with the knowledge and skills that are necessary for understanding and analyzing consumer behaviour which could be used for understanding markets and developing marketing strategies (Hamansu, 2008). This implies that understanding consumer behaviour is very crucial to successful delivery of a firm's offerings in the market place because it provides knowledge for market-opportunity analysis, target market selection, marketing-mix determination, formulation and implementation of proactive marketing strategies, effective regulatory policy and social marketing.

3. The Partial Models of Consumer Behaviour

Before providing a definition of consumer behaviour model, it is useful to first define the term model. Schiffman and Kanuk (2007) defined a model as a representation of reality designed to show the relationships between the various elements of a system or process under investigation. Engel *et al.* (1990) described a model as a replica of the phenomena it is intended to designate. A consumer behaviour model can therefore be viewed as a description of reality and its value lies in the extent to which successful predictions and descriptions of behaviour, together with underlying influences are made possible. According to Assael (1995) a model of consumer behaviour is a sequence of factors that lead to purchase behaviour and hypothesizes the relationship of these factors to human behaviour. In this paper, four partial models of consumer behaviour which include the economic, linear experimental, psychoanalytic and sociological models were identified and reviewed.

3.1 Economic or Marshallian Model

This model was named after Alfred Marshall who developed much of the theory on the economic man (Marshall, 1961). In this model, the buyer is assumed to be rational and conscious about economic calculations (Sahney, 2012). It is believed that buying decisions are based on the concept of utility which states that if an individual has certain level of purchasing power, a set of needs to be met and a set of products to choose from, he/she will allocate the amount over the set of products in a very rational manner with the intention of maximizing the utility or benefits (Zinkhan, 1992). It is based on the following assumptions:

- **Rational Behaviour**

The consumer is assumed to be a rational person, who tries to use his/her money income to derive the greatest amount of satisfaction or utility. Consumers want to get the most for their money or to maximize their total utility (Paul, 1980).

- **Preferences**

Each consumer has preferences for certain goods and services that are available in the market. Buyers also have a good idea of how much marginal utility they will get from successive units of the various products they might purchase.

- **Law of Diminishing Marginal Utility**

As additional units of a given product are consumed, the marginal (additional) satisfaction (utility) provided by the next unit will be less than the marginal satisfaction provided by previously purchased units.

- **Budget Constraint**

The average consumer has a fixed, limited amount of money income and an infinite demand. Since the limited income will not be able to satisfy every need or want, the consumer faces a budget constraint.

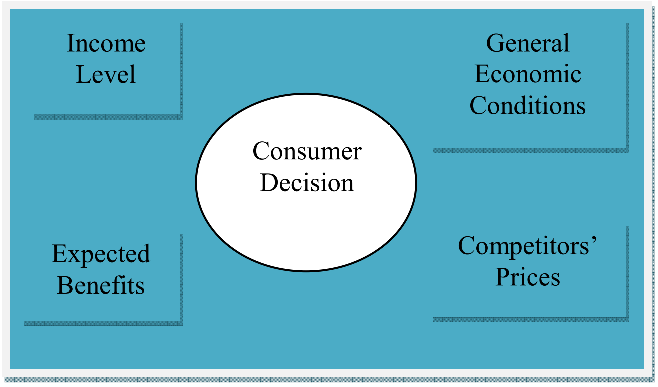
- **Prices**

In most cases, consumers have limited income and so, they choose the most satisfying combination of goods based partially on prices. This means that at times a lower price is needed in order to induce a consumer to buy more of a company's product.

Given these assumptions, the model argued that consumers will always purchase the goods that provide them with the highest ratio of additional benefit to cost (Schiffman and Kanuk, 2007). This can be expressed as a ratio of marginal utility to price (Mu/P). If any one product's ratio is greater than the other, the consumer can achieve greater satisfaction from it and will purchase more of it. Provided there is an adequate budget, the consumer will continue to purchase the product until its declining marginal utility reduces its Mu/P ratio to a position equal to all other ratios. Thereafter, additional purchase of that product will stop.

The model further establishes a relationship between change in income and spending (Wikipedia, 2009). It assumes that a change in income has a direct relationship with buying habits, however, personal consumption spending tends to rise and fall at a slower rate than disposable personal income. This implies that the income a consumer expects to get in the future has a direct relationship with his/her buying behaviour. The expectation of higher or lower income has a direct effect on spending patterns. In addition, the tendency of an individual to spend or to save influences his/her buying decisions. This has to do with the habit of spending or saving of the disposable income. If the buyers give importance to present needs, they dispose of their income but will spend less if they give importance to future needs. The variables of the economic model are depicted in figure 1 below:

Figure 1: The Economic Model of Consumer Behaviour



The model provides useful insight into the development of marketing strategy. It informs marketers that consumers' are price sensitive. They look out for value proposition and so they buy those products that give them more benefits in comparison to cost. As such, the issue of pricing has to be handled carefully. If a firm is charging a higher price than its competitors, then there must be an additional value to be derived by the consumers, else, the firm will lose its customers. It also enables the marketer to appreciate the role of income level and expected benefits in purchase decisions. With this knowledge, the marketer can segment its target market based on income in order to adequately meet the needs of the relevant segment.

3.1.1 Limitations of the Model

One would expect consumers to comply with all the assumptions of the model, however, it is not always so. This is because consumers are not always rational. There are times when the consumer is erratic and irrational (Achumba, 2006). Moreover, the model is one-sided because the focus of the assumptions is on the act of purchase, which of course, is only a part of what consumer behaviour is (Loudon and Della, 1993). Some aspects of consumer behaviour occur before and after purchase. In addition, consumers rather satisfize than optimize (Sahney, 2012). To behave rationally in the economic sense, a consumer would have to be aware of all available product alternatives, be capable of correctly ranking each alternative in terms of its benefits and disadvantages and be able to identify the one best alternative. Realistically, however, consumers rarely have all the information or sufficient accurate information or even an adequate degree of involvement or motivation to make the so-called perfect decision. Consumers operate in an imperfect world in which they do not maximize their decisions in terms of economic considerations alone instead they go for a satisfactory decision, that is good enough (Simon, 1997). In most cases, consumers strive for acceptable and not maximum level of satisfaction, since their purchasing power and availability of information often lead to compromises or even uneconomic behaviour (Achumba, 2006).

Finally, the economic model is not a complete model of consumer behaviour because it assumes homogeneity of markets or similarity of buyer behaviour and so it ignored all the behavioural aspects of individual behaviour such as perception, motivation, learning, attitude, personality and environmental influences. Furthermore, it did not take into cognizance the influence on consumer behaviour of marketing variables such as effective distribution network and marketing communication. Hence, the conclusion is that the economic model only provides a partial explanation of consumer behaviour.

3.2. Linear Experimental or Pavlovian Model

This model is based on Ivan Pavlov's stimulus-response theory which states that there is a bond between behaviour producing stimulus and behaviour response on account of the conditioning of behaviour and formation of habits (Pavlov, 1927). It is referred to as a stimulus-response model because it emphasizes repetition, motivation, conditioning and relationship. It is believed that buyers' behaviour can be influenced by manipulating the drives, stimuli and responses of the buyer. His experiments on salivating dogs brought about associations by conditioning. In his well known research with dogs, a bell was rung every time food was served to them. Eventually, the dogs start salivating each time on hearing the bell though no food was served. This means that the dogs' behaviour have been conditioned. It is related to behaviour producing stimulus (bell ringing) and behaviour response (salivation). The stimulus-response bond so established causes a set pattern of behaviour learnt by the dogs (Solomon, Bamossy and Askegaard, 1999).

It was also observed that other stimuli such as the sound of a tuning fork and light bulb being flashed conditioned the dogs. Moreover, whenever they heard the footsteps of the assistant who brought the food to them, they salivated (Martin, Ahmad and Gordon, 2009). In addition, the model provides explanation on the consequences that similar responses have produced in the past and this resulted to Burrhus Skinner's work on operant conditioning. It recognized that learning can be encouraged and reinforced through the use of positive and negative reinforcers (Martin, *et al.,* 2009). Learning refers to a change in behaviour which occurs as a result of practice or experience. It is a change in behaviour that results from previous experience of similar situations (Bearden *et al.;* Bag, 2009). Experimental psychologists focusing on rats and other animals and eventually human beings, continued Pavlov mode of research. The result of the research led to a stimulus-response model of human behaviour based on four central concepts, namely drive, cue, response and reinforcement. According to the model, consumer behaviour and decision making is a function of interaction between drives, cues, responses and reinforcements. These four central concepts of the Pavlovian theory are explained below:

- **Drive**

Drive is conceptualized as any strong stimulus that impels action. It arouses an individual and keeps him/her prepared to respond. When it is directed towards a drive reducing object, it becomes a motive. A drive motivates a person for action to satisfy a need (Schiffman and Kanuk, 2007). Drives may be classified as primary or secondary in nature. Primary drives are based on innate physiological needs such as hunger, thirst, pain while the secondary drives are acquired because they are based on learning. Examples are desire for money, pride and rivalry. They emanate as a result of strive for status or social approval.

- **Cues**

Cues are stimuli in the environment that can be perceived by the individual such as a new product that a company introduced into the market. Here, the objective is to find out those conditions under which a stimulus will enhance the chances of eliciting a particular kind of response.

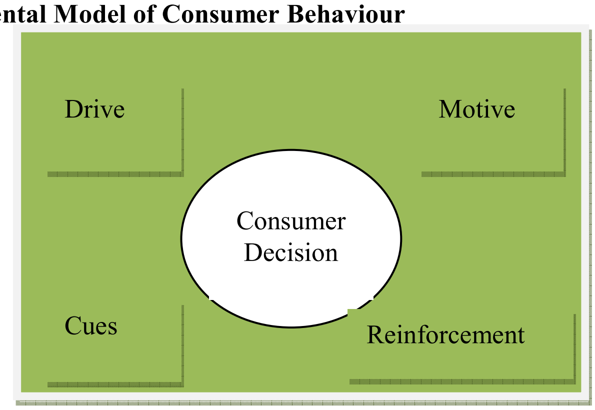
- **Response**

Response is the feedback reaction of the individual. It could also be referred to as an answer to a given drive or cue. The individual has to choose some specific response in order to fulfill the drive or the need which was acting as a stimulus. In marketing, it is a decision to purchase. For example, a hunger drive can be satisfied by visiting a restaurant and buying food to eat.

- **Reinforcement**

Reinforcement or reward has been defined as environmental events exhibiting the property of increasing the probability of occurrence of responses they accompany (Achumba, 2006). When the consumption of a product leads to satisfaction of the initiating need (drive/stimuli) there is reinforcement. If at some later time the same needs are aroused, the individual will tend to repeat the process of selecting and getting the same product or brand. Each succeeding time that product or brand brings satisfaction, further reinforcement takes place, and this increases the possibility that in future also, the same product or brand will be bought (Solomon *et al.*, 1999). In this way, the decision process for the consumer becomes a routine affair. This type of behavioural change which increases the possibility that an act will be repeated is called learning. Reinforcement increases the rapidity and vigor of learning. Figure 2 below depicts these variables:

Figure 2: The Linear Experimental Model of Consumer Behaviour



The contributions of this model to marketing are that it seeks to explain how consumers learn about a product, the way they can recall such learning from the memory and the development of buying habits. Usually, products act as a stimulus to satisfy drives. This indicates that people have needs and wants; they are driven towards goods and services (stimuli and cues), which they purchase (response), they expect a satisfying experience (rewards and reinforcements) and if it occurs, repeat behaviour which will depend on the reinforcement received, is guaranteed (Bearden *et al.*, 2007; Sahney, 2012).

In this way, the model makes significant contribution to the understanding of consumer behaviour. If a marketer understands the appeals or benefits expected by its target market then, it can consistently imbue the product or brand with the relevant appeal which consumers can hopefully associate the product with. As such, the marketer should find out and create the cues that are important and are able to drive stimulus to elicit other responses appropriate to his/her objective. Therefore, in order to bring about changes in buyer's behaviour, one must change the drives, stimuli and responses as per buyer's attitude or perceptions. For example, in advertising, an advertisement would be a stimulus whereas purchase would be a response. When advertisements are repeated, consumers are able to understand the information about the product because it draws their attention and interest. The persistent advertisement of Harpic power plus, a liquid disinfectant for washing toilet produce by Reckitt Benckiser coupled with the efficacy of the product has significantly increased its market share. In addition, product features such as price, quality, service, brand and package can act as cues to influence consumer behaviour.

3.2.1 Limitations of the Model

The limitation of this model is that learning is not the only determinant in the buying process and in decision making. Although it contributes to the understanding of consumer behaviour, it only provides partial explanation (Stewart 1994). It does not adequately account for the great diversity of responses generated by consumers exposed to similar or identical stimuli. The model totally ignored the role played by other individual determinants like perception, personality, attitudes as well as interpersonal and group influences and economic considerations. Another drawback of the model is that it challenges the notion of consumer sovereignty, which says that consumers can ultimately decide for themselves and cannot be manipulated by playing on their drives or controlling them.

3.3. Psychoanalytic or Freudian Model

This model which is based on the theory of Sigmund Freud (Freud, 1895) introduced personality as a motivating force in human behaviour. This model takes into consideration the fact that consumer behaviour is influenced by both the conscious and the subconscious mind. According to this model, the individual consumer has a complex set of deep-seated motives which drive him towards certain buying decisions. His buying action can be influenced by appealing to those desires or drive (Bag, 2009). Kotler (2000) summarized the theory by stating that Freud assumed that the psychological forces shaping people's behaviour are largely unconscious, resulting in people not being able to fully understand their own motivations.

The model proposed that the mental framework of a man is composed of three major conceptual interacting elements, id, ego and super ego. This means that behaviour is determined by biological drives, rather than by individual cognition or environmental stimuli (Stewart, 1994). Hence, individual behaviour depends on the relative strength of the following three elements operating in the individual:

Id

The id is the instinctive, pleasure seeking element. It is the reservoir of the instinctive impulses that a man is born with and whose processes are entirely subconscious (Martin, *et al.,* 2009). It includes the aggressive, destructive and sexual impulses of man. It is the source of all mental energy that drives man to action. It is also conceptualized as the warehouse that provides for the immediate satisfaction of needs and wants arising from biological and external stimulation (Solomon 1996). This includes such impulsive drives such as thirst, hunger and sex for which the individual seeks immediate satisfaction without much care of how they are satisfied. Psychologically, the id is the source of all needs and wants which constantly bombard the consumer in the form of fantasies and unconscious images.

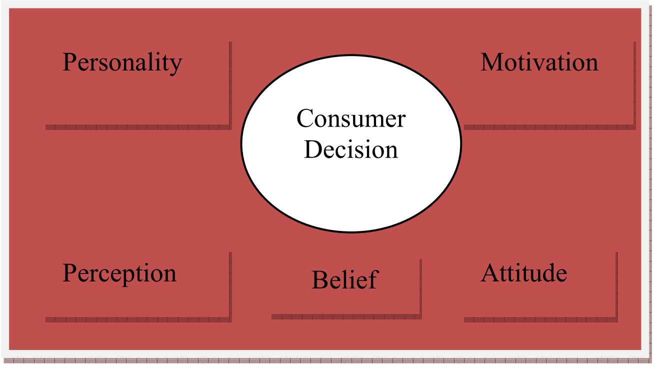
Ego

The ego is the conscious director of id impulse for providing the consumer satisfaction in socially acceptable manner. It is the intermediary which mediates and processes the dispute action as a rational control centre between the conflicting extreme of id and super ego. It is ego that directs ones behaviour to satisfy both the "id" and "super ego". It operates on the reality principle (Martin, *et al.,* 2009) which develops through the learning process and experience. It directs the activities of the consumer by dictating the appropriate products that would satisfy the id and the socially acceptable processes of obtaining them. The ego is primarily concerned with the survival of the organism not only in the short run but also in the long run.

Super Ego

The superego is the internal filter that presents to the individual the behavioural expectations of society (Martin, *et al.,* 2009). It develops out of the id, dominates the ego and represents the inhibitions of instinct which is characteristic of man. It represents the conscience and operates at the conscious level (Solomon, 1996). It can be described as the consumer's internal expression of society's moral and ethical codes of conduct. It ensures that the consumer satisfies his needs through socially accepted process.

Figure 3: The Psychoanalytic Model of Consumer Behaviour



The contribution of this model to marketing is that the self- image of a consumer is a great motivating force inducing him/her to buy certain products. It is assumed that the individual consumer has a complex set of deep-rooted motives which drive him/her towards certain buying decisions. The buyer has a private world with all his hidden fears, suppressed desires and totally subjective longings (Bag, 2009). His buying actions can be influenced by appealing to these desires and longings. It also focused on the consumer as an individual, information processor and decision maker. The tenets of this model can be applied to different aspects of marketing such as advertising, market segmentation, sales management and new product development (Achumba, 2006). For instance, appeal to the pleasure principle underlies some of the products that are designed for the wealthy segment of the society. Also, when salesmen understand and recognize the personality state from which their clients are operating they can effectively respond to these states of personality.

3.3.1. Limitations of the Model

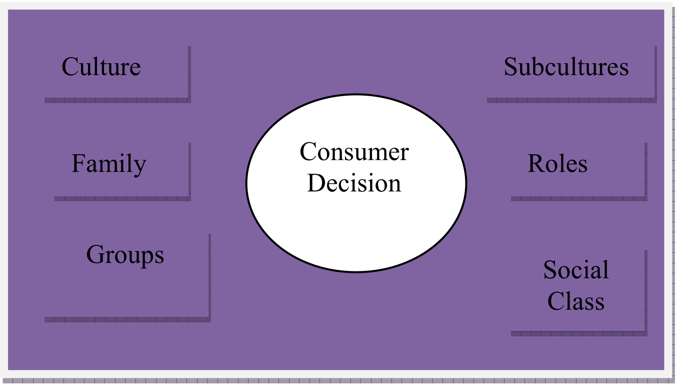
It can be seen that psychoanalytic concepts affect buying situations but it has a narrow look at the problem. It only considered the individual characteristics that influence buying behaviour without regards to other factors which may be critical in deciding what to buy, where to buy, when to buy and how to buy. In addition, the personality model does not explain the behaviour of some consumers in relation to the use of some products that have a high level of group or peer influence. Another criticism of this model is that, since the individual is not able to understand its own behaviour, it is even more difficult for the casual observer to understand such behaviour. This implies that consumer behaviour may never be determined.

3.4. Sociological or Veblenian Model

This model is based on the findings of Thorstein Veblen. He perceived man as a social animal and that man conforms to norms of its larger culture and to more specific standards of subcultures and face-to-face groups in which he/she operates (Kotler, 2000). Veblen hypothesized that, for the so-called leisure class, a great portion of economic consumption is influenced and motivated by prestige seeking and not on needs or satisfaction (Thorstein, 1899). Veblen placed specific emphasis on emulative factors that influence people when purchasing conspicuous products, for example, cars and houses or even less expensive items, such as clothes.

The model further noted that, the individual is a member of the society. Since he/she lives in the society, his /her decisions and behaviour are often influenced by the society. The individual gets influenced by the society and in turn influences it in his/her path of growth and development. Therefore, both formal and informal associations like that of a family member, a student, an employee, a member of a church or other associations influence individual behaviour which in turn influences product choices and selection. This also implies that purchasing decisions are influenced by societal restrictions. A consumer's behaviour may also be influenced by intimate groups as well as social class, the people he/she associates with and the culture that his/her society exhibits (Paine, 2012). For instance, a manager and a junior employee may have different buying behaviour given their respective roles in a company. It also indicates the importance of social interest and strive for superiority as influences on human behaviour. Consumers are naturally social beings who strive for supremacy or superiority which emanates from the feelings of inferiority arising from the subjective perceptions of physical, psychological or social disabilities. The value people in a society place on prestige forms the basis for their reactions. According to Bag (2009) buying decisions are governed by social compulsions from family, friends, peers, social groups, reference group and culture. This implies that a consumer's buying pattern is based on his/her role and influence in the society they belong to.

Figure 4: The Sociological Model of Consumer Behaviour



This model places a lot of emphasis on the social nature of consumption. That is why many business organizations consider social interactions in their marketing activities especially in advertising and relationship marketing. The contribution of this model to consumer behaviour is that, the individual buyer is influenced by society or intimate groups as well as social class. Therefore, his buying decisions are not totally governed by utility, personality and stimulus alone, but also by a desire to emulate and fit in with his immediate environment.

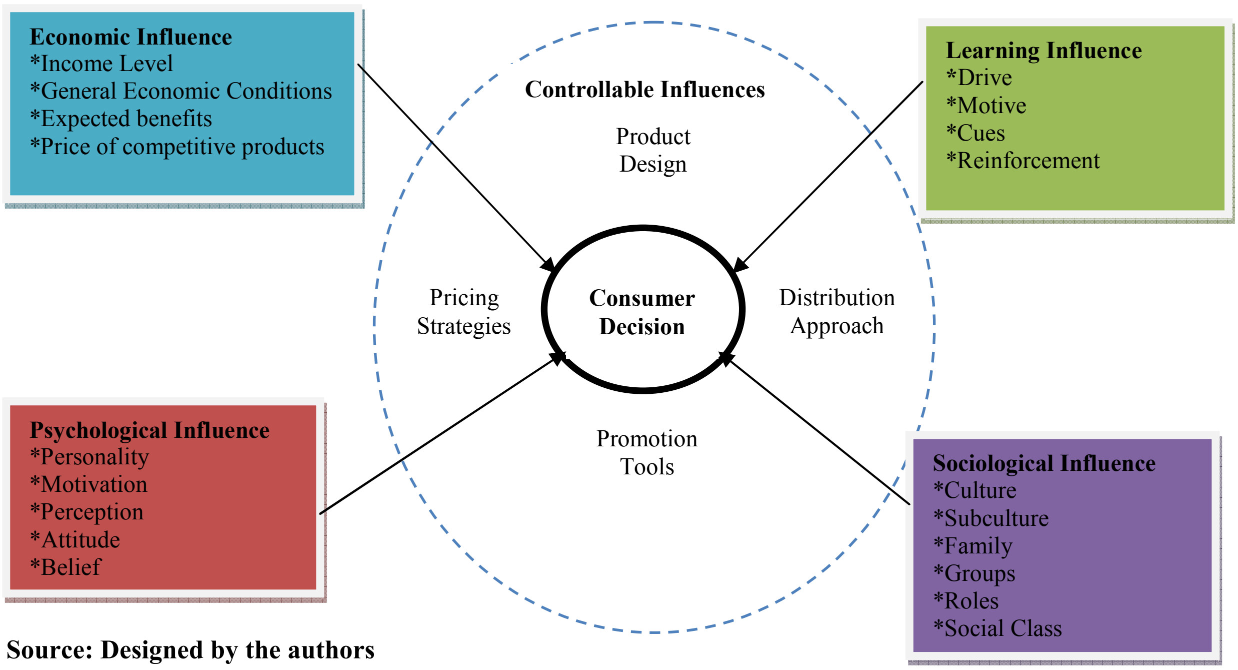
3.4.1. Limitations of the Model

Despite the well recognized need for sociological approaches in explaining consumer behaviour, it does not provide a complete explanation of consumer behaviour. Of course, there are other influences on consumer behavior such as personal income, motivation, learning, attitude, personality etc which cannot be overlooked.

4. An Integration of the Models

Considering the limitations of the models discussed above, it is obvious that they are narrow in scope and so individually, they are inadequate for most buying situations and in contemporary marketing. In this modern world, consumers are more educated and more demanding than ever before and so, the influences are now more complex and interrelated. It will be observed that each of the models contributes a significant idea about the behaviour of the consumer. Therefore, an integration of the models can provide a single model that could explain different aspects of the influences on consumer behaviour. For obvious reasons, there are difficulties in modelling buying behaviour because people are different and they have different needs leading to different wants and they also have different possibilities to satisfy these needs. A marketer must therefore, get some insight into the driving forces creating needs and wants so that he/she can chose marketing strategies that will best address the target market. The integrated model is depicted below:

Figure 5: An Integrated Model of Consumer Behaviour
Uncontrollable Influences



Source: Designed by the authors

The model indicates the influences on consumer decision making. It is based on the premise that the consumer is subject to many influences which eventually lead to purchasing decision and post-purchase decision. These influences are classified into two, the uncontrollable influences and the controllable influences. The uncontrollable influences are external to the firm and so they cannot be adjusted. As indicated in the model, the uncontrollable influences are a combination of the variables in the partial models discussed above which include economic, learning (linear experimental), psychological (psychoanalytic) and sociological influences. The uncontrollable influences affect the decisions of consumers and so they should determine the choice or combination of applicable marketing- mix variables of a business enterprise. To be successful, managers must consider them when designing marketing programmes. The controllable influences refer to the marketing- mix of the firm which include product, pricing, distribution and promotion. They are the marketing factors affecting consumer behaviour. They also play a crucial role in determining consumer decisions. The broken lines surrounding the controllable influences show that they can be used to manipulate the external influences on consumers as well as consumer decision to get the desired response. The variables in the model are discussed below:

4.1 Uncontrollable Influences

Consumers do not make their purchase decisions in a vacuum. Their purchases are highly influenced by economic, learning, psychological and social factors. These factors are generally uncontrollable but must be taken into consideration by the marketer.

Economic Influence

According to traditional economic model, economic conditions are believed to influence consumer behaviour. Under economic assumptions of rational consumer behaviour, consumer decisions are assumed to be driven by the expected benefit that the consumer associates with each possible decision along each level of the decision chain. The consumer is expected to choose the products that will bring him/her the most expected utility. These economic influences include income, general economic conditions such as general price level, the rate of interest, inflation and unemployment. Consumer behaviour can also be predicted based on economic indicators such as the consumer's purchasing power and the price of competitive products. Consequently, firms could segment their target market so as to meet the needs of the various income groups or decide to focus on a single segment. For example, a hotel may decide to service only the upper class.

Learning Influence

Learning refers to the knowledge gained by consumers over time. It is usually measured in terms of observable changes that have occurred in behaviour after purchase (Achumba, 2006). It influences post-purchase decisions and behaviour of the consumer. Also, learning influences and is influenced by the marketing-mix of a firm. It is based on the combination of individual drives, motives, cues and reinforcement of behaviour. It occurs when a consumer compares anticipated results of buying behaviour with actual results of buying behaviour. When the purchase of a product results in satisfaction, reinforcement occurs and learning takes place. The marketing responsibility of the firm is to provide a strong positive experience to consumers by providing the right motive and cues that will prompt the consumer to respond in the desired way.

Psychological Influence

This influence includes psychological factors that could influence consumer behaviour such as personality, motivation, perception, attitude and beliefs. Personality refers to a person’s psychological characteristics that lead to a relatively consistent and lasting reaction. Motivation refers to a state or condition within a person that prompts purchase behaviour. It occurs as a result of the recognition of some needs and can affect information search and processing and purchase behaviour. Perception is the process of interpreting and giving meaning to incoming stimuli. It is the process of forming images and attaching meanings to products and their producers. Attitude is the way we think, feel and act towards a product. It could be positive (favourable) or negative (unfavourable). All these variables are what determine individual differences. The marketer therefore should be able to understand these differences in the target market and apply them in designing its marketing programme.

Sociological Influence

Human beings are social animals. They live and interact with other people. Therefore, there is a high probability that other people will influence their opinion. Marketers should identify such influential persons or groups of consumers. Here, the consumer is influenced by societal variables such as culture, subculture, group, family, roles and social class. Individuals' cultural value systems are developed over time as they are socialized into a particular group. Cultural value system includes cultural elements that individuals have in common with the group(s) to which they belong (Luna and Gupta, 2001). Culture as well as subculture which includes ethnic patterns, religion, race or geographic areas influence the formation of an individual's cultural value system and hence, the kinds of product they buy.

In addition, in most societies, people discuss with their family members before purchasing valuable items. Wife, children and parents influence the decisions of the family. That is why some firms use either whole family or kids in their promotional programs. The role an individual plays in the society also determines the kinds of products he/she buys. Social class which refers to a rank-ordered grouping of individuals in a society also influences consumer behaviour. Usually, the members have common characteristics such as income, occupation, education, values and housing pattern. All these factors are a major source of information consumers' use in decision making and product evaluations. In many cases, these sources may be more credible and influential to consumers than any other source of information (Bearden *et al.*, 2007).

4.2 Controllable Influences

Product

Product refers to the marketer's offer to the consumers. It possesses some attributes that can influence and also provide cues that prompt a buyer to choose a particular product in preference to others. It may be the brand itself, design, quality, or packaging. When customers buy a given product, they do so as a result of certain motivations. Such motivations may be value added offering, for example, freshness of a meat pie or speed/memory of computer. It is therefore important for the firm to develop skills and assets that will enable them to deliver these key features. This may influence how a product is positioned or how consumers can be encouraged to buy the product.

Pricing

This involves the determination of the value that consumers exchange for the benefits of having the product. It could be skimming pricing (at a price higher than the existing market price), penetration pricing (at a price lower than the existing market price) or competitive pricing (at a price at par with the existing market price). Facility of consumer credit system such as hire purchase, installment purchase and buy now and pay later also play an important role in influencing purchase decision. A buyer may choose a particular company's product if these facilities are available.

Distribution

This has to do with the availability and accessibility of the product to the consumers. Distribution could be intensive, selective or exclusive (Bearden *et al.*, 2007). Intensive distribution takes place when the marketer distributes its products through many outlets to reach the broadest possible market. The product is usually distributed through every available outlet. Selective distribution is when the product is distributed in only some of the available outlets. This is commonly used when the geographical area to be covered by the marketer is restricted. Exclusive distribution is when only one outlet is used to distribute a product in a geographic marketplace. Usually the sole distributor selected has the resources to push the product aggressively. The distribution approach of the marketer determines the visibility of the product and this has implication on consumer decision.

Promotion

Promotion is the communication of information from the seller to potential/actual buyers to influence attitudes and behaviour. It includes advertisement, personal selling, sales promotion and public relation. Advertising consists of non-personal form of communication conducted through paid sponsorship. Personal selling refers to the personal presentation by a company's sales force for the purpose of making sales and building customer relationships. Sales promotion is a short-term incentive to encourage the purchase or sale of a product while public relations involve a variety of programmes designed to create and maintain favourable relationships between the firm and its stakeholders including the customers. They can be used as cues to stimulate and influence consumer behaviour.

4.3 Consumer Decision

When a consumer identifies a need, decisions are made to satisfy them. If a company understands the factors influencing buyers' decisions, it may be able to influence their decisions through its marketing programmes. A need is aroused by the circumstances facing the consumer or by an external stimuli or triggering cue (an advertisement or sight of a product). Consumers then determine the type of product that could possibly satisfy the need. Marketers should understand the needs that consumers have that make them want to purchase the product and should highlight them in their communication strategy. For instance, in the advertisement of tomtom sweet, it is usually emphasized that when a person has cough and he/she wants to clear the throat, he/she should go for tomtom sweet.

Consumers often do not satisfy aroused needs immediately except for some convenience products and impulse products. For shopping and specialty products, once the consumer has recognized a need, they search for information on goods and services that can satisfy the need. Bearden, *et al.* (2007) explained that consumers undertake both an internal (memory) and an external search. Usually, customers want to find out the information about the product, place, price and point of purchase. Customers collect the information from different sources like personal sources (family, friends and neighbours), commercial sources (advertising, sales people, dealers, packaging and displays), public sources (mass media and consumer rating agencies) and experiential sources (demonstration, examining the product). The information gathered is usually processed (Achumba, 2006) and following the search process; consumers become aware of the groups of products or brands that may satisfy the identified need.

The implication of this process is that managers have to develop an effective promotional strategy, and select the sources of information that are more effective for the product. As such, marketers should give detailed information about the product. Finally, the consumer also engages in post-purchase decision. The role of the marketer here is to provide guidelines or processes necessary for using the product so that the consumer can use the product in the right way. After purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The level of satisfaction or dissatisfaction depends on the difference between expectations and performance Schiffman and Kanuk, 2007). This will influence the consumer post purchase actions such as complaint behaviour, switching behaviour and repeat purchase behaviour. Under this situation, experience plays a major role since it enhances the learning process.

Therefore, the marketer's role does not end when the product is sold but continues into the post purchase period. Customers would like to see the performance of the product as they perceived it before purchase. The marketer should be concerned about post purchase behaviour as satisfaction with a product will influence consumer choice on subsequent purchase occasions. In addition, consumers are likely to communicate their feelings about the product to other potential consumers who are seeking information that will guide them in their purchase decisions.

5. Conclusion

Consumer behaviour is not easy to predict and model as human beings are highly complex, each with different motivations, preferences and characteristics. And so, there is no model that can fully explain consumer behaviour. Despite the diverse nature of consumer behaviour, models provide valuable input to its study and understanding, since they attempt to provide insights into why and how human beings, and therefore consumers rationalize decisions. Understanding consumer behaviour is very important to marketers in particular and business organizations in general because it enables them to understand why consumers buy certain products, when, where, how, how often they buy and also how often they consume them as well as dispose them.

The partial models of consumer behaviour which include the economic, linear experimental, psychoanalytic and the sociological models are particularly very relevant to the understanding of consumer behaviour. Individually, they examine a unique aspect of buying behaviour therefore; their contributions to consumer behaviour cannot be over emphasized. Considering the limitations of the models, an integrated model comprising the focal points of the models was developed with the intention of producing a simplified comprehensive model of consumer behaviour. Although, there is no model that can holistically explain consumer behaviour, the model developed will assist marketers, business organizations and researchers to provide answers to some of the critical questions in consumer behaviour.

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