INTRODUCTION

Psychology is the study of human behaviour with the help of scientific methodology. Consumer psychology is the application or extension of psychological facts & principles to the problems concerning human beings present in the buying segment i.e. the consumer. It tries of find out the buying behaviour of the consumer. The factors influencing or effecting the buying behaviour & the pattern of buying (why it is so).

The success or failure of marketing depends mainly on target of customers individual or group reactions expressed in the form of buying patterns. The consumer behaviour is a complex phenomena and its prediction, it the most difficult task. Human behaviour as a consumer has three components:

♦ A set of beliefs & feelings.
♦ A behavioural tendency or response.
♦ Capacity or inclination for want of satisfaction.

They generally interact with each other and affect the final customer response, expressed in terms of product purchase. The response behaviour is itself under-pressure from various external and internal factors which impinge upon the ultimate response. They also tend to influence each other, producing there by a matrix of possible responses out of which the final choice may, or may not yet can be made. Since both the behaviour s and the factors that impinge on it are indefinable and
unpredictable. What makes the person buy a particular product even on a
given set of circumstances remains the most perplexing of all problems of
marketing management. Social Scientists, economists anthropologists,
sociologists & psychologists working in these areas, along with the
market analyst attempt to explain why people behave as they do. How a
person may be motivated to buy a particular product and what can be
done to affect the consumers buying attitude i.e., Consumer psychology.

The term Consumer behaviour refers to the behaviour that
consumers display in searching, purchasing, using, evaluating, and
disposing of products and services, that they expect, will satisfy their
needs. The study of consumer behaviour is the study, how individuals
make decisions to spend their available resources (time, money, effort) on
consumable items.

Consumer psychology is reflected by consumer behaviour. It involves an answer to the following Six Ws*.

1. **Who** - Who is the customer? Who is the ultimate consumer of the product > Who is the deciding authority in purchasing the product?
2. **What** - What does the consumer want to buy?
3. **When** - When does the consumer wants to buy?
4. **Where** - Where does the consumer wants to buy?
5. **How** - How does the consumer wants to buy?
6. **Why** - Why does he wants to buy?
What are his motives in buying? i.e. influence or consideration which provide impulse to buy and induce action or determine choice in the purchase of goods or services.

Thus consumer behaviour is "all psychological, social and physical behaviour of potential customer and tell others about products and services."

According To Nature Consumer May Be:

1. An extrovert. Who is social, cheerful, talkative, cordial, avoids arguments. He likes to be appreciated and often acts impulsively.

2. As introvert, who is reserved suspicious, sensitive, reasoning, curious calculative. As such, to study consumer psychology become very difficult task. Without the study of consumer psychology if we launch a new product in the market then it will be a leap in the darkness. Hence it is very essential to thoroughly understand consumer psychology.

To study consumer Psychology, I have limited my observations and findings to a particular product and selected place and time: Consumer Behaviour In Certain Selected Automobiles Industry In India In 90's only.

I have carried on the study on consumer psychology of different category of consumers, like owner of HCVs, LCVs, MCVs, Cars, three wheelers, two wheelers segments.