Abstract

Complex global developments in all areas, as well as in the field of marketing have forced marketers to target their activities. In this paper attempted to provide a framework of consumer behavior.

1. Introduction

Study of consumer behavior is very important because intentionally or unintentionally we are consumer. With the philosophy of marketing production trend to marketing trend of consumer behavior has been important. In marketing some question create that as a marketer we should pay attention to them and provide a reasonable answer for them. One of the following questions is: What is the purpose of consumer behavior? Considering that a marketer seeking to identify the needs and demands of our customers and do the appropriate action to meet those needs and desires, should understand Consumer behavior as well. In this study, the researcher wants to explain his view according to previous studies briefly in consumer behavior.

2. Definition of Consumer Behavior

Consumer behavior in marketing is a new issue. So that the first books published does not reach before 1968 in this field. Most universities do not make any effort before 1970, but it has grown significantly in recent years, So that a special team of investigators was formed in 1970 about consumer behavior and in 1990 the group had 1500 members from 30 countries

Definition: Consumer behavior include mental activity, emotional and physical that people use during selection, purchase, use and dispose of products and services that satisfy their needs and desires (Kotler, 1999)

3. Key concepts of consumer behavior

1) Consumer behavior is motivational: The main question that arises in this context is that "why consumer behaviors occur?". Answer to this question is included in the definition of consumer behavior. Consumer behavior is to meet the needs and demands of him. Behavior is a tool to achieve objectives and target consumer derives from his needs and desires. (wilke, 2000)

2) Consumer behavior include many activities: All consumers have differences in terms of thoughts, feelings, and decisions and ... With each other. Marketers must pay attention to the
activities of consumers, some consumers activities are: See this advertisement, purchase decision, the decision about how to pay (cash, credit) and...

3) Consumer behavior is a process: Consumer behavior, including the selection, purchase and consumption of goods and services that include elimination of three steps before buying activities, purchasing activities, activities after purchase. (Rostami, 2001)

4) Consumer behavior at different times has different complexity: Buy different product by different people has different implications. Buy some goods, involves all three-process step of the consumer Behavior, While buying some goods (goods that are consumed regularly) is very simple and does not require multiple steps. Customers try to make buying process simple through trusting others, loyalty to the brand and...

5) Consumer behavior includes different roles: Consumers in different time can play each of the three roles affective, buyers and consumer. When we buy something for our self we can play that 3 role. (Golchinfar, 2006) Sometimes by using others opinion buy something for some one that in this case we can play an individual role.

6) Consumer behavior is influenced by external factors: Consumer behavior is influenced by many external factors such as culture, subculture, and social classes ... Located. These effects can be short, medium or long term.

7) Consumer behavior is different in different people: Because people have different desires and needs, so their behavior is different And the difference consumer behavior make predict consumer behavior more difficult, to resolve this problem can categories the market. (Abbasi & Torkamani, 2010)

4. Consumer buying decision process

Consumers can purchase different products And this difference because that different buying decisions buying process consists of several steps in Figure 1 (taken from the site abercrombie.com) presented. Consumers to purchase some goods don’t need to pass during all stages of the buying decision. However, some purchases are so important that the consumer is forced to do all these steps carefully and meticulously. (GilaniNia, 2010) These steps include:

1) Identify the problem: The first stage of the decision-making process is that people can feel the difference between current and desired situation, so trying to resolve these differences.

2) Data collection: For solving this problem collect information. This information can be internal (experiences) and external (family, exhibits, etc.)

3) Assessment Options: After gathering information, the consumer is ready to make a decision. At this point, he should be able to evaluate different options and choose products that meet the demands of him.

4) Purchase: This stage is the stage that all marketing activities are the result. Consumer at this stage, according to the information already obtained, Select a product that feels satisfy his need and buys it.
5) After purchase behavior: Consumer compare purchased products with ideas, products, competitors, perceptions and expectations of the product and two satisfaction and dissatisfaction, which may appear different reasons.

**Figure 1: General model of consumer behavior.**

In the past, sellers, due to lack of competition and lower a variety of products directly sell the product. But today, by increasing companies, increasing competition and increasing revenues from other people, other sellers will not be able to communicate directly with sellers. Marketers and sellers are forced to study consumer behavior research. Now the question comes, who the buyers? When do they Purchase? And ... But the important question is how consumers respond to marketing stimuli? The company is rated from consumer responses to be aware marketing stimuli, so companies in relationship between marketing stimuli and consumer response, have been done many studies. Starting point for this research is shown in Figure 2. As the figure shows, the marketing stimuli associated with other stimulants into the black box of the consumer and this will cause a reaction in the black box. Now, marketers want
to know what is going on in the black box. Black Box itself is composed of two parts. First part personal characteristics of buyer on how to understand and respond to stimuli affect and the second part is the buyer's decision-making process that effects on his behavior.

Figure 2: Model of consumer behavior (Kotler, 1999)

5. Conclusions
It is extremely difficult to predict consumer behavior. Marketers are always trying to predict consumer behavior and their activities are consistent with the behavior expected of them. But, as mentioned, due to lack of information on the processes that occur in the black box is very difficult to predict the behavior. So the marketer must be familiar with the basic concepts of consumer behavior and the model of behavior to be able to understand part of consumer behavior not all of it.

6. Resources:
2 – Rostami Mohammad Reza.(2001)."Evaluation of marketing mix effects on consumer behavioral mechanisms of Shilat products in Tehran"
3 - Maleki, Ali reza - "systematic analysis of consumer behavior," Industrial Management
4 - Golchinfar, Shadi ; Amir Bakhtaei .(2006) "consumer behavior", Journal Concept No. 174
6 - GilaniNia, SH. (2010). Introduction to IndustrialMarketing, Rasht, Kadvsan
7 - Khajeh Nassiri, shine " what is the purpose of the consumer behavior customer behavior or?"