

An Understanding of the Development of Marketing, Consumer Behaviour Place in Marketing and Consumer Behavior Notions

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Abstract— This literature based paper discusses the emergence and growth of marketing in theory and practice which ushered in the emergence and growth of consumer behaviour. The paper discusses these historical developments using various schools of thought developed overtime, mainly in marketing in order to substantiate the fact that consumer behaviour emerged as a sub-discipline of marketing. Further on, the paper brings to light that the further development of consumer behaviour field uprooted aspects that marketers need to be aware of in order to craft effective marketing strategies, and these aspects includes consumer perception, attitude, loyalty, evaluation, word-of-mouth/ recommendation, purchase intention, actual purchase and re-purchase, emotions, motivation and consumer-company identity. The paper acknowledges that both marketing and consumer behaviour will continue changing in shape, form, techniques and size as much as business organisations and consumers continue to interact.

Keywords— Marketing, Consumer behaviour, Consumer behaviour notions.

I. INTRODUCTION TO CONSUMER BEHAVIOUR PLACE IN MARKETING

The goal of defining marketing and explaining the progression of marketing is to find the roots or main field from which consumer behavior emanated as critical study area. Kotler (2000) defines marketing as identifying, anticipating and analysing consumer needs and wants. Marketers are determined to understand consumer needs or wants and provide a solution in the form of a good or service (Hanekom, 2013). The definition identifies the marketer, the organisation and the customer as the main players in the business field. In 1935, AMA gave a simple explanation of marketing as an organised performance of business activities and managing customer relationships (Gundlach, 2007; Kotler & Armstrong, 2010). The definition provides a broad spectrum of an understanding of business and customers rather than simply marketing. The definition highlights the importance of relationship management in the context of a customer as an important stakeholder. In 1985, AMA added that marketing is involved with the pricing, promoting and distribution of a product for exchange with customers to satisfy their needs and wants (Gundlach, 2007). The definition provides a practical and theoretical understanding of the 4ps of marketing as the fundamental basis of marketing principles and execution. Kotler and Keller (2015) explain that marketing exists at the

level of management firstly, involving scientifically selecting markets, persuading and sustaining customer base, then secondly at the societal level, giving room to society and consumers to be involved in value creation, provision and exchange. In all the definitions presented above, the customer is pivotal and therefore understanding the customer becomes more critical for strategy formulation.

1.1 Problem Statement

The objective of this literature based paper is to establish the possible roots of consumer behaviour studies. Arguably, consumer behaviour emerged from marketing as marketers attempted to further understand the internal and external forces surrounding consumers in the marketplace. On the other hand, severally, consumer behaviour is seen as an area that developed from different fields which includes economics, psychology and sociology. This paper gives a greenlight to the fact that consumer behaviour emerged grossly from marketing though other fields helped build or supported the marketing field to uncover more about the behaviour of consumers as individuals, groups, households in- and out-side the marketplace.

II. THE DAWN OF MARKETING

Marketing is assumed to have developed uniformly across cultures and markets (Agarwal & Bayus, 2002). The evolution of marketing can be attributed to many factors, some common and others unique to different environments. Ferrell, Hair, Joe Jr, Marshall, Creg and Tamilya (2015) agree with Kotler (2000) and Tadajewski (2009) that these factors include academic training, personal traits, occupational assignments, business experience, family backgrounds and other macro environmental forces such as politics, economics, technology and socio-environment of the different nations. What can be deduced from these factors is that marketing professionals, customer needs and the society at large, have a continuous impact on the discipline and profession of marketing.

With regard to the development of marketing as a discipline and profession, many scholars are of the view that the roots of marketing can be traced back to the 1900s, though many acknowledge that the exchange of goods as a means of trade existed long before this era. Shaw (2015) and Bartels (1962) explain that marketing practice started from way back, called the pre-academic era, and from 1900, marketing existed

both in practice and the academic field. The practice of marketing started in simple activities such as when people produce and whenever they had a surplus they would engage in trade (in that time it was barter trade) (Tamilia, 2009). Keller and Kotler (2015) believe that the practice of selling and advertising has been there since the beginning of trade itself. However, marketing became more prominent in the period after 1900, following the practices in the industrial revolution and mass production that led to the identification and separation of buyers and sellers (Shaw & Jones, 2005). In its development, the field of marketing has courted a lot of controversy and the controversy surrounding the development of marketing led to the general but broad consensus that marketing development can be simplified into marketing theory and marketing practice as shown in Table 1 below (Bartels, 1976; Tadajewski, 2009).

Table 1: The dawn of marketing theory and practice

Marketing theory	Before 1900 – 1910	Period of discovery. Teachers in marketing sought facts about the activity. Marketing was assumed borrowed from economics related to commodity markets, distribution and world trade.
	1910 – 1920	Marketing conceptualised. The development and classification of definitions and concepts in marketing.
Marketing practice	1920 – 1930	Marketing integration. The realisation that some of the practices already in business are marketing and marketing principles were postulated. Integrating the marketing general body of thought and practice.
	1930 – 1940	Marketing development. The development of new areas of marketing and new explanations adopted, marketing variables tested and quantified.
	1940 – 1950	Marketing re-appraised. The needs of marketing knowledge caused a re-definition of concepts and terms in marketing theory and practice.
	1950 – 1960	Marketing re-conception. Managerial decision making, societal issues and the quantitative analysis of marketing supplemented marketing. The field of management and other social sciences added concepts into marketing.
	1960 – 1970	Marketing differentiated. Important concepts in marketing started to stand alone as separate fields to be studied e.g. environmentalism, internationalism.
	1970	Marketing socialisation. The integration of society and marketing, and an understanding that marketing functions has an impact on society

Source: Hermans (2009): The History of Marketing Thought

According to Kotler (2000), marketing started with an era considered as the production era, that occurred between 1870 to 1930. As quantity demand exceeded supply, firms aimed at improving production quantities and profit was gained through economies of scale (Jones & Richardson, 2007). The sales era followed after the production era, and the sales era spanned between 1930 – 1950 (Kotler, 2000). Supply exceeded demand caused by the previous era’s landmark improvements in production quantity through advancements in production technologies and systems (Jack, Higgins, Ellis, Fitchett, Lim, Tadajewski & Saren, 2010). Jones and Richardson (2007) acknowledge that competition started to rise and firms were now getting conscious of customer requirements. The product era developed as a result of firms trying to produce quality in

order to overcome competition, impress the customer, and gain a market share. The product era focused on improving the quality of goods and services as a strategy to achieve sales. The product era was followed by the marketing era, which started to be noticed intensively in the 1970s (Jack et al., 2010). Schiffman and Kanuk (2004) noticed that the marketing era became the most important philosophy with its focus on the requirements or needs of customers and customer relationship management. Keller and Kotler (2015) referred to this era as a period where firms produced what they can sell and not selling what they have produced. The emergence of the marketing concept ushered in the need to study consumer behaviour. The marketing concept was followed by the societal concept, which views a company as an entity which has to be conscious of the socio-environmental impact of its products, services and operations (Kotler & Armstrong, 2010).

2.1 Historic stages of the development of marketing

According to Sheth and Gardner (1982), marketing theory and practice dates back to the period before the onset of the 19th century. This view is supported by Shaw and Jones (2005). Sheth and Gardner (1982) add that marketing activities started being recorded and documented properly in the early 1902 in the United States. Shaw and Jones (2005) supported by numerous authors such as Bartels (1962), Bartels (1976), Demirdjian (1979), Domegan (2010), Ferrell et al., (2015), Hermans (2009), Tadajewski (2009), Tadajewski and Jones (2014) and Varman (2015) identified four distinct eras in the history of marketing, which are;

- a) Before 1900, referred to as the Pre-Academic Marketing Thought;
- b) 1900-1955, referred to as Traditional Approaches to Marketing Thought;
- c) 1955-1975, referred to as the Paradigm shift based on Alderson’s work, and
- d) 1975-2000, mostly following Phillip Kotler and many co-authors writings, referred to as the time of the Paradigm Broadening.

Table 2 below supports the historic stages of the development of marketing by giving finer details of mainstream marketing schools of thought that developed overtime.

The consumer behaviour field is seen emerging within the history of the development of the marketing thought. Scholars agree that consumer behaviour emerged significantly during the marketing systems stage, especially on the onset of micro marketing then developed further until now where it is taking various shapes and forms, entering and/ or integrating with old and new fields or starting own fields such as neuromarketing.

2.2 Consumer behaviour’s place in marketing (definition and importance)

Sheth and Gardner (1982) in support of Bartels (1951, 1962) submitted a well-dressed version of the emergence and growth of the marketing theory with respect to time periods. The time periods include the discovery of marketing (1900-1910), its conceptualisation (1910-1920), re-appraisal of the marketing thought (1940-1950) and re-conceptualisation of the marketing ideology (1950-1960). The time periods tally

with the thoughts presented in the previous section. Studying the history of the marketing thought encompasses going through marketing development, integration and reappraisal stages (Bartels, 1976; Shaw and Tamilia, 2001).

Table 2: Mainstream schools of marketing thought

School	Selected marketing pioneers	Question(s) addressed	Level or focus of analysis	Key concepts and theories
Marketing functions	Shaw 1912, Weld 1917, Cherington 1920, Clark 1922, Converse 1922, Maynard, et al. 1927	What activities (i.e. functions) comprise marketing?	Macro: -Marketing Middlemen	Value added by marketing activities
Marketing commodities	Shaw 1916, Cherington 1920, Copeland 1924, Breyer 1931	How are different types of goods (i.e. commodities) classified and related to different types of marketing functions?	Macro: -Trade flows -Types of goods	Classification of goods: -Industrial and consumer -Convenience, shopping and speciality -Products and services -Search and experience
Marketing institutions	Weld 1916, Nystrom 1915, Clark 1922, Maynard, et al. 1927, Breyer 1934, Mallen 1967, Stern 1969, Bucklin 1970	Who performs marketing function on commodities?	Macro: -Retailers -Wholesalers -Middlemen -Channels of distribution	Channels of distribution: -Market gaps and flows -Parallel systems -Depots -Transactions and transvections -Sorts and transformations -Postponement and speculation -Conflict and cooperation -Power and dependence
Marketing management	Alderson 1956, 1965, Howard 1956, Kelley and Lazer 1958, McCarthy 1960, Kotler 1967	How should managers market goods to customers (clients, patrons, patients)?	Micro: -Business firm as seller/ supplier -Any individual or organisation as supplier	-Marketing mix -Customer orientation -Segmentation, targeting and positioning
Marketing systems	Alderson 1956, 1965, Boddewyn 1969, Fisk 1967, Dixon 1967	What is a marketing system? Why does it exist? How do marketing systems work? Who performs marketing work? Where and when is it performed?	Micro: -Firms and households Macro: -Channels of distribution -Aggregate marketing systems	-Interrelationships between parts and whole -Unity of thought -Marketing systems -Micro and macro marketing -Societal impact
Consumer behaviour	Dichter 1947, Katona 1953, Engel, et al. 1968, Kassarian and Robertson 1968, Howard and Sheth 1969, Holloway, et al. 1971, Cohen 1972	Why do customers buy? How do people think, feel, and act? How can customers/ people be persuaded?	Micro: -Business buying -Consumer buying -Individual or household consumption	-Subconscious motivation -Rational and emotional motives -Needs and wants -Learning -Personality -Attitude formation and change -Hierarchy of effects -Information processing -Symbolism and signs -Opinion leadership -Social class -Culture and sub-cultures
Macro marketing	Alderson 1965, Fisk 1967, Dixon 1967, Hunt 1976, Bartels and Jenkins 1977	How do marketing systems impact society and society impact marketing systems?	Macro: -Industries -Channels of distribution -Consumer movement -Public policy -Economic development	-Standard of living -Quality of life -Marketing systems -Aggregate marketing performance
Exchange	Alderson 1965, Kotler 1972, Bagozzi 1975, 1978, 1979, Shaw and Dixon 1980, Houston and Gassenheimer 1987, Wilkie and Moore 2003	What are the forms of exchange? How does market exchange differ from other exchanges? Who are the parties to exchange? Why do they engage in exchange?	Macro: -Aggregations of buyers and sellers in channels Micro: -Firms and households -Any two parties or persons	-Strategic and routine transactions -Social, economic and market exchange -Barter and market transactions -Generic exchange
Marketing history	Hotchkiss 1938, Bartels 1962, 1976, 1988, Hollander 1960, 1983, Shapiro and Doody 1968, Savitt 1980	When did marketing ideas, practices, theories, and schools of thought emerge and evolve?	Macro: -Thought and practice Micro: -Thought and practice	-History of marketing practice -History of marketing thought

Source - Shaw and Jones (2005): A history of schools of marketing thought

In the first half of the 20th century, two important axioms appear to have dominated regardless of the fact that they may offer divergent viewpoints (Ferrell et al., 2015; Sheth & Gardner, 1982). As stated in the previous section, the first assumption emerged from the economic viewpoint of marketing which holds the belief that marketing is an economic activity or a subset of the discipline of economics (Sheth & Gardner, 1982; Tadajewski, 2009). That being the case, the marketing principles and concepts which operate in the marketing institutions, functions, products, managerial and socio-environmental perspectives could only be explained, understood and practised in the constraints of economic behaviour. This view divorced marketing from non-economic activities or domains such as religion, fine arts, intangibles such as ideas, politics and public services. The second assumption is the belief that marketing emerged in consideration of the fact that in all marketplaces, the originator of marketing undertakings and programs is the marketer rather than the consumer. This line of belief was opposed by a number of scholars who held the view that the marketer needs to understand customer behaviour through market research (Schiffman & Kanuk, 2006; Solomon, Bamosy, Askegaard & Hogg, 2007). Tadajewski and Jones (2014) concur that scholars challenged the notion that the marketer is the expert of marketing and marketing programs, and therefore brought a different view that understanding the consumer is more powerful in crafting marketing programs. This is because consumer behaviour is viewed as an input factor into the broad and desirable marketing strategies (Kotler, 2000), and to influence, manipulate and control any forms of market behaviour (Bray, 2008). A marketer has to be well versed with consumer psychology and conduct backwards or reverse planning, that is from the market to the factory (Bray, 2008; Kotler, 2000; Petkus, 2010; Schiffman & Kanuk, 2006; Shaw & Tamilia, 2001).

The contesting perspective that marketing did not solely or only emanate from economics led to the emergence and expansion of two important axioms in marketing (Tadajewski & Saren, 2008). The first axiom was that marketing emanated from activities involving the exchange of value, prompting three distinct but related schools of marketing thought (Sheth & Gardner, 1982; Tadajewski & Saren, 2008);

- a) The Macro-marketing School – views marketing programs with a broader, or macro, or societal perspective rather than firm or micro perspective (Witkowski & Jones, 2006; Wooliscroft & Lawson, 2010). In the Macro-marketing School, management should have the ability to control the controllable variables and at the same time be able to plan and manage the uncontrollable (exogenous factors).
- b) The Consumerism School - is of the idea that consumers have rights and they need to be protected against a firm's activities (Richarme, 2005; Solomon et al., 2013). This view is concurred by Shaw and Tamilia (2001) who state that the idea that consumers need to be protected paved way for the consumerism school. Sheth and Gardner (1982) acclaim that in the early 1970s authors such as Schumpeter, Keynes, Houthaker and Modigliani founded

consumer protection grossly premised on the concepts and principles of welfare economics.

- c) The Systems Approach - advanced the idea that the activities of delivering a product to a consumer should be viewed as a continuous process (Ferrell et al., 2015; Hermans, 2009; Kotler & Keller, 2015). Kotler (2000) suggests that businesses need to tie the supply and demand functions or factors into one single holistic model. To increase efficiency in the processes, the systems approach resulted in the development of quantitative analysis which helped define, identify and analyse market problems in more formal, scientific and measurable ways (Domegan, 2010; Witkowski & Jones, 2006).

The second axiom was based on the internal and external factors' balance of power paving way for more important lines of thought and brought three exclusive ideas or schools of marketing thought (Sheth & Gardner, 1982; Tadajewski & Saren, 2008);

- a) The Buyer Behaviour Theory – focuses on research and practice in trying to anticipate consumer behaviour (Shaw & Jones, 2005). According authors dominating in the period include Bauer (1967), Howard (1963), Howard and Sheth (1969), Bliss (1963), Britt (1966), Engel, Blackwell and Kollat (1968), and Nicosia (1966). Howard and Sheth (1972) developed complex models of consumer and organisational buying behaviour (Schiffman & Kanuk, 2006). The models' common underlying belief was the use of psychological principles to understand consumer behaviour (Fagerstrom, 2005; Foxall, 2002; Richarme, 2005, Schiffman & Kanuk, 2006; Rohlt, 2015). The era is accredited for elevating the study of marketing from professional practice status to the highest level of scientific and psychological inquiry (Schiffman & Kanuk, 2006).
- b) Behavioural Organisations – also known as the behavioural organisations approach (Shaw & Jones, 2005) centred on organisations, particularly channels of distribution and logistics. The main elements affecting buying behaviour were the aspects of power, conflict and interdependence. Organisational behaviour can be understood or be explained using studied human group behaviour.
- c) Strategic planning – or the strategic marketing planning approach advances the view that the firm has to formulate a strategic fit, which is a be-fitting corporate strategy framed in light of the corporate mission, vision and values in the context of the company's micro- and macro-environment (Freeman, 1984). That is, the organisation has a task of analysing the changing environment and dynamically adapting (Cassels, 1936; Drucker, 1974).

According to Kotler and Armstrong (2010) most literature in this era was developed from consulting organisations and their customers such as the General Electric, Stanford Research Institute and the Boston Consulting Group (BCG). The work of consulting firms and their clients has been most valued for corporate practical decisions (Kotler & Keller, 2015). Their emphasis was a development of strategic marketing plans from the strategic management or strategic

planning perspective (Graf, 2009; Kotler, 2000; Talwar & Ali, 2013), as shown in Figure 1.

Talwar and Ali (2013) in support of Kotler (2000) stress that in strategic planning there is an emphasis on power

balance between internal and external factors. The external factors are regarded as market values, competition, technology, regulations while internal factors are regarded as products, services, distribution, promotion (Kotler, 2000).



Figure 1: The place of strategic marketing planning in corporate planning

Drummond, Ensor and Ashford (2008): Strategic Marketing: Planning and Control

2.3 Consumer Behaviour Notions

As we have seen that consumer behaviour studies emerged mostly in the spectrum of the development of the marketing schools of thought, this section highlights consumer behaviour aspects that have been covered frequently in literature or studied repeatedly in theory. These are major issues that scholars have looked at as important in underscoring consumer behaviour dynamics.

2.3.1 Consumer perception

Schiffman and Wisenblit (2014) say that consumer perception is considered as the selection, organisation and interpretation of marketing communications into a coherent picture and framework of one’s comprehension of reality. Perception underscores that consumers do not have one reality in general and marketing is not an exception. Kotler and

Keller (2015) suggest that marketers make an attempt to create a reality for consumers through various marketing communications. The main marketing communications used to foster an impression range from advertising, personal selling, exhibitions, direct selling, public relations, sales promotions and publicity (Kotler & Armstrong, 2010). According to Solomon et al., (2007) marketers create an image of a brand that depict value, reliability and uniformity among people in an attempt to influence consumer perception. According to Schiffman and Wisenblit (2014) a company or product’s success depends largely on the way consumers perceive and process marketing stimuli designed to promote the company or product.

2.3.2 Consumer attitude

Solomon et al., (2013) assert that attitude is an individual’s positive or negative feelings on an object. The same view is

proffered by Schiffman and Wisenblit (2014) that attitudes are predispositions towards specific brands, products or companies that causes consumers to respond favourably or unfavourably towards them. On one angle, consumer attitude is affected by a firm's behaviour while on the other hand, consumer attitude influences the consumer's appraisal of products or the company (Donald & Adam, 2004). A company's ethical behaviour is viewed as an important factor which influences consumer buying decision (Eccles, Ioannou & Serafeim, 2012). Isaacs-Morell (2013) claims that when a product has excellent attributes, then the firm would have already surpassed the hurdle of ethical responsibility and the attitude of consumers is that they appear to be less likely to further judge the ethics and conduct of a company.

2.3.3 Consumer loyalty

Stewart (1994) defines consumer loyalty as that deeply held devotion and commitment to buy or re-buy a product in the future. It represents the highest level of preference of one company or a product against another (Bray, 2008). It highlights that the consumer will keep on re-purchasing from this company in the future on the same or related products (Loudon & Bitta, 1989). Consumer loyalty is evident in the highest favourability or liking of a product, seen in continual buying behaviour or consistent customer buying mannerism and it is the top target for companies (Kotler, 2000). According to Kotler and Keller (2015) attracting a consumer for repeat buying is one of the most crucial goals and at the same time a challenge for every company. Kotler (2000) believes that a consumer that is purchasing a company's product for long is inferring that they are persuaded of and identifies with the company.

2.3.4 Consumer evaluation

According to Frederick (1960) consumer evaluation occurs when consumers judge and choose on various alternatives based on available cues from marketers and using different information sources about a product and company. Favourable company relations lead consumers to make a positive judgement of the firm and its products (Kang, Germann & Grewal, 2016). For instance, it follows that a positive CSR association leads to favourable consumer judgement and response towards a company's product or service, while a negative association leads to negative consumer judgement and response. Sweetin, Knowles, Summey & McQueen, 2013) assert that a positive company image enhances product evaluations whereas negative image harms company and product appraisal. According to Kotchen and Moon (2012) when a firm gives customers positive CSR information, the customers will react positively to the company.

2.3.5 Word-of-Mouth (WOM)

WOM is effectively informal ways consumers pass information concerning evaluation of goods, services, and companies (Kotler, 2000). According to Kotler (2000) WOM exists in both positive or negative perspectives. Both negative and positive perspectives are a reflection of consumer responses to a firm or product's performance (Kotler & Keller, 2015). Schiffman and Kanuk (2006) argue that if the company and product performance exceed or meet expectations, consumer shares their positive purchasing experience to

others. On the other hand, Kotler and Armstrong (2010) claim that if the company or product performance is bad, consumers communicate the negative usage or purchasing experience to even many more peers than those they would have recommended if the product performance was good.

Shimp, Wood and Smarandescu (2007) acclaim that with the new and old marketing channels, consumers view between 3000 - 5000 ads a month in America. According to Marian and Wright's (1994) Persuasion Knowledge Model consumers have the capacity to develop a radar-like capacity to identify or discern ads content which aims to lure and they develop skills to deal with such content. Consumers now recognise deceptive ads or product claims (Shimp et al., 2007). Firm marketing communications slowly wear out power to inform, persuade or educate (Fournier, 1994). Shimp et al., (2007) recognise that consumers are a critical piece of the marketing communications puzzle as they induce WOM advertising. Kotler (2000) argue that when a consumer recommends a product to another, the other consumer will believe that the product is highly authentic and reliable. Schiffman and Wisenblit (2014) agree with Solomon et al., (2013) that firm products are highly regarded when celebrities recommend in the form of endorsements, testimonials, actors, experts or spokesperson.

2.3.6 Purchase intention

Buying intention is considered as a certain type of calculable consumer attitude (Wu, Tsai & Tai, 2016), which practically signifies the action to be taken by a consumer who consciously plan to buy and use a specific brand (Dodds, Monroe & Grewal, 1991; Lachowetz, Clark, Irwin & Cornwell, 2002). That is, purchase intention is an individual conscious determination to demonstrate behaviour ahead of attitude (Bagozzi & Burnkrant, 1979; Carrillat, Lafferty & Harris, 2005; Schiffman et al., 2014). Purchase intention is a positive behavioral tendency exhibited by a person related to a focal brand or point, which signifies that a consumer has made an assessment of all possible brands within their choice range or choice set (Barone, Miyazaki & Taylor, 2000; Erdem & Swait, 2004). A favourable or positive attitude towards a brand increases the chances of consumers demonstrating buying intentions (Grimmer & Bingham, 2013). In some cases, as alluded by Tian, Wang & Yang (2011) a firm achieves a good reputation by exercising social responsibility initiatives and it is for this reason Chinese enterprises transfer such positivity to link with the enterprise, its products and consumer purchase intentions.

2.3.7 Actual purchase and re-purchase

Blackwell, Miniard & Engel (2006) defines actual buying behavior as the present acquiring activities by a customer which include intention, willingness to buy and finally getting a product for consumption. According to Mollen and Wilson (2010) current purchasing behaviour is explained as the purchase time and effort including the purchased value and the purchased service or product type. Most researches have used Blackwell et al., (2006) purchase variables to explain actual purchase and re-purchase behaviour which comprise purchase frequency, purchase category and purchase amount. Kwon and Schumann (2010) discusses that a product's quality level,

benefits or value forms the basis for consumer re-purchase behavior. Gronholdt, Martensen and Kristensen (2000) allude to the major variable of re-purchasing behavior as price tolerance leading to re-purchase intention, cross-buying intentions and buying recommendations. Wu and Lin (2014) suggest that any good that an organisation does to the society acts as a springboard for actual purchase and future intentions to patronise a firm's goods. Consumers in the developed world buy and re-buy from a firm that have attached CSR values and goals to the pricing system such as cause-related marketing (Barone et al., 2000). Kotler and Lee (2005) suggest that consumers also form a basis for purchase recommendations through programs that further the societal good by a firm.

2.3.8 Consumer emotions

Schiffman and Wisenblit (2014) state that emotions and moods can be explained as psychological responses to human appraisals. Foxall and Greenley (1999) believe that emotions take two forms which are the psychological processing and physical reactions. Emotions create visceral reactions which are instantly tied to behavior in a very direct manner (Hantula & Wells, 2013). According to Hantula and Wells (2013) emotions may not result from a fundamental cognitive appraisal, so they may create an irrational and unthoughtful behavior. The close link existing between emotions and behavior can greatly predict marketing activities' success (Kotler & Keller, 2015). Positive experiences that foster positive emotions are attached to product, company or marketing communications to invite positive consumer behaviour (Nelson, 1974). Lii, Wu & Ding (2013) note that various forms of CSR initiatives such as contributions to alleviate natural disaster consequences by global firms have appealed to the global society's emotions. Thus, consumers positively perceive companies that participate in such activities.

2.3.9 Consumer Motivation

Blackwell et al., (2006) state that human behaviour in getting something begins with the realisation of a need or want, in order to maintain or to improve the current status. In other words, consumer needs and wants act as the driving force or inner reason causing humans to behave in a certain way (Kotler & Keller, 2015). Lachowetz et al., (2002) through a study on cause-related marketing identified a consumer type who is motivated by a firm which practices good behaviour. This consumer type also identified by Lachowetz et al., (2002) is driven by the need to support society by buying from firms or affiliating with firms that exercise CSR. Lii et al., (2013) add that this consumer type respects firms doing CSR and is willing to buy mostly from firms doing CSR with an assumption that some of the company proceeds are being directed to the social and environmental good. Bhattacharya and Sen (2004) agree with Argandona (1998) that consumers have applauded firms doing CSR as a common good and ethical practice. When discussing consumer self values in line with firm values, Sharma and Mehta (2012) argue that the inner reason of consumer generosity can be seen in cause-related marketing as a consumer is prepared to pay a high price on products as long as the company engages in CSR or the portion of the price goes to donations. Consumers are

driven or motivated by various and different ambitions or forces to behave in certain ways in the marketplace.

2.3.10 Consumer-company identity

Chen, Tai & Chen (2015) view consumer-company identity as how consumers isolate or identify with a corporate. According to Bhattacharya and Sen (2003), for consumers to support a firm, they need to identify with the firm and corporates need to make it easy for consumers to identify with their firms. Einwiller, Fedorikhin, Johnson and Kamins (2006) say that consumers have values which they want to see exhibited by a firm. Lii and Lee (2012) concur with Marin and Ruiz (2007) that when a corporate gratifies one or more consumer important self-definitional values or needs, the consumer becomes willing to associate with the corporate.

III. CONCLUSION

Authors concur that the emergency, growth and development of marketing has been both at the level of theory and practice, though it is evident that the marketing practice emerged earlier than the marketing theory, and with the progression of time both levels aided or relied on each other.

In the development of marketing practice and theory, consumer behaviour study is seen to have emerged during those moments marketing started to look at and/ or try to understand consumers at micro level in the phases of marketing management and marketing systems, proceeding further to becoming a stand alone field of study starting from the time of Ditcher to the time of Kotler proceeding further to the time of Howard and Sheth, Schiffman and Kanuk then Solomon, Bamosy, Askegaard and Hogg.

The development of consumer behaviour ushered firms into a world of understanding the variants, notions or aspects of consumer behavior which need to be influenced through marketing strategies; and these include consumer perception, attitude, loyalty, evaluation, word-of-mouth/ recommendation, purchase intention, actual purchase and re-purchase, emotions, motivation and consumer-company identity. Further development of both marketing and consumer behaviour in this and the coming era is not stopping but expected to become more aggressive and sophisticated such that with the progression of time newer techniques and fields are ultimately going to sprout, evidenced by the emergence and rise of fields such as neuromarketing, market data analytics, and so on.

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