

A REVIEW AND A CONCEPTUAL FRAMEWORK OF ROLE RELAXED AND STATUS SEEKING CONSUMER BEHAVIOR

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ABSTRACT

Consumer behavioral study gives a good opportunity in learning the intention of consumers in depth and thereby products and services can be made accordingly to satisfy/delight the consumers to the fullest. This conceptual paper tries to understand few important consumer behavioral intention, some need quality while some need quantity out of a product for the money paid, some need happiness while some need the best functioning out of a product, some want to gain a kind of self respect while some want to gain respect from others, the range and expectations from a product are widely different, this paper tries to understand the different ranges of consumer behavior such as Role Relaxed and Status seeking consumption, which are two extreme opposite contradicting behaviors, and this study also focus on Bandwagon, Snob, Veblen, Hedonic effects and Counterfeits by giving some possible suggestions to approach various types of consumers with various kind of intentions.

KEY WORDS: Role Relaxed, Status seeking, Bandwagon, Snob, Veblen, Hedonic, Counterfeits.
