ABSTRACT
The reason for a business firm to come into being is the existence of a consumer who has unfulfilled needs and wants. To fulfill these consumer needs an organization is set up. In this context, the business needs to first know who are the consumers of its products and services? Why do these consumers buy its brand and not that of the competitors? How does a consumer perceive the product and whether it fulfills their needs? After having bought the product of the company does the customer feel satisfied or dissatisfied? How are these feelings reflected in their behavior as consumers?

Marketing is defined as "human activity directed at satisfying needs and wants through exchange processes". Thus the beginning of marketing lies in identifying unsatisfied human needs and wants and understanding the ensuing activity which people engage in to fulfill these. And that, as we have described, is the realm of consumer behavior. Consumer behavior and marketing go hand-in-hand. Trying to do the latter without an understanding of the former is akin to firing a shot in the dark.

Marketers use a variety of inputs to transfer information to customers. In order to directly work at the cognitive processes of the customer, most marketers try to incorporate perceptual inputs and stimuli in the process of information transfer or information to the customer. Therefore the sensory organs of the customer in this context are dimensions that are worked on.

Therefore there exists a need to study the effect of marketing on consumer behavior through consumer psychology.

The present study is a conceptual study and aims at identifying the principles of sensory impulses that help to analyze how consumers’ purchase psychology can be influenced by a marketers efforts and to understand how visual marketing employs the same to avail customer patronage.

The research methodology used is an in depth literature study on the topic backed by historic data analysis. This being a conceptual study secondary data analysis forms the backbone of the article. This specific article is a part on my doctoral thesis study that talks about the impact of consumer psychology on consumer purchase decision.

The article concludes on the note that, Businesses need to understand their consumers in order to design products and marketing campaigns that appeal to their target audience. Marketers spend time learning more about what motivates shoppers. This often involves first figuring out the target audience for a particular product including the gender, age and socioeconomic status of...
the typical shopper. Followed by researching the types of products and marketing messages that appeal to types of buyers. The article works at studying how to create an impact on the consumers' mind by understanding the dynamics of consumer cognition-response process-mechanism.

**KEYWORDS:** a. Consumer Behavior  
b. Integrated Marketing Communication  
c. Purchase behavior  
d. Sensory impulses  
e. Visual marketing