

**BUYING BEHAVIOUR OF CONSUMER AND AFFECTING FACTORS****M. Pangrikar**

MIT School of Distance Education, Pune, India

malharpangrikar@gmail.com

**ABSTRACT**

*A customer purchase transaction refers to an end customer's purchase transaction. Many factors, features and characteristics influence the customer in the decision-making process, the buying habits, the buying behavior, the brand he buys or the retailers he owns. The purchase decision is the result of each of these factors. An individual and a customer are led by his culture, his subculture, his social class, his membership group, his family, his personality, his mental factors, etc., and is influenced by cultural trends as well as his social and social environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to further develop a strategy, marketing message and advertising campaign tailored to their target customer needs and thinking patterns, which is a really good asset to increase their customer needs and sales.*

**Keywords:** Consumer, Buying Behaviour, Factors

**Introduction**

Consumer behaviour is a widely studied field. It is completely impossible to understand, because it is so close to the human mind. However, predicting how a person will behave in a purchase situation can be done through previous purchase decisions. Consumers make purchasing decisions every day and most people do not even know the reason for this decision. Buying coffee comes almost automatically and there is no need to search for more information. Behind every purchase decision are features that can come from cultural, social, personal or psychological factors. Each of these factors includes the dimensions used in marketing. Vendors can use these elements so subtly that consumers may not even recognize them. Consumers may think, "I've always bought the same brand or product," but they don't realize that the factors behind the decision may be in their family. There are different processes in customer behaviour. Many factors, features and characteristics influence the customer in the decision-making process, the buying habits, the buying behaviour, the brand he buys or the retailers he owns. The purchase decision is the result of each of these factors. Initially the customer tries to figure out what items to use, then he chooses only those items that promise great utility. After selecting the goods, the customer estimates the money available to you. Finally, the customer analyses the current prices of the goods and decides on the goods to

be used. Meanwhile, there are many other factors that affect consumer purchases such as social, cultural, economic, personal and psychological.

**Factors Affecting on Consumers Buying Behaviour**

Consumer Behavior Individuals and groups use products, ideas, services, or experiences when they purchase, use, and dispose of. There are many customers from a small child asking a mother to buy a new game to an executive of an international corporation by making a large investment deal from a small child. Customers look for items to meet their basic needs and desires. Consumer behaviour is more than just studying what customers buy, attempts to understand how the decision-making process works and how it affects customer buying transactions.

Vendors conduct pet studies to help consumers understand where they are buying, what they are buying and why they are buying. However, it is not easy to solve why consumers buy a particular product because the answer is deep in the minds of consumers. In general customers can be classified into individual and organizational customers. Individual customers meet their own needs by buying themselves or try to meet the desired needs or buy by meeting the needs of others. These individual customers can come from different backgrounds, ages and stages of life.

Consumer shopping behaviour is influenced by cultural, social, personal and psychological

factors. Consumer behaviour is a part of human behaviour and by studying past purchase studies, sellers can predict how future customers will behave when making purchase decisions. Following are some major factors affecting on consumers buying behaviour...

- 1. Social Factors:** Social factors have a significant impact on consumer behaviour. Each person has one that influences their purchasing decision. There are important social factors: context group, family, role and status. Each customer is independent, but still belongs to the group. The group that has a customer is called a membership. This is a direct and simple classification. The second group type is a reference group. The reference group influences the customer and the customer's self-image. The reference group provides some points to compare customers with about their behaviour, lifestyle or habits. Usually there are many small reference groups, which are formed by family, close friends, neighbours, work groups or other people with whom customers belong. Customers who are not yet in the group can also make an impact. These are ambitious groups where the customer wants to own and wants to be a part of the future. Family members can affect individual customer purchases. A person creates an environment for a person to assimilate values, to develop and shape personality. This environment offers the possibility to develop perspectives and opinions on many topics such as social relations, society and politics. A family first creates an understanding of a brand or products and consumer habits. Individuals play many different roles in their lives. Each role has activities and perspectives that a person is expected to present according to the people around him. Reflects the place in social groups among individuals based on things like money and wealth, education or business. In most societies, status is important and people want to be appreciated by others. Social status can be achieved by being successful in life or being born into money. Product and brand choices often reflect social roles and status.
- 2. Psychological Factors:** The choice of the buyer is also influenced by four psychological factors, namely motivation, understanding, education and beliefs and attitudes. A customer is a person who has different needs. These needs can be as biological as cravings as must be recognized or related. The intensity level can be increased as needed when the purpose changes. Basically, purpose is the need that motivates a person to be satisfied. Abraham Maslow is probably a well-known psychologist who has examined these human needs. Tried to explain to humans how different needs are met at different times. The basic rule is to meet the basic need first before going up the ladder. When that need is met, it stops being motivated and a person focuses on the next most important need. A person behaves according to his understanding of the situation. Each person receives thousands of sensory stimuli such as light, colour, sound, smell, taste and texture every day. Perception is the process by which these sensations are selected, organized, and interpreted to create a meaningful picture of the world. Selective attention, selective distortion, and selective perception: Three perceptual processes are likely to create different perceptions of people about the same stimulus. In the process of selective attention, a person focuses only on certain stimuli that are exposed to him. Consumers may ignore many stimuli in the environment and focus only on those that are relevant to their current needs. For example, customers who want to buy a new car will pay more attention to different car ads while ignoring home ads. Selective distortion describes how people interpret information in a way that supports what they already believe. Each person has a different understanding based on their own experience, beliefs and attitudes. Selective perversion leads people to situations that are consistent with their beliefs and values. For a brand, for example, the message of a brand is never the same through different messages. When people are given a lot of information and encouragement, they are

not able to keep it all. Selective perception is what a person will sustain from a particular stimulus or situation. This can be seen when consumers remember the good points about the brand they like and forget all the good ones about the competing brand. When people are motivated, they are ready to take action. Learning comes from action. Learning explains the changes in a person's behaviour that arise from experience. People can learn by observing others without having personal experience. Learning can also happen unconsciously. Consumers can joke a lot of jingles and recognize many brands without using them themselves. This is known as contextual learning. People can always learn. Consumers' knowledge of the world is constantly changing as they face new stimuli and situations. Finding themselves in the same situation as before can give them feedback that allows them to change behaviour. Customers gain trust and perspective through learning and experience. Trust is the vision of a customer. It can be based on real knowledge, beliefs or opinions. Education with external influences, such as family or neighbours, builds trust that will affect a customer's purchasing behaviour. Different types of people have different opinions about religion, politics, food, music and many more. Attitude describes the consumer's feelings or evaluation of an object or idea. It's hard to change both beliefs and attitudes. It is deeply rooted in the mind of the customer and can be part of a person's personality.

### **Consumer Buying Behaviour**

A customer is often engrossed in shopping activities throughout the day. The purchase itself is the only visual proof of the complex process that the customer goes through for every decision he or she makes. However, every purchase decision is different and requires time and effort.

### **Decision Making Process**

The customer decision-making process involves five steps prior to the actual purchase. In this state the customer identifies the need,

gathers information, evaluates the options and makes the purchase decision. The customer evaluates the level of satisfaction received when the post purchase behaviour occurs after the actual purchase. Kotler and Armstrong suggest that customers may skip certain stages during routine shopping. The decision-making process begins with the identification of needs. There are several types of classifications to identify as needed. One type is where the buyer identifies a need or problem that may be triggered by internal or external stimuli. Internal stimuli are basic human needs, for example appetite makes the stomach grumble and consumers buy hamburgers. External stimuli, for example, can be an advertisement that might make you think about buying a new computer. At this stage the customer often sees a significant difference between the current position and the desired position. The process of identifying needs can occur naturally but often marketers can keep it in motion. Vendors are trying to create demand where customers are encouraged to use the product regardless of the brand they choose. Vendors will try to persuade customers to choose their brand over others.

In the second stage of the decision making process, the customer is engaged in the search for information. Sometimes consumers can choose products without any information and other times it is necessary to search the information carefully to identify all the options. Customers can retrieve information from multiple sources by talking to friends or family, reading magazines, or using Internet search, or manipulating products. Search information often depends on your drive, from information retrieval and from search satisfaction. Nowadays consumers get a lot of information from business sources that are controlled by vendors. Still, the most effective resources can be personal, such as family or friends. Consumers can get information and raise awareness towards available brands. This information helps consumers put some brands down when making the final choice of brand. Once the information is collected, the customer can evaluate different options. Evaluation of options varies between customers and purchases. In some cases consumers make more or less valuations and make their

purchasing decisions based on impulse and intuition. In cases where the options are lacking or not evaluated, they can be used through the usual decision making process. On the other hand, consumers involved in the process of solving extended problems can carefully evaluate many brands. The options actively considered during the selection process are known as the customer's objective set. These built-in sets contain products or brands that are in the minds of consumers that are in a retail environment. Although the customer is contemplating a wide range of options, the evolved set usually has only a handful of options.

In the fourth stage, the customer has evaluated the options and is ready to move on to the actual purchase. In short, the consumer's decision to buy is to buy the most preferred brand. There may be factors that influence a customer's purchasing decision, such as the attitudes of others or perceptions about the brand created by the seller. Sometimes customers can create mental shortcuts to make purchasing decisions easier, allowing them to make hasty decisions. Especially when it comes to solving limited problems before making a choice. These types of shortcuts can range from universal ideas like 'high priced products are high quality' or 'buy the brand my mom bought'. These shortcuts may not be customer friendly.

As mentioned earlier, the decision making process continues even after the purchase decision has been made. The last step in the purchase process is the post-purchase behaviour. The customer will evaluate the level of satisfaction after the product is purchased. If the customer is disappointed, the expectations of the product are not met. If the product meets the expectations, the customer will be satisfied and willing to spend more on this particular brand in the future. Moreover, the satisfaction of high customer praise can be translated into brand loyalty. This usually happens when customer expectations are exceeded.

### **Other Types of Decision Making**

Not all customer-buying decisions are the same and the amount of effort spent in the decision-making process is different. When the decision-making process is almost automated,

a snap decision can be made with a little information search. This type of regular purchase decision involves less risk and less involvement. Other times the decision-making process requires a lot of time and information search. The products that are purchased rarely contain high risk and wide range of problem solving.

Complex shopping behavior can be done with the central purpose of an individual's own concept. Rarely purchased products, such as a house or a car, require a considerable amount of money to consider before making a purchase decision. The customer is highly engaged because the product is expensive, risky and it reflects the customer itself. Many brands can be evaluated independently to see which brand responds best to a set of desired features.

Consumers are highly engaged in dissatisfaction-reducing shopping behaviour, as the product is expensive, self-explanatory and can rarely be purchased. However, consumers saw little or no difference in the brand. Choosing a product from the options is a simple and straightforward process even when the customer is shopping around.

Habitual decision-making choices are usually regulated with little or no conscious effort. This is exactly the opposite of making extended decisions where information is sought. Many decisions are made on a regular basis so that customers are not even aware of it before looking at the products in the shopping cart. It is almost as if the customer works automatically without conscious control. These types of activities can look dangerous or silly, but also efficient at the same time. Consumers can reduce the time used to spend on select products and energy decisions. This habit becomes a problem for the sellers when they want to change the old habits of the customers by introducing a new product. In this case frequently purchased products such as coffee can be classified into the usual decision-making mode. Choosing a coffee brand doesn't require high thinking or finding information; they can only be picked up from the shelf and purchased. In this case the level of investment is low and the customer is likely to stay with one brand for a long time.

The last type of decision making is the type of buying behaviour. As the name already makes

clear, consumers are interested in changing brands for diversity rather than dissatisfaction. During consumption, customers can make purchase decisions and evaluate the brand without evaluation. However, next time the customer might pick up a different brand to use another brand. These types of decisions are usually made with everyday purchased products such as cookies or coffee. Sellers can encourage customers to search for a variety of products by offering low prices, free samples or special deals.

### **Brand**

A brand is a name, design, logo or other feature that distinguishes one product from another. It's more than just a tangible product or service because it can be filled with customer sentiment and feelings about the product. This is a promise made to the customer. A good brand can be one that customers can trust and change the world when it can. It can reflect as an individual or what you want to be. A brand should give customers values, personalities, stories, benefits and announcements. The product can have a strong brand image that is related to the personality of the customer. Customers can express themselves through brand choices or give an ideal self-image. A brand image is a perception of a customer's product and the attitude of trust towards that brand. Vendors can strengthen these brand images through advertising, promotions and packaging.

When consumers buy a product, they also buy the brand image. The image should be positive and unique. This brand image can be combined with brand personality. A brand can have a group of humanity. The dimensions of this brand personality were discussed in more detail, focusing on the individual components of customer behaviour. Branding decisions take a lot of time from sellers. They should position their brand in such a way that it reaches the minds of the customers. To succeed in that, vendors can use a three-tier location. At the lowest level, a brand can be placed by the properties of the product. For example, a coffee

brand may have features such as an eco-friendly package or dark roast. Works in a global position by properties, but competitors can easily copy these attributes and lose the advantage gained with these properties. Fortunately, customers are not so interested in attributes but about what these attributes can do for them. Consumers can add the brand name and its benefits to their minds without seeing any tangible products. The high level of brand status goes beyond attributes and benefits. It is about conviction and values. Brands attract the emotional state of the customer by creating excitement and passion around the brand.

Consumers can engage in brand switching for many reasons. There may be a lack of interest in existing products or an interest in using a brand new one. When customers want to try new things, they engage in a variety of searches. This is especially true when there is little excitement in the atmosphere or when people are in a good mood. Another reason to switch brands could be better price, better quality, better selection or better features. If consumers change brands due to low prices and the product does not deliver on its promise, it does not last long. However, people tend to buy the same brand every time they go to the store. As mentioned earlier, consumers can buy a particular brand out of habit, as the decision can be made with little or no effort.

### **Conclusion**

The purpose of this study was to examine how social, personal and psychological factors affect consumer behaviour when choosing a coffee brand, and to gain knowledge of the decision-making process. The results of the study suggested that there was a correlation between social, personal and psychological factors and decision-making process in coffee brand selection, but it was not reliable. It can be said that these factors affect when consumers make purchasing decisions. Studies show that family, friends and neighbours are the most important factors when making a coffee brand decision.

### References

1. Anisha A. and Kalaivani A. (2016), 'Factors Influencing Buyers Behaviour while Purchasing', Shanlax International Journal of Commerce, ISSN 2320-4168, Vol-4, Issue-3, pp. 153-158.
2. Aaker J. (1997) 'Dimensions of Brand Personality', Journal of Marketing Research, Vol-3, American Marketing Association.
3. Bose B.S. (2003), 'Handbook of Marketing Management', Himalaya Publishing House, New Delhi.
4. Consumer Behavior by Wayne D. Hoyer Deborah J. MacInnis, RikPieters
5. Khan M. (2006), 'Consumer Behaviour and Advertising Management', New Age International.
6. Kotler P. and Armstrong G. (2009), 'Principles of Marketing', Pearson Education, 13<sup>th</sup> Edition, New Jersey.
7. Ramy N. and Mohammed Ali S.A. (2016), 'Factors Affecting Consumers Buying Behaviour', International Journal of Applied Research, Vol-2, Issue-10, pp. 76-80.
8. Tanja Lautiainen (2015), 'Factors affecting consumers' buying decision in the selection of a coffee brand', Submitted Thesis at Saimaa University of Applied Sciences Faculty of Business Administration, Lappeenranta Degree Programme in International Business.