

Factors Influence the Buying Behaviors of Consumers

Dati Al Shishani

Department of Business Administration /İstanbul Aydın Üniversitesi, Türkiye

Abstract: It is not conceivable to anticipate and interact with customers' needs and wants without a comprehensive understanding of the consumer buying behavior. The buying behavior of consumer is the ultimate definitive buying behavior the consumer does, many aspects, factors and characteristics influence the individuals face during the process of decision making, the purchasing habits, shopping behavior, the brands or retailers that the consumer is attracted to. In results of these factors each one of them affects the purchasing buying decision on each and every consumer differently, however, it depends on the factors which led the consumer and the individuals to do so, consumers are led by the cultures, subculture, social class they belong to, membership groups, family, personality, psychological factors, etc. nevertheless, individuals are influenced by the culture trends close by with social and societal environment. Identifying and understanding the core factors which influence the consumers buying behavior brands have the ability to develop sophisticated strategy, a marketing message (unique proposition) and more efficient advertising campaigns which line up directly to achieve and exact targeted consumers to meet their needs and eventually increase the sales of the brand which is the real asset.

Keywords: consumer behavior, purchase decision making, membership groups, marketing message, social class, societal environment.

1. INTRODUCTION

Consumer buying behavior is the study on the customer traits and how the customer behaves while purchasing and selections process to fulfill his needs or wants and what motivate the consumer to buy a certain product, consumer behavior is influenced by different factors which includes environmental and marketing factors, social situation, personal and psychological factors, family, and culture.

It's hard to not to exaggerate and spotlight the importance of the hand issue to the world of shopping. A store can be the grooviest place ever, offering the finest/cheapest/sexiest goods to be had, but if the shopper can't pick them up, it's all for naught. So, every rack, shelf, counter and table display of merchandise, every sign, banner, brochure, directional aid and computerized interactive informational fixture, the entrances and exits the windows and walls, the elevators and escalators and stairs and ramps, the cashier lines, teller lines, counter lines, restroom lines and every inch of every aisle is very crucial, in short, every nook and cranny from the farthest reach of the parking lot to the deepest penetration of the store itself, if anthropology had already been studying all that no market nor store would ever would close, thereby their greatest goods and services will be sold out within short time

Upcoming companies try to figure out new trends so they can reach the prospective buyers who most likely to purchase their products in the most cost-effective way possible. Businesses consistently try to dominate a consumer's behavior with factors they can have power to control such as the layout of a store, music, grouping, and availability of products, pricing, and advertising. But let us not forget these factors are affected on the demand of the consumer, some influences factors may be temporary and others are long-lasting effect, unlike factors can impact how buyers behave in such a way, its whether they influence you to make a purchase, or may be buy additional products which you don't even need, or leave empty handed and buy nothing at all.

To be such a up growing company and to maintain success for current or upcoming lunched products or lines its very essential for companies to understand their consumers behaviors, each and every consumer has his own different attitude and processes towards buying a particular product , unfortunately if companies fails to fulfil the gab of understanding the consumer actions there might be high risk on the product itself which reflects the company as whole in market share .

Why consumers make the purchases that they make? What factors influence consumer purchases? Many factors, specificities and characteristics influence the individual during the final decision-making process, the brands which consumers or the retailers are attracted to which might been referenced by a family member or a group member. However, there are many different factors which have significate impact on consumers purchasing decision and behavior, individuals are led by the culture, subculture, social class, membership groups, family, personality, psychological factors, these leading factors are the main reasons led the consumers to develop products and brand preferences by their demands. However, not all of these factors are directly controlled by markets, thereby, understanding the impact is critical in order to develop marketing mix strategies which can appeal to the preferences of the target market.

2. CONSUMER DECISION PROCESS

While purchasing any type of product, consumers goes through a decision process This process consists of up to six stages, before discussing and explaining these stages there is some critical points to understand, the actual purchasing is solo stage of the whole process ,not all the decisions in the process eventually lead into buying the product , not all the purchasing which consumers buy include all stages , the purchasing of any product is determined by the degree of complexity.

The 6 stages are:

Stage 1: problem recognition

In this stage which the first stage the consumer acknowledges a problem or a situation (being aware of the need) by realizing that there is a difference in internal desire state and the actual condition, not meeting the expectation of the desired product because of the shortness in the variety.

Stage 2: information search

Two different types of information's, internal research – based on memory and experience, external search – collecting data and information from others experience or from a references group such as friends and family member maybe even by a stranger (word of mouth), accurate information search leaves the buyer which possible and usable alternatives.

Stage 3: evaluation of alternatives

setting an accurate important measurement and criteria to evaluate all possible vailed alternatives, bringing the pros and cons of each product, examining the features of each alternative which based on what the consumer real aim to find in this product and what does not want, rank, weight, quality.

Stage 4: purchase decision Stage

Choosing the best alternative, purchasing the product according to the package, store, method of purchase.

Stage 5: The purchase

May differ from decision because of the time lapse between the two stages of 4 & 5 due the product availability.

Stage 6: post purchase behavior

Final stage is after purchasing the product and evaluate it in real which might lead to only two possible behaviors, being satisfy or dissatisfy.

Factors influence the buying behaviors of consumers

Consumers buyer behaviors and the final resulting purchase decision are both significantly influenced and effected by cultural, social, personal and psychological characteristics around and in the consumer. in order to develop an exceptional strategy to attract the right and exact audience marketers should have a deep knowledge and understand what exactly influenced the behavior of consumer and how they have made their brand preferences.

3. PSYCHOLOGICAL FACTORS

It affecting our purchase decision includes motivation (Maslow's hierarchy of needs), perception, learning, beliefs and attitudes. Other people often influence a consumer's purchase decision. The marketer needs to know which people are involved in the buying decision and what role each person plays, so that marketing strategies can also be aimed at these people. Among the factors influencing consumer behavior, psychological factors can be divided into 4 categories: motivation, perception, learning as well as beliefs and attitudes.

3.1 Motivation

Motivation is the internal force of energy that direct and orient the person activities to achieve and fulfill the needs and goals. In the mid of 1900s, an American psychologist, Abraham Maslow, have developed the well-known hierarchy of needs. For example, during grade school and secondary school, the social needs probably become the main leading concurrences, looking to have friends and companions to get a date, the need to feel that you excited. Perhaps this promoted you to buy particular types of clothing or following some new trends or purchasing some electronic devices. Period following the high school, you began thinking about how other individuals would see you in your "station" in everyday life, so you take the decision to get a professional degree, thereby fulfilling your need for *self-steam*. If you're lucky, at some point sooner or later you will realize Maslow's state of *self-actualization*. You will believe you have become the person in life that you feel you were meant to be.

3.2 Perception

Perception is the producer which an individual selects, organizes and interprets the world around you through the information which been received in order to do something that makes sense. How individuals act at certain period of given time is decided by the perception of a situation. Selecting, organizing and interpreting the information in a way to construct a meaningful sense and experience, individuals tend to interpret with information which they already have or familiar with. To understand individuals, own perception we should know the three different perceptual processes which people experience, selective attention, selective distortion and selective retention. with the understanding of selective attention, marketers will try to develop strategies to attracts and spotlight the customer attention. However, in selective distortion process, customers are interpreting the information in a way that will support the market in what the customers already believe and wants.

3.3 Learning

Learning refers to the process by which consumers change their behavior after they gain information or experience. It's the reason you don't buy a bad product twice because of bad results from the consequences. Learning doesn't just affect what you buy; it affects how you shop. People with limited experience about a product or brand generally seek out more information than people who have used a product before. Companies try to get consumers to learn about their products in different ways. Learning always go through actions. When we take actions, we learn. Learning imply a change in the behaviors resulting from a certain experience. The learning reshapes the behaviors of an individuals by acquiring the information and living the experience. For example, if you got sick after eating a fish, you would have a negative experience, you will associate that eating fish will state a discomfort and eventually you will learn that you should not eat fish. Therefore, you will not be going to eat fish one more time due the bad experiences. However, if you had a great experience with the product, you will have continued desire to purchase it again next time. learning theories are extremely crucial and can be used in marketing by brands.

3.4 Attitudes and beliefs

A belief is a conviction that an individual's have on particular thing. Beliefs are obtained through the experience along with the learning and the external influencers and with interaction with other people such as (family, friends, etc.), beliefs and attitudes are influenced by consumers personality and lifestyle, through beliefs and external influences our buying behaviors change and develop through time. Customer owns a specific belief, possesses and attitude regarding different products. Beliefs and attitudes have strong ability to sustain, make and affect consumer buying behavior, the behaviors and attitudes which consumer have towards the market or firm shows and influence the degree of success of even failure of the firms marketing strategy, therefore marketers are interested in them. Marketers on other hand play big role in changing the beliefs and attitudes of customers for instant launching a special campaign or changing the brand marketing message and adjusting its position might change the consumer brand perception in this regard.

4. SOCIETAL ENVIRONMENT FACTORS

It includes groups (reference groups, aspirational groups and member groups), family, roles and status. This explains the external influences of others on our purchase decisions either directly or indirectly. Social factors are among the factors influencing consumer behavior significantly. They fall into three categories: reference groups, family and social roles and status.

4.1 Reference groups

Reference groups are groups (social groups, work groups, family, or close friends) a consumer identifies with and may want to join. They influence consumers' attitudes and behavior. Memberships group are social groups to which individuals belong and influence to each other, the membership groups often related to certain social origin, age, place or residence, work, hobbies, leisure, etc. reference groups play a huge role in forming the attitude or the behavior on person within same membership group, the degree of impact that reference groups have on each other is vary across the products and brands the influence of reference groups will be high when the product is visible such as dress , shoes , car , etc.

Opinion leader is also included in reference groups (a person with special skills, knowledge and other characteristics and have the ability to influence others) .When Individuals are by influenced by another group which they do not belong to but though wishes to be part of it we call them aspirational groups , this type of group is influenced directly due the need to feel that they belong to the group which they wish to be in , The degree to which a reference group will affect a purchase decision depends on an individual's susceptibility to reference group influence and the strength of his/her involvement with the group, individuals within this group will try to buy same products just to give the idea that they belong to certain group and get closer even if they do not want it nor need it , for example, teenager may want to buy advanced shoe or up to date smart phone used by certain popular guys in same school just to feel that he is accepted by this certain group ..same brands took advantage and understood this very well and communicated these ideas over their promotion campaigned

4.2 Family

Family is the most basic group a person belongs to and might be the most influencing factor for an individual , it's a form an environment of socialization in which individuals shape their personality , learn values and evolve , families have major impact on developing attitudes and opinions in different matters such as politics , society , social relation or even effecting the inner desire, study have shown that buying behavior is strongly affected and influenced by the members of the family , therefore marketers are trying to know each role of each member in the family the husband, wife and children as well knowing the degree which each member have to influence the other and check who is the real decision maker , if the final buying decision of product is controlled and influenced by the wife then the whole concertation would be targeting the women in their advertisement , however , we should note out that buying roles and degree of influencing change with the change which occurs in consumer lifestyle, for example , if your family forbid you to drink coke when you used to be a kid due the high amount sugar intake and bad influence in your health there would be far less chance to go and buy it when you grow up at the same time kids who got used to drink coke since their childhood will have less to zero changes in their life style

4.3 Social roles and status

A social role is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his role in the family, gender, etc. and expectations of the surrounded others , these factors can defined the individual roles and their social status , For example, a consumer may buy a Ferrari or a Porsche for its quality however there is external reason is the desire of looking socially successful which these expensive kind of cars represent to other and society in general . Moreover, if the CEO of a company is driving a small car or even cheap there is a big chance that people, business partners and customers might likely take him less seriously because his car doesn't show any power or sign of succus in comparing to the other business partner or even competitor. as these kinds of behaviors occur the influences started to reach to every level and for each role in social status, Again, many brands have understood it by creating an image associated with their products reflecting an important social role or status to attract consumers.

5. CULTURAL FACTORS

5.1 Culture

Culture is the set of values, ideas, and attitudes that are accepted by a homogenous group of people and transmitted to the next generation, Culture is crucial and prime aspect understand the needs and behaviors of an individual. Basically, culture is connected every society and plays major important role in effecting the wants and the behaviors of individuals within the society and culture , and it is a major influence when it comes to determining what people wear, eat, reside and travel ,The influence and cause of culture which it put in consumers and any the way it effects the buying behavior varies from country to country , while analyzing the cultures , countries , regions and different groups marketers have to be very careful each culture has it owns roles and lines , Throughout the human existence, an individual will be influenced by the family, friends, cultural environment or even society all of these aspects will help and teach consumers the values of things and products and the common preferences behaviors within their own culture. it is important to understand and take into account the cultural factors inherent to each market or to each situation for the branded products in order to adapt its product and its marketing strategy within the culture. As these will play a role in the perception, habits, behavior or expectations of consumers in order to determine what is acceptable to advertise to certain culture

5.2 Sub Culture

A society is composed and collection of several sub- cultures in which people can have their own identity within the culture. Subcultures are groups of people who share the same values constructed from common experience or a similar lifestyle in general. Not all cultures have the same exact subculture each culture contains various subcultures such as religions, nationalities, geographic regions, racial groups etc. segmenting the market and these subcultures into small different portions is the method which marketers use for such a groups , For example in recent years, the segment of ethnic cosmetics has greatly expanded however these products are more suitable to non-Caucasian citizen due to their type of skin and it fits the types of pigmentation skin such as African, Arab or Indian populations for example. Only real brand with a well- defined target in sector offered makeup products to a Caucasian target until now (with the exception of niche brands) and with all of this it was then receiving critics from consumers from different origin. Brands often try to communicate in different strategy, if needed they create a specific product (sometimes without significant intrinsic difference) for the same type of product in order to specifically target different age group, a gender or a specific sub-culture. Consumers are usually more receptive and attracted to products and marketing strategies which are specifically targeting them (niche strategies)

5.3 Social Class

Social classes are groups which are more or less homogenous and ranked against each other according to a form of social hierarchy. Though it might be very large groups, however we usually find some similar values, lifestyles, interests and behaviors in individuals which belonging to the same social class within the culture. Family, reference groups and social classes are all social influences on consumer behavior. In order to understand the buying behavior of people in a given society it's important to the marketers to understand the form of social class which every society possesses because all the buying behavior within same social class are similar, in this way marketing functions and activities could be tailored according to various social classes. Some research has also suggested that the social perception of a brand or a retailer is playing a huge role in the buying behavior of consumers might also change according to social class. Different types of buyers and consumers and different classes in society have certain concerns when it comes to buying for example lower class consumers would focus on the price of the product on the other hand shoppers and upper classes who focus and attracted to the elements of the product such as quality , features , how innovated the product is benefits that he can obtain from the same product.

6. PERSONAL FACTORS

Personal factors also influence buyer behavior. The important personal factors, which influence buyer behavior, are a) Age, b) Occupation, c) Income and d) Life Style

6.1 Age

Age of a person is one of the important personal factors which influence the buyer behavior. People purchase various products at their different stages of their life cycle. As cycle change, their taste, preference, wants and needs also change, logically speaking consumer does not consume the same products or services in his 20s or 70s. the life style. value,

environment, activities and hobbies evolve and rapidly changes throughout the life cycle, buying behavior is potential influenced by the age and life cycle of the consumer , as the passage of time goes its very clear that the consumer change the purchase of goods and services , in order for marketers to develop the appropriate product for consumers they need to understand the family life cycle and in which cycle the targeted consumer is from, single, married couples, unmarried couple etc. , the buying decision process is also changed by the factors which influence it , for example , the social value of a brand mainly differ when the buyer is 25 years old than the one who is in his late 60s the taste , needs and wants are somehow differ , the individual family life cycle also will be influenced and it will change rapidly according to your status , buying behaviors of singles are way different than couples who are in relationship as well the value of things influence you and your lifestyle if you have a kid would for sure differ, brand and retailers should identify, understand, measure and analyze the personal factors and the criteria which influence and affect the purchasing shopping behavior of their own targets in order to adept and fulfill their consumers needs and wants which eventually will lead the company to have a loyal consumers which lead to have higher market share for companies .

6.2 Occupation

Occupation or profession of individuals influence and have significant impact on the buying behavior. Consumers purchasing consideration, buying decisions and our lifestyle widely vary according to the nature and cope of the occupation. For instance, the buying of a market manager can be easily differentiated from that of a level worker in same company when it comes to clothing and lifestyle, as well with another different occupations such as doctors, teachers, clerk businessmen, landlords, etc. Therefore, the marketing managers have to design different marketing strategies to suit the buying motives of different occupational groups.

6.3 Income

The level of income for individual is another factor which can influence and determine the consumption level pattern for individuals, purchasing power importance came from the income source, therefor, the buying pattern of individuals differs with different level of income and sources, the economic situation of consumer has significant influence and effects on the purchasing behavior, more clearly , consumers with low incomes and savings will probably purchase inexpensive products due to their economical situation (income level) , however, consumers who have higher incomes and savings they tend to buy more expensive products due to their purchasing power abilities .

6.4 Life style

All activities, interest, values, opinions and all consistent patterns which an individual's follow in their lives called and known as a life style, the life style components and patterns influence the behavior of purchasing decision individual's go through, for example , consumers who are athletics or who follows a healthy and balanced life style will choose to purchase more organic products , shop in specific stores , will maintain regular body workout in order to fulfill his interest , what he actually value and belief . marketing managers should make research to maintain a workable marketing strategy to suit different life styles on the consumers.

7. CONCLUSION

Consumer buying behavior is the study on the customer traits and how the customer behaves while purchasing and selections process to fulfill his needs or wants and what motivate the consumer to buy a certain product. In order to purchase consumers goes through the process of making the decision which includes identifying the needs and wants, collecting accurate information about desired product, searching for other alternatives, evaluate all possible alternatives and choosing the best suitable one , making the buying decisions and evaluate the product in real to see whether the product give full satisfaction or high dissatisfaction , to be a successful customer – oriented company service providers should have a background on psychology keeping in mind to have an additional knowledge about the factors which affect the consumer satisfaction and how it can be achieved in order to procure the right consumers, consumers buying behaviors and the final resulting purchase decision are both significantly influenced and effected by the cultural, social, personal and psychological characteristics around and in the consumers, identifying and understanding the core factors which influence the consumers buying behavior brands have the ability to develop sophisticated strategy , it is important to study the consumer buying behavior because it is a ticket to successful in the market .

REFERENCES

- [1] Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior: Building marketing strategy*. Boston: McGraw-Hill Irwin.
- [2] Wayne D. Hoyer/Deborah J. MacInnis/Rik Pieters. Product cover for *Consumer Behavior 7th Edition* by Wayne D. Hoyer/Deborah J. Copyright 2018
- [3] *Social Psychology of Consumer Behavior* by Michaela Wanke. Wänke, M. (2009).
- [4] *Consumer Psychology* by Cathrine Jansson-Boyd. (Jansson-Boyd & Marlow, 2007)
- [5] Adalian, J., "ABC Hopes 'Mole' Isn't Just a Blip," *Television Week*, June 2, 2008, 3.
- [6] Barak B. and Steven Gould, "Alternative Age Measures: A Research Agenda," in *Advances in Consumer Research*, vol. 12, ed. Elizabeth C. Hirschman and Morris B. Holbrook (Provo, UT: Association for Consumer Research, 1985), 53–58.
- [7] Berner, R., "Detergent Can Be So Much More," *BusinessWeek*, May 1, 2006, 66–68.
- [8] Birchall, J., "Wal-Mart Looks to Hispanic Market in Expansion Drive," *Financial Times*, March 13, 2009, 18.
- [9] Bird, A., "Retail Industry," *Encyclopedia of Japanese Business and Management* (London: Routledge, 2002), 399–400.
- [10] Campbell, A., "Marketing to Opinion Leaders," *Small Business Trends*, June 28, 2004, <http://smallbiztrends.com/2004/06/marketing-to-opinion-leaders.html> (accessed October 13, 2009).
- [11] Chartrand, J., "Why Targeting Selective Perception Captures Immediate Attention," <http://www.copyblogger.com/selective-perception> (accessed October 14, 2009).
- [12] Crossen, C., "For a Time in the '50s, A Huckster Fanned Fears of Ad 'Hypnosis,'" *Wall Street Journal*, November 5, 2007, eastern edition, B1.
- [13] Dahl, D. W., Kristina D. Frankenberger, and Rajesh V. Manchanda, "Does It Pay to Shock? Reactions to Shocking and Nonshocking Advertising Content among University Students," *Journal of Advertising Research* 43, no. 3 (2003): 268–80.
- [14] Gaumer C. J. and William C. Leif, "Social Facilitation: Affect and Application in Consumer Buying Situations," *Journal of Food Products Marketing* 11, no. 1 (2005): 75–82.
- [15] Hill J. and Susan K. Harmon, "Male Gender Role Beliefs, Coupon Use and Bargain Hunting," *Academy of Marketing Studies Journal* 11, no. 2 (2007): 107–21.
- [16] Hornik J. and Giulia Miniero, "Synchrony Effects on Customers' Responses and Behaviors," *International Journal of Research in Marketing* 26, no. 1 (2009): 34–40.
- [17] Jares, A., "New Programs Are Taking Worries from Home Buying," *Fort Worth Star-Telegram*, March 7, 2010, 1C–2C.
- [18] Lasn, K., *Culture Jam: The Uncooling of America* (New York: William Morrow & Company, 1999).
- [19] Mantone, J., "Banking on TARP Stigma," *SNL*, March 16, 2009, <http://www.snl.com/Interactivex/article.aspx?CdId=A-9218440-12642> (accessed October 14, 2009).
- [20] Matilla A. S. and Jochen Wirtz, "The Role of Store Environmental Stimulation and Social Factors on Impulse Purchasing," *Journal of Services Marketing* 22, no. 7 (2008): 562–67.
- [21] Moore, P., "Smells Sell," *NZ Business*, February 2008, 26–27.
- [22] Ries, L., *In the Boardroom: Why Left-Brained Management and Right-Brain Marketing Don't See Eye-to-Eye* (New York: HarperCollins, 2009).

- [23] Rosenbloom S., (New York Times News Service), "Where Have All the Shoppers Gone?" Fort Worth Star-Telegram, March 18, 2009, 5E.
- [24] Saffian, S., "Dreamers: The Making of Not Your Daughter's Jeans," Reader's Digest, March 2009, 53–55.
- [25] Schmitt, G., "Hunters and Gatherers," Dealernews 44, no. 8 (2008): 72. The article references the 2006 Behavioral Tracking Study by Miller Brewing Company.
- [26] Waddell, R., "Miley Strikes Back," Billboard, June 27, 2009, 7–8.
- [27] Ward C. B. and Tran Thuhang, "Consumer Gifting Behaviors: One for You, One for Me?" Services Marketing Quarterly 29, no. 2 (2007): 1–17.
- [28] Ward, A., "Products of Our Time," Fort Worth Star-Telegram, March 7, 2009, 1E.