

Consumer Behavior and Decision-making process

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Abstract: In the last years, consumer behavior and their decision-making process has advanced and has become an important topic in the marketing society. This paper presents an extensive review on the influencing factors on consumers behavior and their buying decision-making process in marketing. The marketing starts and finish with the consumer hence, consumer purchasing decision taking shows how well the organizations' marketing strategy suits marketing demand. Consumer behavior includes the psychological procedures which consumers experience in understanding their requirements. Discovering patterns to rectify these requirements, taking buying decisions for example, whether to purchase goods and services and if so, which types of brands and where, interpret tips, making plans, and executing these plans for example, with engaging in comparison shopping or real buying of products, Totally, modern and professional marketing staffs try to know consumers and their responses, therefore, analyses the essential traits of their behavior.

Keywords: consumer behavior, perception, culture, purchasing, family, personality, social.

INTRODUCTION

Organizations for acquiring their commercial success, it is significant that managers know consumers behavior, the relationship among the consumer behavior and marketing course of actions is emphasized because the success of organizations' marketing course of actions depends upon managers' recognizing's of the consumer behavior (knowing of the behavior that consumer display is particularly significant during an economic depression) (Kotler and Caslione, 2009). On the bases of the consumers Purchasing behavior marketing staff's analysis the consumer behavior, consumers play three different roles, such as user, payer and purchaser. Studies have displayed that consumer behavior is tough to anticipate, even for the experts in the area (Armstrong & Scott, 1991). The marketing starts and finish with the consumer hence, consumer purchasing decision taking shows how well the organizations' marketing strategy suits marketing demand. Consumer behavior includes the psychological procedures which consumers experience in understanding their requirements. Discovering patterns to rectify these requirements, taking buying decisions for example, whether to purchase goods and services and if so, which types of brands and where, interpret tips, making plans, and executing these plans for example, with engaging in comparison shopping or real buying of products Totally, modern and professional marketing staffs try to know consumers and their responses therefore, analyses the essential traits of their behavior. Analyzing consumer behavior assists to make sure who the consumers are, what consumers wants and how consumers use and react to the products, the marketing staffs study the wants of consumer by the conducting surveys (Furaiji, et al, 2012). Consumers behavior studies try to recognize the purchaser's decisions-taking process, both personally and jointly. It analyses personal consumer traits like, demographics and behavioral variables in a strive to know the human beings wants. Study of consumer behavior admits for boost knowing and predicting relevant to not merely the issue of buys although buying aims and buying regularity (Schiffman, et al, 2007).

I. Types of Consumer Behavior

Table 1 (Consumer purchasing Decision Process. Own illustration based on Pride and Ferrell, 2007; Hansen, 2005)

Problem recognition	Information search	Evaluation of alternatives	Purchase decision	Post-purchase evaluation
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the study of consumer behavior recommends that consumers experience or go through five steps of decision-taking process whenever want to make a purchase. This is summarized in the table 1 that model indicates that consumers experience and pass through five steps in each purchase. However, in the routine purchasing decisions, consumers commonly delete some or reverse some these steps. The purchasing process starts with the need recognition. At this step, the purchasers identify a problem or requirement, or react to a marketing stimulus. The second step is search for information or how much consumers require information (if any) is needed, to take decision. Information can be from internal resources like memory and experience that consumers have or external information search from friends, relatives, family, through social media or from the marketing staffs that can provide consumers the required information. If the requirement is strong and product and service which fulfill the requirement is easily available, a buying decision is likely to be made quickly. If this is not the case, the information search process starts. A customer can acquire information from different resources: individual sources (family, friends), commercial resources (advertising, packaging, retailers), and public resources (magazines, newspapers, radio, Internet, television). The helpfulness and extent of effect of each of these resources of information will differ by products and by consumers (Furaiji, et al, 2012). It does not produce value if the marketing staffs hold higher control over the information that is supplied (or not supplied) to buyers, and the patterns that, information displays (Kivetz, et al, 2000). In the assessment step the buyers are supposed to prefer among the possible choice's brands and products. A significant element of the degree of the assessment is whether the buyers fall "involve" into products. A purchaser' degree of involvement specifies why she/he is encouraged to look for tips about a specific product or brand even though basically avoid others. The degree of involvement, including additional components, influences a person's selection from one of three types of buyers purchasing behavior: daily response behavior, limited decision taking, and

lengthy decision taking (Pride, et al, 2007). In the Table (2) is showing a comparison of types of behaviors. For, products and services that consumers purchase frequently they use routine response behavior. These products and services are low-cost items and requires very little information to search and less decision efforts such purchasing of milk, eggs, bread of socks) consumers for purchasing such mentioned products and services spend very less time to decide if they purchase these items and don't usually require to study reviews or guide with friends for their point of views before doing routine purchases. However, consumers when face with the ethical goods and services, consumers sometimes get included, and this consequences in a lengthier seeking for information (Carrigan, et al, 2001; Zander, et al, 2011). These are commonly not big buys, on the less ended of the pricing range. While purchasing such features, consumers may go for a specific brand but are sociable with many brands in the product families and look more than one as existence agreeable. Usually, little level of involvement products is purchased approximately regularly, Limited decision taking creates by combination of a lengthy buying decision and a daily one. Consumers that take part in this kind of purchaser behavior usually understand what kind of product they desire even though, are attempting to choose a brand. Buying clothes is a proper illustration of in what way limited decision-taking goes. A customer that requires a new pair of shoes goes into a shop looking for shoes but seeks a sort of brands to specify which pairs are the best suit. When customers involve in buying that requires limited decision taking, they can look for recommendation from marketing staffs or recommendation from friends. This type of decision taking demands a moderate quantity of time for tips collection and consideration. The search is not as comprehensive or as time taking as it is with expensive items. The most complicated kind of purchasing behavior, lengthy decision taking, happens while buyers and are unfamiliar, expensive products, or often bought products for instance, a computer, car, TV, or building. Consumers allocate substantial extent of time looking for a large number of possible options in advance they purchase. They make oral communication with trustworthy companions, household, associates and sales professionals and study reports, grading online and buyers magazines. Consumers attending in a lengthy decision-taking procedure usually allocate more time to create an ultimate buy decision and allot more time looking for their choices. Several of mentioned buyers experience analytical dissonance. Lengthy decision taking is repeatedly used for buying the products in which requires more involvement (Furaiji, et al, 2012). Purchasing a special product is not always elicited the same kind of problem-solving process. Most consumers even now and then make buys solely on impulse, rather than on the base of any of these three purchasing behaviors. Impulse purchasing is a not planned decision to purchase products or services, made just prior to a purchase. Such buys range from small (chocolate, candy, gum) to substantially big (clothes, jewelry, art) and often cause to problems such as financial difficulties, family disapproval, or sensing of guilt or saddening situations (Business Dictionary, 2012).

Table 2. Analyzing different kinds of Behavior

	daily response behavior	Limited decision taking	Lengthy decision taking
Degree of involvement	little	little	High
Value of Product	little	little to medium	High
Brand priority	More than one is acceptable, hence one shall be prioritized	Many	Differ, usually many
Information Search attempts	Little	little to moderate	Lengthy
Time consuming	Abruptly	Abruptly to medium	Lengthy

II. Factors Influencing Consumer Behavior

Consumers behaviors are affected by these components like cultural factors, conception factors, civil components, and psychological factors. These factors are recognized via the marketers for recognizing the consumers and to be capable to make a determination on the course of actions for what type of buyers be target. Therefore, these components are using for sectioning the market and determine consumer groups (Hasslinger, et al, 2007).

1- Cultural factors- cultural factors are recognized as the most significant influencers on the consumers behaviors that are divided in three parts such as culture, cultural subgroups and social classes.

A-Culture- culture is known as the most essential cause of personal needs and wants. Consumer behavior is mainly leaned, and which we are visible to various groups of worth and believes from an adolescence, and this worth affect their behavior and decision taking. Therefore, these factors are fascinating to marketing staffs and significant indexes of definite consumer behavior taste (Kotler, et al, 2007).

B- Cultural subgroup- they are minuscule groups establishments with the definite affiliate of individuals in which communicate worth and believes like, origins, system of believers and earthly areas. Recognized cultural subgroups are capable of be served as a significant and productive market section that is capable of be marketed (Hasslinger, et al, 2007).

C-Social classes- social classes are consisting of a combination of components that collect various kinds of affiliates. few recognized components are such as, earning, period of animate existence, development of knowledge, and property and also civil classes are identified as a class structure (Kotler, et al, 2007).

Civil factors- social components are divided into three various categories, such as reference groups, household and civil roles and status.

A-reference groups- these groups influence on the behavior of individuals according to the believes that individuals have on them. Membership groups have direct influence on the behavior of the consumers like family, neighbors, and co-workers. Individuals want to be part of the Reference groups, but they are not. Reference groups directly and indirectly create the individual's behavior and attitude. Reference groups by three various ways they can influence the person behavior. Reference groups expose people to fresh behaviors and style of livings, they impact on an individual attitude and oneself-concept, as well reference groups develop press of being confirmed via others. Opinion leader is Another significance influence, in which influences people to pursue his or her believes and attitudes against specific issues, products and areas (Kotler, et al, 2007).

B-Household- on the purchasing behavior of consumer's household affiliates have high extent of impact. The level of engagement and domination by the household affiliates are different, till what extend and in which pattern. Hence, it is significant for the marketing personnel to recognize what role is showed via whom in the household, and approaching the promotion toward the principal affecting part of the household affiliate (Hasslinger, et al, 2007).

C-roles and status- people belong to various types of groups and play distinguish roles while having different positions in their groups. And also, roles are those activities that groups members expect from the others or from the people to perform (Kotler, et al, 2007).

2- personal factors- these components have approximately more impact on the consumer behaviors that are described in the following such as:

A- Age and process of life form phase- consumers during their life they experience various phases as they spend life periods. These various phases also display various shifts which the consumers may go through while arriving at a new phase. Hence marketers determine their market goals in proviso of various phases in order to improve suitable marketing scheme (Kotler, et al, 2007).

B-occupation- consumers' occupation has a great extent of influence on the purchasing behavior of the consumers the jobs aim to have influence on the products, purchased via the buyers. this causes to the chance of improving various kinds of products, which fits keens recognized to be above average within an occupation (Hasslinger, et al, 2007).

C-Economic situation- the consumers products choice will be affected by the consumers 'wealth. Some consumers may be sensitive on the in issue of price of products and services or not rely upon on the amount of earnings. amount of retaining, amount rate of interest, and also the products and services solely (Hasslinger, et al, 2007).

D-lifestyle- it is known as the way of consumers living, which identified by the activities, interests, or point of view consumers have, it also describes how the consumers communicate with the world (Hasslinger, et al, 2007).

F-personality- this is essentially described by the term certainty, control over others, genialness, independence, protectiveness, versatility, aggression. These concerning minds components are the consequence of an individual's surrounding. Persons' character is the aggregation of dynamic and arranged set of characteristics that an individual owns and uniquely affect his or her comprehensions, encouragement, and behaviors in different conditions (Ryckman, 2004).

G-Oneself-concept or oneself-image- this is the visionary comprehension in which the human beings' holds demonstrate persons' characters. This approach brings some disagreement because people may have an approach in which fulfills whom they are but, is not admitted with who they desire to be (the perfect oneself-concept), the inquiry then come into being whom we choose to fulfil (Hasslinger, et al, 2007).

3- Psychological factors- the psychological factors are divided into four following concepts such as (motivation, perception, learning, learning, beliefs and attitudes).

A-Motivation- this concept refers to an individual requirement that must be fulfilled. These requirements are in various types such as (biological requirements like appetite for food, thirstiness and displeasure). As well as there are other requirements like, concerning the mind requirements like need for acknowledgement, venerate and needs for belongingness. Needs do not get fulfilled until they extend to some point of intensity and then turn into motives for the buyer to fulfil establishment. Freud argued that human beings do not really and fully know about their motivations. On the other side according to Maslow's theory human beings requirements are arranged from the most urgent to the least urgent needs and known as the Maslow's hierarchy of requirement that begins from the physiological needs, safety needs, social needs, esteem needs and self-realization needs, when one need gets fulfilled the individual moves to next step to fulfil (Hasslinger, et al, 2007).

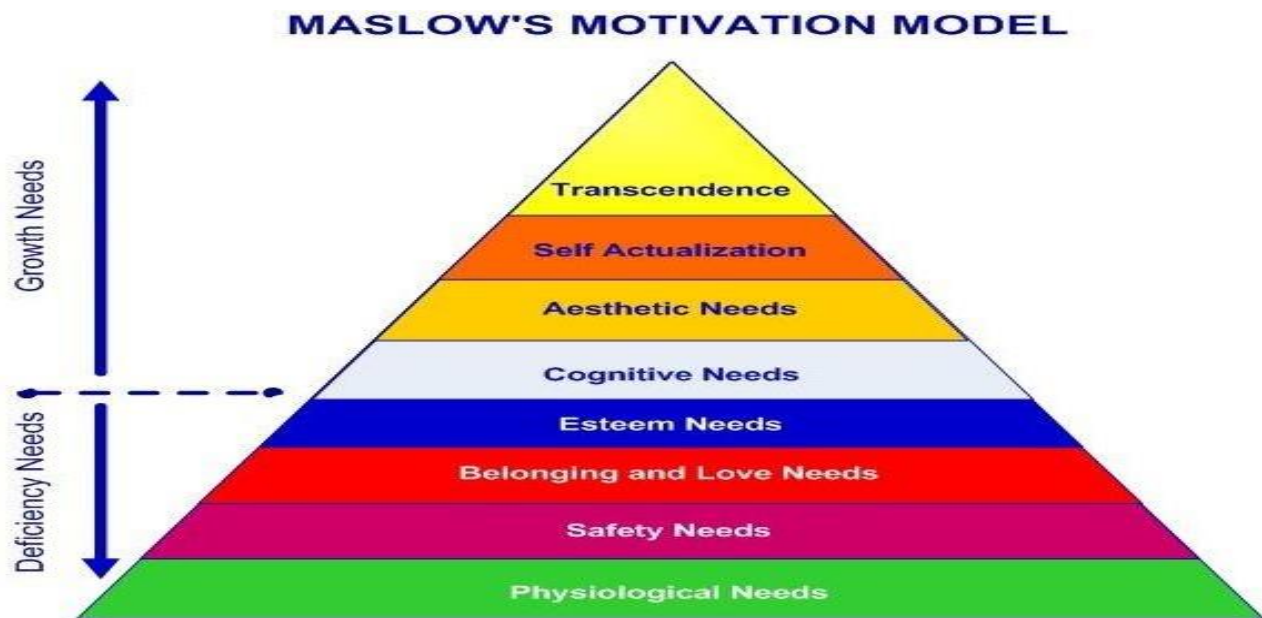


Figure 1 (Maslow's motivation model, Kotler, et al, 2007)

B-Conception- this concept means that pattern in which human beings interpret their environment differently. Conception is a procedure in which a person chooses, arranges and interprets information. For interpreting information there are three various processes in which make a determination how individuals interpret their information, such as selective consideration, selective distortion, and also selective retention (Kotler, et al, 2007).

C-Learning- learning can be defined as the act that can change human beings' behavior through the following components such as (Kotler, et al, 2007).

- 1- Drives- these are strong inner wants in which call for action.
- 2- Stimuli- these are those objects that drive for some extent of action.
- 3- Cues- these are small stimuli which specify, when an individual will respond, where an individual will respond and how an individual will respond.
- 4- Reinforcement- when the response and stimuli against an object is practiced more than one time.

D-Beliefs and attitudes- these factors can be acquired by the human beings through learning and practicing. They can influence the purchasing behavior by creating an image from the brands and products in the consumers' heads. A belief can be described as an explanatory thought about objects and is based on the actual knowledge, point of view and faiths, beliefs can be created by human beings' emotions. Attitude can be defined as the human beings' evaluations, feelings, tendencies against somethings, and also, the determinations of human beings about somethings such as like and dislike (Kotler, et al, 2007).

III. Results and discussion

Marketing begins with the consumer and finish with the consumer. Satisfaction of consumer gets the significant goal of a business enterprise. The essential to ensure consumer fulfilment lies in recognizing of the consumer, his likes and dislikes, his expectations and encouragement, in short understanding of consumer behavior. Consumer behavior caters a clear essential for recognition and knowing consumer requirements. Hence, the analysis of consumer behavior for any product is significance to the marketers in shipping the fortunes of their organizations, and also the study of consumer behavior is crucial for managing consumption of goods and by that sustaining economic. Consumer behavior is an extensively studied area. It allows the organizations to know how consumers decide about acquiring products and services. Marketing managers are always eager to understand more about the consumer behavior; hence they are able to prepare better communication and advertising campaigns about their products and services. Many people make purchasing decision daily but they don't realize the components that derive them to this settlement. Commonly the components influencing consumers purchasing behavior involve, concerning mental components, civil components, cultural components and personal components. Consumer behavior doesn't stay identical or consistent in every condition it changes from time to time. There are different components that affects consumer behavior. As the change comes in these components, consumer behavior also changes such as Demographic Factors, social factors and cultural

factors. Consumer purchasing decision process involves five stages in which, actual buying (for decisions that are complicated) is the only stage on the process. Not all decision-making process causes to a purchase and also, not all consumer decision always involves these stages, and determined by the extent of complexity such as problem recognition, information search, and evaluation of alternative, purchase decision and post. There are different types of consumer purchasing behavior that consumers engaging and conducting in their purchasing such as (daily Response/Programmed Behavior, Limited Decision taking, lengthy Decisiontaking/Complex high level of involvement and Impulse purchasing in which no conscious planning of purchasing the products.

IV. Conclusion

Consumer behavior refers to a process in which consumers select, buy and utilize of products and services to meet consumer's needs and desires. Different processes are conducted in the consumers purchasing behavior. Firstly, the consumers attempt of discovering which products they want to consume, then they select merely those products that warrant greater efficacy. After products are being selected, the buyers create a measurement of the accessible finance that they are capable to allocate. finally, the consumers analyze the dominant prices of products and forms the decision about the products they should consume. During the interval, there are different factors that influence on the purchases of Consumer likes civil components, cultural components, personal components and psychological components and also. When purchasing any products consumers experience these process that consist of five stages at first Stage consumers aware of a problem or known as (problem recognition), at second Stage consumers search for information that is known as (information search) at third Stage consumers evaluate different alternatives and known as (evaluation of alternatives) at fourth Stage consumers make purchasing decision that is known as (purchase decision) and in the end stage or fifth Stage is known as post purchase behavior.

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