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## Review study on factors affecting consumer behaviour

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#### Abstract

The study of individuals, groups of persons, and organizations are known as consumer behavior. It encompasses all aspects of the consumer, such as purchasing behavior, the use and disposal of goods and services, as well as the emotional, mental, and social factors that precede or follow these actions. Marketers need to know everything about customers to succeed in today's dynamic and fast-moving marketplace - what they need, what they think, how they work, and how they spend their money and time. Consumer behavior is unpredictable, even for specialists in the industry, according to research. It looks at how each consumer's emotions, attitudes, and preferences differ from one another and in what setting. We shall learn how consumers behave in this investigation.

**Keywords:** consumer behavior, buying factors, purchasing, social factors

#### Introduction

Consumer Behavior requires the examination of how people - either individually or in groups-develop, purpose, content, dispose, and make decisions about commodities, services, or even lifestyle practices such as socially responsible and healthy eating. As a developing phenomenon, one should not be too dogmatic about the definition. Many options, each bringing a slightly different viewpoint and emphasizing other aspects. Marketers must understand everything about consumers, including their needs, thinking process, how they work, and their money and time spending Behavior, in order to thrive in today's dynamic and continuously moving economy. Purchasing Behavior refers to the process and act of purchasing products and services. To comprehend consumer Behavior, it is necessary to understand how consumers make decisions and what variables influence them to purchase goods and services. Marketing experts maintain an eagle eye on the patterns of how people make decisions in order to forecast future trends. Formal studies of consumer Behavior such as personality, demographics, and Behavioral variables such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals are the key aspects to be investigated in order to understand people's wants and consumption patterns. Other aspects that influence consumer choices, such as family, friends, sports, reference groups, and society in general, are included in the study of consumer Behavior. Influence on user Behavior's psychology is prevalent (Cohen and Areni, 1991) <sup>[1]</sup>. Marketing staff or marketer study and analyzes consumer Behavior based on their buying patterns. The consumer has three different roles in this process namely; user, payer, and purchaser. Consumer Behavior is difficult to predict, even for specialists in the field, according to studies (Armstrong & Scott, 1991) <sup>[2]</sup>. The study of consumer Behavior encompasses all stages of the purchasing process. Consumer Behavior begins with pre-purchase actions and progresses via evaluation and disposing activities to post-purchase consumption.

Databases for customer relationship management (CRM) have turned the investigation of client Behavior on its head. These databases' vast amounts of data allow for in-depth analysis of social aspects that influence client repurchase Behavior, customer retention, loyalty, and other expectations. Furthermore, databases assist in market segmentation based on Behavior, loyalty, and purchasing patterns, and tailoring plans accordingly.

#### Review of Literature

The economic level of people influences the frequency of buying branded apparel, according to research of brand impact on consumer Behavior in the Kukatpally area. In this study, the purchase Behavior is unaffected by gender. The advertisement, which makes consumers aware of branded apparel, has a vital impact in consumer buying Behavior (Narsaiah, R. Preetham, Shashi, R. 2019) <sup>[3]</sup>.

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The bakery business is boosted by the influence of western culture, changes in living standards, media participation, and people's eagerness to sample new and delectable foods. Consumer preferences are influenced by the product's packaging and accessibility. (Jadhav, Harish. Chavan, Pravin. 2019) [4].

In order to attract customers, service providers need to focus on their psychology. They come to the conclusion that consumer pleasure can be reached by considering the elements that influence consumer Behavior, stated by Ramya, N. Ali, Mohamed, SA. (2016) [5]. As stated by Zamazalová (2008) Consumer Behavior is influenced by both internal and external variables. The marketing macro environment is one of the external elements that influences the implementation and development of marketing activities directed at target customers [6]. Velumani, M. (2014), in his study stated that in the Erode district, consumer behavior toward Nokia mobile phones revealed that individuals are aware of Nokia's quality, services, and price. The commercial is crucial to the company's growth since it attracts more customers to Nokia phones [7]. The degree of engagement in the purchasing choice is a factor that influences buying Behavior. The consumer's level of involvement in the case study corresponds to the advertisement, brand preferences, and previous decision-making experience. (Thangasamy, E. Patikar, Gautam. 2014) [8]. Every person in the world has various roles to perform in their professional, personal, and social lives. Each of these jobs has an impact on a person's purchasing Behavior. Because of the disparity in income levels, there is also a disparity in opinion, which influences their purchasing habits and patterns (Kumar, H.Hemanth, A. John, S. Franklin. Senith, S. 2014) [9]. Objective conditions of consumer Behavior (individual economic environment and objective economic position) and consumer personality, social environment, and situational tuning are the most important elements influencing consumer Behavior by Douchova *et al.* (1993) [10].

### Requirement of the Study

Consumer Behavior is constantly changing. People make decisions based on their preferences, brand loyalty, and prior experience. Consumer preferences fluctuate as a result of changes in one element such as wealth, taste, and preference. As consumer preferences vary, market experts must adjust their strategies to meet the current needs of the consumer. As the consumer is the king of the market, it's akin to keeping an eye on their Behavior and reacting accordingly. As a result, research into consumer Behavior is required.

### Objectives

- To learn about the consumer's decision-making process.
- To investigate the aspects that influence a consumer's purchasing decision.

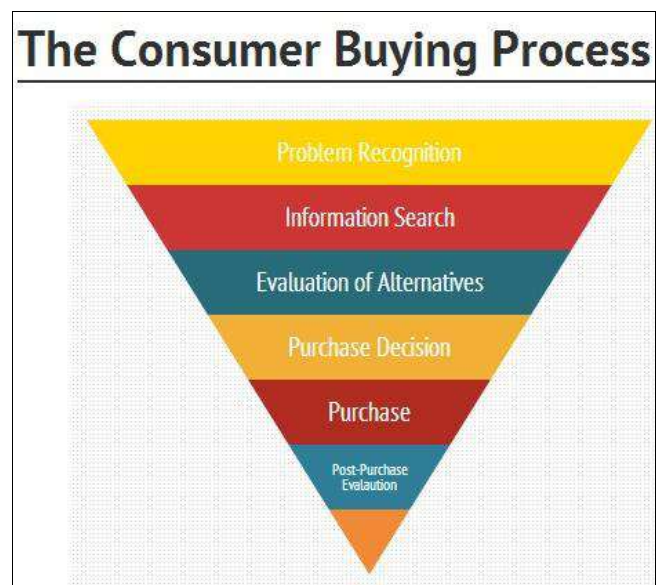
### Research Methodology

This research was exploratory in nature, with data acquired from a variety of secondary sources including journals, books, newspapers websites, and government of India reports, among others.

### Consumer Purchasing Decision Procedure

Before, during, and after the purchase of products and

services, a consumer's buying Behavior in the market. It all starts with recognizing a need and ends with consumer Behavior after they've made a purchase. The consumer considers the cost-benefit analysis during this procedure.



#### 1. Problem Recognition

Recognizing the need or desire that a consumer wants to satisfy is the first step in purchasing products and services. The consumer's priority list is determined by the strength of their need. The consumer will acquire those products that are most important to them right away and put off other needs or desires.

#### 2. Information Search

The Consumer Decision Process is divided into six stages, the second of which is information search. At this stage, a consumer who sees a specific problem or need will almost certainly be encouraged to seek information, either within or externally. This is also true when a customer is looking for value in a potential product or service. During this step, the consumer's options are identified or clarified.

#### 3. Evaluation of Alternatives

To meet their demands, the consumer evaluates a variety of different products and services. Consumers evaluate items and services based on features, utility, brand image, and post-purchase services during the evaluation process. The criteria for evaluating a product vary depending on the situation and the consumer's involvement. Sales personnel may also assist customers in evaluating products and services.

#### 4. Purchase Decision

After weighing all of the options, the evaluation criteria and ranking are used to determine which brand to purchase. It also depends on the brand's availability and the consumer's budget. Consumers are hesitant to take risks because they are uncertain about the purchasing outcome. Marketers should assist consumers in making decisions by lowering risk factors and offering sufficient information about products and services.

#### 5. Purchase

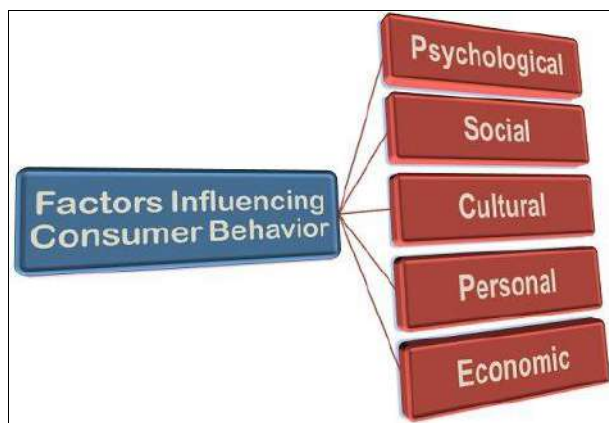
The buy decision is the fourth stage of the consumer

decision-making process, and it is when the purchase is made. During this period, the consumer may decide to purchase the most desired brand after weighing all of the options and determining the value it would provide.

## 6. Post-Purchase Evaluation

The consumer is always evaluating the product's performance. After the evaluation, the customer will be satisfied or dissatisfied. Consumers will repeat purchases if the product performance meets their expectations. The buyer will speak highly of the goods. On the other side, if the product's performance falls short of expectations, the customer will cease buying it. As a result, the product will receive poor press.

### Buying habits are influenced by a variety of factors



### 1. Psychological Factors

Our purchasing decisions are heavily influenced by psychological variables. Motivation, perception, learning, and belief are among them. Every person has a unique amount of motivation, perception, value, and belief system. Individuals' choices are also influenced by their values and beliefs. Marketers must be aware of their psychological factors and respond accordingly.

#### → Motivation

Motivation is an internal condition that energizes, activates, and directs behavior toward specific goals. In his research, Abraham Maslow identified five needs: psychological, safety and security, social, self-esteem, and self-actualization. Maslow's need hierarchy is what it's called. Consumer Behavior is impacted by unmet demands, according to this hypothesis.

#### → Learning

Individuals' behavior evolves as a result of their prior experiences, which is referred to as learning. The desires, stimuli, signals, and responses all play a role in the learning process. Marketers must comprehend the consumer's learning process in order to establish policies.

#### → Perception

The information is conveyed to people through their five senses. Perception is the process of selecting, organizing, and interpreting data in such a way that it produces meaningful experiences. The consumer bases their purchasing decision on their needs, wants, and previous experience.

## 2. Social Factor

The influence of others in our decision-making process is explained by social factors. Family, friends, a reference group, and opinion leaders are among these elements. Social considerations have a significant impact on influencing consumer purchasing decisions.

Humans are social creatures. We need individuals to talk to and debate different concerns in order to come up with better answers and ideas. We all live in a society, and it is critical that individuals follow the rules and regulations set out by that community.

Social Factors influencing consumer buying decisions can be classified as under:

1. Reference Groups
2. Immediate Family Members
3. Relatives
4. Role in the Society
5. Status in the society

## 3. Cultural Factor

Cultural considerations are an important component to consider when determining what consumers want and need. Every society has culture, which varies from country to country. The following are some cultural aspects to consider:

#### → Culture

Culture is defined as a system of shared values, rules, and beliefs that bind a society as a whole. Culture has a significant impact on consumer purchasing Behavior. Because of the diversity in the world, marketers must use a variety of marketing methods to meet the needs of their customers.

#### → Sub Culture

Every culture has its own sub-culture, just as every system has its own sub-system. A sub-culture is a subculture inside a culture that is followed by a group of people. Because of their age and expertise, the members of the group have similar habits and purchasing patterns. Marketers must act in accordance with their requirements.

#### → Social Class

As a result, every member of society holds the same position. Upper class, upper-middle-class, middle class, and lower class are the four categories that make up social class. Every social class prefers to purchase specific things in the form of brand preferences, such as clothing, automobiles, and food.

## 4. Personal Factor

Consumer Behavior assists us in comprehending consumer purchasing habits and spending trends. Not everyone prefers to purchase identical things.

Consumer Behavior is the study of why people buy certain items and services and why they don't.

Personal factors have a significant impact on consumer purchasing decisions such as:

#### → Occupation

An individual's work has a substantial impact on his or her purchasing decision. The products and brands that an individual chooses for himself or herself are directly influenced by the nature of his or her employment.

**→ Age**

As a person progresses through life, his or her preferences for goods and services change. People of various ages have diverse choices in terms of diet, clothing, entertainment, and so on.

**→ Economic Condition**

An individual's purchasing power is directly proportional to his monthly wages. How much money a person takes home determines how much money he spends and on what things.

**5. Economic**

The Economic Factors are those that discuss the market's level of sales and the consumer's financial situation, i.e. how much an individual spends on goods and services that contribute to the company's overall sales.

**6. Findings**

The study of consumer Behavior explains how people make decisions while purchasing something. It answers the questions of how people buy when they buy, and why they buy. All of these responses are contingent on having an accurate understanding of consumer behavior. The term "correct knowledge" refers to variables such as cultural, social, psychological, and other influences on consumer behavior. Market specialists and analysts must comprehend consumer preferences and purchasing patterns. The success of the campaign is solely determined by the marketers' plan, which takes into account all of the aspects that influence buyer behavior in some way.

**7. Conclusion**

Consumer Behavior is complicated by its very nature. The extent to which consumers are involved in the purchasing decision determines the degree of difference in consumer choice. To induce the consumer, service providers in the market must act as a psychologist. By keeping in mind the factors that influence purchasing Behavior, a favorable and consumer-oriented market can be created. Marketers must be imaginative and understand consumer Behavior in today's globalized environment. The buying patterns of consumers give marketers vital indications and suggestions. For marketers, these principles and hints are the keys to success.

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