

Topic- FACTORS INFLUENCING CONSUMER BEHAVIOUR

Consumers do not make purchase decisions in a vacuum. Their buying behaviour influenced by cultural, social, personal and psychological determinants/factors. Most of these factors uncontrollable and beyond the hands of the marketer. Nevertheless, they have to be considered while trying to understand the complex buyer behaviour.

1.(A) Cultural Factors Cultural factors have the deepest influence on consumer behaviour. Culture is the most basic fundamental determinant of a person's wants and behaviour. Right from the time of his birth, a child grows up in a society learning a certain set of values, perceptions, preferences, behaviour and customs, through a process of socialisation involving the family and the other key institutions.

1.(B) Subculture-segment larger societies into smaller sub groups (sub cultures) that are homogeneous in relation to certain customs and ways of behaviour. These subcultural divisions are certain sociocultural and demographic variables like "nationality. religion. geographic locality, caste, age sex, etc. Each subculture may have certain distinct tastes, preferences and even life styles.

1.(C)- Social class may take the form of a caste system where the members of different castes are reared for certain roles and so cannot change their caste membership. Social class also influences buying behaviour. Social classes show distinct product and brand preferences in purchase decisions related to clothing and jewellery, leisure activity and automobiles.

2.SOCIAL FACTOR

A consumer's behaviour is also found by social factors, such as the consumer's preference group, family and social role and status

2.1Reference group

A person's reference groups are those groups that have a direct face to face) or indirect influence on the personality or behaviour. Groups having direct influence on a person could comprise of people with whom the person interacts on caminos beach family, friends' neighbours and colleagues Sometimes person may also be directly influenced by com social organisations such as religious organisations, professional associations and trade unions. And, sometimes consumers are in influenced by group to which they do not belong (aspirational group) or a (dissociative) group whose values or behaviour un individual rejects.

2.2Family

Members of the buyer's family can exercise a strong influence on the buyer behaviour Marken are interested in learning about the roles and relative influence of the husband, wife, children and parent have on the purchase of large variety of products and services. The marketer is interested in kawin which maker normally has the greatest influence on the purchase of a particular product or service. I a nuclear family, either the husband is more dominant, sometimes the wife is more dominant or the have equal influence. The following observation has been made in most of the cases

Role and Status

A person is a member of many groups-family, clubs, organisations, et, and his or her catch group can be defined in terms of role and status. Say for example: Mr. Mehta is a senior marketing executive in a firm and she is planning to purchase a 'microwave oven'. With her parents, Mrs Mehta plays the role of a daughter, in her family she plays the role of a wife and mother, in the organisation where she is employed she plays the role of a Senior Marketing Executive. A role consists of the activities that a person is expected to perform according to those who are around them.

(C) PERSONAL FACTORS

A consumer purchase decision is also influenced by personal characteristics namely the buyer's age and stage of life cycle, occupation, economic circumstances, lifestyle, personality and self-concept

Age and Stage of Life cycle

People's choice of goods and services changes over their lifetime. This change can be done

right from childhood to maturity especially in taste and preferences related in clothes, furniture and recreation activities.

Economic circumstances

A person's economic circumstances consist of his/her spendable income (amount, stability and time pattern) savings and assets (liquid, Movable & immovable) ability to borrow and attitude towards spending versus saving.

In other words, income, savings, credit and are the elements of a person's purchasing

power. However, this must be backed by the willingness to buy. With increase in improved standard of living, willingness on the part of the consumer to purchase product, which

indicates sophistication is being noticed so there has to be proper market analysis and research and then manufacturer, price and promote their products and services, such as to motivate people

Lifestyle

A person's lifestyle refers to the person's pattern of living expressed through his/her activities interest and opinions" (Also referred to as AIOS) Lifestyle of a person conveys more than his social class or personality alone. Knowing a person's social class will help in inferring what the person's behaviour is likely to be. However, if one fails to see him/her as an individual, similar personality will indicate certain psychological characteristics about the individual but may not throw much light on the person's interest, opinions or activities.

Personality

Personality and self concept Each person has got a distinctive personality which will influence his/her buying behaviour. Personality may be defined as the person's distinguishing psychological characteristics that lead to relatively consistent and enduring responses to his/her own environment

Personality can be used to analyse consumer behaviour because marketers have seen that there exists a co-relation between personality types and product brand choices. Some of the traits used to describe a person's personality are: self-confidence, dominance aggressiveness, defensiveness, achievement, deference, etc.

D) PSYCHOLOGICAL FACTORS

For the purpose of understanding consumer buying behaviour. four major psychological determinants - motivation, perception, learning and beliefs and attitudes are discussed under.

Motivation can be said to be the inner drive that is sufficiently pressing and directs the person seek satisfaction of the need. Satisfaction of the need reduces the felt tension. Psychologist, Sigmund Freud had tried to explain motivation. According to him people are generally conscious about the real psychological forces influencing their behaviour. The repressed urges within an individual are never forgotten. They emerge in dreams and are often unknowingly uttered and will be seen in the behaviour of the person.

Perception

"Perception is the process of selecting, organising and interpreting or attaching meaning to events happening in environment

How a motivated person acts will be dependent on how he/she perceives the situation. For example Mn. Mehta might consider a fast talking 'microwave oven salesman as an insincere and aggressive person, whereas, another microwave oven purchaser might perceive the same salesman as being helpful and a knowledgeable person

Learning

When people act, they learn. Learning describes changes in an individual's behaviour arising from experience. Most human behaviour is learned. Learning theorists say that a person's learning is produced through the interplay of drives, stimuli, cues, responses and reinforcement.

Beliefs and Attitudes

Through learning people acquire certain beliefs and attitudes and in turn this influences their buying behaviour. A belief is a thought that a person holds about something. People act based on their beliefs. These beliefs help in building up product and brand image