

FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR: A REVIEW

SYED AZHER ALI

Research Scholar

Swami Ramanand Teerth Marathwada University,
Nanded (MS) INDIA

ABSTRACT

Consumer buying behavior is the behavior of final consumer. The consumer buying decision process is influenced by many internal and external factors. A purchase decision is the outcome of all these factors. The present paper focuses on major factors influencing consumer buying behavior. . The study included secondary data collected from different sources such as journals, books, magazines etc. The study gives a comprehensive understanding of influence of cultural, social, personal and psychological factors on buying behavior.

Key Words: *Consumer buying behavior, cultural, social, personal and psychological factors.*

INTRODUCTION

Scholars define buyer behavior as the buying behavior of final consumers. They may be individuals and households. They buy goods and services for personal consumption. The organizational buyers differ from consumers in the way that they resell goods and services. Marketing stimuli like Product, Price, Place and Promotion affect buyers' behavior.

OBJECTIVE OF THE STUDY:

The primary objective of the study is to understand factors influencing consumer buying behavior,. It aims at investigating cultural, social, personal and psychological factors influencing buying behavior.

RESEARCH METHODOLOGY:

The research is descriptive in nature. The data have been collected through secondary sources such as journals, magazines, books, theses, market research reports etc.

Literature Review:

The four most important factors affecting buyers' behavior are: Cultural Factors, Social Factors, Personal Factors and Psychological Factors. Scholars have discussed these factors in different pairs and groups. **Fatimah Furaiji, et. al. (2012)** enlists the studies as in the following.

Table 2.1: Factors Affecting Buying Behaviour

Researcher	Major factors
Enis (1974)	personal and social factors
Cross and Peterson (1987)	social and physical factors
Dibb and Etal (1991)	Personal, social and physical factors
Cohen (1991)	marketing mix, physical factors
Zikmond and Amico (1993)	social, environmental and individual factors
McCarthy and Perreault (1993)	physical and social factors
Narayyana and Raol (1993)	Physical, social and cultural factors
Keegan (1995)	social, cultural, economic and geographic factors
Setlow (1996)	personal factors, marketing mix and environmental factors
Stanton (1997)	social, physical and attitudinal factors
Lancaster and Reynold (1998)	physical, social and cultural factors
Straughan and Roberts (1999)	demographic factors and lifestyle
Pride and Ferrell (2000)	social, physical and attitudinal factors
Kotler and Armstrong (2007)	Physical, social, cultural and personal factors

The researchers like Kotler, Meyer and Eagle, Zeithaml, Davies have also contributed a lot to the area of buying behaviour. Following are the most commonly accepted factors influencing buying behaviour.

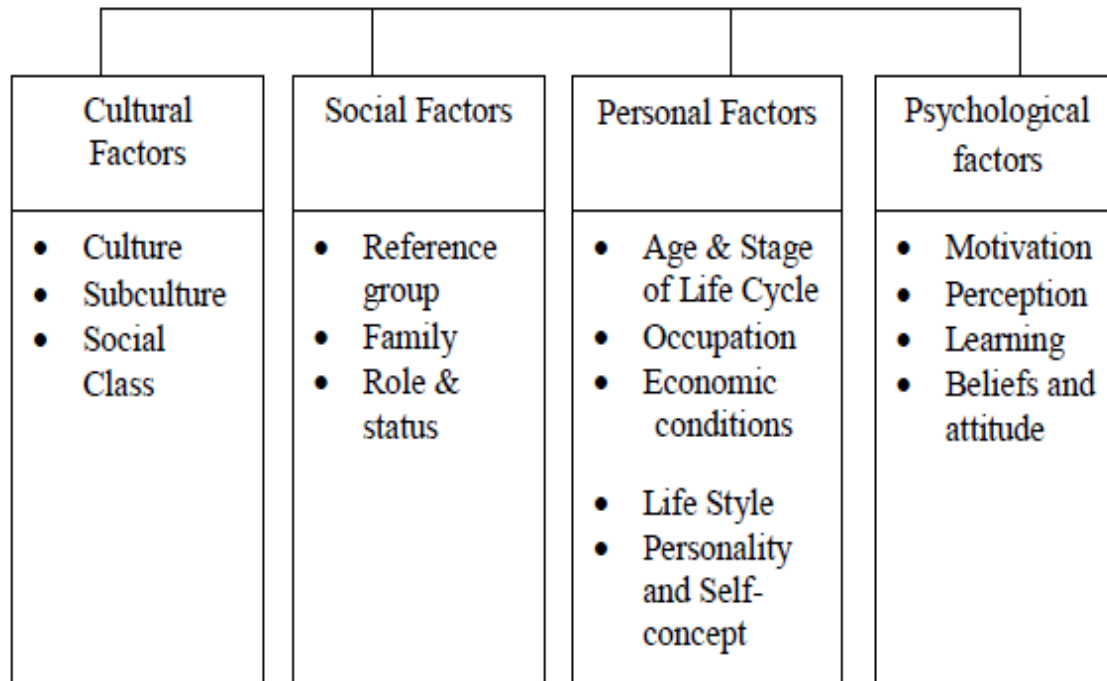


Fig 2.2: Factors Affecting Buying Behaviour

2.3.1 Cultural Factors:

Cultural factors play a significant role in influencing buying behaviour. These include culture, Sub-culture and social class. **Hofstede (1980)** defined culture as collective programming of the mind that distinguishes the members of one group or category from another. Culture is regarded as the complex whole that includes, knowledge, belief, customs traditions, morals and habits acquired by humans as a society. It decides how consumers think and feel. According to **Hawkins et. al. (2001)**, it influences attitude, values, personality type, religion and material possession. According to **Hofstede (2002)** culture has five dimensions. These are as follows.

A culture may have many subcultures. It is a small segment of a culture and it has the same meaning and values of a culture. Subcultures transfer these values, belief, attitude etc. from one generation to other. **Burgess (1998)** stated that religion, race and ethnic background decides the way of dressing, food, furnishing and personal care.

Social classes are defined as groups more or less homogeneous and ranked against each other according to a form of social hierarchy. Social class is defined by the person's income and

the amount of money one possesses decides his social class. Another dimension to social class is of the residential area. According to some scholars the place of living decides one's social class.

2.3.2 Social Factors:

Social factors include reference group, family, roles and status. According to **Kotler et. al. (2008)**, reference groups have a direct and indirect influence upon a person's attitudes, aspirations or behaviour. These include inspirational groups, member groups and opinion leaders. These generally provide points of comparison with respect to lifestyle, desires and habits. As identified by researchers, reference groups play several roles. These include the initiator, influencer, decision maker and buyer. According to **Hawkins et. al. (2001)** reference groups can take three influential forms i.e. normative, informational and identification.

Family is considered to be the most influential social factor. It is defined as a group of people related by blood, marriage and adoption that reside together. This group is of two or more people. **Engel et. al. (1995)** studied the importance of household and families for the marketers. According to them household are becoming a more important area of study because of growth of non-traditional families.

Roles and status of individuals is also a vital constituent of social influence. The position of an individual within the family, work place, social clubs and his friend circle decides his role and status. This is affected by his profession, position at work place, education, position in the family and gender.

2.3.3 Personal Factors:

Personal factors include age, stage of life cycle, occupation, economic condition, lifestyle, personality and self concept. These are the fundamental factors contributing to the change in preferences.

Age and life cycle has a great impact on buying behaviour. The behaviour of a child, teenager, adult, middle aged and a senior citizen is bound to differ. The preferences of individuals change with the passage of time. Family stages and life cycle include phase like young, single, married couple, parenting, empty nest (launching adult children) and senior stage of life.

Occupation is assumed to have a significant impact on buying behaviour. The individuals show a great inclination towards products and services according to their profession.

Economic condition is the totality of one's earnings and income. The economic condition may change according to the changing income and spending patterns. The potential consumers are the consumers with an ability and willingness to pay. A consumer is willing to pay more only if he has high income and savings. Other variables like inflation, deflation, recession etc. have a direct impact on one's economic condition.

Lifestyle is a set of activities, interests and opinions. It changes with the changing personal factors like age, income, life cycle and occupation. **Johanna Fyrbjörk (2003)** cited that the people coming from the same social background or sub-culture, social group, and even the profession may have quite different life styles. The researchers have identified eight dimensions of lifestyle. These are fashion consciousness, leadership, family concerns, health consciousness, care freeness, community consciousness, cost consciousness and practicality. Personality and self concept is another important personal factor. Personality refers to the unique psychological characteristics leading to relatively consistent and lasting responses to one's own environment.

2.3.4 Psychological Factors:

Psychological factors affecting various purchase decisions include motivation, perception, learning, beliefs and attitudes. **Lantos GP. (2011)** concluded motivation as an activated internal need state that leads to goal-directed behaviour so as to satisfy that need. Accordingly motives can be defined as relatively enduring, strong, and persistent internal stimuli that arouse and direct behaviour toward certain goals to achieve certain objectives.

Perception is the energy which makes us aware of the world around us and attaches a meaning to it after a sensing process. Every person sees his or her surrounding in different manner. Several people have the same opinion and thoughts about a particular event. No one can see or feel the 100% of all things.

Learning is a change in a person's thought processes caused by prior experience. According to **William D. Perreault and E. Jerome McCarthy (2002)**, consumer learning may result from things that marketers do, or it may result from stimuli that have nothing to do with marketing. Either way, almost all consumer behaviour is learned.

Kotler (1994) defines belief as a descriptive thought that a person holds about something. He also defined attitude as a person's abiding favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea..

CONCLUSION:

Today everything revolves around the customer hence the study of buying behaviour becomes a necessity. The customers have great options to select in the modern marketing. Hence, persuasion of the customers by the marketers has a great impact on their buying behaviour. In order to persuade the consumers, the marketers have to study the consumer behaviour. So, influence of cultural, social, personal and psychological factors on buying behavior will give marketers a clear understanding of behaviour patterns.

REFERENCES

1. Fatimah Furaij , Małgorzata Łatuszyńska , Agata Wawrzyniak, (2012). “An Empirical Study of the Factors influencing Consumer Behaviour in the Electric Appliances Market”, *Contemporary Economics*, Vol. 6 Issue3, p.76-86
2. Hawkins, D. I., & Mothersbaugh, D. L. (2007). *Consumer behavior: Building marketing strategy*, McGraw-Hill Education (India) Pvt Limited
3. Johanna Fyrbjörk (2003), “ Attitides and Consumer Behaviour”, Bachelor Thesis
4. Pinki, Rani (2014). “Factors influencing consumer behavior”, *International Journal of Current Research and Academic Review*, Vol. 2, Issue 9, 52-61
5. Philip Kotler & Gary Armstrong (2007). *Principles of Marketing*. Prentice Hall of India Private Limited New Delhi.