

## A STUDY OF FACTORS AFFECTING CONSUMER BEHAVIOR

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### ABSTRACT

Purchaser Buying Behavior alludes to the purchasing conduct of a definitive purchaser. Numerous elements, specificities and qualities impact the individual in what he is and the shopper in his basic leadership process, shopping propensities, obtaining conduct, the brands he purchases or the retailers he goes. A buy choice is the aftereffect of every last one of these elements. An individual and a buyer is driven by his way of life, his subculture, his social class, his participation gatherings, his family, his identity, his mental factors, and so on furthermore, is affected by social patterns and his social and societal environment. By recognizing and understanding the elements that impact their clients, brands have the chance to build up a system, a showcasing message (Unique Value Proposition) and promoting efforts more productive and more in accordance with the requirements and mindsets of their target buyers, a genuine resource for better address the issues of its clients and increment deals.

**KEYWORDS:** Diagnosis, Treatment.

### INTRODUCTION

Purchaser conduct alludes to the determination, obtaining and utilization of merchandise and enterprises to address their issues. There are distinctive procedures engaged with customer conduct. At first, the buyer tries to discover what items you might want to expend, at that point select just those items that guarantee more noteworthy utility. Subsequent to choosing the items, the shopper makes a gauge of accessible assets that can happen. At last, the shopper takes a gander at the present costs of items and settles on the choice about which items to devour. In the

mean time, there are a few factors that impact shopper buys, for example, social, social, individual and mental. The clarification of these elements is as per the following.

### SOCIAL FACTORS

Customer conduct is profoundly affected by social variables, for example, purchaser's way of life, subculture and social class.

- **CULTURE**

Basically, culture is the offer of each organization and is the significant reason for

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the individual who needs and conduct. The impact of culture on the buying conduct changes from nation to nation, in this way merchants must be exceptionally watchful in the investigation of the way of life of various gatherings, areas or even nations.

- **SUBCULTURE**

Each culture has distinctive subcultures, for example, religions, nationalities, topographical areas, racial, and so on showcasing gatherings may utilize these gatherings, sectioning the market in a few little parts. For instance, advertisers can plan items as per the requirements of a particular topographical gathering.

- **SOCIAL CLASS**

Each general public has some sort of social class is imperative for promoting in light of the fact that the purchasing conduct of individuals in a specific social class is comparative. In this way showcasing exercises could be adjusted to various social classes. Here we should take note of that social class isn't just dictated by wage, however there are a few different factors, for example, riches, training, occupation and so forth.

## **SOCIAL FACTORS**

Social factors likewise impact the acquiring conduct of purchasers. Social variables are: the reference gatherings, family, the part and status.

- **REFERENCE GATHERINGS**

Reference bunches have the potential for the development of a mentality or conduct of the person. The effect of reference bunches shift crosswise over items and brands. For instance, if the item is noticeable as garments, shoes, auto and so forth, the impact of reference

gatherings will be high. Reference bunches additionally incorporate conclusion pioneer (a man who impacts others by his uncommon expertise, information or different qualities).

- **FAMILY**

Purchaser conduct is firmly affected by a relative. So merchants are attempting to discover the parts and impact of the spouse, wife and youngsters. In the event that the choice to buy a specific item is affected by the spouse of then merchants will endeavor to target ladies in their promotion. Here we should take note of that the buy of parts change with changing ways of life of shoppers.

- **ROLES AND STATUS**

Every individual has diverse parts and status in the public arena regarding gatherings, clubs, family, and so forth association to which it has a place. For instance, a lady working in an association as director of fund. Presently she is assuming two parts, one of the CFO and the mother. Subsequently, buying choices will be affected by their part and status.

## **INDIVIDUAL FACTORS**

Individual components may likewise influence customer conduct. A portion of the imperative factors that impact individual purchasing conduct are: way of life, financial status, occupation, age, identity and confidence.

- **AGE**

Age and life cycle potentially affect the acquiring conduct of customers. Clearly customers change the buy of products and enterprises after some time. Family life cycle comprises of various stages as youthful singles, wedded couples, unmarried couples and so on that assistance advertisers to create appropriate items for each stage.

- **OCCUPATION**

The control of a man significantly affects their purchasing conduct. For instance, a showcasing chief of an association is attempting to purchase matching suits, while a low level laborer in a similar association purchase safe attire work.

- **ECONOMIC CIRCUMSTANCE**

Financial circumstance of the purchaser affects their purchasing conduct. On the off chance that salary and investment funds a client is high, at that point going to purchase more costly items. Additionally, a man with low wage and reserve funds purchase shabby items.

- **LIFESTYLE**

Way of life customers is another factor influencing import buying conduct of purchasers. Way of life alludes to the way a man lives in a general public and express things in their condition. It is controlled by the customer's advantages, suppositions, and so on and exercises shapes their entire example of acting and cooperating on the planet.

- **PERSONALITY**

Identity changes from individual to individual, time to time and place to place. Along these lines, it can extraordinarily impact the purchasing conduct of clients. Truth be told, identity isn't what one has, yet is the totality of the lead of a man in various conditions. Has diverse attributes, for example, predominance, hostility, certainty and so on that might be helpful to decide the conduct of shoppers to the item or administration.

## **MENTAL FACTORS**

There are four noteworthy mental variables

that influence the acquiring conduct of customers. These are: observation, inspiration, learning, convictions and demeanors.

- **MOTIVATION**

The level of inspiration likewise influences the acquiring conduct of clients. Every individual has diverse necessities, for example, physiological requirements, natural needs, social needs, and so on. The idea of the prerequisites is that some are more critical, while others are less squeezing. In this way, a need turns into a rationale when it is most pressing to lead the person to look for fulfillment.

- **PERCEPTION**

Select, sort out and translate data in an approach to deliver an important affair of the world is called recognition. There are three distinctive perceptual procedures which are particular consideration, specific contortion and particular maintenance. On account of particular consideration, merchants endeavor to pull in the consideration of the client. While if there should arise an occurrence of particular contortion, clients endeavor to decipher the data in a way that backings what clients as of now accept. Thus, on account of particular maintenance, advertisers endeavor to hold data that backings their convictions.

- **BELIEFS AND ATTITUDES**

Customer has particular convictions and states of mind towards various items. Since such convictions and dispositions shape the brand picture and influence purchaser purchasing conduct so dealers are keen on them. Advertisers can change convictions and states of mind of clients with unique battles in such manner.

## STAGES OF THE CONSUMER BUYING PROCESS

Six Stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity. The 6 stages are:

1. **PROBLEM RECOGNITION** (awareness of need): difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.
2. **INFORMATION SEARCH**
  - Internal search, memory.
  - External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.

A successful information search leaves a buyer with possible alternatives, the evoked set. Hungry, want to go out and eat, evoked set is

  - Chinese food
  - Indian food
  - burger king
  - Klondike kates etc
3. **EVALUATION OF ALTERNATIVES:** need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, Indian gets highest rank etc.
4. **PURCHASE DECISION:** Choose buying alternative, includes product, package, store, method of purchase etc.
5. **PURCHASE:** May differ from decision, time lapse between 4 & 5, product availability.
6. **POST-PURCHASE EVALUATION-OUTCOME:** Satisfaction or Dissatisfaction. **Cognitive Dissonance**, have you made the right

decision. This can be reduced by warranties, after sales communication etc. After eating an Indian meal, may think that really you wanted a Chinese meal instead.

## CONCLUSION

For a successful consumer oriented market service provider should work as psychologist to procure consumers. By keeping in mind affecting factors things can be made favorable and goal of consumer satisfaction can be achieved. Study of consumer buying behavior is gate way to success in market.

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