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## AFFECTING FACTORS OF CONSUMERS BUYING BEHAVIOUR

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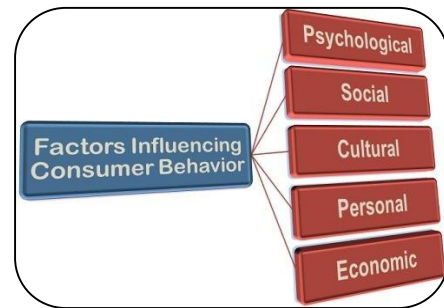
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### ABSTRACT:

Consumer purchase transaction refers to the purchase transaction of the end customer. Many factors, attributes and characteristics influence the consumer on decision making process, buying habits, buying behaviour, brand he buys or retailers he owns. The purchase decision is the result of each of these factors. An individual and consumer is guided by his culture, his subculture, his social class, his membership group, his family, his personality, his psychological factors, etc. and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop strategies, marketing messages and advertising campaigns tailored to the needs and mindsets of their target customers, which are truly great assets to meet their customer needs and increase sales.



**KEYWORDS :** India, Foreign Trade, Composition, Direction, Challenges, Share, Global Market.

### INTRODUCTION:

Consumer behavior is a widely studied field. It is absolutely impossible to understand, because it is so close to the human mind. However, how a person will behave in a buying situation can be predicted by previous purchase decisions. Consumers make purchasing decisions every day, and most people don't even know the reason for this decision. Buying coffee comes almost automatically and doesn't require much searching. Every purchase decision has characteristics that may come from cultural, social, personal or psychological factors. Each of these elements includes dimensions used in marketing. Marketers can use these elements so subtly that consumers may not recognize them. Consumers may think, "I've always bought the same brand or product," but they don't realize that the factors behind this decision may be in their family. Consumer behavior involves different processes. Many factors, attributes and characteristics influence the consumer on decision making process, buying habits, buying behaviour, brand he buys or retailers he owns. The purchase decision is the result of each of these factors. At first the consumer tries to find out what goods to use, then he chooses only those goods that promise the best utility. After selecting the item, the customer estimates the amount of money you have available. Finally, the consumer analyzes the current prices of the goods and decides on the goods to be used. Meanwhile, there are many other factors that influence consumer buying such as social, cultural, economic, personal and psychological.

### Types of Consumers Buying Behaviors & Product Decisions:

- **Impulse buying:** When a customer stands at the checkout and notices magazines and similar items, they buy without thinking or planning. In most cases this happens with low-cost items.
- **Regular Purchases:** There are items that consumers have a habit of buying once a day, a week or a month. These can range from a morning cup of coffee from a nearby convenience store to milk, eggs and cheese from the supermarket. Consumers spend very little time deciding whether to buy these items and usually do not need to read reviews or consult friends for their opinions before making a regular purchase.
- **Limited decision making:** When consumers engage in purchases that require limited decision making, they may seek advice or suggestions from a friend. A consumer may research some options, but the search is not as thorough or time-consuming as for higher-priced items.
- **Extensive decision making:** Consumers need to make extensive decisions for purchasing high-priced electronics such as televisions, computers or cameras, or large purchases such as a house or car. Consumers spend a lot of time researching a large number of possible options before making a purchase. The decision-making process takes longer, as the customer is investing a large amount of money.

### Major Factors Influencing on Consumers Buying Behaviour:

Consumer behaviour is influenced by many different factors. A marketer should try to understand the factors that influence consumer behaviour. Here are 5 key factors that influence consumer behaviour:

#### 1. Physiological Factors:

Human psychology is a major determinant of consumer behavior. These factors are difficult to measure but are powerful enough to influence the purchase decision. Some important psychological factors are:

- **Motivation:** When a person is sufficiently motivated, it affects the buying behavior of the person. A person has many needs such as social needs, basic needs, safety needs, esteem needs and self-actualization needs. Among these needs, basic needs and safety needs rank above all other needs. Therefore, basic needs and security needs have the power to motivate the consumer to purchase products and services.
- **Understanding:** Customer perception is a major factor that influences customer behavior. Consumer perception is the process where a consumer gathers information about a product and interprets the information to form a meaningful image of a particular product. When a customer receives advertisements, promotions, customer reviews, social media feedback, etc. related to a product. When seen, they form an impression about the product. Therefore, consumer perception has a major impact on consumer purchasing decisions.
- **Learning:** When a person buys a product, he/she gets to learn more about that product. Learning from experience comes over time. Customer education depends on skills and knowledge. While skill can be acquired through practice, knowledge can only be gained through experience. Learning can be either conditional or cognitive. In conditioned learning, the consumer is repeatedly exposed to a situation, forcing the consumer to respond to it. Whereas in cognitive learning, the consumer uses his knowledge and skills to find solutions and solutions from the product he buys.
- **Attitudes and beliefs:** Consumers have certain attitudes and beliefs that influence consumer purchasing decisions. Based on this attitude, the consumer behaves in a certain way towards a product. This attitude plays an important role in defining the brand image of the product. Therefore, marketers try hard to understand consumer attitudes to design their marketing campaigns.

#### 2. Social Factors:

Humans are social animals and live around many people who influence their buying behaviour. Humans strive to imitate other humans and desire to be socially accepted in society. Hence their buying

behaviour influences other people around them. These factors are considered social factors. Some social factors are:

- **Family:** Family plays an important role in shaping the buying behavior of an individual. A person develops a preference from childhood by seeing family products being bought and continues to buy the same products even after growing up.
- **Reference Group:** A reference group is a group of people with whom a person associates himself. Generally, all people in the reference group have the same purchasing behaviour and influence each other.
- **Role and Status:** A person is influenced by his role in society. If a person holds a high position, his purchasing behaviour is greatly influenced by his position. A person who is a CEO in a company will buy according to his position while an employee or an employee in the same company will have a different buying pattern.

### 3. Cultural Factors:

A group of people belongs to a set of values and ideologies that belong to a particular community. When a person comes from a particular community, his/her behaviour is greatly influenced by the culture associated with that particular community. Some cultural factors are:

- **Culture:** Cultural factors have a major influence on consumer buying behaviour. Cultural factors include basic values, needs, desires, preferences, perceptions and behaviours that consumers observe and learn from their immediate family members and significant others around them.
- **Subcultures:** Many subcultures exist within a cultural group. These subcultural groups share similar beliefs and values. Subcultures can consist of people of different religions, castes, geographies and nationalities. These subcultures themselves constitute the consumer class.
- **Social Class:** Every society around the world has a form of social class. Social class is determined not only by income, but also by other factors such as occupation, family background, education and residence. Social class is important in predicting consumer behaviour.

### 4. Personal Factors:

Personal factors for consumers affect their buying behaviour. These individual factors vary from person to person, leading to different perceptions and consumer behaviour. Some individual factors are:

- **Age:** Age is a major factor that affects buying behaviour. Young people have different shopping choices than middle-aged people. The shopping behaviour of older people is completely different. Teenagers will be more interested in buying colourful clothes and beauty products. Middle aged people focus on house, property and vehicle for family.
- **Income:** Income has the potential to influence an individual's purchasing behaviour. Higher income gives consumers higher purchasing power. When a consumer's disposable income is high, it gives the consumer more opportunity to spend on luxury products. Whereas consumers in low-income or middle-income groups spend most of their income on basic necessities such as groceries and clothing.
- **Occupation:** The occupation of the customer influences the buying behaviour. A person buys things that are suitable for his/her business. For example, a doctor would shop for clothes according to his profession while a professor would have a different shopping pattern.
- **Lifestyle:** Lifestyle is an attitude and a way in which a person lives in society. Buying behaviour is greatly influenced by the consumer's lifestyle. For example, when a consumer leads a healthy lifestyle, the products he buys are associated with healthier alternatives to junk food.

### 5. Economic Factor:

Consumer buying habits and decisions depend on the economic conditions of the country or market. When a nation is prosperous, the economy is strong, which leads to more money supply in the

market and higher purchasing power of consumers. When consumers experience a positive economic climate, they are more confident in spending on products. So, a weak economy reflects a struggling market affected by unemployment and low purchasing power. Economic factors have a significant influence on the consumer's purchase decision. Some important economic factors are:

**Personal Income:** When an individual's disposable income is high, purchasing power simultaneously increases. Disposable income refers to the amount of money left over after an individual spends on basic needs. When disposable income increases, there is more spending on various goods. But when disposable income falls, spending on many goods also falls in parallel.

- **Family Income:** Family income is the total income of all the family members. When more people earn in a family, more income is available to buy basic needs and luxuries. Higher family income influences the family members to buy more. When additional income is available to a family, there is a tendency to purchase more luxury goods that an individual would otherwise not be able to afford.
- **Consumer credit:** When a consumer is given easy credit to purchase goods, it encourages overspending. Marketers are making it easier for consumers to access credit in the form of credit cards, easy installments, bank loans, hire purchase and many other credit options. When consumers have access to more credit, purchases of comfort and luxury goods increase.
- **Liquid Assets:** Consumers who have liquid assets tend to spend more on comfort and luxury goods. Liquid assets are assets that can be easily converted into cash. Some examples of liquid assets are cash, bank savings and bonds. When a consumer has more liquid assets, he has more confidence in buying luxury goods.
- **Savings:** How much a consumer wants to save is greatly influenced by his income. If the consumer decides to save more, his spending on purchases decreases. If a consumer is interested in saving more, most of his income will go towards purchasing products.

### CONCLUSION:

The objective of this study was to examine how social, personal and psychological factors affect consumer behaviours while choosing a coffee brand and to gain knowledge of the buying behaviour process. The results of the study suggest that there is a correlation between social, personal and psychological factors and the decision-making process in coffee brand choice, but it is not reliable. It can be said that these factors influence when consumers make purchasing decisions.

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