

TYPES OF CONSUMER BUYING BEHAVIOUR

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ABSTRACT:

Impact on consumer behaviour plays a very important role on the success of a product. All marketing efforts are directed towards influencing the consumer and for that marketer go for analysing different aspects of consumer behaviour and factors which influence their buying decisions. The purpose of study was to understand consumer, his buying behaviour and factors influencing his decision-making process. Introduction Consumer who is considered the king has always gathered the attention of a manufacturer. The needs of consumers are taken care of and products created which satisfy the consumer. Consumer behaviour is the reaction or response towards different products or companies. While taking a buying decision

he goes through a proper survey to get all information regarding the product like the options available, benefits provided, company manufacturing it, benefits he gets and many more. The objective of the marketer is to present the product in a way that it can attract the consumer and convert him to a loyal customer. Marketer can anticipate the consumer reaction to their marketing strategies only if they are able to understand the motive of consumers which influence their behaviour (McKenzie, 1992). Consumer behaviour is formed by the personal experience, impact of social groups he has interaction with, services provided by the company, company background and companies goodwill. When a consumer goes for buying a product the impact of his peer group, experience, knowledge about the product and its alternatives, company history and most importantly the need satisfying capacity of the product play important role in decision making process.

Keywords:

consumer, buying, types, group, behaviour

INTRODUCTION:

Consumer buying behaviour can be divided into four types on the basis of products they go for buying:

1. Complex buying behaviour which is visible when a consumer needs to buy an expensive product. In this type involvement of buyer is very high as risk is high because of big amount involved. Buyer goes for proper scrutiny of information and does lot of research work.
2. Dissonance-reducing buying behaviour. Here also buyer shows high involvement but has to choose from limited choices because of scarcity of the product and not much alternatives available.
3. Habitual buying behaviour is seen when consumer goes for buying products of routine nature. He does not go for high involvement and chooses the best from those available. He goes for convenience as products here are of low value.
4. Variety seeking behaviour is noticed in low priced products purchase where large variety is available with very less difference. Here consumer makes small comparison among the products available and buys the one which is more economical. Loyalty for a particular brand does not exist and consumer keeps changing his preference depending on the offers available.

Consumer decision making process involves 5 major steps (Cunningham, Gerlach, Harper & Young, 2005):

1. Need recognition: It is the first step where the consumer recognizes that there is an unsatisfied need and he goes for exploring means to satisfy it and get satisfaction. The need recognition occurs due to internal and external stimuli.
2. Information search: On the basis of the existence of need consumer starts searching for the products which can fulfil his requirement. He collects the information from different sources friends, relatives, groups, advertisements, internet and any source he can access. social
3. Evaluation of alternatives: After collecting the information the consumer evaluates the products on the basis of their attributes and benefits and ranks them on a priority list of their need satisfying capacity. The attributes evaluated consist of price, guarantee, services provided, goodwill of the company manufacturing it, credit facility provided, additional benefits, and many more.
4. Purchase decision: After evaluating the products on all parameters, consumer formulates an

opinion to buy the product and takes decisions like the quantity to be bought, choice of dealer, mode of payment and when to make the purchase.

5. Post purchase decision: This is the most crucial phase which moulds the consumer behaviour for future buying decisions. After buying the product consumer

starts feeling unsatisfied because of new information which he comes across. Here the duty of the marketer is to keep in touch with him and clarify all doubts so as to give him satisfaction and assurance that his decision was the right one. Post purchase interactions and services help in building a consumer loyalty and consumer behaviour pattern for future. Factors affecting consumer behaviour Consumer behaviour is a combination of conscious buying and external incentives which can change the behaviour of consumer from the one he previously had developed (Lawan&Zanna, 2013). Consumer behaviour is influenced by both internal and external factors. Internal factors comprise of his economic condition and psychological factors while external comprise of social and cultural factors. (Ramya& Ali, 2016).

Categorically we can divide these factors as;

1. Personal factors consisting of age, income, personality, lifestyle and the occupation the person is in.
2. Psychological factors include learning, attitude, perception, motive, reliance and lifestyle.
3. Social factors comprise of influence coming from family, social groups, reference groups and status the consumer has in society.
4. Cultural factors play a dominant role as these are the beliefs and value system of an individual which he had inculcated in him over the years. There are many customs which the person has been following over the years and they have an impact on his thinking.
5. Economic factors like personal income, family income, expected income, government policies and liquid assets Though everyone knows that these are the parameters which impact a consumer behaviour but still it is difficult to predict consumer behaviour as consumer as a human being and his behaviour changes with changed environmental conditions. He is impacted the most by the external stimuli which can be; Marketing stimuli consisting of the type of product or service being offered, its features, price quoted for the product or service, convenience of channel of distribution or promotional efforts initiated by the marketer. Environmental factors like natural, demographic, economical, technological, political or cultural. All these factors help in developing the perception and attitude which motivates the consumer to proceed to buying process through the medium of knowledge acquired. The results are seen in the form choice of a product over other options available. In other words, we can say it is not essential that a consumer behaviour is always due to his need for a product but sometimes external stimuli convert the desire into need and the consumer takes buying decision and moves in that direction. Family plays a very important role on the buying behaviour of a consumer. Who plays the dominant role in the family has a great impact on the consumer behaviour while making a buying decision?

Impact of social media on consumer buying behaviour in the past buying was a simple process involving simple steps comprising of recognition of need, collection and evaluation of information from friends, relatives, television, newspapers and magazines and finally buying the product. But now with digitization the life has changed and so has the consumer buying behaviour. Now consumer has many more options to get information like various websites, amazon, google, yahoo, Instagram, Facebook and many more. The wider range of sources for information availability has created more confusion. Consumer is left confused and unsatisfied. He has so much information available that he always feels to have left out

something after taking the decision due to which even after purchase consumer remains unsatisfied. In this scenario the role of post purchase survey by marketer can be very beneficial to not allow the consumer to be impacted by the new information gathered and give full satisfaction. Conclusion Consumer behaviour takes many twists and turns before he ultimately takes buying decisions. It is very essential for the marketer to be always interactive with consumers and keep an eye on what influences them because the behaviour of consumer is affected by the changing market environment, economy of the country, financial condition, availability of available range of products and many more. To be successful, it is essential to satisfy consumer and gain his loyalty which is possible only if one can understand behaviour pattern of consumers.

REVIEW OF LITERATURE:

Biesok G et. Al. (2011). The research work presented the idea of customer satisfaction, defines conditions of loyalty, described selected methods of customer satisfaction measuring and presents international standards referring to customer satisfaction measurement. Karolina Ileska(2013) an economic indicator of the quality of economic output; calculation of the net present value of their company's customer base as an asset over time information for strategic business applications; a predictor of consumer spending and corporate earnings. KavehPeighambari (2016). This article reviewed recent scholarly research on consumer behaviour published in the international journals in this field. It explained and evaluated the evolution of consumer behaviour literature. ErryRimawan et.al. (2017). The study considered that some changes can occur at any time, both in consumer and social psychological aspects and in consumer culture. This study aimed to investigate, analyze, and know in detail the influence of high-quality products, service and trust to customer satisfaction and its impact on customer loyalty in PT ABC Tbk flexible packaging division.

Research Data Analysis:

The factor influencing customers are taken for analysis. The variables are availability, taste, nutritious, price, brand, quality, attractive package, flavour and offers or scheme. The “% of variance” column says how much of the total variability (in all of the variables together) can be accounted for by each of these summary scales or factors. Factor 1 accounts for 57.80% of the variability in all 9 variables, and so on. The differences in the output between the nine and two- component solution. Under Total Variance Explained the result said that the Initial Eigenvalues no longer equals the Extraction Sums of Squared Loadings. There are only two rows of eigenvalues, and the cumulative percent variance goes up to 71.040.

From the table 2.0 the initial assumption that all variance is common therefore before extraction the communalities are all 1. The output is a table of communalities which shows how much of the variance and in general in the values are more than 0.5 and it be considered for further analysis and in the variables has been accounted for by the extracted factors. It shows that 65.7% of the variance associated with variable 1 (availability) is common or shared, variance. These communalities are in term of the proportion of variance explained by factors but the correct factor will be considered only after extraction. From the table 3.0, this matrix contains the loading of each variable onto each factor and the table 3.0, the all most all the variable are having greater than .6 therefore all are having influence on the component matrix and it shows nutritious, quality and flavour are shown more than 80% of influence

comparing other variables.

Findings:

The taste plays major role in consuming cake by customers and from the study 10% of the respondents are prefer cake for time pass, followed by 38% of the respondents are prefer cake as snacks, followed by 42% of the respondents are prefer cake for its taste and followed by 10% of the respondents are prefer cake when hungry.

It was inferred that 29% of the respondents are prefer Choco flavour cake, followed by 16% of the respondents are prefer Fruit flavour cake, followed by 25% of the respondents are prefer strawberry flavour cake, followed by 16% of the respondents are prefer milk flavour cake and followed by 14% of the respondents are prefer pineapple flavour cake.

Here the respondents are mostly like Choco flavour cake to eat. It was inferred that 55% of the respondents know about through Advertisement, followed by 14% of the respondents through Reference merchandising, followed by 8% of the respondents know about cake through personal

selling, followed by 17% of the respondents know about cake through friends and relatives and followed by 6% through other. Here advertisement plays major role in promoting cake to customers easily.

Table 1.0 Factor Analysis – Total Variance

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.203	57.808	57.808	5.203	57.808	57.808
2	1.191	13.232	71.040	1.191	13.232	71.040
3	.681	7.569	78.608			
4	.575	6.392	85.000			
5	.427	4.748	89.748			
6	.342	3.797	93.545			
7	.256	2.839	96.384			
8	.188	2.085	98.469			
9	.138	1.531	100.000			

The 77% of the male respondents are consuming cake. Compared to female respondents it is such more because of the company targeted customers are children. The age group of 19-30 are the ones almost buying more time and more cakes. 44% of the respondents are from the urban area, and followed by 56% of the respondents are from rural area. That mainly rural consumers are consuming cake more than urban consumer.

Attributes	Initial	Extraction
1. Availability	1.000	.657
2. Taste	1.000	.859
3. Nutritious	1.000	.752
4. Price	1.000	.548
5. Brand	1.000	.725
6. Quality	1.000	.692
7. Attractive package	1.000	.744
8. Flavour	1.000	.694
9. Offers/scheme	1.000	.722

CONCLUSION:

The consumer satisfaction plays major role in success of the product in the business market. In the cake industry need to attract the consumer by advertisement and they need to concentrate more on natural ingredients to attract more customers. sale. The company has to focus on its distribution channel, networking and marketing strategies in the market. Increase some flavours to improve cake as tasty to attract young generation.

FUTURE RESEARCH DIRECTIONS:

The community of marketing scholars needs to urgently comprehend and research the role of spirituality in modern consumption. This article is a starting point to understand consumer sentiments or requirement in buying 'what is enough' within the marketing context and how it can be reinforced post-COVID crisis for ensuring sustainability of business models. Scholars are encouraged to debate on the merits and drawbacks of this consumer behaviour. It would be interesting to explore the correlates of this forced consumer behaviour with other variables such as learning from crisis, simplicity, changing needs, personality, nationality, culture, frugal behaviour and age. Further other interesting issues like 'will this spiritual dimension of consumer behaviour sustain or decrease post-COVID-19 scenario' will be helpful to explore the possibilities of new segments exhibiting new behaviour. Critical to this discourse will be a commitment to avoid the spirituality/religion controversy when it comes to definitions of spirituality in consumerism in both qualitative and quantitative researches to fully comprehend this phenomenon and to explain its dynamics in the marketplace post-COVID crisis. This can offer the post-COVID universe a spiritual consumption model that brings back the rich cultural heritage of consumption practices designed around not the theories in textbooks but around philosophies of coexisting with mother nature.

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