

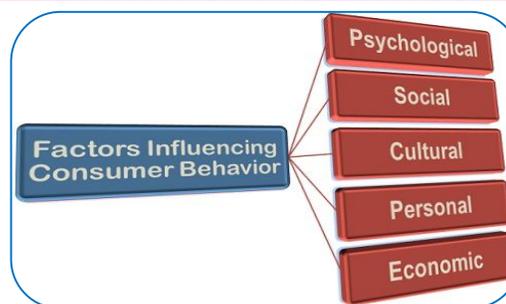


FACTORS INFLUENCING ON CONSUMER BUYING BEHAVIOR OF CUSTOMERS

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ABSTRACT:

The main aim of the research paper is to understand the influence of consumer buying factors internal and external biasing purchase decisions connected with measurement of consumers' satisfaction. Consumption expenditures are with determination subdivided according to the classification made by the Statistical office of the European communities. Purchaser Buying Behavior items alludes to the purchasing conduct of a definitive customer conduct. Numerous variables, specificities and character impact the person in what he is and the purchaser in his basic leadership process, shopping propensities, obtaining conduct, social conduct individual mentalities, the brands he purchases or the retailers he goes. A buy choice is the aftereffect of every single item one of these components. An individual and a shopper conduct is driven by his way of life, his subculture, his social class, his enrollment gatherings, his family, his identity, his mental elements his salary, and so on. What's more, is an affected by social patterns just as his social and societal condition. Customer conduct is the conduct of definite purchaser. The buyer purchasing conduct choice procedure is impacted by numerous inward and outer components think about. A buy choice is the result of every one of these variables inner and outside. The present paper centers around main considerations impacting buyer purchasing conduct fulfillments. This perplexing purchaser purchasing conduct does, hence, require a basic examination by the specialists in each alcove and corner of the world. In India, a great deal of studies have been attempted by different specialists on changed items in fits and begins.

KEYWORDS: Consumer behavior, Customer Satisfaction, purchasing behavior.

INTRODUCTION

Purchaser Buying Behavior items alludes to the purchasing conduct of a definitive customer conduct. Numerous variables, specificities and character impact the person in what he is and the purchaser in his basic leadership process, shopping propensities, obtaining conduct, social conduct individual mentalities, the brands he purchases or the retailers he goes. A buy choice is the aftereffect of every single item one of these components. An individual and a shopper conduct is driven by his way of life, his subculture, his social class, his enrollment gatherings, his family, his identity, his mental elements his salary, and so on. What's more, is an affected by social patterns just as his social and societal condition. Customer conduct is the conduct of definite purchaser. The buyer purchasing conduct choice procedure is impacted by numerous inward and outer components think about. A buy choice is the result of every one of these variables inner and outside. The present paper centers around main considerations impacting buyer purchasing conduct fulfillments. This perplexing purchaser purchasing conduct does, hence, require a basic examination by the specialists in each alcove and

corner of the world. In India, a great deal of studies have been attempted by different specialists on changed items in fits and begins.

LITERATURE REVIEW

Subadra S, Murugesan K M & Ganapathi R (2010) studied "Consumer perceptions & Behavior"& concluded that consumer behavior consists of all human behavior that goes in making purchase decisions .An understanding of the consumer behavior enables a marketer to take marketing decisions which are compatible with its consumer needs. These are four major classes of consumer behavior determinants & expectations, namely, cultural, socioeconomic, personal & psychological. The socioeconomic determinants of consumer behavior consist of age, marital status, occupation, education, income, family size etc. It is said that yesterdays luxuries are today's necessities. Hence in this digital world, car is longer a luxury. There are certain attributes of the product which are identified as influencing the purchase decision of & satisfying the consumers.

Veena A & Venketesha, HR (2008) studied dealer's performance & venketesha HR (2008) studied dealers performance & customers preference in passenger car marketing in India & concluded that, Indian automobile industry is in cross roads. Stagnation of global automobile giants & their strategies to outsource main key components have given Indian automobile dealers & space parts manufacture of the products both an opportunity as well as a challenge under these conditions. The demand in domestic market plays a key role. Indian market for car segment is expanding.

Bhattacharya S, Mitra S (2010) studied the impact of brand on consumer behavior of 100 male & 100 female inhabitants in Kolkata city, after detailed investigation they observed that, the impact of brand on consumer behavior is more significant among the female group than that of the male group. Brand name, Brand loyalty & symbolic meaning were the reasons behind the difference as opined by the respondents selection of products & shopping experience were more predominant among the female group than that of the male group, it was also concluded that the less the monthly income of the family the more the impact of brand on consumer behavior.

Pandey A C & Pandey MK (2013) studied impact of lifestyle on brand preference of buyer behavior & concluded that same of the factors have major role in the changing of buyer's behavior. There was a significant relationship between gender & insistence on specific brand by consumers for consumer durables at every purchase; secondly there was no significant relationship between gender & place of purchasing consumer durable goods.

Johar (2015) undertook a study entitled "The consumer decision making behavior to purchase durable goods". The objective of the research was to study female's purchasing behavior and to know the role of female in purchase decision making process in marketing. His study revealed that 72% of the respondents considered quality as their most inducing factor in their buying decision. It was also observed that the respondents were aged between 18-30years and they have attained graduation status. On the 72% of the respondents who considered quality as their major factor in their buying decision, majority were married females. It was also found that 15% of the respondents considered convenience as their inducing factor in their buying decision, 9% considered brand, 7% focuses on service, and 6% are influenced by the cost. This study revealed that more consumer want the best quality in durable goods more compared to the cost price in the market situation.

Thangasamy and Pakitar (2014) indicate that for marketers to understand how buying decisions are made by the consumer, they should first identify the person who makes the buying decision. Marketer should also be constantly watchful on what types of types of buying behavior decisions are made. The consumers' decision to make a purchase on soap, a television, a new vehicle or a cricket bat will not be the same in market. The study was not focused on any industry or sector but on durable products. It was determined that psychological factors such as perceived quality and perceived value and marketing mix were predominantly the major factors influencing the consumers' decision to buy. These were based on durable goods, such as televisions fridge, motor vehicle and etc. Kotler and Armstrong (2007) conducted a research to study internal factors and external affecting consumer buying behavior in the market. Amongst all the factors, physical factors, social factors, cultural factors

and personal factors were found to be the major factors affecting consumer buying behavior now day in the market. Personal factors such as occupation, economic situation and motivation becomes the common factor as it's not ideal for consumers to spend more than what they have product.

OBJECTIVES

1. To study the Consumer Buying Behavior Products.
2. To Study different factors impacting on Buying behavior and customers satisfactions.

RESEARCH METHODOLOGY

In the present study descriptive analysis has been carried out, to study the customer's buying behavior towards customer's satisfaction products. The primary data used in the study through questionnaire method. The secondary data were collected from various books, journals, magazines and websites.

FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR

The consumer behavior or buyer behavior is influenced consumer buying by several factors or forces. They are:

1. Internal or Psychological factors.
2. Social factors.
3. Cultural factors.
4. Economic factors.
5. Personal factors.

1. Mental variables

It influencing our item buy choice incorporates inspiration (Maslow's progressive system of requirements), observation, learning, convictions and frames of mind itself. Other individuals frequently impact a purchaser's buy choice purchasing conduct. The advertiser has to know item which individuals are associated with the purchasing choice and what job every individual plays inspiration, frames of mind so showcasing methodologies can likewise be gone for these individuals.

2. Individual components

It incorporates such age and stage in the existence cycle, occupation and financial matters, factors as age and lifecycle arrange, occupation, monetary conditions, way of life (exercises, interests, feelings and socioeconomics), identity and self idea.

3. Social Factors

It incorporates gatherings (reference gatherings, moving gatherings and part gatherings), family, jobs and status. This clarifies the outside impacts of others on our buy choices either straightforwardly or in a roundabout way commercial center. Social variables are including reference bunch commonly talking among the elements affecting purchaser purchasing conduct fulfillment. They fall into three classifications: reference gatherings, family and social jobs and statuses additionally ponder.

4. Social Factors - Culture and societal condition

Culture is the most crucial assurance of an individual's needs and conduct. Fundamentally, culture is the piece of each individual society and is the imperative reason for individual needs and conduct items. In this included social, subculture and social impact of culture and social on purchasing conduct shifts from nation to nation accordingly advertisers must be extremely cautious in examining the way of life of various gatherings, distinctive districts or even nations. Which are transmitted through both the language and emblematic highlights of the general public, an individual will be impacted by his family, his companions, his social condition or society that will encourage him esteems,

accomplishment and achievement, movement, productivity inclinations just as regular practices to their own way of life. For a brand, it is critical to comprehend and consider the social components natural for each market or to every circumstance so as to adjust its item and its advertising procedure.

5. Economic Factors

Consumer buying behavior factors is influenced largely by economic factors. Economic factors that influence consumer behavior are a) Personal Income, b) Family income, c) Income expectations, d) Savings, e) Liquid assets of the Consumer, f) Consumer credit, g) Other economic factors.

CONCLUSION:

For a successful consumer behavior oriented market and service provider should work as psychologist to procure consumers satisfactions. By keep in mind affecting factors things can be made favorable and goal of consumer satisfaction can be achieved. Study of consumer buying behavior factors is gate way to success in market place. Today everything revolves around the customer demand satisfaction hence the study of buying behavior becomes a necessity. The customers have great options to select in the modern of product in marketing. Hence, persuasion of the customer's satisfaction by the marketers has a great impact on their consumer buying behavior. In order to persuade the consumers, the marketers have to study the product consumer behavior. So, influence of cultural, social, personal and psychological factors on buying behavior will give marketers a clear understanding of behavior patterns.

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