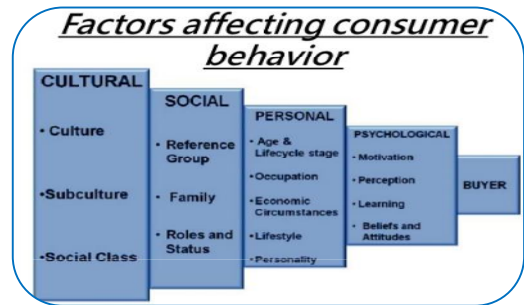




FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR

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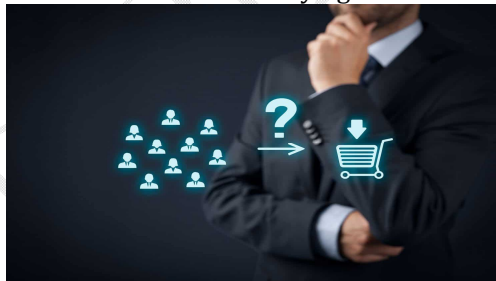
ABSTRACT:

There are several factors which influence the Buying Behavior of the Consumer. They are grouped under 5 categories. They are 1.economic 2.personal 3.cultural 4.sociall 5.psychological. Again, all these are sub grouped. Under Psychological factors, Motivation Perception, Learning/Experience, Beliefs, Traits and attitudes are included. Reference Groups, Family, Roles and statuses are included under Social factors. Culture, Sub Culture and Social Class comes under Cultural factors. Age and Life, Cycle Stage, Occupation, Life Style, Personality, Self-Concept are grouped under Personal factors. Personal Income, Family Income, Income Expectations, Consumer Credit, Liquid Assets of the Consumer, Savings comes under Economic Factors.

KEYWORDS: Consumer credit, Age, Liquid Assets.

INTRODUCTION:

There are several factors which influence the Buying Behavior of the Consumer.



Source: Google

They are grouped under 5 categories. They are shown in the below picture.



Source: Google



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Sub Factors influencing Consumer Behavior

Psychological	Social	Cultural	Personal	Economic	B U Y E R
Motivation	Reference Groups	Culture	Age and Life Cycle Stage	Personal Income	
Perception	Family	Sub-Culture	Occupation	Family Income	
Learning/Experience	Roles and Statuses	Social Class	Economic Circumstances	Income Expectations	
Beliefs, traits and attitudes			Life Style	Consumer Credit	
			Personality	Liquid Assets of the Consumer	
			Self Concept	Savings	

Psychological:

A person's buying preferences are attracted by some psychological factors –

- A. Opinion
- B. Wisdom,
- C. Inspiration, and
- D. Beliefs And attitudes

A. Opinion:

Human beings can come out with diverse perceptions of the unchanged stimulus aim because of 3 processes. They are

- a. Selective Retention
- b. "Distortion, and

c. " Exposure

B. Wisdom:

Human behaviors are learned. Through the interactions of responses and cues, human's education is done.

C. Inspiration:

A person has many necessities at any point of time. They may be biological and psychological.

D. Beliefs and Attitudes:

People have attitudes towards everything:

- a. Music
- b. Politics
- c. Food
- d. Clothes
- e. Religion

Social:

Behavior of customers is fascinated by social roles, groups, family etc.

The reference groups are:

- a. Membership groups
- b. Primary groups
- c. Secondary groups
- d. Aspiration groups
- e.

Marketers try to identify the reference groups of their target customers.

Reference groups have an effective influence in the selection of brand.

Family:

The family means parents and children. The home maker is the main purchaser for any family, when it comes for buying clothing, food, and other items.

Roles and statuses:

A person involves in many groups throughout his life span -

The role of Apex Court judge will be more than that of sales manager, and the status of sales manager is more than Admin Assistant.

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