

REVIEW CONSUMER BEHAVIOR AND FACTORS AFFECTING ON PURCHASING DECISIONS

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Abstract

Consumer behavior of time study, is why and how to buy or not buy a product by individuals. This domain is combination of psychology, sociology, anthropology and economics and tries to know buyer decision process (individual and group) better. Consumer behavior is a new issue in marketing. Consumer behavior is a controversy subject and challenging that includes individuals and what they buy, why and how to purchase them, marketing and marketing mix of market. In this paper the researcher tries to study different factors affecting consumer behavior and purchasing decisions.

Keywords: consumer behavior, purchasing decisions, marketing mix, customer

1. Introduction:

Outward-oriented companies, are companies that seeking to ensure customer satisfaction. The real mission of their marketing departments is understand the needs and demands of clients and provides proper solutions to the needs and desires of products.

Outward-oriented companies are not companies that are just looking to sell, but looking for long-term customer satisfaction by providing top quality products with long-term goals and their own continued survival (Cutler, Armstrong, 2000, p 86)

Marketing is a management task. Marketing focuses on achieve clients goals to achieve organization goals. Marketing is accompanied by understanding customer needs, developing products and services to meet these needs, the efficient pricing of products and services, inform customers about the availability of these products and services, delivered efficiently and ensure satisfaction during and after the exchange process. So marketing is an essential component of corporate. But many companies have bad interpretation of marketing. Some know marketing fraud, waste, annoying and unprofessional. Some also consider it equal to the advertising and sales. But in recent years the marketing separated from its old image and become increasingly isolated as one of the most important tasks in the business profitability of enterprises. Traditionally, production and sales are two important tasks of any business. The second trend was that entrepreneurs were convinced that the quality of products or services is only factor that will determine their sell. But it's not take time too long, because in today's competitive market it's not true. Production, sales and marketing, need to work together to get the best results. Marketing is a responsible process for identifying, anticipating and satisfying customer profitable requirements. By This way, the organization will be able to put its products or services according to customer requirements and don't produce something and expect reach customer (Shavpng, Hui Ming, 1997, p 273). Products (goods and services) must be consistent with the expected of customer benefits. Price should be commensurate with the buyer potential. This product should be made available to the customer to don't have any problem in purchase it and finally necessary promotional materials done to potential consumers to inform about such products. In fact, concept of marketing mix, organization's performance path by using a set of control variables in the environment that has many uncontrollable factors (Foreign market) defines (Bennett, 1997, p

151) we're all consumers. This means that on a certain order, food, clothing, housing, education, services, and ideas, use or consumption. Decisions that make for consumption demand for raw materials, transportation, technical services and the allocation of resources causes' success and failure of other industries. Thus, consumer behavior is an important factor in recession or boom of commercial activity. Important factor in successful marketing and promotional strategies, understands of consumer behavior. It is important for nonprofit and for-profit organizations.

2. Consumer behavior and its Key concepts

Vilky and Salmon have defined consumer behavior as follows: Physical activity, mental and emotional people do when select, purchase, use and dispose of goods and services to satisfy their needs. In another definition, consumer behavior is described in this way: Series of activities directly toward the acquisition use and disposal of goods and services occurs. These activities include the decisions that are made before and after the procedure. to know better Consumer behavior Seven basic concept that has been emphasized by many scholars be examined .These concepts briefly are: 1) consumer behavior is motivated .The most basic question about consumer behavior is why consumer behavior. Answer to this question can be traced to in definition of consumer behavior, "so that the needs and wishes will be satisfy." In general consumer behavior, a motivate behavior that aim of it is achieving specific goals. The motives are the two types. One is Work motivation that is reason to by a product and related to the product performance in a way that helps to consumer to achieve goal. For example the motivation for a new car can be comfort and mobility, travel and ... Another motivation, personal motivation that related to a consumer wishes to express emotions or other things about his idea. Personal motivation for buying a car can be famous or like beautiful things.

2) Consumer behavior involves a lot of activities. Each consumer has thoughts, feelings, plans and several buy decisions. Person, who only pays attention to purchase activities, ignored much of the activities associated with it. While marketers have explore a wide range of activities, including thinking about consumer product information, according to the advertising, purchase and re-refer the application to the satisfaction of the consumer.

3) Consumer behavior is a process. As in the definition of consumer behavior said and as mentioned above, consumer behavior included a series of activities (selection, purchase, consumption, etc.) during the purchase and after the purchase is going as continuous process.

4) Consumer behavior is different in terms of time and complexity. Meaning of amount of spending time in consumer behavior is time that during it purchase decisions made or time duration of the purchase decision process and refer to the complexity of consumer behavior in a number of activities and the difficulty of decision. Between duration and complexity of the decision, there is often a direct relationship, it means if condition is the same and other factors affecting the decision making process, whatever the decision be more complex, the time needed for whole process is more. Important point about these two factors is that the time and complexity of the decision process and consumer behavior are different about different people and situation. For example, it is possible buy a car in certain circumstances for a person is very complicated but same circumstances for another person can be considered a simple process.

5) Consumer behavior includes different roles. At least three different activities form within the process of consumer behavior. In connection with each of these activities create a role for consumer.

The three roles are:

- A) Affective role on the purchase
- B) The buyer role

C) The role of consumer

6) Consumer behavior is influenced by external factors. Consumer decision process somehow influenced by outside forces, but the effect itself is not bad or good. Some of these outside forces include culture, subculture, social class, family, environment marketing and...

7) Consumer behavior is different for different people. Due to individual differences and the impact of outside forces on the different types of people, consumers have a variety of behaviors and these differences cause difficult to predict consumer behavior and how marketing mix respond.

- Factors that influence consumer purchasing decisions

Buying decision process influenced by two factors, controllable and uncontrollable that they are important cultural factors - social, group, and individual psychological factors, and situational factors guild working of the marketing mix.

- Consumer involvement

As was mentioned, the motivation of consumers to achieve a specific goal impressed with the effort that he spent to achieve that product or service. Whatever consumers believe that product or services better to satisfy him. Conflict is defined as amount of importance that a person considers for in a particular position for a product and the benefits of it. Functional involvement of a person is product and position. The combination of these item in different times can be different in receive information on consumer motivation. When consumers are going to do something to meet their need and incentive to receive and processing of any information to achieve their goal. While another person may want to access the same information doesn't put in trouble because he thinks this information is not related to his need.

Types of buying decisions and conflicts of consumer

Purchases decisions are made by consumers are in the three groups:

Complicated limit decisions, normal, every day.

1) Complicated decision

Decisions that are adopted to solve the complex problems are consistent with traditional decision making. Decision-making processes for solving complex problems, usually start with motivated to achieve a good. Decisions made are along with a lot of risk. The consumer tries to collect available information as possible, including its memory (local search) also external sources (external search). Each product base on importance of decision, carefully evaluated and between assessments the choice is made according to features of a particular brand.

2) limited decision making

Limited decision making is usually easier and more intelligible. Buyers have little incentive to collect information and are not strict evaluate the options. They use simple rules to select one of the options such cognitive causes the consumer instead of restarting making decision in future, to be able to a general guideline for this purpose.

3) Regular decision making

Complex and time-limited decision making some measurements and data collection provided. Many purchase decisions are made when the goods seen within the store shelf. Selection of such goods, with minimum effort and without prior knowledge of product features usually takes place automatically. Purchase based on habit and repeat purchase behavior allows consumers to spend less energy to decision of buying this product. Decision making to purchase goods and services in these three categories can be better examined by five factors:

- Level of consumer involvement
- Time of the cost of a good or service

- Amount of data collected and the number of options

Perhaps can be said strongly level of consumer involvement is the most important determining factor in purchasing decisions of classification. When consumers are faced with complex decision making that they want to buy expensive products that they don't know a lot of thing about it. This process is the most complex decision making in purchasing. In decision making consumers are largely involved with the product. Complex decision making process is the same process that was introduced at the beginning of dissection means identification problem, gather information, and evaluate alternatives, purchase and post-purchase behavior. This requires that users make the right decision. Therefore they should collected a lot of information about the product and brand and evaluate them. Buyers use a lot of factor to evaluate the available options; it is also allocate a great time to gather information. For example, buying a car or house is a complex decision making.

3. Determinants factor of consumer involvement

- Involvement rate in purchasing is dependent on the following factors
Previous experience, interest rates, risk status, and social perspectives.

1. Previous experience

When consumers experience about product or service, usually after use samples of the goods learn to make choices quickly. Because they are familiar with the product and find that it can satisfy their need and therefore reduced the level of conflict.

2. Interest

Level of conflict, is directly link with their interest. For example, some people are interested in cars and music ... Usually variety of topics that people are interested in them is from person to person.

3. Risk taking

Whatever, risk taking of a person in buying a product increase, Level of consumer's conflict, also increase. Types of risks that consumer involved with it are financial risk, social risk and psychological risk. Financial risk refers to the loss of a person's wealth or purchasing power because high risk associated with the high risk of expensive purchase. For this reason, many consumers are willing to struggle with the goods. For example, someone who wants to buy a house, spend a lot of time and effort to make the correct decision. Consumers when accept community risk that buying goods able to influence people opinion. For example, driving with an old car can have influence on public opinion to person. Also, consumers suffered psychological risk when feel making a mistake can lead to anxiety and worry. For example, can refer employees parents to keep their children that they can hire a baby sitter or bring him to the kindergarten.

4. Position

Purchase conditions may be become from a low-involvement to a high involvement decision. For example, a person eat sandwich for everyday lunch, but when he goes out to eat with his boss invite him to a luxurious restaurant.

5. Social visibility

Whatever the social visibility of a product increase, its involvement level with product will increase. Products often indicate the social status of their owners. Goods like clothing (famous brand) cars and ... Indicate the status of the person in society associated with social risk.

4. Why study of consumer behavior is important?

Studies of consumer behavior, is the result of marketing trends, products and product trends in the philosophy of turning sales and marketing trends. Other factors involved in the development

of consumer behavior: the fast introduction of new products, short product life cycles, increased consumer protection movements by private groups and public policy, the environment, development and marketing services. In such an environment, having a proper understanding of the consumer and the consumer, there are several advantages. In such an environment, having a proper understanding of the consumer and the consumer, have several advantages. These benefits include helping managers to make decisions, provide a basis for understanding the behavior of consumers, to help legislators and regulators to enact laws relating to the purchase and sale of goods, services, and ultimately consumers to make better decisions. Consumer behavior plays a crucial role in the design of promotional campaigns. With science of the behavior of the audience can choose appropriate media and message. In addition, study consumer behavior can help to understand concept of social sciences that affect human behavior. Accordingly, the analysis of consumer behavior in areas such as design, marketing mix, market segmentation and product positioning and differentiate the necessary and vital. Analysis and study of consumer behavior following questions:

- 1-how people become aware of the particular need for goods or services?
2. How consumers find their product or service?
3. How consumers do the final selection?
4. What happens when the product or service are provide?
5. How your product choice?
6. How will you pay money for a product?
7. How your product is stored?
8. How transfer your product?
9. How customers use your produce?
10. When customers are using the produce, what help they need?
11. Are there possible to refund or exchange? What is it?
12. How is your product repaired or serviced?
13. What happens when your product is consumed and finishes it use?

5. Perspectives Research of consumer behavior

A key feature of consumer behavior is the research base. Research conducted on consumer behavior divided into three aspects

The classification as a guide helps how to think and identify factors affecting consumer behavior. Decision point: During the early 1970s, 1980s, researchers had focused on the idea that consumers are rational decision for borrowers. Roots of This approach are in cognitive psychology and economics. In This approach evaluated on how consumers through a series of steps try to solve the problem logically. This process includes the detection, investigation, evaluation of alternatives, selection and evaluation after acquisition. Experimental approach: This approach is based on the assumption that consumers often do not buy base on a perfectly rational decision. In contrast sometimes they attempting to purchase for fun, fantasy and emotions are to goods and services. The roots of this perspective are in motivational psychology, and areas of sociology and anthropology. Researchers who use Experimental approaches, use of interpretive methods. Analysts to gain an understanding of the process, even record folklore and traditions of the community.

6. Behavioral perspective:

The peripheral vision is assumed that strong forces are directed toward consumers who no strong feelings or beliefs of the pre-made plans to buy a product. At this point, the consumer through the process of rational decision-making or based on emotion, do not buy the product.

Instead, his buy directly cause by affect of behavior caused by environmental forces such as sales promotion tools, cultural norms, physical environment and economic pressures. At the end, it is necessary to note that most purchases are made with elements from each of the three perspectives. [1] Wilkie [2] Solomon

Many marketing managers, put base of relationships with customers based on a procedure that is called "individualism", "customer-oriented mass" or "customize". Core of this style, adapted to the needs and demands of individual goods and services for customers, not just one type of goods and services provided to all customers. Thus, we can also assume customize the marketing mix as a factor At Knarmhsvl, price, promotion, place, personnel, physical assets, and procedures (processes) . In this way, a new marketing mix formed with 48 (Gold Smith, 1999, p 179)

● **Consumer buying behavior**

Consumer buying behavior has always been regarded as a matter of marketing. Consumer behavior is based on the following five steps:

- 1) Identify the problem
- 2) Search
- 3) Evaluate Options
- 4) Decide to Buy
- 5) After purchasing behavior (Kvnstantynydydys, 2004, pp. 111)

Figure 1, the shows model and the variables that influence consumer buying behavior as well. This model recognized by marketing professionals and based of consumer buying behavior is based on this model. (Smykeen, 2000, p 154) As can be seen at this model, individual stimuli (social, psychological, and interpersonal) and external stimuli (environmental, organizational and interpersonal) affect consumer buying behavior at different phases.

● **Buyer Orientation**

In general, a buyer in the purchase of goods and services doesn't have detailed information of the other marketing mix elements. Buyer Orientation refers to the process in which potential customers think, evaluate, discuss and finally decide on a suitable source of supply for purchase product. The process of finding the source of the customer calls "customer orientation". Buyer Orientation generally contains fifth dimension that are the value, performance, value and benefits of diversity. At following sections details of each of these dimensions is discussed. (Bennett, 1997, p 152)

● **Value**

Apart from the obvious attributes such as quality, fitness for purpose, reliability, etc., price, performance and reputation of the supplier to the buyer are important. In addition, the buyers looking for capacity of technical and symbolic features like being unique, and non- replacement and state of brand .but, there are other considerations. Value, Does not depend on money and other issues are important to buyers. Such as physical effort, distance and time needed to find a good source of product supply. Also, problems such as through a sole source of supply of the product and are also effective.

● **Performance**

Legitimate and efficient source of product delivery can depends on a person close to the source. So distance is important for the buyer. Distance to not only depend on access, choice, freedom to choose and can afford depends on the buyer, but also depend amount of time that is often the most important factor. Reputation and brand power, repeatability shopping, shopping results, and

the shape of shelves are also effective performance. Performance generally occurs when the buyer is generally accessible to be supplied in accordance with your expectations.

- Value

One of the problems associated with the investment objective of the model is seen at marketing is the limited nature of some products (goods and services for) for delivery to the buyer. For example, a mechanical device that needs to be forced to buy a complete set of parts, but have to take the dress the minimum rental period is three days. These are examples of the savings of scale in the store and seem can not attract favorable comments buyer. In fact, the savings in terms of cost is at the expense of the Buyer. Amount says to factors, including quantity, frequency, distribution capabilities, stability, parts, depending on the size and...

- Variety

Customers need to have the freedom of choice. A choice often ignored by manufacturers and marketers of goods and services. Selecting is inalienable right customers and is essential in effective marketing. Many people are limited in their choice. Deeper understanding of After Variety can create a broader perspective of the consumer. But the choice is not only offering a variety of products, but also with a variety of prices, payment and delivery of Variety styles, variety of after sales services, insurance, warranty and ... Can be guaranteed. Savings scale of the supplier cause product is non-diversified, which is a negative for suppliers. For example, a clothing store, the buyer select the desired size limitation, the potential failure of a buyer and critical situations change brands or change supplier.

- Benefits

Customers will see the benefits of the product and see if it meets their expectations, then continue relationships with providers. The essential nature and consistent of finding the source process depends on that the customer recognize intended resource offer the best benefits.

- Buyer behavior and marketing mix

To determine the relationship between buyer behavior and marketing mix, Criteria to specifying trends and buyers in the marketing mix analysis are consistent with each other in a matrix. Table 3 shows the superposition. This matrix structure of an integrated approach to marketing and direct communication between customer orientation (5V) and the marketing mix (4p). Marketing states that the product can be described with a distinct marketing mix. The allocation of corporate resources to provide goods and services, such strategies will ultimately lead to achieving corporate objectives (Bennett, 1997, p 154). Customers are trying to find a way to rationalize their goods and services. This process of finding source cause customer refers to a specific resource for products. In This process, 5V is a source to enable the buyer to logic chooses of goods and services works (Bennett, 1997, p 154). Marketing mix come in the rows and columns with 5V. In matrix, buyer activity is shifted from left to right. This process is known as buyer interest. In the marketing mix, supplier should understand how is buyer tendency for each buy? (Bennett, 1997, p 154).

7. Conclusions

In today's competitive world, companies to achieve a competitive advantage should have high attention to customers and their needs (better than competitors). Furthermore, customers in buy products have different orientations that they should be considered in the formulation of marketing strategies. If the marketing mix is in line with customers' objectives and interests of the customers, in addition to covering the interest, The Company's competitive position relative to competitors in the market will have a very good point and increase the company's profitability in the long term. Main buyers need to understand the behavior and attitudes of his or V5, inviting

planner marketing for real thoughtful, practical and component sourcing process by buyer. Market segmentation techniques typically consider client needs with high volume, but the tendency of the buyer tries to prevent. In addition, the buyer tends to show a marketing manager's strategic focus should on what and where. And it happens that if buyers tend be carefully examined. In addition, the fields of marketing management, marketing research and product development can be identified. As a result, the interest of the buyer and its relationship with the corporate marketing mix, opportunities for buyer's orientation from the perspective of consumer behavior can be obtained using this technique. Tendency of shopper's help marketers understand how and why consumers are buying.

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