

## DETERMINANTS OF CONSUMERBUYINGBEHAVIOUR

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### ABSTRACT

It is a globally accepted fact that in recent times, marketers have become dynamic and the consumer has full control over the market. Companies are put to challenge to understand the pulses of customer present in the market. India is no exception to this, being a nation of diverse culture and tradition, understanding the consumer behaviour is a hard task. Customer plays the three distinct roles of user, payer and buyer. Understanding the buyer behaviour is very important. Consumer behaviour has become a very important part of strategic market planning. It is also the basis of the approach to the concept of Holistic Marketing. In this paper we will discuss about the determinants of the buying behaviour. They can be classified into three board categories i.e. internal determinants, external determinants and Environmental determinants.

**KEYWORDS:-**Buying behaviour, internal determinant, external determinant, Consumer.

### INTRODUCTION

Buying behaviour is mental process as well as physical activity (purchase decision). It is a decision process and physical activity customers engage in when evaluating, acquiring, using of goods and services. It reflects the total of buyer decision with respect to the acquisition, consumption and disposition off goods, services, time. Thus, buying behaviour particularly involves collective response of buyers for choosing, appraising, and after purchase behaviour. Buyer behaviour is the study of human response in context with the marketing efforts of products. The buying behaviour of consumers has a greater influence on quality and level of standard of living. Firstly the buyer tries to find what he would like to buy. After specifying his need, the consumer makes an estimate of the available financial resources which he can use. Lastly, the consumer analyses the prices of good and takes the decision about it. There are many factors that affect the buying decisions of the consumer. A buying behaviour is influenced by cultural, social, psychological and personal factors.

## **DETERMINANTS OF BUYING BEHAVIOUR**

There are different factor that affects the buying behaviour of the consumer. Some of which are explained as below.

### **(A) Internal determinants:**

Determinants that affects the buyer as an individual. Demographic and Personal factors- age, education, economic position, status, self-concept; religion, language; psychological/ behavioural

### **(B) External determinants**

Buyer social environment i.e. factors which buyer interact with in its society reference groups, intimate groups

## **INTERNAL DETERMINANTS**

### **1. Demographical**

Demographic describe population in terms of its size, distribution, structure and vital characteristics of individual buyers such as age, education, economic conditions. Demographics influence consumption behaviour directly by affecting other attributes of individuals such as their personal values and decision styles. The differences in people's cooking habits, diets, food consumed and taste preferences are clearly very different across regions.

### **2. Sex**

Male and female dominating decisions are discussed in the context of different types buying behaviour. Some decisions are male dominated, some are female dominated and other is joint in nature. A very important variable is gender that distinguishes between male and female consumers. But from past few decades genders roles are neglected by marketers as it is not an accurate basis for differentiate consumers. Much of the gender roles have been discussed because of the upsurge in the number of working women.

### **3. Marital Status**

The family has focus of marketing efforts for many products and services as the household continues to be the relevant consuming unit. There are more freedom and less interference among unmarried as compared to the married couples. However these patterns vary from occupation to occupation and from decision to decision. Marketers are interested in the number and kinds of households that own and/or buy certain services. They are also interested in determining the demographic profile of the household decision maker in order to develop appropriate marketing strategies.

### **4. Occupation**

Occupation of the buyer also affects the buying behaviour. The variety of occupation such as service occupation, blue collared and white collared. The education, occupation and income are very closely related. Occupation is the most widely used to evaluate and define individuals. Occupation is strongly associated with education and income. Occupation provides status and income. In addition to this type of work customer does and the reference groups also directly influence values, lifestyle and all aspects of the consumption process. Differences in consumption between occupation classes have been found for products and services. Media preferences, hobbies and shopping pattern are also influenced by occupational class.

### **5. Psychological characteristics**

It refers to the inequalities within the consumer. These characteristics affects different customers in different way and there buying behaviour is also changed .For instance, consumer may be different terms of their needs and motivations, personality, perceptions, learning, level of involvement and attitudes.

### **6. Personality:**

Personality is an individual's response changes according to different situations. Personality is a person's distinguishing psychological characteristic that leads to relatively consistent and lasting responses to stimuli in the environment. The different trait in personality consistently affects the buyer behaviour in one and the other way.

## **EXTERNAL DETERMINANTS**

### **1. Socio-cultural /Socio-economic**

Socio-economic or demographic variables are the most important factor that determines or affects the buying behaviour. Consumer needs, preferences and usage rates are generally associated with these variables. The marketers should have a deeper understand the socio-economic market structure Variables such as brand reputation, brand loyalty, perception of quality revealing ability of factors like brand reputation, price, features, promotion

### **2. Family Size and Family Life Cycle**

The number of members in family, number of male and female in the family, money earned and family life cycle also influence buyer decision making. The basic functions provided by the family are particularly relevant to consumer behaviour researches. These include economic wellbeing, emotional support, suitable family life style and socialization to family members.

### **3. Social Class**

Social class is important determinant of the buyer behaviour. It is traditionally measured by weighted index of several demographic variables such as education, occupation and income. The concept of social class implies a hierarchy in which individuals in the same class generally have the same degree of status, while member of other classes have either of higher or lower status. Consumer in different social classes varies in terms of values, service preferences buying habits and buying behaviour.

### **4. Culture**

Cultural factors exert the broadest and deepest influence on buying behaviour. Culture is part of the external influences that impact the consumer. Culture represents influences that are imposed on the consumers by other individuals. Cultures the complex whole that includes knowledge, belief, art, law, morals, customs and any other capabilities and habits acquired by humans. Culture is the distinctive way of life of a group of people, their complete design for living. Culture is the most fundamental determinants of a person's wants and behaviour. Culture is a comprehensive concept. It includes almost everything that influences an individual's thought process and behaviours. Culture

is acquired and does not include inherited responses and predispositions. Culture also supplies the boundaries within which most individuals think and act. The boundaries that culture sets on behaviour are called norms, which are simply rules that specify or prohibit certain behaviours in specific situations. Violation of cultural norms results in sanctions, or penalties ranging from mild social disapproval to banishment from the group. Thus affects the buying behaviour strongly.

## **5. Cross culture**

When a culture interacts with another culture they share values, perceptions and preferences. Buyer acquires and learns characteristics of different cultures.

## **6. Sub culture**

Each culture contains smaller subcultures or groups of people with shared value systems based on common life experiences and situation. Subcultures include: Nationalities, religions, racial groups and geographical regions. Subculture is a segment of a larger culture whose members share distinguish values and pattern of behaviour

## **7. Family**

A family household is defined as a household consisting of a family and any unrelated people residing in the same housing unit. A non-family household is a household living alone or exclusively with others to whom he or she does not related. Family is a group of people related by blood, marriage, or other socially approved relationship. The traditional family refers to a married couple and their own adopted children living at home. Family is the most important determinant of buying behaviour.

## **CONCLUSION**

Thus we can conclude that buying behaviour is affected by different determinants which are both external and internal. Internal factors are totally related to the individuals affects the individual directly whereas the external factors are indirectly related to the individuals. The marketer should analyse both of the factor for better knowledge about the buying behaviour of the consumer by which he can plan the buying pattern

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