CONSUMER BEHAVIOR AND ADVERTISING MANAGEMENT

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CHAPTER 1

INTRODUCTION TO CONSUMER BEHAVIOR

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ABSTRACT:

Consumer behaviour is a broad area of research that focuses on the psychological, social, and economic aspects that affect people's choices and behaviours in the marketplace. This abstract gives an overview of consumer behaviour and emphasises how important it is to understand customer motivations, preferences, and buying habits. Consumer behaviour includes a broad variety of actions, such as the process of choosing things or services to buy, using those products or services, and participating in post-purchase behaviours. It entails the evaluation of a wide range of internal and external impacts on consumer decisions, including a person's wants and preferences, cultural and societal influences, personality features, and marketing stimuli. It is essential for companies to comprehend these aspects in order to establish marketing plans that work, forge solid relationships with customers, and provide goods and services that appeal to their target market. Additionally, economic variables like income, price sensitivity, and financial limitations influence customer behaviour. On the basis of their perceived costs and advantages, consumers make trade-offs and assess the value proposition of goods and services. Price reductions, promotions, and flexible pricing policies may have an impact on customer buying choices and brand loyalty.

KEYWORDS:

Customer, Decision-Making, Economic, Family, Purchase.

INTRODUCTION

Consumer behavior is heavily influenced by psychological variables. Evaluation and response to marketing communications are influenced by motivation, perception, learning, and memory. Consumers are motivated by a combination of logical and emotional desires. They use their purchasing decisions to express themselves, maintain status, and get emotional fulfilment in addition to attempting to satisfy their functional requirements. Marketing professionals use a variety of psychological strategies, including persuasive messaging, brand narrative, and sensory marketing, to appeal to customers' motives and influence their decisions. Social factors are yet another important component of consumer behavior. When people are purchasing purchases, their choices are impacted by their family, peers, reference groups, and cultural conventions. As people seek approval, endorsements, and social proof from their networks, social media and online communities have increased the reach and power of these influences. Because of this, marketers utilise strategies like influencer marketing, social proof, and user-generated content to take advantage of the complexities of interpersonal connections.

Everyday necessities as well as acquire them based on our requirements, tastes, and purchasing capacity. Consumable, durable, specialised, or industrial items might all be included. Our

perception, self-perception, social and cultural background, age, family cycle, attitudes, beliefs, values, motivation, personality, social class, and a variety of other internal and external factors influence what we buy, how we buy it, where and when we buy it, and how much of it we buy. When making a purchase, we also think about whether we should buy or not, as well as from whom we should make the purchase. There is a lot of wealth in certain civilizations, and these societies can afford to purchase more often and in larger amounts. The average consumer in underdeveloped cultures can hardly fulfil his basic demands [1], [2].

The decision-making process and physical action involved in obtaining, assessing, utilising, and discarding products and services may be referred to as consumer behaviour. This concept makes it very evident that consumer behaviour is not merely focused on when things are purchased or services are used; rather, the process begins far in advance of these events. A purchasing process begins in the consumer's thoughts, which leads to the discovery of alternatives between things that may be purchased with their respective benefits and drawbacks. Internal and external research are a result of this. Following the decision-making process for purchasing and utilising the items, there comes the post-purchase behaviour phase, which is equally crucial since it informs marketers as to whether their product has been successful or not.

Therefore, marketers make an effort to comprehend the demands of various customers, and after they have done so, they design their marketing strategies after fully comprehending the behaviours of each consumer, which need a thorough analysis of both their internal and external environments. Any person engaged in any or all of the actions listed in our definition is referred to as a consumer. The conventional idea was that customers should only be thought of in terms of purchasing given goods and services for economic purposes. The vista has expanded at this point. Additionally, it currently maintains that the notion of consumers does not need the presence of money. This definition cannot include most prospective users of free services or even philosophic concepts.

Sometimes the father purchases the items, and the kids utilise them. In the end, the kids become the customer. a father-purchased box of coloured crayons that his kids used in class. The whole family uses the refrigerator that the father purchases. We research certain consumer behavioural roles as a result. Studies are conducted to better understand the customer. Motivational study may be useful in revealing hidden attitudes as well as emotions and sensations. Many businesses send questionnaires to clients to get feedback on their happiness, requirements in the future, and suggestions for new products. Based on the responses, the marketing mix is modified, and advertising is also simplified.

Justifications for Researching Consumer Behaviour

The significance of consumer behaviour in our lives makes it the most significant topic to research. We are often seen at stores and markets. We speak and debate about goods and services with friends, and we learn a lot from television. This has an impact on how we live. Their conduct has an impact on consumer choices. Consequently, it is claimed that consumer behaviour is an applied discipline. The microperspective and social view follow from this.

Miniature View. It entails comprehending the customer in order to assist a business or organisation in achieving its goals. All departmental managers are eager to comprehend the customer. They might be marketing and sales managers, product designers, advertising managers, and so on. Societal perspective operates on a large scale. Collectively, consumers affected a society's

economic and social situations. Consumers have a significant impact on the products that are produced, the resources that are consumed, and our way of life [3], [4].

DISCUSSION

Management is the oldest art and the newest science, and the study of consumer behaviour in management is a relatively new field. It was a topic that many academics and researchers focused on much later. The 1950s saw the development of the marketing idea, which led to the realisation that customer behaviour needed to be studied. Customer requirements and satisfaction are the foundation of marketing. The study of consumer behaviour becomes essential when the client is at the centre of everything. Beginning with the purchase of commodities. Products may be purchased singly or in bulk. Products might be purchased in bulk or in little amounts, under pressure, for comfort and elegance. There must be a trade for all of this. Typically, the buyer and the seller engage in this transaction. Between consumers is another possibility.

Extensive consumer research studies are being undertaken to understand the preferences of the customer. These studies seek to learn:

1. What do customers think about the brand's goods and those of its rivals?
2. How, in their view, may the product be made better?
3. How are consumers using the item?
4. What does the consumer think of the product and its marketing?
5. What position does the consumer have within his family?

For customer research, the following important questions should be addressed. Because it meets the demands of the customer, markets are created. A marketer has to be familiar with the framework for consumer research from the 1970s in this context. I'll use soap as an example. All marketing choices are founded on presumptions about customer behaviour, which is a complicated, dynamic, multidimensional process. The game plan that businesses must follow in order to outperform their rivals or other plans in order to accomplish their goals is called a marketing strategy. To successfully advertise the product, a cost-benefit analysis must be done while developing the marketing plan.

Utilising Consumer Behaviour Information

In marketing management, knowledge about consumer behaviour is employed. Any marketing program's long-term effectiveness depends on a solid grasp of customer behaviour. It is the cornerstone of the marketing idea that emphasises target market selection, integrated marketing, profitability via customer delight, and consumer desires and requirements. Additionally significant to nonprofit and social organisations is consumer behaviour. These institutions are government. agencies, institutions of higher learning, and charity organisations.

Additionally, consumer behaviour is used to boost government agency performance. For instance, public transit has subpar performance. By understanding the requirements and desires of the customers, it may be enhanced. receiving payments from them for their preferences. The same holds true for other organisations like colleges and nonprofits. Additionally, consumer behaviour aids in the marketing of certain items that are in short supply. People are made aware of the paucity of natural resources such as water, petrol, and gasoline. Customers are urged to consume these things less often.

Customers gain by looking at their own actions. when the customer becomes aware of all the factors that influence his conduct. He gains knowledge and has a greater understanding of how his own actions affects others. In a formal sense, consumers also gain from what is learned about consumer behavior [5], [6].

A product may have a variety of advantages; for instance, while buying a motorbike, one may be seeking for prestige, enjoyment, comfort, and a sense of ownership. The price of the bike, the expense of upkeep, petrol, parking, the potential for damage in an accident, pollution, and aggravation from things like traffic jams are all included in the cost. The customer value is the difference between this total benefit and total cost. The goal is to provide higher consumer value, and to do this, a marketing plan must be developed. The whole process starts with a market study, which leads to the choice of a target market, and is followed by the design of a strategy that balances the product, pricing, marketing, and distribution to provide a complete offering. Consumers form an impression of the whole product in their minds before making a choice that affects their level of contentment or unhappiness and, ultimately, the sales and reputation of the brand or product.

The influencing of consumer behaviour that causes a customer to behave in certain ways and make decisions while keeping the circumstances in mind. The decision-making process varies depending on the product's value, the buyer's engagement, and the risk associated with choosing the product or service. the core of the circle represents the consumer lifestyle. Numerous things that are visible all around the customer have an impact on his way of life. These include things like culture, subculture, values, demographics, social standing, reference groups, households, and a consumer's internal makeup, which includes their emotions, personality traits that drive their purchasing decisions, perceptions, and learning. The marketing actions and efforts of the marketer have an impact on the consumer as well. All of these elements influence how consumers' attitudes and demands develop.

The decision-making process is represented by the rectangle and includes issue identification, information search, appraisal and selection, and ultimately the purchase. The buyer may be pleased or unhappy with the goods after purchasing and using it. The term "post-purchase behaviour" refers to this. The decision-making process is significantly influenced by the current circumstances. The feedback is shown by the dotted line.

Market Analysis

Understanding the 4 Cs, or the customer, conditions, competition, and firm, is necessary for doing a market study. The primary goal of the business is to give higher consumer value, hence a research is conducted. For improved customer value, we should understand the demands of the client, the company's offering in comparison to its rivals, and the economic, physical, technical, etc. environment. Anyone who physically participates in the evaluation, acquisition, use, or disposal of products and services is a consumer. A customer is someone who really uses a company's services or products to make a purchase. A consumer is always described in terms of a particular brand or business.

However, the word "consumer" is more inclusive and highlights both its users and the actual purchase or client. A refrigerator or a vehicle, for example, may be bought by the family head and utilised by everyone in the household. various family members take on various responsibilities

when it comes to consumer behaviour. All of the consumer behavioural roles should be kept in mind, but the buyer's function is the most obvious and outward.

Buyer: Studies are conducted to better understand the customer. Motivational research may be useful in bringing our hidden attitudes to light and in revealing our emotions and feelings. Many businesses send questionnaires to clients to get their feedback on current products, future requirements, and suggestions for new ones. The marketing mix is modified based on the responses, and advertising is also simplified.

Outside evaluation. The opinions of market researchers and industry analysts may be used to conduct the external analysis. The internal analysis is based on the company's financial situation, the size of the sales force, and other internal criteria.

Rivalry. The market analysis includes a study of the rivals' strengths and weaknesses, their tactics, their predicted actions, and their responses to the firms' activities and plans. After receiving this information, the business responds appropriately, modifies its marketing strategy, and creates a product that can outperform the rival. It is easier said than done, and this procedure is incredibly challenging. The researcher's responsibility is to know the rivals well enough to predict their next movements.

Circumstances: It is important to take into serious consideration the circumstances in which the businesses are working. The economy, the physical environment, governmental restrictions, technology advancements, and other aspects need to be considered. These have an impact on customer requirements; for example, environmental degradation and pollution may spur the development of safer goods. People are worried about their safety and are cautious of their health. So in this instance, safer goods have a greater possibility of being purchased by consumers. When there is a recession, the flow of money is severely constrained. As a result, many marketing tactics are developed.

Marketing Division: The market is split into segments, each of which is a subset of a broader market with comparable demands. These segments are also homogenous in their own right. Similar demands are seen in these categories.

To be set: There are items that meet many needs, which is what is indicated by the term "need set." A car may meet your demands for mobility, prestige, entertainment, and time-saving. Therefore, the business looks for need sets that its product can fill. Next, we look for groups with comparable requirements; for instance, some individuals may choose affordable automobiles while others may prefer luxurious ones.

Psychographic and demographic traits. These categories are recognised, and their demographic and psychographic features are explained. The business learns when and how the product is bought and consumed.

Target Group. After completing the aforementioned basic work, the target customer segment also known as the target audience is selected while keeping in mind how the business may provide higher customer value while making a profit. The market segment that can be supplied profitably using the company's resources is selected. It must be remembered that various target markets need various marketing approaches, and that the market mix must be modified in line with changes in the external environment [7], [8].

Marketing Techniques

In order to give higher customer value, strategies are developed. The 4 Ps are used to create market strategies that are aimed at the target market. Anything that is supplied to the user as a physical good that may meet a need and has some value is referred to as a "product."

Price: The cost associated with purchasing the right to use a product is referred to as the price.

Distribution: There are several ways to distribute the products. These could be via direct selling, wholesalers, agencies, or retailers. Distribution channels are crucial for getting the items to the customer. They provide utilities related to time, location, and possession. Certain products must be promoted via channels or middlemen. Others may be advertised directly to the customer by the business.

Promotion: Through promotion, businesses may influence customer attitudes to make them more favourable to their goods. Advertising, personal selling, sales promotion, and publicity are some examples of promotional strategies.

Service: Auxiliary services that raise the value of a product or service are referred to as services. For instance, complimentary services are offered for a certain amount of time when purchasing a vehicle. Examinations are free, and maintenance is provided for a fee that is reasonable in relation to the product being bought. These ancillary services come with a financial cost. These add value to the item or the client. The consumer benefits from these services and is relieved of the hassle of sporadic check-ups or danger. The danger is significantly decreased, and the buyer is happy with the transaction he made.

Market Segmentation and Consumer Behavior

By "market segmentation," we mean the division of the overall market into smaller groups with related needs. They are similar within themselves and different from other groups. There are several ways to segment the market. These include benefit segmentation, demographics, and psychographics. The market segmentation process follows the divide and conquer principle. The market is divided, your target market is selected, and you then dominate it. Comparable to using a rifle rather than a 12-bore gun while shooting, target market selection and segmentation. The marketing effort does not have that impact if it is dispersed throughout; but, if it is focused on a single point, such as a rifle, it may reach much farther and be more successful.

Three groupings, which are heterogeneous within each group and homogenous within the segmented market, are visible. Market segmentation is the process of separating a prospective market into separate groups of customers with similar demands and characteristics and choosing one or more segments to target with a particular marketing mix. When there is a large selection of items accessible to consumers, they are more pleased. Market segmentation has therefore shown to be beneficial for both customers and markets. The same product will be marketed to every prospect using a single marketing mix if the market was not segmented; but, since it only addresses a generic or common demand, it will be useless and end up appealing to no one. Segmenting the market is crucial for the successful marketing of products and services since customers have varied requirements, wants, and desires and come from diverse backgrounds [9], [10].

By more effectively addressing the individual wants or preferences of certain clients, segmentation aids in market expansion. In the modern consumer market, almost all product categories are

heavily fragmented. For instance, the billion-dollar vitamin business is divided into age groups for kids, teens, seniors, etc. The vitamin industry offers advantages including greater energy, healthier skin, less stress and anxiety, and disease. Additionally, hotels divide up their markets; as an example, Marriott runs the Fairfield for short stays. Residential areas and inexpensive extended-stay inns are ideal for travellers on a tight budget. For instance, Maruti has positioned its 800cc basic model and Omini Van for lower income groups, its Zen, Swift, Alto, and Gipsy for middle-income groups, and its Baleno, Esteem, and other models for upper income groups.

CONCLUSION

For companies to succeed in today's cutthroat economy, an understanding of customer behaviour is essential. Marketers can build goods that satisfy customers' demands, design advertisements that work, and provide great customer experiences by getting insights into the motivations, preferences, and decision-making processes of consumers. Research on consumer behaviour also aids in the creation of ideas and frameworks that direct marketing professionals in their pursuit of customer engagement and satisfaction. In conclusion, the study of consumer behaviour is an active topic that explores the intricate interaction of psychological, social, and economic elements in influencing consumer decisions and behaviours. For organisations looking to comprehend their target market, create powerful marketing campaigns, and forge enduring connections with customers, the study of consumer behaviour offers invaluable insights. Businesses may maintain their relevance and competitiveness in a market that is always changing by monitoring and responding to shifting customer behaviour patterns.

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CHAPTER 2

PSYCHOGRAPHIC OR LIFESTYLE SEGMENTATION AND ENVIRONMENTAL INFLUENCES

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ABSTRACT:

A strategy used in marketing and consumer research to categorise people based on their attitudes, beliefs, interests, and behaviours is known as psychographic or lifestyle segmentation. The idea of psychographic segmentation is examined in this abstract along with its importance in comprehending customer preferences and motives. The impact of environmental elements on consumer behaviour and decision-making processes is also covered. By evaluating the psychological and social aspects of customer behaviour, psychographic segmentation goes beyond typical demographic parameters like age, gender, and wealth. Marketers may develop more specialised and focused marketing tactics by learning about the lives, hobbies, viewpoints, and personality attributes of their target audience. Businesses may create goods, services, and communications that appeal to certain groups by using psychographic segmentation to better understand the underlying motives and wants that influence customer decisions. Businesses may modify their marketing plans and product offers by taking environmental factors into account. Marketing professionals may adjust their goods, communication methods, and customer experiences to match the interests and expectations of their target market by taking into account cultural quirks, societal trends, and technology developments. Businesses may maintain their relevance, foster brand loyalty, and successfully address the changing requirements and preferences of customers by adapting to environmental forces.

KEYWORDS:

Culture, Environmental, Family, Lifestyle, Psychographic.

INTRODUCTION

Psychographic profiles provide marketers a greater insight of customer preferences, enabling them to create engaging storylines, strategically place items, and forge emotional bonds with their target audience. This segmentation strategy may provide insightful information about the values and ambitions of customers, allowing organisations to develop distinctive marketing campaigns that speak directly to the requirements and preferences of certain psychographic categories. Environmental factors have a big impact on how consumers behave and make decisions. The term "environment" refers to a wide range of elements, such as cultural, social, technical, and economic characteristics. Consumer attitudes, perceptions, and preferences are influenced by cultural norms, beliefs, and values. Purchase decisions and brand preferences may be influenced by social factors including family, friends, and reference groups. Digital platforms and technological breakthroughs have completely changed how customers interact with companies, access information, and make choices about what to buy. The affordability of goods and services for consumers is influenced by economic variables including income levels, job position, and economic situations.

It may be simply stated as one's way of living and financial habits. It is influenced by our present circumstances, intrinsic traits, and prior experiences. Our lifestyle is tied to the items we use. The items on the market are now connected to the targeted lifestyle groups thanks to lifestyle marketing. The segmentation of lifestyles is based on the shared interests, activities, and attitudes of groups. These are psychographic segmentations, and psychographics are where lifestyles come from. Lifestyle is a coherent behavioural pattern that both influences and is influenced by consumption. The greatest results are achieved when demographic and psychographic habits are combined. Marketers may "locate" their target market with the aid of demographic characteristics, but psychographics offers a deeper understanding of the group by considering its members' interests, activities, and attitudes. By asking questions that must be answered on a rating scale, marketers attempt to learn about the behaviours, passions, and views of individuals. To gauge how strongly one agrees or disagrees with the question, this is done [1], [2].

Features of a Lifestyle

1. A lifestyle is a social phenomenon that has an impact on others. People in a social group might be influenced by someone who leads a specific lifestyle.
2. A person's lifestyle affects all of their actions. A person who leads a certain lifestyle exhibits consistency in conduct across several domains. You may always assume that someone who shops at upscale or specialty businesses won't do so elsewhere. The same holds true for eating routines and other behaviours.
3. A person's lifestyle suggests a primary life interest: A person may be interested in education, leisure, adventurous work, sexual escapades, etc., any of which might become their primary life interest.
4. Lifestyles are impacted by social developments in society: For instance, when society gets more prosperous, people's lives alter, often dramatically. As one's wealth increases, so does their way of life.

Using lifestyle segments

Arnold Mitchell proposed this concept of value and lifestyle segmentation in 1978. It offers an organised division of adult Americans into nine categories. These had a large user base. Despite its popularity, several managers believed that the nine segments provided by VALS were inappropriate since just two of them cover a third of the population, leaving the other seven segments to serve a population that is too tiny to be of interest to many businesses. The diagram depicts four main classifications or groups: Need driven, Innerly directed, externally directed, Integrated.

The picture depicts a further division of these groupings, and the following qualities may be used to define them:

1. **Survivors:** They are marginalised, downtrodden, miserable, and reclusive individuals. Their purchasing decisions are mostly driven by price, and they want to acquire things that are affordable and fit their budget. They lack substantial expertise.
2. **Sustainers:** Brand names serve as their driving force. They are impulsive purchasers and need guarantees. These folks are underprivileged and desire to escape it.
3. **Members:** They purchase well-known items. They are brand loyal and cautious consumers. They are typical, traditional, and unremarkable individuals.

4. **Emulators:** They are upwardly mobile and status obsessed. They imitate others and purchase goods in an effort to seem wealthy. They have great expectations for themselves.
5. **Achievers:** They invest in high-end goods. They are devoted and brand aware. They are leaders and bring about change.
6. **I am me:** These individuals are often youthful, preoccupied with themselves, and prone to whims. They follow trends and don't mind being in charge.
7. **Experiential:** These individuals strive for a deep inner existence and desire to personally experience everything that life has to offer.
8. **Socially concerned individuals:** They are straightforward, thrifty individuals who carefully study labels and seek for facts. They understand the value of contributing to society. They seek to make society's situation better.
9. **Integrated:** These individuals represent the finest of both the outside and inner directions. They are completely developed.

Since few marketers found these categories interesting, VALS 2 was introduced in 1989. In contrast to the old system, which was more activity- and interest-based, this one has a stronger psychological foundation [3], [4]. The foundation of VALS 2 is attitudes and values. It is determined by the respondents' degrees of agreement and disagreement with 42 statements. It has determined the following three main self-orientations: They are led by their views and ideals and are principle-oriented.

Status-oriented: People like this are very affected by the behaviour, acceptance, and opinions of others.

Action-oriented: They like diversity, risk-taking, and social and physical activity.

These three orientations influence the kinds of objectives and actions that customers will take as well as the products that they will become interested. Eight general psychographic segments make up the VALS 2 segments. The Maslow hierarchy of needs provides the foundation for this categorization. People with little resources are at the bottom, while those with plenty of resources are at the top. As a result, the customer is split into three main parts. Each of these groups has a certain way of living, attitude, and making decisions. Their qualities are also shown in the illustration. The eight segments' resources and orientations also vary. The resources held by people at the bottom are quite limited, but the resources expand as we progress above. People at the bottom lack knowledge, social resources, psychological resources, and self-confidence in addition to money and physical resources. These studies were conducted among Americans. Age, income, employment, role, religion, sex, education, and marital status are some of the demographic traits that are simple to identify. Finding psychographic traits in attitudes, beliefs, interests, benefits, lifestyle, etc. is more challenging. Segmenting VALS may be used to do this.

DISCUSSION

A segment has to be the right size, or there must be a sufficient number of participants for it to be practical, in it to be useful. It must be steady in order for a section to expand in size as well as have its members stay inside it. Additionally, the target market must be reachable for the marketer to do so in an efficient manner. They are accessible through a variety of mediums. Additionally, marketers are searching for new media that may reach audiences with the least amount of waste, circulation, and competition. The market segment should allow for profit-making. Profits must be

guaranteed by catering to a niche. The lifeblood of every institution is profit. The intended market must be lucrative.

Strugglers

These folks are in poverty and are fighting to survive. Low levels of education, low levels of ability, and weak social ties. They are hopeless and of poor social standing. Fulfilling their fundamental physiological security and safety demands is their first priority. They are devoted to their chosen companies and represent a small market.

Makers

They fit within the group of people who take action. They are skilled at building and cherish independence. Making the piece allows the maker to experience it. They are workers who use their hands and are employed in the construction sector. They purchase items that will aid them in accomplishing their goals and have a conservative political outlook. They acquire equipment, pick-up trucks, and other things that aid them in doing real job.

Strivers

They fall into the status-oriented group, yet since they are looking for a stable position in life, they have modest incomes. Their economic, social, and psychological resources are few. They are worried about what others will think of them. They connect success to wealth. They appreciate style. They want to go higher and pursue greater goals.

Believers

They fall under the heading of principles-oriented. They are traditional, conservative individuals with strong religious views and needs. own limited resources that are enough to satisfy their demands. They are cautious and reliable. Use well-known brands.

Experiencers

They have a strong sense of independence, are energetic, youthful, and action-oriented. They explore with new endeavours and have sufficient finances. They participate in physical activity, sports, outdoor leisure, and social events. They are voracious shoppers and spend a lot on entertainment, apparel, cuisine, music, videos, and movies, among other things. This behavioural pattern alters as a result of their enthusiasm for fresh concepts [5], [6].

Achievers

They are also highly ranked in Maslow's hierarchy of needs and focused on their careers and jobs. They accomplish their goals. They are slavish labourers. They get a feeling of responsibility, money benefits, and status from their work. They lead traditional lifestyles and value authority and youth. Additionally, they prefer well-known brands and flaunt their achievement.

Fulfilled

They are, as their name implies, contented, mature individuals who respect responsibility, knowledge, and order. They are cautious and sensible shoppers. They seek for goods that are functional, valuable, and long-lasting. They have a thorough understanding of the world and are eager to learn more. prefer spending time at home.

Actualisers

They have a plenty of resources and have refined tastes and habits. They are engaged and highly regard themselves. They grow, experiment, and find many different methods to express themselves. They are leaders in business and politics and have good taste. They are open to change, have a diverse range of interests, and care about social concerns. Depending on the need and needs, a corporation may choose to use a focused marketing strategy, a differentiated marketing strategy, or even a counter-segmentation plan.

Dedicated Marketing Approach

One section in this has a special marketing mix created only for that segment.

Specialized Marketing Mix

Every target market gets a custom-designed marketing mix, which includes a unique combination of product, price, promotion, and venue for every market. Here, we use several marketing strategies to target a number of markets. Differentiated marketing is what is meant here. Firms that are competitive with other businesses that are strong in the same product area and have a solid financial foundation employ this. Concentrated marketing is a superior option for a small business.

Comparative segmentation

Some sectors tend to shrink when a company uses a distinct marketing approach in several target markets; as a result, they no longer have enough size or potential to warrant separate attention. For easier management, they are combined or recombined. The term "counter segmentation strategy" refers to this. Nowadays, lifestyle marketing is widely utilised to create new product opportunities, position new goods, and establish new product opportunities. Lifestyle research is useful for making media decisions, creating media and promotional plans, and enhancing retail results [7], [8]. Consumer behavior-influencing elements may be divided into internal and external environmental influences. External influences don't immediately affect the decision-making process; instead, they percolate or filter through the several determinants to have an impact. The arrow depicts how individual factors are filtered by external variables to impact decision-making. The following are the personal factors that influence consumer behaviour:

1. Inspiration and participation
2. Attitudes
3. Personality and idea of oneself
4. Memory and learning
5. processing information

The outside effects or elements are:

1. Cultural factors
2. Influences from subcultures
3. Impacts of social class
4. Social-group dynamics
5. Family dynamics
6. Personal factors

Inspiration and Participation

Because each consumer in a society is diverse and has a varied set of wants, each customer displays a different consumer behaviour. Motivation is the internal energy that activates certain wants and directs conduct in the direction of meeting those needs. We cannot afford to ignore Maslow's Hierarchy of requirements, which describes the main and secondary requirements, while discussing motivation. The psychological requirements of societal acceptance, pursuing prestige and respect, etc., are fulfilled after the bodily demands of food, thirst, and shelter have been met. Different strategies are used by people to satisfy their wants. Cars, trains, buses, and aeroplanes are all viable options for getting about. Depending on how involved they are in various activities, people choose for various kinds of transportation.

A consumer's perception of a product or service's personal value or relevance in a particular circumstance is referred to as involvement. Consumer engagement might be great or minimal depending on value and personal interest. A professional tennis player takes tremendous attention while selecting a tennis racket. He observes the strings' weight, size, grip, tension, etc. His most valuable professional instrument is the racket. Similar to this, a professional photographer has to get a camera with the appropriate features and characteristics. Another person may merely use a tennis racket for amusement, or a camera for the practical purpose of taking pictures of family and other occasions.

Attitudes

These attitudes towards people, things, and events are taught predispositions. Our reactions are determined by our attitudes, which are learned from those around us rather than being innate. Our attitudes have an impact on the purchases we make and the way we shop. A person with a carefree mindset will purchase anything with little effort. People that wish to invest safely will do so in order to minimise risk. People will have good sentiments towards canned and frozen meals if they demand convenience and are short on household assistance.

Self-concept and personality

We are what we are because of the combination of our innate mental, physical, and moral traits and features. Customers strive to purchase goods that complement their personalities. People who wish to seem masculine will purchase items that have a macho appeal, which will improve their appearance and demeanour. People that prioritise comfort and care will buy comfort goods and other related items. A person's option will be unique from others if they desire to imitate a movie star.

Memory and Learning

We are exposed to a variety of knowledge every day, yet we only remember a tiny fraction of it. We have a tendency to recall information that is interesting to us or that is significant to us. Family members have varying levels of interest in various kinds of knowledge, which they each keep. Mothers remember details about home goods. Father still remembers information about his hobbies, which include riding motorcycles and vehicles. Children show interest in things that pique their curiosity, such as amusement parks, thrill rides, Barbie dolls, etc.

Information is filtered by our intentions, attitudes, and personalities. retaining just pertinent information in our brains and excluding all irrelevant information. Selective retention is the term used for this. Only specific information that interests us is stored in our memory.

Processing information

Every customer examines and processes the data they are given. These are tasks that a customer does when they acquire, take in, and assess information. Consumers ingest and assess just a portion of the information available, and this has an impact on their motivations, attitudes, personalities, and self-perception. Different people may assess the same information in different ways. The most typical illustration is a glass that has liquid in it halfway. Either "half full" or "half empty" may be used to describe it. The first is a pessimistic perspective of digesting the information, whereas the second is an optimistic approach.

Environmental aspects that influence consumer behavior

Influences of culture

It is described as a complex whole of information, conviction, conventions, art, morality, and any other habit that individuals develop as members of a community. Our purchasing habits, or the goods we choose to purchase, are impacted by our upbringing or culture. varied cultures place varied emphasis on the acquisition, use, and disposal of goods. South Indians have a particular way of saving money, eating, and dressing. In contrast to those in the North of India, this is different. Different cultures and customs are more prevalent in various regions of the globe. Japanese culture is distinct from that of the United States, England, or Arabian nations. Therefore, culture has a significant impact on consumer behaviour.

Influences from subcultures

There are various groups or segments of individuals inside a culture, and each has its own traditions, rituals, and conduct. There are several subcultures within the Indian culture itself, including those from the South, the North, the East, and the West. Hindu culture, Muslim culture, the Hindus of the South and the Hindus of the North have different cultures, and so on. Products are made to appeal to a target market of consumers who have a common cultural background and are generally homogenous.

Class Social

The group of persons who have equal positions in a society is referred to as the social class. The factors that determine social class include things like money, education, employment, etc. People that belong to the same socioeconomic class often acquire goods that are comparable to them and have the same values and ideas. They all seem to have similar choices for dwelling, vacation style, entertainment, and free time. For a marketer, understanding socioeconomic class and how they behave as consumers is very valuable.

Influences of social groups

A group is made up of people who have similar interests, consumer relationships, and views. These kinds of associations are common throughout society. These groups, which often comprise of family groupings, might be the main ones where regular contact occurs. These groups are close-knit and engage in a lot of contact with one another. Secondary groups are made up of people

whose relationships are less intimate and more official. Political organisations, work and study groups, as well as service organisation like the Lions and Rotary, may fall under this category. A group's conduct is impacted by its fellow members. A person might belong to a variety of groups and have his or her consuming habits influenced in diverse ways by various group members. A person has the option of working as an executive for a business or joining a political party. He could be a part of a service organisation, as well as social clubs and study groups. These have various effects on his consumption [9], [10].

Family Constraints

The family is the most significant member of the main group and the most powerful source of influence on consumer behaviour, as has previously been mentioned. Children pick up on family traditions and customs, and they instinctively and intentionally adopt various behavioural patterns from family members. Children grow up with certain behavioural tendencies. In a combined family, many choices are taken together that also have an impact on the family members. The family structure is evolving nowadays, and nucleus families, which consist of a parent and dependent children, are becoming more popular. The second kind of family is a joint family, in which the mother, father, grandparents, and other family members also reside.

Personal Factors

Each person has a unique manner of processing the information they get and evaluating the products they use. This is true regardless of how the family, socioeconomic status, cultural background, etc. may have an impact. His choice is ultimately influenced by his personality. He may have personal preferences on cost, convenience, prestige, or likes and dislikes. Price, quality, prestige, symbols, ease of use, and other factors may all be more important to certain people than others. Personal factors have a significant role in product purchases.

Other Factors

Consumer behaviour is also impacted by local or national events, such as the World Cup, the Olympics, the Asiad, cricket test matches, or natural disasters. These effect the consumer's conduct by leaving either long-lasting or fleeting imprints in his memory. things are marketed during these events, and sometimes use of things like pharmaceuticals, etc., is discouraged. It is advised that people use family planning techniques. Situational factors including product placement, price decrease, freebies, and alluring offers can have an impact on customer behaviour. These elements both impact and are influenced by one another. The numerous elements gradually impact the decision-making process by moving from the external to the individual determinant. Although external influences cannot directly alter the decision-making process, they are nevertheless instrumental and have an impact on consumer behaviour.

CONCLUSION

In conclusion, the ability to segment customers based on their attitudes, beliefs, interests, and behaviours allows firms to develop more specialised and individualised marketing campaigns. Marketers may create goods, services, and communications that connect with their target market by understanding the underlying motives and aspirations of certain customer categories. Recognising and responding to environmental effects also enables firms to meet changing customer demands and maintain their competitiveness. In today's dynamic and diversified

marketplace, including psychographic segmentation and taking environmental elements into account may considerably improve marketing efforts and help to corporate success.

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CHAPTER 3

CONCEPT OF CULTURE AND SUBCULTURE

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ABSTRACT:

The influence of culture and subculture on people's views, values, attitudes, and behaviors is profound. Culture and subculture are essential elements of society. In this abstract, the topic of culture and subculture is examined, emphasizing how it affects consumer behavior and marketing tactics. The common ideals, norms, traditions, and conduct that define a specific group or civilization are referred to as a group's culture. It includes many different elements, such as language, religion, social customs, rituals, and art. People's perceptions, preferences, and decision-making processes are influenced by the cultural framework that is provided for them to perceive the world. In order to engage with customers and resonate with their cultural identities, marketers are aware of the significance of culture and include it into their tactics. It improves customer acceptability and engagement when goods, communications, and promotional efforts are adjusted to reflect cultural values and preferences. Subcultures are smaller subsets of a larger culture that have a common set of attitudes, norms, and practices. Subcultures may be based on elements like age, race, religion, profession, hobbies, or lifestyles. In a more generalized cultural setting, subcultures let people feel like they belong and have an identity. In contrast to the predominate culture, they have distinctive consuming habits, tastes, and goals. By customizing their offerings, message, and promotional strategies to meet the particular demands and interests of target subcultures, marketers often engage with them. Recognizing and comprehending subcultures may assist firms in creating powerful marketing strategies and forging strong relationships with certain customer groups.

KEYWORDS:

Culture, Life, Religion, Society, Values.

INTRODUCTION

Culture is that complex totality which comprises knowledge, religion, art, law, morality, conventions, and any other talents and habits gained by humans as members of society. "Culture is the distinct way of life of a group of people and their complete design for living." The way people live, consume, and make decisions is influenced by culture. It has certain traits that are passed down from generation to generation. It is a broad notion that encompasses all factors that affect a person's thinking and conduct, such as the fact that people in the west and east have distinct cultures. They behave, live, and make decisions differently from those in the eastern nations. Through a variety of channels, culture and subculture both affect how people shop. They affect how people see brands, their products, and the choices they make when making purchases. The attitudes of customers towards marketing messages, product symbolism, and ethical issues are influenced by cultural norms and values. Given that members of a subculture often have common interests and solid social ties, subcultures may have a substantial influence on brand loyalty and

consumer advocacy. Businesses may develop products, marketing campaigns, and customer experiences that appeal with certain target demographics by having a thorough understanding of cultural and subcultural influences [1], [2].

Culture-Specific Features

Three interconnected systems create culture.

1. A mental framework made up of concepts, assumptions, standards, and logic.
2. A technological system consists of producing skills and methods.
3. Behaviour is coordinated by the organizational system.

Culture is acquired through generations and starts early in life. Humans who live in communities share a culture on a social level. culture is both similar and distinctive. All people follow athletics, sports, language, and music traditions, but they are unique.

Culture is rewarding and Enduring: You feel satisfied, yet change is challenging. Culture is ordered and interwoven. Culture is prescriptive and does not form runs.

Culture may be learned. It may be learned through the family, the community, or anything that was there when we were growing up and figuring out how the world works. Culture creates a framework within which a person thinks and behaves. One adopts a cross-cultural conduct and is influenced by cross-cultural factors when they think and behave outside of these bounds. We seldom ever recognise the effect of culture because of its nature. One thinks, feels, and acts in the same ways as other people who share the same culture. It permeates everything and is everywhere. A very wide idea, culture permeates everything like the environment. Culture may be broken down into two separate parts.

1. Inner mental climate
2. External culture material

The usage of telephones, cell phones, television, clothing styles, and trends are examples of how material culture impacts technology and how it brings about cultural changes. It also allows marketers the ability to enhance products, packaging, etc. to fulfil customer requirements, among other things.

The Purposes for Culture

We already know that culture has an impact on how people act. It offers a framework within which people and families construct their way of life or display their way of life. Culture establishes norms as the limits for acceptable conduct. There are laws that permit or prohibit certain activity depending on the circumstance. Cultural values are generally held convictions that define what is good and what is not, and they are the source of norms. When these regulations are broken, the offender faces punishments or consequences that are either condemned by the community or, in the worst situations, expulsion or social exclusion. Because it is natural to follow conventions, the majority of people do so. Many professional, familial, and behavioural conventions are outlined by culture, including how we greet others. How far away from other people should one stand while doing business? Our clothing choices and any other recurring behaviours [3], [4].

DISCUSSION

Culture is dynamic and continues to change throughout time. Because technology advances so quickly, changes occur. Marketers and managers need to be aware of the current culture as well as the evolving culture of the nation where the products are to be promoted in case of emergency, war, or natural catastrophes. Major corporations are well-known worldwide and have adapted to different cultures.

Other Culture-Oriented Values

This demonstrates the connection between people and society. The connection affects marketing strategies. Decisions will be made as a group if the culture promotes group participation. It raises the following issues, which have an impact on consumer behaviour:

Individual vs. collective: Does individual initiative have more worth than group action?

Romantic Orientation: This indicates if communication that focuses courting is more successful than communication that does not. A romantic theme is more popular in many nations.

The adult/child dichotomy: Is family life centred more on adults or children? What part do kids have in making decisions?

Male/Female: Whether males are created to be dominating or women are made to be balanced.

if cooperation is more successful than competition. By making alliances with other people, this is accomplished.

Age vs. youth: Are prestigious positions given to younger or older people of society? American culture is focused on youth, whereas Korean society is focused on ageing. In Korea, mature individuals make decisions.

Environmentally conscious values

Cleanliness: If a culture places an excessive emphasis on cleanliness, there may be room for the selling of cosmetics like soap, deodorant and shampoo as well as cleaning supplies like washing powder and hoover cleaners. This component is heavily emphasised in western nations, where perfumes and deodorants are often utilised.

Performance Status: A culture that places a premium on status cares about better standards of life and favours high-end products with recognisable brands. This is true for the majority of the Arab nations, the United States, Japan, Singapore, Malaysia, Indonesia, and Thailand.

Brand names are given less weight in civilizations that place a strong emphasis on performance, where reputation and rewards are determined by an individual's achievement. Products that may not be household name brands but nevertheless perform as well are utilised. Brand names do not get the same significance from Germans. Marketers adjust their strategy in accordance.

Tradition/change: Societies that value tradition tend to continue with the status quo and reject innovation or novel approaches. Old traditional items are in higher demand in traditional civilizations when there is less room for new ones. Consumers in certain upwardly mobile civilizations are searching for new items, new models, and new ways.

Security vs. Risk-Taking: Someone who takes a risk while in a secure situation may be seen as either brave or foolish. The culture of the society will determine this. It's essential for budding, new enterprises to take risks. It results in the creation of new products, advertising themes, and distribution methods. Societies that prioritise security have few opportunities for growth and innovation [5], [6].

Problem-solving vs. Fatalist Society: A society may be proactive and approach problems positively or it can be passive and rely on destiny. This has marketing repercussions for how complaints are registered when customers are displeased with their product purchases. Advertising has a significant role in society since it guides consumers and greatly reduces their doubts.

Nature: People's attitudes on the preservation of nature vary. Consumers place a strong emphasis on recyclable and environmentally friendly packaging materials. Some nations place a high value on product recycling and reducing environmental pollution.

By offering goods that are less hazardous to the environment, businesses like P&G and Colgate-Palmolive were able to seize a significant portion of the market. Additionally, they employ substances in their goods that are completely safe.

Egocentric Values

Active/passive: The degree to which a physically active lifestyle is seen as superior to one that is less active. An active strategy results in constant activity as opposed to inaction. Women are participating actively in all activities in many nations. Because of this, society is quite busy and everyone is employed.

Material vs. non-material: Money is valued more highly in many countries, and a strong emphasis is placed on having a materialistic mindset. While in many civilizations the value of relationships, leisure, and comfort takes priority over materialism.

There are two sorts of materialism. Instrumental materialism is the practise of buying goods to facilitate action or achievement. Using a car for transportation is common. People like owning tangible possessions that increase productivity; examples of such possessions include computers, washing machines, microwaves, and other appliances. The acquisition of materialism for the purpose of owing it rather than using it is known as terminal materialism. Art is acquired for owing it. Cultural disparities are crucial in this kind of materialism. In the United States, where Japanese ads predominate in terms of terminal materialism, instrumental materialism is widespread. Another illustration of terminal materialism is antique collections.

Work/play: This has marketing ramifications for items that save labour and instant meals. In some cultures, working hard is valued and seen as a sign of a richer life. Others utilise labor-saving technologies and fast meals to increase their free time.

Should one live for today or put money down for a rainy day? Postponed gratification vs. instant satisfaction. To live simply for the day or to sacrifice the present for the future? While credit cards are widely popular in America and other nations with different cultural orientations, some prefer cash to debt, and countries like The Netherlands and Germany see purchasing on credit cards as living above one's means. While some cultures invest in the future, others splurge excessively in the here and now.

Sexual gratification/abstinence: Some traditional civilizations limit their food, drink, or sexual impulses over a certain threshold. Because Muslim societies are highly conservative and do not want their ladies to be exposed or seen in public, it is possible to buy a Polaroid camera that takes instant photos and have family members shoot the images without their women being exposed to the photo lab's developers. In different cultures, appealing female images are employed in commercial advertisements. In contrast to other communities, some societies may see this as being very normal.

Humour vs. Seriousness: Which is better taking life lightly and laughing off certain situations, or taking everything seriously? Another facet of culture is this. A product's attractiveness in different cultures may be based on these themes, according to advertising professionals who offer techniques and promotion.

Subculture

There are more homogenous subgroups within a civilization. These groups each have unique beliefs, traditions, practises, and other ways of behaving that are unique to that group within the culture. For instance, the Hindus in India have a particular way of life, set of beliefs, eating habits, dress, and language. At least two subcultures can be made up of these. The Hindus of the South are distinct from the Hindus of the North, a second subculture, although sharing similar eating habits, attire, and ideals.

Hindus in the North are homogeneous in their own right but heterogeneous in comparison to Hindus in the South. There are differences in their consumption, language, clothes, and modernisation. All civilizations and countries have subcultures. Muslims from the North and Muslims from the South, East, and West live in very different ways, and they have different traditions, rituals, values, and languages.

We have American culture, Japanese culture, European culture, Asian culture, Middle Eastern culture, African culture, and many more. Culture is a wide phrase. The term "subculture" refers to the division of these civilizations into subgroups. The segmentation of these groups makes it simpler to sell and allows for a more precise and effective assessment of the needs of the subcultures.

Understanding the word "ethnic" is important when discussing subcultures since it refers to a person's characteristics at the time of birth and is typically immutable. Ethnic group members often have the same ancestors. They often live in the same area. They often marry inside their own clan. possess a same feeling of humanity. Race, nationality, and religion are all factors that may be used to separate an ethnic group. We may use three American examples of significant American subcultures. Which are:

Black Subculture: They have lower educational and vocational achievement levels than Whites. They reside in densely populated areas and neighbourhoods near big cities. They have made educational improvements throughout time. Blacks are seeing a market growth that is almost three times as rapid as whites. They are gaining higher paid jobs and have acquired various skills. Blacks' propensity towards materialism is another defining characteristic. Nearly 50% of black people live in households headed by women. They have an interest in modernism, style, and fashion. Black families are targeted for convenience, food, household appliances, etc. since they are bigger than white families [7], [8].

Asian Americans include Chinese, Filipino, Japanese, Indian, Korean, Vietnamese, Hawaiian, and other ethnic groups in the United States. The fastest growing minority is this one. They are dispersed over the country, with 56% of them residing in the west. They are largely urbanised; 93% of the population lives in a city. They place a high priority on education and quickly assimilating into western culture, although some of them still uphold and honour their traditional traditions.

They consider that the woman belongs at home. Many people are close with their relatives. When it comes to making crucial choices, their family always comes first. Their parents are taken care of. Instead of engaging in excessive behaviours, they choose moderate behaviour. They have a structured connection with their parents. They reciprocate others' favours. They don't overtly display their devotion. This cannot be tolerated. Marketers use Americans as a target market for food.

Latino Culture

From Mexico, these individuals are going to the United States. Although they like living in the United States, they do not want to lose their ethnic identity, culture, or language. They may always return to their house since it is not far from Mexico. They are adamant about speaking just Spanish. They make up around 8% of the total population. They are mostly from Mexico, while some are from Puerto Rico and Cuba. The Spanish-speaking community is mostly urban and is concentrated in big cities like Texas, New York, California, Florida, and Illinois. They are respectable blue-collar employees, and just 24% of them work in the white-collar sector.

They place a high value on education, although their levels are lower than those of non-Hispanics, according to a syndicated research on psychographic consumer segmentation, which identified four groupings of Hispanic consumers. The "Hopeful Loyalists," "Recent Aeekers," "Young Strugglers," and "Established Adapters" are these. In the chapter on psychographic segmentation, the specifics of these psychographic segments are provided [9], [10].

Indian subculture

In India, we have cultures from various states, different religions, etc., such as the Punjab subculture, Bengali and Madrasi subculture, Maharashtrian or the culture of the west, Kashmiri culture of the north, and the culture of Uttar Pradesh with a lot of "Tahzeeb" or respect and gentle, docile care for one another. the traditions of the Nawabs, Rajas, and Maharajas. The Tamil and Telgu cultures fall within subculture, and Orissa has a mixed culture, among others. In terms of religion, various regions of India have varied customs, values, and ways of life. As was previously said, they may be subcultures of Muslims and Hindus. We have the Sikh culture, which combines Muslim and Hindu elements. The ideals and customs of both the Christian and Parsi cultures. The subcultures of India include the Zorastrians and other faiths. The subcultures provide marketers more ideas on how to advertise their goods and develop better strategies.

CONCLUSION

Culture and subculture are significant factors in marketing tactics since they have a significant impact on customer behavior. For organizations looking to engage with a variety of customer groups and forge lasting connections, it is crucial to recognize and comprehend cultural subtleties and subcultural dynamics. Businesses may successfully engage customers, build brand relevance, and encourage steadfast loyalty by adding cultural and subcultural aspects into marketing

campaigns. In the multiracial and connected world of today, embracing cultural diversity and subcultural identities improves marketing efficacy and helps businesses succeed.

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CHAPTER 4

CULTURAL VARIATIONS IN NON-VERBAL COMMUNICATIONS

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ABSTRACT:

The comprehension, interpretation, and presentation of messages are key parts of international relationships that are influenced by cultural differences in nonverbal communication. The idea of cultural variances in nonverbal communication is explored in this abstract, with an emphasis on the need of knowing these variations in cross-cultural communication and international business contacts. Nonverbal communication is the exchange of information by nonverbal indicators including touch, eye contact, body language, facial expressions, and gestures. While non-verbal signals might vary greatly between cultures, they often transmit meaning and emotions more subtly than verbal cues can. Verbal communication depends on words. Effective communication depends on being able to recognise and understand nonverbal signals correctly since they may support or undermine spoken communications and communicate cultural norms and values. Cultural ideas, customs, and practises influence differences in nonverbal communication among cultures. For instance, gestures might have varied connotations depending on the culture. In certain cultures, making eye contact is seen as a show of respect and attention, while in others, it may be seen as rude or aggressive. Different cultures value physical closeness while communicating, while others prefer greater distance. This is known as proxemics, or the usage of personal space. Cultural differences in the perception of body language and facial emotions might result in possible misunderstandings or miscommunications.

KEYWORDS:

Cultural, Cross-Cultural, Non-Verbal Communication, Verbal Communication, Values.

INTRODUCTION

Effective cross-cultural relationships need an understanding of and sensitivity to cultural differences in non-verbal communication. Nonverbal cue misinterpretation may cause misunderstanding, offence, or unfavorable perceptions. Building rapport, developing trust, and winning deals need culturally competent nonverbal communication in international business environments. Respect, openness, and cultural sensitivity are shown when nonverbal communication patterns are modified to conform to the cultural norms of the target culture. There are many different non-verbal communication styles within a culture. Each culture gives the non-verbal cues it employs a significance. Non-verbal communication is subject to various variations.

Time

Time is a resource that is equitably allocated among all people. Everybody has the same amount of time available to him. The way that people and civilizations see time determines these differences. Some fall under monochronic culture, while others fall under polychronic culture.

High susceptibility to interruptions and distraction. Consider timetables and deadlines as secondary. devoted to connections and people. Easily and often modify your strategy. Base promptness on your connections. prefer long-term partnerships. various cultures may have various interpretations of what time is. Depending on how important a choice is, some individuals take their time making it. In commercial dealings, some people insist on getting right to the point and are well-prepared. Others make customers wait a very long time, while others keep appointments to the minute.

Instead of being necessary, space may be tied to reputation. The office space increases in size as the office rises, etc. In contrast to the French, who like to place CEOs in the middle of subordinates, Americans often place executive offices on the top level and tend to keep them distinct. Japanese bargain shops are located on the top level. Some societies and people engage with one another at a reasonable distance. Arabs are positioned next to one another. This is referred to as the interpersonal distance that individuals maintain [1], [2].

Friendship

Business deals are significantly influenced by friendship. In a long-term agreement, good interpersonal relationships and sentiments are most important. Social connections made between parties take precedence over technological requirements. Due to their high social and geographic mobility, Americans make and lose friends quickly. Some cultures, like those of India or Latin America, value long-lasting partnerships and businesses. Personal connections and trust enable parties to work together and conduct many transactions. Some people only want to do business with people they get along with; for them, generating money comes second. In order to create a long-lasting company, some people strive to cultivate mutual confidence and trust [3], [4].

DISCUSSION

Agreements Certain agreements govern every transaction in business. These agreements may be in writing or simply based on a mutual understanding between the parties. The majority of individuals engage into agreements, yet close relationships with family and friends are also highly valued. In certain cultures, verbal agreements are also legally enforceable whereas writing a contract is just a formality.

Things

distinct cultures give things distinct meanings. Things encompass both goods and presents offered in certain professional and social contexts. It is important to choose a present that is suited for the occasion. The presents might range in size. They may be delivered in public or in private. This is dependent on the customs observed in that nation. Some people prefer to display their present by offering it in front of other people. Some people keep it a secret.

Colors and Symbols

diverse symbols, numerals, and colours have diverse connotations in other nations. Symbols may be anything, including flowers, triangles, images, and animals. Some numbers, like 13 and 4, are seen as fortunate while others, like 4 and 13, are regarded as unlucky. There are several interpretations of colours. In the US, blue is linked with a man and pink with a woman, while the converse is true in Holland.

Below is a list of hues along with their descriptions:

1. White: In the Far East, it represents death or grief; in the United States, it represents joy, purity, and peace.
2. Purple: In many areas in Latin America, it is a symbol of death.
3. Blue: In Holland, it represents femininity, but in the US, Sweden, India, etc., it represents masculinity.
4. India's national colour for children and weddings is red. Positive sign of masculinity in Denmark, Romania, and Argentina, negative in Nigeria and Germany, and a sign of masculinity in the UK and France.
5. Yellow: Indicates festivities in many other countries, including India, and is a sign of death in Mexico and adultery in France.
6. White lilies: In England, a death omen [5], [6].

Numbers Symbol

1. In India, the USA, Morocco, Nicaragua, and Czechoslovakia, the number 7 is fortunate.
2. In many nations, including India, the number 13 considered unlucky.
3. In Japan, number four represents death. Avoid packing in fours.
4. Taiwan is favourable in Columbia whereas Triangle is bad in Hong Kong.
5. In India and the United States, owls foretell terrible fortune.
6. In Brazil, the deer represents homosexuality; in the United States, it represents elegance and speed.

Etiquette

These are acceptable standards of conduct. Some behaviours, such as sitting with your legs crossed or sitting in a way that exposes your shoe bottom, may be considered disrespectful or abusive in one culture but perfectly normal in another. In Japan, it is considered rude to decline a business offer outright. They phrase it differently, stating that it is really tough, which is code for no. In Japan, exchanging business cards is a must since it shows how important you are to your company. Similar to this, there are several societal customs and practises that influence how advertisements are created. In America, it's extremely typical to eat with the right hand beneath the table and the fork in the right hand. While in European culture, the right hand should handle the knife or spoon and the left hand should grasp the fork.

These nonverbal cues used in various languages and nations have an immediate impact on marketing efforts and need to be addressed. People respond appropriately when they identify spoken languages. Similar to verbal communication, nonverbal communication also has to be identified and understood to prevent misunderstandings. The promotion of the message we wish to spread should be suitable and consistent with the national culture. Multicultural marketing techniques to save costs, advertising in particular may be homogenised. A single ad may be utilised in several nations, for example, an Asian model in a short, low-cut dress for Asian nations. Youth, attractiveness, sophistication, etc. are all charms of the. The expense and consequences of this standardisation must be contested. However, this is a contentious subject.

When addressing a foreign market, there are seven things to take into account:Is the cultural makeup of the region homogenous or diverse? Marketing initiatives are often focused on specific geographic regions, primarily on economic and political institutions. It's common to think of one

region as having a single culture, although this isn't always the case. South India's culture is distinct from that of Kashmir. Similar to this, English and French Canadians in Canada could have diverse purchasing patterns and views towards certain goods. Therefore, cultural groupings rather than specific nations or geographic regions should be the focus of the marketing campaign.What NEED in the culture can the product satisfy? For instance, although the bicycle and motorcycle may fulfil transportation demands in India and other developing nations, they may also fulfil leisure needs in many other nations.Cost-effectiveness of the product: Whether or if people or organisations can afford the product. Because of financial limitations or a recession, it becomes more challenging. Therefore, marketers turn to credit strategies or the trade-in of old commodities for new ones.VALUES associated with owning or acquiring the product The value system has to be investigated for its potential to affect consumer purchasing decisions [7], [8].

Consideration of distribution, political structures, and legal ordinances:

 In one nation, certain things may be sold in general stores whereas in another they may be sold in drugstores. For instance, vanilla is sold in chemical shops across the world and is regarded as a chemical. Similar to how political and legal restrictions must be taken into account while developing commercial strategy.

Information about the product: Communication should be dependent on the availability of the media. The need that the item satisfies. Values relating to the product mechanisms for verbal and nonverbal communication in culture. Promotional strategies may improve communication. Culture must be taken into account, and the marketing mix must be adjusted to meet the demands of various cultures, when establishing and marketing programmes, ethical considerations must be made. These problems concern the veracity of the advantages offered by the product. Having a reasonable price that the consumer pays and giving legal restrictions the attention they deserve will satisfy the customer's expectations while also upholding the law's requirements.

Marketing Consequences

Cultural values are dynamic and ever-changing, not permanent or unchanging. They approach steadily yet slowly. The rising desire for pleasure, excitement, and enjoyment opens up more options for travel, thrills, fun-oriented, entertainment, and leisure-oriented items, which is one of the aspects that contributes to cultural change. The lack of time that individuals have may be one or several additional issues. Most individuals are so busy that they wish to cut down on time spent travelling, cooking, shopping, and doing other household maintenance. The need to save time motivates the development of faster, safer vehicles, etc. Fast food restaurants, convenience stores, kitchenware, microwaves, dispo- sable diapers, telemarketing, online commerce, etc. automobile maintenance is now done at home with only a phone call; your automobile is removed from the premises, and a substitute vehicle is given for usage while your car is being delivered.

The desire to cocoon at home, also known as the cocooning impulse, has also changed the way people buy things including gym equipment, swimming pools, saunas for the home, computers, and video cassette and recorders. People also want to live healthier lives and utilise the money they get as retirement benefits or as a "golden handshake." immediate housing and all-encompassing healthcare. Many customers desire to live an inner-directed existence and spend money on bettering themselves, including their appearance, energy, vitality, and overall health. They also want to experience life to the fullest. Consumers' desire to live a more natural and healthy life by

utilising natural items, or their acceptance of the natural material, is another development that is now happening. This is possible in a variety of pharmaceutical areas: using organic herbs.

Change from synthetic to natural fibers in the furniture. The marketer must reconsider his methods for product mix, advertising, price, and distribution for the intended customer as a result of these cultural shifts. They strive to provide more than what the buyer anticipates by providing goods that really work, providing additional assurances, and forming connections with strangers. Market segments should be created based on cultural values. Other values include values that are self- and environment-focused, therefore goods should be positioned to appeal to this target market and adapted to meet their demands. Toll-free telephone ordering and in-home catalogue shopping are also possible distribution techniques. For those with little time, drive-through churches and funeral homes are new. The promotion might adopt a fresh strategy and place more emphasis on practical considerations and honoring the contribution of women to our society. Advertising targeted the intended audience and provided consumers with more detailed and accurate information [9]–[11].

CONCLUSION

Understanding and negotiating cultural differences in non-verbal communication are essential. Intercultural communication seminars, cross-cultural coaching, and cultural training programmes may all aid people in learning the required skills for navigating non-verbal signs across cultures. Effective cross-cultural communication may also be fostered by developing an open mentality, curiosity, and eagerness to learn about different cultures. To sum up, cultural differences in nonverbal communication play a big role in cross-cultural encounters and international business communication. Effective cross-cultural communication depends on being aware of and comprehending these variations in non-verbal indicators such gestures, eye contact, closeness, and body language. People may create greater understanding, strengthen relationships, and avert possible misunderstandings in a variety of cultural situations by being culturally competent in non-verbal communication and adjusting their communication style to fit cultural norms.

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CHAPTER 5

A BRIEF STUDY ON SOCIAL CLASS IN CONSUMER BEHAVIOR

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ABSTRACT:

Individuals' purchasing patterns, tastes, and consuming habits are significantly influenced by their social status. This abstract examines the role of socioeconomic class in consumer behaviour, focusing on how choices of brands, products, and marketing tactics are affected. Social class is the term for the hierarchical division of society based on variables such as income, employment, and education. From the high class through the middle class to the bottom class, it includes a variety of socioeconomic categories. Income levels, social standing, cultural capital, and lifestyle ambitions are a few factors that social class uses to affect consumer behavior. People from various socioeconomic strata have diverse consuming habits and preferences. Higher socioeconomic classes often show more spending capacity and indulge in luxury goods and services, looking for goods and services that denote rank, exclusivity, and refinement. When making purchases, middle-class shoppers often place a high importance on practicality, quality, and affordability. Consumers with lower incomes could choose their purchases based on cost and fundamental needs. Brand preferences and perceptions are influenced by social status as well. varied socioeconomic classes may have people with varied brand preferences and connections. Luxury products, for example, could be more appealing to people from higher socioeconomic classes because they represent exclusivity and social position. While customers with lower incomes may choose budget or value-oriented companies, middle-class consumers may give priority to brands that strike a balance between quality and price.

KEYWORDS:

Education, Lifestyles, Market, Social Class, Socioeconomic.

INTRODUCTION

Several contributions to the marketing literature that highlighted the importance of social class for comprehending customer behaviour first emerged in the late 1950s and early 1960s. These early essays mainly drew on Warner's idea of social class, which placed a strong emphasis on the status and reputation of families within relatively tiny, self-sufficient groups. Drew a fairly wide relationship between social class and consumer behaviour, emphasising differences in values, lifestyles, and overarching consuming objectives. Since many of the conclusions offered were summaries of privately funded research, real quantitative data was seldom used. Through the 1960s and the beginning of the 1970s, interest in this wide topic persisted, but with a somewhat different focus. Because segmentation research was becoming more and more important at the same time, social class studies in marketing were generally redirected into this study stream. To put it slightly

more simply, social class was seen to be a potential contender in the quest for the so-called superior correlation with purchasing behaviour.

More precisely, some claimed that social class would prove to be a more effective segmentation factor than wealth. A few years later, roughly a dozen publications in the marketing literature entered the argument over the social class vs. wealth problem. In the 1970s, the fundamental conflict between social class and income persisted, and attention to it gradually faded. Although there hasn't been much current evidence of social class theory's direct influence on consumer behaviour, the idea's value has still been shown time and time again. Stratification concepts are used or expanded upon in a number of research areas, including consumption symbolism, the influence of women's roles on consumption, and the cultural context of consumption. These and other research projects seem to have no trouble including social class, which implies the idea may be useful but also open to different interpretations. More and more initiatives are being made to directly and accurately implement the stratification hypothesis [1], [2].

The social class vs. income debate has been resurrected in this tiny upsurge of interest, but with much more complexity and analytical rigour this time around. Coleman, a pioneer in this field, wrote an article in 1983's Journal of Consumer Research that emphasised the ongoing importance of social class for marketing and outlined certain research methodology best practises. Additionally, Shimp and Yokum and Dominquez and Page have made suggestions for the best way to go forward with this field of consumer behaviour research. By combining these and additional contributions, the following critiques, cautions, and suggestions appear to be revealed:

1. The concept of social class has "surplus meaning." Regarding the quantity, cohesion, separability, and uniqueness of social strata, there is no universal agreement. However, there hasn't been much discussion among marketing scholars on the validity and reliability problems with the social class construct. Due to the availability of several stratification scales and the frequent usage of certain of them, complete examination of what is being assessed has sometimes been shortened.

2. A lot of the empirical research has been characterised by naïve conceptualization. A standard social class index is used to determine a family's social class membership, and then a direct correlation between this variable and some other consumption-specific variable, such as product, store, or brand choice behaviour, is sought. This strategy is open to criticism on a number of fronts. As an illustration, consider the following: intervening variables are frequently ignored; inappropriate statistical techniques are used to measure the effect of stratification ; and the choice of dependent measures is frequently inappropriate for examining the influence of social class.

3. Because marketing scholars have relied so heavily on a framework that is fundamentally Warnerian, which sees social classes as distinct membership groups that exhibit a high degree of cultural homogeneity, research has primarily sought to show that there are significant differences in consumption behaviour across classes. While undoubtedly valid and important, such an approach has largely ignored the variety and dynamism of intra-class behaviour. Given the increase of two-income families, female-headed households, and other living arrangements that break the mould of the conventional married couple,

this problem is extremely severe. In fact, many of the tools used to assess social class make the assumption that the family's male head is the only wage worker and is most likely at the top of his earning potential [3], [4].

DISCUSSION

In order to successfully target and engage customers, marketing techniques must take social class dynamics into account. Specific socioeconomic class groups' ideals, goals, and lifestyles should be reflected in advertising, promotional efforts, and product positioning. Exclusiveness, better quality, and aspirational themes may be highlighted by brands aimed towards upper socioeconomic strata. Value, dependability, and useful advantages may be the main marketing focuses for customers in the middle class. Affordability, accessibility, and providing for fundamental requirements may be prioritised for lower-income groups.

A person's social status in a society is referred to as their social class. A social class is defined by a number of traits, including education, employment, property ownership, and source of income. In India, there are many different social classes that create a hierarchy of social classes ranging from the upper to lower classes. Each group's members have almost the same status, means of subsistence, and purchasing habits. Individuals and organisations make decisions based on their social status. A general understanding of our social class, which helps us determine our rank. A fact of existence is social class. It represents how customers interact with marketing. The goods we purchase, the fashion we like, and the shops we go to and wish to shop at.

The term "social class"

1. In terms of attitudes, beliefs, lifestyles, and other factors, a social class is a hierarchical division of a community into generally different and homogeneous groups.
2. It is a divide or stratum in a society that is mostly permanent and homogenous and that varies in terms of money, education, possessions, values, beliefs, attitudes, friendships, and speech patterns. Differences in status also affect privilege, power, and prestige. Social class is a notion that affects families more than it does individuals. Members of the same family have the same status since they come from the same social class, live in the same home, earn the same amount of money, and share the same morals. Their interactions with others are impacted by these traits. Social class is created when vast populations with broadly similar lifestyles are divided into groups based on their social standing and reputation.

All nations and cultures have different social classes; several nations, like China, have attempted to achieve a classless society but haven't had much success. Therefore, social stratification is a fact of existence. By distinct conduct, we imply that each socioeconomic class exhibits a distinct pattern of consumption, education, employment, leisure, etc. Marketers need to know this in order to comprehend customer wants and develop marketing strategies appropriately. There are numerous behaviours that are shared among social classes, and there are few differences in how each social class behaves. This is a common practise. A act that is excluded is one that the social classes avoid. Since the conduct goes against their values and conventions, they endeavour to prevent it. These might be eating habits, such as the restaurant preference. Consumer behaviour:

The locations upper-class people avoid visiting, such as bargain retailers [5], [6]. Typically, social classes fulfil the following five requirements:

Bounded

The social classes are constrained by certain unspoken rules that include or exclude particular people, places, or things. They automatically abide by these unspoken guidelines. Due of their comparable educational backgrounds, occupations, lifestyles, etc., they constrain behaviours.

Ordered

Each social class has a hierarchy or stratification that sets it apart from the others in terms of rank, prestige, and money.

Contrary to Each Other

The person exclusively fits into one class, and they act and behave appropriately. Moving from one class to another, nevertheless, is feasible and continues throughout time. A new wealthy class has emerged and grown throughout time. They are open system members and upwardly mobile. In closed systems, status is inherited and engraved. They are unable to rise beyond their socioeconomic status.

Exhaustive

Each and every member of a social class must belong to and identify with that class.

Influential

Classes must act differently from one another if various expectations are to be placed on them. It is evident from the aforementioned standards that there is no rigid social class structure. Social classes may be broadly categorised into three groups: higher, medium, and lower. We further divided them into four groups due to the wide disparity by placing the working class between the middle and lower classes. As a social class indicator, Warner's index includes 4 variables. These include employment, income, housing, and living space. Six categories make up Warner's social class classification. This aids marketeers in selecting their target market and appropriate marketing approach for each. For instance, rather than the elite class, the middle or lower classes might benefit more from the notion of mass marketing. Specialty items and rare commodities that reflect social rank are targeted to the upper class.

Social Class and their Purchasing Behaviour

The socioeconomic class to which a person or group belongs or aspires to belong has a significant impact on their purchasing habits. Social class and demographic and geographic information are related. Class difference in status is symbolic for food, housing, clothes, purchasing, and lifestyle. These classes are found living in clusters and have very homogenous geo-demographic divisions in terms of housing, urbanisation, and other factors. People strive to buy the same things that their friends in the same social class expect them to buy. Marketers attempt to focus their goods on market groups based on consumer classes [7], [8].

High Class

This is the richest and most affluent class, with a lot of property. This class has access to property, status, and power, making them a niche market that marketers must target with novelty, pricey, and luxury items. They can purchase the proper goods and services, interact with the right people, and have a lot of discretionary spending. They represent a desirable market group for exclusive services, expensive clothing, international travel, and leisure products.

Upper Lower Class

They attempt to emulate the lifestyle of the upper upper class, although having a lesser position than them. They are distinguished by their ostentatious spending, and they represent a smaller segment of the market for luxury products. They attempt to adopt the practises and way of life of the upper upper class. The trickle-down effect is the process through which goods from the higher class reach this class. The members of the lower upper class use the upper class as a model and work hard to rise in the social hierarchy. Knowing this, marketers create a plan specifically for this demographic.

Higher middle class

This group of managers, professionals, attorneys, and professionals has succeeded in life. They also run a medium-sized company. As a result, they join groups and have a diverse variety of cultural interests. They strive to advance in society and put forth a lot of effort. Their target demographic is the upper class.

Lower Middle Class,

This category is represented by the common guy. Some people may not have a very good education yet be well compensated employees and small company owners. This group strives to be respectable. They want to live in nice areas with well-kept homes. Marketers target this demographic with their goods by emphasising their social acceptability and acceptance.

Lower Upper Class

They are present-focused people. They make up the majority of the population, along with members of the lower classes. Their respective cultures and subcultures have an impact on their purchasing behaviours. Their social interactions have an impact on the goods purchases.

Inferior class

They are abjectly poor. Their primary focus is on meeting their fundamental physiological demands. They shop for affordable items and have needs for housing, clothes, and food. Price is their first concern, and they cannot afford to make any extra purchases.

The Social Classes and Marketing Techniques

Marketers are concerned in providing the appropriate goods to the appropriate consumers at the appropriate price, at the appropriate time, and with the appropriate marketing. Since social class is a stronger indicator of a consumer's lifestyle than wealth, it may be used to pick the target market

first. The socioeconomic classes also have different motivations for shopping and making purchases. Upper-class people like shopping and often frequent upscale and exclusive businesses. Store locations are crucial as well. They frequent shops and are picky about where they shop. The upper and middle classes engage in more information searching and gathering and do so through media like TV, magazines, and newspapers as well as from organisations and people in their social position.

The lower classes purchase goods that are less expensive and possess significantly less information. They react to advertisements and items of a different kind because they are more focused on forming social connections. Marketers conclude that for product classes that are visible, a mix of social class and income is preferable. Similar to TVs, automobiles, clothes, and other status symbols, these things are reasonably priced. The marketer links the status of the group to the product while creating a marketing plan that takes social stratification into account.The intended social strata are used to gather data.places the product in relation to social class.creates a suitable marketing mix.

 When associating a product to a group's or an individual's status, it is important to keep in mind that the product or brand consumed depends on money, which may limit the ability to purchase costly products like vehicles. The consumption of fine arts, imported products, and imported goods changes with social status and education. Different socioeconomic classes utilise credit cards, etc., for various reasons. This gives consumers a reason to buy. Others use it to pay their monthly payments, while others use it for convenience, safety, or both. Some things are utilised as social class markers and as symbols of riches. Products are available for a variety of uses, such as celebrations, wedding presents, everyday usage, etc [9], [10].

The next phase is to collect information on people's lives and how they want to advance by aiming to lead desirable lifestyles. The right medium must be selected and utilised efficiently in order to market the goods to their lifestyle. Buyers' purchasing patterns and shopping behaviours should also be thoroughly examined. The third phase involves positioning the product. It is organised into several social and economic classes, with the Maruti-800 being positioned as an economy vehicle, the Zen as a luxury vehicle, and the Esteem as a more opulent and costly option.

Consumables may also be marketed as fizzy drinks, cheap drinks, health drinks like Bournvita, etc. Products may be positioned in accordance with different socioeconomic classes' demands. Finding and providing the right marketing mix for the social class is the final phase. This includes the various options for product, pricing, advertising, and distribution, which must be balanced to appeal to the target market. In order to please the consumer and guarantee repeat business, the after-sales service is equally crucial and has to be prioritised.

CONCLUSION

Marketing professionals may better focus their tactics to appeal to certain target populations by understanding the impact of socioeconomic class on customer behaviour. Businesses may tailor their offerings, pricing plans, and marketing messages to the social identities and goals of their target market by segmenting their customer base depending on social class. It is crucial to treat social class sensitively, keep prejudices at bay, and acknowledge the variety and complexity that

exists within each social class. In conclusion, socioeconomic class has a considerable effect on consumer behaviour, influencing choices for brands, products, and marketing tactics. Understanding the subtleties of social class dynamics enables organisations to create marketing strategies that are successful with certain social class groupings. Marketers may design experiences and products that specifically cater to the wants and ambitions of various customer groups by knowing the consumption habits, tastes, and aspirations of various socioeconomic classes.

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CHAPTER 6

ANALYSIS OF SOCIAL GROUP IN CONSUMER BEHAVIOR

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ABSTRACT:

Social groupings have a significant impact on people's attitudes, behaviours, and buying choices, which is important for understanding consumer behaviour. The examination of social groups in consumer behavior is explored in this abstract, which emphasises the value of comprehending group dynamics, reference groups, and social influence in influencing consumer decisions. Social groupings are made up of people with similar traits, connections, or interests. These organisations may be based on a number of things, including kinship networks, social networks, professional networks, internet communities, or cultural and racial origins. Understanding how people' interactions within these groups affect their consumption habits, brand preferences, and decision-making processes is essential to the analysis of social groups in consumer behaviour. Particularly reference groups have a significant influence on consumer behaviour. Reference groups are the people or organisations that consumers turn to for advice, knowledge, and approval while making purchases. These groups may be dissociative (groups that people do not wish to be connected with), associative (belonging and engaging with), or aspirational (admired but not belonging). Informational influence (seeking information and guidance), normative influence (adhering to group norms and expectations), and identification influence (adopting group identity and values) are all ways that reference groups may have an impact.

KEYWORDS:

Consumer, Family, Market, Organization, Social Group.

INTRODUCTION

The dynamics of group influence, group norms, and compliance are all part of the analysis of social groups in consumer behaviour. By using techniques like social proof, influencer marketing, and word-of-mouth campaigns, marketers often take use of the power of social influence. Businesses may successfully segment their target audience and adjust their marketing strategy to appeal to certain groups by having a thorough understanding of the traits, tastes, and behaviours of various social groupings. We all connect ourselves with many groups in our everyday lives and everyone of us belongs to one group or another. Of course, our family is the most important group with whom we interact the most. Our conduct is somewhat influenced by the groups we belong to or the people we encounter and contact with. A group is made up of two or more people who share specific standards, values, or ideas as well as a defined or undefined connection that makes their conduct reliant on one another. Individuals have the chance to mingle and learn in groups. The understanding of group influences is used by marketers when creating market strategies.

A reference group is a collection of individuals you turn to when making judgements about purchases. They assist you in making purchases of goods like apparel, etc. Reference groups have an impact on consumer behaviour by raising ambitions and assisting with product selection for a certain lifestyle. Family, close friends, coworkers, neighbours, or any other group of individuals you connect with make up these tiny groupings. These organisations control people's lives and establish norms and codes of behaviour. In a family, each member has some influence on the decision to buy or consume anything [1], [2].

Reference groups have an impact on consumers through educating them and influencing their requirements for value expression. One must adhere to the group's criteria if they wish to be accepted as a member. One prefers to purchase and utilise the items that the group uses and values in order to acknowledge and accept its ideals and attitudes. Less homogenous groups have individuals who are less prone to attitude changes than more homogeneous groups, or groupings whose members share comparable traits. Some people have a strong feeling of affiliation with a group because belonging to that group offers them significant material or psychological benefits. There are sometimes demands to purchase, often referred to as conformity pressures, and one abides by the social standards. Conformity pressures may be seen in the norms imposed by military or police organisations, other membership organisations, schools and universities, and the like. These may be applied to group members directly or indirectly.

Compliance

Only overt or open conduct, such as paying set fees, is required of group members in order to conform with the rules and norms. displaying up on time. putting on the same attire, etc. It does not require that the individual in question modify their views or ideas. You can only be a passive member of a service organization like Lions Clubs and Rotary Clubs pay dues, eat meals, make friends, and then leave.

Identification

This is a deeper relationship where the person not only complies with the standards but also maintains a social relationship and substantially alters his perception. For example, you can join a service organisation merely to be a member or you can alter your perception and turn into a service-minded person who actually begins to believe in performing acts of service and appreciates helping the organisation achieve its service goals. You may become highly engaged and be proud to identify as a Rotarian or a Lion.

Internalizing

Here, you get more dedicated and strive to compel others to share your goals and worldview in order to become more deeply immersed in it. You compel or compel others to abide by the organization's standards and guidelines. You can be born in a religious environment and pushed to perform rituals as an illustration of the process. The second level is when you begin practising your religion, and the third stage is when you begin teaching others how to do the same.

DISCUSSION

Reference groups come in four different varieties. Which are:

Groups with and without members: This division is straightforward and self-explanatory. One who belongs to an organisation is said to be a member. Non-membership groups are those that you may want to join but to which you do not now belong.

Formal or Informal Group: A formal group is one that has a set structure, goals, and duties for its members. There are several guidelines that must be observed. A loosely organised group lacks organisation. People arrive and go at random, like in the case of a group gathering in the market place for some casual tea and snacks [3], [4]. Depending on the frequency of interaction, the primary or secondary group should be chosen. Family, close friends, classmates, and coworkers with whom one maintains frequent touch make up the primary groupings. Secondary groups have fewer meetings and are not as tightly knit. Shopping groups and club membership groups are auxiliary groupings.

Aspirational Groups: Aspirational groups are the organisations you would want to someday join. The term "anticipatory aspirational groups" refers to these. Additionally, there are symbolic aspirational organisations that a person may be drawn to but is unlikely to really join to. These are top sports teams or other professional organisations.

Celebrities are a symbolic group that marketers employ to promote their goods. It is crucial for marketeers to research group behaviour and develop tactics in line with their findings. These groupings serve as a point of reference for consumers at various periods. The effect of primary groups on consumer behaviour is bigger and more direct, and marketers exploit family settings and family gatherings to promote their products and sway customers.

Reference Groups and the Influence They Exercise

Depending on the roles they play and the kind and extent of their effect, reference groups may be further divided into the four types listed below. Members of these groups are expected to adhere to specified rules, duties, and statuses. Unwritten rules or standards of behaviour that are ascribed to members of a group are known as norms. Roles are the functions that each member performs, including initiator, influencer, gatekeeper, decision maker, buyer, and end user.

Status is the recognised position of authority within an organisation. More power is correlated with high status; for example, the father and mother in a family have more status than the other members. Additionally, the top executive of a business has more authority and power than the lower-level employees. Additionally, goods that are related to the status of the person or group are purchased and eaten. There are so four types of reference groups: normative, comparative, status, and dissociative. We'll go through each of them individually.

Groups that maintain the group standards are known as normative groups. While engaging in consumer behaviour, there are some ideals that must be upheld. There is also the judgement or point of view one applies while defining personal circumstances. These standards also affect what to wear and how much to eat and drink during a party; normative influence may result in normative

conduct. The purchasing of items like apparel, furniture, appliances, food, etc. is subject to the effects. These things can be seen. Other products, such as mouthwash and fragrances, may not be seen but are utilised to get the consent of the group. Normative influence, often referred to as utilitarian influence, is when a person complies with social standards in order to get a direct benefit or stay out of trouble. You could buy a certain brand of coffee to get the favour of your partner or the people in your area, or you might decide not to wear the newest trend out of concern that your friends would mock you [5], [6].

Reference Groups for Comparison: These are the groups that the person compares himself and his views to. To determine if the other group members share his thoughts and attitudes, he makes comparisons with them.

Because they reinforce preexisting attitudes and behaviour, neighbours who are similar to the new resident in the community are attractive to them. Additionally, since they support preexisting beliefs and behaviours, advertisers use spokespeople who are seen as similar to themselves by customers. Validating views, values, and attitudes is based on comparative reference groups. Consumers may be affected by a reference group even if they are not in close social touch with it. If values are stated in the case of comparative reference groups, they may be put into practise, which allows one to become closer to the group and be accepted by it. Value expressive influence is what is meant when something is communicated that is against the law, like drinking. To fit in with the group, one must follow the same rules. In organisations where wearing chappals or sandals is prohibited and explicitly stated, one must adhere to the group's principles in order to be accepted by the group.

Dissociative Group: Some people do not wish to be compared to or associated with a group of people. They make an effort to separate themselves from that crowd. These teams are referred to as dissociative teams. If you wish to maintain your reputation for honesty, you can attempt to distance yourself from a group of coworkers who you believe to be dishonest. Additionally, it is done to advance to a higher social status. You are not allowed to purchase anything from the dissociative group. You may wish to avoid being among this disconnected crowd. Status Reference Group: A status reference group is what is meant when someone discusses the status or position of the members of a group. A person who does not now belong to this group may want to join it and attain that status.

Social Influence, Social Power, and Reference Group

Through the effect of social power, reference groups' influence on consumer behaviour is perceptible. Social power is based on five factors. Which are: Reward Power is the capacity to bestow incentives such as cash, gifts, and psychological rewards like praise and recognition. Clothing, durable goods, and other items are sometimes also supplied. The capacity to use threats or withhold rewards is known as coercive power. Coercive power is the use of threats or physical force to change a person's conduct, such as getting them to buy approved apparel, deodorants, mouthwash, or LIC policies.

Legitimate Power: It is associated with a group's or a culture's ideals. The organisations they are a part of have an impact on their consumption habits. It is the authority one has as a manager, which is a valid position inside a company.

Referent Power: It is used to a status-oriented product that symbolises a sense of belonging to a group. The group member is exhorted to acquire the suggested products in order to achieve a like standing [7], [8].

Expert Power: The level of competence among the group members affects purchasing decisions. people who are knowledgeable and skilled in a certain field. In order to get acclaim or recognition, or in reaction to coercive force, a person may be drawn to and adhere to group standards.

Factors Affecting Reference Group Influence

People join reference organisations because they provide advantages to the members, which is why they do so. It affects the person's behaviours, with varying degrees of effect depending on:

1. First, how knowledgeable and experienced is the person? If the person is less well-informed, he or she will rely significantly on the reference group or, if they have no or little experience, they will still go to the groups for advice and information.
2. Second, the group might have a bigger impact on a person's behaviours if it has a high credibility. Thus, it has the potential to alter customers' attitudes and perceptions. In order to learn more about the product quality, consumers would look at and consult it more.

Influences of Reference Groups on Products and Services: Their Nature

When individuals get together in a social context, they talk about the items they've tried, express their likes and dislikes, preferences, and characteristics of the product. The people do the same when they observe others utilising or purchasing goods or services. When a product is prominent, the reference group has an impact on the product and brands. You may gauge the conspicuousness by:

Dimensions of Exclusivity and Visibility

Few individuals holding or utilising the product is what is meant by exclusivity; if more people use the thing, it is less exclusive. Luxury things get more attention than necessities do. Numerous consumers will utilise things that are required, however only a select few customers would use luxury goods.

Dimension of Visibility

The product is more visible if it can be seen and recognised by numerous people. Products that are eaten in public stand out more than those that are consumed privately. Public necessities, public luxuries, private needs, and private pleasures are the four categories shown in the illustration.

Marheting Reference Group Applications

Marketeers use reference groups widely in their advertising. They sell their items by placing them in comfortable settings with stunning, well-known individuals. These folks utilise the items since

they are well-known and have achieved success. They seek to determine the lifestyle traits of a certain demographic before developing successful advertising plans. The following people design advertising:

Using Famous People

celebrities who promote a product to the public, such as actors for soaps and other beauty goods, athletes for the usage of healthy products, such as Kapil Dev for Boost, Shahrukh Khan for Smoodles, Pierce Brosnan for Reid and Taylor, and Cindy Crawford for Revlon.

Use of professionals and Experts

A variety of experts are used to advertise the merchandise. The evaluation of the items promoted by specialists by potential buyers is influenced by these experts and professionals. Forhans, Sachin Tendulkar marketing Visa Cards, and other dental products are promoted by doctors.

Spokesman Use

When promoting a product, spokespeople often discuss how appealing it is to the average person. It is claimed that a member of the general public utilises the product and is happy with it. Lalitaji from the Surf commercial.

Leaders in Opinion

These are influential leaders in the group who are innovators or early adopters. The marketer targets important individuals in the group, some of whom are opinion leaders and others who are opinion seekers, with his techniques. As a result, essential individuals have extensive expertise and experience. Other names for them are influencers and receivers. They include neighbours, coworkers, and friends. Persuasive communication is more effective in this group because opinion leaders may impact and influence group members' conduct.

1. Observable Qualities of Opinion Leaders
2. Leaders in an opinion have a strong degree of interest and more expertise.
3. more engaged with the product group.
4. Engage in social engagement and friendship locally.
5. Is able to spread information.
6. Be very credible.

Possess more self-assurance, are more gregarious and worldly, and are capable of taking chances. Opinion leaders are very active in order to shorten the distance process for the goods they have purchased; they could seek to sway neighbours and friends. They get involved to support their own judgements. They are better educated, younger, earn more money, and have greater occupational standing. They encounter media. watch more television and films. Additionally, study technical journals and periodicals related to the product area. They can spread more accurate information about the items and their use as a result of their increased product expertise. Therefore, marketers use opinion leaders as a case study and assess and develop their tactics with an eye towards the opinion leaders and their functions. The group's opinion leaders gather pertinent material from the media and other sources and disseminate it to the other participants. The response from the group

to the opinion leaders is shown by the dashed line. They could be separate from thought leaders as gatekeepers. They shared concepts and facts, but they were unable to persuade the gathering.

Market Maven: Maven is a knowledgeable specialist with information on a wide range of items. locations for shopping and other market information. They are more knowledgeable about overall markets than about markets for particular products. They take part in marketing initiatives and like window browsing and bargain hunting. They peruse classified newspapers, mail advertisements, and other publications. Source or receiver initiative may determine whether a communication is one-way or two-way.

Source Initiated: The marketer or the user communicates information to the user. Effective Word-of-Mouth Communication: The following factors need to be taken into account for communication to be effective:

1. The product is readily obvious, and purchasing activity is clear.
2. The product stands out and may be paired with a variety of tastes, lifestyles, and preferences.
3. Since the product has just recently been released, people do not yet have any opinions on it.
4. The reference group's norms and beliefs are vital to the product. Coca-Cola without sugar for diabetics or low-cholesterol diets for elderly persons at risk of illness.
5. It is unsafe from an accident standpoint when customers have concerns about the product, think it is risky, and start many debates about it.

Marketing Techniques and Influence

Various goods have various opinion leaders. The marketer must ascertain the function of an opinion leader in the current context for a product or service by research, experience, or reasoning. The performance of the product and customer experiences are discussed among consumers. If their experiences fall short of their expectations, this raises questions, and the marketer must act appropriately to allay their concerns. The marketer must lessen or eliminate dissonance when the product falls short of the customer's expectations. Utilising opinion leaders' expertise, which is relatively tough to get, may help to lessen this. Opinion leaders like socialising and often participate in groups and organisations. Professional opinion leaders are also quite powerful in several product sectors. Hairstylists act as spokespersons for hair care goods. Pharmacists are significant opinion leaders when it comes to healthcare items. Computer experts are qualified to provide advice on the acquisition of personal computers. Finding the opinion leaders is the first step in developing a marketing plan, which is followed by doing marketing research on them [9], [10].

The marketing research done on opinion leaders provides information on the preferences and types of product consumers. For clients to react positively to the company's marketing mix, a variety of tests should be conducted, including product usage tests, pre-testing of the advertising material, and preferred media. The opinion leaders should be used as the sample group. Several strategies may be used in retail and staff selling to draw consumers, such as offering one meal extra for every three meals, pay for two and take three, or creating a "fashion advisory board" in apparel

businesses. clients and opinion leaders who refer clients to an auto dealer's workshop may get a complimentary wash, service, or oil change. For those who advertise or bring in consumers for real estate, estate brokers may provide a complimentary stay in enticing locations. In advertising, famous persons and product owners may be utilised to project their experiences and happiness obtained to the general public and non-owners of the product via dialogue and by expressing their perception. Effective usage of opinion leaders in ads may help sell the goods to the general public.

CONCLUSION

Social networks and online communities, which have grown to be more significant in consumer behaviour, is another aspect of social group analysis. Online platforms provide people the chance to interact, exchange knowledge, and affect one another's purchase choices. Particularly social media platforms have developed into potent venues for brand advocacy, customer involvement, and viral marketing efforts. In conclusion, studying social groups in consumer behaviour may provide light on how social networks, reference groups, and social influence affect specific consumer decisions. Marketing professionals may identify target groups, customise marketing techniques, and successfully engage customers by understanding group dynamics, conventions, and behaviours. Businesses may encourage brand loyalty, promote good word-of-mouth, and build brand communities that connect with customers' social identities and goals by acknowledging the influence of social groupings on consumer behaviour.

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CHAPTER 7

FAMILY BUYING INFLUENCES, FAMILY LIFE CYCLE AND BUYING ROLES

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ABSTRACT:

The importance of the family unit in influencing people's purchase choices is highlighted by the ideas of family buying influences, family life cycle, and buying roles. The family life cycle, the dynamics of family impacts on consumer behaviour, and the numerous roles that family members play in the purchasing process are all explored in this abstract. Because family members often have an effect on one another's attitudes, tastes, and buying choices, the family has a significant influence on how people behave as consumers. There are two forms of family purchasing influences: direct and indirect. Instances when family members actively engage in the decision-making process are referred to as direct influences. Examples include shared decision-making or influence via advice and suggestions. Consumer behaviour may be affected in a subtle way by indirect effects, such as watching and picking up on family members' preferences and behaviours. framework called the family life cycle classifies people and families into several phases according to factors including age, marital status, and the existence of children. Every stage of the family life cycle has certain demands and patterns of consumer behaviour. For instance, newlywed couples may prioritise starting a home and making large purchases, but families with small children may give priority to goods and services for children.

KEYWORDS:

Buying, Family, Family Life Cycle, Influences, Market.

INTRODUCTION

Marketers may successfully cater their services and communication methods to fit the demands and preferences of different life phases by having a thorough understanding of the family life cycle. The diverse tasks and participation of family members in the purchase process are referred to as buying roles. These roles can include initiators those who see a need or desire for a product, influencers those who use recommendations or preferences to influence the decision-making process, decision-makers those who make the final decision on the purchase, buyers those who actually make the purchase, and users those who consume or use the product or service. To support effective purchase outcomes, companies may focus their marketing efforts and interact with the right family members by being aware of these responsibilities.

Two or more persons who are connected by blood or marriage and are living together constitute a family. It is a component of a home made up of people who live alone or with others in a residential unit. The connections within families have an impact on consumer behaviour in addition to consumer personalities and motives. In a family, individuals must rely on a shared, relatively fixed pool of resources to meet their unique and collective requirements. A significant, direct, and

pervasive effect on decision-making is the individual family. The husband, wife, and kids all have mutual and external influences [1]. Figure 1 shows how family members affect one another and Things affecting a client are shown in Figure 2. As the following list of influences on consumers illustrates:
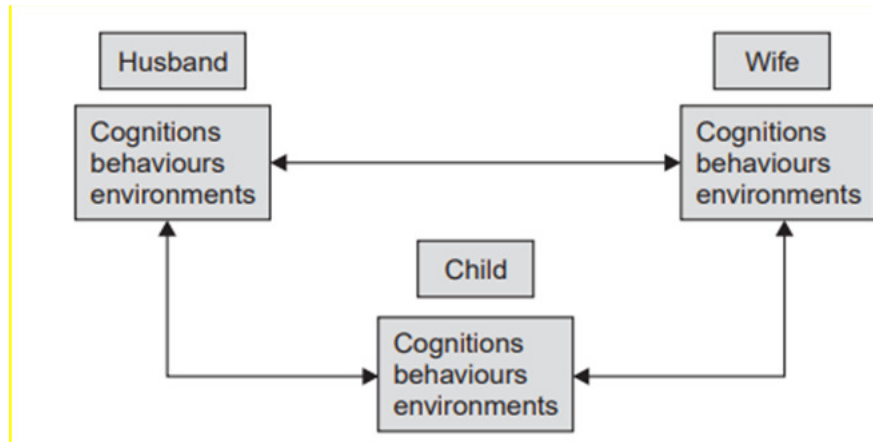
Figure 1: The mutual impact of family members.
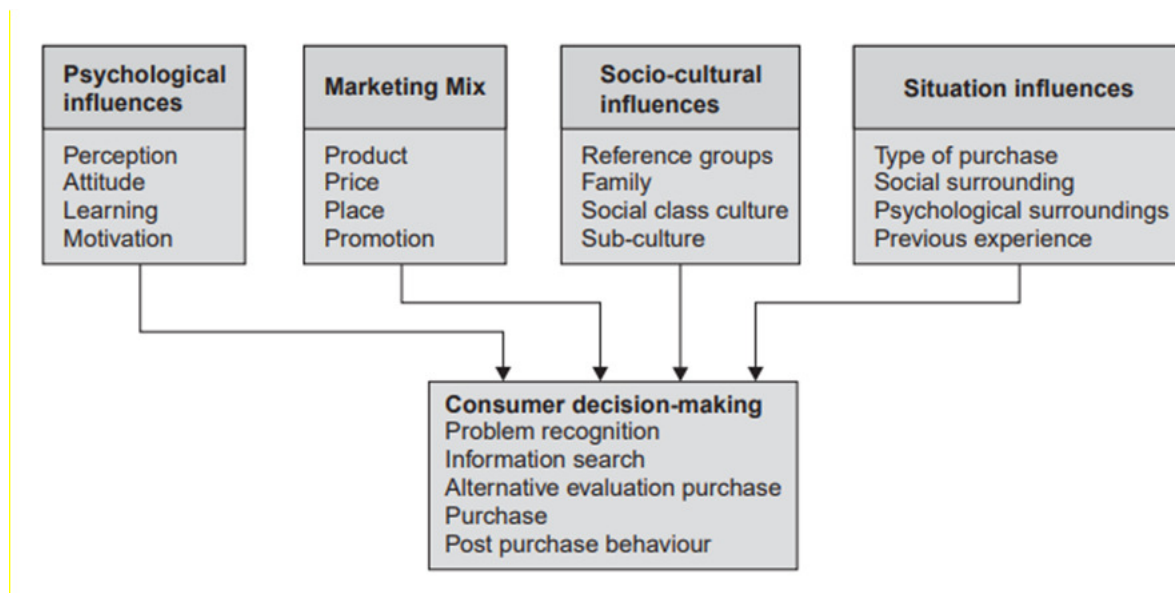
Figure 2: Things that affect a customer.

Buying roles and the Family Life Cycle

Knowing the family structure and its consumption traits is crucial for a marketer. He ought to be able to comprehend that a family is a kind of home. People who reside in and occupy a dwelling unit together make up a household. Both nuclear families and large families are included in this. For the majority of consumables, a home is the fundamental consumption unit. Major possessions like homes, cars, electrical appliances, washers, and dryers are utilised more often by families than by individuals. While people sometimes may not own many of these objects individually, a household might share and own a large number of items.

Family structure

Nuclear Family: A nuclear family is made up of two people of different sexes who live together with their kids in a socially acceptable sexual arrangement. The couple's children also make up the group.

Joint family: This refers to the nuclear family as well as additional relatives such the husband's or wife's parents, aunts, uncles, and grandparents.

Family purchasing power

A social group is the family. It functions as a unit for earning, consuming, and making decisions. Family members have an impact on all pursuits. Family is a close-knit entity, and the ties that bind a family are stronger than those of other types of groupings. All family choices are influenced in a reciprocal manner. Father, mother, and other family members are the three key influencing factors. Each participant brings his or her own motivations, convictions, and predispositions to the discussion. Each family member impacts and is impacted by others. Other family members' decisions are influenced in a reciprocal manner. In the decision-making process, there is a mutual impact. It is crucial for a marketer to separate away all familial influences and create a successful marketing plan.

DISCUSSION

The process through which young people learn the abilities, information, and attitudes necessary for them to operate as customers is known as consumer socialisation. Family interactions lead to the development of interests, preferences, buying habits, and clothing choices. What to purchase, where to get it, and how much money to spend on it. The illustration depicts the socialisation of a customer. Background variables include things like age, sex, socioeconomic class, and others. Then there are the socialising individuals who teach them. These include the press, relatives, friends, and teachers. These have an impact on the process of learning, and the end effect is a socialised consumer. Advertising and promotional efforts have a significant impact on how consumers socialize [2], [3]. Family members may also participate through:

Instrumental training: In this, the parent instructs the kids on the importance of eating and what they should and shouldn't eat. What choices should be made about clothing and what goods should be avoided. how to stop acting dysfunctionally.

Modelling: When a youngster picks up a behaviour by seeing another person do it. It may be picked up intentionally or unconsciously. Smoking is a prime example. Children should be made aware of the facts by dialogue, demonstration, or any other way that is accessible.

Influences that span generations

By this, we imply that kids pick up things from their dads and ancestors. A kid is impacted by the religious and cultural beliefs that are developed through generations. The attitudes are formed towards social life, sports, leisure, and education. This phenomenon is referred to as intergenerational carryover. Children pick up using the goods and services that their family members, primarily their parents and grandparents, use, and some even take joy in it.

Make decisions as a family

A family's dynamics include: used as a tool by the family's leader to accomplish certain objectives. The wife and other family members play an expressive role by offering emotional support. Important purchasing jobs include:

1. The person who initially introduces the concept of a product or service and starts the purchasing process is known as the instigator.
2. The influencer: A person who directly or indirectly affects a consumer's choice to make a purchase.
3. The person who makes the ultimate decision is the decider.
4. The person who actually buys the item, pays for it, and takes it home is the purchaser.
5. The person who uses the product or service.

Family Decision-Making Phases

1. Problem identification
2. Look up information
3. Analysing potential solutions
4. Final judgement

Husband-wife impact studies categorise consumer choices as: Wife-dominant choices, such as eating or grocery shopping. Choices made mostly by the husband, such buying a car or life insurance. Syncratic choices, such as choosing a vacation or school for a kid. Automatic judgements.

Decisions may be either:

Consensual: The intended result may be accepted by all members of the family. Needs to resolve disputes via negotiation or persuasion. Power comes from many sources within the family, including:

Economic Resources: Those who contribute more financially are more powerful.

Cultural Norms: In a community where men predominate, the spouse has more authority. More knowledge confers more expertise. Wife may be more knowledgeable about home goods while husband may be more knowledgeable about autos.

Legal Authority: How the family members are involved will determine this. Power in negotiations comes from a give-and-take approach.

Reward/Referent Power: Providing people with favourable and appreciative rewards.

Emotional Power: The feelings, emotions, and sentiments of one partner have an impact on the other's choice to make a purchase [4], [5].

The Stages of the Family Life Cycle

1. The youthful and single stage, which may last up to 35 years of age, is typified by being single and young. Singles may live either with or without their families. With an average age of 24 and no worries about the outside world, they lead energetic, carefree lives. They

have no financial commitments. They take care of their own business, enjoy sports, and partake in other leisure pursuits.

2. Young couples that have never had children. The way of living changes a little after marriage. They have a same way of life. They share tasks and fresh experiences. Spend money on furniture and other home items. They often have two incomes and spend a lot on dining out, luxury travel, shopping, and other luxuries.

3. Young married couple with a child: a full nest. With the growth of the family, purchases are now mostly focused on infant food, clothes, health care, and medical supplies. The way of life has changed, and the majority of activities now centre around taking care of the kid. Additionally, discretionary budgets are decreased.

4. Aged married with kids; full nest. Having more kids means spending more money. As kids start attending school, costs for books, school supplies, and college tuition rise. Toys, a bike, and insurances start to factor into the costs, and parents start spending less on themselves.

5. Older married couples with dependent children. Right now, income is high. Parental figures age. They gain purchasing expertise and lose interest in trying out new products. Spending is high as a result of replacing with expensive goods.

6. Empty nest: Older couples that are married but do not have children. Financial stability and the absence of kid expenses. The pair is free to pursue their own interests and to spend money on luxuries, improvements, and medical care.

7. Older retired single folks who have survived alone. retired persons who are single after losing a relationship. Retirement might lead to a more alone existence and a decrease in income. Again, this alters the consumption habits and way of life of seniors.

It's also important to note that the family life cycle idea divides families based on demographic factors while ignoring the psychographic characteristics of family members. The free time, the money that is available, the level of education, etc. are all factors in the family life cycle. These factors need to be taken into account by marketers. Family phases have an impact on the kind of goods and services needed, consumers' preferences and patterns of consumption, and the amount of consumption of certain items.

The conventional understanding of the family life cycle has come under fire for neglecting to acknowledge the possibility that a single family unit may not exist for the whole of an individual's life. Second marriages may result in families, and these families may include offspring from previous unions. Additionally, the traditional model does not take into account homes with only one parent. The contemporary family life cycle is more sophisticated and valuable than the conventional model since it takes into consideration the fact that working women exist [6], [7].

Marketing plan to influence decisions made by families

It is understood that different family members carry out different buying chores. The items are purchased for usage by the whole household. TV, couch, automobile, refrigerator, etc. The product will be bought using family finances, which may include several contributors. When money is tight, it may be necessary to forgo other purchases in order to purchase an expensive item. Some family members may not approve of the product selection and think it was an unnecessary expense. These are the primary deciding factors in family decisions and the places where family members choose to buy the merchandise. All of the aforementioned factors should be taken into account because once they are, it will be easier to design a plan.

Individual Influences

Each person gets the information, interprets it, and assesses the final result in his or her unique manner. No matter the family, socioeconomic status, or cultural background, etc., this applies. His choice is ultimately influenced by his personality. He has personal reasons for his preferences in terms of prestige, money, and convenience. Price, quality, prestige, symbols, ease of use, and other factors may all be more important to certain people than others. Personal factors have a significant role in product purchases. The consequence of contact with others on a person's attitude or conduct is known as personal influence. Communication may affect the change in behaviour. It may be recipient-directed or source-initiated depending on the effect). One-way or two-way influence may arise via communication, i.e., the person may influence while being affected.

Influence may be gained via verbal or visual communication. Personal influence and word-of-mouth are sometimes used interchangeably, despite the fact that word-of-mouth is solely verbal communication. Advertising for both goods and services is less successful than word-of-mouth marketing. Word of mouth is the most significant marketing component that currently exists, according to Paramount Motion Pictures officials. "'Synthetic' or artificial word of mouth' is a possibility. The second is actual word-of-mouth. Both are highly persuasive. To be successful, the communication must be constructive. The power of word-of-mouth marketing is due to: Word-of-mouth advertising is valued by customers as reliable information that aids in decision-making. Personal interactions provide unique encouragement and give a pursuit a mark of approach, which is not the case with mass media. Social group pressures support the information offered and compel the pursuit.

Consumers are affected by recommendations from others while making decisions about the goods and services they purchase. Today, someone else's direct recommendation affects 80% of all purchasing decisions. Making choices like which air conditioner to purchase or which movie to watch. Numerous interactions aid in decision-making for the person. The personal opinions of one's neighbours, friends, coworkers, and acquaintances might also have an impact on them. Opinion leaders are the ones who shape public opinion, while opinion receivers are those who are affected. The exchange of information via communication determines personal influences. Long before the advent of two-way media, marketing communication was a one-way process controlled by opinion leaders. The audience now participates actively in two-way communication rather than just being a passive recipient of information [8], [9].

The following steps may be seen in the verbal exchange of information and personal influence between a source and a receiver:

1. One-way source-initiated influence
2. Two-way influence begun by the receiver
3. Two-way source-initiated influence
4. Two-way influence begun by the receiver.

Influence of opinion leaders on persons

People who officially provide advice and product information to others are known as opinion leaders. Opinion leaders are persuasive and have a variety of influences on people, including the following: The opinion leaders have a good reputation and provide free, accurate information.

Both positive and negative information is provided. They also provide unprejudiced remarks. Negative information is only provided in extreme cases.

They share knowledge and counsel. They could discuss their own product experiences or advise others to purchase or stay away from a certain item. The suggestions, including:

1. What is the best product?
2. The ideal way to utilise a certain product.
3. A place to shop.
4. Whose service is the finest.

Information provided by opinion leaders is absolutely specific. They specialised in providing information on certain items, such as consumable goods, autos, and white goods. A voice of authority may also be susceptible to personal influences, which may be uncontrolled. Although informal communication is difficult to manage, word-of-mouth marketing is seen to be quite powerful. There are several gossip themes that have a negative impact on how customers behave personally. These include:

1. The product was made in a filthy environment.
2. The product contains ingredients that are culturally offensive.
3. Unwanted stimulants or depressants are present in the product.
4. The item contains a substance that causes cancer.
5. The company was owned by a foolish or foolish foreign nation, etc.

Telephones employ word-of-mouth to dispel misconceptions about customers who have been unsatisfied with the product. The marketer's responsibility is to eliminate their discontent. These are all means through which personal factors are impacted, and personal factors lead a customer to make his own choices [10], [11].

CONCLUSION

Marketing professionals may create successful marketing strategies by comprehending the purchasing roles, the family life cycle, and the impacts on family purchases. Businesses may develop messages and offers that connect with family dynamics and values by recognising the impact of family members on purchasing choices. Addressing customers' changing requirements and preferences involves adjusting goods, packaging, and advertising to correspond with certain family life cycle phases. Recognising the different purchasing responsibilities within the family also helps marketers to interact with the key influencers and decision-makers, promoting good brand experiences and client satisfaction. In conclusion, the family life cycle, purchasing roles, and impacts from family members are important facets of consumer behaviour. Understanding these relationships enables marketers to create focused tactics since the family unit has a significant influence on people's buying choices. Businesses may successfully engage with customers and create enduring connections by acknowledging the significance of family members, customising offers to certain life cycle phases, and engaging with appropriate purchasing roles.

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CHAPTER 8

ANALYSIS OF DIFFUSION OF INNOVATION

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ABSTRACT:

The notion of innovation diffusion looks at how people or organisations within a community accept and disseminate new concepts, goods, or technology. This abstract focuses on the examination of innovation dissemination, emphasising the phases involved, the variables that affect acceptance, and the ramifications for enterprises and society. Innovation dissemination generally involves five stages: knowledge, persuasion, choice, execution, and confirmation. This pattern may be predicted. A select few early adopters who are receptive to novel concepts are the first people to learn about innovations. The idea eventually becomes widely adopted as it develops momentum and spreads to a bigger audience via a variety of ways. The acceptance and spread of innovations are influenced by a number of variables. These elements include the innovation's perceived relative advantage over current options, compatibility with existing beliefs and practises, complexity or ease of usage, the opportunity to test the innovation out on a small scale before committing completely, and the observability of the advantages. The dissemination process also heavily relies on social influence, opinion leaders, and communication routes. The spread of innovation affects companies and society significantly. Understanding the diffusion process is beneficial to companies since it aids in the creation and promotion of new goods and services. Innovation acceptance and dissemination may be sped up by locating early adopters, concentrating on opinion leaders, and using powerful communication channels. Additionally, understanding the diffusion process enables firms to foresee and handle difficulties posed by the various phases, such as opposition to change or competitive pressures.

KEYWORDS:

Diffusion, Innovation, Majority, Market, Social.

INTRODUCTION

Everett Rogers, an American sociologist and communication theorist, popularised the Diffusion of Innovation (DOI) theory in 1962. It seeks to explain how, why, and how quickly a product, service, or process spreads among a population or social system. In other words, the diffusion of innovation accounts for how quickly new concepts and technologies catch on. Marketers often utilise the diffusion of innovation theory to determine how quickly customers are likely to accept a new product or service.

Rationale Innovation Diffusion's Hidden Forces

A new concept, service, or product is not immediately adopted by everyone in a social system; this is not an overnight phenomenon. Consumers who accept innovations early than those who adopt them later exhibit distinct behaviours, according to study. Therefore, it's crucial for marketers to

comprehend the traits of each sector that may either facilitate or impede the acceptance of an innovation.

There are five groups of adopters according to the theory of innovation diffusion:

1. **Innovators:** people who wish to be the first to test the innovation make up this group.
2. **Early Adopters:** Individuals who readily accept change and embrace new concepts.
3. **Early Majority:** Individuals that embrace new technologies before the general population. Before this group will accept the innovation, however, there must be proof that it works.
4. **Late Majority:** The late majority is characterized by those who are resistant to change and who won't embrace a new idea until the majority of people have accepted and used it.
5. Laggards: Those who are particularly traditional and conservative are characterised by the fact that they adopt new technology last. The most difficult demographic to reach is this one.

 The five adopter categories are distributed as follows according to Rogers: 2.5% of the group are innovators, followed by 13.5% of early adopters, 34% of early majorities, 34% of late majorities, and 16% of laggards in the adoption of innovations. On the other end of the scale, the innovators group is significantly smaller in size than the laggards category, which is something to take note of [1], [2].

Innovation Diffusion: Innovators

People who are innovators want to be the first to use new goods or services. They are willing to take risks, unaffected by prices, and able to deal with a high level of uncertainty. Any new product or service needs innovators in order to succeed since they aid in its acceptability by the market. People who spend the night outside a theatre in order to get tickets for the first showing of a movie, for instance, are regarded as innovators.

Early Adopters: Innovation Diffusion

Early adopters often wait until the product or service has received several evaluations before making a purchase since they are not nearly as risk-taking as innovators. Early adopters are known as "influencers" or "opinion leaders" and are often looked up to as role models within their social systems. They are crucial to achieving "critical mass" in the distribution of a product or service. As a result, if a product or service has a limited number of early adopters, its overall adoption rate is also likely to be modest. Early adopters are those who wait a few days and take some time to study reviews before attending to the movies.

Early Majority: Innovation Diffusion

34% of the market is made up of early majorities. Early majority often wait until a product or service has been tried out by a dependable peer before taking risks. These people are sensible and prefer to invest in tried-and-true products. Early majority are the people who see a movie after it has been out for a few weeks, received favourable reviews, and generated revenue at the box office.

Innovation Diffusion: Late Majority

Late majority account for 34% of the market, which is a significant portion. The largest group of customers to join the market is the late majority. They are categorised as conservative and often exhibit technical reticence, extreme cost sensitivity, scepticism, and caution while making

purchases. Late majority are moreover often persuaded by their peers to buy the good or service. Late majority are those that wait for a movie to be made accessible online or on Netflix.

Laggards: Diffusion of Innovation

The last to embrace a new product or service are the laggards. They resist change and could stick with conventional goods and services until they are no longer offered. In other words, people seldom accept new technologies until practically compelled to. Laggards may finally see a popular film when it airs on network television [3], [4].

The Value of Innovation Diffusion

The rate at which customers will accept a new product or service is explained by the diffusion of innovation hypothesis. As a result, the theory aids in the understanding of trends by marketers and aids businesses in determining if a new product will succeed or fail. Businesses may forecast which categories of customers would buy their product or service by using the diffusion of innovation theory, and they can develop powerful marketing plans to spread acceptance within each category.

DISCUSSION

The process through which a new product is adopted and spreads across a market is called diffusion. It is a collective phenomenon in which an idea is initially noticed, after which it travels across the market, before being embraced by both individuals and groups. By communicating with members of a social system through time, diffusion is a process by which acceptance of an innovation/new product, a new concept, or a new service is propagated.

Innovation

An innovation is an idea, practise, or product that someone or some group considers to be novel. A product is considered innovative when the target market views it as a shift rather than because of a technical advancement that it incorporates. New goods or services have been categorised as follows:

Firm Focused

A product is considered new if it is brand-new to the firm.

Dedicated to products

It focuses on the underlying qualities of the product and how they affect the consumer's ingrained use habits. Three forms of product innovation are produced as a result: continuous, dynamically continuous, and discontinuous innovation.

Dedicated to the Market

It emphasises how familiar people are with the new product:It may be brand-new if just a tiny portion of buyers in the market buy it.If it has just recently entered the market, then it is new.

Consumer-oriented Items

It is based on how the customer sees the product. if he determines it to be fresh. For instance, the Polaroid camera, which is used by a large number of the market's consumers and allows for quick picture production, might be regarded as an invention. such example of such invention is the

microwave oven. It works miracles for warming and preparing meals. Mobile phones may also be seen as an invention. In addition to being well-liked, they were unimaginable a decade or two ago. Innovation may range in intensity. For instance, a microwave oven is a more innovative product than cola without added sugar. Changes in behaviour occur as a result of innovation. These behavioural adjustments may be minor, moderate, or significant. Innovation may be continuous, dynamically continuous, discontinuous, or any combination of these.

Perpetual Innovation

Minor behavioural adjustments are needed in this sort of invention for the product to be adopted, such as switching from regular cookware to Teflon-coated cookware. a product that has been changed, such as a new low-fat yoghurt, automobile model, or dive watch.

Continually evolving in a dynamic way

Changes in communication style are necessary for the product to be adopted. This category of products includes disposable diapers, erasable ink pens, mobile phones, and compact disc players [5], [6].

Diffusion Mechanism

The diffusion process is how inventions propagate throughout the market. Spread describes the buying pattern when a product is bought periodically across time. Three different ways that invention might spread are shown. Over time, the diffusion process exhibits a consistent pattern regardless of the social group or invention. Diffusion processes often exhibit delayed adoption or expansion. It then climbs quickly, followed by a period of noticeably sluggish development. When there is rapid diffusion, the product clicks right away. Innovation spreads extremely quickly. People purchase the product right away, and subsequently there is sluggish dissemination once again.

In a slow diffusion process, the product takes a long time to disperse or spread, and the customer adopts the product gradually as they get familiar with it. These studies demonstrate that it takes a specific length of time for a product to become saturated when it is introduced. The marketer must thus comprehend what factors affect how innovations spread within a particular market segment and how the purchasing habits of early adopters and late adopters vary. The following list of variables affects how quickly innovations spread:

1. **Group type:** Some groups that are youthful, wealthy, and well educated embrace changes more quickly than the elderly, conventional, and underprivileged groups. This demonstrates that the rate of spread is significantly influenced by the target market.
2. **Perceived risk:** The pace of diffusion is slower the more danger there is in adopting a new invention. If one is not happy with the new product, there is a danger that one will switch back to the old product. There is also a risk that the product won't operate as planned.
3. The distinction between an individual choice and a group decision. Compared to collective ones, individual choices lead to rapid dispersion.
4. **Marketing efforts:** These also have an impact on how dispersion occurs. A more aggressive marketing strategy that involves expensive, ongoing advertising spreads quicker than other strategies.
5. **Trial:** The trial may be conducted with little expense or risk, and the dissemination is quicker. Some goods are available for loan, rental, or trial at retail establishments. These

goods, including medications and other inexpensive commodities, diffuse more quickly. Even automotive dealerships now provide free test drives and rides to potential customers to help new vehicle models spread more quickly.

6. **Satisfaction of perceived need:** The more quickly a need is met by a product, the higher the pace of its spread.
7. **Compatibility:** The more a product is consistent with a person's or group's ideas, attitudes, and values, the more quickly that product will spread (vegetable soup for vegetarians, regular microwave, no roasting).
8. **Advantage that is pertinent:** The benefit may be related to cost, product quality, or convenience of use. The product must have either a pricing advantage or a performance advantage to have rapid diffusion. Although pricey, washing machines save manpower.
9. **Complexity:** Diffusion is slower for complicated products. Although the product may be sophisticated, it must be simple to comprehend. Complexity may result from a variety of factors. The complexity associated with trade-offs may also exist. The cost of the purchase and economy are traded off. Cooking speed vs. cooking quality, like in microwave ovens, or convenience vs. space.
10. **Observability:** The more discussion there is and the quicker the diffusion process, for example, with mobile phones, the easier it is to see the good benefits of the items [7], [8].

Groupings of Adopters

Depending on when they adopt, adopters may be divided into five groups:

1. The first 2.5% of people who accept innovation are innovators.
2. Early adopters: The following 13.5% who will adopt. a young majority. the following 34% to adopt. The following 34% will vote to approve the late majority.
3. Laggards: The last 16% of adopters.

Innovators

Risk-takers by nature, innovators are. They are better educated, younger, and more sociable. They are able to take on the risk posed by the novel product. They have a global perspective, are aware of and utilise commercial media, eager to learn about new goods, forward-thinking, and prepared to employ new items.

First Adopters

Before making investments or using new technologies, they take a calculated risk. They are organisations' go-to information sources and opinion leaders, but they also worry about failing. As a result, people consider the benefits and drawbacks of the product before making a purchase.

Young Majority

After the inventors and early adopters seem to be happy with the product, they tend to be more consistent and continue using it. They are elderly, intelligent, and less sociable. They depend a lot on people-to-people communication for information. They make up 34% of the consumer population.

Majority in Late

They are wary about the invention of new things and have doubts about it. They often utilise the product due to other forces, such as societal pressures and product scarcity, rather than innovation. They are less socially mobile and have a lower social rank than the prior group. Their age, education, social standing, and income are all typical. They seldom ever utilise the media. They depend primarily on unofficial information sources.

Laggards

They are older-style. They have little social engagement and are backward-looking. With much hesitation, they accept the improvements. They are the ones with the lowest income, social standing, and education. They lack influence, communicate with other laggards, and don't subscribe to many periodicals.

Market-related diffusion approach

The innovators and late adopters are different from the early adopters. The target market strategy chosen uses a "moving target market" method. Prior to focusing on innovators, early adopters, early majority, late majority, and laggards, the broad target market is first chosen. As the product continues to gain customer approval, this happens. The media and advertising topics then alter for various target audiences.

Diffusion-enhancing techniques

The goal is to identify and remove diffusion inhibitors in order to improve diffusion. Diffusion strategies are developed after the analysis of the diffusion determinants. It is necessary to assess these diffusion inhibitors and develop methods in line with that analysis.

Adoption and Spread by use of a marketing plan

The goal of marketers is to persuade customers to accept new developments. Through free samples and price reductions, this is accomplished. When the findings are not favourable, significant advertising is done via the distribution of free samples and incentives. Free samples and price reductions are sometimes supported by promotional strategies. The employment of change agents is sometimes utilised to overcome adoption reluctance. Hospitals, clinics, and reputable doctors are employed as change agents for medical goods.

Diffusion Rate: Diffusion rates might be low or high. There are two ways that marketers might affect the pace of dispersion.

Skimming Technique: When the product is in high demand and big advancements are being utilised, this technique is used. Prices are expensive and the pace of dissemination is sluggish. The plan's objective is to take advantage of the situation and make a tonne of money by skimming off the top of the market. The portion is short and narrow. The market is not price-sensitive. Advertising is employed in this situation to raise awareness and provide information. It has its own lifestyles and demographic features. Distribution occurs from just a few sources.

Penetration Technique: Due to the product's cheap price and accessibility to a large number of people, there is quick and extensive dissemination in this case. An extensive campaign is used to market the goods to a general market. The product is utilised widely and is distributed widely. It

is used in fresh goods like coffee, health drinks, and cold beverages that do not represent big breakthroughs. There is a lot of advertising, and other forms of marketing are also used [4], [9].

A wide range of outlets are covered by the comprehensive distribution. The product is offered and priced reasonably. The location of the approach on the diffusion curve continuously changes. All majorly innovative electronic items first use the skimming approach before gradually lowering it to the penetration method. Computers, televisions, microwaves, and other products often have high starting prices, but as demand grows and more rivals enter the market, the skimming technique is replaced by penetration methods. Some goods begin with a penetration strategy and gradually increase in price as they gain wider market adoption.

CONCLUSION

The dissemination of innovation promotes social progress, economic expansion, and technical progression on a societal level. Widespread adoption of innovations has the potential to raise productivity, quality of life, and efficiency. The digital gap and unequal access to and acceptance of innovations result from the diffusion process' inequitable application across all social groups. A more inclusive and equitable spread of technologies depends on recognising and resolving these discrepancies. The analysis of innovation diffusion sheds light on the processes, influences, and effects that lead to the acceptance and dissemination of novel concepts, items, or technology. Businesses may create efficient introduction and marketing strategies for innovations by comprehending the dynamics of the diffusion process. Additionally, addressing gaps and ensuring wider access and adoption of innovations for the benefit of people and society as a whole are made possible by understanding the social consequences of diffusion.

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CHAPTER 9

ROLE OF MOTIVATION AND INVOLVEMENT IN CONSUMER BEHAVIOR

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ABSTRACT:

Individuals' attitudes, preferences, and decision-making processes are influenced by motivation and involvement, which play essential roles in determining consumer behaviour. The importance of motivation and participation in consumer behaviour is examined in this abstract, emphasising how these factors affect customer choice, marketing tactics, and brand engagement. The term "motivation" refers to the underlying motivations, wants, and desires that encourage people to participate in certain behaviours, such as binge-eating. Understanding consumer motivation is essential for marketers because it sheds light on the elements that affect customers' purchasing choices and the advantages they look for in goods and services. Functional demands, emotional satisfaction, social influence, self-expression, or personal goals are just a few examples of the many things that might motivate people. Marketing professionals may develop customised marketing messages and services that appeal to their target demographic by analysing and comprehending the motivations of customers. On the other side, involvement refers to the degree of individual relevance, significance, or interest a customer has in a certain product, category, or buying scenario. It demonstrates how invested and involved people are in a decision-making process.

KEYWORDS:

Consumer, Food, Market, Things.

INTRODUCTION

When customers believe that a purchase choice is meaningful and personally relevant, it results in high participation, which increases attention, information processing, and assessment. When a choice is seen as ordinary, habitual, or having little impact, low engagement occurs. The degree of customer involvement affects their amount of effort, information search, and decision-making techniques. In consumer behaviour, participation and motivation are interwoven. High motivation and participation consumers are more likely to do in-depth information searches, weigh alternative possibilities, and take into account a variety of aspects before making a purchase. Contrarily, customers with poor motivation and participation may depend on regular or habitual behaviours, impulsive purchases, or outside signals like price discounts or brand recognition. Marketers may benefit greatly from understanding how motivation and participation play a part in customer behaviour. Marketers may modify their marketing techniques to fit with customers' requirements, preferences, and decision-making styles by understanding consumers' motives and degrees of engagement. This entails telling engaging brand stories, appealing to customers' emotions, giving tailored experiences, and delivering pertinent information that takes into account their degree of

engagement. Additionally, knowing what drives and engages customers may help you discover target markets, create powerful segmentation plans, and improve your product offers.

Decision-making in consumer behavior is significantly influenced by motivation. Why do people purchase things? A person acts for a reason, or motivation. A person's motivation is an underlying emotion that propels them to execute the desired activity. It either offers a clear direction or prompts a reaction. A person may choose to purchase a product because of convenience, style, prestige, self-pride, or a desire to keep up with others [1], [2].

The Motivational Model of Maslow

It is a macro theory created to explain the majority of human behaviours generally. It is based on Maslow's hierarchy of needs, which claims that a person has many wants, which may be divided into primary and secondary requirements or lower-order and higher-order needs. Humans work to satisfy other demands after one has been met. This is often done according to a hierarchy that may be categorised as follows:

Food, water, sleep, clothes, shelter, and sex are all physiological needs. Foods, health foods, beverages, clothing for the home, pharmaceuticals, and other products fall under this area. Looking for physical safety and security. Personal safety, material security, employment security, etc. Products include things like locks, weapons, insurance plans, burglar alarms, and retirement investments. Social needs include the desire to love and be loved, to make friends, to appreciate love, and to be accepted by a group. Products include items for general grooming, amusement, apparel, jewellery, and cosmetics.

DISCUSSION

Desire for status, supremacy, self-respect, and reputation are requirements for esteem. Products include apparel, furnishings, alcohol, hobbies, and expensive automobiles. The desire for self-fulfillment and the drive to reach one's full potential are prerequisites for self-actualization. Products include clothing, food, sports, vacations, and education. Maslow's hierarchy serves as a helpful model for conduct in general. One need may be met by the same consuming behaviour.

McGuire's Emotional Reasoning

McGuire's description of motivations is more precise and is more often utilised in marketing.

Consistency is required

People attempt to purchase items that are in line with their preferences and tastes. A smart person would consistently use the same hues for his or her furnishings, wall artwork, and apparel. He would choose elegant items over flamboyant ones.

Must establish causality

We often blame ourselves or some other factor for a positive or negative event. You have the option to purchase shoes you may or may not like. You are responsible for it. If you purchase a dress based on the advice of your friends and associates and do not like it, other things are usually blamed for the problem [3], [4].

Need to classify

Numerous categories are used to group the things. The pricing is the most well-liked. Cars may be categorised as costing less Rs. 2 lakh or more than Rs. 5.5 lakh. To keep them under Rs. 500, several things are classed at 499.00. The primary practitioners of this in shoes are Bata and others.

Need cues

These are cues or symbols that influence how we feel, act, think, and perceive things. Clothing, for instance, might serve as a signal to embrace a certain lifestyle. By giving customers the right indications, product use may be improved. Independence is required. Customers want to purchase items that make them feel autonomous. Symbols like a white bird in flight may imply freedom and independence.

Need uniqueness

Sometimes we want to stand out and be distinct in certain ways. This might be shown in impulsive or unexpected purchases. We seek for unique goods and experiences. A unique kind of vacation with plenty of novelty options provided by a travel agency.

Need to express oneself

We seek for things that advertise who we are and help people get to know us. We could purchase a suit to communicate our individuality to others in addition to purchasing it for comfort.

Need for ego protection

We utilise items in our defence when our identity is under danger or when we need to present a positive image. Ego defence involves the usage of deodorants. Mouthwash for fresh breath or dentures to preserve our reputation. We colour our hair to seem younger, among other things. In order to provide a realistic social picture of oneself, we depend on well-known companies.

Required assertion

These demands are met by participating in the kinds of activities that boost one's sense of worth and popularity. We may purchase an expensive automobile out of pride, but if it does not function properly, we have a tendency to gripe angrily. People who have a great desire for self-esteem often complain more about how unsatisfactory the product is.

Requirement for reinforcement

When we acquire a product that is well-liked by others, our opinions, actions, and decisions are reinforced, and we are more likely to make subsequent purchases. If customers' purchases strengthen them more, more items may be marketed.

Requisite affiliation

We like to utilise products that are used by people with whom we have relationships. If a buddy likes and wears a certain brand, one will attempt to employ those same brands or things to show connection. It is the need to establish gratifying and mutually beneficial interactions with others. Marketers use affiliation themes in their commercials to evoke feelings and sentiments in customers for their families and children.

Modelling is necessary

We strive to be like our role models, parents, and others we look up to. We model our actions after how others act. Themes like "Lux is used by heroines" are employed by marketers to promote their products. The description "Sportsmen rely on boost for their energy" is often and again used.

Hedonistic and utilitarian needs

Utilitarian goals include achieving certain useful advantages like warmth, affordability, and durability that characterise a product's performance. Consuming a product satisfies hedonistic wants, which are connected to emotions and imaginations and provide pleasure. An hedonistic urge is more directly felt. the desire to possess more male or female traits, etc. The charms of hedonistic advertising are more symbolic and sentimental. While purchasing things is a chore for utilitarian consumers, it is a delightful pastime for hedonistic consumers. at addition to the variety of items, shoppers/buyers like gathering at shopping malls because of various activities.

Motivation-based marketing strategies

Consumers do not purchase goods. They purchase purpose fulfilment or answers to issues. Instead of purchasing a couch set, a person purchases comfort. Instead of purchasing cosmetics, a person purchases the desire to appear nice. Therefore, marketers look for the reasons why people purchase and base their products and marketing strategies on these reasons. A person could purchase a thing for a variety of reasons. One of these might be given as a present, indulged in as a reward for oneself, or both. Consumption has a variety of motivations [5], [6].

Understanding Motives

By questioning the responder, this is learned. The reply reveals certain motivations, while hiding or not disclosing others. Say you inquire as to the purpose of a woman's designer denim attire. She might claim that they are fashionable, well-fitting, and are being worn by her pals. These intentions are made clear. Latent motivations may not be revealed. These might be used to demonstrate my wealth, make someone seem seductive and attractive, demonstrate my youth, project my thinness, etc.

Latent and Manifest Motives

The "Motivational Research" technique, which involves asking evasive questions to obtain the information from the respondents, is another crucial way to discover the motivations. Unstructured covert interviews or questionnaires are used to get this data. The marketing strategy is created around the proper set of reasons once the motives are understood. The target market must be selected and the appropriate message must be chosen while creating the plan. Since there are several motives, advertising and other marketing techniques should convey multiple benefits. It is important to convey the advantages of economy, manoeuvrability, and current ideology. For malicious purposes, direct appeals are often employed, and for latent motives, indirect appeals. Dual appeals are sometimes used, and the target market must be taken into consideration.

Motivational Discords

A customer has conflicting thoughts on which motivation should be given priority since they wish to use a product to satisfy a range of demands. There is a disagreement here that has to be settled. Motivational conflicts come in three different flavours.

Approach-approach Motivational Discord

There can be two equally appealing options available. By releasing an advertising at the right moment, this may be minimised and both options can be prioritised. Uno is a little automobile that some buyers may like since it is roomy. A customer could want a medium-sized refrigerator with plenty of inside space** or a deepfreeze, double-door refrigerator. The customers' thoughts are conflicted by these two options.

Avoidance of Approach Motivational Discord

When buying a certain product, the buyer is affected by both good and bad outcomes. if you have diabetes and enjoy chocolate. Taking sugar-free chocolate or, in the case of Coca-Cola, a diet coke may help to settle the problem.

Avoidance-avoidance Conflict

The customer is faced with two unfavourable effects. taking a bitter drug repeatedly or receiving an injection just once. By selecting a less unpleasant option that suits the consumer's convenience, this may be avoided.

Involvement

Consumer involvement is the level of attention they bring to their transactions in the market. Characteristics of involvement: is influenced by the consumer's values and self-concept, which affects the level of personal relevance given to a product or a circumstance.Individuals' levels of involvement might vary based on the circumstances.Arousal of some kind is associated to involvement [7], [8].

There are three sorts of involvement.

1. Automated reaction behaviours or little engagement. We purchase items on a regular basis as a usual reaction. These are daily-use items that are purchased nearly on a sporadic basis. These items are minimally or completely involved. Products like soaps, tooth paste, knives, and butter creams have cheap costs and pose little danger. Customers may experiment with several brands and switch brands often based on their preferences.
2. **Low engagement Decisions:** These are choices that call for some level of engagement. These items are more expensive and include some risk. Not often, but after a few years or a long time, are these things purchased. White items like refrigerators, televisions, sofa sets, computers, steel cabinets, and sometimes designer clothing and suits might be among them.
3. **High Involvement Decision Making:** These judgements are crucial since the items are very valuable, fraught with danger, and are purchased once or occasionally in a lifetime. These might be a mansion, an expensive automobile, or pricey items of jewellery like solitaires. The characteristics of the product are taken into account while selecting these products. For instance, while choosing an automobile, we consider factors such as comfort, style, space, upkeep, and speed.

We consider a house's location, frontage, direction towards the north or south, neighbourhood, safety, etc. After carefully weighing all of these factors, a choice is ultimately reached. On the plus side, selecting your spouse or life partner demands significant thought and consideration since you

will be with them for the rest of your life. It is important to take into account a person's cultural background, family profession, tenderness, and other factors.

Discussion of Participation

Antecedents are the foundations or sources that interact to determine the level of participation the consumer will feel at any given moment.

Person

Personal requirements, values, experiences, and interests fall under this area. For instance, a professional photographer would have a particular interest in high-end, name-brand cameras like the NIKON, as well as its filters, stands, apertures, and other accessories. A person who is interested in taking family pictures will be content with a cheap automated camera that costs between 1000 and 3,000 rubles. A professional tennis player will choose a racket that is of superior quality, the right weight, has a good grip, etc. A regular club player may get by without a racket if they ignore all these features and attributes.

Stimulus/Object

how much a person is stimulated or interested by a product. His degree of participation and the level of danger he perceives are also important.

Situations

By this, we mean the manner and timing of the product's usage. It may be purchased for a friend, your family, your wife, or a special visitor. It's possible that the product poses health hazards.

Intensity

Intensity refers to the level of engagement, whether it be high or low. This topic was covered previously in the chapter [9], [10].

Direction

It speaks about the subject or goal that one is concentrating on. These may be automobiles or cologne. It's possible that different media outlets marketed the participation goal.

Persistence

The duration of the consumer's involvement is what matters. Some stop participating and lose interest. Up to the age of 40, one may be quite keen in tennis before losing all interest.

Response Elements

is how a customer acts in various participation scenarios. These may be to do more research and analyze more data for purchasing choices. Consumers may decide whether to purchase something or not, and they can also be persuaded to buy something by offering incentives and other forms of persuasion.

CONCLUSION

In conclusion, the main forces influencing customer behaviour are motivation and participation. They affect the attitudes, tastes, and decision-making of customers. Marketing professionals may

design methods that successfully engage customers, provide memorable brand experiences, and aid in well-informed purchase choices by understanding the importance of motivation and engagement. Understanding consumer motivation and engagement helps marketers establish lasting connections with customers and succeed in the competitive market.

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CHAPTER 10

INDIVIDUAL DETERMINANTS AND PERSONALITY AND SELF CONCEPT

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ABSTRACT:

Personality and self-concept are important individual characteristics that influence how people behave, make decisions, and interact with their surroundings. This abstract examines personality and self-concept as individual variables, emphasising their importance in comprehending behavioural patterns, purchasing decisions, and personal growth. A person's distinct collection of permanent characteristics, cognitive processes, emotional responses, and behavioural patterns are referred to as their personality. It covers a range of traits including agreeableness, conscientiousness, emotional stability, and openness to new things. Individuals' choices, motives, and the consistency of their behaviours in various settings are all influenced by their personality characteristics. The ability to forecast and explain individual variances in behaviour, decision-making processes, and reactions to marketing stimuli is aided by an understanding of personality. People's views, assumptions, and assessments about themselves are referred to as their self-concept. It includes self-identity, self-esteem, self-awareness, and self-image. Self-concept affects how people see themselves, their skills, their beliefs, and their social positions. Their behaviours, objectives, and motives are influenced by it. Positive self-concept is associated with better self-esteem, more self-assurance, and a propensity to act in ways that are consistent with one's self-identity. Marketing professionals often use customers' preferred self-images to target goods or messages in branding tactics.

KEYWORDS:

Advertising, Ego, Emotional, Personality, Self-Concept.

INTRODUCTION

The most significant psychological aspect that influences how people behave is perception. It is a process made up of a number of smaller processes. These include the following: response, interpretation, feedback, and registration. The first phase is the stimulus's existence, or the circumstance a person is in. Registration follows, which has an impact on the mental organs. As a result, the person interprets and learns. Learning is one factor that aids in the perception process. The fourth component is feedback, and the individual's subsequent conduct makes up the final component. Our behaviour is greatly influenced by how we interpret the environment and the stimuli. The crucial action that connects each individual customer to a community, circumstance, and marketing effects is perception. A person may get interested in a stimulus after being exposed to it. His focus is directed to the thing, and the nerves send the feeling to the brain for interpretation.

The process of giving meaning to sense impressions is called interpretation. The mind keeps this in mind. Consumption behaviour results from this, which may have good or bad effects on the person. When a person decides to buy anything, a lot of the information may not be in their mind. As a result, marketing professionals have a challenge when trying to reach customers since people are exposed to vast amounts of information yet only recall a small portion of it. The graph demonstrates how often marketeers expose their products. Only a portion of the exposures are given to the person or customer, and only a small portion of those are understood and maintained in memory [1], [2].

Exposure

Nerve exposure happens when a stimulus enters the field of view of the sensory perceptors. A person chooses the majority of the stimuli that they are exposed to; examples include changing the TV station, skimming pages of a magazine, and ignoring material that they are not interested in. We actively seek out and avoid information that is relevant to us. It is carried out in order to fulfil our aspirations. It may be difficult for marketers to keep viewers interested throughout their ads and exposes.

Attention

This happens when the brain registers the sensations for processing after the sensory receptor nerves are triggered by the inputs. Numerous products are available on the market. We could need a while to get through them all. As a result, we pick and pay attention to items and messages carefully. Warnings on cigarette packages may get unread, or people may focus more on the model than the clothing. The same person may pay varying amounts of attention to the same stimuli in various contexts. Three things influence attention: the stimuli, the person, and the circumstance. These, both together and separately, are crucial in drawing the person.

Boosting Factor

A product may get more attention if it has particular qualities. This includes things like message size, message intensity, message colour and movement, communication structure, message quality, and information overload. By size, we refer to whether an advertising is in a column or on a full page. The frequency with which a message is rehashed in a newspaper, magazine, on television, or in any other kind of media is the intensity. Furthermore, attention is drawn to both hue and motion. A commercial may be printed in black, white, or several colours. It may be shown either fixed or in a more obvious moving condition. Position describes where an item is located, whether it is in the middle or a corner. Similar to how the advertising on the right side of the page could be more prominent than the one on the left.

An item is isolated when it is kept apart from other objects. When left alone, an item could stimulate additional interest. The message's format is similar. What language and organisational methods are used? A straightforward presentation might get more attention than a convoluted one. A particular audience-specific message may also be quite powerful. Compressed messaging that convey more information in fewer words may be effective. Information should be of balanced or ideal quality. Every consumer has a finite capacity for information processing. If too much

information is provided, the person may get confused and unable to decide. Overloading with information is what this is. When given too much information, customers get irritated and confused. Additionally, they could encounter pre-purchase dissonance. Marketers provide relevant information on labels and packaging. Brochures, booklets, etc. may also be used to provide information [3], [4].

Individual Elements

The decision-making process is affected by individual circumstances. The necessity or the interest controls the person. Interest also reflects a person's lifestyle and long-term objectives. The circumstances have an impact on the short-term objectives. The capacity of each person to collect and comprehend information varies as well. Their demands are reflected in the information requested. A student is interested in learning and reading, and a sportsperson will pay attention to advertisements for energy foods and health supplements. A diabetic patient becomes curious about the relevant medical information.

Environmental Factors

Situational issues including time constraints, cleanliness standards, and congested areas may also affect how decisions are made. Noise, environment, and ambiance may excite a person in settings either positively or adversely. People who are pressured for time are less able than those who have leisure to pay attention to stimuli.

Programme Participation

Many advertising are shown during TV shows, and some viewers choose to watch them while others choose to skip them or take a break. The kind of answer that is given will depend on the nature of the programming. It is possible to deliberately expose the attention to stimuli. It is also possible for it to occur without conscious or intentional attention concentration.

Interpretation

There are several ways to perceive the same message. It is the process through which we give sensations meaning. A competitive or factual component of interpretation is combined with a cognitive or factual component that produces an effective or emotive reaction. The stimulus is organised into many meaning categories. It may be assumed that a product is of inferior quality if a company launches a new brand at a reduced price. This could not be the case, however, since the company might have more effective manufacturing and marketing infrastructure, and it might seek to expand its brand or provide new products. The semantic and psychological connotations associated with a stimulus might also have an impact on the interpretation. The usual meaning is semantic meaning. While the psychological meaning refers to the interpretation that people or groups make of a situation based on their experiences. The term "sale" may refer to a price reduction on the items. The psychological implication is that these products will soon be out of style.

An emotional reaction to a commercial is an effective interpretation. Diverse people may be drawn to or turned away by the same advertisement or image. Some people may like winter, while others

may loathe the cold. Some people may enjoy watching wrestling matches, while others prefer to stay away from any form of physical conflict.

Interpreting Marketing Messages Wrongly

Marketers that want to spread the word about their goods must be extremely attentive and deliver their words clearly to avoid being misunderstood. A significant portion of viewers are unaware of the communications' true meaning. This can also be the result of their nonchalant attitude towards the commercial or demographic factors. Memory is a storage component that may be either long- or short-term. One may trigger memory. The marketers do this by repeating their messaging. One attempts to remember earlier encounters with that thing while making purchases. What a nice experience. The decision-making process is impacted by this.

Marketing Techniques and Perception

The four Ps of marketing strategy are focused on the target market. When we discuss marketing strategy and perception, we focus on the 4 Ps: correct exposure, attention, interpretation, and action. Therefore, the product, its brand name, appearance, packaging, and other qualities should all be such that the customer perceives the product in a way that is appropriate for them. Value is determined by price. Different people may have different perspectives on high or cheap prices. Some people could equate a high price with a high-quality item produced by a large corporation or a prominent item and brand. Others may see a high price as a gimmick, despite the fact that alternative items with lower prices are competitive with the brand in issue. Similar to this, a cheap price may be seen as a sign of a poor-quality product or as a chance for the business to increase demand for its goods.

Promotion

The choice of media is crucial, and it should be relevant to the target population that one is attempting to reach. We may use various media in both urban and rural settings. For younger individuals vs older people, we could have various media. There may be differences in the media for populations with high or low incomes, males, or women. The advertising need to grab viewers' attention and make a point. Consumers are only interested in the advertisements when they are in need of the goods. Consumer attention may be attracted using a variety of techniques, such as using large advertisements or celebrity advertisements. Sometimes, clothing vendors would use a beautiful lady and various colour colours to enhance sales by making their goods more well-known. Many advertisements place a strong emphasis on sex appeal, as shown in images of beautiful women holding or using the product. Branded jewellery that is promoted with the aid of attractive movie actresses or models grabs the audience's attention [5], [6].

Distribution

Well-decorated retail spaces may be found. Interior decoration and set up for product displays. POS (point of sale) displays. Customers are drawn to shelves that are clear, well-lit, and have the right backdrop. With the right music playing, air conditioning, and spotless walls and floors, a store's ambiance and mood may draw more consumers and subsequently improve foot traffic and revenue. Four essential goals must be met for an advertising to be effective:

1. **Exposure:** To get to the customer, it has to be exposed.
2. **Attention:** The product should be able to draw the customer's attention and pique his curiosity.
3. **Meaning:** It is important that the associated meaning match the projected meaning.
4. **Memory:** The information has to be kept there in order to be retrievable.

DISCUSSION

Another internal factor that affects our eating pattern is personality. We often choose items based on how they fit our personalities. The underlying psychological traits that govern and reflect how a person reacts to their surroundings may be referred to as their personality. Inner characteristics are those distinctive features, traits, elements, and behaviours that set one person apart from another. Personality affects a person's brand and product preferences. It also takes into account a company's marketing initiatives as well as how and when customers use certain goods and services. A marketer may create marketing tactics that are successful by connecting personality traits with customer behaviour.

Individual distinctions are reflected in personalities. As a result, we may divide people into groups based on a few characteristics, such as low or high sociability, dull or brilliant, practical vs. creative, etc. Personality is a constant and permanent trait that influences consumer behaviour, but it is just one of several. Major life experiences have the power to alter personality. These might include marriage, birth, and death. It could also undergo a progressive transformation.

The Freudian Psychoanalytical Theory

According to Freud, each person's personality is the result of a battle between three interdependent forces: In a healthy individual, these three are balanced and completely developed. This equilibrium is upset in undeveloped people, which leads to unhappiness with oneself and the outside environment.

Id: It is a source of powerful, fundamental, and instinctual desires and impulses that demand immediate fulfilment even at the expense of flouting social standards. It calls for immediate gratification the Pleasure Principle.

Ego: It pursues the pleasure wants of the id as realistically as possible and acts on the reality principle. It fosters cognitive growth and reins in impulsive behaviours.

Super Ego: It is the person's moral code and aids in the pursuit of excellence. Its main goal is to suppress the id's violent urges rather than trying to put them off, as the ego does. According to this view, a typical healthy individual has these three systems balanced and completely developed. The internal equilibrium, however, is upset when one or more of these systems are undeveloped, which results in misadjustment and discontent.

Applications

The opposing demands of consumers must be satisfied. Therefore, in order to persuade people to buy a thing, marketers fabricate fantastical stories about it. Marketers rely on fantastical ideas to persuade consumers to purchase their goods. Hedonism is a philosophy that emphasises pleasure,

and it provides goods for prosperous societies. The buyer's aspirations, anxieties, and fantasies are catered to by psychoanalytic theory. Additionally, it may provide things that are sensible and respectable in society [7], [8].

Id: At the core of a consumer's drive and personality lies a strong need or want. The Id's purpose is to release tension, which it achieves by pushing for immediate pleasure even at the expense of going against social standards. The pleasure principle governs id. According to psychology, all wants and wishes that manifest as unconscious imaginations and pictures originate from the id. Frustration at the reality that not all wants can be fulfilled might push someone to go against social conventions and legal restrictions in order to get what they want. Ego: This arises due of the restriction of id and is subjective and does not deal with objective reality. The Reality Principle governs ego. It makes an effort to fulfil id's requirements as best it can. The ego devises strategies to put off the id's desires. The ego limits what the id desires because of financial limitations. It curbs impulsive actions. Id indulges in pleasant fancies such as dreams and fantasies. Ego is capable of telling dreams from reality. An individual's social control is their ego. It serves as an internal watchdog and makes an effort to balance the id demand. An alter ego It aspires to excellence. It serves as the person's moral compass and aids in the pursuit of excellence. Instead of delaying them as the ego does, it controls the id's hostile impulses.

Neo-Freudian and social psychological theories

It holds that social interactions are crucial for the emergence and development of personality. Customers have been divided into three personality types as a result:

Applications

People with various personality types often utilise a variety of goods and brands. Aggressive types favour certain brands because they want to stand out, while compliant types choose well-known goods and brands. People who are detached seem to be the least brand-conscious. Emphasis is placed on the social aspects of consumption; for instance, while selling personal care items, care is given to avoid offending any certain demographic. Products that are utilised in social situations or by groups will be marketed.

Emotions

Our conduct is governed by emotions. They are rather uncontrollable emotions that have an impact on our behaviours. Events and the environment have an emotional impact on us. When someone treats us badly, we get enraged. We experience happiness when we accomplish something, and if we are emotionally stimulated, internal physiological changes also occur. These include rapid breathing, sweating, dilated pupils, and eye moistening. elevated blood sugar levels, elevated heart and blood pressure, etc. Additionally, our minds are activated, allowing us to remember many good or bad events as well as think clearly. Different people behave differently depending on the circumstances, and conduct is often correlated with emotions.

Different Behaviors

various intellectuals and philosophers have assigned various categories to emotions. Plutchick divided feelings into eight categories. Fear, Anger, Joy, Sadness, Acceptance, Disgust, Expectancy, and Surprise are some of them. Other feelings, in Plutchick's view, are incidental and arise from or are a continuation of the aforementioned ones, for example, enjoyment might be a mix of surprise and joy. Similar to rage, disgust may be combined with disdain.

Emotions and Marital Technique

Marketers have also appealed to consumers' emotions to pique their attention. Emotional arousal and product benefits have both been employed in the context of advertising. When we are emotionally stimulated, we attempt to assess the product favourably or unfavourably. "The BUNJEE* leaping was a close call with death. But I adored it. The majority of the time, we strive to seek out good feelings, however as shown, there are numerous exceptions. Customers look for things that evoke emotions. These could serve main or secondary purposes. Examples of key benefits are movies, literature, and music. Khajuraho, the Taj Mahal, Goa, and Essel World are promoted as locations that evoke strong emotions. Voicemail and email are likewise marketed as goods that evoke emotions. Alcohol and soft drinks may be used to create excitement and enjoyment. Luxurious vehicles exude joy and enthusiasm [9], [10].

When someone feels depressed, helpless, embarrassed, or disgusted, marketers capitalise on that feeling by promoting goods that avoid or lessen those bad feelings. These could include pharmaceuticals and other items. In addition to using personal grooming products and dieting schemes, flowers are often advertised as a cure to grief. Products that help with anxiety and stress reduction are also designed for the purpose. Advertising is crucial for lowering unfavourable feelings. those with an emotional context such as happiness, warmth, or disgust do draw greater attention than those that aren't emotionally charged. Such commercials get greater attention due to physiological stimulation. Many advertising portray family bonds, which is comforting and joyful. Positive emotions reinforced over time increase preference for products and brands. Positive emotional appeals in advertisements are becoming more and more common. Emotionally charged commercials may make someone feel proud, secure, happy, and confident. To attract consumers, the majority of advertising employ emotional appeals. It is accomplished by repeated exposures.

Self-concept

Simply put, one's self-concept may be defined as how they see themselves and behave in social situations. It is the perspective one has of oneself. how a person views herself? Because there is always an unconscious component, the self-notion is not particularly realistic. It may be categorised into the following six types:

Actual self: A person's perception of themselves.A person's ideal self is how they would want to see themselves.

Social self: A person's perception of how other people see him.A person's ideal social self is how they want to be seen by others.

Expected self: A mental representation of oneself that is between the real and ideal selves.

Situational self: A person's perception of themselves in a certain circumstance.

Self-concept arises in social contexts. It is a perspective towards oneself. As a result, how we want to see ourselves influences how we dress, what we use, and what services we need. The item a person desires to purchase is related to how they see themselves. For customers, products serve as symbols. People want to utilise things that complement their personalities. Clothing, recreational goods, and personal care items are some of them. Marketers want to understand the brand's identity and self-concept. This may be done by rating various objects on a differential scale from 1 to 7, as indicated on the next page. Customers are first asked to score their own self-concept on a differentiating scale. Then, using the same scales, students are asked to evaluate product brands. Consumers ought to favour the reactions that are associated with the brands.

After aligning one's self-concept with a brand's image, one looks for things that would satisfy him. If he feels content, as seen in the illustration, his self-concept is strengthened. Situational factors may affect how the product and self-concept interact. The self-concept may be strengthened or increased to varying degrees depending on the circumstance. These resources serve as a guidance for marketers when selecting products and brands.

CONCLUSION

Understanding human behaviour depends on how self-concept and personality interact. Personality qualities may affect a person's self-concept, influencing their perceptions about who they are and what they are capable of. Similarly, a person's self-concept may affect how they act and express themselves, reflecting their personality and beliefs. For people to feel real and fulfilled in their lives, there has to be a balance between their personalities and self-perceptions. In conclusion, personal characteristics like personality and self-perception have a considerable impact on how people behave, make decisions, and interact. Individuals' perceptions, motives, preferences, and behaviours are influenced by their personality characteristics and sense of self in a variety of contexts, such as purchasing decisions, personal growth, and interpersonal interactions. Understanding these individual characteristics enables the development of customised marketing, personal development, and relationship-building tactics and sheds light on the complexity of human behaviour.

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CHAPTER 11

INFORMATION PROCESSING LEARNING AND MEMORY

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ABSTRACT:

Fundamental cognitive functions including information processing, learning, and memory shape human behaviour and are essential to how we comprehend, remember, and use knowledge. This abstract examines the ideas of information processing, learning, and memory, emphasising their importance in cognitive psychology and their consequences for learning environments and daily life. The capacity for information storage, retrieval, and encoding is known as memory. There are three basic processes involved: encoding (the act of transforming information into a form that can be kept in memory), storage (keeping encoded information over time), and retrieval (the process of accessing and bringing out stored information when necessary). Attention, motivation, practise, and organisation are all elements that affect memory. Individuals may strengthen their study methods, recall, and knowledge application in many circumstances by better understanding memory processes. Additionally, knowing about information processing, memory, and learning has wider ramifications for daily living. It aids people in decision-making, effective problem-solving, and situational adaptation. Additionally, it provides insight into cognitive biases, memory flaws, and elements that affect how people judge and make decisions.

KEYWORDS:

Knowledge, Information, Information processing, Memory, Product.

INTRODUCTION

Information processing describes the mental activities needed to gather, encode, store, and retrieve information from the outside world. Input, processing, and output are the three basic phases. Sensory data is gathered and processed during the input step. The organisation, interpretation, and connections to prior knowledge occur during the processing step. The information that has been processed is then retrieved and put to use for cognitive activities like decision-making and problem-solving during the output stage. Learning is the process of picking up new information, abilities, or behaviours via instruction, study, or experience. It entails incorporating new knowledge into existing cognitive or mental systems. Observation, imitation, reinforcement, and practise are just a few of the many processes that may lead to learning. Teachers may create efficient instructional techniques and approaches to promote information acquisition and skill development by having a thorough understanding of the learning process.

Information from the stimulus that consumers are exposed to is processed in different ways. This procedure enables them to purchase the goods they want and need. The five main methods they use to get information from their surroundings. Which are: They stand while assessing goods and

services. They make an effort to defend earlier product selections.to choose between delaying the decision and buying.to fulfil a demand using the items on the market.to act as a prompt to buy the replenishment-needed goods

Information processing is a process that customers go through, not the final product. In a framework, the fundamental elements of information processing are shown. The fundamental elements may be grouped into four categories, known as the 4S: Hunger is a stimulus that acts as a raw material for the receptors to process. the five senses of touch, smell, sight, and hearing; and pangs. Exposure, sensory processes, and attention are the stages of processing activities shown in the figure. Situations and consumer traits may affect how these actions are conducted [1], [2].

Executive system that controls the kind and volume of processing operations

The diagram depicts the consumer and stimulant characteristics that control the kind and degree of processing. Light and sound are examples of energy units that stimulate our sensory receptors. The items listed within the acquisition procedure are present. The experience may be compared to an electric impulse since prospects are given perceptual coding in the form of symbols, phrases, or pictures in the mind. To get at the result, all the information obtained is combined or integrated. The outcome might be a purchase, a temporary postponement of the purchase, or a decision to move to a different brand after trying the product out.

The memory, which offers a feedable to acquisition, perceptual encoding, and to the integration of all information, receives the information processed by the stimulus, acquisition, sensation, and encoding. Consumer traits significantly affect how information is processed. These might include consumer participation and motivations. Activities involved in information processing don't operate independently of one another. Coordination and integration of all activities are required. The great majority of information processing operations take place entirely inside the consumer, making them invisible to observers. The quantity of shops visited and the brands bought may be seen. Situational characteristics are significant. There may be an information deficit or an information excess.

Different Forms of Learned Behaviour

Almost every form of conduct we display has been taught to us Physical conduct. the manner in which we behave, move, speak, and engage with others. Some people emulate the actions of famous people and movie stars, which is known as modelling. Problem-solving and symbolic learning. Symbols signify concepts. Brand names and symbols convey meaning. These include Diet Papsi, Kodak, and McDonald's. Problem-solving techniques include thought and insight. Thinking includes combining and combining symbols in the mind to create different combinations and meanings. This results in insight, which is a fresh comprehension of the relationships at play in the issue. These elements enable customers to assess products without actually buying them. A vehicle burglar alarm may be evaluated. They understand that it is parked in a protected parking space at the workplace and a closed garage at home. Therefore, the burglar alarm is unnecessary and he delays making a purchase. Affective education experience and product use teach you this. When one learns about a product, it is ingrained in his mind.

A mechanism for representing memories

Memory training and product positioning

It's odd how much knowledge you acquire before realising how little you really know. All businesses are motivated to draw attention to the benefits of their products and services. They educate the customer about these aspects in order to affect their conduct. The effect of attitudes, ideas, values, and sentiments comes through education. We get a lot of knowledge from our culture, socioeconomic status, and familial factors, all of which have an impact on how we live. Any change in the structure or content of long-term memory may be considered learning. It results from the processing of information. Consumer behaviour is largely governed by learning. We get knowledge via and from our culture, subculture, socioeconomic class, and family friends. We also draw on our own experiences and use mass media, advertising, and advertising as examples. It is a sustained modification of conduct. Both overt or open conduct that can be seen and unobservable behaviour are both examples of behaviour. Learning is a shift that happens rather often. Our prior experience is emphasised in learning [3], [4].

Learning

Learning may take place in high- or low-involvement settings. The learner is encouraged to learn when there is substantial consumer interaction. A person is driven to learn more about a product if they want to purchase it. A person learns about cameras if they wish to purchase one. There is little incentive to learn more about the product in a poor learning environment. conditions affect learning conditions in varying degrees and in different ways. Customers who participate in low involvement learning pay merely passing attention to adverts, such as those for cigarettes. Four factors importance, reinforcement, repetition, and imagery can have a significant impact on the learning process.

Importance

This refers to how crucial it is for customers to understand about the product. Before you purchase a camera, it is necessary for you to educate yourself on them, which indicates a high involvement condition.

Reinforcement

A response's chance of being repeated in the future is increased through reinforcement. Either positive or negative reinforcement may occur. A desired outcome is what we mean by positive reinforcement. Following the purchase of the item, one is pleased. After using a product, one is satisfied and repeats the process. The painful result is eliminated by an imaginative answer. You will keep taking a tab because of the bad enforcement if it soothes your headache. The opposite of reinforcement is punishment. It is a result that lessens the possibility that the action will occur again in the future. For instance, if one deposits money with a business and does not get favourable returns, this action will not occur again in the future.

Repetition

Learning progresses more quickly with repetition. A television ad will make a bigger impression on viewers if it is repeated. Information that is both significant and fascinating must be presented. By imagery, we mean if the commercial is supported by or comes with visuals. We have names, emblems, etc. for brands. We have visuals to support our messages. Images alone don't have the same effect as images with accompanying photographs, which might be perceived more strongly. It also registers in the mind the script in which the name is written. The Bata lettering, the Tata sign, and the McDonald's M. Omega, the logos for Nike, Reebok, and others are a few instances that stick in customers' minds.

Memory

"Your mind is like a camera with memory; it can record multiple images that you can use later," Consumers have gathered earlier learning experiences in their thoughts. Memory is the collective store of previous events. Long-term memory and short-term memory are two different types of memory.

Temporal memory It is the memory that is instantly accessible, active, and in use. It is also known as the working memory, and one may use it and refer to it as needed. A piece of knowledge that can be repeated repeatedly in short-term memory may be utilised to solve problems. When complex actions are taken into account, five engagements are carried in the memory. The interpretation and evaluation of information in elaborate tasks draws on previously stored experiences, values, attitudes, beliefs, and emotions, as well as the addition of new material to memory.

Long-Term Memory: It is a permanent repository in the consumer's mind. It is active and has the capacity to hold a wide range of data, including ideas, judgements, guidelines, procedures, emotional states, etc. This is significant to the marketer since a brand's image and the ideas that consumers have heard about a brand are composed of a variety of factors, and when a certain brand is mentioned, consumers may associate the brand with a variety of meanings. The image illustrates the numerous ideas that a customer could have while considering Coca-Cola or Bata Shoes. Similar to this, when one thinks about different brands and items, meanings might be connected to them. These are retrievable from either short- or long-term memory [5], [6].

Positioning

Marketers work to place their brands in consumers' thoughts. It has to do with how consumers remember a brand in respect to rival goods. By doing this, the marketer hopes to improve the perception of his brand among consumers while also enhancing the perception of the goods and the establishments. Product positioning changes over time as the marketer learns more about customer preferences. Most consumers have a vision of the "ideal brand" and want to emulate it as closely as possible. The marketer also seeks to sell a product by positioning and repositioning it such that it resembles the consumer's dream brand as closely as feasible. This may be accomplished by learning the crucial dimensions that are favoured. If it were a soft drink, the dimension may be: If the consumer's preferred brand is represented on the graph. A product is

created by a marketer to be as similar to the ideal brand as feasible. The various customers make reference to various combinations and have an ideal brand in mind. The marketer must identify the optimal brand needed to satisfy the consumer.

DISCUSSION

Understanding consumer decision-making processes may help uncover market gaps and outdated or unneeded items. The ability to change customer behaviour is crucial. This has a big role in swaying customers. According to the idea of planned behaviour, consumer attitudes and behaviour are influenced by the formal organisation of consumer information. Action knowledge, practical knowledge, and systems knowledge are the three categories that best describe consumer knowledge in general. These three different sorts of knowledge influence customer behaviour. The link between consumer knowledge and awareness is represented by the product knowledge model, which is dependent on customer behaviour.

Product Expertise

Product knowledge is a body of information about a certain product. Product kinds, brands, terminology, qualities or traits, pricing, and attitudes are all included in this knowledge. Product knowledge also comprises numerous data that the customer processed to purchase the product. The last component of product knowledge is understanding when and where to make a purchase. A customer chooses where and when to purchase a goods when he makes that decision. Therefore, information will play a major role in influencing customers' choices regarding where to purchase things. As stated by Brucks in 1985, "Product knowledge is based on the memory or known knowledge of the consumer."

Product knowledge is made up of a variety of informational sources. For instance, product knowledge entails understanding the product category and the trademarks that fall under it, as well as product terminology, characteristics, and opinions about the product category as a whole and the product category as it pertains to particular companies. A person has belief when they think a thing will be useful or beneficial. Products that have usefulness will be given greater consideration by consumers, who will also include them in their purchases.

Consumer Training

The right to get the information and skills required to become an educated consumer for the rest of one's life is referred to as consumer education. Attempts are made to prevent consumer exploitation via consumer education. This is only achievable if the client is watchful and aware of his obligations. Therefore, the main objective of consumer education is to educate people and increase awareness via different institutions so that they can defend themselves against unfair business practises. The ignorance of consumers is to blame for their exploitation. It's crucial to inform and inspire them to watch out for any misconduct on the part of the vendor in order to prevent this. The benefits of consumer education include the following:

1. Gain the ability to choose products and judgements with knowledge.
2. Demand products that are reliable, high-quality, and cost-effective.
3. You should keep an eye out for market corruption.

4. When a problem arises, take the proper action.
5. Information Processing's Function in Consumer Behaviour
6. There are five steps in the processing of information.

Phase of contact in the information processing

The first and most important stage in the processing of information is exposure. One or more of the five senses now get the sensory input. At the absolute threshold, which is the lowest level, a person may feel things. A person can tell the difference between something and nothing at the most fundamental level.

The processing of stimuli that open up sensory receptors is necessary. Attentional pre-processing is the term used to describe the filtering of stimuli that occurs at the preconscious level. The comparison process enters the attention phase when the selection procedure is finished. The allocation of processing resources to a stimulus is what is referred to as attention. Therefore, marketers need to be aware of what influences how customers allocate limited resources. In other words, marketers must comprehend why customers like some stimuli over others [7], [8].

Consumer Classification of Stimuli Consumers categorise stimuli depending on thoughts they have in mind. Consumers connect newly learned information to previously retained knowledge. The simulation and its living experience are connected personally. The respondents were instructed to jot down any ideas that came to mind while they watched a commercial. Today, pictures are a novel idea used by marketing. Working memory is able to represent sensory data and experiences via visualisation. For instance, participants were asked to list the features they would like in a new flat.

Organisation of Stimuli Gestalt psychology is responsible for overseeing the arrangement of stimuli. People adopt certain principles to organize stimulation. They blend or arrange inputs to form a coherent whole; The figure represents components of the perceptual field, whereas the backdrop is made up of less important components. When seen against the backdrop, the number stands out. It seems sturdy, clear, and cutting-edge. The ground, on the other hand, is thought to be ambiguous, hazy, and continuous. People group their impressions according to their form and content. The goal of an advertising that uses the product as the Figure, model, etc. is to see how the customer responds. Other stimuli produced by certain advertising are more prominent in the cognitive realm than they are in the product.

People will aggregate stimuli to create an overall impression or picture. Grouping, therefore, is the perception of stimuli as a whole as opposed to as individual bits of information. Support group for memory and recall. Even if more sophisticated impressions may be produced from simulation, people always favour simpler perceptions. Closed refers to the propensity to form a full picture or experience even though some cognitive field components are absent. Depending on their expectations, people can increase or decrease the stimuli they are exposed to. They achieve this by using common organising ideas.

Acceptance Stage in the Processing of Information

The fourth most important step of information processing is acceptance. Even if customers completely get the content, they could nevertheless have different opinions about it for a variety of reasons. Thus, accepting the message is not the same as comprehending it. Considerations made at the understanding stage determine whether a message is accepted. Cognitive reactions are what we refer to as these ideas. Additionally, certain emotional reactions have ties to acceptance theory.

Information Processing Retention

Retention is the last step in the information processing process. It entails storing knowledge in long-term memory. Memory is made up of many storage mechanisms. Sensory memory is the process through which information is received and evaluated in accordance with characteristics like loudness, pitch, etc. Information is stored in short-term memory after it has been stored in sensory memory. There is a maximum quantity of data that short-term memory can store at once. The amount of time that information may remain without being kept active is similarly constrained. Long-term memory: Long-term memory has an infinite capacity to store data. It serves as a permanent archive for all of our knowledge.

Information processing's effects on marketing

A marketer can only ignore the understanding of consumer information processing at his own expense. The following details need extra attention in order to aid consumers' information processing systems:

1. Design of the message (colours used, contrast, structure, etc.)
2. Closeness as a notion (the context in which the message is given). For instance, a serious product's advertising running during a funny show's time slot, and so on.)
3. The idea of selective exposure (a consumer's propensity to fast-forward through commercials, leave the room during one, or zap the ads on the vcr).
4. Values shape behaviour (adhering to or defying conventions such as reverence for seniors, love for the younger generation, ridiculing the marital bond, etc.).
5. Physical stimulus property distortion (e.g., a newspaper or magazine with poor composition or printing that distorts the meaning or image of a marketing message)
6. Information overload occurs when a client is presented with too much information and is overwhelmed by its scope. Therefore, it is necessary to utilise knowledge and frustration more effectively.

It is well knowledge that memory influences our purchasing decisions. For instance, if you have good recollections of a candy that you adored as a child, such as Dumle, you probably still like that candy. That sweet's aroma and flavour transport you back to your youth and provide solace and comforting memories. For instance, you could recall that you crave the particular kind of ice cream that your mother purchased for you at the supermarket. Based on the publication Consumer Behaviour. From a European perspective, the way a thing looks, feels, tastes, or smells influences how customers judge it. Additionally, it is said that a product may get many years of brand or retailer loyalty if it is successful in meeting the unique demands or wishes of customers [9], [10].

Short-term memory is the part of the brain that is active and can be remembered quickly. It is also known as the working memory, and one may use it and refer to it as needed. A piece of knowledge that can be repeated continuously in short-term memory may be utilised to solve problems. When complex actions are taken into account, five engagements are carried in the memory. In order to understand and evaluate information and add new aspects to memory, elaborate activities draw on previously acquired experiences, values, attitudes, beliefs, and emotions.

Long-term memory: This is indefinite storage in the customers' thoughts. It is active and has the capacity to hold a wide range of data, including ideas, judgements, guidelines, procedures, emotional states, etc. This is significant to the marketer since a brand's image and the ideas that consumers have heard about a brand are composed of a variety of factors, and when a certain brand is mentioned, consumers may associate the brand with a variety of meanings.

CONCLUSION

Product knowledge is a crucial talent that every sales manager and customer service representative should possess. This indicates that a staff member is knowledgeable about the aspects of the product and is capable of explaining its advantages to a consumer. The ability to change customer behaviour is crucial. This is crucial for persuading customers. According to the idea of planned behaviour, consumer attitudes and behaviour are influenced by the formal organisation of consumer information. In conclusion, learning, remembering, and processing information are fundamental cognitive functions that affect how we behave and how we see the world. By recognising and comprehending these processes, educators may create engaging learning experiences, and people can improve their study habits. Additionally, comprehension of how information is processed, learned, and remembered improves one's capacity for judgement and problem-solving in a variety of situations, eventually promoting one's personal and professional growth.

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CHAPTER 12

PURCHASING PROCESS AND OUTLET SELECTION

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ABSTRACT:

Choice of retailer and method of purchase are crucial factors in customer decision-making and have a big impact on both consumers and companies. In order to gain insight into the variables affecting consumer behavior and the tactics used by companies to draw in and keep clients, this abstract addresses the basic principles connected to the purchase process and outlet selection. When a buyer decides to purchase anything, they often go through a number of steps in the purchasing process. The following steps are included in this process: issue identification, information search, alternative assessment, purchase decision, and post-purchase analysis. Each stage is influenced by a variety of internal and external elements, including marketing initiatives, societal influences, cultural standards, and personal preferences. It is possible for firms to target their intended consumer groups and customize their marketing tactics by being aware of these aspects. The process by which customers pick their retail locations is referred to as outlet selection. Convenience, cost, product variety, business reputation, and customer service are a few examples of variables that may affect the choice of an outlet. Depending on their interests and requirements, consumers may decide to purchase at real-world retail locations, online marketplaces, or a mix of both.

KEYWORDS:

Brand, Food, Consumer, Place, Retail.

INTRODUCTION

The expansion of e-commerce has had a big influence on the variety of outlets, giving customers more convenience and access to a larger choice of goods. Because consumer behavior in the marketplace is a crucial component of economics, scholars and marketing professionals are interested in studying it. Although there are various theories and models that attempt to explain consumer behaviour, it is widely accepted that consumers choose which goods or services to buy based on a variety of considerations, including their requirements, preferences, financial limitations, and the impact of advertising and promotions. Additionally, variables including brand loyalty, referrals from friends and family, societal pressure, and peer pressure may also have an impact on customer behaviour. According to the scenario and the particular customer, some of these criteria may be more or less significant. As a result, the 4P notion is a crucial factor to take into account. The "marketing mix," commonly referred to as the "4P concept," is one of the fundamental instruments of marketing management. It is made up of four components: product, price, distribution (also known as "place"), and promotion. These aspects affect how a product is seen by customers and how well it is marketed.

The availability of a product to customers is referred to as the place of purchase, which is a component of the marketing mix. This may include locations like various shop kinds as well as methods of ordering for customers like websites or mobile applications. Consumers must carefully choose where to make their buying decisions since it greatly affects how happy they are with their purchases. To make sure that customers can readily locate and buy the goods, it is also crucial to make sure there are enough points of sale [1], [2].

It should be noted that modern customers are choosing to purchase local goods more often than they do traditional food items. Local items are made or sourced from a particular geographic place, such as a city, region, or nation. They are often marketed as an alternative to imported or mass-produced goods, and consumers may perceive that buying them supports regional businesses and manufacturers while also safeguarding the local economy. A variety of goods, including food, beverages, handcrafted objects, and many more, might be considered local products. In addition to markets and businesses that specialise in local goods, they may be found at grocery stores and other retail establishments. Many customers have switched their purchasing habits to choose local food, or food that has travelled only a short distance, or food that is promoted directly by the producer.

This article's goal is to identify and analyse the attitudes and preferences of consumers from Eastern Poland, and particularly from the Lubelskie Voivodeship, regarding the places where they buy food products, with a particular emphasis on local products, because the place of retail sale is particularly relevant for consumers, who make their final purchasing decisions and buy specific products there. The examination of customer remarks about the perceived accessibility of local goods was one of the intermediate goals that were also established in order to accomplish this goal. Gender, age, and place of residence were used as the research's three grouping factors.

Nevertheless, it seems that the research's contribution is substantial despite the local character of the study's subject and sample and its early status. First off, very little study has been done in this part of Europe about the locations where food goods are bought while also taking into account customer gender, age, and location. The findings may also be a significant starting point for further in-depth discussions, particularly in regards to respondents' opinions and remarks on the purchasing of area goods and, subsequently, the phenomena of ethnocentrism towards the local market. This might be important for the creation of effective marketing plans by several businesses that sell food goods at both wholesale and retail levels [3], [4].

DISCUSSION

The market is seeing an increase in both items and brands, as well as retail locations, making it difficult for customers to pick between them. The process of choosing a retail establishment is quite similar to that of choosing a brand. A service or a product that serves to the customer is related to a retail location. In addition to storefronts, catalogues, print media direct mail, television, and radio are other sources of the retail sector. Retailing is also done during weekly markets that are set up on various days in various parts of a city. Additionally, it is done through a variety of channels from one customer to another. Both consumers and marketers find it to be both incredibly difficult and thrilling. The customer may prioritise the shop above the goods, or he may place equal weight on both. Sometimes, rather than buying the product of his choice first and neglecting other crucial aspects of the purchase, one prefers a store first, where he can get helpful and logical advice to buy the product, and prefers to buy a product/brand of second priority, if he is assured of proper service and proper guidance. Therefore, we will start by studying the purchasing procedure. This

is a five-step decision-making process, as seen in the figure. The steps have each been covered in full in their own chapter.

Process of consumer purchases

The customer goes through a number of processes in the decision-making process. To begin with, the choice is taken to address an issue of any sort. This can be the issue with maintaining a cool environment in your house. To find out how the cold environment may be produced, such as via an air conditioner or a water cooler, information search is conducted in this regard. This prompts a cost-benefit analysis of the options.-analysis is conducted to determine which product and brand image will be appropriate and effectively address the issue, The customer then uses the product after making the purchase. The consumer's continual usage of the product determines whether they are satisfied or unsatisfied, which influences whether they would buy the goods again or not.

If customers can identify a need that a company's product can fill and they believe it is the best option available, the marketing plan has been effective. The focus of the marketer's strategy must be on the consumer's perception of the product or brand. Place the product in consideration of client preferences. Brands that are successful at reaching their target markets' ideal image. Sales are significant, and they are likely to happen if the original consumer study was accurate and consistent with how consumers make decisions. After a deal has been made, customer satisfaction is crucial for recurring business. Instead of seeking out new consumers, it is more beneficial to keep your current clientele. The graphic below illustrates the topic from above. Therefore, a variety of criteria may be taken into account while choosing a retail location. These include customer attributes related to store size, advertising, store location, and store image [5], [6].

Outlet Picture

It is the customer's opinion of the business. It relates to all of the store's characteristics. It may be seen from the following angles. These variables are heavily used by marketers when creating retail strategy. To function effectively as a retail business, they aim to first portray a positive image, then gather clients who have similar demands, and then coordinate the two. Some businesses that attempt to be "everything to all customers" fail badly because their brand is not properly centred. The target audience must be clearly identified. There may be junior, senior, veteran, feminine, affordable, exclusive, etc. retail establishments. Some businesses focus on providing service when it is difficult to find. They prioritise customer service and provide service around-the-clock. In the eyes of the customer, all these factors contribute to an image.

Advertising

Retailers utilise price promotion to get customers into their establishments. Typically, visitors arrive to purchase the advertised goods but leave with additional purchases. Spillover sales are sales of extra products. Price is another crucial consideration when buying a product, and at least three choices must be made in this regard:

1. What kind of discount should be offered?
2. How long should the sale be in effect?
3. How ought the information to be delivered to the intended audience?
4. Which should be used: comparative prices or preferences?

Price advertisements are seen as a price decrease by consumers. Many advertisements include both the standard price and the discounted price, indicating a significant savings. The reference price is the cost in relation to similar items for sale. Price advertising should also take into account other elements including product category, brand, starting price level, customer group, and retail channel.

Outlet Size and Location

Convenience is a key consideration for the store's placement. Customers often make purchases from the business that is nearest to them. Greater preference is given to bigger shops than smaller ones, other factors being equal. For modest purchases, individuals may visit local or smaller businesses, but when it comes to specialty or high-value products, people would go to the difficulty of travelling a great distance to get the best. The customer is impacted by location. An important aspect is the distance to the shop. Many customers find it difficult or impossible to shop if it takes more than 15 minutes to get to the store and there are traffic delays along the route. Another crucial element is the square footage of the floor area. Customers like having enough of room to roam about and want a close-up view of the displays and goods. The business's location may not be as important to customers as other factors like the cost, the selection, the quality and cleanliness of the store, and the atmosphere. Shops in appealing environments are preferred over those in unappealing environments.

Characteristics of consumers

Studying customer traits is important because they provide insight into the consumer. Customers shop for a variety of reasons and for various things. Some people shop for convenience, some to project a certain image, others to complete commitments, etc. Perceived risk and shopper orientation are significant factors in this context [7], [8].

Perceived Danger

The hazards that consumers perceive come in many different forms. They are social or economic risks, and each customer will experience them differently. Money-related issues are a concern with economic concerns. Social risk, on the other hand, is concerned with societal acceptance. the way one dresses, the accessories they use, and how they style their hair. Some items carry significant social and financial risks. These may be autos or living room furnishings. Some goods, such low-value things like pencils, pens, socks, household appliances, etc., may be low in both economic and social risk. Therefore, perceived risk falls under both customer and product attributes. These provide merchants with a wealth of data for creating a retailing strategy. There are many approaches to lower these hazards. Quality products and well-known brand names must be retained in conventional shops for the customer. Toll-free service, as well as additional amenities like 24-hour service with qualified employees and a 100% satisfaction guarantee, may be offered. Warranties and other pricing policies may decrease economic risk. Social risk is more difficult to decrease, thus knowledgeable salespeople and trusted brands should be employed.

Shopping Perspective

There are several benefits to shopping. It can be to buy something, engage in social contact, get some exercise, or just to look around and learn more about the products. It may also be used to exercise both the brain and the body. For other people, these reasons may alter, and the goal of shopping may also change. Thus, when we talk about purchasing orientation, we're talking about

how much focus is placed on certain activities or the motivations behind our purchases. As a result, consumers are divided into the following seven categories:

Idling customers

They do not love shopping and do not give much thought to things like pricing, product options, etc. They lead limited lives and show little interest in shopping.

Active Consumers

They like shopping and researching different things. They are knowledgeable and strike a balance between price, quality, fashion, and other factors.

Service Consumers

They value the service provided by shops. Their primary concern is the quality of the in-store and post-sale services.

Conventional buyers

They go shopping often and like being outside. They are knowledgeable and unconcerned about costs.

Price watchers

They are concerned about costs. They do extensive research to locate the best deal. For this, they enlist the aid of the media.

Devoted fringe consumers

They are catalogue buyers who don't pay much attention to radio or television. not a shopper. They work alone and don't engage in extensive socialising.

Shoppers in transition

They are innovative and often switch out their items and shops. They choose things that most appeal to them rather than those that are less expensive. Unexpected purchases sometimes happen. These are purchases that weren't initially anticipated. These purchases, which the customer had neither planned nor considered before entering the shop, are also referred to as impulsive purchases. This may indicate irrational decision-making.

Purchase Point Displays

These are significant factors that affect how the client decides. Snacks, meals, and other items make them particularly useful, and their influence is enormous and may be increased when paired with advertising.

Reduced costs

Discounts, coupons, and gifts are all examples of ways to lower prices. Consumer preference for these brands increases and the brand acts more quickly than its rivals when price reductions are offered. This is a fantastic incentive that works in many different ways. Due to the product's lower price, the customer could purchase more than is necessary and stock the product. We call this hoarding. Users of rival brands may temporarily switch to the low-cost brand and may or may not

continue to purchase it. The price cut could encourage those who aren't already purchasing to go shopping and haggle. Not all customers and households will necessarily react favourably to price reductions.

This is a crucial element in retail shop design: the store layout. Products that are prominently exhibited and have adequate lighting and visibility get more attention from customers and are more likely to be purchased. The layout of the shop should alter periodically to give it a more modern appearance and avoid becoming boring. It is necessary to put the display concept and different display kinds into effect.

Store ambiance A pleasant environment has a psychological impact on a person, and a nice environment encourages a consumer to spend more time in the store, increasing the likelihood that they will make a purchase. We prioritise lighting, floor plan, presentation fixtures, colours, music, attire, and salesperson attitude while creating an atmosphere. A variety of services, including banks, hospitals, restaurants, etc., fall within the atmospherics category. The mood is also influenced by the sorts of racks that are utilised and how the goods are placed on them. The environment is what the customer enjoys. In a positive environment, the customer is content, and this sort of clientele also frequents the business [9], [10].

Out of stock

When a brand or product is out of stock, or not readily accessible, the customer may be enticed to switch brands or put off making the purchase. Both the producer and the product are harmed by this. In order to guarantee that goods are always accessible or refilled in time, the shop must order the inventory in plenty of time. When goods are unavailable when needed, it has a variety of effects on how customers behave while making purchases.

Employees in sales

The salesperson is the one who informs and educates the potential consumer. A skilled, clever, and knowledgeable salesperson has the power to completely alter a customer's view; for example, many store owners with sufficient information may persuade a customer that Britta, which is far less expensive, has a superior purifying effect. Compared to Aquaguard, it is more effective in keeping bacteria out of drinking water. Additionally, they may describe Britta's practicality, affordability, and user-friendliness, all of which contribute to its competitiveness in the market. As a result, many retail establishments provide their salespeople with training on the selling process, closing transactions with prospects, and assuring customer happiness. In addition, the salesperson highlights after-sales service, which is a component of effective salesmanship. High and medium involvement items, which are expensive and dangerous to purchase, may have positive interactions. In this scenario, the salesperson is crucial.

Purchase

The transaction's last step is this. All layout, mood, and salesperson effort are futile until a transaction is accomplished. The sales must be closed. Credit sales, which may be carried out using a variety of credit cards and/or other forms of credit, are the current trend. Marketers are vying for the opportunity to provide credit. In actuality, credit is becoming a product as well. Businesses seek to market consumers their credit options.

CONCLUSION

Effective marketing tactics aim to draw customers in by grabbing their attention, offering pertinent information, building favourable brand associations, and providing competitive price and value propositions. Businesses may improve the entire shopping experience and raise consumer happiness and loyalty by using a variety of marketing strategies, such as targeted advertising, personalised suggestions, loyalty programmes, and seamless omnichannel experiences. Purchasing decisions and outlet preferences are intricate phenomena that have a big impact on consumer behaviour and company performance. Businesses may successfully position themselves in the market, draw consumers, and create enduring connections by understanding the variables influencing consumer choices and putting into action targeted marketing tactics. Businesses that want to succeed in the competitive retail environment of today must comprehend customer preferences, adjust to changing trends, and adopt new technologies.

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CHAPTER 13

PURCHASE BEHAVIOR AND POST-PURCHASE BEHAVIOR

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ABSTRACT:

Consumer decision-making must include both buy behaviour and post-purchase behaviour, which is important for evaluating customer happiness, brand loyalty, and marketing tactics. The ideas of purchase behaviour and post-buy behaviour are examined in this abstract, emphasising their significance in consumer psychology and their commercial ramifications. Consumer decision-making processes are referred to as purchase behaviours. It includes a number of steps, such as issue identification, information gathering, alternative assessment, buying decision, and actual purchase. Both internal factors such as needs, preferences, and attitudes and external factors such as marketing messages, social influences, and situational factors can have an impact on consumers. Understanding consumer behaviour enables organisations to pinpoint niche markets and create efficient marketing plans that take into account customer tastes and motivations. Post-buy behaviour describes the activities and assessments made by customers after making a purchase. It includes the contentment or unhappiness that customers feel after using a product or service. Post-purchase behaviour affects brand loyalty, referrals from others, and future purchases. Customers are more likely to become brand champions and loyal customers if they are happy with their purchase. On the other hand, unhappiness might result in unfavourable word-of-mouth, brand switching, or even product returns. Businesses must monitor and control post-purchase behaviour if they want to keep customers happy, cultivate loyalty, and promote repeat business.

KEYWORDS:

Business, Brand, Buying, Decision, Loyalty, Social.

INTRODUCTION

Many goods have highly drawn-out, time-consuming decision-making processes. A lot of data is acquired when the issue is identified. After this is finished, the purchase and post-buy phases of decision-making start to take effect. Purchases are crucial since they provide income and reveal customer dislikes. Additionally, post-purchase conduct creates a connection between the marketer and their target market segment. Purchase is significant to the marketer since it took a lot of work to develop, make, price, advertise, and distribute the goods. If a purchase is not made, the marketer's campaign was unsuccessful. He must then alter the marketing mix. Since the ultimate goal of the marketer is to launch a product that will produce income and satisfy the client, he must alter his whole approach. Purchase is crucial to the marketer's performance, the accomplishment of his goals, and the development of competitive strategies against rivals. Similar to this, when a

client buys anything, they often anticipate certain benefits and happiness in return. His quest and struggle come to an end when he decides on the brand of his choice for the anticipated advantages.

1. Customers put off making a choice because they are too busy.
2. Dislike going shopping.
3. Apprehension about making bad choices.
4. Price might drop or a better option could become available.
5. Social risk.

When making a purchase, the buyer must think about their options for retailers, or where to make the purchase. A product could be offered at a variety of shops with various sizes and varieties. The buyer must make a crucial selection about where to purchase goods. He also has to consider how much stuff he needs to purchase. Should he purchase in modest or large amounts. Should he take advantage of the limited-time discounts available or should he pass them up and get what he usually needs for a week or a month? Additionally, how much he has available in terms of discretionary cash will determine this. The consumer has another option about how to make the payment. Should he purchase with cash, credit, hire-purchase, or any other option the dealer could provide [1], [2].

A variety of elements must be taken into account when making a decision about these matters, and these factors have an impact on the choice or purchasing process. The two groups of criteria required for purchasing are situational circumstances and buying intents. These two elements work together to affect the purchasing process. It's possible that one without the other won't be enough to make a transaction. To make a purchase, you must have the intention to buy. No matter how agreeable the external circumstances, a sale may still fall through if the consumer does not have the desire to make a purchase. He has to be exposed to the product and convinced that it would fulfil a long-felt need of his before he will be driven to purchase it. Situational elements might be quite many, but for all intents and purposes, just five fundamental situational aspects are taken into account. Which are:

1. The external environment
2. Social environment
3. Definitions of tasks
4. Temporal judgements
5. Preceding circumstances.

Situations are the circumstances that are present at a certain moment. It may be connected to the circumstance when it involves buying. Choice of retailer affects brand preference. High levels of brand preference are influenced by shop loyalty. When brand loyalty is low, consumers choose the retailer first. Customers should turn to sales staff when brand knowledge is lacking.

Physical Environment

The first things a customer notices when he walks into a store with the goal to make a purchase are the décor, style, cleanliness, etc. of the store. These are referred to as one's physical surroundings and include:

1. Store's location.
2. The noise.
3. Flavours.
4. Lighting.
5. The decoration
6. The colour.
7. The actual goods themselves.

These outward manifestations of the buying situation are the most striking and obvious. The consumer is affected by his environment via his five senses of sight, hearing, smell, touch, and taste. These components alone are insufficient. To create an environment that is welcoming to all customers, they must be present in the proper proportion. This is the idea of atmospherics, where attention is placed on the physical surroundings as well as the music and management of the audience within the business. The customer reacts in a certain way because he is exposed to a balanced mix of various stimuli. He sometimes reacts emotionally, expressing his delight or annoyance and maybe making a purchase. The time he spends in the shop is likewise influenced by these physical surroundings. how he reacts to being bought. Additionally, the client makes an effort to form connections with both the staff and other customers. A purchase is likely if all the conditions are right [3], [4].

Social Environment

The presence of other society members and their perspectives on product use have an impact on purchases. Consumers are social creatures. He is a member of society and is influenced by the views of others. A customer's decisions are impacted if he want to socialise with high society individuals because he buys more expensive and branded goods. Shopping is a social activity, and people often make impulsive purchases of goods that have been endorsed by respected society members. There have been some general studies that show shoppers prefer to visit more shops and make more impulsive purchases when they shop with friends. This is because he believes that the solid counsel he receives from his learned friends is free, and that the judgement of a small group of people is superior to his own. He enjoys spending more time with his pals when they are around and feels more at ease visiting stores that have fresh displays, new merchandise, a wider selection, and new things.

Additionally, salespeople have noticed that selling to a single customer is simpler than selling to a group of customers. Buyers who are alone may be persuaded considerably more readily than those who have pals. Individual customers sometimes cave in to a salesperson's tenacity. Additionally, it has been shown that customers who are out with friends tend to go by the group's requests even when they are aware that the product is not to their taste or that they would like to purchase a different brand.

Define the task

The goal or motivation for purchasing is conveyed by the job description. The purpose behind the purchase. Is it for personal use, a present, a particular event, such as a wedding gift, and so on. The aforementioned elements plus the recipient's response to the present are used to determine the

purchase job. Purchasing flowers or jewellery to celebrate your wedding anniversary. The job is also defined by the circumstance. Advertisements for Titan watches suggest giving them as gifts. For a friend's wedding, a larger gift, such as a Godrej Storewell, could be appropriate. Give youngsters who visit your home candy or chocolate. These methods of product promotion are used by marketers, who also take advantage of possibilities for occasion-based marketing. To make the marketer's work easier, the mission, objective, and intentions must be understood.

Temporal Elements

When we talk about temporal issues, we mean time. The time set aside for shopping might be the cause. It might be the time of day, such as morning, evening, or afternoon shopping. the time of year, the season, the period of festivities, etc. Some women prefer to buy in the afternoon so that the salesperson can pay them more attention. They may see a range of goods. The salesman has plenty of time, so he can focus more on the demands of the consumer. Some people only shop or make purchases during the festival seasons, whether it's for a family event or the festivals themselves. Some people have the propensity of purchasing things often. These are the folks that have a lot of extra money.

The timing of the purchase varies as well depending on the product. Purchasing a high-value item will take significantly more time than purchasing cosmetics. A costly item can take many days. A far more expensive asset, such as an apartment or a home, may take days or even months to sell. The availability of time with the customer is another factor. In comparison to a housewife, a busy CEO could have relatively little free time. The amount of time they have varies, which also affects how involved they are with the transaction. As a result of the participation, information search differs from product to product and from circumstance to circumstance. A customer who makes frequent purchases takes less time than one who makes purchases more often [5], [6].

Preceding circumstances

Other elements can have a significant impact on purchasing. These are the options you have for purchasing the item of your choosing. other elements, such as the consumer's attitude, mood, or purchase preferences. If the purchases are to be made in the future, they may wait or be done whenever it is convenient. Purchases are completed more quickly if they are urgent, you have used up your product, and you need to replace it soon. Another consideration in making a purchase is the product's accessibility. If a person goes to a few places and is unable to locate the brand or product of his choice, he may get dissatisfied with the business or even the items themselves. The likelihood of a consumer making a purchase increases with his mood. Because of this, marketers work to instill a positive attitude in consumers via their advertisements.

An effective marketing plan is created to elicit a favourable reaction from the target audience. It is important to keep in mind all five of the situational criteria mentioned above and to follow a method. This may be achieved by recognising the situational circumstances and the consumer's purchasing process, as well as by using research tools to determine the influence of these variables. The market must be properly categorised, and the product must be positioned to meet the needs of the target market. It goes without saying that the marketing mix must be created properly.

Non-Store Purchases

In developed nations, this kind of marketing is becoming more popular when consumers don't want to visit a business since it saves them from having to struggle to locate a parking spot. does not have the time to go to a business many kilometres away or wants to avoid standing in large lines for payment. has more disposable money and places more value on a consumer lifestyle. Non-store purchasing, often known as direct marketing, is when goods and services are pitched to potential customers over the phone, via the mail, or through other channels. Non-store purchasing is equally crucial to the purchasing process. Where there is overall economic growth, access to lengthy storefronts and infrastructural facilities, and customer awareness of cutting-edge technology, non-store purchasing is more common. when a marketer wants to get into unexplored markets.

Numerous businesses keep a list of potential customers and send them catalogues, pamphlets, and deals virtually every week. They get a lot of business, provide a lot of facilities, and provide goods at affordable prices. Additionally, the customer gains more information, feels more important, and makes more orders with these businesses as a result. The customer has a variety of options when it comes to non-store purchases. A known customer is someone who orders from their house using a phone, catalogue, brochure, or mail. The customer may avoid making an additional journey to the store. For products like monthly rations, placing phone orders in this manner is more common. A customer places an order over the phone with his supplier, who records the transaction and delivers the products at the requested location [7], [8].

Phone marketing

Similar to the above, prepaid or toll-free telephones are available so that orders may be made without incurring any fees for the consumer. This is mostly used by women and has a western origin.

Video taxes or video interactions

In this, interactions between buyers and sellers might take place on TVs and computer terminals. He may enter his specifications into the computer, communicate through video, and even see a section of the shop where his goods is housed as well as the whole range of items that are offered in that category. These techniques are progressively gaining popularity, and in developed nations they are becoming more common due to urbanisation and population growth. As a result, it is clear that purchases have a significant role in consumer behaviour and serve as the foundation for marketing efforts. A business may be certain of income if purchases are strong and sales of the items are brisk; otherwise, the marketer must constantly consider new strategies to identify the causes of weak sales.

Importance of Online Shopping

Due to the fact that working women and others have less time to shop, online shopping is growing in popularity. On television, they can see more goods than a single retailer can. Specialty items are simple to obtain using this procedure. Non-store technologies, such mail order catalogues and pay by phone, are gaining popularity. Because they want to touch and view the things before

purchasing them, some consumers favour the traditional ways of retail shopping and are against the new ones. They like going shopping and are often persuaded to make unnecessary purchases. They believe that having a computer addiction may violate their privacy. More developments are anticipated in the future, and consumers will be able to do all tasks that can be performed in a store while seated at home, giving them the impression that they are shopping there.

DISCUSSION

Knowing whether or not consumers enjoy a product is crucial information for marketers. He requests feedback on his product so that, if required, remedial action may be made and the marketing mix is adjusted. The consumer's post-purchase conduct provides insight into his likes and dislikes, preferences, attitudes, and level of satisfaction with the goods. It shows whether or not the buying motivations were fulfilled. The goal is after the purchase, whereas the buy is the means. The conduct after a purchase predicts whether or not repeat purchases will be made. Whether or whether the client will suggest the product to others. It reveals whether or not long-term financial success is possible. The post-purchase behaviours of the consumers might reveal all of this. As said, the post-purchase stage of the decision-making process is the last one. A customer's happiness or discontent with a product relies on his expectations and the discrepancy between the performance and the actual result. The level of client pleasure or discontent with the product is determined by expectation. Dissatisfaction may result from the existence of a certain component. When a component is eliminated, contentment may not always follow. For example, oily foods may leave you unsatisfied, but their elimination may not necessarily make you happier. The impact of a single element cannot be readily determined if the effect is the result of many variables acting together cumulatively.Dissatisfaction alone may not give rise to a complaint, but extreme dissatisfaction may, and managing content or dissatisfaction is a rational procedure, give rise to one. If a person believes there is no use in complaining or that the issue won't be taken seriously, they won't. Additionally, customers complain if doing so is convenient for them. They may not make a special effort to voice issues. Additionally, complaining demands resources that one may not have, such as time, money, education, experience, etc. When a client is unsatisfied with a product, the following actions may follow: The customer may stop buying the items or brands in question. If he had been using the product that had caused him dissatisfaction, he may switch to a different product or brand.Unfavourable word of mouth He complains about the product to his peers, acquaintances, and colleagues. Instead of emphasising the good parts, he begins disparaging the product or brand and publicly expresses his displeasure.formally complains to the appropriate authorities. One such organisation that considers such concerns is Consumer Forum. All disgruntled consumers may find it difficult and time-consuming to pursue.complains directly to the vendor, who then resolves the issue, changes the product/brand to his favour, or agrees to any such settlement.

Every business works hard to create happy consumers. In order to combat the rising competition, this is crucial. However, some disappointed consumers continue to buy the same product again and over again because they cannot find a good substitute, can easily obtain the brand, or do so out of habit or because it is inexpensive. These buyers may not be devoted to the brand. A devoted or brand-loyal client has an emotional connection with the company. He has faith in the business

and the name. In the event that a brand performs better than anticipated, brand loyalty rises. Committed consumers support the company's efforts to expand its product offering and brand. Committed users spread the news about the product favourably as well.

Function of a Marketer

The marketer must keep an eye out for client dissatisfaction. Dissatisfaction results in a significant loss of clients or consumers, which costs the marketer money. To prevent this, a marketer must maintain and increase customer contentment while keeping an eye out for reasons for discontent. This may be achieved by routinely observing customer response. It may be done by carefully examining and interpreting surveys or by closely observing the customer. In addition, a tight watch must be maintained on the product's quality. Marketing and manufacturing should share responsibility for quality. Other departments should be included as needed, and an integrated marketing process should be used.

If there are complaints, they must be properly investigated and resolved as quickly as feasible. To satisfy and reassure the consumer that the necessary action would be done as quickly as feasible, all complaints must also be acknowledged. When filing complaints, visitors should be treated with the utmost respect, and their issues should be properly addressed. Only reasonable promises should be made in order to prevent customer discontent; for example, a scooter's advertised mileage of 55 km per litre may be exaggerated given that it can only go up to 40 km. Consumer discontent might result from the manufacturer's inflated claim. Additionally, the marketer must aid in educating the customer on how to utilise the product properly. If a product is not utilised as intended, it becomes spoiled and performs below expectations, which causes a difference between the real and anticipated results and unhappiness on the part of the customer. To provide the customer with the promised after-sales service and to give him a sense of significance, a marketer must also guarantee after-sales service and stay in contact with the customer long after the sale. In addition, a marketer must promote services rather than products. Instead than focusing on the goods, he should highlight the perceived need and meet it. He should handle the marketing strategy. In the long term, this becomes harmful if it is not addressed. In the event of disappointment, post-purchase dissonance takes place, causing anxiety and making the customer feel uneasy psychologically. The following techniques are used by the customer to lessen the unfavourable information they receive:

1. Ignore the knowledge about the dissonance.
2. By interpreting the data in a limited way.
3. By bringing down the bar of expectation.
4. By looking for favourable brand-related information.
5. By persuading themselves the purchase was the correct one.

Consumers accept the product's flaws and provide a good review if there is not a significant gap between performance and anticipation. If the disparity is substantial There is a contrast effect, and repeat purchases are not made [9], [10].

Service vs. Product Consumption

While services are ethereal and their consuming experiences are more varied, products are physical. Travelling may be enjoyable on some journeys, but painful on others. The level of service may range from cordial to impolite. Therefore, it is challenging for customers to evaluate services as opposed to items. Marketers must thus lower service variability and establish enduring relationships with customers. Regarding Donald, he emphasises consistency in training, service, etc. Products are purchased for their usefulness, sense of independence, self-image, and other factors.

CONCLUSION

Businesses may use tactics like providing exceptional customer service, issuing warranties or guarantees, asking for feedback, and interacting with consumers via loyalty programmes or personalised messaging to successfully manage post-purchase behaviour. Businesses may pinpoint areas for development, address customer problems, and create enduring partnerships by analysing customers' post-purchase experiences and impressions. In conclusion, consumer decision-making includes both pre- and post-purchase behaviour as essential elements. Businesses may better target their marketing initiatives and meet customer demands by having a better understanding of customers' purchasing motives, preferences, and decision-making processes. Building consumer happiness, brand loyalty, and good word-of-mouth also depend on controlling post-purchase behaviour. Businesses may improve the whole consumer experience and establish solid customer connections by concentrating on both buy behaviour and post-purchase behaviour, which will eventually lead to company success.

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