

PAPER FOR PUBLICATION

INTERNAL & EXTERNAL ELEMENTS AFFECTING WILLINGNESS OF CONSUMERS TO PURCHASE PRODUCTS

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ABSTRACT

Management is the youngest of sciences and oldest of arts and consumer behavior in management is a very young discipline. Various scholars and academicians concentrated on it at a much later stage. It was during the 1950s, that marketing concept developed. Marketing starts with the needs of the customer and ends with his satisfaction. It starts with the buying of goods.

Every customer shows inclination towards particular products and services. Consumer interest is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.

The study is about how customers make decisions to spend their available resources time, money, effort on consumption related items and specially during buying Products. It includes the study of why they buy, when they buy it, how often they buy it, and how often they use it.

I. Introduction:

All of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and buying power. These can be Consumable goods, durable goods, specialty goods or, industrial goods. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy and, from which source or seller to buy. In some societies there is a lot of affluence and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs. The marketers therefore try to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment, they formulate their plans for marketing.

Management is the youngest of sciences and oldest of arts and consumer behavior in management is a very young discipline. Various scholars and academicians concentrated on it at a much later stage. It was during the 1950s, that marketing concept developed. Marketing starts with the needs of the customer and ends with his satisfaction. It starts with the buying of goods. Goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers.

Every customer shows inclination towards particular products and services. Consumer interest is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.

The study of consumer behavior explains as to:

The study of consumer behavior is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. It includes the study of what they buy, why they buy, when they buy it, where they buy it, how often they buy it, and how often they use it. Take the simple product toothpaste. Consumer researchers want to know what types of toothpaste consumers buy (Gel, regular, striped, in a tube, with a pump); what brand (National, private brand, generic brand); why they buy it (to prevent cavities, to use as mouthwash, to attract romance); where they buy it (supermarket, drugstore, convenience store); how often they use it (when they wake up, after each meal when they go to bed or any combination thereof); how often they buy it (weekly, biweekly, monthly).

Consider a more durable product such as the fax Machine. What kinds of consumers buy a fax machine for home use. What features do they look for, what benefits do they seek, what types of documents do they fax and for what reasons. How likely are they to replace their old models when new models with added features become available. The answers to these questions can be found through consumer research and can provide fax manufacturers important input for scheduling, design modification and promotional strategy.

Psychological factors:

Motivation

It is the internal feeling that makes the person to buy a certain product to satisfy a necessity. Freud, Maslow and Herzberg talk about the motivation in the western context. Depending on the phases which a person is in different products are consumed to satisfy his or her needs and the needs can satisfy different motives. First people try to satisfy the basic needs like hunger, thirst and shelter and then try to meet some higher order needs or self esteem.

Perception

Perception is the by meaningful picture of the world .Perception depends not only on the physical stimuli, but also on the stimuli relation to the surrounding field and on conditions within the individual. The key point is that perceptions can vary widely among individuals exposed to the same reality. One person might perceive a fast talking salesperson as aggressive as aggressive and insincere another intelligent and helpful l. Each will respond differently to the salesperson. In marketing peoples perception is more important than reality.

Learning and experience

The Knowledge or opinion that people have about a product can be influenced by the company with new information or free samples, the company can be manipulate the image of a product. They can use this when, they, want introduce a new production the market and also if they want to change the image or the concept of one existing brand.

Beliefs and attitudes

People can have a positive or negative feeling about the product. This feeling can be consequences of their personal experiences of because of their interaction with other people, marketers can use such beliefs and attitudes to their advantage by customizing their products according to the needs of the customer.

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- 1) The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- 2) The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- 3) The behavior of consumers while shopping or making other marketing decisions;
- 4) Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;

5) How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and

6) How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

OBJECTIVES:

- 1) Factors influencing customer at the time of purchasing Products.
- 2) The basic ideas of the consumer which affects the behavior of the consumers during purchase of the Products

RESEARCH METHODOLOGY

Research Design

Descriptive research design, as this design only suits the requirements of such study. For the purpose, pretested detailed questionnaire were made. Questionnaire were administered personally on prospective and old buyers of the Products of different kinds covered under the study, study area was selected on the random basis.

Selection of Respondents

To carry out the present research 180 respondents were selected randomly on the basis of convenience and availability. While selecting the respondents utmost care has been taken to include all categories of the respondents from the areas taken into consideration. Published and unpublished matter available in govt. Records and books of learned author will be used along with the information acquired by field survey and interviews.

Validity

The prepared questionnaire was sent to five experts for their opinion. All the experts reported that the questionnaire is valid for getting the required information. Further item wise analysis has been done to attain the valid conclusions, for this factor analysis was carried out and thus final findings have been determined.

Reliability

Reliability of the questionnaire was calculated by using the Sphereman Split half correlation method on 20 respondents (10 Male, 10 Female) and coefficient of correlation was obtained 0.7932 which shows the questionnaire is reliable.

Another method i.e. test retest method was also used and reliability coefficient found to be 0.8523 thus the questionnaire is reliable. These respondents were not included in the actual study.

Data analysis

Collected data after coding was analyzed. For the purpose statistical tools such as arithmetic mean, SD, chi-square tests etc. were used as and where required. After analyzing the data collected results are presented in details and for the purpose results are presented in graphic and tabular form also.

DATA ANALYSIS & RESULTS :

Statement	Gender	Wedding	Any Social Gathering	Festival	Whenever I find a good one	Only When existing one damages	X ²	df	P
What forces to buy a new Product	Male	43	19	16	25	26	3.793	4	>0.05
	Female	11	8	11	10	11			
	Total	54	27	27	35	27			

Table 1: showing What forces to buy a new Product

Table shows the respondents opinion regarding what force them to buy a new Product. Maximum number of male respondents 43 reported that they buy a new Product because of (Option 1) Wedding, second largest number 26 reported that they only buy Product (Option 5) Only when existing one damage while lowest 16 respondents reported that (Option 3) Festival, 25 respondents reported that they buy Product (Option 4) Whenever I find a good one and 19 respondents reported that they buy Product (Option 2) Any Social Gathering was another noticeable response.

Table shows the respondents opinion regarding what force them to buy a new Product. Maximum number of female respondents 11 reported that they buy a new Product because of

(Option 1, 3 and 5) Wedding, Festival and Only when existing one damage, second largest number 10 reported that they only buy Product (Option 4) Whenever I find a good one while lowest 8 respondents reported that (Option 2) Any Social Gathering.

Statistically, No significant difference in the opinion of male and female respondents observed regarding force to buy a new Product was found.

Statement	Gender	Comfort	Style	Durability	Quality	Economy	X ²	df	p
key attributes customers look for in a PRODUCTS	Male	7	14	48	25	35	2.298	4	>0.05
	Female	2	4	24	11	10			
	Total	9	18	72	36	45			

Table 2. showing key attributes customers look for in a Product

Table shows the respondents opinion regarding what key attributes do you look for in a Product. Maximum number of male respondents 48 reported that key attributes do you look for in a Product (Option 3) Durability, second largest number 35 reported that (Option 5) Economy while lowest 7 respondents reported that (Option 1) Comfort, 25 respondents reported that (Option 4) Quality and 14 respondents reported that (Option 2) Style was another noticeable response.

Table shows the respondents opinion regarding what key attributes do you look for in a Product. Maximum number of female respondents 24 reported that key attributes do you look for in a Product (Option 3) Durability, second largest number 11 reported that (Option 4) Quality while lowest 2 respondents reported that (Option 1) Comfort, 10 respondents reported that (Option 5) Economy and 4 respondents reported that (Option 2) Style was another noticeable response.

Statistically, No significant difference was found in the opinion of male and female respondents observed regarding key attributes customers look for in a Product.

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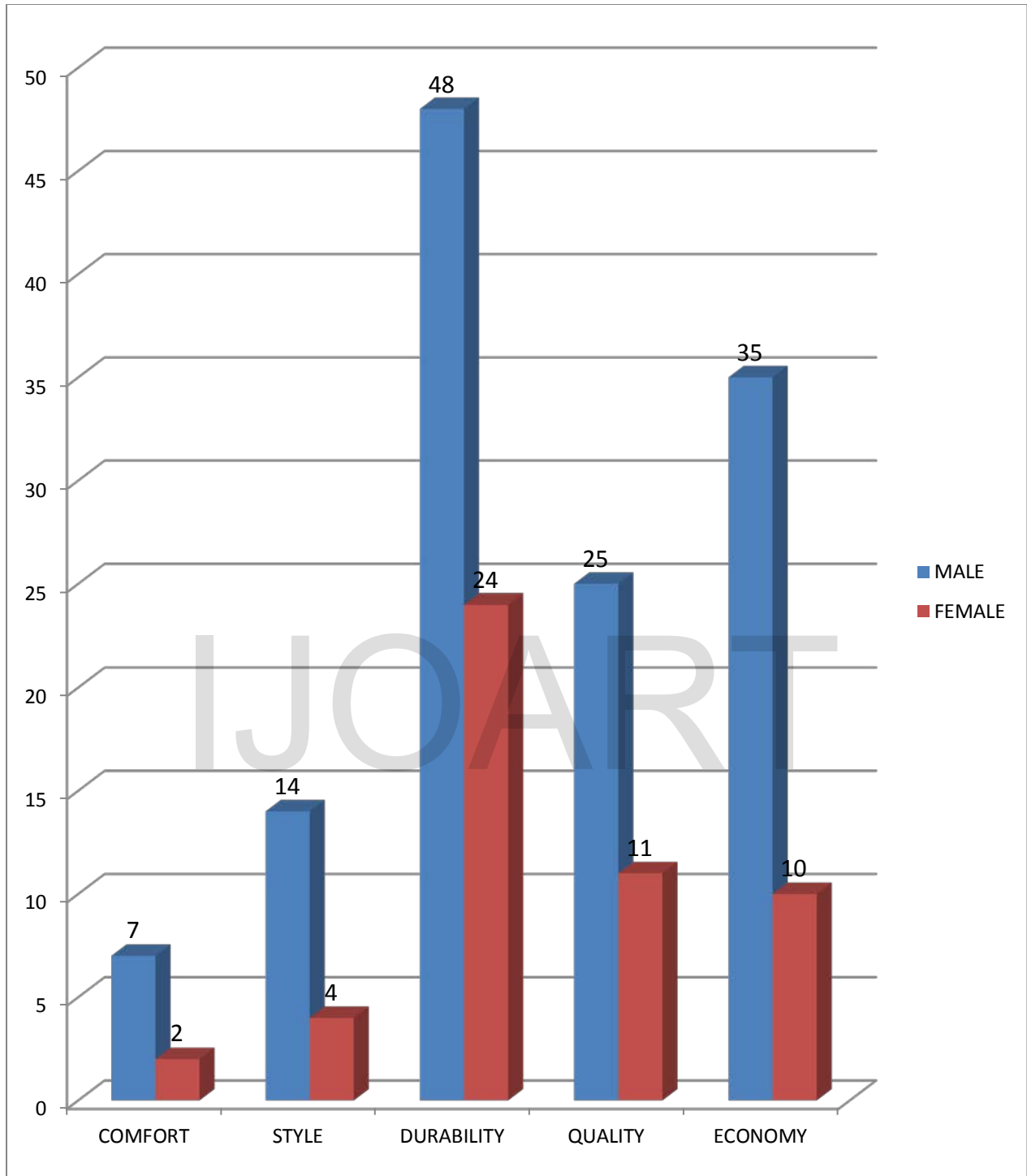


Chart 1 showing key attributes customers look for in a Product

Statement	Gender	Since I really need it	Since I am bored of existing	To get recognized	To showcase lifestyle	-	X ²	df	p
Why do customers buy new PRODUCTS	Male	42	50	30	7	-	3.529	3	>0.05
	Female	21	22	6	2	-			
	Total	63	72	36	9	-			

Table 3: Why do customers buy new Product

Table shows the respondents opinion regarding why do you buy new Product. Maximum number of male respondents 50 reported that buy new Products because of (Option 2) Since they bored of existing, second largest number 42 reported that (Option 1) Since I really need it while lowest 7 respondents reported that (Option 4) To showcase lifestyle and 30 respondents reported that (Option 3) To get recognized was another noticeable response.

Table shows the respondents opinion regarding why do you buy new Product. Maximum number of female respondents 22 reported that buy new Product because of (Option 2) Since I am bored of existing, second largest number 21 reported that (Option 1) Since I really need it while lowest 2 respondents reported that (Option 4)To showcase lifestyle and 6 respondents reported that (Option 3) To get recognized was another noticeable response.

Statistically, No significant difference in the opinion of male and female respondents observed regarding buy new Product was found.

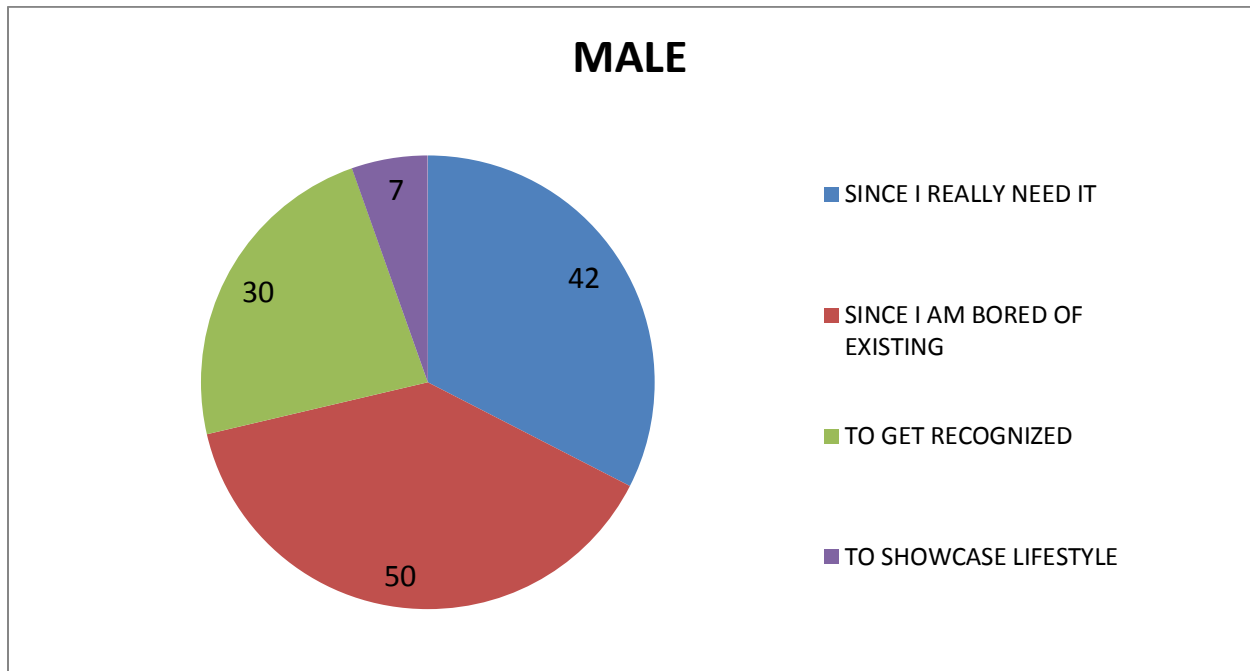


Chart 2. Showing Male respondents opinion regarding why do customers buy new Products

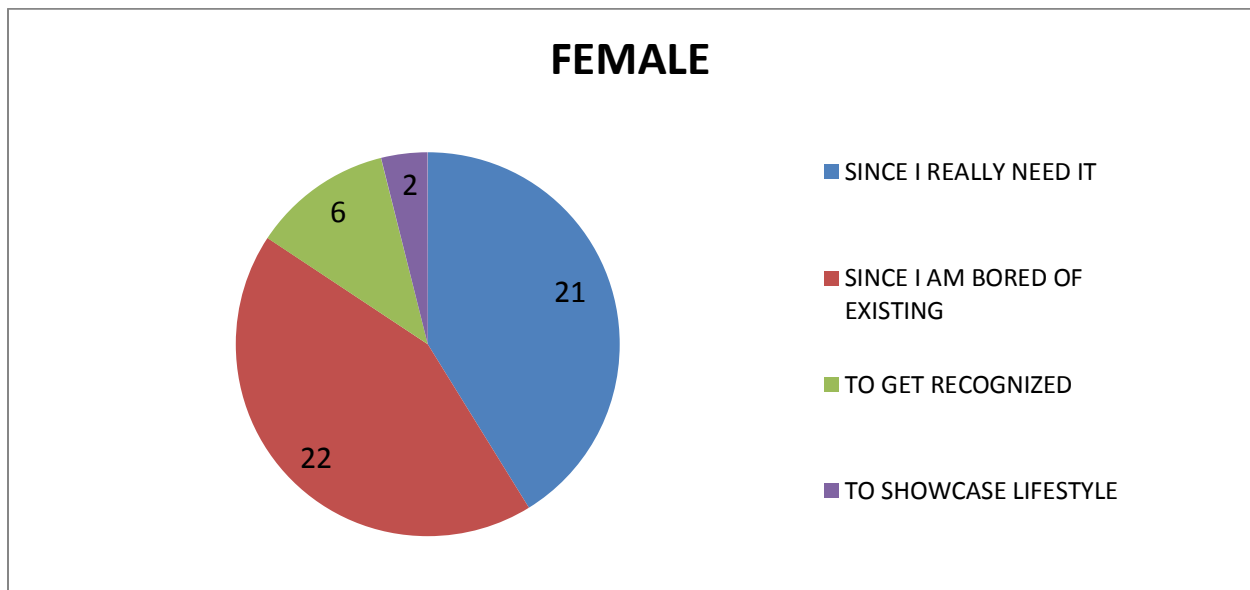


Chart 3. Showing Female respondents opinion regarding why do customers buy new Products

Statement	Gender	Family	Friends	Brand Ambassadors	Peers/Colleagues		X ²	df	p
Which influences the most to buying behavior	Male	36	31	45	17	-	2.719	3	>0.05
	Female	9	14	18	10	-			
	Total	45	45	63	27	-			

Table 4: Which influences the most to buying behavior

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Statement	Gender	Television	Newspaper	Internet	Billboard		X ²	df	p
What helps customers in deciding the PRODUCTS	Male	16	48	12	23	-	3.595	3	>0.05
	Female	17	24	6	4	-			
	Total	33	72	18	27	-			

Table 5 What helps customers in deciding the Product

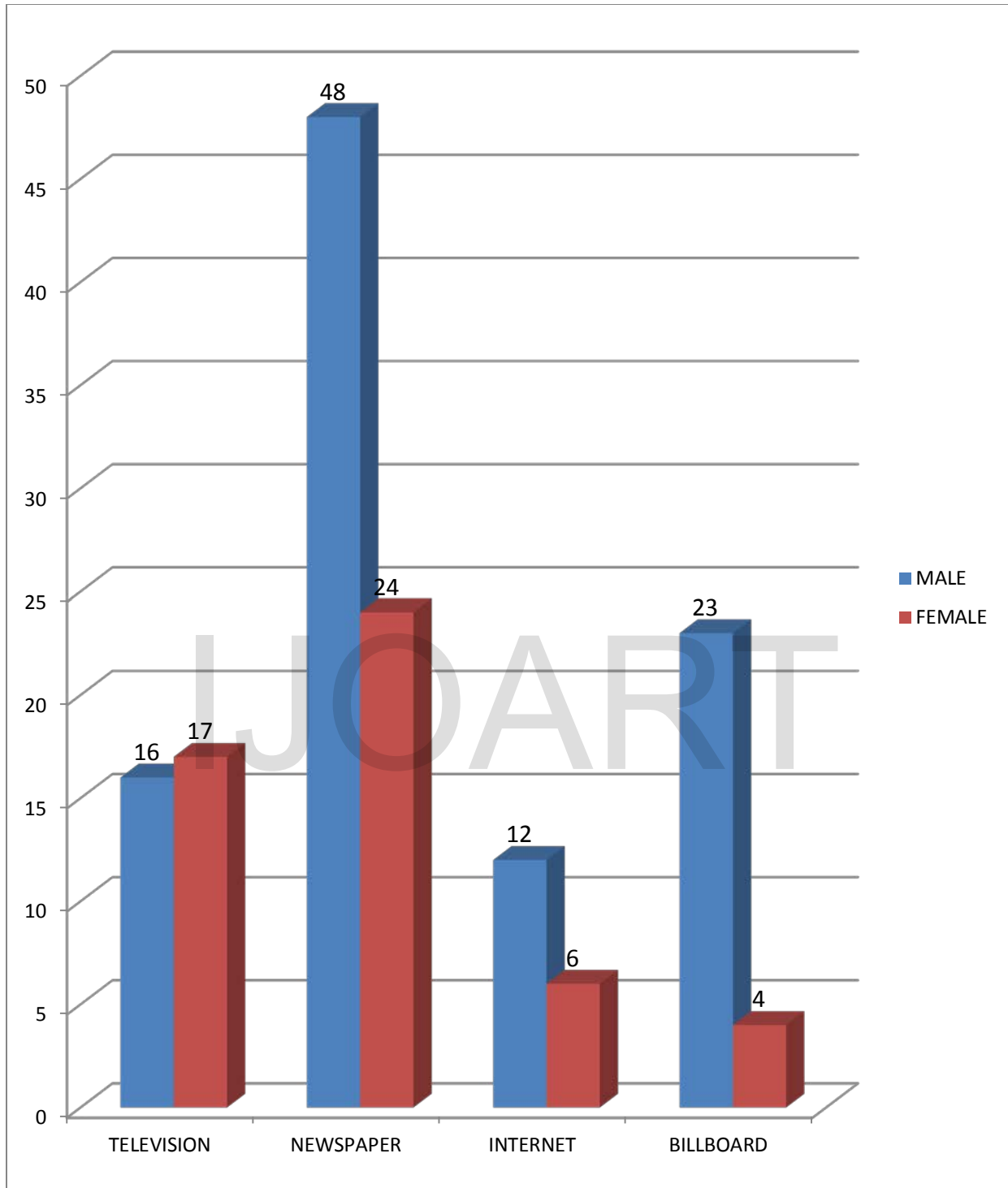


Chart 4 What helps customers in deciding the Product

Conclusion:

Consumer behavior is affected by situation and the consumer himself, that is, internal and external factors. Internal factors refer to such characteristics of individuals as age, income level, interests, and state of mood, knowledge, involvements and attitudes. External factors refer to situation and environment where the consumers interrelate, which can affect attitude, decisions and behavior. Internal and external factors have important influence on consumer behavior. However, external factors are more special. External factors are unpredictable and are influenced not only by economical situation in state out also in region and whole world. Because living standard and social status of person change by externals, that is influenced by flow of information.

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