Abstract: Consumer is the king of modern market. Without consumers no business can exist. Every business tries to retain and create a new customers by influencing an individual to buy their product. So consumer buying behavior has been always of great interest to marketers. Consumer behavior refers to the buying behavior of the consumer. Many factors influence the consumers buying decision such as shopping habits, purchasing behavior, brand, in-store environment, retailers, individual culture, sub culture, friends group, reference group, psychological factors etc. This paper attempts to identify some factors and models of consumer buying behavior.

Keywords: Consumer, Buying Behavior, Marketing Mix, Models, Influencing factors.

1. Introduction

Consumer behavior is the study about the individual consumer, groups or organizations, how they select, buy, use and dispose ideas, goods and services satisfy their needs and wants. It refers to the consumer’s action in the marketplace and motives for those actions.

2. IMPORTANCE OF CONSUMER BEHAVIOR

- It is essential for the marketers to study the consumer behavior before and during purchase for production, pricing, advertising and promotion activities.
- It is equally important for the nonprofit organization such as hospitals, NGO’s EX: polio campaigns designed for the society who cannot afford the basic livelihood.
- The government studies consumer behavior to understand the potential future problems such as pollution, traffic etc.
- It is essential to understand the consumer behavior for legislation such as mandatory information related to manufacturing date, expiry date, terms of use etc.
- The understanding of consumer behavior is necessary for launch of demarcating programmers. For cigarettes, Tobacco etc.

3. Factors Influencing Consumer Behavior

Personal factors- The personal factors are the individual factor such as income (purchasing power of an individual), Age (buy different products in different stages), occupation (buy the product that advocates their profession) and lifestyle (individual interest, values, opinions and activities) to the consumers that strongly influence their buying behavior.

Psychological factors – The human psychology such a motivation, perception, learning, attitudes and beliefs plays a crucial role in likes or dislikes for a particular product.
Social factors – The social factors such as family reference groups, roles and status where they live in complex social environmental who have different, buying behavior influence the buying behavior of an individual.

Cultural factors – The behavioral patterns are developed from the culture, sub culture and social class where the consumer is brought up.

Economic factors – The economic factors such as personal income, family income, consumer credit, liquid assets of the consumers and savings have a significant influence on the buying decision of an individual.

4. Consumer Decision Styles

A decision making style is defined as “mental orientation characterizing a consumer’s approach to making choices”

- Quality conscious/perfectionist
- Brand conscious
- Recreation conscious/Hedonistic
- Price conscious
- Novelty /fashion conscious
- Impulsive – unplanned buying
- Confused – by over choice
- Habitual /brand loyalty – favorite brands or stores

5. Literature Review

Packaging was the important criteria for the selection of fresh fruit juice and colorful image of packaging can attract the attention of the consumers. The purchasing behavior was affected by the environmentally friendly packages. Most of the interviewees thinks paper as the packaging material is much healthier than plastic [1]. The study provides that respondents have a favorable attitude towards products imported from Asian countries and there is a moderate impacts of international social network of a product. Consumers are young college students and they get information about quality and performance by experience and feelings [2]. Consumer buying behavior influenced by the advertisement that provides product information, that makes consumes for purchase decision. Information revealed are price, quantity, quality, packaging, ingredients, product name, color, use ,benefits etc.[3]. The perception value factors are very important for the age group 18 – 23 years and the social value factors for the age group 18 – 23 years for buying the luxury mobile phones. The marketing mix factors are equally important for all age groups. International marketers does not treat India as a one market, because the existence of different regions and diversity across the country [4]. Consumers buy the product to satisfy their wants, first the consumer find the commodities to purchase, and he selects the greater utility products after decided the product price he can take decision to buy and consume the product [5].

Most of the respondents opinion is product hygiene and ranks 1st the taste of amul product. 80% of the respondents know through advertisement about amul product. 78% of the respondents will recommend amul product to others[6]. There is a strong impact of consumer buying behavior on consumer satisfaction and it is positively related. The major (95%) consumption frequency is 4 times a week for handmade drinks and minor is bottle drink and less frequency is self-prepared drinks[7]. Demographic factors influence shoppers attitude. There are gender differences in mall patronage and there is a significant differences between men and women[8]. The respondents feels that they are in high level of comfort and more open to listening to advertisement, they pay more attention to
clothing. Respondents are less willing to pay higher price for environmentally friendly product. US post materialists purchase only useful and necessary items [9]. Majority of the respondents are from the age group 20-26 years and they purchase luxury goods very rarely. The purchase decision was not impulse buying, rather the consumer think about longer period of time to buy particular product. Most of the respondent’s first luxury good is gifts. The purchase decision did not relate to their status [10].

6. Models of Consumer Buying Behaviour

I. Traditional Model

- **Economic model** – The consumer behavior can be predict by economic indicators such as consumes purchasing power and the price of competitive products.
- **Learning model** – Consumer behavior need to satisfy basic and learned needs. Basic needs such as food, clothing and shelter learning needs include fear and guilt.
- **Psychoanalytic model** – A consumer behavior is influenced by conscious mind like ego, superego, id and subconscious mind, hidden symbol in company’s name or logo can effect and influence the consumers to buy the product.
- **Sociological model** – A consumer behavior may be influenced by the people where they associates and their culture that the society exhibits. Ex A, manager and a employee may have different buying behavior in the workplace, but they attend the same church, they may buy the same brand products.

II Contemporary Models

- **Howard – sheath model**
- **Input variables** – it is the informational cues about the product quality, price, services, distinctiveness and availability of the product.
- **Output variable** – the output variables are the buyer’s response to the input stimulus. The purchase is the actual act result of output variables.
- **Hypothetical constructs** – It deals with the way the individual response to the input variables and it motives for the buying situation.
- **Exogenous variables** – This model includes purchase, personality variables, culture, social class and financial status of an individual.
- **Engel – kollat- Blackwell model (1978)**
  - This model is a conscious problem solving and learning model of consumer buying behavior. It identifies five activities such as problem recognition/need recognition, information search, evaluation of alternatives choice and outcome which was occur in decision making process for buying product over a period of time.
- **Nicosia model (1966)** – The message from the firm first influence the consumer towards the product or service, then the consumer will have attitude about the product, so he/she can evaluate the product if they satisfies, that result in positive response, or else the reverse may occur.
- **Stimulus response model** - Marketing and other stimuli enter the buyer’s black box and produce purchase response. Buyer’s black box consists of product, price, place, promotion, buyer’s environment, economic, technology, political and cultural stimuli, the buyer characteristics influence how the individual perceives and reacts to the stimuli.

7. Conclusion

In today’s competitive world, conditions of competitions are changing rapidly and companies can react to these changes promptly. The consumer buying behavior is more important than the consumption process. If marketers easily understand the mainly
influencing factors in buying decision, the sales can be increased a lot by satisfying the consumers with the best marketing mix.

8. References