A Study of Influence of Intrinsic Factors on Consumer Buying Behaviour

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ABSTRACT

The term consumer behavior needs a thorough understanding and there is a need to understand the reason behind such drastic changes in consumer behavior in the past few years. The current paper focuses on the intrinsic factors affecting consumer buying behavior. The data has been collected from 100 respondents each from Patiala, Jallandhar, Ludhiana, Chandigarh, Amritsar and Mohali. The influence of intrinsic factors including belief and attitude role and status, cognition, perception, motivation and learning has been taken into consideration.

Keywords: Belief and Attitude Role And Status, Cognition, Perception, Motivation and Learning.

INTRODUCTION:

The most complex term in today’s world is consumer behavior. The influence of various factors is there on consumer behavior has been observed in the past researches. The influence of intrinsic factors on consumer behavior is visible in many studies. The intrinsic factors are the factors which are internal to the individual. The factors under consideration are motivation, which means “to motivate”. The consumer gets motivated by one reason or the other, the reason of motivation may differ from one person to another. Perception is another factor which influences the consumer buying behavior. Perception means what a consumer perceives and the basis of perception may be different, it may be based on the personal experiences of the consumer or the reference given by one or the other person or any other reason. The third factor under consideration is belief and attitude, the attitude of a consumer is developed by what he/ she believes. If a consumer believes that high price of a product means high quality then the consumer will develop an attitude that the other low priced products are of low quality only. Whatever a consumer learns from past experiences, reference by other consumers, his belief or advertisement etc makes the consumer learn and remember a particular brand or product. The role and status of the consumer also plays a vital role in helping him/ her develop the liking or disliking towards a brand or a product. A high role and status will make the consumer more inclined towards high end brands and costly products and vice versa. Cognition of the consumer also again helps the consumer build a image about a particular brand or a product.

REVIEW OF LITERATURE:

Hansen (2005) conducted a research to develop a framework which integrates various perspectives on consumer decision making and various basic constructs is developed. It was found that the cognitive and effective skills of consumers are dependent and affect each other. Quality and attitude was found to be having significant and direct effect on buying intentions of the consumers whereas emotion had no effects on buying intentions of the consumer. Wiedmann et. al.(2012) demonstrated that the consumers’ desire for counterfeit luxury brands hinges on social motivations (i.e. to express themselves and/ or to fit in) underlying their luxury brand preferences. Consumers’ preferences for a counterfeit brand and the subsequent negative change in their preferences for the real brand both were greater when their luxury brand attitudes served a social-adjustive rather than a value-
expressive function. Abdu and Purwanto (2013) revealed that there are some variables that have a relationship but not affecting the willingness to buy significantly. Social factors were found to be the most influencing factor and other factors affecting consumer behaviour factors was also studied. Psychological factors which include motivation, perception, belief and their experience towards the product were found to have a direct and a positive relationship with the consumer buying behaviour. Luo and James (2013) focused on the consumer behaviour of buying commercial housing, from the consumer’s perspectives in Nanning city of Guangxi, China.

The main purpose behind this research was to study the external factors such as culture, government policies, marketing activities and reference groups on consumer behaviour in the process of purchasing commercial houses and the internal factors such as perception, attitudes, learning, behaviour, motivation and emotions. Luo and James (2013) focused on the consumer behaviour of buying commercial housing, from the consumer’s perspectives in Nanning city of Guangxi, China. The main purpose behind this research was to study the external factors such as culture, government policies, marketing activities and reference groups on consumer behaviour in the process of purchasing commercial houses and the internal factors such as perception, attitudes, learning, behaviour, motivation and emotions. Also, this research reviewed how self concept and lifestyle influenced commercial house buyers and thus to understand the decision making process.

RESEARCH METHODOLOGY:

Need of The Study:
With the changing scenario and change in consumer buying behavior, there is a need to understand the influence of intrinsic factors on consumer buying behavior and the factor which influences the buying behavior to the most possible extent.

Scope of the study:
The study is based to examine the influence of intrinsic factors on consumer buying behavior, the total impact of intrinsic factors is also studied on a whole. The paper concludes with the suggestions so made to the marketers to help them understand the consumer in a better manner.

Source of data:
The data has been collected using primary source using questionnaires. Close ended questions were there in the questionnaire. The data has been collected from respondents from Amritsar, Patiala, Jallandhar, Mohali, Chandigarh and Ludhiana. The data has been collected from 100 respondents from each city, thus comprising of 600 respondents.

DISCUSSION AND ANALYSIS:
Table: 1.1 shows the influence of motivation on consumer buying behavior and it is found that the influence of motivation is highest in respondents from Chandigarh and least in case of respondents from Patiala.

| Source       | N   | Mean   | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum | Maximum |
|--------------|-----|--------|----------------|------------|---------------------------------|---------|---------|
|              | 600 | 9.9200 | 2.22528        | .09085     | 9.7416                          | 4.00    | 16.00   |
| Amritsar     | 100 | 9.7400 | 2.46437        | .24644     | 9.2510                          | 4.00    | 15.00   |
| Chandigarh   | 100 | 10.2700| 2.28679        | .22868     | 9.8163                          | 6.00    | 16.00   |
| Jallandhar   | 100 | 10.2400| 1.90226        | .19023     | 9.8626                          | 5.00    | 15.00   |
| Ludhiana     | 100 | 9.4600 | 2.02220        | .20222     | 9.0588                          | 5.00    | 14.00   |
| Mohali       | 100 | 10.1000| 2.26747        | .22675     | 9.6501                          | 4.00    | 16.00   |
| Patiala      | 100 | 9.7100 | 2.29314        | .22931     | 9.2550                          | 5.00    | 15.00   |
Table: 1.2 shows the influence of belief and attitude on consumer buying behavior and it is found that the influence is highest in case of respondents from Chandigarh and least in case of respondents from Amritsar.

| Region        | N  | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum | Maximum |
|---------------|----|------|----------------|------------|---------------------------------|---------|---------|
| Amritsar      | 100| 14.3600 | 3.35905       | .33591     | 13.6935 - 15.0265               | 7.00    | 25.00   |
| Chandigarh    | 100| 15.8400 | 2.95324       | .29532     | 15.2540 - 16.4260               | 8.00    | 26.00   |
| Jallandhar    | 100| 15.4300 | 2.33227       | .23323     | 14.9672 - 15.8928               | 9.00    | 21.00   |
| Ludhiana      | 100| 15.1700 | 3.15606       | .31561     | 14.5438 - 15.7962               | 7.00    | 22.00   |
| Mohali        | 100| 15.2500 | 2.54406       | .25441     | 14.7452 - 15.7548               | 10.00   | 22.00   |
| Patiala       | 100| 14.9000 | 3.05670       | .30567     | 14.2935 - 15.5065               | 7.00    | 23.00   |
| **Total**     | 600| 15.1583 | 2.94523       | .12024     | 14.9222 - 15.3945               | 7.00    | 26.00   |

The influence of perception is found to be highest in case of respondents from Amritsar and almost equally high in case of respondents from Chandigarh and least in case of respondents from Ludhiana, as shown in table: 1.3.

| Region        | N  | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum | Maximum |
|---------------|----|------|----------------|------------|---------------------------------|---------|---------|
| Amritsar      | 100| 11.7600 | 2.87138       | .28714     | 11.1903 - 12.3297               | 6.00    | 18.00   |
| Chandigarh    | 100| 11.7200 | 3.20379       | .32038     | 11.0843 - 12.3557               | 6.00    | 19.00   |
| Jallandhar    | 100| 10.9100 | 2.77469       | .27747     | 10.3594 - 11.4606               | 6.00    | 20.00   |
| Ludhiana      | 100| 10.4800 | 2.29835       | .22984     | 10.0240 - 10.9360               | 6.00    | 17.00   |
| Mohali        | 100| 10.8400 | 2.54543       | .25454     | 10.3349 - 11.3451               | 6.00    | 19.00   |
| Patiala       | 100| 10.8600 | 2.67053       | .26705     | 10.3301 - 11.3899               | 6.00    | 22.00   |
| **Total**     | 600| 11.0950 | 2.77166       | .11315     | 10.8728 - 11.3172               | 6.00    | 22.00   |

The respondents from Amritsar are the least influenced respondents from cognition, whereas the respondents from Patiala and Mohali are found to be almost equally influenced by cognition, as shown in table: 1.4.

| Region        | N  | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum | Maximum |
|---------------|----|------|----------------|------------|---------------------------------|---------|---------|
| Amritsar      | 100| 12.0500 | 3.14104       | .31410     | 11.4267 - 12.6733               | 6.00    | 20.00   |
| Chandigarh    | 100| 13.4200 | 2.51934       | .25193     | 12.9201 - 13.9199               | 6.00    | 19.00   |
| Jallandhar    | 100| 13.4300 | 2.24848       | .22485     | 12.9839 - 13.8761               | 8.00    | 18.00   |
| Ludhiana      | 100| 13.2600 | 2.49290       | .24929     | 12.7654 - 13.7546               | 7.00    | 19.00   |
| Mohali        | 100| 13.6600 | 2.56716       | .25672     | 13.1506 - 14.1694               | 8.00    | 19.00   |
| Patiala       | 100| 13.6700 | 2.70449       | .27045     | 13.1334 - 14.2066               | 8.00    | 19.00   |
| **Total**     | 600| 13.2483 | 2.67368       | .10915     | 13.0340 - 13.4627               | 6.00    | 20.00   |
As far as the influence of role and status is concerned, the respondents from Ludhiana are the most affected ones and the respondents from Amritsar are least affected by the same, as shown in table: 1.5

Table 1.5: Showing influence of role and status on consumer buying behavior

|         | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum | Maximum |
|---------|-----|------|----------------|------------|---------------------------------|---------|---------|
|         |     |      |                |            | Lower Bound | Upper Bound                   |         |         |
| Amritsar| 100 | 6.6900 | 1.98832        | .19883     | 6.2955  | 7.0845                         | 3.00    | 11.00   |
| Chandigarh | 100 | 7.0800 | 1.71553        | .17155     | 6.7396  | 7.4204                         | 4.00    | 13.00   |
| Jallandhar | 100 | 7.1700 | 1.57669        | .15767     | 6.8571  | 7.4829                         | 4.00    | 11.00   |
| Ludhiana | 100 | 7.2400 | 1.90756        | .19076     | 6.8615  | 7.6185                         | 3.00    | 12.00   |
| Mohali   | 100 | 7.0100 | 1.93059        | .19306     | 6.6269  | 7.3931                         | 3.00    | 12.00   |
| Patiala  | 100 | 7.0400 | 1.86363        | .18636     | 6.6702  | 7.4098                         | 4.00    | 11.00   |
| Total    | 600 | 7.0383 | 1.83643        | .07497     | 6.8911  | 7.1856                         | 3.00    | 13.00   |

As shown in table: 1.6, the influence of learning is found to be highest in case of respondents from Chandigarh and least in case of respondents from Patiala.

Table 1.6: Showing influence of learning on consumer buying behavior

|         | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum | Maximum |
|---------|-----|------|----------------|------------|---------------------------------|---------|---------|
|         |     |      |                |            | Lower Bound | Upper Bound                   |         |         |
| Amritsar| 100 | 16.2600 | 3.16426        | .31643     | 15.6321  | 16.8879                         | 9.00    | 25.00   |
| Chandigarh | 100 | 16.3600 | 3.33794        | .3379      | 15.6977  | 17.0223                         | 8.00    | 24.00   |
| Jallandhar | 100 | 15.8000 | 2.82128        | .28213     | 15.2402  | 16.3598                         | 8.00    | 23.00   |
| Ludhiana | 100 | 15.4900 | 2.91112        | .29111     | 14.9124  | 16.0676                         | 8.00    | 22.00   |
| Mohali   | 100 | 16.1700 | 2.78907        | .2789      | 15.6166  | 16.7234                         | 10.00   | 23.00   |
| Patiala  | 100 | 14.9200 | 3.15486        | .31549     | 14.2940  | 15.5460                         | 7.00    | 23.00   |
| Total    | 600 | 15.8333 | 3.06560        | .12515     | 15.5875  | 16.0791                         | 7.00    | 25.00   |

As far as the influence of total intrinsic factors is concerned, the influence is found to be the highest in case of respondents from Chandigarh and the least influence is found in case of respondents from Ludhiana and Patiala, as shown in table: 1.7.

Table 1.7: Showing influence of intrinsic factors on consumer buying behavior

|         | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean | Minimum | Maximum |
|---------|-----|------|----------------|------------|---------------------------------|---------|---------|
|         |     |      |                |            | Lower Bound | Upper Bound                   |         |         |
| Amritsar| 100 | 70.8600 | 10.86745       | 1.08674    | 68.7037  | 73.0163                         | 49.00    | 99.00   |
| Chandigarh | 100 | 74.6900 | 9.46519        | .94652     | 72.8119  | 76.5681                         | 52.00    | 93.00   |
| Jallandhar | 100 | 72.9800 | 7.96074        | .79607     | 71.4004  | 74.5596                         | 49.00    | 90.00   |
| Ludhiana | 100 | 71.1000 | 8.95725        | .89527     | 69.3227  | 72.8773                         | 43.00    | 92.00   |
| Mohali   | 100 | 73.0300 | 9.00780        | .90078     | 71.2427  | 74.8173                         | 53.00    | 91.00   |
| Patiala  | 100 | 71.1000 | 9.10378        | .91038     | 69.2936  | 72.9064                         | 44.00    | 90.00   |
| Total    | 600 | 72.2933 | 9.33359        | .38104     | 71.5450  | 73.0417                         | 43.00    | 99.00   |

CONCLUSION:

The influence of various intrinsic factors is there in consumer buying behavior, there is a need to understand the main factors influencing the consumer buying behavior which depends upon place to which a consumer belongs to. There are numerous factors which are beyond the control of the marketer and the consumer but still efforts can be made to control or modify them. If a marketer is able to understand the factor influencing the consumer buying behavior, they will be able to tap more consumers and will be able to keep the existing consumers...
happy.

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