

CONSUMER BUYING DECISION PROCESS TOWARD PRODUCTS

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Abstract:

The study focused on consumer buying behaviour process. The purpose of this study is to know the process or pattern of a consumer for buying a product, which either be a high involvement product or low involvement product. The approach used in the study is qualitative. The data collection for this study is secondary data. The limitation of this research is no empirical data used which support the research. The conclusion of this study is consumer purchase the products when the need arises, and the consumer uses all five stages of consumer buying decision making process during purchase of high involvement or costly products while the probability of skipping one or more than one stages are more in low involvement or daily usage products.

Keywords —Consumer, Purchase, Product, Consumer buying behaviour process

I. INTRODUCTION

The understanding of consumer behaviour is a success key to the business organizations. Consumer behaviour is the study of how a customer, or a group of customers select, buy, use, and dispose ideas towards the products or services in order to satisfy their needs and wants (Chand, n.d.). The personalized marketing analysed the pattern of buying behaviour of a consumer. After the analysed of personalized behaviour, the prediction of future trend can be done easily (Kumar, John, & Senith, 2014). According to Engel, Blackwell, and Mansard, “consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption”. According to Loudon and Bitta, “consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services” (Chand, n.d.). According to Lerne, “Consumer behaviour involves the study of how people--either individually or in groups--acquire, use, experience, discard, and make decisions about goods, services,

or even lifestyle practices such as socially responsible and healthy eating” (Perner, n.d.). The five stages are in the consumer buying decision process are Problem recognition, Information search, Evaluation of alternatives, Purchase decision, and post-purchase behaviour.

II. RESEARCH QUESTION

Why the people buy a product or brand?
How the people buy a product or brand?
Does any pattern/process for choosing a product or specific brand of product?

III. SCOPE OF THE STUDY

The term consumer behaviour is broadly wide. The consumer behaviour is always an interesting topic among the researchers or scholars. In this paper, the study is only about the consumer buying process, but further study can be done on other related topics of consumer behaviour such as factor behind the influenced of consumer buying behaviour. The further study can be done by applying this theoretical process into practical. The study can be

done on an industry or a product/brand. The empirical research also considers for the further study on this topic. This process is only about the buying decision of consumer further study can be done on the buying behaviour of consumer at digital platform.

IV. METHODOLOGY

This study is concerned with the consumer buying decision process. In this paper, author tried to find out the process behind the consumer decision making towards the products. The study focused on consumer decision making process. The study began with the research questions why, how and which process people/consumer purchase the goods or services.

The research is completely theoretical, no primary data used in this study. The study follows the qualitative approach. The collection of data in this paper is secondary data such as books, websites, blogs, published papers and research journals articles. Initially, the 60 articles/books/blogs included in this research but during the scrutiny 15 articles/books/blogs were deducted. So, the only 45 articles/books/blogs considered in this research and 15 wrote as a reference in the bibliography. The study based on existing theories.

V. CONCEPT OF CONSUMER BEHAVIOUR

Consumer behaviour is a broadly study field. Consumer behaviour is the study for explaining the consumer why, what, when and how buy a product or a brand (Kumar, John, & Senith, 2014). The understanding of consumer buying behaviour completely is still impossible because it is related very closely to human mind. However, the understanding of consumer buying behaviour on digital platform quite possible through several analytical software. But completely understanding of consumer buying behaviour are still impossible. Consumer behaviour is a behaviour towards purchasing of goods. Every person wants to satisfy its needs. Needs is a part of human life. For satisfying the need, a person goes to the market for buy the goods in exchange of money. The

understanding of consumer behaviour is an important part of marketer. **Consumer behaviour** is the study of how people make decisions about what they purchase. The behaviour can be pre-purchase and post-purchase. It also helps companies to identify the opportunities.

VI. CONSUMER BUYING DECISION PROCESS

It is vital to know the consumer buying decision process. The consumer buying decision process are the decision-making processes begin by the consumer to buy the goods or services in exchange of money in the market before, during and after the purchase of goods or services (Lumen, n.d.). It helps the seller/marketer for selling its goods or services in the market. If the marketer successful to understand the consumer behavior according to the consumer buying decision process towards the goods or services, then it may successful for selling its goods or services. Fig. 1 shows consumer buying decision-making process step-by-step. The consumer buying decision process consists of five stages Problem recognition, Information search, Evaluation of alternatives, Purchase decision, and post-purchase behavior. It shows that how a consumer start thinks before to buy a product. The buyer can use all five stages during decision making process towards a product. Perhaps, the buyer can also skip the one or more stages, it's all depends on consumer mind (Kotler at el. 2017, p. 155.). Every human has different mind to other humans. For instance; A person buying his/her regular brand of milk every day when the need arises. So, the chances of skipping information and evaluation are more as compare to the highly involvement products. Basically, it depends on the human nature. But in case of buying a car where involvement is high. When the consumer going to buy a car, then the customer can't skip any step out of five. (Kotler at el. 2017, p. 155.) This process works especially for new purchase or highly involvement of consumer purchase. Some companies focus on understand the consumer experience in learning, choosing, using and

disposing of the product. (Kotler & Keller 2016, p. 195)

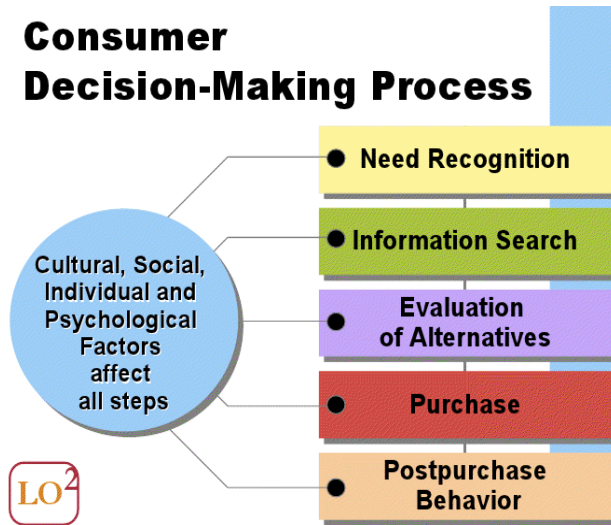


Fig. 1 Consumer buying behavior process (Dulce Alonso's Marketing Portfolio)

Need recognition

It is the first stage of consumer buying decision process. It is also known as “Problem recognition”. It starts with the basic need like air, water, food and shelter. It may also start with a step ahead of basic need (Kotler & Keller 2016, p. 195; Kotler at el. 2017, p. 155-156.). The company should understand the consumer need and focus on to satisfy it (Shma, 2012). In the need recognition, the companies can find out the need of the consumer and creates marketing strategies (Kotler & Keller 2016, p. 195; Kotler at el. 2017, p. 155-156.). For instance; a person is hungry then the food is its desire, but a good food may satisfy it. So, the company should focus on to satisfy the need of consumer. After this stage, the next stage is information search.

Information search

It is the second stage of consumer decision-making process. When a consumer goes to the market for

buying goods or services then consumer recall his/her thinking towards the product, if the past-experience positive or good and consumer satisfied then consumer buy that product and search of information end itself. But the past-experience negative or not good then the consumer begins the information of search of that product. The consumer also searches the information of the product when he/she want to try new product (Clow& Baack 2016, p.76). The consumer begins search about the product in this stage through several sources. The Kotler stated that “Consumer can obtain information from any of several sources. These include personal sources (family, friends, neighbours, acquaintances), commercial sources (advertising, sales people, dealer and manufacturer, web and mobile sites, packaging, displays), public sources (mass media, consumer rating organization, social media, online searchers and peer reviews) and experimental sources (examining and using the product)” (Kotler at el. 2017, p. 156.). For instance; if a person wants to buy a smartphone then the person gives more attention to the smartphone ads, he can get the input from family or friends and he also gets the information regularly regarding the smartphone.

Evaluation of alternatives

This is the third stage of consumer buying decision-making process. It comes after the information search which is the second stage of buying decision-making process. When a consumer collects the information of a product or a brand then the consumer ranks the product or brand and then next step is evaluate it. For ex; a consumer wants to buy a car then he/she will collect information about the car brand after collecting the prefer brand, he/she will evaluate from the alternative brands.

It is difficult to understand the consumer behavior, but the marketers focus on some step such as first-consumer want to fulfill it needs & wants and second- consumer want to more benefit from the selective brand. (Kotler & Keller 2016, p. 197). If the companies understand the evaluation process of

consumer then the companies can take the benefit from the consumer evaluation of alternatives process.

Purchase decision

This is the fourth stage of consumer buying decision-making process. The consumer has decided to buy a product after collecting information from several sources, evaluate it and decided for the where to purchase and what to purchase. Consumer purchase the brand or product which he/she gives the highest rank in the evaluation stage. The purchase decision also influenced by the surrounding environment.

Post-purchase decision

The post-purchase decision is the fifth and last stage of consumer buying decision-making process. The companies work doesn't stop if the customer buys a product. The companies should know the behaviour or view of the consumer towards the products. After the use of the product, the customer might be satisfied or dissatisfied. If the consumer satisfied, then the chances of retention are more of the same product and satisfied consumer can also influence the other people to buy the product. The chances of increasing the loyalty of consumer towards the product are maximum and if the consumer become loyal towards the product then the chances of retention of product are maximum by the satisfied consumer. If the consumer retains the product then the sales of the product increases, if the sales of the product increase then the overall aim of the company getting profit will achieve.

If the consumer is not satisfied or dissatisfied by the product of the company, then the problem arises. A consumer can be dissatisfied for number of reasons. The consumer can dissatisfy, if the company promise something and didn't deliver that then the consumer can be dissatisfied. For instance; a car company promise to the customer for free services but at the time of the services company denied then the dissatisfaction increase. It is only a single example.

The concept of satisfied or dissatisfied consumer is all about the consumer expectation and consumer perceived. If the consumer expectation meets the product which he/she perceived, then consumer may satisfy. If the consumer expectation does not meet the product which he/she perceived, then consumer will dissatisfy. (Kotler at el. 2017, p. 157.)

VII. LIMITATION

Every research has some findings and conclusion. Similarly, the research's also have some limitations as well. Apart of the contribution and importance of this research, this study also has some limitations as well, like almost every research. This research is about the understanding of the consumer buying decision making process. But it also has some limitations. The study is limited theoretically. In this study, the author only study on the process of the consumer buying behaviour process. The author didn't work with a practical example i.e., case study. The other limitation of this study is no empirical research.

VIII. CONCLUSION

This research studied on consumer buying decision-making process. Based on the analysis it can be concluded, consumer uses all five stages during decision making process in those products which purchase rarely or occasionally with the high involvement. The consumer purchase goods or services with low involvement in decision making if the product is daily usage or low cost products. For buying daily usage products, the most probability is to skip the one or more than one stages in the decision making process. The peoples buy a goods or services whenever need started. This research helps the understanding of consumer buying decision making process towards the products. Nonetheless, the further study can be done by the quantitative approach. The quantitative approach provides the practical use of this approach. It may provide the relationship between all five stages with each other.

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