

MARKETING MANAGEMENT

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*Topic – Consumer Behaviour &
Factors influencing Consumer Behaviour*

Part-2

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Consumer Behaviour & Factors Influencing Consumer Behaviour

2. *Social Factors* –

Humans are social beings and they like to be around many people who influence their buying behaviour. So, social factors strongly affect consumer behaviour. Social factors include the following factors:

- a) **Family**: Family is one of the most important social factors of affecting consumer behaviour. It plays a significant role in shaping the buying behaviour of a person. In every family, husband-wife, elders, children and other members have varying degree of influence on purchase decision. Different members of the family have different buying behaviour. Thus, every family has different buying behaviour. Some products are husband dominant, some products are wife dominant, some products are children dominant, some products are other members dominant while some products are equal dominant.

- b) **Reference Groups**: Reference group is a group of people in which a person associates himself. In the words of Philip Kotler. “A person’s reference group consists of all the groups that have a direct (face to face) or indirect influence on the persons attitudes or behaviour.” Reference groups include the following groups –
 - i) **Primary Reference Groups** – Primary reference groups includes family members, neighbours, friends, co-workers and relatives. These are informal groups.

 - ii) **Secondary Reference Groups** – These are formal groups such as religious groups, professional groups etc.

- iii) Aspirational Groups – A person is not the member of such groups but he like to belong to these groups. For example, college students like to belong to film stars, sportsman, or professional groups.
- iv) Dissociative Groups – These groups include such groups whose behaviour are rejected or disliked by a person or individual.
- c) Roles and Status – A role consists of activities that a person is expected to perform according to the persons around him. For example, a person may be a father, husband, son, friend, boss and a member of social organisation. Each role carries status in the society.
- d) Social Customs and Traditions – These factors can be associated with religion, caste or economic aspects. Thus, social customs and traditions also affect consumer behaviour.

3. *Personal Factors* –

Personal factors consist of the following factors –

- a) Age and life cycle stage: A person goes through various stages of his life cycle, such as infant, child, teenager, young, adult and old. The need, want, desire and preferences of a person changes according to the stages of the age and life cycle. In other words, consumption of different product depends upon age and stages of buyer's life cycle.
- b) Occupation: The consumer behaviour is affected by a person's occupation. For example, doctor, manager, engineer, industrialist, artist, teacher, trader, worker etc. The marketer can make marketing programme on the basis of different occupational groups.
- c) Life style: The consumer behaviour is also affected by life style of the people. According to Philip Kotler, "Life style is the person's pattern of living in the world as expressed in the person's activities, interest and opinions." It is generally reflected by activities, opinions, interests, clothing pattern, status consciousness, helping others, achievements, working style etc. It is clear that life style shows a person's way of living and acting in the world.

- d) Personality: Under personal factors, consumer behaviour may be studied from personality point of views. Each person has a distinct personality. According to G.W. Allport, “Personality is the dynamic organisation within the individual of these psychophysical systems that determine his unique adjustments to his environment.” Allport forced on the unique adjustment with environment. Thus, the consumer behaviour strongly affected by his personality.
- e) Self-concept: It is also known as self-image. A large number of products like automobiles, readymade garments, credit cards, cosmetics, perfumes and designer wears are brought because of the self-image. So, marketers must identify self-image of his target buyers and must try to match the products with them.
- f) Other personal factors: Gender and education also affect the consumer behaviour. Some products are female dominated and some products are male dominated. Some persons are educated and some are non-educated. Some educated persons are primary or secondary or higher educated. Marketer should know gender and education effect on consumer behaviour of the market.