

B. Comm. Sem. IV T11C-4
Subject - Consumer Behaviour

Factors Affecting Consumer Behaviour

B. Social factors — Social factors ~~can~~ refer to the various social influences that can affect a consumer's purchasing behaviour, following are the influencing social factors of consumer behaviour:

1. Reference groups; ~~Ref~~ - These groups are groups of people who influence a consumer's attitude and behaviour. According to Philip Kotler, "a person's reference groups consist of all the groups that have a direct (face to face) or indirect influence on the person's attitude or behaviour."
2. Family; The family is considered as one of the strongest sources of group influence for the individual consumer. For example, parents may make purchasing decisions on behalf of their children and spouses can influence each other's purchasing decisions.
3. Roles and status; A role consists of activities that a person is expected to perform according to the persons around him. Each role carries a status reflecting the esteem given to it by the society.

Q. Personal factors — Personal factors can have an important impact on consumer behaviour. Personal factors include the following factors:

1. Age and life cycle stage
2. Occupation
3. Economic determinants
4. Life style
5. Income
6. Gender
7. Personality & self concept

Cont. →