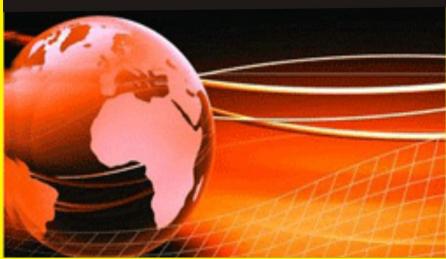ISSN (online) : 2249-7137

ACADEMICIA
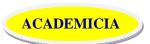
An International Multidisciplinary Research Journal

Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri

(Affiliated to Kurukshetra University, Kurukshetra, India)

ACADEMICIA
An International Multidisciplinary Research Journal

ISSN (online)   : 2249 –7137

Editor-in-Chief : Dr. B.S. Rai

Impact Factor	:	SJIF 2020 = 7.13
Frequency	:	Monthly
Country	:	India
Language	:	English
Start Year	:	2011

Indexed/ Abstracted   : Scientific Journal Impact Factor (SJIF2020 - 7.13), Google Scholar, CNKI Scholar, EBSCO Discovery, Summon (ProQuest), Primo and Primo Central, I2OR, ESJI, IIJIF, DRJI, Indian Science and ISRA-JIF and Global Impact Factor 2019 - 0.682

E-mail id: saarjjournal@gmail.com

VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

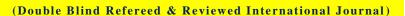# SOUTH ASIAN ACADEMIC RESEARCH JOURNALS (www.saarj.com)

ACADEMICIA: An International Multidisciplinary Research Journal

ISSN: 2249-7137   Impact Factor: SJIF 2022 = 8.252

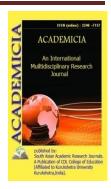# SPECIAL ISSUE ON

" ANALYSIS OF CONSUMER BEHAVIOR "

June 2022

ACADEMICIA

An International Multidisciplinary Multidisciplinary Research Journal

(Double Blind Refereed & Reviewed International Journal)

CONSUMER BEHAVIOR AND MARKETING ACTION

Dr. Muralidhar Sunil*

*Assistant Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-sunilrashinkar@presidencyuniversity.in

ABSTRACT:

Consumer behavior plays a pivotal role in shaping marketing strategies and determining the success of businesses across various industries. This abstract provides a concise overview of the relationship between consumer behavior and marketing actions, exploring the intricate dynamics that influence consumer decision-making and how marketers can effectively leverage this knowledge to drive business growth.Understanding consumer behavior is a multifaceted endeavor that requires a comprehensive examination of psychological, social, cultural, and economic factors that influence individuals' buying decisions. From the initial recognition of needs and wants to the evaluation of alternatives and the final purchase, consumers navigate through a complex decision-making process. Marketers must delve into consumer motivations, perceptions, attitudes, and purchasing patterns to develop strategies that align with their target audience.

KEYWORDS: *Advertising, Branding, Buying Behavior, Consumer Decision-Making, Customer Loyalty, Demographics, Digital Marketing.*

INTRODUCTION

Comparatively speaking, consumer behavior is a relatively recent area of research that emerged just after World War II. The buyer's market has risen and replaced the seller's market. Due to this, the manufacturer's focus has shifted from the product to the customer, with a specific emphasis on consumer behavior. Buyer behavior has emerged as a separate field as a consequence of the review of marketing concepts from a simple selling idea to consumer-oriented marketing. The significance placed on the customer is shown by the rise of consumerism and consumer regulation. Consumer behavior is the study of how people decide how to use their available resources or other elements of consuming.

Understanding customer behavior is difficult for marketers since individuals are so diverse. Therefore, marketers felt the need to learn as much as possible about customers' purchasing habits. Last but not least, this information served as a vital instrument in the hands of marketers to foresee the future purchasing behavior of clients and develop four marketing strategies to build long-term customer relationships[1]–[3].

Buying Practices: Definition

It is generally the study of people or organizations, the methods consumers use to find, choose, use, and discard goods, experiences, or ideas to meet wants, as well as the influence on both consumers and society.

Comparing customers to consumers

The word "customer" refers specifically to a brand, business, or store. It refers to a person who often or routinely purchases a certain brand, a specific company's goods, or goods from a specific store. Therefore, someone who utilizes Raymond's apparel or purchases at Bata Stores is a consumer of these businesses. While a "consumer" is a person who typically searches for, chooses, uses, and discards goods, services, experiences, or ideas.

DISCUSSION

Need for Study of Consumer Behavior

Everyone benefits from studying consumer behavior since we are all customers. Understanding customers is crucial for marketers to thrive in this cutthroat marketing landscape. The significance of researching consumer behavior as a subject is highlighted by the following factors.

significance in daily life

Studying a subject is done to enhance one's understanding of its contributions. Studying consumer behavior is important because of how it affects people's lives. The majority of spare time is spent shopping or doing other activities in the marketplace. The additional time is often filled with learning about and contemplating goods and services, talking about them with friends, and viewing commercials for them. Our lifestyles are clearly shown by how we use things. These factors all point to the value of education. However, it could also be done for practical, urgent reasons. Relevance to Making Decisions

Since certain choices are greatly influenced by consumer behavior or anticipated behaviors, it is argued that consumer behavior is an applied discipline. Micro and societal views are the two that look for applications of its knowledge.Understanding consumers is a key component of the micro perspectives, which aim to assist businesses or organizations in achieving their goals. To be more successful in their jobs, those working in this profession strive to understand customers.The social or macro viewpoint, on the other hand, relates consumer knowledge to the general issues that the mass or society as a whole faces. The standard of living's level and quality are significantly influenced by consumer behavior.

Individual vs. Organizational Buyers

The apparent distinction between industrial or institutional markets and consumer markets is that industrial markets include purchases made for company purpose rather than for personal consumption. Consumer markets and their purchasing patterns vary from organizational markets and their purchasing patterns in a number of ways. The main differentiating elements are:

1. Market Organization and Demand

2. Customer Qualities

3. Decision-Making and Purchasing Patterns

4. Market Structure and Demand

The following are the characteristics that set market structure and demand apart:

1. Compared to consumer markets, purchasers in organizations are more geographically concentrated.

2. Although there are fewer organizational customers than there are individual ones, they purchase in larger quantities.

3. Markets for organizational buyers might be vertical or horizontal. In horizontal structures, the customer base is too wide, while vertical structures only serve one or two sectors.

4. Consumer demand is the source of organizational demand. Demand is inelastic and variable by nature.

Involvement of consumers

It is said that certain customers are more engaged with their purchases and goods than others. A customer who is really interested in a product would want to learn a lot about it before making a purchase. As a result, he carefully reads brochures, contrasts the brands and models offered at various retailers, asks questions, and seeks for advice. Consumer participation may thus be described as a raised level of awareness that prompts customers to look for, pay attention to, and consider product information prior to making a purchase[4]–[6].

Consumer Involvement's Root Causes

The three individual aspects of self-concept, needs, and values determine the degree of customer participation in a product or service. The more closely a product's image, intrinsic value symbols, and needs it addresses align with those of the customer, the more probable it is that the consumer will feel invested in it. For instance, celebrities have similar self-perceptions, philosophies, and requirements. They often utilize goods and services that correspond to their way of living. They invest a lot of money on acquiring high-end goods like designer clothing, expensive automobiles, and medical supplies.

Product Elements

As the perceived risk of purchasing an item or service rises, so does consumer participation. Given that buying a home is a significantly riskier investment than buying toothpaste, customers are likely to feel more invested in the latter.

1. Differentiation in the product impacts participation. As there are more options available to them, the level of participation grows.

2. Participation may also be influenced by how much fun utilizing a product or service is for the user. There are certain goods that provide consumers more pleasure than others. Comparing tea and coffee to, example, home cleansers, they have a higher amount of hedonic value. So, there is a lot of interaction.

3. When a product receives media exposure, participation rises. Any product that is eaten in public or is socially visible requires a lot of engagement. For instance, purchasing an automobile requires more effort than buying home goods.

Environmental Factors

Emotional connection with a product may be influenced by the circumstances around its purchase or usage. The participation depends on the justification or setting of the transaction. A pair of socks for oneself, for instance, requires far less effort than a present for a close friend.Social pressure has a big impact on engagement. When shopping with friends as opposed to when shopping alone, one is more likely to feel self-conscious about the brands and things they consider.The urge to act quickly also affects engagement. When a customer wants a new refrigerator and notices a "one-day-only sale" at an appliance store, they do not have the time to evaluate the pricing and brands of several models. The decision's importance makes people more invested.

When a choice is made that cannot be changed, such as when a merchant refuses to allow returns or exchanges for things that are on sale, there is a high level of engagement.

As a result, participation may come from both within and outside of the person, as in the case of lasting involvement or situational involvement. Numerous individual-product- and situation-related elements, many of which the marketer may influence, might cause it. It has an impact on how customers perceive, interpret, and communicate information to others.

Types of Participation

These are the two categories of involvement:

A) Situation

B) Enduring

Being situationally involved

"Situational involvement" refers to the fleeting emotional states that a customer goes through when they are in a given circumstance and think about a particular product.

Long-term Engagement

A product category's enduring engagement relates to sentiments held for it across time and in many contexts. For instance, vacationers who book a resort for their trip are quite invested in their decision, yet that investment is just fleeting. While a person's engagement in their passion of bike racing lasts throughout time and influences how they react in any circumstance involving sport motorcycles before, during, and after their purchase. In contrast to the second instance, where engagement originates from and is a component of the consumer, it is noticed that particular circumstances in the case of vacationers generate involvement.

It's crucial to understand the difference between momentary and ongoing engagement. When marketers assess participation, they look at how much of it may be caused by the product or the selling environment. Marketers attempt to exert control over items or selling circumstances after recognizing the sort of engagement they are experiencing.

Effects of Consumer Participation

Consumers digest product-related information more quickly when they are invested in the product. Since this information is properly analyzed, it is kept for a long period. As a result, consumers experience emotional highs and have a propensity to participate in prolonged problem

solving and word-of-mouth interactions. These fall into three categories: information gathering, information processing, and information dissemination.

When compared to clients with low participation, those with high involvement tend to do more research and comparison shop. For instance, a consumer who is interested in vehicles a lot and considers purchasing one is likely to research. He considers other models while weighing their benefits and drawbacks. They learn more about the options within that category the more they are engaged. They get information from a variety of sources. One such action is to shop around, visiting several stores and speaking with salespeople. Retailers should encourage clients of this kind to visit the stores to learn about and compare different models to satisfy their informational demands.

Transformation of Information

Information processing refers to the level of understanding, scope of cognitive development, and intensity of emotional arousal of the information, as described.

Depth of Understanding

Customers who are more engaged with a product often grasp it more deeply than those who are less engaged. For instance, urban educated parents are more active in deciding where to buy infant food than rural illiterate parents. They also hold onto this knowledge for a very long period. To assist customers in recalling information from memory in this situation, marketers must provide information cues. However, when minimal participation customers are the target audience, marketers should make the relevant information as available as feasible at the time of product selection and purchase.

Detailed Cognitive Explanation

Customers who are very engaged consider their product selections more than consumers who are not as interested. Their thorough comprehension includes defense and/or oppositional arguments. That is to say, highly engaged customers often produce cognitive reactions that are either favorable to the product information or unfavorable to the information offered by the marketers. In the prior example, selling infant food items, although being beneficial, might have serious negative side effects like obesity. Parents that are educated are likely to give this a lot of thinking before presenting it to their kids. The marketers must make a strong case that the advantages of the product exceed its drawbacks in order to guarantee that the parents have good attitudes. It is probable to cause negative thoughts and an unfavorable attitude toward the product if the arguments are poorly researched and unpersuasive[7]–[9].

Emotional Arousal Level

Customers who are highly engaged are more emotional than those who are less connected.Highly engaged customers respond to product-related information more strongly, which may work for or against marketers. This is due to the likelihood that clients may reject the goods due to repeated exaggeration of the unfavorable perception.

Transmission of Information

The degree to which deeply interested clients spread knowledge about the product to others is referred to as transmission of information. Typically, this is accomplished via word-of-mouth

marketing. Researchers have shown that customers who are really engaged with a product speak about it more often than other customers. Customers who are pleased are more inclined to talk favorably about the product than those who are dissatisfied. As a result, marketers targeting customers who are highly engaged should work to increase consumer happiness and reduce discontent. For instance, a consumer who is pleased with ONIDA television may tell others about it.

Consumer Engagement Models

There are four well-known consumer involvement-based behavior models that aid marketers in making strategic decisions, especially with regard to marketing communication techniques. These are the four models.

1. Model of Low Involvement Learning
2. Model of the Learn-Feel-Do hierarchy
3. Model for the Level of Message Processing
4. Model of Product versus Brand Involvement

1. Model of Low Involvement Learning

Products with little involvement are ones that are often used by customers and are at low risk, partly because they are affordable. The goal of marketers is to sell things without influencing customer views. Old brand perceptions are replaced by new product beliefs. Marketers use effective positioning to create low-involvement learning. For instance, dental paste with the placement of "mouth wash" and writing pens with the "uninterrupted flow" draw in new customers.

2. Model of the Learn-Feel-Do Hierarchy

Buying choices differ depending on how they are approached. Some choices are made after careful consideration, while others are made after strong emotions. Some decisions are made intentionally, while others are made as a result of habit. The learn-feel-do hierarchy is a straightforward matrix that links knowledge, attitude, and behavior concerns to customer decision. Each of the matrix's four quadrants informing, effective, habit-forming, or self-satisfying describes a key marketing communication aim. The relationship between thinking and emotion is shown as a continuum; although many judgments incorporate components of both, others only involve one. A continuum of high and low relevance is also shown.

High Engagement/High Thought

The relevance of the goods to the customer and associated thinking challenges make purchases in the first quadrant more information-required. This category includes significant expenditures like homes, vehicles, and other pricey and seldom purchased products. The approach is known as learn-feel-do. To ensure that consumers would buy the goods, marketers must provide complete information.

High Feeling / High Involvement

The second quadrant's buying judgments are more based on intuition than on knowledge. Jewelry, clothing, cosmetics, and accessories are common purchases linked to self-esteem. The

feel-learn-do paradigm of approach is used. Marketers must use emotion and appeal to get people to make purchases.

Low Feeling/Low Involvement

The urge to meet individual preferences, many of which are affected by self-image, drives purchases in this quadrant. This category includes goods like newspapers, soft drinks, liquor, and so on. These purchases are often the result of group pressures. The do-feel-learn approach paradigm is used. Marketing professionals may use reference groups and other social elements to sell their goods.

Low Engagement/Low Thought

It entails more habitual purchasing than critical thought. This category includes goods like meals, groceries, and stationery. Any product may eventually fall into this category. Information's function is to distinguish any "point of difference" from rivals. Brand loyalty might just be the product of habit. The do-learn-feel paradigm of strategy is used. It implies that marketers encourage experimentation through a variety of sales promotion strategies.

3. Model for the Level of Message Processing

Pre-attention, focused attention, understanding, and elaboration are the four phases of customer participation that determine whether or not a consumer will pay attention to an advertising or any other marketing message. Different levels of message processing are required for each. Pre-attention just requires the customer to identify the product and process a little amount of messages. Basic information such as a product's name or usefulness is the focus of attention. The message is studied and its content is merged with other information via elaboration at the comprehension level, which helps to develop attitudes about the product. It is advised that advertisers create ads that may prompt elaboration.

4. Model of Product versus Brand Involvement

Sometimes consumers are engaged with a product category but may not always be engaged with a specific brand, or the other way around. For instance, housewives are more knowledgeable about kitchenware but may not be as knowledgeable about specific brands. Consumer types may be categorized into four groups depending per the level of connection they have with a certain brand or product.

Brand Loyal: These customers have a strong connection to both the individual brand and the product category. Smokers of cigarettes and readers of newspapers are two examples of this group.

Information seekers: Although they may not have a favourite brand, these customers are more interested in the product category. They could view data to help them choose a certain brand. Buyers of washing machines and air conditioners are two examples of this group.

Consumers who often purchase a brand may not be very interested in the overall product category but may be interested in a specific brand within it. They are mostly attached to their brand and have little emotional relationship to the product category. This group includes those who have been using a certain brand of soap for a long time or frequent customers of a certain restaurant.Consumers in this category have no emotional ties to the brands or the product

category as a whole, leading to brand switching. Price usually gets their attention. Items like stationery and clothing fall under this category, for instance[10], [11].

CONCLUSION

In conclusion, Consumer behavior and marketing strategies are intimately linked and mutually affect one another. Marketers may create efficient marketing strategies that address customer requirements, wants, and ambitions by comprehending the nuances of consumer behavior and its underlying causes. In a market environment that is continually changing, marketers must be able to adjust to shifting customer behavior in order to cultivate brand loyalty, generate sustainable growth, and succeed in a cutthroat economy. The capacity to foresee and adapt to changing customer behavior is crucial to the success of marketing initiatives. Marketers may learn a lot about new trends, customer preferences, and evolving expectations via market research, data analysis, and ongoing monitoring. These insights help marketers improve their marketing tactics, hone their products, and remain one step ahead of the competition.

REFERENCES

[1]   D. A. J. Dr.A.Jayakumar and K. K. K.Kalaiselvi, "Consumer Behaviour And Marketing Actions," *Indian J. Appl. Res.*, 2011, doi: 10.15373/2249555x/jul2012/7.

[2]   H. Assael, "Consumer Behavior and Marketing Action. 5-th ed," *South-Western Coll. Publ.*, 1995.

[3]   H. Assael, "Consumer Behavior and Marketing Action 6th edition," *New York   Int. Thomson Publ.*, 1998.

[4]   A. Anacleto, R. R. B. Negrelle, F. L. Cuquel, and D. Muraro, "Profile and behavior of flower consumer: Subsidies for marketing actions," *Rev. Ceres*, 2017, doi: 10.1590/0034-737X201764060001.

[5]   G. R. Foxall, "Foundations of consumer behaviour analysis," *Mark. Theory*, 2001, doi: 10.1177/147059310100100202.

[6]   D. C. Funk, *Consumer behaviour in sport and events: Marketing action*. 2008. doi: 10.4324/9780080942858.

[7]   J. Z. Zhang and C. W. Chang, "Consumer dynamics: theories, methods, and emerging directions," *Journal of the Academy of Marketing Science*. 2021. doi: 10.1007/s11747-020-00720-8.

[8]   I. K. Johansen, C. S. Guldvik, G. Supervisor, and L. E. Hem, "Influencer Marketing and Purchase Intentions," *Master thesis Mark. Brand Manag.*, 2017.

[9]   A. Mason, J. Narcum, and K. Mason, "Changes in consumer decision-making resulting from the COVID-19 pandemic," *J. Cust. Behav.*, 2020, doi: 10.1362/147539220x16003502334181.

[10]   I. K. Johansen, C. S. Guldvik, G. Supervisor, and L. E. Hem, "Influencer Marketing and

Purchase Intentions: How does influencer marketing affect purchase intentions?," *Master thesis Mark. Brand Manag.*, 2017.

[11]   H. P. Chang, C. C. Ma, and H. S. Chen, "The impacts of young consumers' health values on functional beverages purchase intentions," *Int. J. Environ. Res. Public Health*, 2020, doi: 10.3390/ijerph17103479.

CONSUMER DECISION MAKING PROCESS

Mr. Ashok Bhat*

*Assistant Professor,
Masters In Business Administration,
Presidency University, Bangalore, INDIA
Email Id-ashokbhat@presidencyuniversity.in

ABSTRACT:

Understanding the consumer decision-making process is essential for marketers seeking to develop effective strategies and drive successful business outcomes. This abstract provides a concise overview of the consumer decision-making process, exploring its stages, influencing factors, and the implications for marketers in meeting consumer needs and preferences.The consumer decision-making process encompasses a series of stages that consumers go through when making purchasing decisions. These stages typically include problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Each stage is influenced by a variety of internal and external factors, including individual needs and motivations, social and cultural influences, and marketing stimuli.

KEYWORDS: *Consumer Behavior, Decision-Making, Information Search, Involvement, Perception, Recognition.*

INTRODUCTION

Customer environments are the most crucial environments in which businesses function because they adhere to the fundamental marketing tenet that the customer is the center of the enterprise. Therefore, marketing professionals must be aware of the decision-making processes that their clients use.The decision-making process for consumers encompasses a number of connected and sequential phases of actions. The process starts with the identification and discovery of an unmet need or desire. It turns into a drive. Consumer starts their informational quest. Following the generation of several options via this search, the purchasing selection is ultimately made. The buyer then assesses their post-purchase actions to determine their degree of satisfaction. A graphic is used to describe the procedure.

Decision-Making Process Steps

1. Demanding Attention

The purchasing process starts to fulfill wants when a person has an unmet need. Both internal and external influences may cause the need to arise. The urgency of the want will determine how quickly the desire is satisfied. The order of priority is established based on necessity and its immediacy. Marketers must supply the necessary details on selling aspects.

2. Information Hunting

Only when desired product is understood and readily accessible can identified requirements be met. There are many items on the market, but the buyer has to know which one or which brand would satisfy him the most. Additionally, the user must look for pertinent details about the item,

brand, or place. The sources available to consumers include friends, family, and neighbors. Through commercials, merchants, dealers, packaging and sales promotion, and window showing, marketers also provide relevant information. Information is provided via mass media, including newspapers, radio, and television. The internet is become a significant and trustworthy source of information. Marketers are required to provide the most recent, accurate, and sufficient information.

3. Alternatives Evaluation

This is a crucial step in the purchasing process. The following are crucial components in the process of evaluating alternatives:A product is seen as a collection of qualities. These qualities or characteristics are used to assess brands or items. Consumers, for instance, think about capacity, technology, quality, brand, and size when buying a washing machine.Other important considerations in the selection process include the firm, brand image, nation, distribution network, and after-sales service.When producing and selling their goods, marketers should be aware of the significance of these elements in relation to the customers.

4. Purchasing Option

As a result of the review, customers form preferences for or against other items or brands. This mindset about the brand affects whether or not a consumer decides to purchase. So, the potential buyer moves closer to making a decision. Situational elements, such as financing alternatives, dealer terms, lowering prices, etc., are taken into account in addition to the aforementioned criteria.

5. Post-Purchase Conduct

Consumer post-purchase behavior is increasingly significant in the eyes of marketers. Only when a brand meets the customer's expectations does the consumer give it preference. Because of brand affinity, marketers always make repeat sales. A happy customer acts as a quiet advertising. However, negative feelings will arise if the employed brand does not provide the expected satisfaction, and this will result in the development of a negative attitude toward the brand. Cognitive dissonance is the term for this occurrence. Marketers attempt to leverage this tendency to draw customers away from other brands and toward their own. Different promotional-mix components may aid marketers in both customer retention and consumer attraction[1]–[3].

DISCUSSION

Consumer Decision Rules

The term "information processing strategies" is often used to describe this. By offering recommendations, these processes assist customers in weighing their alternatives and lower the likelihood that they will make difficult choices. Decision-making guidelines may be roughly divided into two groups:

1. Consumers assess brands or models in terms of each feature and generate a weighted score for each brand, according to compensatory decision rules. The calculated score represents how well-rounded a brand is as a prospective buying option. The customer is assumed to choose the brand that performs best among competing brands. This rule's distinguishing characteristic is how it counteracts a brand's favorable score on one trait with a bad judgment

on another. For instance, a positive characteristic like great fuel economy is matched by a con, such high maintenance costs.

2. Contrary to the aforementioned rule, non-compensatory decision rules forbid customers from weighing a brand's favorable rating on one feature against its poor evaluation on another. Non-compensatory norms come in three different varieties.

Conjunctive Decision Rule: With this rule, the customer chooses a distinct, minimum acceptable level as the cutoff point for each characteristic. If a certain brand or model falls below the cutoff mark for any characteristic, the choice is discarded for further examination.Conjunctive rule's "mirror image" is the disjunctive rule. In this case, the customer decides on a unique minimum acceptance cut off threshold for each quality. An option is approved in this scenario if it meets or surpasses the cut off defined for any one characteristic.

Lexicographic Decision Rule: According to this rule, the customer first rates the traits according to how important or relevant they feel they are. Later, he examines other options based on the one feature that is deemed to be most important. If one option receives a high enough score on this top-ranked alternative, regardless of the score on any other criteria, it is chosen and the procedure is complete.

Consumer Decision Making Levels

The complexity of the consumer decision-making process varies. Not every buying choice requires a lot of work. Three distinct degrees of consumer decision-making may be identified along a continuum of effort ranging from extremely high to very low:

1. 1 Profound Problem-Solving
2. Small-scale Problem-Solving
3. routinely solving issues

1. **Extensive Problem Solving**: When customers purchase a new or unfamiliar product, they often need to gather a lot of information and take their time making a decision. They must develop the idea for a new product category and choose the standards to be used when selecting the brand or product.

2. **Limited Problem Solving**: Consumers may be acquainted with a certain product category and a number of its brands, but they may not yet have completely developed brand preferences. They look for more details to help them distinguish between different brands.

3. **Routine Problem Solving**: Consumers who have already chosen a product or brand usually don't need much information to make that decision. Customers make routine and automated purchases.

Consumer Behavior and Its Effects on Marketing

The fundamental tenet of a marketing-focused firm is that the client is the center around which the enterprise revolves. Understanding what motivates consumers in general and your target market in particular to make purchases is thus essential to company success. The market itself refers to the consumer, around whom all marketing plans are developed and put into action. Marketing managers use a variety of techniques to enhance the final product before it gets into customers' hands in order to compete in the market. It denotes an increasing concern or

awareness among marketers to conduct a detailed analysis of the customer behavior that serves as the foundation for all marketing efforts in an ever-changing marketing environment. The main marketing ramifications of customer behavior are listed below.

Consumer Psychology and Marketing Techniques

Understanding customer behavior is the cornerstone of developing a marketing plan. The effectiveness of an organization's strategy is determined by how customers respond to it. Businesses in this cutthroat climate can only thrive by providing more customer value than rivals. Customer value is the difference between all the advantages that may be received from a comprehensive product and all the expenses associated with obtaining those benefits. In order to outperform the competition in terms of predicting and responding to customer demands, the business must provide higher customer value. In essence, marketing strategy is a company's response to the challenge of how it can provide its target market higher customer value. The development of marketing mix strategies product, price, location, and promotion is necessary to provide a response to this query. When these factors are combined properly, customers are satisfied and get value. To provide exceptional customer value, a bike marketer, for instance, has to be aware of the client's performance expectations, desired services, pricing range, and information needs[4]–[6].

Market segmentation and consumer behavior

The choice of one or more segments on which to concentrate a company's marketing efforts is its most crucial marketing decision. Instead of creating categories, marketers look for them in the market. Market segmentation is the study of the marketplace in order to identify viable customer groups that are consistent in their methods for choosing and using products or services. Since each market segment has specific wants, a company that designs a product with that segment's needs as its only consideration will be able to satisfy the target group's desires and provide more value to customers than its rivals. For instance, educated urban women are the ideal group for "Femina" magazine. This magazine's success rests on their ability to comprehend the metropolitan lady.

Buying patterns and product positioning

The act of positioning a product, service, business, or store in the mind of a customer or target market. Through positioning, marketers look for the ideal match between a product and the advantages wanted by customers. Understanding customer perception in general and perception of a company's product in particular is necessary for effective positioning. For instance, the Samsung brand is seen as a luxury brand by a small percentage of customers and a value-driven brand by the majority of consumers in the market, but marketers must ascertain what influences their target market's perception and position their product appropriately.

Research on consumer behavior and marketing

Marketing experts can forecast how customers will respond to promotional communications and comprehend why they make the purchases they do by looking at consumer behavior. Marketers understood that they could create advertising campaigns and promotional messages that would more successfully sway customers if they had a better understanding of the factors that impact consumer choice. Consumer research is a distinct subfield of marketing research that focuses only on topics relating to consumers as a result of the significance of consumer behavior.

Consumer research's current emphasis is on understanding consumers' fundamental requirements and motivations for making purchases, as well as how they learn and how their attitudes are formed.

Consumer behavior, social marketing, and non-profit organizations

The businesses that market ideas and concepts with social importance might benefit from having a solid understanding of customer behavior. In order to fulfill a desire or need in society, organizations that support family planning, an AIDS-free society, governmental organizations, religious institutions, and colleges also make a plea for the public's assistance. For the organizations engaged in these activities, knowing prospective donors' motivations for giving and how to successfully appeal to these motivations is helpful.

Consumer Choice and Decision Making in Government

Government may benefit from research on customer behavior in two key ways: when developing policies for different services and when creating consumer protection laws. Understanding people's attitudes, beliefs, perceptions, and behaviors is sufficient for understanding customers.

Models of Consumer Behavior

Marshallian or economic model

The economists introduced this hypothesis initially. They provided a formal justification of consumer behavior. This theory makes the assumption that customers are logical and aware of economic calculations. They adhere to the marginal utility principle. Individual buyers want to spend their money on products that provide the greatest level of happiness while still being reasonably priced and in line with their interests. The distribution and amount of income have an impact on the purchasing power, which in turn determines the purchasing behavior. The following economic considerations influence consumer behavior:

1. Non-Restrictive Personal Income

The goal of the economists was to draw a link between income and expenditure. Personal disposable income is a buyer's prospective buying power. Income fluctuation directly impacts consumer behavior. Personal consumption expenditures often increase and decrease more slowly than disposable personal income. Personal income options rely on a variety of circumstances, including:

1. Family income size

Family size and income have an impact on how much people spend and save. Typically, big families spend more money than small ones do.

2. Income Projections

Future income expectations and purchasing patterns are directly related. Plans for spending are directly impacted by expectations for more or reduced income.

3. Spending and saving tendencies

This is connected to consumers' propensity to spend or preserve their available funds. Buyers will spend their money if they prioritize their immediate demands. Additionally, purchasers will pay less if they prioritize future requirements.

4. Funds Liquidity

The availability of assets that are easily converted into cash has a significant impact on current purchasing intentions. For instance, easily tradable shares and bonds, as well as bank balances, fall under this category. However, this impact of convertible assets gives the buyer, who really purchases with current income, flexibility.

5. Purchaser Credit

The availability of consumer finance, such as with hire purchase, installment buy, etc., influences purchasing decisions. A buyer's bargaining power increases. The "Buy Now, Pay Later" strategy contributes significantly to the market expansion for automobiles, scooters, washing machines, furniture, televisions, and other items.

The consumer behavior economic model is one-dimensional. It is predicated on certain expectations about consumer behavior. As follows:

a. Sales increase when a product's price is reduced.

b. Reduce the size of the replacement product to increase product sales

c. The more actual revenue, the more of this thing will be sold.

d. increased promotional costs result in increased sales.

The adage "lower the price of a product, higher the sales" may not be accurate since the customer may believe the product to be of inferior quality. The behavioral researchers think that this approach excludes every other component, including sociocultural, learning, attitude, and personality characteristics as well as perception, motivation, and learning. Additionally, it has been shown that other marketing factors, such as goods, an efficient distribution system, and marketing communication, have an impact on consumers. Consequently, it is believed that the economic model is insufficient. Instead of assuming that markets are diverse, it posits that they are homogenous.

A Pavlovian or learning model

To better understand their customers, marketers have benefited greatly from psychology. It describes how customers pick up information about a product, how they may remember information from memory, and how purchase habits form. The Stimulation-Response model, which describes learning as a process of repetition, incentive, conditioning, and interaction, is the foundation for all theories of consumer behavior. Learning is improved by repetition. People may be able to learn more about a product, for instance, when advertising are repeated. This is meant to grab people's attention and interest via repeated adverts. The following stages are included in learning, according to stimulus- response theory.

a. Drive is a potent internal stimulation that motivates behavior, and when it is directed towards something that reduces drive, it transforms into a motive. Thus, a drive encourages someone to take action to meet the need. Primary drives include things like push and secondary drives like a desire for money or pride.

b. **Cues:** These are flimsy signals. When the buyer will reply is something they predict.

c. **Response:** The customer's response is expressed in their feedback. It is a response provided to prompt or drive. To satisfy the urge or need that served as a stimulus, the person must decide on a particular reaction. For instance, one may satisfy their hunger by going to a store that has been advertised and purchasing prepared meals. This reaction of satisfaction is amplified if the encounter was satisfying.

Drives, Hints and Reactions

As a consequence, habits are created by the learning of linkages between stimulus, cue, and response. Additionally, attitudes and beliefs are learned. The decision-making process for the person becomes regular as it develops into a habit. Consequently, the learning model predicts what follows:

a. Learning is the process of changing behavior via practice or exposure. One learns from all they do and believe.

b. Price, quality, service, brand, packaging, and other product attributes serve as signals or clues that affect buyer behavior.

c. Advertising, sales promotion, and other forms of marketing communication also serve as guides for getting customers to buy the goods.

d. The choice to buy is the response.

Mental-Health Model

This idea was created by Sigmund Freud. He claims that there are three components to human personality:

1. All of the mental energy that propels us to take action comes from the Id.

2. the interior of what is socially acceptable conscience, or the super ego

3. The conscious director of id urges for self-satisfaction in a socially acceptable way is the ego.

The proportional strength of the three components of a person's capacity determines the purchasing behavior. Investigating customer behavior reasons has been a focus of motivational research in order to provide appropriate marketing implications. Using this method, ideas for creating design, features, advertising, and other promotional approaches have been generated.

Social Science Model

According to this view, the family and society often have an impact on an individual's conduct and decision-making. He is affected by it, and in turn, he has an impact on how it develops. He participates in both official and informal associations and organizations in a variety of ways, including as a family member, a company employee, a participant in a professional forum, and a contributing member of a non-profit informal cultural group. He is thus heavily impacted by the group he belongs to. For instance, one family member may decide, another may purchase the item, and still another family member may utilize it. Here, a woman decides to buy a miniature cycle for her kid; the father buys the cycle, and the infant uses it[7]–[9].

Model Howard-Sheth

The Howard-Sheth model illustrates the factors and processes that affect consumer behavior both before and after a purchase. It places emphasis on three crucial factors: perception, education, and attitude development. It discusses how customers assess the different items to choose which one best suits their wants and preferences. Customers gain knowledge by gathering pertinent information about items from two sources:

a. Public sources

b. Industrial sources

The data acquired is then utilized to compare other brands using different selection criteria. The model's fundamental structure is provided.

Basic Elements of Consumer Behavior

The model may be used to make the following predictions.

    i.   The stimulation or perceived learning produces an outcome.

    ii.   The perception and learning non-observable factors provide the foundation for output.

    iii.   Exogenous or external factors are utilized to predict perception and learning, such as social class, socioeconomic condition, etc. This model explains the purchase process at different phases.

Stage 1: Needs that require fulfilment serve as the motivations. They encourage goal-directed conduct that is satisfying. A motivation to look for and get knowledge from alternatives is sparked by factors. Marketing initiatives and the social environment are stimulus-input factors.

Stimuli or input:

    i.   Self-produced items on the market

    ii.   Information about them from the commercial world, such as quality, cost, availability, and uniqueness

    iii.   Information on the products was gathered via references, friends, and acquaintances.

As a result, a variety of goods or brands are seen and taken into account by customers. The resultant perception is chosen in this way.

Stage 2: Many companies are disregarded or left out throughout the evaluation process. Only a select handful will now be given further thought. There will be plus/minus points for each. These brand-specific decision considerations serve as a nexus between reasons and chosen brands, giving motives and the learning and experience processes structure. These factors become criteria or rules for selecting the things that have the best chance of bringing about the greatest level of enjoyment. The market must provide a strong marketing mix that the buyer may utilize to sway the selection criteria.

Stage 3: The selection criterion results in predisposition, or a relative preference for a certain brand. Sometimes abrupt obstacles might put a halt to the process. This might take the shape of a high price, a brand's insufficient availability, or outside factors like time constraints or financial

position. The preference produces a reaction output, such as attention, understanding, attitude, purchasing intention, and ideally actual purchase, if they do not occur[10], [11].

Stage 4: The customer receives feedback about their shopping experience, which reveals if their level of satisfaction met or exceeded their expectations. Repurchases are influenced by customer satisfaction, which fosters brand loyalty. This result interests the marketer. Motives, attitudes, perceptions, societal circumstances, and individual characteristics all affect purchasing behavior.
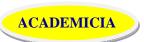
CONCLUSION

In conclusion, Consumer decision-making is a difficult process that is impacted by many internal and external influences. Understanding this process can enable marketers to design strategies that take into account customers' decision-making phases, effectively convey the value of their offers, and develop enduring customer connections. To remain competitive and effectively negotiate the always shifting market, marketers must adapt to the changing customer decision-making environment. Marketing professionals may benefit from having a better understanding of how consumers make decisions. Marketers may successfully fulfill customer requirements and preferences by developing focused marketing strategies, optimizing product offers, and customizing message by being aware of the elements that affect each step. Additionally, tracking and examining customer behavior and comments may provide insightful information for innovation and continual development.

REFERENCES

[1]   G. Lăzăroiu, O. Neguriţă, I. Grecu, G. Grecu, and P. C. Mitran, "Consumers' Decision-Making Process on Social Commerce Platforms: Online Trust, Perceived Risk, and Purchase Intentions," *Frontiers in Psychology*. 2020. doi: 10.3389/fpsyg.2020.00890.

[2]   A. Stankevich, "Explaining the Consumer Decision-Making Process: Critical Literature Review," *J. Int. Bus. Res. Mark.*, 2017, doi: 10.18775/jibrm.1849-8558.2015.26.3001.

[3]   V. Butkevičiene, J. Stravinskiene, and A. Rutelione, "Impact of consumer package communication on consumer decision making process," *Eng. Econ.*, 2008.

[4]   O. Mishra, "Sources of Need Recognition in Online Consumers Decision-Making Process," *Int. J. Exclus. Manag. Res.*, 2018.

[5]   D. Shim, J. Shin, and S. Y. Kwak, "Modelling the consumer decision-making process to identify key drivers and bottlenecks in the adoption of environmentally friendly products," *Bus. Strateg. Environ.*, 2018, doi: 10.1002/bse.2192.

[6]   C. Mihart, "Impact of Integrated Marketing Communication on Consumer Behaviour: Effects on Consumer Decision – Making Process," *Int. J. Mark. Stud.*, 2012, doi: 10.5539/ijms.v4n2p121.

[7]   C. A. Puspanathan, Y. W. Ewe, K. N. Lee, T. H. Lee, and X. Y. Lee, "The Role of Integrated Marketing Communication On Consumer Decision-Making Process: Peranan Komunikasi Pemasaran Bersepadu terhadap Proses Membuat Keputusan Pelanggan," *Sains Insa.*, 2021.

[8]   M. Abdul, H. Ismail, H. Hashim, and J. Johari, "Consumer decision making process in shopping for halal food in Malaysia," *China-USA Bus. Rev.*, 2009.

[9]   S. Pradhan, "Role of CSR in the consumer decision making process - The case of India," *Soc. Responsib. J.*, 2018, doi: 10.1108/SRJ-06-2016-0109.

[10]   B. Luo, "How The Livestream Marketing Model Influence the Consumer Decision-Making Process Amid the COVID-19?," *BCP Bus. Manag.*, 2021, doi: 10.54691/bcpbm.v14i.137.

[11]   A. Baba, "Impact of a Brand on Consumer Decision-making Process," *Eur. J. Econ. Stud.*, 2016, doi: 10.13187/es.2016.17.405.

A STUDY ON BLACK BOX OF BUYER BEHAVIOR

Ms. Anandasrinivasan Deviprabha*

*Assistant Professor
Masters In Business Administration,
Presidency University, Bangalore, INDIA
Email Id-deviprabha@presidencyuniversity.in

ABSTRACT:

The black box of buyer behavior refers to the internal cognitive processes and psychological mechanisms that drive consumer decision-making, yet remain largely hidden and elusive to marketers. This abstract provides an overview of the black box concept, exploring the intricacies of buyer behavior, its underlying factors, and the implications for marketers seeking to influence consumer choices effectively.The black box represents the inner workings of the consumer's mind, encompassing the thoughts, emotions, perceptions, and motivations that shape their purchasing decisions. It serves as a metaphorical container for the complex and multifaceted nature of buyer behavior, which can be influenced by a multitude of individual, social, and cultural factors.

KEYWORDS: *Black Box, Cognitive Processes, Consumer Behavior, Decision-Making, Emotions, Information Processing.*

INTRODUCTION

Models of consumer behavior are therefore often focused on internal consumer characteristics such as learning, personality, attitudes, and perceptions. The external elements may take the shape of interpersonal, social, and cultural impacts, as well as effects on communications and advertising. Individual behavior is a product of interactions between internal and external elements as well as internal and external factors with consumer decision-making processes. According to contemporary theories of consumer behavior, decisions are made as a consequence of interactions between situational and people-centered elements[1]–[3].

Nicosia Design

It is required of the marketer to be aware of person-centered variables including customer motivation, learning, perceptions, attitudes, values, and beliefs. Similar to this, marketers need to be mindful of how the internal social environment and personal interactions affect consumer behavior.

Sheth Howard Brand Model for Buyer Behavior

Nicosia Design

The buyer behavior model was created from the perspective of a marketer. It is also known as a systems model because it analyzes people as systems, with stimuli serving as the system's input and human behavior serving as the system's output. This was created in 1966 by Francesco Nicosia, a specialist in consumer motivation and behavior. He attempted to explain consumer

behavior by drawing a connection between the company and its potential client. Here, the company's messaging first affect the consumer's propensity toward the product and service. The consumer's attitude toward the goods will depend on the circumstances. As a consequence, the customer may decide to look for the product or assess its features. If this stage satisfies the customer, it can prompt a favorable reaction and a choice to purchase the goods, or it might have the opposite effect.

The above activity description is broken down into four main categories under the Nicosia model:

Area 1: The first field comprises two subareas, the qualities of the company and the attributes of the customer. Consumer qualities will be reached by the company's advertising message. Occasionally, depending on how the message is interpreted by the recipient, certain characteristics may emerge. The newly created attribute serves as area 2's input.

Area 2: This area relates to the consumer's search and assessment of the advertised product as well as the determination of whether additional options are flexible. If the previous stage encourages customers to purchase the product or service, it serves as the third area's input.

Area 3: This section describes the real purchasing process.

Area 4: This relates to how the products that were purchased are used. This may also be utilized as a product to provide the company feedback on its sales performance.

Understanding consumer purchasing behavior is a complex and difficult endeavor due to the diversity of individuals throughout the globe. When a buyer buys anything, both product reasons and patronage motives are quite important. Like people, companies also make a lot of purchasing choices. It differs from consumer decisions primarily in terms of market structure and demand, buyer profiles, decision process, and purchasing habits. The level of engagement greatly affects information processing, information processing, and information transmission. Marketers may better understand customer buying behavior by using the many models of consumer participation.

Typically, consumers go through five phases before making a purchasing choice. The consumer recognizes an unmet requirement in the first stage. Consumers get information about the products and brands in the second stage. In a third stage, the customer assesses all of the options with the aid of the information at hand. The consumer makes a buying choice later in stage four. Organizational buyers use diverse decision-making factors, and the fifth stage is when the consumer expresses pleasure or discontent after making a purchase. Consumers are given a simplified version of the complicated nature of decision making via compensatory and noncompensatory guidelines[4]–[6].

The development of marketing strategy is predicated on an understanding of customer behavior. Studies of consumer behavior assist in creating efficient marketing plans, such as those for market segmentation, product positioning, and marketing research. Customer models help marketers focus their understanding efforts in the proper directions since customer behavior is quite difficult to comprehend. Marketers may comprehend and forecast customer behavior in the marketplace by using the models Economic, Learning, Psychoanalytic, Sociological, Howard-Sheth, and Nicosia.

Influences of Culture and Environment on Consumer Behavior

In our world, everyone is a consumer. We purchase and use a staggering array of products and services on a daily basis. But everyone has distinct preferences, likes, and dislikes, and when it comes to purchasing purchases, we all behave differently. How each of us lives, finances, and consumes as people and society is influenced by a variety of circumstances. External factors including culture, race, and socioeconomic class affect individual consumers' product purchases and use decisions as well as provide context for the actions of consumer groups. All facets of a society, including its religion, knowledge, language, laws, conventions, traditions, music, art, technology, work habits, goods, etc., are included in the study of culture. A very important and widespread factor in our lives is culture.

DISCUSSION

CULTURE - Meaning

Culture is the collection of ingrained assumptions, moral standards, and social mores that all members of a society adhere to and that influence how they behave as consumers. Culture is described as "A selective, manmade way of responding to experience, a set of behavioral pattern" by Howard and Sheth. Culture therefore comprises of traditional beliefs and especially the values that are associated with them. It comprises all of the habits that a person develops as a part of society, such as knowledge, beliefs, art, morals, laws, and conventions. An accepted definition of culture is a system of taught ideas, values, attitudes, routines, and modes of conduct that are shared by a society and passed down from one generation to the next.

The three methods listed below are how culture is learned:

1. **Formal education:** Parents and other adults instruct young people in appropriate conduct. For instance, you have learned that in order to succeed and be happy in life, you must study. Your attitude toward education as a student and a person may be affected by what you study.

2. **Informal education:** We pick up new skills by modeling the conduct of our parents, friends, or celebrities on television and in movies.

3. **Technical learning:** Instructions are provided on the precise techniques to be used while doing different activities, such as painting, dancing, singing, etc.

Culture-Specific Features

1. Culture may be acquired.

2. Culture controls society's norms, expectations for conduct, and sanctions.

3. Culture improves the quality of life.

4. Members adhere to the same standards.

5. Culture may change.

6. Environment affects culture.

7. Hierarchically nested civilizations exist.

What is acceptable in terms of product promotion depends on culture as well. What individuals dress, eat, live in, and travel depends on their culture. In India, respect for age and seniority, education, and good health are considered cultural virtues. However, the lack of time is a significant issue in our society today, which suggests that meals need to alter. a few adjustments to our culture:

1. **Convenience**: As more and more women enter the workforce, there is a growing market for goods that make life easier and less stressful by lessening the burden of home tasks. Sales of washing machines, microwaves, pressure cookers, mixer-grinders, food processors, frozen foods, etc. are surging, which reflects this.

2. **Education**: People in today's culture want to gain skills and knowledge that will help them advance their careers. This is clear from the sheer number of professional, career-focused educational institutions opening up but yet failing to keep up with demand. Count the number of organizations that have established in your city that provide courses and training in computers as a particular example.

3. **Physical appearance:** Today, having a fit body, being healthy, and having a polished look are priorities. In all of the nation's main cities, slimming centers and beauty salons are proliferating like mushrooms. More and more cosmetics are being offered to both men and women. Designer clothing is sold at even high-end stores.

4. **Materialism**: The cultural values of the people have clearly shifted away from spiritualism and toward materialism. We are spending more money than ever before on things that improve both our physical comfort and status, such air conditioners, vehicles, CD players, etc.

Five Dimensions of Culture According to Hoffstede

Consumers' perceptions of themselves, the goods they purchase and use, their buying behaviors, and the businesses from whom they make purchases are all significantly influenced by culture. However, marketers are paying increasing attention to how macro cultures influence consumer behavior. In his study of 66 nations, Hoffstede identified five cultural elements that were shared by all of them. These parameters provide a framework for describing, contrasting, and comparing particular country cultures. They are also useful for locating environmentally conscious consumer niches[7]–[9].

1. Individualism against collectivism Individualism refers to how one person interacts with other individuals or the dominant collectivity in society. illustrates the distinctions between individualism and collectivism in attitudes and behaviors.

2. Power distance Power distance is a measure of how much a society is willing to tolerate that power is distributed unequally within organizations and institutions. It may influence people's inclinations for centralized authority, their acceptance of varied incentives, and how individuals of different statuses interact with one another. Role of others Values Self-evaluation, including sources for self-evaluation and societal comparison norms. Emphasis on individuality and segregation Self-definition, for instance, how connections with others shape one's identity and influence personal preferences. emphasis on ties and connectivity Motivational factors influence behavior Focus differentiation, comparatively larger desire for uniqueness Reflective of individual preferences and requirements Focus on similarity, relatively greater need to fit in Influenced by near others' preferences and needs.

Collectivism vs. Individualism

1. Avoiding uncertainty involves examining the many ways in which cultures respond to the ambiguities and uncertainties that are a part of everyday life. While some communities are tolerant of unconventional ideas and conduct, others need well defined norms or rituals to regulate behavior.

2. Masculinity/femininity his aspect influences whether or not civilizations adhere to conventional notions of what is primarily masculine or feminine in nature. For instance, aggressiveness, reverence for success, and acquiring wealth and material belongings are considered traits of masculinity, while nurturing, environmental awareness, and supporting the underdog are traits of femininity.

3. Value creation in goods based on cause-and-effect logic or associations between occurrences without a logical connection.

Influences of Culture

Culture is the complex totality that consists of all the skills and routines that people develop over the course of their lives as members of a community, including knowledge, belief, art, law, morality, and traditions. The way people live, consume, and make decisions is influenced by culture. Culture is something that is gained, and it might come from the family, the area, or anything else that was there when we were young and still learning the ways of the world. Culture creates a framework within which a person thinks and behaves. One adopts a cross-cultural behavior and is influenced by cross-cultural factors when they think and behave outside of these bounds. We seldom ever become conscious of cultural influences because of their nature. One thinks, feels, and acts in the same ways as other people who share the same culture. It permeates everything and is everywhere. The way that technology is influenced by material culture, such as via the usage of telephones, mobile phones, and changing trends and apparel, allows marketers to better their products and packaging to better serve their clients.

Culture establishes norms as the limits for acceptable conduct. Cultural values are generally held convictions that define what is good and what is not, and they are the source of norms. Because it is natural to follow conventions, the majority of people do so. Numerous behavioral conventions, familial norms, corporate norms, etc. are outlined by culture. How we introduce ourselves to others, how far away we should stand while doing business, how we dress, and any other recurring behaviors. Culture is dynamic and continues to change throughout time. Rapid technological change is the cause of changes. Marketers and managers need to be aware of the current culture as well as the shifting culture and culture of the nation where the products are to be promoted in case of emergency, war, or natural disasters. Major corporations are well-known worldwide and have adapted to different cultures. Coca-Cola is available everywhere. Employees at Procter & Gamble and other businesses get cross-cultural training. Due to cultural missteps, many businesses find it difficult to market their goods. For instance, Coca-Cola had to pull its 2-liter bottle from Spain because it could not fit in the country's refrigerator; many cultures are quite conservative and do not like seeing women on products. Business in such nations suffers as a result of this.

Differences in Cultural Values

The next three examples illustrate the three main categories of cultural values.

Behavior being influenced by values orientation

I. Values with an Outside Focus

This demonstrates the connection between people and society. The connection affects marketing strategies. A culture that emphasizes group work will make choices as a group. It raises the following issues that influence consumer behavior.

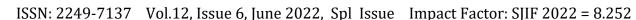**Environmentally Conscious Values**

If a society places an excessive emphasis on hygiene. There is potential for the selling of cosmetics, cleaning supplies, deodorants, pesticides, detergent, vacuums, etc. This component is heavily emphasized in western nations, where perfumes and deodorants are often utilized.Performance/status: A status-oriented culture prioritizes better standards of life and favors high-end products with recognizable brands. The United States, Japan, Singapore, Malaysia, Indonesia, Thailand, and the majority of Arab nations can all attest to this.Brand names are given less weight in civilizations that value performance, where status and rewards are dependent on an individual's accomplishments. Products that may not be household name brands but nevertheless perform as well are utilized. Brand names do not get the same significance from Germans. Accordingly, marketers change their tactics.

Tradition/change: Societies that value tradition tend to persist with the status quo and reject new ideas or methods. Old traditional items are in higher demand in traditional civilizations when there is less room for new ones. Consumers in certain upwardly mobile civilizations are seeking out new items, new models, and new processes.Security and risk-taking: A person who chooses to take a risk when in a secure situation might be seen as either adventurous or foolish. The culture of the society will determine this. Risk-taking is essential for nurturing aspiring businesses. It results in the creation of new products, advertising themes, and distribution methods. Societies that prioritize security have few opportunities for growth and innovation.

Problem-solving vs. fatalist society: A society may be proactive and approach problems positively or it can be passive and rely on destiny. This has marketing repercussions for how complaints are registered when customers are displeased with their product purchases. Advertising has a significant role in society since it guides consumers and greatly reduces their doubts.Nature: People's attitudes about the preservation of nature vary. Consumers place a strong emphasis on recyclable and environmentally friendly packaging materials. Some nations place a high value on product recycling and reducing environmental pollution.Businesses like P&G and Colgate-Palmolive have dominated a large portion of the market by providing environmentally friendly goods. Additionally, they employ substances in their goods that are completely safe.

Self-Conscious Values

Active/passive: The degree to which a physically active lifestyle is seen as superior to one that is less active. An active strategy results in constant activity rather than inaction. Women are participating actively in all activities in many nations. Because of this, society is quite busy and everyone is employed.Material vs. immaterial: In many countries, money is valued more highly, and materialism is strongly encouraged. While in many civilizations the value of relationships, leisure, and comfort takes priority over materialism. There are two sorts of

materialism.Instrumental materialism is the practice of acquiring things to facilitate action or achievement. Using a car for transportation is common. People prefer to own items that have tangible worth and can make them more effective.The acquisition of materialism for the sake of owing it rather than using it is known as terminal materialism. Cultural disparities are a significant factor in this kind of materialism. In contrast to Japanese commercials, which predominate in terminal materialism, instrumental materialism is widespread in the United States of America.

Work/play: This affects how quick meals and labor-saving items are marketed. A fuller life is valued in certain civilizations, which respect hard effort. Others utilize labor-saving technologies and fast meals to increase their free time.Should one store money for a rainy day or should they live for the moment? To live simply for the day or to sacrifice the present for the future? While credit cards are widely popular in America and other nations with diverse cultural orientations, some prefer cash to debt. Some countries, like The Netherlands and Germany, see purchasing on credit cards as living above one's means. Some cultures practice saving for the future while otherssplurge excessively in the present.Sexual gratification/abstinence in certain traditional civilizations, appetites for food, alcohol, or sexual relations are restricted if they go beyond what is necessary. Because Muslim societies are highly conservative and do not want their ladies to be exposed or seen in public, it is possible to buy a Polaroid camera that takes instant photos and have family members shoot the images without their women being exposed to the photo lab's developers.Humor vs. seriousness: Which is preferable—taking life lightly and laughing off certain situations, or taking everything seriously? This is yet another cultural element. These themes, as well as how a product should appeal to different cultures, may be the focus of advertising, personnel selling strategies, and marketing[10]–[12].

CONCLUSION

In conclusion, Consumer decision-making is influenced by a complicated internal system known as the "black box" of buyer behavior. While it is still difficult for marketers to completely discover and understand these processes, knowing what influences consumer behavior and making use of outside stimuli may help marketers create successful marketing strategies. Marketers may open the black box to better understand and address customer wants, foster brand engagement, and achieve marketing success by continually observing and adjusting to consumer behavior. The emergence of social media and digital technologies have added to the complexity of the buyer behavior black box. Nowadays, consumers have access to a wealth of knowledge, social connections, and online groups that affect their views and decisions. To interact with customers and negotiate the complexity of the black box, marketers must adjust to this dynamic environment by employing data-driven insights, personalization tactics, and engaging online experiences.

REFERENCES

[1]   R. Kaur and A. Saluja, "Changing buyers black box behaviour- a study," *Journal of Critical Reviews*. 2020. doi: 10.31838/jcr.07.16.208.

[2]   U. F. Ott, "The art and economics of international negotiations: Haggling meets hurrying and hanging on in buyer–seller negotiations," *J. Innov. Knowl.*, 2016, doi: 10.1016/j.jik.2016.01.014.

[3]   S. Guercini, A. La Rocca, A. Runfola, and I. Snehota, "Interaction behaviors in business relationships and heuristics: Issues for management and research agenda," *Ind. Mark. Manag.*, 2014, doi: 10.1016/j.indmarman.2014.05.007.

[4]   T. Srinivasan, "A Study on Consumer Preferences of Petroleum Retail Outlets," *IOSR J. Bus. Manag. II*, 2015.

[5]   D. Hermawan, "Buyer' Black Box Model Change in COVID-19 Pandemic," *Int. J. Bus. Stud.*, 2021, doi: 10.32924/ijbs.v5i2.173.

[6]   M. Parida, "Study on the Factors Determining Buyer Behaviour in Shopping Goods with Reference to Branded Products," *Parikalpana KIIT J. Manag.*, 2018, doi: 10.23862/kiit-parikalpana/2018/v14/i1/173257.

[7]   A. Lösch and J. S. Lambert, "Information behaviour in e-reverse auctions: Purchasing in the context of the automobile industry," *J. Enterp. Inf. Manag.*, 2007, doi: 10.1108/17410390710772713.

[8]   R. Docters, L. C. Riley, and M. Gieskes, "Taking a customer-centric view of discounting," *J. Bus. Strategy*, 2012, doi: 10.1108/02756661311301747.

[9]   A. Lösch and J. Siân Lambert, "Information behaviour in e-reverse auctions," *J. Enterp. Inf. Manag.*, 2007, doi: 10.1108/17410390710772713.

[10]   A.-S. De Pauw, K. Neethling, and D. Venter, "The Effect of Negotiator Creativity on Negotiation Outcomes in a Bilateral Negotiation," *SSRN Electron. J.*, 2012, doi: 10.2139/ssrn.1612412.

[11]   N. Jensen and W. Meckling, "Theory of the firm: Managerial behavior, agency costs, and capital structure," *J. financ. econ.*, 1976.

[12]   N. Q. Phuong and S. Venkatesh, "Does 'buyer beware' work in migration? Contracting between brokers and migrants in Vietnam," *Int. Migr.*, 2016, doi: 10.1111/imig.12252.

A STUDY ON SUBCULTURES AND CONSUMER BEHAVIOR

Dr. Narayana Srikanthreddy*

*Assistant Professor,
Department of Management,
Presidency University, Bangalore, INDIA
Email Id-srikanthreddyn@presidencyuniversity.in

ABSTRACT:

Subcultures play a significant role in shaping consumer behavior, offering unique perspectives, values, and preferences that influence purchasing decisions. This abstract provides an overview of the relationship between subcultures and consumer behavior, delving into the ways subcultures impact consumer identity, brand choices, and marketing strategies.Subcultures are distinct groups within a larger society that share common interests, beliefs, behaviors, and consumption patterns. These subcultures can emerge based on various factors such as age, gender, ethnicity, occupation, hobbies, and lifestyles. Each subculture develops its own set of norms, symbols, and rituals, creating a sense of belonging and identity among its members.

KEYWORDS: *Acculturation, Consumer Behavior, Cultural Identity, Ethnic Subcultures, Lifestyle, Market Segmentation, Reference Groups.*

INTRODUCTION

Subcultures are a division of culture. A subculture is a recognizably separate cultural group that, although adhering to the prevailing cultural ideals of the larger society, nevertheless has its own beliefs, values, and rituals that distinguish it from other people who belong to the same community.

These are the subculture categories:

1. Indian, Sri Lankan, and Pakistani nationalities

2. Religions: Islam and Hinduism

3. Asian, black, and white

4. Young, middle-aged, and elderly people

5. Male and female

6. Farmer, educator, or business owner

7. Lower, medium, and elite social classes

8. South India and northeastern India are geographical areas.

Influences of Region, Ethnicity, and Religion on Consumer Behavior

Regional, ethnic, and religious distinctions are the three main facets of culture that have a significant impact on consumer behavior. First off, different parts of India and the globe may have different consumption habits, and marketing strategies may sometimes be adjusted

exclusively to these regions.Second, there are many distinct ethnic groups in our country, and in the next 50 years, population patterns will significantly change the demographics of the nation. Despite its variety, marketing plans for this group may be created.Finally, consumers may be influenced by their religious views and ideals. By attempting to appeal to several cultures at once, many marketers are increasingly becoming multicultural in their marketing operations. There are other significant ethnic groupings in other parts of the globe, notwithstanding the melting pot of variety that is India[1]–[3].

2. Household, Gender, and Age Effects on Consumer Behavior

Teenagers, who must build an identity, are the consumers of tomorrow and increasingly have a say in family choices. They are one of the four main age groups. Smart and critical customers who can readily see through blatant marketing initiatives make up the somewhat disillusioned Generation X. Baby boomers' beliefs for autonomy and freedom have been impacted by their upbringing in a society that was extremely dynamic and changing quickly. The young again and the gray market are two subgroups of people aged 50 and above. Neither group wants to be associated with aging. Next, it is looked at how gender variations in customer behavior. Gender roles are evolving. Men are becoming more sensitive and compassionate, while women are becoming more autonomous and professional. Men and women might have different qualities, ways of processing information, ways of making decisions, and habits of consumption.

Gender influences consumer values and preferences throughout the course of their lives. Different consuming habits and attitudes toward consumption circumstances vary by gender. For instance, the wedding ceremony.Consumer behavior heavily depends on household composition. Due to variables such as later marriages, cohabitation, dual-career families, more divorce, and fewer children, the percentage of non-traditional households has grown.Additionally, households have a significant impact on patterns of purchase and consumption. First, several responsibilities that family members might play in the decision-making process. Second, depending on the circumstance, men and wives have different levels of control over the decision-making process: husband-dominant, wife-dominant, autonomic, or syncretic.

DISCUSSION

Psychographics: Values, Personality, and Lifestyles

Values are steadfast opinions about things that matter. They are acquired via the socializing and acculturation processes. Our values are structured into a system, with certain values being prioritized over others. Some are seen as terminal values, reflecting desirable end states that serve as behavioral cues in a variety of contexts. The values required to reach these desirable end states are known as instrumental values. Values that are pertinent in a particular area of activity are referred to as domain-specific values. Material possessions, youth, the house, family, and children, work and play, health, hedonism, and technology are often accorded relatively high values in Western societies. Value segmentation is one strategy that marketers use to identify customer groups who have similar values.

The specific patterns of actions, attitudes, traits, and personal dispositions that set one individual apart from the others make up personality. The methods used to research personality include

1. The psychoanalytic perspective, which holds that personality develops as a result of subconscious internal conflicts that occur at critical periods of mental development;

2. Trait theories, which make an effort to pinpoint a collection of personality traits that characterize and distinguish people, such as stability, extroversion, and introversion;

3. Phenomenological methods, which contend that an individual's perception of life experiences shapes their personality

4. Theories of social psychology, which concentrate on how people behave in social circumstances; and

5. An individual's personality is seen through the lens of prior rewards and punishments in behavioral techniques.

Additionally, marketers track lifestyles, which are behavioral trends. These ways of living may provide light on customers' spending habits in other ways. Finally, to forecast customer behavior, some marketing experts employ psychographic methodologies that take into account all of these variables. The Values and Lifestyle Survey is one of the most well-known psychographic instruments.

Consumer Cross-Cultural Behavior

Multicultural marketing: Goals and Strategies

The phrase "effort to determine how similar or different the consumers of two or more nations are" is used to describe cross-cultural marketing. This will make it easier for marketers to comprehend the psychological, social, and cultural facets of the international customers they want to reach in order to develop successful marketing strategies for each of the relevant national markets.

Cross-cultural marketing issues

1. Product selection issues: When employing cross-cultural marketing, the marketer must choose their clients and target market based on more than just their surface similarity in terms of age or wealth. Instead, they must use the true driving reasons that cause individuals to accept or reject goods.

2. Promotion/marketing communication issues include, for instance. Pepsi and Ariel in the Middle East

3. Price issues: The marketer must modify his price strategies in accordance with the regional economic climate and traditions.

4. Issues with choosing distribution channels: P&G utilized this to market soap in Japan.

Analysis of Cross-Cultural Consumers

We must carry out some kind of cross-cultural consumer study to decide if and how to join a foreign market. Analysis of how customers from two or more distinct cultures are similar or different may be referred to as cross-cultural consumer analysis. Such research may provide marketers insight into the psychological, sociological, and cultural traits of the international customers they want to reach, enabling them to create efficient marketing plans for the relevant national markets[4]–[6].

People's differences and similarities

Finding the similarities and differences between customers in two or more cultures is a key goal of cross-cultural consumer studies.

Diverse International Strategies

Some of us would argue that as markets get increasingly similar, traditional marketing methods become more and more practical. However, some would counter that there are just too many variances between customers in different countries to allow for a uniform marketing approach. Using national boundaries as a segmentation approach or common needs and values as a segmentation strategy? In terms of their shared requirements, values, and objectives, shared needs and values would include appealing to customers in several nations. Using national boundaries as a segmentation strategy would include using locally tailored or niche marketing approaches for those who belong to various cultures or nations.

Alternative Strategies for Global Marketing

1. Favoring a Global Brand: Numerous businesses have developed global brands, which are goods that are produced, packaged, and positioned uniformly throughout all markets. For instance, Sony does this when selling Walkmans.

2. Contrary to the aforementioned, some other businesses use a strategy that allows them to tailor their advertising messaging to the unique cultural norms of other regions. McDonald's, which seeks to localize its advertising to customers in each of the cross-cultural areas in which it operates, would be a very excellent example in this regard.

Differences in Culture & Non-Verbal Communication

There are many different non-verbal communication styles within a culture. Each culture gives the non-verbal cues it employs a significance. Non-verbal communication is subject to various variations. Which are:

1. Using time
2. using space
3. Friendship
4. Agreements
5. Things
6. Symbols
7. Etiquette

Time

Time is a resource that is equitably allocated among all people. Everybody has the same amount of time available to him. The way that people and civilizations see time determines these differences. Some fall under the category of monochromic culture, while others fall under polychromic culture. The following list highlights some of the key distinctions between monochromic and polychromic cultures.

Cultural Disparities Between Monochromic and Polychromic

various cultures may have various interpretations of what time is. Depending on how important a choice is, some individuals take their time making it. In commercial dealings, some people insist on getting right to the point and are well-prepared. Others keep customers waiting for a very long time while others maintain appointments minute by minute.

Space

Instead of being necessary, space may be tied to reputation. The office space increases in size as the office rises, etc. Executive offices are often located on the top level in American businesses, while junior offices are frequently divided. Japanese bargain shops are located on the top level. While conducting business, some cultures and people keep a healthy distance from one another, while others readily mix. When engaging with friends and family, Americans keep a reasonable distance. Arabs are positioned next to one another.

Friendship

Business deals are significantly influenced by friendship. In a long-term agreement, a good personal connection and sentiments are most important. Social connections made between parties take precedence over technological requirements. Due to their high social and geographic mobility, Americans make and lose friends quickly. Some cultures, like those of India or Latin America, value long-lasting partnerships and businesses. Personal connections and trust enable parties to work together and conduct many transactions. Some people only want to do business with people they get along with; for them, generating money comes second.

Agreements

Every transaction of commerce is made subject to certain agreements. These agreements might be verbal or only based on the parties' understandings. The majority of individuals engage into agreements, yet close relationships with family and friends are also highly valued. In certain cultures, verbal agreements are also legally enforceable whereas writing a contract is just a formality.

Things

distinct cultures give things distinct meanings. Things encompass both goods and presents offered in certain professional and social contexts. It is important to choose a present that is suited for the occasion. The presents might range in size. They may be delivered in public or in private. This is dependent on the customs observed in that nation. Some people prefer to display their present by offering it in front of other people. Some people keep it a secret.

Colors and Symbols

diverse symbols, numerals, and colors have diverse connotations in other nations. Symbols may be anything, including flowers, triangles, images, and animals. Some numbers, like 13, 4, etc., are seen as fortunate whereas others, like 4, or perhaps none at all, are not so lucky. There are several interpretations of colors. In the US, blue is linked with a man and pink with a woman, while the converse is true in Holland.

Etiquette

These are the recognized standards of conduct. Sitting with your legs crossed or sitting in a way that exposes your shoe sole are examples of behaviors that may be considered unpleasant or abusive in one culture but acceptable in another. In Japan, it is considered rude to decline a business offer outright. They phrase it differently, stating that it is really tough, which is code for no. In Japan, exchanging business cards is a need that also reflects your position in the industry.

Similar to this, there are other societal customs and practices that influence how advertisements are created. It's extremely typical in America to eat with the fork in the right hand and the knife or spoon in the left hand, however in European culture, the fork should be in the left hand and the knife or spoon in the right hand[7]–[9].

These nonverbal cues used in various locations or languages have an immediate impact on marketing efforts and need to be addressed. People respond appropriately as they understand spoken languages. Similar to verbal communication, nonverbal communication also has to be detected and understood to prevent misunderstandings. The promotion of the message we wish to spread should be suitable and consistent with the national culture.

Social class, reference groups, and groups

With the exception of the very small number of individuals who may be categorized as hermits, humans usually engage in social interactions rather often. An individual's social interactions, like practically all conduct, are often driven by the hope that they will aid in the fulfillment of certain needs. For instance, a person may decide to volunteer as an ambulance driver in order to fulfill a desire for social acceptance. Another individual could join a computer club to try to meet like-minded people and fulfill their social requirements. To take advantage of the joint purchasing power, a third individual can join a cooperative for healthy foods. These are just a handful of the almost endless reasons why humans interact with others.

Describe a group.

A group may be described as two or more individuals working together to achieve certain objectives. Both a small, informal "group" like two neighbors who go to a fashion show together and a bigger, more official "group," like a neighborhood, fall under the broad parameters of this concept.

Different Groups

Primary vs secondary groups, official versus informal groups, big versus small groups, and membership versus symbolic groups are the four main forms of group categorization that we will take into consideration in order to streamline our discussion.

1. Comparing Primary and Secondary Groups

A person's frequent interactions with other people might be thought of as their major group if they perceive them to be so. On the other hand, if a person only sometimes interacts with such folks or does not value their perspectives, then these people become a secondary group to them.This concept makes it clear that the key differences between main and secondary groups are the frequency of the person's interactions with them. the significance of groups to a particular person.

2. Comparing formal and informal groups

The degree to which the group's structure, the members' responsibilities, and the group's goal are all clearly specified is another helpful criterion for categorizing organizations. A group would be categorized as a formal group if it has a well defined structure, clear positions and authority levels, and clear objectives.A formal organization might be the local chapter of the American Red Cross, which has elected executives and members that meet often to debate issues of public concern.On the other hand, a group that is less clearly defined, such as three coworkers who often see each other with their spouses or four ladies who were in the same college sorority for dinner once a month, is referred to as an informal group.

3. Small vs. Large Groups

Differentiating between groups based on their complexity or size is often beneficial. One definition of a big group is one in which a single member is unlikely to know more than a small number of the group members personally or be completely aware of more than a small number of other group members' specialized duties or activities. Complex organizations like General Motors, which has multiple subsidiary companies, and the American Bar Association, which has numerous state, county, and municipal chapters, are examples of huge groupings.Members of a small group, however, are more likely to know each other personally and be familiar with each person's unique responsibilities or activities within the group. For instance, any staff member of a college newspaper is probably familiar with all the other staff members and aware of their responsibilities and shared interests.Since tiny groups are more likely to have an impact on members' consumption behavior, the study of small groups is of particular interest to us in the field of consumer behavior.

4. Comparing membership to symbolic groups

By comparing membership groupings to symbolic groups is another helpful technique to categorize groups. A membership group is a group to which an individual either belongs or is eligible to join. A young housewife could regard the group of ladies she plays golf with once a week or wants to play golf with when an opportunity arises to be a membership group.

A group that, despite an individual acting like a member by adopting its ideals, attitudes, and conduct, is unlikely to accept that person as a member is referred to as a symbolic group. It is evident that true membership organizations provide a more powerful and direct effect on customer behavior[10], [11].

CONCLUSION

In conclusion, Subcultures have a big impact on consumer behavior since they help to shape both individual and societal identities as well as buying behavior. Marketers that understand the value of subcultures may use the strength of subcultural identities to engage customers more deeply. Marketers may create tailored tactics that appeal to subcultural customers, inspire brand loyalty, and promote economic success by understanding subcultural values, tastes, and consumption habits. However, it is essential that marketers address subcultures sensitively and authentically. Subcultures respect their individuality and often oppose overt appropriation or commercialization. Instead of profiting off of subcultures' identities, marketers need to engage them as partners and treat them with respect.

REFERENCES

[1]   L. Chang, "The Study of Subculture and Consumer Behavior : An Example of Taiwanese University Students ' Consumption Culture," *J. Am. Acad. Business, Cambridge*, 2005.

[2]   A. Chowdhury and J. Hossain, "Subculture and the Consumer Behavior," *Consum. Behav.*, 2000.

[3]   Assael, "consumer behavior," *Univ. Kristen Maranatha*, 2001.

[4]   J. W. Schouten and J. H. McAlexander, "Subcultures of Consumption: An Ethnography of the New Bikers," *J. Consum. Res.*, 1995, doi: 10.1086/209434.

[5]   G. Brodowsky, N. Granitz, and B. Anderson, "The Best of Times is Now: A study of the gay subculture's attitudes toward time," *Time Soc.*, 2008, doi: 10.1177/0961463X08093424.

[6]   H. Khraim, "Measuring Religiosity in Consumer Research From an Islamic Perspective," *J. Econ. Adm. Sci.*, 2010, doi: 10.1108/10264116201000003.

[7]   S. Ernawati, J. Jaenab, M. Mulyadin, and M. Muhajirin, "Rimpu As Culture on Creating Consumer Behavior of Mbojo," 2020. doi: 10.2991/assehr.k.200827.098.

[8]   L. Lin, D. W. Dahl, and J. J. Argo, "Refining the tightness and looseness framework with a consumer lens," *J. Consum. Psychol.*, 2017, doi: 10.1016/j.jcps.2017.03.005.

[9]   A. C. S. Rusnah Muhamad, Afida Nor Said, "The influence of religiosity on the perception of service auality in the Islamic banking industry in Malaysia," *Conf. Pap.*, 2016.

[10]   H. Hwang, "Do religion and religiosity affect consumers' intentions to adopt pro-environmental behaviours?," *Int. J. Consum. Stud.*, 2018, doi: 10.1111/ijcs.12488.

[11]   J. W. Schouten and J. H. Mcalexander, "Subcultures Ethnography of of Consumption : An the New Bikers," *J. Consum. Res.*, 2011.

CONSUMER-RELEVANT GROUPS

Mr. Kunal Saxena*

*Assistant Professor,
Department of Management,
Presidency University, Bangalore, INDIA
Email Id-drkunal@presidencyuniversity.in

ABSTRACT:

Consumer-relevant groups, also known as reference groups or social groups, have a substantial influence on consumer behavior, shaping individuals' attitudes, preferences, and purchasing decisions. This abstract provides an overview of consumer-relevant groups, exploring their significance, types, and the implications for marketers seeking to leverage their influence in understanding and targeting consumer segments effectively.Consumer-relevant groups are social groups that individuals identify with or aspire to be a part of, and whose opinions, values, and behaviors hold significance in their decision-making process. These groups can range from immediate family and friends to broader social circles, professional associations, online communities, and even influential public figures. By seeking approval and validation from these groups, individuals align their behaviors and consumption choices with the norms and aspirations of their reference groups.

KEYWORDS: *Brand Communities, Consumer Groups, Customer Segments, Demographics, Generational Cohorts, Market Segments.*

INTRODUCTION

We will look at six fundamental consumer-relevant groups in order to better understand the kind of influence that various groups have on individuals: the family, friendship groups, formal social groups, shopping groups, consumer action groups, and work groups.

The Group

Family members are the most significant group to have an impact on a person's purchasing choices. Due to the individual's frequent interactions with other family members and the fact that the family has a larger degree of influence on the formation of a broad range of values, attitudes, and behavior, the family is significant in this respect.

Group friendships

Friendship groups tend to be unstructured and devoid of clear hierarchies, making them informal groupings. After a person's family, friends are the group most likely to have a relative effect on that person's purchasing choices.

Friendship-seeking and friendship-maintaining are fundamental human desires. A person's friends may provide them with a variety of requirements, including companionship, security, and the chance to talk about issues that they would be afraid to bring up with their own family. Friendships are a sign of maturity and independence since they signify a person's separation from

their family and the development of social relationships with other people. Customers are more inclined to seek advice from friends who they perceive to have similar beliefs or worldviews[1]–[3].

Licensed Social Groups

Formal social groupings, in contrast to the relative closeness of friendship groups, are more distant and have a distinct purpose for the person. To achieve such specified objectives as making new friends, connecting with "important" people, or furthering a certain cause, a person joins a structured social club. Marketers are interested in formal social groupings since they often purchase particular things together. The membership list of a men's club, for instance, would be useful to local males, insurance agencies, car agents, and tax accountants.

A consumer's behavior may be affected by membership in a formal social group in a number of different ways. For instance, members of these organizations often have the chance to talk casually about goods, services, or retailers. Some members could mimic the consuming patterns of other members they look up to.

Retail Groups

A shopping group is any two or more individuals who go shopping together, whether it's for groceries, clothes, or just to kill time. These organizations often develop from family or friend networks. People prefer to purchase with those they perceive to have greater expertise in or experience with a certain item or service. Additionally, going shopping with friends adds a social aspect to a routine yet sometimes tedious chore. Additionally, it lessens the possibility that a buying choice may be socially unacceptable[4]–[6].

The makeup of shopping groups has been the subject of very few marketing or consumer behavior research. However, one research of consumers' in-store behavior found some distinctions between group and solo purchasing. According to the study, shopping parties of at least three people strayed from their initial shopping lists more often than either solitary shoppers or two-party groups did. The research also discovered that groups of people shopping had a tendency to cover more ground in the store than persons shopping alone, giving them a greater chance to view and scrutinize products and make impulsive purchases.

The in-home shopping group is a unique kind of group that meets to shop. Typically, it is made up of women who meet in a friend's house for a marketing "party" for a particular product line. The in-home party strategy gives marketers the chance to simultaneously show a group of prospective clients the characteristics of their goods. When the uncertain customers see their peers making wise purchases, they often get over their hesitation to make a purchase. Additionally, some of the visitors could feel compelled to purchase since they are staying at the sponsored hostess' house.

DISCUSSION

Consumer Action Groups

In reaction to the consumerist movement, a specific sort of consumer group—a consumer action group—has arisen. Since the 1960s, this kind of consumer organization has grown in prominence and has the ability to affect the product design and marketing strategies of both manufacturers and merchants.

Consumer action groups may be broadly categorized into two classes: those that form to solve one particular consumer abuse before dissolving, and those that form to target more general, chronic issue areas and function for a lengthy or indeterminate period of time. Examples of transient, cause-specific consumer action groups include a group of tenants who come together to publicly express their displeasure with the level of service rendered by their landlord or a group of enraged neighbors who band together to prevent the entry of a fast-food restaurant into their middle-class neighborhood.

Work Teams

Because individuals spend so much time at work often more than 35 hours per week there is enough possibility for workplaces to have a significant impact on members' consumption patterns.Consumer behavior may be influenced by both official work groups and informal friendship/work groups. The people that collaborate as a team make up the official work group. Their ongoing working connection provides a significant chance for one or more of them to have an impact on other team members' attitudes and behaviors toward customers. During coffee, lunch, or after-hours discussions, members of informal work groups may influence the consumption habits of other members.

Class Social

Each person of society may be classified on a social class continuum, or variety of social positions. Social scientists, however, have classified this continuum into a limited number of distinct types. As a result, according to this paradigm, social class is utilized to classify people or families.

"The division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and the members of all other classes have either more status or less status" is how social class is defined.

Specifications of Social Classes the primary traits of socioeconomic class

1. People from the same socioeconomic class tend to act more similarly.
2. There is a hierarchy of social class.
3. A person's employment, income, wealth, education, position, prestige, and other factors are weighted to determine one's social class, which is not determined by a single variable.
4. People may rise to higher social classes or fall to lower ones; social class is ongoing rather than definite.

The causes of social stratification

Low

Middle Class

Lower-level occupations, such as clerks or members of the labor class, often have little power, lower incomes, and no formal education.

Medium

Executives and managers of powerful organizations who are from the middle class earn high salaries that allow them some saving and investing. executives or intermediate managers, for instance, in businesses.

High

Person of a higher class who is authoritative, earning a magnificent income, often highly competent, and holding a very senior job, or someone who was born into a wealthy family and has an excellent education
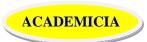
Normative Groups

Reference groups are organizations that people use to guide their purchasing choices. This fundamental idea offers an insightful viewpoint for comprehending the influence of other individuals on a person's consuming ideas, attitudes, and behavior. It also sheds some light on strategies that may be used by organizations to influence desired modifications in consumer behavior.

Any individual or group that acts as a benchmark for an individual's development of either broad-based or niche beliefs, attitudes, or conduct is referred to as a reference group. This idea's utility is increased by the fact that it doesn't impose limitations on group size or membership, and it doesn't demand that customers identify with a concrete group.Normative reference groups are those that have an impact on social norms or conduct. The immediate family is an illustration of a child's normative reference group and is likely to have a significant influence on the development of the child's general consumer values and behavior.Comparative reference groups are those that act as standards for certain or constrained attitudes or behaviors. A nearby family whose way of life looks to be good and deserving of imitation might be used as a comparative reference group.

Reference groups that are normative and comparative are both crucial. Comparative reference groups have an impact on the manifestation of certain consumer attitudes and behaviors, whereas normative reference groups have an impact on the establishment of a fundamental code of conduct. The fundamental beliefs and behavioural patterns that normative reference groups create early on in a person's development are likely to have some bearing on the particular impacts of comparative reference groups.

Expanding the concept of reference groups

The definition of the term "reference group" has evolved through time, much like other terms that have been taken from the behavioral sciences. When reference groups were first used, they were strictly limited to those that a person dealt with directly. However, the idea has progressively become more inclusive to include both direct and indirect impacts on a person or group. The people or organizations that a person does not directly interact with face-to-face include celebrities, sports figures, political figures, and TV personalities. Referents might include an individual, a group of family members, a larger kinship, a voluntary organization, a social class, a profession, an ethnic group, a community, or even a country when analyzing one's own general or particular views or conduct[7]–[9].

Reference Group Types

Reference groups may be categorized based on a person's affiliation with the group and level of engagement as well as the good or bad effects they have on that person's values, attitudes, and conduct. A grouping of these characteristics across categories yields the following four categories of reference groups:

1. A contractual group is one in which a person holds membership or regularly interacts in person and which he or she approves of in terms of beliefs, attitudes, and standards. Consequently, a contact group has a favorable impact on a person's views or conduct.

2. A person who does not currently belong to the group and does not interact with it in person but aspires to do so is said to be in an aspirational group join the group. As a result, it has a favorable impact on that person's views or conduct.

3. A disclaimant group is one in which a member or face-to-face communication exists but the member disagrees with the group's beliefs, attitudes, and actions. As a result, the individual often adopts attitudes and behaviors that go against the accepted standards of the community.

4. A person who does not belong to the group, does not interact with members in person, and who disapproves of the group's beliefs, attitudes, and actions is said to be in an avoidance group. As a result, they often adopt viewpoints and behaviors that are at odds with those of the group.

Consider Ron, a senior at the public university in the southwest of the United States, who is majoring in advertising. Ron's contractual organizations include the school's Advertising Club, of which he is vice-president. Ron thinks that getting an MBA via further schooling would improve his professional prospects. It is obvious that he views those with MBAs as an ideal group to aspire to. Furthermore, despite the fact that he likes his job as a writer for the campus newspaper, he disagrees with recent editorials advising students to embrace a more conservative political stance. The newspaper crew is therefore presently a bunch of disclaimers. Last but not least, Ron personally knows some students who dropped out of college in their senior year; these former students serve as an avoidance group.

Reference Groups: Influencing Factors

The level of effect a reference group has on a person's behavior often relies on the characteristics of the person, the product, and other social variables. This article goes through how and why some of these variables affect customer behavior.

1. Data and practical experience

An person is less likely to be swayed by recommendations or examples from others if they have direct experience with the product or service in question or can readily find out everything there is to know about it. However, someone who has little to no direct experience with a product or service and does not anticipate being able to acquire unbiased information about it is more likely to go to others for guidance or examples. The study of imitative conduct sheds some intriguing light on how customers who lack expertise or knowledge about a product are more open to the influence whether positive or negative of others. For instance, a medical student could take his new girlfriend to a restaurant that has been highly recommended by the local newspaper's dining-out guide or one that he knows from personal experience to be excellent if he wants to impress

her. If he lacks relevant personal expertise or reliable knowledge, he may ask friends for guidance or use a different approach like bringing her to a restaurant frequented by doctors he respects.

2. Power, Appeal, and Reputation of the Reference Group

A reference group that the public views as reliable, alluring, or strong has the capacity to alter public opinion and behavior. For instance, customers are more likely to be convinced by someone they believe to be reliable and competent when they are concerned with learning the truth about the performance or quality of a product or service. In other words, they are more susceptible to being convinced by reliable sources. Customers are more inclined to embrace a product, brand, or other behavioral traits when they are mainly concerned with the acceptance or approval of individuals they like, with whom they identify, or who provide them status or other rewards.

In order to avoid scorn or punishment, customers who are mainly concerned with the influence that a person or group may have over them may choose for goods or services that adhere to the norms of that person or group. Power groups, on the other hand, are not likely to result in attitude change, unlike other reference groups that consumers follow either because they are credible or because they are appealing. People may mimic the actions of a strong individual or organization, but they are unlikely to modify their own views.

Different reference groups may have an impact on a person's ideas, attitudes, and conduct at various times or under various circumstances. For instance, a young female attorney's clothing preferences may change based on where she is and what she is doing. She may follow the company dress code by dressing in conventional business suits throughout the day then significantly change her appearance after work by donning louder, more flamboyant looks.

3. Visibility of the Product

Depending on how obvious a product is to other people vocally or visually, the potential effect of a reference group varies. A product that is visually visible may be seen and recognized by others, and it will stand out and be noticed. A product may be vocally noticeable, extremely intriguing, or simple to explain to others even if it is not physically noticeable. The likelihood of purchasing items with an eye on relevant others' reactions increases with products that are very noticeable and status-revealing. Less noticeable products are less likely to be bought with a reference group in mind.Given the unique flag sign on the side of each shoe, the popularity of a brand of prestige running shoes like Reebok is boosted by the fact that it is quite simple to notice a person wearing them.

4. Influence of Reference Groups on Product and Brand Selection

Reference groups may sometimes have an impact on a person's brand and product category preferences. These goods are referred to as brand-plus and product-plus items. In other situations, reference groups just have an impact on the choice of product category. These goods are referred to as product-plus, brand-less things. Reference groups have an impact on the choice of a brand in various situations. These goods are referred to as product-minus, brand-Plus products. Finally, in certain circumstances, reference groups have no bearing on either the choice of product category or brand; these goods are referred to as product-minus and brand-minus items. The concept of grouping goods and brands into four categories based on their

attractiveness to a reference group was initially put out in the middle of the 1950s, along with a preliminary categorization of a few product categories.

5. Reference Organizations and Consumer Compliance

The capacity of reference groups to alter customer attitudes and behavior is of special importance to marketers. A reference group has to meet the following criteria in order to be able to exert such influence:

1. Make the person aware of a certain brand or product;

2. Give the individual the chance to contrast their personal beliefs with the attitudes and actions of the group;

3. Encourage the person to adopt attitudes and conduct that adhere to the standards of the organization;

4. Justify a person's choice to utilize the same goods as the crowd.

The results of a traditional experiment conducted to compare the effects provide evidence for the power of reference groups to affect consumer conformance.

The Reference Group's Advantages

Reference group appeals provide the marketer with two main advantages: they raise brand recognition and lower perceived risk.

1. Enhanced Brand Recognition

Reference group appeals provide the marketer a chance to capture and hold the interest of potential customers more easily and effectively than is feasible with many other sorts of promotional efforts. This is especially true of the celebrity reference group appeal type, where the persona used is often well-known to the relevant target audience.

Celebrities often promote their own brands by being well-known.

Due of the abundance of quick and identical advertising announcements on television, this provides the advertiser a competitive edge in grabbing viewers' attention.

2. Reduced Risk Perception

The use of one or more reference group appeals may also help to reduce the perceived risk that a customer feels when buying a particular product. The endorser's or testimonial-giver's example may convince the customer that any hesitancy about the purchase is unjustified. The examples that follow illustrate how reference group appeals might reduce the perceived risk for the customer.

a. Consumers who respect a specific celebrity often exhibit the following responses to the celebrity's endorsement or recommendation. To provide one example, "She wouldn't do a commercial for that product if she didn't believe it was really good."

b. Expert. Customers appreciate the advice of a recognized or perceived expert when they have questions regarding the technical details of a product. A good example might be, "If he says it works, then it really must work."

c. Normal Joe. Consumers are more likely to be persuaded by an endorsement or testimonial from a regular person when they are concerned about how a product will effect them personally. For instance. "People who are similar to me use that product,"

Influences from family members on judgment

The family has a significant impact on how its members behave as consumers. There are several instances of families influencing the eating habits of their members. A younger sibling or brother may teach a youngster how to enjoy candies, and parents can teach a child how to utilize and appreciate money. Consumption choices are often made in the context of a family situation, whether they include a new vehicle, a trip, or deciding between an in-town or out-of-town college. The family is a primary target for the marketing of many goods and services since it is a significant consumption unit.

The Group

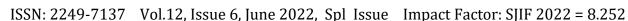There are two factors that contribute to the family or home unit's significance in consumer behavior:

1. A family will often acquire a variety of goods.

2. Other family members may have a significant effect on people's purchasing choices.

The different family members' responsibilities in the purchase, consumption, and impact of items determine how families or households make purchasing choices. Personal care goods, such as cosmetics or shaving cream, may be purchased by a family member for their own use as opposed to household supplies, like food and detergent, which can be bought by one person but used by several. In contrast, both couples often buy homes and automobiles, sometimes with the help of kids or other members of the extended family.

Multi-family purchases of clothes and accessories in shopping malls often entail strong family influence. Children may purchase clothing that is paid for and authorized by parents, whilst teens may influence a parent's clothing purchase.

No matter how many family members are present when things are bought, the other family members are crucial to the transaction. She must operate as an individual in the market and purchase food for the family since she is the mother of two small children. It does not imply that the opinions and influence of other family members do not have an impact on her choices. Although marketing communications are often aimed at people, before choosing a particular communication or advertising strategy to appeal to their segment, marketers should take the consuming context and the family structure into account.

A family is a group of two or more people who live together and are connected by blood, marriage, or adoption. The immediate unit of a father, mother, and kid living together is known as a nuclear family. The nuclear family with other relatives including grandparents, uncles, aunts, cousins, and in-laws make up the extended family. The family one is born into is referred to as the family of orientation, while the family one gets married into is the family of procreation. The people who make up a family might be thought of in a more dynamic way as members of the most fundamental social group who live together and communicate to meet their individual and communal needs.

Describe a household

All people who live in a housing unit, whether they are related or not, are collectively referred to as a household. Even though the phrases "household" and "family" are sometimes used interchangeably, they vary significantly. When analyzing data, it's crucial to understand the differences between these concepts.

Due to the growing expansion of unconventional families and non-family homes, the word "household" is becoming a more crucial analytical unit for marketers. The vast majority of non-family households are made up of individuals living alone. Elderly adults sharing a home with non-family members is included in the remaining non-family households. For instance, same-sex couples, friends who live together, and people of opposite sexes[10], [11].

CONCLUSION

In conclusion, Consumer-relevant organizations are crucial in influencing people's views, preferences, and buying choices, which helps to shape consumer behavior. By matching their brand messaging, beliefs, and services with the goals and norms of these groups, marketers that are aware of and adept at using the power of consumer-relevant groups may successfully target and engage customers. Marketers may increase trust, encourage brand loyalty, and promote company success in a cutthroat industry by using the power of reference groups. However, it is crucial for marketers to tread carefully and authentically across the dynamics of consumer-relevant groups. Consumers are becoming more discriminating and adept at spotting efforts to take advantage of or influence their reference groups that are not genuine. Targeting and wooing consumer-relevant groups requires marketers to aim for sincere involvement, openness, and moral behavior.

REFERENCES

[1]   K. T. Liljedal and H. Berg, "Consumer responses to pictures of co-creating consumers in marketing communications," *J. Consum. Mark.*, 2020, doi: 10.1108/JCM-12-2019-3544.

[2]   S. González, N. Salazar, S. Ruiz-Saavedra, M. Gómez-Martín, C. G. de los Reyes-Gavilán, and M. Gueimonde, "Long-term coffee consumption is associated with fecal microbial composition in humans," *Nutrients*, 2020, doi: 10.3390/nu12051287.

[3]   C. V. Priporas, N. Stylos, and A. K. Fotiadis, "Generation Z consumers' expectations of interactions in smart retailing: A future agenda," *Comput. Human Behav.*, 2017, doi: 10.1016/j.chb.2017.01.058.

[4]   D. Müllensiefen, C. Hennig, and H. Howells, "Using clustering of rankings to explain brand preferences with personality and socio-demographic variables," *J. Appl. Stat.*, 2018, doi: 10.1080/02664763.2017.1339025.

[5]   E. Caspersen and S. Navrud, "The sharing economy and consumer preferences for environmentally sustainable last mile deliveries," *Transp. Res. Part D Transp. Environ.*, 2021, doi: 10.1016/j.trd.2021.102863.

[6]   V. Hasanzade, V. S. Osburg, and W. Toporowski, "Selecting decision-relevant ethical product attributes for grocery shopping," *Manag. Decis.*, 2018, doi: 10.1108/MD-12-2016-0946.

[7]   F. K. G. Schreuders, M. Schlangen, K. Kyriakopoulou, R. M. Boom, and A. J. van der Goot, "Texture methods for evaluating meat and meat analogue structures: A review," *Food Control*. 2021. doi: 10.1016/j.foodcont.2021.108103.

[8]   B. Yin, Y. Yu, and X. Xu, "Recent advances in consumer behavior theory: Shocks from the covid-19 pandemic," *Behavioral Sciences*. 2021. doi: 10.3390/bs11120171.

[9]   F. de Almeida, M. B. Ferreira, J. C. Soro, and C. S. Silva, "Attitudes Toward Money and Control Strategies of Financial Behavior: A Comparison Between Overindebted and Non-overindebted Consumers," *Front. Psychol.*, 2021, doi: 10.3389/fpsyg.2021.566594.

[10]   B. L. L. Dantas and N. R. Abreu, "An analysis of the influence of the conspicuous consumption of fast fashion on identity construction on instagram," *Rev. Adm. Mackenzie*, 2020, doi: 10.1590/1678-6971/ERAMG200043.

[11]   L. Elgaaïed-Gambier, "Who Buys Overpackaged Grocery Products and Why? Understanding Consumers' Reactions to Overpackaging in the Food Sector," *J. Bus. Ethics*, 2016, doi: 10.1007/s10551-014-2491-2.

STRUCTURAL VARIABLES AFFECTING FAMILIES AND HOUSEHOLDS

Mr. Anil Gowda*

*Associate Professor
Masters In Business Administration,
Presidency University, Bangalore, INDIA
Email Id-anilbgowda@presidencyuniversity.in

ABSTRACT:

Structural variables, such as family composition, household size, income, and social roles, significantly influence the dynamics and behaviors of families and households, thereby shaping consumer behavior. This abstract provides an overview of the structural variables affecting families and households, exploring their impact on consumer decision-making, consumption patterns, and the implications for marketers seeking to target and cater to diverse household segments effectively.Family composition, defined by factors such as marital status, presence of children, and multi-generational living arrangements, has a profound influence on consumer behavior. The needs, preferences, and consumption patterns of single individuals, couples, families with young children, empty nesters, and extended families vary significantly. Marketers must consider the distinct requirements and aspirations of these different household compositions to develop tailored marketing strategies and product offerings.

INTRODUCTION

Age of the head of the home or family, marital status, the existence of children, and job status are examples of structural factors. Consumer analysts, for instance, are quite curious in if and how many children a family has. Children increase a family's need for food, clothes, housing, medical care, and education while decreasing their need for numerous luxuries like dining out, vacation, and adult attire[1]–[3]. The kinds of goods that are made are impacted by other structural changes. For instance, a consortium of high-tech businesses has been established in Japan to standardize technology that has been created to monitor and manage houses.

Sociological factors affecting households and families

By looking at the sociological aspects of how families make consumption purchases, marketers may better comprehend family and household decisions. Cohesion, flexibility, and communication are three social factors that contribute to the explanation of how families work.The emotional connection among family members is known as cohesion. It gauges how emotionally close-knit family members feel to one another. A feeling of separation from or connection to other family members may be reflected in cohesion.The capacity of a family to alter its power dynamics, parental roles, and interpersonal norms in response to stressful

situations and developmental changes is measured by adaptability. How effectively a family can adjust to new circumstances is shown by its level of adaptability.

Movement on the other two dimensions depends on the enabling dimension of communication. Family members may communicate their evolving requirements as they pertain to cohesiveness and adaptation when they have good communication skills. Negative communication skills limit the capacity to express emotions, which limits progress in the cohesiveness and adaptability dimensions. It takes family discussion to determine if members are happy with the family buy.It is helpful to comprehend the functions performed and the roles played by family members to satisfy their consuming demands in order to ascertain how the family makes its purchasing choices and how the family influences the future purchasing behavior of its members.

Family Members' Roles

A consideration of consumer behavior should pay special attention to four fundamental services offered by the family. These include socializing among family members, financial stability, and emotional support.

DISCUSSION

Economic Well-Being

Unquestionably, one fundamental family duty is to support its dependents financially. The distribution of financial responsibility within the family has undergone significant shift. The traditional roles of the woman as the housewife and childrearing parent and the husband as the economic provider are still relevant today. The function of children in the economy has altered. Even while some teenagers still work nowadays, they seldom ever contribute financially to the family. Still, their parents are expected to provide their needs. However, some of them get enough pocket money to choose how much discretionary spending they would engage in[1]–[3].

Emotional Assistance

One crucial fundamental role of the modern family is to provide its members with emotional nutrition. In carrying out this duty, the family encourages and supports its members as they deal with societal or personal issues. Greeting card businesses have begun promoting cards specifically for parents to give their children in an effort to make it simpler for working parents to express their love, admiration, and support for them. For instance, there are several educational and psychological institutions in most towns that are intended to aid parents who wish to support their kids in developing their communication and learning abilities or generally helping them better adapt to their circumstances.

Sui Family Ways of Life

The development of a sui lifestyle for the family is another crucial family duty in terms of consumer behavior. Consumption habits are significantly influenced by family living obligations, especially time management. For instance, the rise in married women working outside the home has decreased the amount of time available for housework and increased the demand for fast food establishments and convenience goods. A greater emphasis is also put on "quality time" rather than "quantity of time" spent with children and other family members when both parents are employed. Hotels provide a range of weekend packages aimed at couples and their kids, realizing the dearth of valuable family time.

Educating children and other family members about society

One of the most important family functions is the socialization of members, particularly young children. This procedure mainly entails teaching young people the fundamental principles and culturally appropriate behaviors. The selection of acceptable educational, professional, or career objectives, interpersonal skills, clothing and grooming standards, and moral and religious convictions are a few of these. A youngster learns socialization skills both directly via teaching and inadvertently from seeing how their parents and older siblings behave. Marketers often target parents who are trying to help their preadolescent children socialize.

Cycles of Family Life

Over time, families go through a number of phases that alter them. The family life cycle is the term used traditionally to describe this process. In the future, to reflect societal developments, the term may need to be modified to home life cycle or consumer life cycle. To illustrate how the life cycle influences customer behavior, we shall use the term FLC.

Characteristics of the Family Life Cycle

The conventional FLC covers customers' family dynamics when they get married, have kids, move out of the house, lose a spouse, and retire. Along with each stage's accompanying consumer behaviors, these phases are discussed. However, customers are not required to go through each step; they are free to skip a few.

Newly Single

Young singles may cohabit at this point with partners, live alone, with their nuclear families, or with friends. These customers often have little financial commitments and don't feel the need to save for their futures or retirement, despite the fact that their salaries are typically modest. Many of them discover that they are spending the same amount they earn on things like automobiles, furniture for their first homes away from home, clothes, entertainment, alcoholic drinks, meals when traveling, and other goods.

Recently Wed Couples

Due to the fact that they often have two paychecks available to them to spend on one family, newlywed couples without children are typically in a better financial situation than they were when they were single. These families often devote a significant portion of their money to buying vehicles, clothes, trips, and other luxuries. They also tend to be more sensitive to advertising and have the greatest purchase rates and average prices for durable goods.

I Full Nest

When the first kid is born, parents start to reassess their responsibilities in the family and determine whether one parent will remain at home to look after the child or whether they will both work and pay for daycare. Families are likely to move into their first house at this era, buy furniture and other baby-related products, as well as brand-new items like baby food, toys, sleds, and skates. Families are less able to save as a result of these needs, and the husband and wife often feel unhappy about their financial situation.

II Full Nest

The working spouse's income has increased at this point since the youngest kid is now old enough to attend school. As a result, the family's financial situation often becomes better, but they start spending more and in bigger amounts. Since the family often purchases large-sized packages of food, cleaning supplies, bicycles, music lessons, clothes, sports equipment, and a computer, the children continue to have a significant effect on the family's consumption habits.

Third Full Nest

The family's financial situation often continues to improve as they get older and the parents reach their mid-40s since the main wage earner's income increases, the second wage earner is being paid more, and the kids are getting infrequent and part-time jobs. Usually, the family replaces some outdated furniture, invests in some upscale appliances, and pays for the children's schooling. In this stage, families also spend more on computers, purchasing extra PCs for their older kids. The family's financial situation can be more precarious than in other cases, depending on where the children attend college and how many of them pursue further education[4]–[6].

Wed, No Children

Marriage-only couples are more likely than others in their age group to have more spare money to spend on charitable causes, travel, and entertainment. These couples not only have lower costs, but they are also more likely to have two incomes, which makes it simpler for them to retire early provided they make wise financial decisions.

Senior Singles

Age 40 or older, single, formerly single, never married, both groups may or may not have children living in the home. This generation now has more money available to spend on vacation and leisure, but they are under pressure to save for the future since they won't have a second source of income as they age.

Vacant Nest I

The family is now most content with their financial situation. The family can save more now that the kids have moved out and become financially independent. At this point, discretionary money is used to fund the couple's desires rather than the needs of the kids. As a result, they spend money on things like luxury goods, holidays, sports utility vehicles, dining out, travel, and products for their grandchildren.

Vacant Nest II

However, the income earners have retired this time, which often results in a decrease in revenue and discretionary cash. Spending becomes more focused on health, with a focus on things like drugs, medical equipment, and health. However, a lot of these families are still active and in excellent health, which enables them to take trips, work out, and volunteer. To support their retirement and keep themselves socially active, many people stay working part-time.

Single Survivor

Solitary survivors may choose to work or not. If the surviving spouse previously had a job outside the house, he or she often keeps that job or finds another one in order to support themselves financially and maintain their social lives. In this stage, spending on clothes and food

often decreases while spending money on services, entertainment, and medical care. People who are unemployed often have fixed salaries, so they could move in with friends to split housing costs and provide company. Some might even decide to get remarried.

Solitary Survivor Retired

The overall consumption habits of retired solitary survivors are similar to those of solitary survivors; however their income may not be as great. They have the financial means to purchase a variety of goods, depending on how much they have been able to save over the course of their lives. These people have particular demands for care, love, and security because of their lifestyle choices.When examining marketing and communication strategies for goods and services, marketers refer to the definitions of these FLC phases, but they often tack on more data about consumer markets to assess their requirements, find niches, and create consumer-specific marketing plans.

Family Determination

Even though people often purchase items, families also utilize them. A complex process involving a number of roles and players determines what things should be purchased, which retail outlet to utilize, how and when products should be used, and who should purchase them.

Behavior in roles

Talcott Parsons, a sociologist, identified families and other groupings as exhibiting instrumental and expressive role behaviors.Financial, performance, and other tasks are done by group members in instrumental roles, often known as functional or economic roles.Supporting other family members in making decisions and expressing the family's aesthetic or emotional needs, including sustaining family standards, are all aspects of expressive responsibilities.

Personal Contributions to Family Purchases

Family consumption choices contain at least five clearly defined roles that can be filled by spouses, kids, or other household members. It's common to have both several performers and various roles. Marketers must interact with customers who are playing each of these roles while keeping in mind that various family members will play different parts based on the circumstance and the offered goods. Children, for instance, consume various items such as clothes, toys, and cereal but may not purchase them. Although the children may be significant as influencers and users, one or both of the parents may be the decision- and buyer-maker.

Family Functions

Roles or duties, such doing the laundry, cooking, setting the table, bringing out the trash, and walking the dog, must be performed by one or more family members for the family to work as a cohesive unit. Family-related responsibilities are continually evolving in our complex culture.

Significant Family Consumption Roles

The roles that the various family members perform will change depending on the product. A woman purchases a fresh sort of juice for the family while grocery shopping at the market. Her buying choice was not directly influenced by other family members. She is the buyer and the decision-maker, but she may or may not also be the preparer and one of many users. The buying

choice is likely to be made jointly or as a group when it comes to items like televisions, cars, music systems, furniture, or any other goods that the family may use jointly or individually.

The decision-making process in a family involves eight different responsibilities. The following roles may help us understand how family members behave in their different consumption-related duties:

1. **Influencers:** Members of the family who provide knowledge and counsel and so influence the purchase. The housewife informs her family about the neighborhood's newest restaurant, and her positive assessment of it affects her husband and adolescent children.

2. Family members who act as gatekeepers may have an impact on the choices of other family members by controlling the flow of information about a product or service. When a teenage son expresses a desire for a racing bicycle, he may hide from his father a large amount of pertinent information about all brands other than the one he prefers, so swaying his father's choice in favor of the favored brand.

3. Family members who have the authority to unilaterally or collectively decide whether or not to purchase a product or service are known as decision-makers. When deciding whether to buy a new refrigerator, the husband and wife may decide together.

4. Family members who actually purchase a certain product or service are referred to as buyers. The individual who really purchases the food, supplies, and amenities used by the whole family may be the housewife.

5. Family members who change or prepare the product into the form in which it is actually eaten are known as preparers. For the family supper, the homemaker may use raw vegetables, lentils, spices, oil, and other things.

6. Family members who use or consume a certain item or service are known as users. All members of the family are permitted to use the automobile, watch television, and listen to the stereo.

7. Maintainers: Members of the family who maintain or repair the item to ensure continuing enjoyment.

8. Family members who begin, carry out, or discontinue the use of a certain item or service are referred to as disposers.

Conflict Resolution and Influencing Spouses

Husbands and wives often try to sway one other while making purchases in order to get what they believe to be the greatest result. There are six influencing techniques that may be used to settle disputes between husbands and wives about consumption:

When a husband or wife and another spouse dispute over a particular purchase choice, they often resort to these persuasion tactics to resolve the problem. For instance, we have all had moments when we went to several restaurants, saw various films, or had various kinds of family vacations. These are but a few instances of the almost limitless possible disputes that may arise in families over consumption.

Children

Every parent is aware that as soon as a kid has the fundamental communication skills required to connect with other family members, they start to try to influence family choices. Children that are older are probably going to take a more active role in family consumption activities. More than half of kids between the ages of 6 and 14 said that they had a say in family buying choices, including those on vacation destinations, audio equipment, and home computers. Children are relatively influential in generating interest in new computers and in the choice to buy one, according to other study[7]–[9].

In terms of consumer behavior, the parent-child connection may be seen as an influence versus yield scenario. Children specifically try to persuade their parents to buy something. It is pretty obvious from watching customers in a store that kids try to persuade their parents to buy items of particular interest for which they see TV commercials.

Post-teens and teenagers

When it comes to their spending habits, many youngsters exercise prudence. Sports and fitness are what high school students are most passionate about. The majority of boys' spending between the ages of 16 and 19 goes toward movies, dating, entertainment, car expenditures, and apparel, whereas the majority of ladies' spending during same time period goes toward clothing, perfumes, and cosmetics. The adolescent market may be divided into many lifestyle categories. outlines a four-category market segmentation scheme for teenagers. For marketers that want to concentrate their marketing efforts on a certain subset of adolescents, such a segmentation approach provides benefit.

family advertising

In family marketing, ties between family members are emphasized depending on the roles they play, such as the relationship between the buyer and the family's consumer and the buyer and the decision maker. According to family marketing, certain purchases may include more than one decision maker, while others may involve more than one customer. The nine cells of the family marketing model, as shown in, depict different buyer-consumer connections. Marketers may promote and position items differently depending on where in the matrix different products lie in terms of their buyer-consumer connections.The decision-making process for family purchases might be complicated, but the buyer-consumer connections can be identified by responding to the following questions.

The model of family marketing

These responses do mention a family marketing strategy, which establishes a link between people and goods based on the impact or function that each member plays in the purchasing of items, even if they may not include all crucial relationships that marketers should take into account. The tendency in the restaurant business has been to concentrate on marketing to the family as a whole. Undoubtedly, the restaurant industry's goal to increase sales and profits led to the appeal to families.

influences on decision-making

What degree of relative influence do husbands and wives believe they have over various decision-making stages? What does this entail for marketers, then? Vacations, TVs, refrigerators,

and living room furniture are all choices that are often made in concert. Decisions concerning categories including women's jewelry, men's casual wear, interior paint and wallpaper, and baggage often include autonomic decision-making. Marketers may attempt to decide which characteristics of a certain product to promote to various home members and which media will reach the important family member by identifying where on this "map" choices to purchase particular items sit.

Effects of the Decision Stage

During the various phases of the decision-making process, spouses have varying degrees of influence. In the case of many low-participation items, this transition from information search to final choice may be negligible, but it is more obvious for commodities that are dangerous or need a lot of family involvement. The most noticeable movement is seen in household appliances, cars, upholstered furniture, and carpets or rugs. Perhaps among all of a family's buying selections, vacations are the most democratic. It is possible to schedule distinct campaigns to coincide with niche interests, particularly for goods that have a lengthy planning cycle.
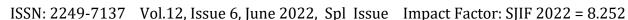
Employment Effects

In the past, marketers could identify which family member was most likely to buy a certain product by looking at the categories of the conventional role structure. Despite the fact that the conventional roles of purchasing still apply, men in dual-income couples could be willing to stop by the grocery store to pick up a few things, and working wives might drop the family vehicle off at the service station for an oil change. However, modern couples are prepared to shop together for big-ticket products rather than shifting the customary shared purchasing obligations to just one spouse.

Effects of Gender

Couples are making more choices together as the gender gap closes. Qualls researched how families made choices about vacations, cars, kids' education, housing, insurance, and money. Previous research revealed that these choices were often made by the wife or husband. Qualls discovered that collaborative decision-making is now the norm for these items, with 80 percent of choices about children's housing and schooling being made jointly. Growing female resources and an equitable trend are leading to increased collaborative decision-making in goods and service categories with high perceived risk[10], [11].

CONCLUSION

In conclusion, Families and households are highly impacted by structural factors, which change consumer habits. Marketers that are aware of the effects of social roles, household size, income, and family composition may create focused marketing plans that are tailored to the various demands and preferences of various household groups. Marketers may successfully engage and connect with homes, cultivate brand loyalty, and promote company development by matching product offers, message, and distribution channels with these structural elements. Cultural, social, and demographic factors further complicate our understanding of the structural elements that impact families and households. The perception and expression of structural factors are influenced by cultural norms and values, social expectations, and demographic changes, such as aging populations or multicultural cultures. To create marketing strategies that are inclusive of all cultures, marketers must take these larger contextual considerations into account.

REFERENCES

[1]   H. Liu And Y. Zhou, "The Marketization Of Rural Collective Construction Land In Northeastern China: The Mechanism Exploration," *Sustain.*, 2021, Doi: 10.3390/Su13010276.

[2]   E. M. Mogessie And G. Bekele, "Households' Willingness To Pay For Community Based Health Insurance Scheme: In Kewiot And Efratanagedem Districts Of Amhara Region, Ethiopia," *Bus. Econ. Res.*, 2017, Doi: 10.5296/Ber.V7i2.11513.

[3]   M. R. Sevinç, "Farmers' Perception Of Agricultural Cooperatives: The Case Of Şanlıurfa, Turkey," *Cienc. Rural*, 2021, Doi: 10.1590/0103-8478cr20200445.

[4]   C. King, "Informal Assistance To Urban Families And The Risk Of Household Food Insecurity," *Soc. Sci. Med.*, 2017, Doi: 10.1016/J.Socscimed.2017.07.030.

[5]   A. S. Tegegne, "Socio-Demographic, Economic And Clinical Predictors For Haart Adherence Competence In Hiv-Positive Adults At Felege Hiwot Teaching And Specialized Hospital, North West Ethiopia," *Hiv/Aids - Res. Palliat. Care*, 2021, Doi: 10.2147/Hiv.S320170.

[6]   M. A. Habib, M. A. H. Anik, And C. Robertson, "Exploring Travel Behavior Of Households With Pre-School Aged Children," In *Transportation Research Record*, 2021. Doi: 10.1177/0361198120988006.

[7]   A. A. Amankwaa, "A Micro Level Analysis Of Prior And Proximate Causes Of Infant Mortality In Ghana, With Special Attention To The Role Of Polygyny," 1993.

[8]   E. Noviliasari, "Pengaruh Frekuensi Perdagangan Saham, Volume Perdagangan Saham Dan Kapitalisasi Pasar Terhadap Return Saham Lq45," *Stie Perbanas*, 2018.

[9]   A. M. Mendoza, "An Exploratory Study On The Socioeconomic, Cultural And Sociopsychological Experiences Of Caribbean-Born Women In Ontario, Canada," 1990.

[10]   M. Armadani, "Pengaruh Kepemilikan Institusional, Kepemilikan Manajerial, Capital Intensity, Preferensi Risiko Eksekutif, Dan Leverage Terhadap Penghindaran Pajak," *J. Phys. A Math. Theor.*, 2018.

[11]   D. A. Long, "Environmental Factors Affecting Non -Traditional -Age Undergraduates' Postsecondary Persistence And Graduation Rates: A Structural Equation Modeling Analysis," 2007.

OPINION LEADERSHIP AND DIFFUSION OF INNOVATIONS

Dr. Ramalingam Mageshkumar*

*Assistant Professor,
Department Of Management,
Presidency University, Bangalore, INDIA
Email Id-mageshkumar@presidencyuniversity.in

ABSTRACT:

Opinion leadership and the diffusion of innovations are key concepts in understanding how new ideas, products, and behaviors spread through social networks and influence consumer behavior. This abstract provides an overview of opinion leadership and the diffusion of innovations, exploring their significance, underlying processes, and the implications for marketers seeking to leverage these phenomena to drive successful adoption and market penetration.Opinion leaders are individuals who are recognized as knowledgeable, influential, and trusted within their social networks. They play a critical role in shaping consumer opinions, attitudes, and behaviors by actively sharing information, providing recommendations, and influencing purchasing decisions. Opinion leaders possess social capital and the ability to sway others' perceptions and actions, making them important targets for marketers seeking to drive word-of-mouth marketing and facilitate the adoption of new products or ideas.

KEYWORDS: *Adoption, Communication Channels, Diffusion, Influencers, Innovation Adoption Curve, Opinion Leaders.*

INTRODUCTION

The nature and dynamics of the informal influence that friends, neighbors, and acquaintances have on our consumer-related decisions is a topic of considerable importance to consumers and marketers alike. This informal influence that others have on consumers' behavior and the dynamic processes that impact consumers' behavior. This kind of influence is often referred to as opinion leadership or word-of-mouth marketing. We also take into account the characteristics and goals of individuals who influence others, or opinion leaders, as well as those who are affected by others, or opinion receivers[1]–[3].

Opinion leadership: what is it?

The act of one person officially influencing the behaviors or attitudes of others who may be opinion seekers or just opinion recipients is known as opinion leadership. The emphasis on informal influence is part of the notion of opinion leadership. Word-of-mouth communication is the informal exchange of opinion-related influence between two or more individuals.The individual is the opinion leader and might end up receiving opinions. People who actively seek information and recommendations regarding items are sometimes referred to as opinion seekers.

These thought influencers often participate in social gatherings and have social networks. The fact that informal word-of-mouth communication is interpersonal in character and occurs between persons who are not immediately connected to the commercial selling source or the

company is its strongest benefit. We often see that formal word-of-mouth recommendations have a greater impact on purchasing decisions than does mass advertising.

Observable Qualities of Opinion Leaders

Now, let's examine the primary traits of opinion leaders. The following are some common traits shared by all thought leaders:

1. Observable Qualities of Opinion Leaders

2. Leaders in an opinion have a strong degree of interest and more expertise.

3. more involvement with the product category

4. Have local relationships and interactions

5. can spread knowledge and is very credible

6. possess more self-assurance, are more gregarious and worldly, and are capable of taking chances.

Opinion leaders are very active in order to shorten the distance process for the goods they have purchased; they could seek to sway neighbors and friends. They become involved in order to support their own judgment.They are better educated, younger, earn more money, and have greater occupational standing.

They encounter media. watch more television and movies. Additionally, study technical journals and periodicals related to the product area. They can spread more accurate information about the items and their use as a result of their increased product expertise.Because of this, marketers use opinion leaders as a case study to examine and develop their tactics. These methods are then implemented.

1. People see opinion leaders as very reputable providers of knowledge about products. People who are seen as informed are termed opinion leaders. They often express opinions based on first-hand knowledge.

2. People with a lot of expertise and extroverted personalities make up opinion leaders: They stand out from other individuals due to their experience as a user and buyer. Opinion recipients are quite confident in their recommendations since it is often based on personal experience. They are also social by nature, which makes others want to engage with them.

3. Opinion leaders often provide both positive and negative information to the opinion seekers, which lends credibility to them and gives the latter confidence that they are obtaining accurate information.

4. Opinion leaders are sources of knowledge and counsel.

5. Opinion leaders get more media visibility, particularly in their leadership fields

6. Consumer innovators often serve as opinion leaders.

7. Opinion leaders possess a few unique, product-specific attributes, such as personality traits, social standing, and demographic factors.

DISCUSSION

A Profile of Opinion Leaders

Now that we know who they are, we need to study an opinion leader profile. We have a generalized profile of an opinion leader, as shown in Often, we can see that more than half of the people studied in any consumer research project are classified as opinion leaders with respect to some self-selected product category. However, identifying the exact profile of an opinion leader would be very difficult. Consumer opinion leadership is common, which shows that consumers are engaged enough in at least one product or product category to speak about it and provide recommendations to others[4]–[6].

The market maven is a distinct subset of opinion leaders, according to market research. These are the customers who are well-informed on a broad variety of product categories, retail locations, and other market-related topics.

Several significant traits of a market maven include:

a) They both start conversations with other customers and reply to inquiries about the market.

b) Despite having high levels of brand awareness and a propensity to try more goods, they resemble opinion leaders in appearance, but their impact goes beyond high-involvement items.

c) Market gurus may also be distinguished from other opinion leaders since they have a broader understanding of the market and are more likely to be aware of a wide range of new goods and services than other opinion leaders do.

Flow of Information

The demonstrates how opinion leaders get pertinent information from the media and other sources and share it with group members. The response from the group to the opinion leaders is shown by the dashed line.

Interpersonal Communication Flow

You may have noticed that opinions often circulate from opinion leaders to the general public through radio and print media. This idea underlies the so-called two-step flow of communication theory, which depicts opinion leaders as direct recipients of information from impersonal mass-media sources, who then disseminate it to the general public. According to this viewpoint, the opinion leader serves as a liaison between the vast bulk of society and the impersonal mass media.

Information from the media is sent as part of a multi-step flow in a more detailed model of interpersonal communication. The updated model takes into consideration the reality that communication and persuasion are often reciprocal processes, wherein opinion leaders both influence and are impacted by opinion recipients.

Leadership in Opinion and the Company's Marketing Plan

Marketers are aware of the influence opinion leaders have on customers' choices and real purchasing behavior for a long time. Many businesses search for chances to promote positive casual discussions and word-of-mouth advertising. By purposefully creating items with the potential for word-of-mouth promotion, new product designers take advantage of the power of

word-of-mouth marketing. Customers should have something to speak about while using a new product.

Word-of-mouth marketing's effectiveness may be shown in situations when reviewers decry a film but audiences like it and recommend it to their friends. Some marketers have consciously tried to promote or replicate opinion leadership in situations when informal word of mouth does not naturally arise from the distinctiveness of the product or its marketing approach.

Various goods have various opinion leaders. The marketer must ascertain the function of an opinion leader in the current environment for a product or service by study, experience, or reasoning. The performance of the product and customer experiences are discussed among consumers. If their experiences fall short of their expectations, this raises questions, and the marketer must respond to concerns in a timely manner. Utilizing the expertise of opinion leaders, which is fairly hard to uncover, might lessen this. Opinion leaders like socializing and often participate in groups and organisations. Professional opinion leaders are also quite powerful in several product sectors. Hairstylists act as experts and spokespersons for hair care products. Pharmacists are significant opinion leaders when it comes to healthcare items. Computer experts are qualified to provide advice on the acquisition of personal computers.

Finding the opinion leaders is the first step in developing a marketing plan, which is followed by doing marketing research on them. The marketing research done on opinion leaders provides information on the preferences and types of product consumers. For clients to react positively to the company's marketing mix, many tests should be conducted, such as product usage tests, pre-tests of the advertising material, and preferred media. The opinion leaders should be used as the sample group. Several strategies may be used in retail and staff selling to draw consumers, such as offering one meal extra for every three meals, pay for two and take three, or creating a "fashion advisory board" in apparel businesses. In advertising, famous persons and product owners may be utilized to project their experiences and happiness obtained to the general public and non-owners of the product via dialogue and by expressing their perception. Effective usage of opinion leaders in ads may help sell the goods to the general public[6]–[8].

Innovation Diffusion

A new innovation-idea, product, or service is always appealing to us as customers. However, the issue of "How quickly will the diffusion of the innovation take place?" looms over any company attempting the new idea.This means that there is a risk component to every invention. The company will launch a new idea or product only after doing extensive study. Thus, it is clear that a firm's ability to successfully diffuse innovation is essential.

Diffusion

A new product or invention spreads via a macro process called diffusion, from the point of origin to the customer. Adoption is a small-scale process that concentrates on the steps that each customer takes to decide whether to accept or reject a novel product.

1. The process of spreading acceptance of an invention via communication with target market participants over time is known as diffusion of innovations.

2. Several innovative product innovations found favor with consumers

3. Examples of novel goods and services that customers readily embraced

The Process of Diffusion

Regardless of the social group or invention, the diffusion process progresses in a consistent manner across time. Diffusion processes often exhibit delayed adoption or expansion. It then climbs quickly, followed by a period of noticeably sluggish development. When there is rapid diffusion, the product clicks right away. Innovation spreads extremely quickly. People purchase the product right away, and subsequently there is sluggish dissemination once again. In a slow diffusion process, the product takes a long time to disperse or spread, and the customer adopts the product gradually as they get familiar with it.

Diffusion is the process through which an innovation's adoption spreads over time among members of a social system via communication. These are the process' four fundamental components:

1. The New Idea

2. The Communication Channels

3. societal structure

4. Time

Diffusion Mechanism

These studies demonstrate that it takes a specific length of time for a product to become saturated when it is introduced. The marketer must thus comprehend what factors affect how innovations spread within a particular market segment and how the purchasing habits of early adopters and late adopters vary.

1. The New Idea

Various methods have been used to define a new good or service, including

Definitions of a firm-oriented approach: A firm-oriented approach looks at a product's novelty from the standpoint of the business that manufactures or markets it. The product is regarded as new when it is "new" to the company.

Definitions of a product-oriented approach: A product-oriented approach focuses on the features built into the product itself and how those characteristics may affect users' ingrained usage habits. Three different kinds of product innovations could include: Continuous innovation, which introduces a changed product rather than a completely new one and has the least disruptive impact on existing patterns. For instance, the most recent version of Microsoft Office; dynamically continuous innovation, which may involve the development of a new product or the modification of an existing product, such as CD players or disposable diapers; discontinuous innovation, which requires users to change their behavior, such as television, fax machines, and the internet.

Definitions that are focused on the market: These definitions assess a product's novelty based on the amount of customer exposure it has received. The definitions could include:

 i.   A product is regarded as new if just a tiny portion of its potential market has bought it.

 ii. ii. If a product has just recently entered the marketplace, it is regarded as new.

Definitions that focus on the needs of the consumer: A new product is any item that a prospective customer considers to be novel.

2. The Communication Channels

Communication between the marketer and customers as well as consumer-to-consumer communication, or word-of-mouth marketing, have a significant role in how rapidly an idea spreads across a market. Thus, there will be two different forms of communication in this conversation:

 a.   interaction between customers and marketers

 b.   Word of mouth, or consumer communication.

Four kinds of consumer information providers exist:

1.   Family, friends, neighbors, and acquaintances are examples of personal sources.

2.   Salespeople, advertisements, and sales promotion strategies are commercial sources.

3.   Mass media and consumer rating agencies are examples of public sources.

4.   Handling samples and demonstration are two experimental sources.

The organizations attempt to adopt a cost-effective method of interacting with them depending on the innovation or new product and the potential clients. Adoption and Diffusion of Innovation Process

3. societal structure

The dissemination of a new product often occurs in a social context, sometimes known as a social system. The words market segment and target segment, as opposed to the phrase social system employed in diffusion research, may be more applicable in our situation. A social system is a setting in which people live and interact on a physical, social, or cultural level. The social system for novel hybrid seed rice, for instance, may be made up of all the farmers in a few of the nearby communities.

The most important thing to keep in mind is that a social system's orientation determines the environment that marketers must work in to win support for their new goods. For instance, the global demand for red meat has decreased in recent years. Red meat is now seen as having an excessive amount of calories and fat due to the nation's increased interest in health and fitness. The consumption of chicken and fish has risen at the same time because they meet the nutritional needs of a large number of customers.

4. Time

Diffusion research is influenced by time in three different but connected ways:

Purchase time is defined as the period of time between a consumer's first knowledge of a new product or service and the moment at which they decide whether to buy it or not. For instance, Asha Chavan's "Home Land" super market idea offered a selection of high-quality items as well as an unequivocal assurance of replacement or refund. All orders, including those for a single item placed over the phone, were also delivered to customers' homes at no additional charge.

Beyond business, Homeland also provides cost-free services including credit card, phone, and utility bill payments.

A categorization system used to determine where a customer is in relation to other consumers throughout time is known as the identification of adopter categories. The terms innovators, early adopters, early majority, late majority, and laggards are widely used to describe different types of adopters. Let's talk more about these areas later.

The rate of adoption: The rate of adoption is concerned with how long it takes for members of a social system to adopt a new product or service, or how fast it takes for people who will eventually adopt it to embrace the new product.

Adopter categories: A system of categorization that shows where a customer stands in relation to others when embracing a new product If you're looking for a second automobile, you could put off buying one as long as your current vehicle is in good condition. A new product is adopted by innovators initially, while laggards accept it later.

The adoption rates

How long it takes for members of a social system to embrace a new product or service Black-and-white TVs were adopted by customers far more rapidly than their producers had anticipated; in contrast, garbage compactors have never really been adopted broadly.Time is crucial to the diffusion process.

Gaining as much market acceptability as possible as soon as a new product is introduced is the marketing goal. Marketers either use a Penetrating strategy, which involves setting a low beginning price to deter rivals from joining the market, or a Skimming approach in order to get a significant market share with the new product.

Product characteristics' impact on diffusion

The following elements affect how quickly innovations spread:

1. **Group type:** Some youthful, wealthy, and well educated groups adopt innovations more quickly than the conventional, outdated, and underprivileged ones. This demonstrates that the rate of spread is significantly influenced by the target market.

2. **Risk perception:** The pace of diffusion is slower the more risk there is in adopting new innovations. If one is not happy with the new product, there is a danger that one will switch back to the old product. There is also a risk that the product won't operate as planned.

3. Whether the decision was made individually or collectively. Collective choices take longer to diffuse than individual ones do.

4. The dispersion process is also impacted by marketing efforts. A more aggressive marketing strategy that involves expensive, ongoing advertising spreads quicker than other strategies.

5. **Trial:** The trial can be conducted at a cheap cost and with little risk, and it spreads more quickly. Some goods are available for loan, rental, or trial at retail establishments. These goods, including medications and other inexpensive commodities, diffuse more quickly. Even automotive dealerships now provide free test drives and rides to potential consumers in order to spread the word about their newest vehicle models more quickly.

6. **Fulfillment of perceived need:** A product's rate of diffusion increases as quickly as a need is met or fulfilled.

7. **Vegetable soup for vegetarians, regular microwave, no roasting:** the more consistent the product is with the ideas, attitudes, and values of the person or group, the quicker the dissemination.

8. **Relevant advantage:** The benefit might be related to cost, value, usability, or product quality. The product must have either a pricing advantage or a performance advantage to have rapid diffusion. Although pricey, washing machines save labor.

9. **Complexity:** Diffusion moves more slowly when a product is complicated. Despite the product's complexity, it must be simple to use. Complexity may result from a variety of factors. The complexity associated with trade-offs may also exist. The cost of the purchase and economy are traded off. Cooking speed vs. cooking quality, like in microwave ovens, or convenience vs. space.

10. **Observability:** The more discussion there is and the quicker the diffusion process, like with mobile phones, the easier it is to see the good benefits of the items.

Groupings of Adopters

Depending on when they adopt, adopters may be divided into five categories. The first 2.5% of people who accept innovation are innovators. Early adopters: The following 13.5% who will adopt.Early majority: The following 34% will adopt. The following 34% will vote to approve the late majority. Laggards: The last 16% of adopters.

Innovators

Entrepreneurial risk-takers are innovators. They are better educated, younger, and more sociable. They are able to take on the risk posed by the novel product. They have a global perspective, are aware of and utilize commercial media, eager to learn about new goods, forward-thinking, and prepared to employ new items.

first adopters

Before making investments or using new technologies, they take a measured risk. They are organizations' go-to information sources and opinion leaders, but they also worry about failing. As a result, people consider the product's benefits and drawbacks before making a purchase.

young majority

After the inventors and early adopters seem to be happy with the product, they tend to be more consistent and continue using it. They are elderly, intelligent, and less sociable. They place a lot of emphasis on interpersonal sources of information. They make up 34% of the consumer population.

majority in late

They have reservations and are cautious about new product innovation. They often utilize the product due to external factors, a lack of availability, and societal pressures rather than innovation. Compared to the preceding generation, they are less socially mobile and have lower social standing[9], [10].

Laggards

They are older-style. They have little social engagement and are backward-looking. With much hesitation, they accept the improvements. They make up a negligible 16% of the consumer population. Adopter categories are sometimes shown as having traits of a normal distribution, or a bell-shaped curve that represents the whole population that finally adopts a product.

The following would be a list of the non-adopter categories:

   i.   Consumers who are uninformed about the new product comprise the unaware group.

   ii. Those who have chosen not to purchase the product while being aware of it are symbolic rejecters.

   iii. Those who are symbolic adopters are those who have heard about a product but have not yet used it.

   iv. Trial adopters: People who have tried the product but then rejected it.

   v.   Trial decliners.

CONCLUSION

In conclusion, when attempting to understand how novel concepts, items, and behaviors propagate across social networks and affect consumer behavior, it's crucial to consider phenomena like opinion leadership and the diffusion of innovations. Marketers that are aware of and use opinion leaders' impact as well as those who comprehend the mechanics of the diffusion process may successfully promote product acceptance, hasten market penetration, and gain a competitive edge. Marketers may successfully traverse the diffusion process and accomplish innovation adoption by creating tailored strategies and messaging that are in line with the desires and requirements of various adopter groups.

REFERENCES

[1]   T. W. Valente, "Social network thresholds in the diffusion of innovations," *Soc. Networks*, 1996, doi: 10.1016/0378-8733(95)00256-1.

[2]   P. W. Turnbull and A. Meenaghan, "Diffusion of Innovation and Opinion Leadership," *Eur. J. Mark.*, 1980, doi: 10.1108/EUM0000000004893.

[3]   G. Kamlesh and C. Aarti, "Role of Opinion Leadership and Communication Strategies in Innovation, Adoption and Diffusion," *J. Manag. Sci. Technol.*, 2016.

[4]   R. Iyengar, C. van den Bulte, and T. W. Valente, "Opinion leadership and social contagion in new product diffusion," *Mark. Sci.*, 2011, doi: 10.1287/mksc.1100.0566.

[5]   S. Seebauer, "Why early adopters engage in interpersonal diffusion of technological innovations: An empirical study on electric bicycles and electric scooters," *Transp. Res. Part A Policy Pract.*, 2015, doi: 10.1016/j.tra.2015.04.017.

[6]   E. Muller and R. Peres, "The effect of social networks structure on innovation performance: A review and directions for research," *Int. J. Res. Mark.*, 2019, doi: 10.1016/j.ijresmar.2018.05.003.

[7]   S. S. Hassan, M. Mourad, and A. H. Tolba, "Conceptualising the influence of lead users

and opinion leaders on accelerating the rate of innovation diffusion," *Int. J. Technol. Mark.*, 2010, doi: 10.1504/IJTMKT.2010.039033.

[8]   K. R. Smerecnik and P. A. Andersen, "The diffusion of environmental sustainability innovations in North American hotels and ski resorts," *J. Sustain. Tour.*, 2011, doi: 10.1080/09669582.2010.517316.

[9]   X. Shi and K. Fernandes, "Exploring the role of innovativeness and opinion leadership in diffusion," *International Journal of Innovation Management*. 2014. doi: 10.1142/S1363919614500297.

[10]   T. W. Valente and G. G. Vega Yon, "Diffusion/Contagion Processes on Social Networks," *Heal. Educ. Behav.*, 2020, doi: 10.1177/1090198120901497.

ROLE OF PERSONAL INFLUENCE IN CONSUMER BEHAVIOUR

Ms. Pramoda Hegde*

*Assistant Professor
Masters In Business Administration, Presidency University, Bangalore, India,
Email Id-pramodah@presidencyuniversity.in

ABSTRACT:

Personal influence, the power of social connections and interpersonal relationships, plays a crucial role in shaping consumer behavior. This abstract provides an overview of the role of personal influence, exploring its significance, underlying mechanisms, and the implications for marketers seeking to leverage personal influence to drive consumer engagement and brand advocacy.Personal influence refers to the ability of individuals to impact the attitudes, opinions, and behaviors of others within their social networks. It encompasses various forms of interpersonal communication, such as word-of-mouth recommendations, advice-seeking, social comparisons, and social support. Personal influence operates through both direct interactions and indirect observations, making it a powerful force in shaping consumer choices and preferences.

KEYWORDS: *Authority, Expertise, Informational Influence, Interpersonal Communication, Opinion Leaders, Personal Influence.*

INTRODUCTION

Another crucial element that affects how new items are adopted is personal influence. This refers to the impact that a person's comments on "a new product" will have on another person's attitude or likelihood of changing. This implies that adopting a new product or innovation may be changed depending on the opinions or remarks of a close friend or acquaintance. Consumers, and particularly women, are often seen to prefer consulting one another's friends and appreciate their comments regarding new items, the quality differences between other brands, stores to buy from to enjoy shopping, and other topics[1]–[3].

Market Strategies Associated with Diffusion

The innovators and late adopters are different from the early adopters. A "moving target market" method was used as the target market strategy. Prior to focusing on innovators, early adopters, early majority, late majority, and laggards, the broad target market is first chosen. As the product continues to gain customer approval, this happens. The media and advertising topics then alter for various target audiences.

Strategies for Diffusion Enhancement

The goal is to identify and remove diffusion inhibitors in order to improve diffusion. Diffusion strategies are framed and the diffusion determinants are analyzed in order to achieve this. A certain retailer had a variety of washing machine brands in stock. To meet the demands of various societal groups, there were washing machines. They carried washing machines built locally as well as by IFB, Videocon, BPL, National, and Godrej. They had manual, automated,

and semi-automatic machinery. The group with better incomes purchased the automated machines. Semi-automatic machines satisfied the group with middle-class incomes. The "lower class of clientele" and those who lived in rural regions where electrification was incomplete or the power often went out were the intended users of manual hand-operated devices. It was noted that consumers who came in to purchase an automated machine often brought their wives and focused mostly on the color, style of operation, energy consumption, handling requirements, pricing, etc. Many clients wouldn't make a purchase on their first visit. After some time had passed, they would return and buy the equipment after carefully weighing the qualities they were seeking. Many would narrow their options and then return to purchase semi-automatic devices rather than automated ones. Sales were shown to be at their peak during wedding seasons and festival occasions. Given that they were the intended users, the housewives had a significant effect on the purchase of products. Since the media provides a lot of information and children are exposed to it for many hours each day, they seem to have a solid understanding of the characteristics, have a lot of influence over purchases, and have their views valued by their parents. Since a chain shop is more focused on generating sales than promoting a certain brand, salespeople are instructed to please consumers or families. This should be their first priority[4]–[6].

Perceptions of consumers

Selecting, structuring, and interpreting information inputs to construct meaning is the process of perception. The definition of perception provided above emphasizes the following characteristics:

A person takes facts or information from their surroundings, organizes it, and then infers significance or meaning from it via the mental process of perception. Individual behaviors, emotions, and sensations are dependent on how they perceive their surrounds or environment. Perception is essentially a cognitive or thinking process. Since perception is a mental and cognitive activity, it will always be personal. There are three substages to the perception process.

1. Sensation: Using one of the five senses to pay attention to a thing or an event

2. Organization - Classifying by comparing a perceived input to a related entity in memory, such as color

3. Interpretation: Giving a stimulus meaning and evaluating its worth and appeal, as in the case of a bitter flavor.

Three separate perceptual processes may lead to individuals' differing impressions of the same object:

1. Selected interest

2. Strict distortion,

3. Discrete retention

selectivity of focus. People are exposed to a staggering number of stimuli every day; the typical individual may see more than 1500 advertisements every day. All of them are impossible for a person to pay attention to; the majority of stimuli will be blocked. Selective attention implies that

marketers must put in a lot of effort to get the attention of customers. If a stimulus is related to an event, meets an immediate need, or varies in intensity, it is more likely to be paid attention to.

Choose Your Own Diffusion. It's not always possible to tell how a stimulus will be received. The propensity to twist information into personal meanings and interpret it in a manner that would match our biases is known as selective distortion. Unfortunately, marketers are unable to stop selective misinformation. Advertisers that employ comparison commercials must take great care to prevent customers from misrepresenting the facts and thinking the advertisement was for the rival.

selective holding. People prefer to remember knowledge that confirms their opinions and ideas but forget most of what they learn. We are more likely to recall positive things spoken about rival goods because of selective retention. Marketers' use of drama and repetition in their message delivery to their target audience is explained by selective retention. We retain information that confirms our ideas and forget that which does not.

DISCUSSION

Elements of Perception

We'll look at some of the fundamental ideas behind the perception process.

1. Sensation is the sense organs' immediate, direct reaction to stimuli. Any unit of input to any sense is referred to as a stimulus.

2. Human sensory receptors are the organs that take in sensory inputs such as touch, sound, smell, and taste.

3. Sensational experience is referred to as human sensitivity. The quality of a person's sensory receptors and the quantity or strength of the stimuli to which he or she is exposed determine how sensitive they are to stimuli.

4. Energy change, or the difference in input, determines sensation in and of itself. As a result, a continuous environment, whether it be very crowded and loud or reasonably quiet, would not provide much feeling due to the constant level of stimulation and lack of variation.

The capacity to recognize changes grows as sensory input declines. In addition to shielding us from harmful, disruptive, or irrelevant bombardment when the input level is high, the human organism's capacity to adapt to changing levels of sensitivity as external circumstances change has significant consequences for marketers.

The Absolute Threshold - The absolute threshold is the lowest point at which a person may feel a feeling. Absolute threshold refers to a person's ability to distinguish between "something" and "nothing" in a stimuli. Many companies often alter their advertising strategies due to the issue of sensory adaptation. In order to break through the everyday congestion that consumers face while consuming advertising, marketers attempt to boost sensory input. Others attempt to grab attention by reducing sensory input while other marketers attempt to enhance sensory input in an effort to break through the advertising "clutter."

The difference threshold, also known as the JND, is the smallest difference that may be seen between two stimuli. Ernst Weber, a German scientist who lived in the 19th century, found that the JND between two stimuli was not an absolute value but rather a value that was proportional

to the strength of the first stimulus. According to Weber's rule, the extra intensity required for the second stimulus to be seen as different is directly proportional to how powerful the original stimulus was. Additionally, for the majority of individuals to notice a difference between the final stimulus and the original stimulus, a second level of stimulus that is equal to the JND must be added. All senses and practically all intensities are covered by Weber's law. The theory is used by retailers to lower prices. For markdowns to be seen by customers, they must be at least twenty percent.

The Origin and Mechanism of Perception

The process of seeing, converting into information from, and storing inputs is known as information processing. The information-processing paradigm consists of four main stages: exposure, attention, interpretation, and memory. The perception process is made up of the first three. When a stimuli, like an advertisement, is in the visual field of a person's sensory receptor neurons, exposure occurs. When the brain receives the feeling from the receptor nerves for processing, attention is experienced. The target consumer devotes cognitive processing time, or pays attention to the advertisement. The process of giving meaning to sense impressions is called interpretation. The message is interpreted by the intended audience, i.e., message sent equals message received[7]–[9].Memory is the ability to utilize information for both short-term decision-making and long-term meaning retention. Target consumer retains the message and advertising in memory so they may view it later.

Perception Process

Normally, the transition from exposure to memory is linear. Exposure, focus, interpretation, and memory make up the perceptual processexposure to memory flow. However, these processes essentially take place concurrently and are obviously interacting. It suggests that our memories affect the information we are exposed to, pay attention to, and understand. The information that is being received is also influencing memory itself. When the person wants to make a buying choice, most of the translated information won't be in active memory. The perceptual process is divided into several smaller processes. By keeping in mind the input-throughput-output strategy, we may comprehend this. This strategy is predicated on the idea that there is an input and that, after processing, there are outputs. In other words, environmental cues will make up the perceptual inputs.

Processes of Perception

Perceptual Inputs: The existence of stimuli like people, objects, events, information, etc. is the initial step in the perceptual processes.

The following section will cover the topic of perception's mechanism. The conduct or behaviors of the individuals i.e., the resulting views, sentiments, attitudes, etc. are the perceptual outputs.

Perception-related Biases

1. Customers only permit exposure to a limited portion of the 3000 daily marketing messages, such as TV advertising that "zip" and "zap."

2. Customers who are selective in their attention avoid advertising that do not speak to their interests, as shown when they flick through magazine ads.

3. Customers who selectively perceive information do so to make it more consistent with their own opinions, for example. interpretations of warnings on cigarette packets by smokers and non-smokers.

Changes in Perception

a. both external environmental physical inputs and internal environmental stimuli based on expectations, intentions, and learning that is based on prior experiences. It follows that each person's perceptions are distinctive since each person is a unique individual with unique experiences, needs, wants, desires, and expectations.The selection, arrangement, and interpretation of inputs are the three components of perception.

b. People are quite picky about what stimuli they "recognize."

c. They unconsciously arrange the stimuli they see based on accepted psychological ideas.

d. Additionally, people subjectively interpret such inputs in light of their wants, needs, and past experiences.

Selective Perception

As consumers, we intentionally choose which stimuli to pay attention to. In addition to the stimulus's nature, two important aspects determine which stimuli are chosen:

a. Consumer expectations are influenced by their prior experiences.

b. their original intentions.

Each of these elements has the potential to either raise or lower the likelihood that a stimulus will be noticed.

The Stimulus's Nature

Examples comprise:

a. a product's nature.

b. physical characteristics.

c. The packaging style.

d. a company's name.

e. the ads and adverts.

f. the placement of a print or television advertising.

g. the setting for the press.

h. In order to achieve the greatest contrast and break through the consumer's perceptual screen, advertisers adopt aggressive attention-getting techniques.

i. Advertisers employ size, color contrasts, and other elements to grab viewers' attention.

Expectations

When people anticipate something, they see it. The typical basis for what people anticipate is familiarity, prior knowledge, or a preconditioned set of expectations. Often, stimuli that dramatically diverge from expectations get greater attention than those that do not.

Motives

People often see things as needs or wants. The propensity to overlook irrelevant environmental cues increases with the intensity of the demand. The perceptual process of an individual becomes more sensitive to the environmental factors that are significant to them. Managers of marketing are aware of the effectiveness of tailoring their goods to the wants and requirements of customers.

Choosing Perception

The combination of expectations and motivations with the stimulus itself is the basis for the consumer's "selection" of stimuli from the environment. Consumers that engage in selective exposure actively seek out messages that are enjoyable or sympathetic.
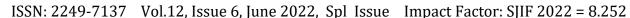
a. Consumers intentionally shun communications that are upsetting or frightening. Consumers pay closer attention to stimuli that appeal to their wants or interests, which is known as selective attention.

b. Consumers are less attentive of stimuli that are unrelated to their requirements.

c. People differ in terms of the content that piques their attention, the message structure, and the preferred media.

Threatening or otherwise harmful stimuli are less likely to be recognized than neutral stimuli due to perceptual protection. Unknowingly, people may present information in ways that are inconsistent with their wants, values, and beliefs.Perceptual blocking: By simply "tuning out," people filter out massive volumes of advertising.

Organization in Perception

The many stimuli that people choose from their surroundings are not seen by them as distinct and unique feelings. People often categorize stimuli and view them as cohesive wholes. The psychological school that created the fundamentals of perceptual organization is known as gestalt psychology. Ground, grouping, and closure are three of the most fundamental concepts in perceptual structure.

It is more probable that people will detect stimuli that stand out from their surroundings. The contrast between and the surface it is set on is the most basic illustration. Typically, one may plainly observe the. The ground is often viewed as continuous, foggy, and ill-defined. Because it seems to be dominant the ground seems to be subservient and less significant the is more easily noticed. Advertisers must carefully organize their campaigns to ensure that the stimulus they want to emphasize is seen as rather than as background.Because there isn't a clear indicator of which is the ground and which is not, marketers may run adverts that generate confusion among consumers.

Grouping

People often combine inputs into "chunks" as opposed to isolated pieces of knowledge. Marketing professionals might benefit from grouping in order to indicate certain intended connotations in relation to their goods.

Closure

There is a demand for closure among people.

a. As a consequence, individuals arrange their perceptions to form a cohesive whole.

b. If they are exposed to an incomplete pattern of stimuli, they will often view it as complete and fill in the gaps. The customer is drawn further into the message by the mere process of completion.

Interpretation of Perception

Due to the fact that it is dependent on what people anticipate to see in light of their prior experiences, the interpretation of stimuli is wholly unique to each person. The stimuli are often quite vague.When stimuli are very ambiguous, people often interpret them in a manner that satisfies their own needs, wants, and interests. The clarity of the stimulus, the perceiver's prior experiences, and his or her motivations and interests at the moment of perception all affect how near an individual's interpretations are to reality.

Perceptual Warping

People are susceptible to a variety of stimuli that might lead to perceptual distortion and affect how they see things.

Physical Appearances: People often attach traits they associate with one person to another person who may look similar to them. In contrast to models that seem ordinary, beautiful models are more persuasive and have a more favorable impact on customer attitudes and behavior.

Stereotypes: People often have mental "pictures" of what different sorts of stimulus signify.

First Impressions: These have a tendency to persist, yet they are produced while the perceiver is unaware of whether stimuli are pertinent, significant, or prognostic.Jumping to Conclusions— Many individuals have a tendency to make inaccurate judgments after hearing the first few words of an advertisement or before carefully weighing all the pertinent information.The term "Halo Effect" refers to circumstances in which the assessment of a single item or person on a number of dimensions is based on the assessment of just a few or a few dimensions.Consumer imagery: By purchasing goods they feel support their self-images and avoiding goods that they feel contradict it, consumers try to maintain or improve their self-images. We refer to this as consumer imagery. Customers want to purchase at establishments that reflect their own self-images.

Cognitive Mapping

Marketers may use perception mapping to ascertain how customers perceive their goods in comparison to rival brands on one or more important qualities. With the use of perception

mapping, a marketer may see inconsistencies in how each brand in a given product category is positioned and pinpoint areas where customer wants are not being sufficiently satisfied.

Application of Perception in Marketing

Placement of Services

When marketing and advertising their products, service marketers confront various different challenges not encountered by manufacturing companies. Since services are intangible, image becomes a crucial element in setting one apart from the competitors. The consumer's ability to associate a certain picture with a particular brand name is the marketing goal. Many service marketers have created tactics to provide clients physical reminders of their service offers as well as visual imagery.

Perceived Service Quality

Consumers find it more challenging to assess the quality of services than that of items. Intangibility, variety, perishability, inseparability, and simultaneous production and consumption are all features of services. Consumers depend on substitute or extrinsic signals while making service purchases since they are unable to compare services side by side as they do with items. To ensure consistency in quality, marketers work to standardize their offerings. As a service is generated, it is also used. Defective services are thus difficult to fix. Researchers have shown that the difference between anticipated service and the customer's judgment of the service actually provided determines the customer's perception of the service quality[10].

CONCLUSION

In conclusion, Consumer behavior is significantly influenced by human influence. Marketers that are aware of the value of personal influence may strategically use social networks to promote their brands and encourage word-of-mouth advertising. Marketers may take use of the power of human influence to build enduring connections with customers and achieve marketing success by locating and interacting with influencers, utilizing the power of social media, and using psychological concepts. However, marketers need to deal with personal influence in an ethical and open manner. Leveraging personal influence requires honesty, sincerity in relationships, and respect for personal space. Customers are becoming more skeptical of influencer marketing that is opaque or betrays their trust. Marketers must put their efforts into developing organic, meaningful connections inside consumer networks and long-term partnerships with influencers.

REFERENCES

[1]   F. Mwagwabi and J. H. Jiow, "Compliance with security guidelines in teenagers: The conflicting role of peer influence and personal norms," *Australas. J. Inf. Syst.*, 2021, doi: 10.3127/AJIS.V25I0.2953.

[2]   S. Lankshear, M. S. Kerr, H. K. Spence Laschinger, and C. A. Wong, "Professional practice leadership roles: The role of organizational power and personal influence in creating a professional practice environment for nurses," *Health Care Manage. Rev.*, 2013, doi: 10.1097/HMR.0b013e31826fd517.

[3]   Y. Dharmawan and M. G. Wirakusuma, "Karakteristik Personal dalam Memoderasi

Pengaruh Penganggaran Partisipatif dan Ambiguitas Peran pada Senjangan Anggaran," *E-Jurnal Akunt.*, 2021, doi: 10.24843/eja.2021.v31.i02.p08.

[4]   S. Dimitrelis *et al.*, "Does nurses' role, health or symptoms influence their personal use of ingestible complementary and alternative medicines?," *Complement. Ther. Med.*, 2017, doi: 10.1016/j.ctim.2017.08.017.

[5]   Q. Li, L. Zhang, T. Liu, and Q. Qian, "How engineering designers' social relationships influence green design intention: The roles of personal norms and voluntary instruments," *J. Clean. Prod.*, 2021, doi: 10.1016/j.jclepro.2020.123470.

[6]   M. A. Alsabahi, K. M. Ku Bahador, and R. M. Saat, "The influence of personal characteristics and workplace learning on information technology competency among external auditors: The role of organisational culture as a moderator," *Cogent Bus. Manag.*, 2021, doi: 10.1080/23311975.2021.1899625.

[7]   E. Pronin, D. M. Wegner, K. McCarthy, and S. Rodriguez, "Everyday magical powers: The role of apparent mental causation in the overestimation of personal influence," *J. Pers. Soc. Psychol.*, 2006, doi: 10.1037/0022-3514.91.2.218.

[8]   R. O. A. Ogogo, M. S. Omofowa, C. Nwachukwu, and H. M. Vu, "Role model and entrepreneurial intention of small business owners in Nigeria," *LAPLAGE EM Rev.*, 2021, doi: 10.24115/s2446-6220202173d1717p.273-281.

[9]   Yusra and A. Agus, "The influence of online food delivery service quality on customer satisfaction and customer loyalty: The role of personal innovativeness," *J. Environ. Treat. Tech.*, 2020.

[10]   S. O. Adebayo and T. T. Olonisakin, "Influence of Sex and Gender-Role on Personal Control," *Int. J. Acad. Res. Bus. Soc. Sci.*, 2014, doi: 10.6007/ijarbss/v4-i8/1077.

PRICE/QUALITY RELATIONSHIP FOR PERCEIVED QUALITY

Dr. Yagnamurthy Raja*

*Assistant Professor,
Masters In Business Administration,
Presidency University, Bangalore, INDIA
Email Id-narasimharaja@presidencyuniversity.in

ABSTRACT:

The price/quality relationship is a fundamental concept in consumer behavior, reflecting consumers' perceptions of the relationship between the price paid for a product or service and its perceived quality. This abstract provides an overview of the price/quality relationship, examining its significance, underlying factors, and the implications for marketers seeking to effectively position their offerings in the marketplace.Consumers often make judgments about product quality based on its price. The price/quality relationship can be summarized in three main perspectives: the premium perspective, the value perspective, and the price as a cue perspective. The premium perspective suggests that consumers perceive higher-priced products as having superior quality, associating a higher price with exclusivity, craftsmanship, and performance. The value perspective suggests that consumers seek the best balance between price and quality, aiming to obtain good value for their money. The price as a cue perspective suggests that consumers use price as a heuristic or cue to infer product quality when other information is limited or difficult to assess.

KEYWORDS: *Brand Loyalty, Customer Satisfaction, Emotional Connection, Product Quality, Relationship Marketing, Repeat Purchase.*

INTRODUCTION

The trade-off between a product's perceived advantages and the perceived cost of acquiring them has been referred to as perceived product value. Many academic studies back up the idea that customers use product pricing as a barometer of quality. According to certain surveys, people genuinely consider a well-known brand name to be a sign of quality. Some goods purposefully highlight a high price to underline their claims of excellence since money is so often seen to be an indication of quality. The price-quality link has been exploited by marketers to represent their items as the highest-quality options available in their product category[1]–[3].

a) The link between price and quality is favorable.

b) When consumers lack knowledge or confidence in their capacity to make a decision, they may substitute price as a proxy for quality.

Image of a retail store

The impression of the quality of the items that retail establishments carry is influenced by their own brand identities. According to studies, customers believe retailers that give tiny discounts on a vast number of things are more affordable than those that offer significant discounts on a select

few items. The size of the product selection has an impact on a store's appearance. The consumer's choice of retail location is impacted by the kind of goods they want to purchase; conversely, the consumer's assessment of a product is often influenced by their knowledge of where it was purchased.

Image of the Manufacturer

Consumer imagery includes the manufacturers themselves in addition to perceived pricing and shop appearance. New goods from manufacturers who have a positive reputation tend to be accepted more easily than those from manufacturers who have a negative or even "neutral" reputation. These days, businesses use advertising, displays, and sponsorship of neighborhood activities to improve their public perceptions.

Consumer Education

Because they seek to educate people about goods, product qualities, and prospective consumer advantages as well as on where to acquire their products, how to use them, how to maintain them, and even how to dispose of them, marketers are interested in how people learn. The foundation of marketing tactics is customer communication.

a) Marketers want their messages to be seen, taken seriously, recalled, and remembered.

b) As a result, they have a keen interest in all facets of the learning process.

No solitary, overarching theory exists to explain how humans learn.

Regarding the learning process, there are two main schools of thought: one is composed of behavioral learning theories, while the other is composed of cognitive learning theories. While behavioral theorists usually solely concentrate on visible actions that happen as a consequence of exposure to stimuli, cognitive theorists see learning as a result of just mental processes.

DISCUSSION

Consumer Learning

Consumer learning may be defined as the process through which people gain the information and experience linked to purchases and consumption that they then apply to current behavior. This definition has a number of noteworthy details.

a) To begin with, consumer learning is a process, meaning it constantly changes and develops as a consequence of new information or through practical experience.

b) The individual receives feedback from both recently learned information and personal experience, which serves as the foundation for future behavior in related circumstances.

Even while experience plays a crucial part in learning, not all learning is consciously sought for. A significant amount of knowledge is also accidental, obtained by chance or with little effort. The word "learning" refers to the whole spectrum of learning, including the acquisition of abstract ideas and difficult problem-solving skills as well as basic, nearly automatic reactions. b) The majority of learning theorists acknowledge the presence of many forms of learning and employ separate models of learning to account for the variations. Despite having diverse points of view, learning theorists generally agree that motivation, signals, responses, and reinforcement are necessary for learning to take place[4]–[6]. A consumer's motivation to look for information

about a product is greatly influenced by the degree of relevance or connection with the aim. One of the main responsibilities of marketers is to identify customer motivations in order to convince various consumer groups that their product would best meet their requirements.

Cues: If motivations are the inputs that drive learning, cues are the external factors that steer the motives.

Price, style, packaging, advertising, and shop displays all function as signals in the marketplace to assist customers in finding what they need. When cues match expectations, they help consumers drive in the right direction.

Reaction: An individual's behavior in reaction to a signal is referred to as their response. A reaction is not directly connected to a need. A need or motivation may elicit a wide range of reactions. The answer a customer gives strongly relies on prior knowledge, which in turn depends on how previously reinforced similar responses were.

Reinforcement: Reinforcement raises the probability that a given reaction will take place in the future as a consequence of specific signals or stimuli.

Theories of Behavioral Learning

Theories of behavioral learning are often known as stimulus response theories. Behavioral theories focus more on the inputs and results of learning than the process itself. a) A person is considered to have "learned" when they react predictably to a known stimulus. Classical conditioning and instrumental conditioning are two marketing-related ideas.

Conditioning Traditionally

All species were considered to be passive receivers by early classical conditioning theorists.In conditioning, automatic reactions to stimuli were developed. The concept of conditioning as a comprehensive theory of learning was initially introduced by Ivan Pavlov.

a. According to Pavlov, conditioned learning happens when a stimulus is combined with another stimulus and causes the same response to be elicited when it is employed alone.

b. He illustrated his ideas with the help of dogs.

c. The dogs had a strong desire to eat since they were ravenous.

d. Pavlov gave the dogs a meat paste to put on their tongues after ringing a bell, which made them salivate.

e. The dogs began to salivate after hearing the bell sound a significant number of times, followed by the meal practically immediately.

An unconditioned stimulus in the context of consumer behavior may be a well-known brand emblem that denotes technical excellence and smooth functioning.

The conditioned stimuli might be brand-new goods with recognizable insignia on them.

Associative Cognitive Learning

According to contemporary conditioning theory, classical conditioning is the process by which an organism learns connections between experiences so that it can "represent" and predict its environment. The dogs' expectancies were impacted by the connection between the conditioned

stimulus and the unconditioned stimulus, which in turn affected their behavior (salivation). The goal of classical conditioning is not the development of new reflexes but rather the acquisition of new information about the outside environment via cognitive associative learning.

Forward conditioning is necessary for optimal conditioning, which is the development of a strong association between the conditioned stimulus and the unconditioned stimulus. Accordingly, the conditioned stimulus (CS) should come first, there should be multiple pairings of the CS and the US, the CS and US should make sense together, the CS should be novel and unfamiliar, and the US should be biologically or symbolically salient. Neo-Pavlovian conditioning describes the consumer as a seeker of knowledge who constructs a sophisticated understanding of the universe using logical and perceptual relationships among occurrences as well as his or her own biases.

Classical Conditioning: Strategic Applications

Classical conditioning may be used to explain three fundamental ideas: repetitin, stimulus generalization, and stimulus discrimination.

1. Repeated exposure strengthens the link and slows forgetting, which is how repetition works.

a) Retention decreases after a given number of repeats.

b) By changing the advertising messaging, you might lessen the impact known as "advertising wear out."

c) By changing the message via either substantive or aesthetic modification, wear out may be prevented.

The capacity of people to generalize is just as important for learning as repetition, according to classical conditioning theorists.

2. Consumers mistake them for the original product they have seen marketed, which explains why imitative "me too" items prosper in the market. It also explains why producers of private label companies attempt to replicate the packaging of established national brands. Marketers use the stimulus generalization concept for extending product lines, categories, and forms.In product line extensions, the marketer adds similar items to an existing popular brand because they understand that when a new product is linked to a well-known and reputable brand name, it is more likely to be accepted.Marketers provide product form modifications such as various sizes, colors, and even flavors.Extensions of product categories often focus on brand-new market segments. Another tactic that makes use of the consumer's propensity to generalize positive brand associations from one product to the next is family branding, which is the practice of selling an entire range of firm goods under the same brand name. Private retail branding often has the same impact as family branding.

3. In contrast to stimulus generalization, stimulus discrimination selects a particular stimulus from a group of related stimuli.The positioning strategy, which aims to create a distinctive picture for a brand in the consumer's mind, is based on the consumer's capacity to distinguish between comparable stimuli. Effective placement is a significant competitive advantage and the secret of stimulus discrimination.

A product or service's success depends heavily on the perception that it has in the minds of consumers.Market leaders want customers to distinguish between comparable stimuli, as opposed to imitators who want them to generalize their impressions and assign unique qualities of the market leader's goods to their own products. The majority of product differentiation strategies aim to set a product or brand apart from rivals based on an appeal that is relevant, significant, and useful to customers. Once stimulus discrimination has taken place, it is sometimes fairly difficult to overthrow a brand leader.In general, consumers are more likely to discriminate and less likely to generalize the stimulus the longer it takes them to learn to associate a brand name with a particular product. Numerous marketing applications have theoretical foundations in the concepts of classical conditioning.The three main applicable ideas that contribute to the understanding of consumer behavior are repetition, stimulus generalization, and stimulus discrimination.

Mechanical Conditioning

Instrumental conditioning necessitates a connection between a stimulus and a response, much as classical conditioning. The stimulus that elicits the best response is the one that is taught in instrumental conditioning, however. According to proponents of the instrumental learning theory, learning happens via a process of trial and error, with habits developing as a consequence of incentives earned for certain actions or reactions. b) While instrumental conditioning is more beneficial in describing sophisticated, goal-directed activities, classical conditioning is still valuable in explaining how consumers acquire relatively basic types of behaviors. B. is an American psychologist[7]–[9]. According to F. Skinner, the majority of individual learning takes place in a regulated setting where people are "rewarded" for making the right decision.

i. In terms of consumer behavior, instrumental conditioning postulates that customers learn via a process of trial-and-error in which certain purchasing habits yield more positive results than other purchasing behaviors.

ii. A positive experience is important in educating the person to repeat a certain activity. Skinner, like Pavlov, created his theory of learning by experimenting with animals. The customer who tries numerous brands and styles of jeans before deciding on the one that suits her has participated in instrumental learning in a marketing setting.

Promotion of Behavior

In order to increase the possibility that a reaction would be repeated, Skinner differentiated between two different sorts of reinforcement effect.

a) The first kind, positive reinforcement, consists of circumstances that increase the chance that a certain reaction will occur.

b) Negative reinforcement occurs when a result is unpleasant or unfavorable and also serves to reward a certain behavior.

c) To induce a desired reaction, either positive or negative reinforcement might be applied.

d) Punishment, which aims to deter conduct, should not be confused with negative reinforcement.

Loss of memory and extinction

A taught behavior reduces to the point of extinction, or the point at which the association between the stimulus and the anticipated reward is broken, when it is no longer reinforced.

a) Forgetting is often associated with the passage of time; this is referred to as the decaying process.

b) By deliberately boosting consumer contentment, marketers may prevent consumers from losing information and from extinction.

Schedules for reinforcement: Marketers have discovered that for desired consumer behavior to persist, products must continually be of good quality and satisfy customers with each usage. Three schedule kinds for reinforcement have been recognized by marketers: total reinforcement, systematic reinforcement, and random reinforcement. Because many customers still hold out hope, variable ratios can lead to high rates of desired behavior and are fairly resistant to extinction. Shaping is the process of encouraging customers to engage in certain behaviors before they will do the desired activity. The likelihood that particular targeted customer behaviors will materialize is increased via shaping.

Learning via modeling or observation

Learning theorists have observed that a significant portion of learning occurs via a process psychologists refer to as modeling or observational learning even in the absence of direct reinforcement, either positive or negative. When presented with comparable circumstances, individuals model the positively reinforced behavior by seeing how others respond to different situations and the outcomes that follow. a) Modeling is the method through which people pick up behavior by seeing the actions of others and the results of those actions. b) People they look up to for qualities like attractiveness, success, competence, and even social status are often their role models. c) Children pick up a lot of their social and buying habits from watching their elder siblings or their parents. Advertising professionals understand the value of observational learning when choosing models, whether they be well-known figures or unknowns. Ads may show unfavorable outcomes for certain behaviors. d) This is especially true with public service announcements that highlight the dangers of smoking, speeding, or using drugs.

Theory of Cognitive Learning

Repeated trials don't always result in learning. a) Thinking critically and addressing problems lead to learning as well. The foundation of cognitive learning is mental activity. According to cognitive learning theory, humans learn best by solving problems since it provides them some control over their surroundings.

Processing Information

Much like a computer, the human mind also processes the information that is entered.The complexity of the information to be processed and the consumer's cognitive aptitude are both factors in information processing. Different people have different capacities for creating mental pictures and remembering information. Consumers are better able to utilize product information the more familiar they are with a certain product category. The structure of memory is thought to consist of a sensory store, a short-term store, and a long-term store where information is kept for later processing since information processing happens in phases. All information is sent to us by

our senses, but they do not do so as complete pictures. According to research, when incongruent features are pertinent to the advertising message, they may penetrate consumers' perceptual screens and increase an advertisement's memorability.

Although irrelevant or incongruous aspects breach the consumer's perceptual screen, they do not help the product become memorable. Confusion with competing adverts causes interference effects, which lead to a failure to retrieve. Advertisements for similar or rival brands as well as other items may make it harder for consumers to remember the promoted brand names. In truth, there are two different types of interference.Consumer researchers formerly held the view that making a purchase choice was a protracted process of mental and behavioral phases that all customers had to go through.These phases included awareness, appraisal, behavior, and final assessment. The consumer adoption process is often described as consisting of the same steps. Some theorists began to recognize that some purchase circumstances simply did not require extensive information processing and evaluation; that consumer occasionally simply went from awareness of a need to a routine purchase, without a great deal of information search and mental evaluation. Purchases of little personal significance were referred to as low involvement purchases, and complex, search-oriented purchases were regarded as high-involvement purchases[10]–[12].

CONCLUSION

In conclusion, one of the most important factors in consumers' decision-making processes is the price/quality connection. Marketers who comprehend how customers see the link between price and quality may strategically position their products and affect consumer behavior. Marketers may improve brand equity, generate a positive price/quality perception, and increase customer happiness and loyalty in a cutthroat industry by controlling brand reputation, articulating value propositions, and aligning pricing strategies with consumer expectations. Transparency and consumer education are crucial for regulating the cost-to-quality relationship. To match customers' impressions with the actual quality of the offering, marketers should explain product qualities, performance, and value propositions in a clear and concise manner. Giving customers unbiased data, warranties, and guarantees may boost their confidence and lessen uncertainties over the price/quality trade-off.

REFERENCES

[1]   R. Olbrich and H. C. Jansen, "Price-quality relationship in pricing strategies for private labels," *J. Prod. Brand Manag.*, 2014, doi: 10.1108/JPBM-06-2014-0627.

[2]   F. Völckner and J. Hofmann, "The price-perceived quality relationship: A meta-analytic review and assessment of its determinants," *Mark. Lett.*, 2007, doi: 10.1007/s11002-007-9013-2.

[3]   D. M. Gardner, "Is There a Generalized Price-Quality Relationship?," *J. Mark. Res.*, 1971, doi: 10.2307/3149770.

[4]   K. Pauwels and R. D'Aveni, "The formation, evolution and replacement of price–quality relationships," *J. Acad. Mark. Sci.*, 2016, doi: 10.1007/s11747-014-0408-3.

[5]   J. Voros, "An analysis of the dynamic price-quality relationship," *Eur. J. Oper. Res.*, 2019, doi: 10.1016/j.ejor.2019.03.032.

[6]   K. B. Monroe and W. B. Dodds, "A research program for establishing the validity of the price-quality relationship," *J. Acad. Mark. Sci.*, 1988, doi: 10.1007/BF02723333.

[7]   P. J. Boyle, H. Kim, and E. S. Lathrop, "The relationship between price and quality in durable product categories with private label brands," *J. Prod. Brand Manag.*, 2018, doi: 10.1108/JPBM-09-2017-1590.

[8]   R. Y. Chenavaz, G. Feichtinger, R. F. Hartl, and P. M. Kort, "Modeling the impact of product quality on dynamic pricing and advertising policies," *Eur. J. Oper. Res.*, 2020, doi: 10.1016/j.ejor.2020.01.035.

[9]   D. Yan and J. Sengupta, "Effects of construal level on the price-quality relationship," *J. Consum. Res.*, 2011, doi: 10.1086/659755.

[10]   D. R. Lichtenstein and S. Burton, "The Relationship between Perceived and Objective Price-Quality," *J. Mark. Res.*, 1989, doi: 10.1177/002224378902600405.

[11]   R. A. Peterson, "The Price-Perceived Quality Relationship: Experimental Evidence," *J. Mark. Res.*, 1970, doi: 10.2307/3149649.

[12]   D. M. Gardner, "An Experimental Investigation of the Price/Quality Relationship," *J. Retail.*, 1970.

INVOLVEMENT THEORY FOR CONSUMER ENGAGEMENT

Dr. Dasinis Nathan Annette Christinal*

*Assistant Professor,
Masters In Business Administration (E-Commerce),
Presidency University, Bangalore, INDIA
Email Id-annette.c@presidencyuniversity.in

ABSTRACT:

Involvement theory is a prominent framework in consumer behavior that explores the level of consumer engagement and its impact on decision-making processes. This abstract provides an overview of involvement theory, examining its significance, key dimensions, underlying mechanisms, and the implications for marketers seeking to effectively engage and influence consumers.Involvement refers to the level of personal relevance, interest, and importance that individuals attach to a particular product, service, or decision. It encompasses both cognitive and emotional aspects of consumer engagement. Involvement theory suggests that the level of consumer involvement influences their motivation to process information, their decision-making strategies, and their level of commitment to the chosen option.

KEYWORDS: *Cognitive Processing, Consumer Behavior, Emotional Involvement, High Involvement, Information Processing, Involvement Theory, Low Involvement.*

INTRODUCTION

Research into hemispherical lateralization, sometimes known as the split-brain idea, gave rise to involvement theory. The idea is that the left and right hemispheres of the brain process different types of information differently.The left hemisphere is in charge of cognitive processes including reading, speaking, and information attribution.Information that is nonverbal, timeless, visual, and holistic is handled by the right hemisphere of the brain.

Participation Theory and Media Planning

1. Right-brain information is passively processed and stored by people.

2. TV watching is seen as a right hemisphere activity due to the fact that it is mostly graphical.

3. It was believed that regular exposure to undemanding material led to passive learning.

4. Information with a high level of participation is related with the left hemisphere.

5. According to recent study, visual cues aid in memory and familiarity, but verbal signals stimulate cognitive processes and encourage assessment.

6. According to the right-brain processing hypothesis, the visual aspect of advertising, especially the inventive use of symbols, is crucial.

7. While verbal cues stimulate cognitive activity that enables customers to weigh the benefits and drawbacks of a product, visual cues are more successful in eliciting memory and familiarity with it.

The split-brain hypothesis has its drawbacks.

According to research, the spheres of the brain sometimes function independently of one another but can collaborate to process information. There is evidence that both sides of the brain have a range of engagement levels. The left half seems to be more affectively focused whereas the right side seems to be more intellectually oriented[1]–[3].

DISCUSSION

Involvement Theory and Consumer Relevance

The degree of personal significance a product has for a customer determines their level of participation.

a) A high level of perceived risk is vital to the customer while making high involvement transactions.

b) Low-involvement purchases are those that the customer does not consider to be particularly significant, to be of little significance, or to carry much perceived risk.

Uninvolved customers are more likely to be responsive to more advertising signals about the purchase and will consider more brands whereas highly engaged people find fewer brands acceptable.

Persuasion Techniques: Central and Peripheral

The essential concept of the central and peripheral pathways to persuasion is that customers are more likely to carefully evaluate information about a product and to invest significant cognitive effort in analyzing it when they are deeply concerned with the product category, and the opposite is also true.Marketing for high-involvement purchases is more successful when the core path to persuasion is used.

i. For low-involvement purchases, the peripheral path of persuasion is more successful. According to the elaboration probability model, the most important aspect in choosing the most efficient method of persuasion is a person's degree of engagement during message processing.

ii. As a result, when consumer engagement is strong, they choose the center path and base their opinions or decisions on the arguments made in the message.

iii. When interest is low, people choose the sideways path and depend more on other message components to develop attitudes or make purchasing decisions.

iv. The elaboration likelihood model's marketing ramifications are obvious:

v. Marketers should emphasize the robust, reliable, high-quality features of their goods in order to employ the central route when making high-involvement transactions.

vi. Marketers should use the peripheral approach to persuasion for low-commitment transactions, concentrating more on the way of presentation than the message's substance.

Measures of Participation

The term "involvement" has been defined and conceived by researchers in a number of ways, including ego involvement, commitment, communication involvement, buy significance, scope of information search, people, goods settings, and purchase choices.

a) A few research projects have attempted to distinguish between brand participation and product involvement.

b) Some people distinguish between situational, sustained, and reaction participation.

c) Some measuring issues are brought on by the absence of a precise description of the fundamental elements of engagement.

d) Measuring ego engagement, risk perception, and purchase significance are of interest to researchers who see participation as a cognitive state.

e) Researchers who examine the behavioral components of participation take into account things like the gathering and assessment of product information.

f) Some contend that the level of significance the product has for the customer should be used to gauge engagement. It makes sense to create an engagement profile rather than measuring a single degree of participation since there are so many various aspects and conceptualizations of involvement.
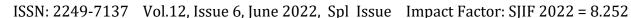
Applications of Marketing to Involvement

There are several tactical uses for involvement theory in marketing. f) The left-brain vs. right-brain paradigm seems to have significant effects on the informational substance, duration, and visual appeal of print and television commercials. g) Marketers may take action to boost customer participation with their commercials by recognizing the characteristics of low-involvement information processing. Market share and the number of brand-loyal customers are the two main metrics for consumer learning[4]–[6].

a) A s and expanding market share are supported by consumers who are loyal to the brand.

b) Companies with bigger market shares also tend to have more devoted customer bases.

Measures for Recognition and Memory

Consumers are subjected to recognition and recall tests to ascertain if they can recollect seeing an advertisement, how much they have read or viewed it, and how well they can recall its content, as well as their views toward the advertised product and brand and their intentions to make a purchase.

a) While memory tests use unassisted recollection, recognition tests rely on aided recall.

b) In recognition testing, the customer is given an advertisement and asked whether they can recall viewing it and any of its key messages.

c) In recall tests, the customer is questioned about whether they have read or seen a certain magazine or television program, and if so, if they can remember any advertisements or commercials they may have seen, the product featured, the brand, and any key details about the product.

Consumer Behavior

An attitude is a description of a person's generally constant opinions, emotions, and propensities toward something or someone. People's attitudes determine whether they will like or dislike something and whether they will go toward or away from it. Investigating consumer perceptions regarding their goods may help businesses. The first step in altering or strengthening attitudes and ideas is to comprehend them. It's really challenging to alter one's attitude. An individual's attitudes follow a pattern, and altering one of them may need making other challenging changes. Making things that are consistent with current views is simpler for a business to do than trying to influence people's attitudes about their products. Naturally, there are certain cases when the great expense of attempting to alter views may be worthwhile. We now understand the many unique traits and influences affecting customer behavior. A complex interaction of cultural, social, personal, and psychological elements leads to consumer choice. Many of these are beyond of our control as marketers, but they do aid in our understanding of customer emotions and behavior.

A person's attitude is characterized as a mental propensity to behave and is shown by their evaluation of a certain thing with either favor or dislike. The relevance of attitude in marketing may be justified by pointing out its diagnostic value, predictive value, and importance as readily accessible, reasonably priced information.
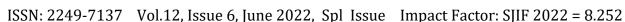
Models of Belief

We'll now examine the different attitudinal models. But before we examine these models, we must comprehend that our views often rely on the circumstances.Models that capture the fundamental aspects of attitudes have been developed by psychologists in an effort to better understand the connections between attitudes and behavior. The emphasis has been on defining the components of an attitude to better explain or forecast behavior to achieve this goal.

Model of Three Attitude Components

The tri-component attitude model states that there are three main parts to attitude: a cognitive part, an emotional part, and a conative part.

a. The cognitions, or knowledge and perceptions, of an individual make up the cognitive component. Long-term memories, beliefs, and pictures are typical ways in which this knowledge and the accompanying perceptions manifest themselves. The final ranking, and subsequently the decision, would be developed using a utility function that represents the weighted product of the features and criteria. The method utilized by people with a strong Thinking Cognitive Style is represented by this model.

b. The emotional component: The consumer's emotions or feelings make up the affective component of an attitude. Consumer researchers typically see these emotions or sentiments as essentially evaluative in character; that is, they represent an individual's direct or overall evaluation of the attitude-object and may be positive, negative, or mixed in nature depending on how we feel about the item. The decision maker will decide which product or service to purchase based on how each one makes them feel. Thus, the item with the most positive emotional reaction would be placed first. The decision maker's engagement with the item or service may be directly or indirectly responsible for the emotive reaction. The way the

product or service confirms or refutes the choice maker's self-concept is thought to have a significant influence on the decision maker's emotional reaction to the candidate. The method used by people with a strong Feeling Cognitive Style is represented by this model. The three job hopefuls would be ranked according to the how each one makes the decision maker feel. Thus, the applicant with the most favorable emotional reaction would be placed first. The interaction between the applicant and the decision maker may be directly or indirectly responsible for the emotive reaction. It is thought that the choice maker's emotional reaction to a candidate is strongly influenced by how the candidate confirms or denies the decision maker's sense of self.

c. The conative component: With relation to the attitude object, the conative component is concerned with the possibility or inclination of a certain action. Additionally, it might refer to an inclination or predisposition to behave a specific way toward something.

Attitude models with several attributes

Multi-attribute attitude models show consumers' attitudes toward an attitude "object" as a consequence of their perceptions and assessments of the critical characteristics or beliefs held with relation to the specific attitude "objects". The three most well-known models are the theory of reasoned action model, the attitude-toward-object model, and the attitude-toward-behavior model.

1) **Beliefs about the object model:** The attitude-toward object paradigm is ideal for gauging attitudes toward a particular brand or class of goods or services. According to this paradigm, a consumer's perception of a product or certain brands of a product depends on whether or not they have certain ideas or qualities about the product in question. In other words, consumers generally have positive attitudes toward brands they perceive to have an adequate level of positive attributes, and they generally have negative attitudes toward brands they perceive to have an excessive amount of negative or undesirable attributes.

2) **Attitude toward behavior model:** This model represents the person's perspective on the actual thing. The fundamental difference between the attitude-toward-object model and the attitude-toward-behavior model is that the latter seems to correlate considerably more closely to real behavior. Assuming that you like BMWs, we may claim that you are not ready to drive or purchase one because you think you are too young or elderly to do so.

3) **Theory of Reasoned Action Model:** This model is a thorough integration of attitude components into a framework intended to improve both explanations of conduct and behavior predictions. The theory-of-reasoned-action model comprises a cognitive component, an emotive component, and a conative component, similar to the basic tricomponent attitude model, although they are organized in a different form from the tricomponent model.

According to this paradigm, we also need to assess the subjective standards that have an impact on someone's intention to behave. A consumer's perception of what important individuals would think of the activity being considered specifically, whether they would see it positively or unfavorably can be used to test a subjective standard directly.

Theory of Attempting Consumption

The notion of attempting to consume was created to explain the many situations when the action or result is uncertain and instead represents the consumer's efforts to consume or make a purchase. In these situations, there are often human and/or environmental obstacles that might stop the intended action or consequence from happening. Again, the important thing to remember is that the result in these circumstances of attempting is not definite and cannot be presumed to be such. Here, the process of "trying" or seeking is more important than the result[7]–[9].

Viewpoint on the Ad Models

The main points of this model are as follows: 1) Normally, you are more inclined to buy the promoted brand if you enjoy the advertisement. 2) An advertisement has a higher effect on brand attitude and purchase intention for a new product/brand.

New items that are connected to a well-liked brand name are often purchased by consumers. Their positive perception of the brand name is typically the outcome of their consistent contentment with other goods made by the same business. According to the theory of classical conditioning, a well-known brand name is an unconditioned stimulus that has already been positively reinforced in the past, leading to a good brand attitude. The conditioned impulse would be a new item that hasn't been connected to the well-known brand. For instance, Johnson & Johnson may be betting that by associating its well-known and reputable family name with a new anti-wrinkle cream, consumers would continue to see the product favorably. They hope that consumers would generalize the brand name to the new product. According to research, there are two things that determine how well a parent brand, like J&J, and a brand extension, like J&J's anti-wrinkle, "fit" together: the similarity of the pre-existing product categories already connected to the parent brand and the new extension, and the "fit" or match between the images of the parent brand and the new extension. Sometimes attitudes develop after a thing is bought and used. For instance, if a brand-name product is the last one left (like the final bottle of shampoo at a hotel shop), a customer may buy it without having an opinion about it. Consumers sometimes buy new brands from product sectors they aren't as familiar with just to test them out. They are more inclined to have a positive opinion about the brand if they perceive it to be satisfying. Although it is impossible to foresee which attitudes will endure and which ones will alter in life, attitudes are shaped by early socialization experiences.

Influence Factors for Attitude Formation

Personal experience, the influence of family and friends, direct marketing, and mass media all have a significant impact on how consumers create their opinions. Consumers' first-hand experiences are what essentially shape their attitudes regarding products and services.

Character traits

We are aware that each person has a unique personality, which is extremely important in the development of attitude. Say, for instance, that you have a high desire for cognition, meaning that you like thinking and seek knowledge. Consequently, you are more likely to react favorably to advertisements or direct mail that is packed with product-related details. Your buddy Ravi, who has a lower cognitive requirement, on the other hand, is more likely to react favorably to advertisements that show a beautiful model or a well-known celebrity.

1. Influence and Attitude Modification

2. Strategies for Attitude Modification

For those of us in marketing, changing customer perceptions is a crucial strategic concern. Marketers will make an effort to ensure that their consumers continue to purchase their product with the current favorable attitude while the product or brand is the market leader. These businesses must also watch out for the tactics used by their rivals to modify the attitudes of their current, devoted clients. However, it is the company that isn't the market leader that seeks to use marketing techniques to win over the market leaders' consumers and influence their opinions. Among the techniques they may use to alter their attitudes are:

1. Changing the fundamental motivator of the customer

2. linking the item to a favored person, place, or thing

3. reconciling two opposing viewpoints

4. changing the Multi-attribute model's components, and
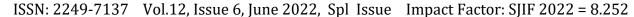
5. modifying customer perceptions of rival brands.

Let's now examine each of these tactics in more depth.

Changing The Fundamental Motivator

This tactic entails highlighting a new requirement to alter customer perceptions of a product or brand. The functional approach is one such technique for altering motivation. According to this method, attitudes may be divided into four categories, namely:

1. Its functional purpose

2. The ego's protective mechanism

3. Value-expression is the function

4. The capability of knowledge.

The utilitarian purpose: Because of a product's usefulness, a customer adopts a brand mindset. In other words, due of a product's usefulness, we create a positive attitude about it. In order to shift customer perceptions in favor of their goods or brand, marketers emphasize its utilitarian use, which they may not have previously recognized.Ego defense mechanism: Most people desire to maintain their self-esteem. They seek affirmation for their self-image from inner thoughts or uncertainties. Companies that provide personal care and cosmetics attempt to meet this demand and modify customers' attitudes about their brands or goods by reassuring them about their own sense of self.The expression of value: A. Consumers form attitudes depending on their overall values, way of life, and worldview. If the target audience has a favorable attitude about dressing in high fashion, they will also have a favorable opinion regarding being stylish.The knowledge function: It's in people's nature to want to know and comprehend the people and things with whom they come into touch. By emphasizing the advantages their product or brand has over other brands, marketers want to change customers' perceptions of their product or brand.

Linking The Item to A Favored Person, Place, Or Thing

Attitudes may sometimes become associated with certain social groupings, occasions, or reasons. Therefore, marketers might use techniques that help their goods or services become linked to certain occasions, social groupings, or causes.

Reconciling Two Opposing Viewpoints

Additionally, marketers attempt to profit on real or projected attitude conflicts. Customers may be persuaded to modify their opinion of the brand when businesses show them how their attitudes about a brand clash with another attitude.

Modifying the Multi-attribute Model's Components

In the last session, we covered a variety of multi-attribute models that have implications for tactics for attitude modification. To be more specific, these models provide us new knowledge on how to affect attitudinal change, including:

1. Changing how qualities are compared to one another

2. Adapting brand perceptions

3. adding a characteristic, and

4. Modifying the brand's overall rating

5. Changing how qualities are compared to one another

6. Consumer markets within the same product category might be divided based on the characteristics or ideologies that various brands provide.

7. Adapting brand perceptions

8. This calls for altering customer attitudes through altering opinions or impressions of the brand.

9. adding a quality

10. This entails either introducing a mentality that had previously been disregarded or one that reflects a development or technical advance.

Modifying the brand's overall rating

directly changing customers' opinions of the brand without making an effort to alter or transform their assessments of any one brand quality. This tactic is often used by making some kind of universal claim, such as "this is the best-selling brand."

Modifying Customer Perceptions of Rival Brands

The agent of attitude modification is often a peer group or highly regarded agent authority. The degree of attitude change is correlated with the authority of the message's source. Changing attitudes will mostly impact customer behavior in the long run. Thus, a marketer's ability to adopt effective techniques and foster a favorable perception of their goods in consumers'

thoughts depends on their grasp of customer attitudes about their product. Attitude Formation Can Come Before or After Behavior[10].

CONCLUSION

In conclusion, Insights into consumer engagement and decision-making processes may be gained through participation theory. Marketers may successfully modify their tactics, messaging, and services to engage customers, foster brand loyalty, and influence purchasing choices by understanding the degree of engagement. Marketers may develop effective marketing campaigns that connect with customers' unique interests, attitudes, and goals by taking the dimensions and underlying processes of engagement into consideration. Marketing professionals may divide their target market and create effective marketing plans for various customer categories by understanding the degree of engagement. Marketers may pinpoint highly engaged customer groups and create individualized marketing strategies that address their unique interests, needs, and values. Similar to high-involvement segments, low-involvement segments may profit from streamlined decision-making procedures, messaging that prioritizes simplicity, and promotions that highlight value or usability.

REFERENCES

[1]   L. Aureliano-Silva, X. Leung, and E. E. Spers, "The effect of online reviews on restaurant visit intentions: applying signaling and involvement theories," *J. Hosp. Tour. Technol.*, 2021, doi: 10.1108/JHTT-06-2020-0143.

[2]   J. Mou, W. Zhu, and M. Benyoucef, "Impact of product description and involvement on purchase intention in cross-border e-commerce," *Ind. Manag. Data Syst.*, 2020, doi: 10.1108/IMDS-05-2019-0280.

[3]   E. Beckman, F. Shu, and T. Pan, "The application of enduring involvement theory in the development of a success model for a craft beer and food festival," *Int. J. Event Festiv. Manag.*, 2020, doi: 10.1108/IJEFM-01-2020-0002.

[4]   K. Jiang *et al.*, "The discrepancy of parents' theories of intelligence and parental involvement," *Front. Psychol.*, 2019, doi: 10.3389/fpsyg.2019.01231.

[5]   W. Zhu, J. Mou, and M. Benyoucef, "Exploring purchase intention in cross-border E-commerce: A three stage model," *J. Retail. Consum. Serv.*, 2019, doi: 10.1016/j.jretconser.2019.07.004.

[6]   J. Mou, W. Zhu, and M. Benyoucef, "Predicting the effects of product description on purchase intentions in cross-border e-commerce: An integration of involvement theory and commitment-involvement theory," 2019.

[7]   J. F. Milem and J. B. Berger, "A Modified Model of College Student Persistence: Exploring the Relationship between Astin's Theory of Involvement and Tinto's Theory of Student Departure," *J. Coll. Stud. Dev.*, 1997.

[8]   S. Mwije and N. Holvoet, "Interventions for improving male involvement in maternal and child healthcare in Uganda: A realist synthesis," *African Journal of Reproductive Health*. 2021. doi: 10.29063/ajrh2021/v25i1.16.

[9]   K. Matušínská and M. Stoklasa, "Advertising Strategy According To The Concept Of The

Fcb Model In The Conditions Of The Various Generations," *E a M Ekon. a Manag.*, 2021, doi: 10.15240/tul/001/2021-4-012.

[10]   L. C. Farrell, D. Jorgenson, J. Fudge, and A. Pritchard, "College Connectedness: The Student Perspective," *J. Scholarsh. Teach. Learn.*, 2018, doi: 10.14434/josotl.v18i1.22371.

A BRIEF DISCUSSION ON COGNITIVE DISSONANCE THEORY

Dr. Vinay Muddu*

*Professor,
Masters In Business Administration,
Presidency University, Bangalore, INDIA
Email Id-muddu.vinay@presidencyuniversity.in

ABSTRACT:

Cognitive dissonance theory is a fundamental concept in consumer behavior that examines the psychological discomfort experienced when individuals hold inconsistent beliefs, attitudes, or behaviors. This abstract provides an overview of cognitive dissonance theory, exploring its significance, underlying processes, and the implications for marketers seeking to understand and address consumer dissonance.Cognitive dissonance refers to the state of psychological tension that arises when individuals encounter conflicting cognitions or information that challenges their existing beliefs or attitudes. This discomfort motivates individuals to reduce the inconsistency and restore cognitive harmony. Cognitive dissonance theory suggests that individuals strive to achieve consonance by either changing their beliefs or attitudes, seeking additional information, or rationalizing their choices to align with their existing beliefs.

KEYWORDS: *Attitude Change, Cognitive Dissonance, Consistency, Decision-Making, Discomfort, Festinger, Inconsistency.*

INTRODUCTION

The cognitive dissonance hypothesis states that when a customer has conflicting ideas regarding a belief or attitude object, discomfort or dissonance results.After the purchase, there is post-purchase dissonance.The customer is dissatisfied with the purchase, therefore they change their views to reflect their actions. Dissonance after a purchase is extremely common. A common result of an activity or conduct is a change in attitude. Consumers are compelled by dissonance to lessen the negative emotions that the competing ideas cause.

Consumers might use reduction strategies to lessen discord

by defending the choice as being sane. by looking for commercials that reinforce the primary justification for selecting the product. by making an effort to "sell" friends on the advantages of the brand. by seeking confirmation from well-known, happy owners. By targeting targeted communications at reiterating customer choices, marketers may eliminate post-purchase ambiguity. Beyond these strategies for decreasing dissonance, marketers are increasingly creating affinity or connection programs intended to reward loyal and satisfied consumers[1]–[3].

Assignability Theory

What is said about attitude by the theory of attribution? The goal of attribution theory is to explain how individuals attribute cause to events based on their own or other people's conduct.

Theory of Self-Perception

Self-perception theory focuses on people's deductions or assessments of what causes their own behavior. Self-perception theory contends that attitudes change when people analyze and evaluate their own conduct in relation to their own behavior as a consumer. Both internal and external attributions have a role in how customers see and assess their own behavior. These conclusions may be broken down into defensive, external, and internal attributions. Giving oneself credit for the results your talent, your skill, or your effort is known as internal attribution.

External attribution: The acquisition was successful as a result of chance or other uncontrollable circumstances.Consumers often give themselves the credit for accomplishments while attributing failure to others or uncontrollable circumstances.Because of this, it's imperative that marketers provide consistently high-quality goods so that customers may believe they are responsible for the success, i.e., "I am competent."

DISCUSSION

Attributions Toward Others

The attribution toward others idea is pertinent whenever you question "Why?" about a claim or action made by another person or group of people, such as a friend, family member, salesman, direct marketer, or shipping firm.

Assigning Qualities to Things

Consumers are most inclined to assign product attributes to items when evaluating product performance. They are particularly interested in learning why a product satisfies or fails to meet their expectations. They may have credited the product, themselves, other persons or circumstances, or a mix of these things for the product's effective performance in this aspect.

How We Examine Our Attributes

By behaving like "naive scientists," or by gathering more data in an effort to corroborate earlier assumptions, we as individuals come to believe certain findings. We often utilize the following techniques to get this data:

Motivational factors

We must now move on to the motive because we have detailed knowledge of requirements and goals. But first, we shall comprehend the many definitions of the three interconnected words motivations, motivating, and motivation before delving further into them.

Motives: Motives give human conduct direction. We may define a motivation as an internal condition that energises, activates, or propels behavior toward the desired outcome.An action that a person does in to channel their high motivations in a satisfying direction is referred to as motivating. Motivating: The internal drive that propels people to take action may be characterized as motivating. For instance, at the most fundamental level, our bodies have needs that translate into drives whose aim is to be met.

Motivation: Positive or Negative

Positive or negative motivation is possible. When a person feels a driving force toward a thing, someone, or a circumstance, it is a good motivation. Also known as human motivation, this is.

Negative motivation, on the other hand, is a force that compels a person to walk away from someone or something.

Client Motivation

In essence, the study of consumer motivation seeks to answer the question, "Why do people shop?" Really, the truth is that there are many different reasons why people shop, making generalizations exceedingly challenging. On some level, buying food might be considered as taking care of a fundamental survival necessity. The issue with that is that the majority of us buy considerably more food than we truly need for basic survival, and many of the things we buy at the grocery store are "luxuries."

Personal Reasons

1. Some shopping activities are connected to a specific function in society via role playing.

2. Shopping may be a diversion or a way to get away from the daily grind.

3. **Self-gratification:** Shopping may be used as "retail therapy" to lift one's spirits or treat depression, for example.

4. Shopping is a great way to keep up with the latest trends and outfits.

5. **Physical activity:** For some individuals, going for a walk around the mall serves as their primary source of physical activity.

6. **Sensory Stimulation:** Shoppers often mention that they love touching goods, listening to background music, smelling perfume shops, etc., and that this is why they visit stores or malls.

7. Social Reasons

8. **Social Interaction:** People take pleasure in having conversations with friends, complete strangers, salespeople, etc.

9. **Peer Affiliation:** Some stores let consumers mingle with important reference groups, such as those who share their interests or fall within a social category to which they aspire.

10. **Status & Authority:** When interacting with sales employees, for example, shopping might be perceived as a method to demand respect and attention.

Pleasure of Bargaining - Some consumers like "bargaining," which they use to get things at a lower price or to boast about their ability to make "smart" choices. None of the aforementioned categories are exclusive of one another. A shopping mall is frequented by 70% of the population at least once a week, and they may do so for a number of reasons at once. Shopping is undoubtedly much more than just visiting to a shop to buy something one needs or desires; in fact, many individuals visit the mall with no intention of making any purchases at all!

Client Moods

Positive or negative emotions may be induced by marketing stimuli:

1. environment of the retail or service establishment

2. Salesperson's behavior

3. Features of the product's senses

4. Advertising's voice and style

5. Content of a salesperson's or advertiser's message

6. Hedonistic Indulgence

Hedonistic consumption is when goods or services are used for pleasure alone rather than to address a physical issue. It produces pleasure by stimulating the senses:

1. sensory enjoyment from taking a bubble bath

2. aesthetic satisfaction from a unique piece of art

3. emotional reaction to a terrifying film

4. Fun and pleasure from participating in sports.

How engaged are the majority of potential customers in the target market category with the product? When used in this context, the word "involvement" is employed more precisely than it is in normal speech to describe how seriously and personally relevant individuals take the product. As discussed in class, a person is more likely to participate in all phases of the PDP and spend time and effort making a decision if they are more invested in a product. On the other hand, the less interested they are, the less probable it is that they will seek and weigh their options. This has important ramifications. If consumers just spend a little bit of information seeking, and your rivals don't, you will have an edge if you provide them the information they need and make it accessible to them in the right manner. Offering incentives to salespeople at retail establishments to disclose information about your brand, for instance, may be particularly advantageous if that information will mostly be used to choose whether to buy. Alternately, one may attempt to affect how involved consumers are with a product. For instance, the association made between toothpaste and "cavity prevention" via advertising and dental professionals' recommendations is an effort to raise the value that individuals have on using toothpaste[1]–[3].

Personality

The Latin word "persona," which meaning "mask," is where the term "personality" originates. It is possible to think of the study of personality as the study of the "masks" that individuals put on. These are the identities that individuals adopt, which also include the interior facets of psychological experience that we refer to as the "self."

Characteristics of Personality

Three unique traits play a key role in our research of personality:

a) Individual differences are reflected in personality.

b) Personality is steadfast and consistent.

c) Personalities are malleable.

Personality Shows Individual Variations

1. No two people are precisely identical; a person's personality is a unique blend of characteristics.

2. The idea of personality is helpful since it allows us to divide customers into distinct groups based on a single attribute or a combination of qualities.

Consistent and enduring personality

1. Marketers identify the personality features that impact certain customer reactions and make an effort to appeal to those attributes in their target market of consumers.

2. Despite the fact that a person's personality may be stable, environmental, psychological, and sociocultural influences on behavior can result in significant variations in consuming behavior.

Personality is Variable

1. Significant life events like the birth of a child, the loss of a loved one, a divorce, or a significant shift in one's work may have an impact on one's personality.

2. Another aspect of a person's natural developing process is personality change.

a. Stereotypes about personality might evolve over time.

b. For instance, it is predicted that personality differences between men and women are convergent.

Perspectives on personalities

The many methods or viewpoints on personality are as follows:

1. Biological Psychoanalytic Dispositional Learning

2. Cognitive humanistic theories of personality

In this lesson, we need to explore three main theories of personality. As follows:

1. The Freudian theory.

2. The personality theory of Neo-Freud.

Psychiatric theory

Modern psychology is built on the psychoanalytic theory of personality developed by Sigmund Freud. This theory was founded on the idea that the core of human motivation and personality are unconscious wants or drives, particularly biological and sexual impulses.The Id is the "warehouse" of primal and irrational urges, including those for sex, hunger, and thirst, for which a person looks for instant gratification without considering the precise ways of doing so. The internal manifestation of society's moral and ethical standards of behavior is called the superego[4]–[6].

a) The superego's responsibility is to ensure that requirements are met in a way that is acceptable to society.

b) The superego acts as a "brake" that curbs or slows the id's impulsive urges.

The ego, or conscious control of the person, serves as an internal monitor that tries to strike a balance between the superego's sociocultural restraints and the id's impulsive demands. According to Freud, a person's personality develops as they go through a variety of different

phases of infancy and childhood. The oral, anal, phallic, latent, and genital phases of newborn and childhood development are these different stages. How successfully an adult handles the crises encountered while moving through each of these phases defines their personality.As was already noted, Freud came to believe that personality consists of the id, ego, and superego, which interact to create all of our complicated actions. As you can see, the conscious, subconscious, and unconscious portions of the mind all include the Ego and Superego in some way. To have a decent supply of psychic energy accessible and to have adequate mental health, all three components must be in harmony.

Theory of Freud and the personality of a product

People who emphasize Freud's ideas recognize that most human urges are unconscious and that most customers are ignorant of the real motivations behind their purchases. By examining consumer purchases and/or consuming circumstances as an extension of the customer's personality, these academics concentrate on consumer behavior.
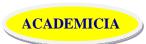
Neo-Freudian Theory of Personality

His claim that personality is largely instinctive and sexual in character was rejected by a number of Freud's peers. They suggested that the formation of social bonds is crucial for personality development. Alfred Adler placed emphasis on the individual's attempts to overcome inferiority complexes and saw human beings as wanting to achieve a variety of reasonable objectives, which he termed style of life. Harry Stack Sullivan emphasized that individuals constantly try to build meaningful connections with others while emphasizing attempts to ease tensions.

Karen Horney concentrated on the effects of parent-child connections, particularly the desire of the person to overcome anxious sensations. Three personality types—compliant, assertive, and detached—were her suggestions. People that are compliant tend to approach people because they want to be liked, desired, and valued. People that are aggressive go against others because they want to succeed and achieve respect. People who are detached from others do so because they want to be independent, self-sufficient, and unbound. Based on the above, a personality test has been created and put to the test. It indicates a number of shaky connections between scores and patterns of product and brand consumption. Many marketers have probably instinctively employed some of these neo-Freudian beliefs.

Theory of Traits

1. The previous qualitative assessments that were characteristic of Freudian and neo-Freudian thought represent a substantial shift from trait theory. It is largely quantitative or empirical and focuses on measuring personality in terms of certain psychological features. Any distinct, generally permanent way that one person varies from another is referred to be a characteristic. More and more, unique single-trait personality assessments are being created for use in research on consumer behavior. Measured characteristics include:

2. Innovativeness of the consumer refers to a person's openness to novel experiences.

3. customer materialism is a term used to describe how attached a customer is to their "worldly possessions."

4. customer ethnocentrism is the propensity of the customer to accept or reject goods created elsewhere.

5. Researchers have come to realize that customers' personalities are more likely to influence their decision-making processes and their propensity to buy or consume goods from a wide product category as opposed to a single brand.

Diversity in Consumer Personality

Because this information helps businesses better understand customers and segment and target those consumers who are most likely to react favorably to their product or service offerings, marketers are interested in knowing how personality impacts consumption behavior[7]–[9].

Consumer Ingenuity and Related Personality Features

Marketers need to understand all they can about consumer innovators, or those who are inclined to test new goods. These pioneers often play a key role in the success of innovative goods. The ability to distinguish between consumer innovators and non-innovators has been shown through personality features. To be addressed are the following personality traits: consumer innovation.

1. Dogmatism.

2. social behavior.

3. Need for originality.

4. optimal degree of stimulation.

5. craving novelty and variety.

CONCLUSION

In conclusion, the dynamics of inconsistency and how it affects customer behavior are clarified by the cognitive dissonance hypothesis. Marketers that are cognizant of cognitive dissonance are better able to address and reduce customer discomfort via smart product positioning, support, and communication. Marketers may improve customer happiness, develop brand loyalty, and provide satisfying post-purchase experiences by matching their marketing initiatives with customers' cognitive processes and offering comfort. Marketing professionals must comprehend the cognitive dissonance's underlying mechanisms. Individuals' levels of cognitive dissonance vary depending on the significance of the choice, their level of commitment, the perceived repercussions, and the availability of other alternatives. When developing marketing strategies and communications, marketers should keep these things in mind in order to successfully address and reduce cognitive dissonance.

REFERENCES

[1] D. C. Vaidis and A. Bran, "Respectable challenges to respectable theory: Cognitive dissonance theory requires conceptualization clarification and operational tools," *Front. Psychol.*, 2019, doi: 10.3389/fpsyg.2019.01189.

[2] A. H. Yahya and V. Sukmayadi, "A Review of Cognitive Dissonance Theory and Its Relevance to Current Social Issues," *Mimb. J. Sos. dan Pembang.*, 2020, doi: 10.29313/mimbar.v36i2.6652.

[3] E. Harmon-Jones, "Clarifying concepts in cognitive dissonance theory," *Anim. Sentience*, 2017, doi: 10.51291/2377-7478.1199.

[4]   E. Harmon-Jones and J. Mills, "An introduction to cognitive dissonance theory and an overview of current perspectives on the theory.," in *Cognitive dissonance: Reexamining a pivotal theory in psychology (2nd ed.).*, 2019. doi: 10.1037/0000135-001.

[5]   A. S. Hinojosa, W. L. Gardner, H. J. Walker, C. Cogliser, and D. Gullifor, "A Review of Cognitive Dissonance Theory in Management Research: Opportunities for Further Development," *J. Manage.*, 2017, doi: 10.1177/0149206316668236.

[6]   A. G. Greenwald and D. L. Ronis, "Twenty years of cognitive dissonance: Case study of the evolution of a theory," *Psychol. Rev.*, 1978, doi: 10.1037/0033-295X.85.1.53.

[7]   S. Oshikawa, "Can Cognitive Dissonance Theory Explain Consumer Behavior?," *J. Mark.*, 1969, doi: 10.2307/1248672.

[8]   J. A. Kah and S. H. Lee, "A new approach to travel information sources and travel behaviour based on cognitive dissonance theory," *Curr. Issues Tour.*, 2016, doi: 10.1080/13683500.2015.1043246.

[9]   M. H. Pahi, U. Ahmed, A. Z. Sheikh, S. A. Dakhan, F. M. Khuwaja, and T. Ramayah, "Leadership and Commitment to Service Quality in Pakistani Hospitals: The Contingent Role of Role Clarity," *SAGE Open*, 2020, doi: 10.1177/2158244020963642.

A BRIEF STUDY ON VISUALIZERS VERSUS VERBALIZERS

Dr. Jayakrishna Herur*

*Associate Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-jayakrishna.udupa@presidencyuniversity.in

ABSTRACT:

Visualizers and verbalizers represent two distinct cognitive styles that individuals employ to process and interpret information. This abstract provides an overview of visualizers versus verbalizers, examining their characteristics, underlying mechanisms, and the implications for communication and marketing strategies.Visualizers are individuals who primarily rely on visual imagery, spatial relationships, and non-verbal cues to perceive and understand information. They excel in visual-spatial tasks, have a strong ability to visualize objects, and often think in images. Verbalizers, on the other hand, prefer verbal and linguistic cues, relying on words, logic, and verbal expression to process and communicate information. They are skilled in language-based tasks, have a strong command of words, and tend to think in words or concepts.

KEYWORDS: *Cognitive Styles, Communication Preferences, Information Processing, Learning Styles, Perception, Problem-Solving.*

INTRODUCTION

Dogmatism is a personality characteristic that assesses how rigidly a person reacts to new knowledge and to information that conflicts with their preconceived notions. Customers who lack dogmatism are more inclined to choose novel items over tried-and-true ones. Dogmatic consumers are more receptive to authority-based advertisements for new goods.

Social Behavior

A personality feature known as social character spans a spectrum from being internally focused to being externally focused. Inner-directed customers are innovators because they often use their own "inner" standards or ideals to judge new goods. They also like advertisements that emphasize the advantages of the product for the consumer. Consumers that are other-directed often seek guidance from others and are not innovators. They like advertisements that highlight a social setting and social approval[1]–[3].

Optimal Level of Stimulation

While some individuals appear to favor an atmosphere packed with brand-new, intricate, and uncommon experiences, others seem to prefer a simple, uncluttered, quiet life. When stimulation levels are at their highest, people are more inclined to experiment, try new things, be creative, look for information about potential purchases, and adopt new shop spaces. The degree of stimulation a person desires is directly related to how well their OSL matches their real surroundings. They often feel content if the two are comparable. Conversely, if they are understimulated they are bored.

Variety-Seeking and Novelist

OSL and this are comparable. The two main categories are novelty or variety seekers. number seeking seems to come in a number of forms, including experimental purchasing, vicarious investigation, and creative application.

Use innovation, the third kind of variety or novelty seeking, is especially pertinent to technology advancements. Customers who score well on variety seeking may also be drawn to products that advertise unique or many uses or applications. Up to a degree, marketers may profit from thinking about how to provide customers who want greater product diversity more alternatives. In the end, marketers need to strike the right balance between giving customers too few and too many options. According to the study stream here, consumer innovators have a different personality orientation from non-innovators.

Factors of Cognitive Personality

Researchers in the market are interested in how cognitive personality affects customer behavior. awareness some facets of consumer behavior has benefited by an awareness of two cognitive personality qualities. They are: a) Cognition need; b) Visualizers vs Verbalizers.

Cognitive Need

This is a measure of how much someone enjoys or craves thinking. High NC consumers are more likely to respond to the portion of an advertising that is filled with product-related details or descriptions. Additionally, cold hues make them more receptive. Consumers with low NC are more likely to be drawn to background or ancillary elements of an advertisement. They devote more time to print material and are far better at remembering brands. Need for cognition seems to be involved in how people utilize the Internet.

DISCUSSION

Consumers that appreciate visual information and goods that emphasize the visual are known as visualizers. Consumers that prefer written or spoken information and goods that emphasize the verbal are known as verbalizers. This difference enables marketers to decide whether to emphasize textual or visual aspects in their advertisements. Consumerism and compulsive consumption follow each other

Commercial Materialism

People who believe their belongings are crucial to their identity are said to be materialistic. They want lives full of stuff, are self-centered and egotistical, value obtaining and flaunting possessions, and believe that having more possessions would make them happier.

Fixed Consumption Patterns

Fixation on consuming or having something falls somewhere between materialism and compulsiveness. Similar to materialism, obsessive consuming behavior falls under the category of acceptable and common conduct. The traits of fixated shoppers include: 1. a strong fascination with a certain item or product category. 2. a propensity to go to great efforts to get more instances of the target item or product category. 3. the spending of a significant quantity of free

time and money in order to find the thing or thing. Many collectors or enthusiasts fit the description of the obsessed consumer in this profile[4]–[6].

Obsessive Consumption Patterns

Consuming excessively is a kind of aberrant conduct. Compulsive consumers are addicted, in some ways out of control, and their behavior may have negative effects on both them and others around them.

Brand Character

Consumers seem to have a tendency to attribute distinct brands across a broad range of product categories with various descriptor "personality-like" features or characteristics—the building blocks of brand personalities. The personality of a brand may either be symbolic or utilitarian.

Personification of a brand

It appears that customers may communicate their inner thoughts about goods or brands in terms of identification with a well-known personality, and brand personification recasts consumers' impression of a product or service's features into the shape of a "humanlike character." Important marketing duties include figuring out the consumer's present brand-personality connection or developing one for new items. There are fifteen aspects of personality that emerge from the five defining elements of a brand's identity.

Character and Color

Additionally, customers often relate certain hues to aspects of personality. In certain instances, numerous goods, even brands, relate certain hues to certain personalities. Blue seems to especially appeal to male shoppers. Many fast-food restaurants employ mixes of vibrant hues, such red, yellow, and blue, for their roadside signage and interior décor. Red is often linked with "novelty," while black commonly connotes "sophistication." These hues have come to be linked with quick service and cheap cuisine. In contrast, to emphasize their exquisite meals and slow service, fine dining establishments often choose sophisticated hues like gray, white, tan tints, or other soft, subdued hues. The preferences of consumers for different hues might vary across nations.

Self-image and the Self

Self-images, or "perceptions of self," are extremely closely related to personality in that people often purchase goods and services from businesses with "personalities" or images that closely resemble their own self-images. Consumer behavior researchers study ideas like one or more selves, self-image, and the idea of the extended self.

The Composition of Self-Image

Each person has a distinct sense of who they are as a result of their upbringing and life experiences. For consumers, products and brands have symbolic significance because they are compared to their own personal images or portraits of themselves. things appear to fit one or more people's self-images, while other things look completely foreign. The following four components of one's self-image are:

1. How customers really view themselves.

2. Consumers' idealized self-perception of themselves.

3. How customers see themselves in society.

4. Ideal social self-image: how consumers want to be seen by others.

5. Expected self-image: The way in which customers see themselves at a certain future period. A person's "ought-to" self is a set of features or qualities that they feel they should have. Different self-images may be chosen by customers to influence behavior in various settings. For marketers, the idea of self-image has strategic ramifications. Marketers may divide their target audiences based on the relevant consumer self-images, and they can then position their goods or physical locations as representations of those self-images.

The Increasing Self

It is possible to discern how consumers' goods "confirm" or "extend" their self-images. According to what was just said, valuable items might be linked to a lot of human feeling. Possessions may enhance a person's self in a variety of ways, including by enabling them to do tasks that would be very difficult or impossible without them. Making people feel "bigger" or better, symbolically. by bestowing rank or prestige. By giving youthful family members the impression of immortality and by leaving them with priceless belongings. by giving them magical abilities.

Personality Traits, Values, and Lifestyles

The market is divided into segments based on socioeconomic status, way of life, and personality traits via psychographic segmentation. It is predicated on the idea that a person's choices of brands and goods would represent their own preferences and way of life. Examples of psychographic elements that are used to market segmentation include the following:

Social class, which divides the population into categories according to a socioeconomic scale, is the one variable that is most often employed in study. People are categorized based on their values, beliefs, views, and interests by their lifestyle. There is no one, defined approach for segmenting lifestyles; rather, market research companies and advertising agencies are continuously creating new categories to better assist target potential buyers of their customers' goods.

Personality refers to an individual's natural qualities that set them apart from others. It depicts how others surrounding a person see him in general. Higher status is implied by higher positions. It is possible to claim that social class is more of a continuum, or a variety of social positions, on which any member of society might be positioned. Social scientists, however, have classified this continuum into a limited number of distinct types. As a result, we choose the social class category as our framework. We divide society into classes, and each class has either factors indicating

1. Authority

2. Income

3. Occupation

4. Education

Buying Patterns and Applications

Today's consumers have a lot more options than they had 10 or even twenty years ago. As in the past, a company's ability to develop rests greatly on its ability to attract repeat consumers who are happy with the goods or services they have received. However, businesses must first get customers into their storefronts. Businesses sell their products to get customers into their stores. You will discover that Consumer is the key concept throughout the book. He controls market. Early on in the course, it is essential to cover strategic market planning and marketing. An organization's activities are directed by a strategic market strategy, which also helps the organization better comprehend the facets of marketing research, customer analysis, and product, distribution, promotion, and pricing planning.

1. By comprehending challenges like these, businesses and organizations may enhance their marketing methods.

2. the psychology of customers, including how people reason, feel, think, and choose amongst various options;

3. consumer psychology and how it relates to how people are affected by their surroundings;

4. the actions people do when they purchase or make other marketing-related choices;

5. How consumer knowledge or information processing limits affect choices and marketing results;

6. How consumer decision-making processes and motivations vary depending on the significance or interest that a product has for the customer;

7. How businesses may modify and enhance their advertising initiatives and marketing plans to better connect with consumers.

By taking the customer into account and understanding these concerns, we may modify our approach. We learn, for instance, that commercials often need to be repeated frequently in order to be successful since many messages compete for the attention of our prospective clients. We also discover that although customers sometimes respond well to logical arguments, they also respond favorably to emotional or symbolic appeals. Understanding the customer will help us choose the best plan since we will be more well-informed.

Consumer behavior has four key applications:

For marketing strategy, or creating stronger marketing efforts, is the most evident. For instance, we may learn to plan snack commercials for the late afternoon since we know that customers are more sensitive to food advertising when they are hungry. We learn that companies that introduce new products must be well financed in order to stay afloat until their products become commercial successes and that it is important to please initial customers as they will in turn influence the brand choices of many subsequent customers by spreading new products later, and then only gradually, to the rest of the population.

Public policy is a further use. Acutance, an almost miraculous treatment for acne, was launched in the 1980s. Unfortunately, using Accutance while pregnant led to serious birth abnormalities. The Federal Drug Administration took the action of mandating that very graphic images of

malformed newborns be put on the pharmaceutical containers in order to draw customers' attention. The definition of a market is "An aggregate of people who, as individuals or organizations, have needs for products in a product class and who have the ability, willingness, and authority to purchase such products."

Various Market Types

1. Consumers do not intend to make a profit; rather, they intend to benefit or consume.

2. Business or Organizational For:

1. Resale

2. Direct application to manufacturing or routine everyday activities.

3. Market division

A marketer would first segment the market, then target one segment or a number of segments, and lastly position inside the segment's to deliver a product or service to the proper client.

In essence, segmentation is the identification of groups of consumers within a market that have comparable demands and purchase patterns. There are billions of consumers in the globe, each with their own requirements and habits. In order to match groups of buyers with the similar demands and purchasing habits, segmentation is used. A "segment" is what we call such a collection.

The conditions for effective segmentation are:

1. Internal homogeneity of the section

2. between-segment heterogeneity

3. Segments may be measured and recognized.

4. The segments may be accessed and used.

Segment has enough size to be a professional. The laptop market may be divided into segments for students, business executives, and IT professionals on both the front end and back end.

These are the requirements for segmentation:

1. Segments must be profitable enough to warrant creating and sustaining a Marketing Mix.

2. For the product, the consumer must have a variety of requirements.

3. Consumer requirements must be uniform across segments.

4. A marketing mix must enable a company to target a certain group.

Have you ever seen kids make decisions for the family or for themselves? How do you suppose they determine their goals? How can advertisers approach kids? They do play a significant role in our market today, yes. They assist parents make selections about expensive goods and services like TVs, clubs and hotels, cars, shoes, and other items in addition to choosing what to wear.

To reach them, marketers use a variety of strategies. Among the media outlets they prioritize are:

1. Animated Network

2. Disney cartoon

3. POGO

4. Nickelodeon

5. food boxes

6. Kids' Sports Illustrated

Take a look at how the media has evolved lately as a result of shifting demographics, etc., and the necessity for marketers to connect with these audiences. Because they are largely funded by marketers, or at least significantly subsidized, the media must react.

Marketing Segmentation Foundations

1. Geographical factors: segmenting the market into zones or regions

2. region or nation of the globe

3. nation's size

4. Climate

Eg. MTR Cold or any of its products price their goods according to area. 15 grams per 100 grams within Karnataka AND 18 grams per 100 grams outside Karnataka

'Population characteristics' is referred to as 'demographic variables' in shorthand. Race, age, income, mobility, educational level, property ownership, work position, and even geography are all considered demographic factors. In addition to trends over time, distributions of values within a demographic variable and across households are also interesting. Economic and marketing research typically uses demographics.

1. Age

2. Gender

3. Sexual preference

4. Size of family

5. Family dynamic

6. Income

7. Occupation

8. Education

Socioeconomic status is the social science that studies the social and economic effects of any good or service offered, market intervention, or other event on an economy as a whole, as well as on the businesses, organizations, and factors that influence how an intervention is likely to change a society. Generally speaking, these factors may include, for example:

1. Current economic circumstances

2. Ethnicity or race

3. The degree of economic development and the size of social differences

4. Political stability and the judiciary's connection with the executive

5. Levels of literacy, education, and technological familiarity

6. Maturity and market openness

7. Inclination for entrepreneurship

8. Strength of tradition as it relates to attitudes and actions

9. Religion

Nationality/race

For instance, Spice Telecom offers a unique plan for the "Youth segment" called Spice Youth, which includes features like 100 free SMS and balance-free recharging.Any characteristics pertaining to personality, values, attitudes, interests, or lifestyles are referred to as psychographic variables. Additionally known as IAO variables. They may be compared with behavioral and demographic characteristics. A psychographic profile is created when an examination of a person's or group's psychographic characteristics is fairly thorough. Advertising and market segmentation employ psychographic profiles. It only applies to one type, not two, like geodemographic, which would connect to, for instance, the geographic distribution of various age groups across India.

Making-Decisions Unit

Depth segmentation is the process of combining a variety of characteristics to provide a thorough knowledge of a segment. A buyer profile is what is created when sufficient data is collected to clearly depict the typical member of a sector. A demographic profile is one in which the variables are only of a demographic nature. Cluster analysis is a statistical method often used in profile determination[7], [8].Variables used for segmentation should be connected to customer wants, uses, or behavior toward the product. Eg. Age is not a factor; religion.Measureable segmentation variables are required. There is no ideal strategy to divide the markets. Choosing the wrong variable reduces the likelihood of success.

CONCLUSION

In conclusion, the cognitive styles of visualizers and verbalizers are diverse, with their preferences for information processing and interpretation. Marketers may develop persuasive communication and marketing strategies that connect with their target audience by recognizing and adapting to various cognitive patterns. Marketers may engage both visualizers and verbalizers by deliberately combining visual and verbal components, optimizing the impact of their communications and improving customer experiences. Understanding the cognitive preferences of visualizers and verbalizers is especially crucial in the digital era. Because visualizers may be engaged by visually attractive websites, social media photos, and interactive multimedia material, online platforms have chances to cater to both inclinations. Verbalizers may be targeted with compelling written content, educational blog entries, and well-written product descriptions. User engagement, conversion rates, and general customer happiness may all be raised by creating content that is tailored to certain cognitive types.

REFERENCES

[1]   M. Koć-Januchta, T. Höffler, G. B. Thoma, H. Prechtl, and D. Leutner, "Visualizers

versus verbalizers: Effects of cognitive style on learning with texts and pictures – An eye-tracking study," *Comput. Human Behav.*, 2017, doi: 10.1016/j.chb.2016.11.028.

[2]   L. A. D. Fallata and R. Al-Sulaim, "Visualizers versus Verbalizers," 2017. doi: 10.18848/1832-3669/cgp/v13i02/15-24.

[3]   A. Bocchi, M. Giancola, L. Piccardi, M. Palmiero, R. Nori, and S. D'Amico, "How would you describe a familiar route or put in order the landmarks along it? It depends on your cognitive style!," *Exp. Brain Res.*, 2018, doi: 10.1007/s00221-018-5367-3.

[4]   M. Kozhevnikov, S. Kosslyn, and J. Shephard, "Spatial versus object visualizers: A new characterization of visual cognitive style," *Mem. Cogn.*, 2005, doi: 10.3758/BF03195337.

[5]   J. J. Sparkes, "Learning-centred teaching," *Eur. J. Eng. Educ.*, 1999, doi: 10.1080/03043799908923553.

[6]   L. Da Silva Alencastro, L. F. Piccoli, and W. B. Gomes, "Habilidades verbais e recursos imagéticos na coerência narrativa de eventos autobiográficos," *Paideia*, 2011, doi: 10.1590/S0103-863X2011000300002.

[7]   M. J. Heher, "Counselor trainee perceived supervisory effectiveness: An investigation of counselor trainee cognitive style and supervisor supervisory style," 2009.

[8]   L. Da Silva Alencastro, L. F. Piccoli, and W. B. Gomes, "Verbal skills and imagistic resources in the narrative coherence of autobiographical events," *Paideia*, 2011, doi: 10.1590/S0103-863X2011000300002.

DEVELOPING A TARGET MARKET STRATEGY

Dr. Lakshmi Prasanna Pagadala*

*Associate Professor
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-lakshmi.prasanna@presidencyuniversity.in

ABSTRACT:

Developing a target market strategy is a crucial step for businesses seeking to effectively reach and engage their desired audience. This abstract provides an overview of the process of developing a target market strategy, exploring its significance, key considerations, and best practices for successful implementation.A target market strategy involves identifying and understanding the specific group of consumers or businesses that a company aims to serve. By focusing resources and efforts on a well-defined target market, businesses can tailor their marketing messages, products, and services to meet the unique needs and preferences of their intended audience.

KEYWORDS: *Consumer Analysis, Customer Segmentation, Demographics, Market Research, Marketing Strategy, Positioning.*

INTRODUCTION

A product requires the greatest marketing tactics in order to be successful. A target market has to be created when a solid strategic plan has been created. There are three stages to creating a target market strategy:

1. Examining shopper desire

2. Market targeting

3. Creating the marketing plan

Choosing Target Markets via Demand Analysis

Demand is the amount of an item that customers are both willing and able to acquire at the specified price. For instance, if the price of potatoes is $3 per kg, a customer could be prepared to buy 2 kg of them. However, if the price is $5.00 per kg, the same client could only be ready to buy 1 kg. A demand schedule that displays the amount desired at each price may be created. Plotting the amount required at each price results in a line or curve that may be used to show it on a graph. A demand equation may also be used to mathematically explain it. The price of the product, one's degree of income, one's preferences, the cost of comparable goods, and the cost of supplementary goods will generally be the primary factors of the amount one is willing to buy[1]–[3].

Sometimes, the ability to purchase is used to describe demand as just an alternative kind of supply.As marketers, we must group customers with comparable requirements. We must recognize trends in demand. Asking and evaluating the following questions might help you

determine demand.Are there clusters or do all prospective clients have comparable requirements and desires? What are the patterns of demand?Typically, a marketer may recognize three types of demand patterns:

DISCUSSION

Targeting the Market

As marketers, we may determine how to target customers after examining the demand trend. This would include three methods a marketer may use to target its audience.

Undifferentiated Approach: This strategy does not distinguish the market based on any factor. In this instance, a Single Marketing Mix is presented for the whole market that has been selected. Every customer has identical requirements for a certain kind of goods. Try to make demand more uniform if the market is homogeneous or if demand is so dispersed that it is not beneficial to discriminate. Eg. Nirma Detergent Soap is a one-soap solution for any stain, fabric, or person[4]–[6].

One marketing mix includes the following:

1. Pricing technique
2. Campaign for promotion that is open to everyone
3. Product class with minimal to no variance

One Market-Wide Distribution System

All of the marketing mix's components were created with all customers in mind, therefore they do not vary depending on the consumer.Examples include common items like sugar, salt, and fruit. This method gained popularity when large-scale manufacturing got underway. This strategy is outdated in the very competitive market of today and might lead to a product failing because of the high level of competition and the wide range of alternatives that are available.If a business adopts this strategy, it must be able to create and manage a single marketing mix. Maximizing sales is the main goal in this situation.

Market segmentation strategy (a)

Indians are very cost-conscious consumers. They would want high-quality goods that are also extremely reasonably priced. Another group, however, holds the opinion that a product's quality increases with price. It is clear that people with various product demands have heterogeneous needs.Market segmentation is the process of breaking down a large, diverse market into groups of consumers with clusters of demands that are somewhat similar to one another. The goal is to create a Marketing Mix that more closely resembles the requirements of people in a particular market niche.A market segment is made up of people, organizations, or groups who share one or more traits that allow them to have comparable demands for a certain product.

There are two different market segmentation methods.

Concentration Technique

Concentrated marketing strategy refers to a company that uses a specific marketing mix to target a certain group. The firm may elect to pursue a focused approach if it is tiny or new to the

industry. Here, the whole market is not seen as a single entity; rather, a single homogenous section is chosen. Eg. RECOVA is a face cream designed for ladies over the age of 30.

PROS comprise

1. It enables a business to concentrate on a single product or market segment.

2. may direct all efforts toward meeting the requirements of one group

3. Despite having less resources, a company may compete with bigger ones.

4. CONS comprise

5. combines all of one's resources.

6. A little change in the population or customer preferences might have a big impact on the business.

7. could have problems entering new markets.

8. In this approach, efficiency is the main goal in order to draw in a large number of customers while keeping expenses under control.

9. A multi-segment plan carried out with the target market in mind.

The positioning of a product affects how prospective customers perceive it. Positioning is defined in relation to rivals' positions. The phrase was first used in the 1969 article "Positioning" is a game individuals play in today's me-too market environment" by Al Ries and Jack Trout in the journal Industrial Marketing. Positioning is simply how your target market perceives you in comparison to your rivals.

A desirable position is:

1. What makes you apart

2. Your target market views this as advantageous.

Positioning is crucial since there is a lot of noise fighting for the attention of your prospective followers. You have a possibility of catching their attention if you can stand out with a special advantage.It's critical to comprehend how your product stacks up against the competition from the perspective of the consumer.

Strategy for Product Positioning

Finding a positioning opportunity is a certain way to gauge someone's marketing aptitude. In most cases, a product's sustained competitive advantage serves as the foundation for effective positioning tactics. A business that has a higher profit margin than its competitors is taking advantage of a competitive edge. The cost of capital for the business serves as the yardstick for profitability. In order for a business to continually generate economic rent—profits beyond its cost of capital it has to have some kind of competitive advantage that is both durable and unique to the business.

The following are the most typical pillars for developing a product positioning strategy:

1. Focusing on a few key product characteristics

2. Focusing on certain advantages, demands, or solutions

3. Focusing on a few usage areas

4. Positioning for certain use circumstances

5. Focusing on a justification for selecting a product or service over rivals

6. Contrasting with another product

7. Positioning via the separation of product classes
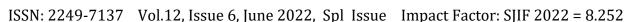
8. Placement of cultural symbols

Process of Product Positioning

Typically, the procedure for product placement entails:

1. Identifying the market where the brand or product will compete

2. Determining the characteristics that make up the product's'space'

3. Obtaining data from a sample of consumers on their opinions of each product's pertinent characteristics

4. Identify the market share of each product.

5. Find the current position of each product in the product space.

6. Identify the ideal mix of characteristics for the target market.

7. Check the alignment between.

8. Your product's position

9. The last is Position.

Establishing what is referred to as mind share is one of the primary goals of advertising and marketing. People only consider a small number of instances when considering examples of a certain kind or category of goods. Any item that is a part of the evoked set has mind share. For instance, there are thousands of universities from which to choose if you are thinking about investing in a college degree. However, the number of candidates in your evoked set, or those you would think about, is usually just about 10. The schools from this list of 10 that you are most acquainted with will hold the most of your mental space. Marketers strive to increase the share of their product. Depending on the market niche, mind share might be developed to a greater or lesser extent.A related idea comes to me right away. A brand is more likely to be at the front of your mind if you can recall it with ease. This suggests that you haven't overlooked or hidden the knowledge.

For positioning the services of your business, use a similar procedure. However, services lack the physical characteristics of things, such as the ability to be felt or touched or to display appealing product images. Therefore, you must first ask yourself, "What value do clients get from my services?" before you ask your customers. How would they benefit more from working with me? Additionally, inquire as to whether my services vary in any way. To build the first draft of your positioning, list the benefits clients get from using your services along with the features they provide. Watch their facial expressions and listen for their reaction as you test it out on folks who

aren't very familiar with what you do or what you offer. You'll know you're on the correct road when they ask questions in order to learn more as a result of your conversation starter and aroused curiosity[7]–[9].

Cognitive Mapping

Marketing professionals utilize a graphics method called perception mapping to represent customers' or prospective customers' perceptions graphically. A product, product line, brand, or company's position in relation to its rivals is often shown. Though they may have any number of dimensions, two dimensions are the most typical. Any more is difficult to depict and difficult to understand. The first perceptual map illustrates how consumers perceive different cars along the parameters of sportiness/conservatism and classiness/affordability. This customer sample thought Porsche was the most sporty and upscale vehicle in the research. They thought Plymouth was the most sensible and traditional.

Visualization of Competing Products

The customer compares cars that are placed near to one another based on the relevant measurements. Customers, for instance, compare Buick, Chrysler, and Oldsmobile favorably. They constitute a competitive bloc and are fierce rivals. A business planning the launch of a new model will search the globe for a region devoid of rivals. Depending on the sales volume or market share of the many competing items, some perceptual maps utilize circles of varying sizes.

Only half of the story is told by showing customers' impressions of linked items. Consumers' preferred spots are shown on several perceptual maps. These points represent the best possible pairings of the two dimensions in the eyes of the customer. The figure that follows depicts a research of customers' optimum points for alcohol and spirits products. One respondent's preferred pairing of the two dimensions is represented by each dot. areas where a market segment's optimal points are concentrated. Demand voids are a term used to describe regions lacking optimal points.

Map of Ideal Points and Clusters Perceived

A business thinking about launching a new product will search for regions with a lot of optimal points. Additionally, they'll search for locations free of hostile competition. The easiest way to do this is to map out both the optimal locations and the rival goods.Instead of perfect points, some maps display ideal vectors. Various aspirin medicines are shown on the map based on their efficacy and gentleness. It displays two perfect vectors as well. Customers in that market group desire a certain ratio of the two dimensions, which is represented by the slope of the ideal vector. In this research, there are two segments: one that values efficacy over harshness, and the other that values gentleness over power.

Perceptual maps don't always result from thorough research. Additionally, marketers have developed smart maps based on their knowledge of their sector. Management makes the best decision it can. The worth of a map of this kind is debatable. They often do little more than seem credible in the eyes of management.Methodological issues may occur while conducting in-depth marketing research studies, but at least the data is coming straight from the customer. The raw data gathered in a survey may be transformed into a perceptual map using a variety of statistical techniques. Either ideal points or competitor positions will be produced through preference regression and multidimensional scaling. It is also possible to employ factor analysis,

discriminant analysis, cluster analysis, and logit analysis. Other approaches are built on perceived similarities between items, while others are built on perceived disparities between products. Others are created using information on the cross-price elasticity of demand1 gathered through electronic scanners.

Communications in Marketing

Being a manager and being a good communicator go hand in hand. A excellent manager must constantly communicate up, down, and with his or her staff. Because they have a stake in the company, employees must be kept fully informed on a regular basis, and their ideas and opinions must be asked.Any process in which individuals exchange ideas, information, and emotions is referred to as communication. In addition to verbal and written communication, it also takes into account body language, individual quirks and styles, and the physical environment—anything that helps a message gain meaning.

A basic model of the communication process

Poor communication is the main source of issues in business. Furthermore, employees' lack of knowledge of current events and the lack of interest in their opinions is one of the two most frequent causes of demotivation among workers. Spend time communicating effectively since it will benefit the success of your company.

We'll go through the following crucial advice for good communication:

Dual Conversation

Verify that it is two-way. Many managers primarily concentrate on communicating with their staff in a downward direction, providing information. However, two-way communication is necessary for efficient communication. As a result, you must share knowledge with others and solicit information from them via inquiries.Determine what you want to say. Too many managers keep things very quiet. Ask yourself why if you are withholding anything from your staff. Although there could be a valid excuse, most information pertaining to the company, its performance, and its future goals should be disclosed. Your team will feel more engaged and invested as a result of this.When should you communicate? Timely communication is essential. As events unfold, provide information. Don't give in to the urge to put off communicating until the next monthly meeting! By that time, it can feel like old news, and you might have missed your chance to get feedback from others.

Marketing Communication's Value

The flow of communication between the business and the customer is crucial. The marketer must plan for creating a communication flow between them and their consumers in the absence of direct face-to-face interaction.The conventional wisdom among marketers was that they could communicate with their customers by creating a "promotion mix" that included direct marketing, advertising, sales promotion, and publicity. However, in the current competitive environment, businesses have understood that in order to entice and win over customers, they must create a multidimensional network of communication between themselves and with the customers.While playing the part of a good communicator, the company also sends messages to the market and receives feedback from that market.

Using Products to Communicate with Customers

"A product is anything that can be offered to a market for attentions, acquisition, use, or consumption that might satisfy a want or need," claims Philip Kotler. It encompasses material things, services, people, locations, organizations, and concepts. Therefore, a product is considered to be the messenger by its label, box, color, size, form, and other physical characteristics, but most importantly through its brand name. Instead of seeing a product as an inanimate object, the buyer gives it meaning and importance based on its brand personality, brand equity, or brand image[9], [10]. E.g., Margo soap promotes a whole neem diet for the user's skin, and Lux soap makes you feel like a celebrity.

Cost - Status

The investigation of the consumer's sense of "value and sacrifice" is what pricing is now understood to be. Consumers may use price as a status symbol. In luxury or more expensive items, this is particularly true. E.g., Plasma TV made by Onida.

A Crucial Aspect of Marketing Communication is Promotion

The marketer aims to convey certain meanings, emotions, and tones about a product to a target audience by employing persuasive communication.These kinds of communications will influence the attitudes and levels of motivation of the customer and may aid in shaping perceptions of the marketed brand. A marketer may reach customers by promoting the usage of or utility of a product via advertising. Customers are drawn to the product, their interest in it grows, or their use of the product rises. Effective communication would win over customers from other businesses and aid in keeping current ones.Because they reinforce the consumer's awareness of the brand, businesses utilize consumer-focused franchise development campaigns. Coupons, premiums, catalogs, trade shows, exhibits, road shows, and hoardings, among other sales promotion methods, transmit a selling message in addition to the bargain.Both public relations and publicity may energize and promote communication strategies regarding the business and its goods. Additionally, they have greater public credibility than advertising.

CONCLUSION

In conclusion, creating a target market plan is an essential task for companies looking to interact and successfully reach their target market. Businesses may specifically target their marketing initiatives and offers to match the specific requirements and preferences of their target market by performing rigorous market research, segmenting the market, choosing target segments carefully, and positioning themselves successfully. Increased customer happiness, brand loyalty, and eventually corporate development may result from a target market plan that is implemented successfully. The efficacy of the target market approach must be regularly assessed and modified. Businesses may need to adjust their tactics over time as market conditions and customer tastes change. Businesses may make educated judgments and fine-tune their target market strategy for the best outcomes by continuously monitoring market developments, consumer input, and the competitive environment.

REFERENCES

[1]   A. Farrokhbakht Foomany, V. Mirabi, G. Bazaee, and H. Amiran, "Developing Export Marketing Strategy Model of Tea to Target Markets," *Int. J. Agric. Manag. Dev.*, 2019.

[2]   M. A. Camilleri, "Market Segmentation, Targeting and Positioning," in *Tourism, Hospitality and Event Management*, 2018. doi: 10.1007/978-3-319-49849-2_4.

[3]   P. Kotler, "Marketing management/Philip Kotler, Kevin Lane Keller," *Pearson Educ. Int.*, 2012.

[4]   R. Rao-Nicholson and Z. Khan, "Standardization versus adaptation of global marketing strategies in emerging market cross-border acquisitions," *Int. Mark. Rev.*, 2017, doi: 10.1108/IMR-12-2015-0292.

[5]   T. T. Wu and Y. T. Wu, "Applying project-based learning and SCAMPER teaching strategies in engineering education to explore the influence of creativity on cognition, personal motivation, and personality traits," *Think. Ski. Creat.*, 2020, doi: 10.1016/j.tsc.2020.100631.

[6]   L. Nafees, M. Mehdi, R. Gupta, S. Kalia, S. Banerjee, and S. Kapoor, "Netflix in India: expanding to success," *Emerald Emerg. Mark. Case Stud.*, 2021, doi: 10.1108/EEMCS-10-2019-0285.

[7]   T. L. Rittenburg and M. Parthasarathy, "Ethical implications of target market selection," *J. Macromarketing*, 1997, doi: 10.1177/027614679701700205.

[8]   T. Um *et al.*, "Application of upstream open reading frames (Uorfs) editing for the development of stress-tolerant crops," *International Journal of Molecular Sciences*. 2021. doi: 10.3390/ijms22073743.

[9]   G. Choi, J. Kim, M. Y. Sawitri, and S. K. Lee, "Ecotourism market segmentation in Bali, Indonesia: Opportunities for implementing REDD+," *Land*, 2020, doi: 10.3390/LAND9060186.

[10]   D. Novitasari, "Pengembangan Model Bisnis Agroindustri Gula Kelapa Kristal Beriodium," *J. Teknol. Ind. Pertan.*, 2021, doi: 10.24961/j.tek.ind.pert.2021.31.1.53.

STORE CHOICE AND SHOPPING BEHAVIOR

Dr. Akhila Udupa*

*Associate Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-akhila.udupa@presidencyuniversity.in

ABSTRACT:

Store choice and shopping behavior are crucial aspects of consumer decision-making, influencing where and how consumers make their purchases. This abstract provides an overview of store choice and shopping behavior, examining the key factors that influence consumer decision-making, the role of situational and individual factors, and the implications for retailers and marketers.Consumer store choice involves the selection of a particular retail outlet for making a purchase. The decision is influenced by a range of factors, including convenience, price, product assortment, store atmosphere, service quality, and brand reputation. Consumers evaluate these factors based on their specific needs, preferences, and situational circumstances, ultimately choosing the store that offers the best fit between their requirements and the perceived value provided.

KEYWORDS: *Brand Loyalty, Buying Behavior, Consumer Preferences, Convenience, Decision-Making, Location.*

INTRODUCTION

Customers typically have a wide range of options for where they will actually buy various things. Although we are accustomed to thinking of buying cars only from dealerships, it is now possible to do so through brokers or fleet sales companies, who may offer a lower price and/or the assistance of a third party who is impartial and does not have a stake in the success of one make over another.In general, customers now have more options thanks to the rise of variety in the retail industry. In the past, "general" shops were the sole option for the majority of customers to purchase most goods. Specialty and cheap retailers gradually arose in metropolitan settings. Today, a customer may often choose to purchase the majority of items at a specialized shop for a relatively high price, sometimes with a large degree of service, or in a discount store for a lesser price. The category killer is a unique kind of cheap retailer that tends to concentrate in a certain niche while missing the variety of a regular discount store and often undercutting it on price[1]–[3].

Electronic commerce and "At Home" Shopping

The prevalence of "at-home" purchasing has expanded over the last several decades. The expansion of catalog sales may be attributed to computer technology advancements and the resulting list availability. Internet marketing is a relatively recent phenomenon. Although sales in this industry are now small, it is yet too early to determine the full potential of this medium. Public anxieties are a crucial deterrent, even though many consumer concerns about computer crime are overstated and/or mostly unfounded. The demographics of computer and Internet

usage are another issue; most Americans and, most definitely, the vast majority of people living in highly industrialized nations do not regularly use the Internet. Products/services that demand a high degree of personalization and those especially targeted at frequent Internet users may find strong chances. The relative ease with which customers may compare prices of various stores, leading to fierce price rivalry, is an intriguing issue with Internet commerce that may easily have spillover consequences beyond the world of the Net. In an effort to "jump start" this innovation, recent legislation in the U.S. has reduced the taxes on Internet sales.

Positioning in stores

Positioning is crucial for retail establishments. For instance, RPG's Food World thrives via its strong customer service, whereas Big Bazaar excels through its efficiency and affordable pricing. In general, businesses that excel on a substantial dimension appear to fare better. Since they become "stuck in the middle" and must compete against both, stores that fall in the center, like Nilgiris, often do worse. It is obvious that there is a limit to how far you can go in one direction. For instance, Food World's position would become unsustainable if it increased its pricing and even its level of service. Additionally, several extreme discount retailers who compete with Big Bazaar on price tend to fail since customers eventually aren't satisfied.

DISCUSSION

Stages of the Consumer Buying Process

The consumer buying decision process has six stages. The act of buying is merely one step in the process. Not every decision-making process results in a purchase. Depending on the level of complexity, not all consumer choices always go through all 6 phases.

The 6 phases are:

1. The real discrepancy between the intended state and the current situation is the problem. the phase in which marketers assist in identifying the lack of a wide enough product selection. Simple illustration Your desire to eat is triggered by hunger. In the unlikely event that the customer was unaware of his deficiencies, might the marketer encourage this via product information? Eg. When you see an advertisement for a new pair of shoes, it may make you realize that you really do need a new pair [4]–[6].

2. Both internal and external searches for information are possible.

Search internally and in your memory. Essentially, what is retained in your memory is your experience or things that have an impact on you. If you want additional information, do an external search. In addition to friends and family, marketers predominate in periodicals, catalogs, comparative shopping, public sources, etc. The results of a successful information search provide the buyer with potential options. the evoked set is "hunger, want to go out and eat,"

1. A Chinese meal

2. Chinese food

3. McDonalds

4. Domino's, etc.

Review of Alternative

At this point, you are aware that you have a large number of options, and you must create the criteria for review, including the attributes the customer wants or does not want. We might restart the search or rank/weight the choices. It's possible to determine that you want to eat anything hot, Indian food is ranked top, etc. If you're not happy with your selection, go back to the search stage. Next time, can you think of another restaurant? Look in the phone book, etc. Different sources of information could be handled differently. Marketers use "framing" techniques to persuade consumers. Selecting a product, packaging, retailer, mode of purchasing, etc. is known as making a purchase choice.

Purchase: Possible deviation from choice; interval between points 4 and 5; product accessibility. Most of the time, people make illogical or emotional decisions while making purchases. It's not necessary for there to always be a sensible procedure. E.g. Ann bought a pair of Levi's jeans just because her neighbor did and she looks beautiful in them. Ann never dresses in western attire. You can see from this example that Ann was feeling emotional when she bought the pants. She may have done so out of pure jealousy or because she believed she would look nice as well.

Post-Purchase Evaluation: At this point, the results are examined. Satisfaction or dissatisfaction are the two main outcomes. Have you ever heard of someone asking for advice after making a purchase? A lot of individuals do this because they want the security of other people's opinions. Every human being has qualms about making a transaction. E.g. A lady goes out and purchases a pink sari. When she gets home, she decides to ask her husband, her friends, and everyone else close to her what they think of the sari. This inner sensation of whether she made the proper choice is referred to as cognitive dissonance. Warranties, follow-up communications, and other measures may help to limit this. Another instance is when you can mistakenly believe that you desired Chinese food after having an Indian lunch.

Timing of Purchase Behavior

The reparability of consumers' utilities across the several product categories that make up the consumer basket of goods is the economic premise behind the examination of brand switching and purchase timing for a particular product category. Assuming that a household's decision in one category is not independent of its choice in another, the majority of supermarkets often keep similar categories together. The choice of when to buy a certain product category may be influenced by the choice of a related category.

Such knowledge is beneficial to the shop since it gives insight into the kind of promotions that would resonate with customers. Being able to recognize the connected product categories is a crucial concern while researching home purchases across many categories. This necessitates a thorough characterisation of families' purchasing patterns across a range of categories. The period between purchases must also be kept an eye on. The observed link between the inter-purchase times among households has a number of reasons. One cause is connected to the characteristics of the product categories that create the reliance.

Customers generally buy these things together because they intend to use them together, like in the case of camphor and dhoop sticks. Other sources of the estimated correlation across categories include customers who visit the store infrequently and purchase items from all categories at once, such as monthly purchases, retailers who promote products from 'unrelated'

categories together, such as pairing a free toothbrush with a deodorant, or households who use up both of the products at once.It's interesting to note that customers' tendency to seek out diversity may also influence when they make a purchase.

Stimuli in-store, store reputation, and loyalty

On-site Option

customer shop choice is the outcome of a process in which the customer gathers information about several options and evaluates it before choosing one of them. It is often assumed in the application of store choice models that the information-processing technique underpinning store choice is a simultaneous one in which a person evaluates all conceivable possibilities. A competing hypothesis in a geographical decision is that people first examine clusters of choices before evaluating simply those inside a selected cluster[7]–[9]. The retail sector has long been characterized by fierce rivalry. It has been increasingly harder in recent years as creative new competitors have upended the status quo and established shops have improved their efficiency. However, the increased expectations of customers provide merchants with possibly their biggest obstacle.

Consumers of today are more difficult to satisfy since they have become elusive, picky targets with a wide range of buying alternatives. More than ever, customers are well-informed and capable of quickly and easily comparing prices and goods without the need to connect with merchants. Consumers are not only more educated, but they also purchase in various ways now, often combining in-person and online purchasing. It is reasonable to assume that customer expectations have never been higher from merchants and brand loyalty has never been lower.

The phrase "know your customer" is among the most often used in business, and with good reason. However, businesses often tout the value of customer knowledge without following through with any concrete actions. Why? Some businesses may still recall the suffering caused by botched data storage initiatives or failed initiatives to get salespeople to take notes on client feedback. Other businesses make minor attempts, such as researching customer profitability or using simple CRM software, which may increase productivity but don't necessarily provide profound consumer insights.

Based on behavior

Leading retailers understand that, in order to continue to be successful, they must go beyond their historically product-focused operations and concentrate more on their customers. But what does "client-focused" really mean? Retailers must first create a consumer understanding that is based on behavior rather than location or demographics. Second, they must learn to apply this knowledge beyond the marketing division to the C-suite and the rest of the firm.Retailers have a huge chance to develop more profitable, long-lasting consumer connections by using customer data and information. While getting data might be quite simple, understanding it is a very other challenge.

Having the technology necessary to service, understand, and make smarter choices about how you engage multi-channel clients is one of the first stages to conquering them. Simple demographics like gender or age group no longer enough for the retailers. They are also unable to settle for a decent image of an online or in-store customer. Instead, the business has to know how different price ranges effect different customer groups' reactions, how discounts on different

goods affect consumers' urges to browse and buy, and how a target shopper responds to different stimuli across all of the channels they use.

Understanding how a particular client base responds to and uses various channels may be the key piece of knowledge that enables merchants to increase customer loyalty, profit margins, and profitability. This kind of complicated data requires sophisticated technologies to gather, arrange, analyze, and use.

Tie It All Together

Integration, on the other hand, is much more crucial. Successful merchants cannot just create more effective consumer data silos. The challenge of integrating and interpreting the data becomes more challenging the more channels, brands, categories, and items are involved. As a result, merchants are required to combine data from several silos into a single comprehensive image of the client.

Retailers must take an analytical approach to consumer insights once they have the technology to support and advance their efforts. Retailers may utilize analytics to transform consumer data into data they can use across all channels to make smart choices about pricing, merchandising, advertising, promotions, and customer service standards. This system, which is focused on consumer behavior, is quite different from conventional retail CRM techniques. This analytical methodology specifically employs techniques and related instruments to examine three aspects of consumer behavior:

1. History of purchases, including frequency of visits and market basket

2. The reaction of a promotion to merchandising and marketing tools, such as adjustments to price, promotions, and category placements

3. shopping patterns, such as the locations of the shops where people shop and the aisles they use.

Retailers can detect and forecast which merchandising and marketing levers influence the behavior of each consumer group in each store and channel thanks to these dynamic behavioral data. This strategy differs significantly from the consumer research and demographic segmentation methods that many merchants have previously relied on. It is distinctive because it anticipates the elements that will encourage consumers to make future purchases and is based on real customer behavior, as opposed to what customers think they will do. With the use of this data, retailers are prioritizing consumer demographics and creating intricate marketing plans to persuade them to purchase more items, more often, and in ways that are more lucrative for the store. However, it should be noted that although information from loyalty and purchase cards is very helpful in the analysis, it is not strictly necessary. In its absence, businesses may still use current data and consumer observation to build customer insights much more factually via customer segment and attitudinal research.

What's lacking in exploiting the multi-channel consumer when a shop has the right technology and data in place? What will make the store successful? Location still matters, accessibility is a differentiation, and customer understanding is essential, but the next adage may be innovation, innovation, innovation.Visual merchandising is the presentational skill that highlights the product. It informs the consumers, arouses their desire, and ultimately strengthens the selling

process. The SMEs in the Indian textile and garment sector, in particular, lack the necessary knowledge and experience in this field. The worst way to see this insufficiency is in the communication and presentation at numerous national and international shows. Organizations often fail to see how crucial the store's appearance is for communicating with and informing its consumers. By using shelving tactics, marketers want to provide more value. They use FIFO methods.

By creating a creative medium to showcase goods in a 3D environment, VM assists in effectively and creatively teaching consumers about the product or service, providing enduring impact and recall value. Establishing a connection between fashion, product design, and marketing by keeping the product in the forefront and fusing the creative, technical, and operational aspects of a product and the business draws the customer's attention, enabling him to make a purchase decision as soon as possible and enhancing the selling process.

Retail Loyalty

The American Marketing Association defines store loyalty as "The degree to which a consumer consistently patronizes the same store when shopping for particular types of products."

Consumerism

Personal consumption and pleasure are sometimes linked to critiques of consumerism that date back to Karl Marx and Thorstein Veblen, although they truly date back to the earliest human civilizations. Consumerism is a term used in economics to describe both consumption-focused policies and, more broadly, the idea that a society's economic structure should be determined by the free will of its citizens.Consumerism is often connected with capitalism and the Western world, but it is also multi-cultural and non-geographic, as is seen today in places like Tokyo, Singapore, Hong Kong, Shanghai, Taipei, Tel Aviv, and Dubai. Consumerism, defined as people buying things or consuming things beyond what is necessary for survival, has existed since the dawn of civilisation. Since the rise of consumerism, a number of people and organizations have intentionally sought an alternative way of life via simple living.Although consumerism is not a new phenomenon, it has only recently grown more prevalent due to the effects of neoliberal capitalism and globalization during the course of the 20th century, especially in recent decades. The term "Consumer-Activist" was abbreviated to "Consumerist" in the media. The definition of "Consumerism" in Webster's dictionary now includes "the promotion of the consumer's interests" in addition to "the theory that an increase in consumption of goods is economically desirable."

Buying habits in India

In India, a developing nation, it is believed that consumers' plights are comparable to those of their counterparts across the globe. Despite the fact that not all Indian consumers have a high level of education and are therefore unable to comprehend and understand the complex methods of marketing, they are still taken advantage of and frequently become the targets of false product claims, misleading advertisements, misleading packaging, subpar after-sales service, etc. Due to the aforementioned perceived abuses, there has been an increase in consumer awareness, consumerism, and demand for consumer protection in India.One may argue that consumerism is still in its infancy. However, the pro-consumer movement is gradually gaining strength.Rapid increases in consumer incomes and a decline in the savings rate have led to rising levels of disposable income that may be used to buy goods and services for consumers. The information

age's arrival has brought with it real-time depictions of world lifestyles, causing both high- and low-end consumers to spend lawlessly on goods and services.

Customers' Rights

Manufacturers purposefully use strategies like misleading or deceptive packaging to cheat customers out of their money.Despite the Standards of Weight and Measures Act, 1977, being strictly enforced by the Indian government, manufacturers flagrantly broke the law and altered the packaging of the goods.

The Act mandates that the name and address of the product within, the net amount in a standard unit of weight or measure, the date of manufacture, the maximum retail price, and the expiration date must be clearly and conspicuously declared. For many goods, it has established standards of weights and measures or numbers so that they are packed in a logical standard amount by weight measures or numbers to make price comparison and the purchasing process easier.The lie in the small print is revealed after extensive inquiry across numerous departments. The production date, the expiration date, and any warnings like "best before" or "use by" are not always included on the packaging of goods. Such statements should be made to customers explicitly when selling perishable goods.In actuality, any retailer will respond curtly with, "It is a fast-moving item. Some manufacturers amuse the customers by including a treasure quest finding the appropriate label. We don't carry anything stale. They emboss the information so you have to touch it with your fingertips, print it in colors that blend with the plastics, or cover it with a pretty flap.A toothpaste tube's production date must be extracted from the crimped tail. Regarding a battery cell's expiration date, the number on a medium or big one may be seen using a lens, while the writing on a pencil cell's seat is invisible to a magnifying glass.

A reputable manufacturer has "20% off" displayed in large, strong letters with the words "On the recommended retail price" in small type. Taxes additional as applicable" is a sneaky approach to trick buyers into purchasing the goods. Unknown customers in vast numbers do not get what they pay for. When it comes to the quantity of product they contain, many product packaging sizes and container designs mislead and confuse customers. Some manufacturers have been increasing package size while lowering capacity.Manufacturers often mislead the amount of goods offered by strategically reducing the weight of a package while maintaining the size of the box, bottle, or container. Contrary to what is said on the packaging, the product amount inside is different. Not only a few kilos or rupees are at stake; unfair producer enrichment and unnecessary consumer loss are as well.Few customers verify that the bundled goods weigh less than the weight shown on the panel. If they do, they don't make an effort to challenge the misconduct. Shopkeepers often lack computerized weighing devices that can pick up on little differences.

In actuality, the package should weigh more than the listed weight as the stated weight refers to the product's net weight, or weight before packing, rather than its real weight. Instead, the weight of the goods within the packet and the weight of the packet are lower than what is shown on the panel of the packet. The end consequence is that customers are duped, and dishonest store owners get away with it. What can consumers do to prevent such wrongdoings?Get the item weighed in-store if you think it may be an anomalous weight and you find themerchandise questionable. And along with the shopkeeper, send a brief message to the manufacturer in the form of a complaint.Bring it to the attention of the department of weights and measures, which is

in charge of taking the sample and starting legal action against the manufacturer.You may seek remedies in a district or state-level consumer court if the manufacturer won't comply.

Government regulation aimed at safeguarding the interests of consumers includes measures like mandating companies to provide thorough product disclosures, especially in industries where safety or public health are concerns, like the food industry. Consumer groups that assist consumers in making better decisions in the marketplace and the concept of consumer rights are tied to consumer protection.

Transparency

Just keep in mind just one thing. India has been a developing nation for a very, very long time. People living below the poverty threshold comprise a sizable battalion. And yet, despite everything, the population has increased, has endured, and has continued to flourish. People have figured out how to live. The country's less fit brands have prospered while the country's fittest have thrived on high value brands. In every area of need and desire, those even below in the hierarchy have managed to subsist on the periphery of the commodity. Consumption requirements have always been met. Solutions for everyone's consumption

Maslow's hierarchy of requirements therefore has a pyramid of consumption that covers its whole surface. But then, everyone rich or poor has been trapped within the framework of this pyramid. And as long as they continue to do so, there is definitely the possibility for a thriving market for commodities, quasi-brands, brands, super-brands, and of course, at the highest level of the self-actualizing people, no brands at all. But each of these parts has a purpose. The potential for the marketer resides on value. It is true that India's vast population base, which can articulate every fundamental demand in the consumption of goods, services, and utilities, is the country's one significant, unquestionable competitive advantage now and in the future.

The Indian population's worldview has to be altered, then! In the country's consumer marketplaces, any marketer, no matter their nationality or place of origin, will line up to court the eager customer's cash. New markets, like the one in India, will hold a lot of appeal to the marketing guy in his western straitjacket when conventional source markets hit a consumption plateau. India's competitive edge will be based on both its domestic market and the foreign countries of its source markets. The Indian product and the Indian brand have a challenge to grab and use to their advantage as the WTO system opens up markets that do not discriminate and markets that do not raise the typical high tariff barriers that have been the distinguishing hallmark of the past that has passed by.

Response

For you, it would be beneficial if you could pinpoint a specialty, or a USP, and play that niche since the market for MS Office is huge and it's a global player. A decent tactic is to defend as well. Since you can't be pushy, Ms. would either purchase you or simply crush you. You may be a defender.

1. Describe each of the three steps involved in consuming. Describe the factors you took into account at each of these phases when you recently made a significant purchase. Prepurchase, Purchase, and Post Purchase are the three phases of the consuming process that are represented. Based on the various items and buying circumstances, the chosen student should construct quite distinct sets of difficulties connected to each of these stages.

2. Those who oppose targeted marketing tactics claim that this approach is unjust and discriminatory, particularly when it persuades a certain demographic to purchase a product that may harm them or that they cannot afford. Community leaders, for instance, have organized rallies against billboards advertising cigarettes or alcohol in communities with a high minority population. The Association of National Advertisers, on the other hand, contends that prohibiting tailored marketing amounts to censorship and is a violation of the First Amendment. What do you think about both sides of this argument?

It is crucial to focus the conversation on the legitimate interests of both parties. The validity of each side's main argument should be examined in this instance, nevertheless. Whom should targeted marketing be prohibited for? Or, under what conditions should focused marketing be permitted? Is it realistic to argue that target marketing unfairly impacts people who can't resist its allure? Is the opposing just as flimsy, that prohibiting target marketing amounts to censorship and is unconstitutional? The emphasis of discussion should first be on the veracity of each argument before shifting to a compromise that would safeguard target marketing initiatives while taking societal demands into account. Some items are bought to fit with a certain group's image, such as Nike products. A few decades ago, buying a car was a sign of social standing. appearing in a Mercedes Benz.

A product's position refers to the perception it fosters of itself in relation to perceptions of both competing goods and other items sold by the same firm. Positioning refers to how you want customers to perceive your product in comparison to rivals. The process of determining the most significant consumer beliefs, attitudes, and product-use behaviors; determining how the marketer's product is regarded in relation to these variables; and then presenting the product in its most beneficial light. When developing a positioning strategy, consideration is given to the environment, target market, and product distinctiveness. The marketer must establish essential attitudes and perceptions regarding the characteristics of a certain product in comparison to rivals before formulating a product positioning plan.

Your business sells microwaveable meals. According to your study, 40% of your clients utilize coupons. What more data would your research department require to assess if this proportion represents a viable profi market? Does the proposed market segmentation have the required growth characteristics and the appropriate size? Is the sector profitable enough over the long term? The fear that the market has too many rivals, the threat of a new competitor, the threat of replacement goods, the concern that the power of buyers or suppliers will become oppressive are all things to take into account.

How does a market strategy vary from a marketing strategy? What is a market strategy? One component of the marketing plan is a market strategy. The evaluation of the choices for accomplishing the marketing objectives is the process of marketing strategy. The marketing manager may determine the primary strategy choices by taking a look at the possibilities for achieving each aim.

Own the process

1. While watching a customer shop, try to guess the situation's many aspects. Report the observed behavior and any conclusions made.

2. Speak with a peer about the factors that are deemed to have a significant impact on how consumers behave while making a certain product purchase. then repeat the process with an elderly person, comparing and contrasting their replies.

CONCLUSION

In conclusion, Complex processes that are impacted by a variety of contextual and individual variables include store preference and purchasing behavior. Understanding these elements enables marketers and merchants to create winning customer acquisition and retention strategies. Retailers may create satisfying shopping experiences that foster customer pleasure, loyalty, and ultimately economic success by matching store items, customer service, and marketing initiatives with consumer preferences. Additionally, the growth of e-commerce and internet buying has changed how consumers choose stores and how they purchase. Nowadays, customers may choose from a large variety of online merchants that provide convenience, affordable rates, and specialized shopping experiences. In order to provide seamless shopping experiences across many touchpoints, retailers must establish omnichannel strategies that connect online and physical channels.

REFERENCES

[1]   C. S. Tang, D. R. Bell, and T. H. Ho, "Store choice and shopping behavior: How price format works," *Calif. Manage. Rev.*, 2001, doi: 10.2307/41166075.

[2]   A. Rossolov, H. Rossolova, and J. Holguín-Veras, "Online and in-store purchase behavior: shopping channel choice in a developing economy," *Transportation (Amst).*, 2021, doi: 10.1007/s11116-020-10163-3.

[3]   K. Kim, S. L. Han, Y. Y. Jang, and Y. C. Shin, "The effects of the antecedents of 'buy-online-pick-up-in-store' service on consumer's bopis choice behaviour," *Sustain.*, 2020, doi: 10.3390/su12239989.

[4]   A. Fujino, M. Ohba, and H. Yamamoto, "Store choice orientations and intertype shopping behavior toward grocery stores," *J. Japan Ind. Manag. Assoc.*, 2008.

[5]   T. Wieland, "Spatial shopping behavior in a multi-channel environment: A discrete choice model approach," *Region*, 2021, doi: 10.18335/region.v8i2.361.

[6]   E. Suel and J. W. Polak, "Development of joint models for channel, store, and travel mode choice: Grocery shopping in London," *Transp. Res. Part A Policy Pract.*, 2017, doi: 10.1016/j.tra.2017.03.009.

[7]   R. Pechey and P. Monsivais, "Supermarket Choice, Shopping Behavior, Socioeconomic Status, and Food Purchases," *Am. J. Prev. Med.*, 2015, doi: 10.1016/j.amepre.2015.04.020.

[8]   I. Vojnovic, A. Ligmann-Zielinska, and T. F. LeDoux, "The dynamics of food shopping behavior: Exploring travel patterns in low-income Detroit neighborhoods experiencing extreme disinvestment using agent-based modeling," *PLoS One*, 2021, doi: 10.1371/journal.pone.0243501.

[9]   A. Schnack, M. J. Wright, and J. L. Holdershaw, "Does the locomotion technique matter in an immersive virtual store environment? – Comparing motion-tracked walking and instant teleportation," *J. Retail. Consum. Serv.*, 2021, doi: 10.1016/j.jretconser.2020.102266.

GLOBAL CONSUMER BEHAVIOR AND ON-LINE BUYING BEHAVIOR

Dr. Nalin Chirakkara*

*Associate Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-nalinkumar@presidencyuniversity.in

ABSTRACT:

The rapid growth of e-commerce and digital technology has transformed global consumer behavior, particularly in the context of online buying. This abstract provides an overview of global consumer behavior and online buying behavior, examining the trends, challenges, and implications for businesses operating in the digital marketplace.Global consumer behavior encompasses the attitudes, preferences, and purchasing patterns of consumers across different countries and cultures. The advent of the internet and globalization has facilitated cross-border transactions, enabling consumers to access products and services from around the world. Understanding the nuances of global consumer behavior is essential for businesses seeking to expand their reach and tap into new markets.

KEYWORDS: *Consumer Reviews, Digital Marketing, E-Commerce, Online Consumer Behavior, Online Shopping, Online Trust.*

INTRODUCTION

Businesses that decide not to comprehend their clients' buying habits often suffer losses. A superbly developed product might fail simply because the consumer does not identify with it. Therefore, it is crucial that the company be aware of the structural changes occurring in its market as well as the long-term effects these changes will have on its product and other components of the marketing mix. The business must comprehend how customers make purchases. In particular, it must comprehend how the consumer chooses a certain brand or product, what drives him or her to choose an alternative, and who persuades the consumer to purchase the brand or product.

The marketer must concentrate on the "how" and "why" of the whole customer experience with goods and services. Unfortunately, most marketers have a propensity to focus on a small number of experience-related factors and base their whole strategy on them. For instance, one of the top manufacturers of electrical appliances designed its marketing plan on the dealer store experience. As a result, the approach focused on expanding dealer locations and raising dealer loyalty and productivity. Other factors that are as significant in the consumer's mental space and affect his or her attitude toward the brand include service, the price-performance relationship, and the esteem values of the brand. These factors were not taken into account. The customer prioritized transaction security above all other aspects of web-based transactions, yet one dotcom company failed to recognize this. Therefore, marketers must concentrate on learning the "why" behind an event. They must also comprehend that finding the "truth" in a survey with big samples is not a given. Data volume does not equate to quality. A thorough grasp of customer behavior is

required. Marketers are unable to predict customer reactions to product designs, features, and marketing concepts without this expertise[1]–[3].

The global market for consumers

a) Global Society That Is Seamless

The gulf between various civilizations has now shrunk thanks to the internet. This divide, which was caused by physical separation, information, and knowledge, is no longer necessary. Today, a global civilization and universal principles are beginning to develop. One such enduring principle has to do with the idea of time. It is no longer seen as endless. Time thus serves as a sign of opportunity. The capacity of a company to react quickly, which is decided by market forces rather than by its own skills, is a key factor in determining how competitive it is. In this age of information superhighways, the everlasting and ongoing Hindu idea of time appears to have lost some of its significance. The new idea of value is another result of the Internet revolution. Customers are beginning to demand international goods and services at local pricing, and this expectation will only grow. In other words, firms' cost structures must be competitive on a worldwide scale. Customers will only get their worth at that point. Therefore, just having a high-quality product on sale from a company won't be enough to persuade clients to purchase it. The growth of these universal ideas will be aided by advancements in telecommunications, which will have an impact on how customers define value and time. The ideas of space, time, and location have changed as a result of mobile telecommunications.

c) The Foundation of Competitive Advantage

The idea of a nation state may potentially shift as a result of the internet. These states won't go away, but their function will alter. The governments of these nations will continue to play a part in preserving their national sovereignty and variety of culture. They will cooperate with other societies in areas like ownership, censorship, taxes, and security. The culture of openness and transparency will therefore be one of the first results of this seamless global civilization. There will be major changes in competitive leadership as a result of these technical advancements. Future company executives will utilize computers to launch new ventures, transform current ones, and even reorganize many of the well-established marketing techniques of today. Knowledge management will serve as their lasting competitive advantage. Information technology has evolved into the ultimate weapon in the continuous battle for a competitive edge. Therefore, the organization's ability to create, share, and preserve information will likely be its most important competitive advantage.

b) The Speed of Thought in Business

The internet nowadays gives people and businesses extremely little time to respond and react. We must develop the ability to operate our company at the pace of the human mind. We should be able to provide customers with goods and services even when they are still in the conceptual stages. It follows that traditional marketing management will no longer be effective.

Online assistance is already on the rise and has often rendered traditional kinds of service useless. In the marketing of goods and services, interactive technologies have already eliminated a number of positions. For instance, it is believed that a consumer durable company's service center will no longer be necessary in the 21st century if a rival sells a product that is completely reliable and, in the unlikely event of a failure, offers online support through a service portal built

by a team of service engineers. The lifespans of the products will be much shorter. As products become more uniform, there will be less possibilities to distinguish them.

The emphasis of marketers must shift away from the traditional generic tangible values of performance and dependability and toward tangible and intangible qualities. Unfortunately, there won't be much room for difference in terms of these particular goods or business principles as a result of the globalization of markets and products. Therefore, the marketer's ability to creatively adapt them for the customer will be what sets them apart. The marketing industry will benefit from interactive technology. The main challenges with these technologies will be to proactively develop product solutions based on research and update the customer database in order to advance the client along the technological path. Getting clients to overcome their aversion to change is the marketing problem. The organization will become a market leader thanks to its capacity to expand volumes and competitively outpace rivals[4]–[6].

c) Virtual business

The aforementioned developments, which have already strongly asserted themselves on the international arena, have sparked the development of virtual businesses. An age of "Digital Darwinism" has already begun to arise. In addition to many others, Amazon.com, Yahoo! Hotmail, Rediff.com, and Indiatimes.com are facilitators in the development of a virtual business. Size and location of an organization will play very little, if any, of a part in this age of virtual reality.

e) The client is a co-producer of goods and services

The client will be a co-producer of goods and services, which is another aspect of the new century that we can already see taking shape. The producer will no longer be required to create the product exactly as the consumer may want. Up to a certain point in the value chain, the product is produced by the manufacturer, who then turns it over to the customer to personalize based on their needs. Similar interactive technologies, like the ATM, have made the user a co-producer of goods and services. A classic example is the Asian Paints facility, which enables the buyer have his choice of hue modified via the company's shops.

g) Client: An Information Storehouse

The client gets access to a vast database of information from many national and international sources in the internet era. How to utilize this data for creating the marketing mix will be the marketer's task. The difficulty in business-to-business marketing will be to integrate organizational processes with the surroundings of the client.For instance, an engineering firm will need to adjust its operations, engineering, and design to meet the customer's evolving needs. Thus, mass customisation has taken the role of uniformity in the modern world.

g) Business and consumer marketing are dying

It will become harder to distinguish between corporate and consumer marketing, urban and rural marketing, and domestic and international marketing. This also applies to the marketing of goods and services. The standardization of production technology will primarily cause the physical distinction between the product and service to disappear. Therefore, regardless of the nature of their goods and markets, firms will need to learn from the marketing strategies of successful organizations.

h) Distribution Channels' function

The traditional distributor and dealer will cease to exist. The intermediary's responsibilities will no longer include physical delivery, risk sharing, and stock market investing. An intermediary will succeed more via customer service and offering something that is tailored to their needs.

i) The market segment of the impoverished

The gap between the affluent and the poor has grown as a result of globalization. Poor countries are working really hard to close the gap today. Additionally, a significant portion of the population worldwide is now destitute. The fact cannot be ignored by any marketer. Therefore, businesses will need to provide innovative solutions for this market, whether it is via product/service customization, price reduction, or improving accessibility. We must remember that the impoverished clients, whether they live in urban or rural locations, are the main focus of this discussion. In addition, this group presents a much more alluring prospect than merely the wealthy.

Protection of the environment

Environmental preservation is the main difficulty facing marketers in the new century. Thus, the marketer will need to make a deliberate effort to preserve and safeguard the environment throughout all stages of product production, usage, and disposal. This has prompted the creation of eco-friendly hotels, watches, culinary items, and packaging materials, among other things.

Variety and convergence (k) Coexist

The markets are varied. This variety is based on the customers' responses to changes, particularly technological ones, as well as their demographic and regional makeup. Convergence of wants is a reality, just as varied marketplaces are. Due to the global adoption of the internet and satellite television, it is typical to see people requesting the same goods and services everywhere.

The new century thus requires a paradigm shift from marketers to consumers who are considered as a resource with access to worldwide sources of knowledge and purchase. Customers' overall interactions with a brand and an organization will determine who succeeds and fails in this climate. There is more to this whole experience than simply the merchandise. It is built on the processes and culture of the company, reflecting organizational quality.

DISCUSSION

Buyer – an Enigma

Although it is crucial for the company to comprehend the customer and adapt its marketing approach appropriately, the buyer or consumer continues to be a mystery, sometimes behaving in the manner that the marketer desires and other times simply rejecting to purchase the product from the same marketer. Because of this, the buyer's thinking has been referred to as a "black box." Although the marketer offers stimuli, he is unsure of the buyer's reaction. Product, brand name, color, style, packaging, intangible services, merchandising, shelf display, promotion, distribution, publicity, and other factors all contribute to the stimulation.

Nothing better exemplifies this mysterious customer than the failure of a natural anti-cold balm that Warner Hindustan introduced before. Warner failed despite the fact that the balm business has expanded greatly and Vicks Vaporub has dominated the anti-cold rub market for more than

two decades. Was the brand name involved? Did the consumer notice any notable differences between Warner and Vicks? This still remains a mystery.

Additionally, the media, particularly the electronic media, has a big impact on today's consumer. Consumer choices are also impacted by technological advancements in the fields of information, biotechnology, and genetics, as well as by intense competition in all goods and services. Think about customers who purchase online for things like books from US-based Amazon.com, music from Sony, banking from HDFC Bank India, travel services from Jet Airways, or Valentine's Day rose deliveries to loved ones in the US from India via 1-800 flowers. It is obvious that the Internet has had an influence on consumer learning and purchasing behavior today. The customer's values are also being shaped through a variety of television channels. More than ever, the client is aware of his or her rights and available options[7]–[9].

The Indian consumer nowadays must decide whether to enjoy the experience of purchasing a consumer durable, service, vacation, or vehicle or postpone it. The client nowadays expects greater value for the money that he or she spends. The shift brought about by media, technology, and competitiveness has put strain on social institutions including family, role models, and peer groups. These change drivers are now having an effect on customers' awareness, values, societal structures, and even personal personalities, as seen in.

Profile of an online user

Additionally, Indian customers have the choice to look outside of their local, regional, and national borders for products and services. Some demographic groups have seen an improvement in their quality of life as a result of this broad access. Indian Internet users tend to be urban, young, educated, and professionals who use the web either at work, at cybercafés, or at educational institutions. More men than women use the Internet.

Internet users often visit the Internet to get information, regardless of their sexual orientation. Newspapers and publications from other nations, including India, are already available online. Despite the fact that the majority of them are now free, websites that sell information, including those managed by the Mumbai-based Centre for Monitoring Indian Economy, provide users with information on the Indian economy. The future may be seen in Indian advertising companies that have websites that provide their whole range of services and extensive information bases to paying users.E-commerce is far less common. According to the International Finance Centre, Indians spent $93 million on products and services over the Internet in 1999. This represented one-sixth of the amount spent by Chinese Internet users in 1999 on purchases made online.

What effect the Internet is having on consumer behavior

In India, the Internet has essentially become a household name. This may be ascribed to the expansion of the nation's private ISP industry, which offers the cyber journey at ever-more aggressive pricing. One of the most important sources of information, entertainment, and communication in India today is the internet, which also serves as the only platform for electronic commerce.A deeper examination at the Internet user profile reveals that 41% of users are significant businesses that operate online. Corporate India has acknowledged the value of e-commerce and the Internet and has included it into its strategic planning process. Disintermediation-related time and money benefits further encouraged major businesses to use the Internet. The SME category made up 19% of the user base, while the household segment

made up 18%. 10% and 12% of the total came from educational and research organizations and the government, respectively.

Access to the communication instrument is crucial, not ownership of it, as we had previously indicated. It is not unexpected to learn that not just one person in a family or organization uses the Internet. The Indian household has used the Internet for a variety of purposes by more than one family member. According to research, the male head of the home or adult son or daughter makes up the majority of Internet users, accounting for 42% of those under 35 and 31% of those between the ages of 25 and 34. This clearly favors the male breadwinner. The younger age groups of 16 to 20 years are the ones that use cyber cafés the most. 98% of users use the Internet for email; 93% use it for web surfing; 59% additionally use it for online chat; and 55% use it for information and data transfer. Only 6.5% of internet users make purchases online.

The aforementioned changes in consumer lives have had the direct effect of raising customer expectations of providers. The criteria used by customers to make decisions now change greatly from those used in prior decades. Even while the ordinary Indian consumer is still sensitive to price, he is gradually shifting his focus from low-cost goods to high-quality goods and services. In other words, the Internet has raised Indian customers' knowledge of the worldwide quality and performance standards that they may have at a reasonable price. The Indian sector is under strain since the typical customer may purchase a freshly released book from Amazon.com within a week or a vacation from the most well-known tour operator on his terms online. The cost structure, distribution strategies, and even input-output ratios of the industry have to be reevaluated.

For the majority of Indian enterprises, particularly the older generation firms, competition made the situation much worse. One of the industries where this transformation was apparent was banking, when new generation banks like HDFC and ICICI overtook nationalized institutions like the State Bank of India for the top spot. The main reason HDFC Bank is so successful now is because it changed the way customers in India thought about banking. It was the first to provide Net banking and a number of other online services. The consumer found banking convenient as a result. The consumer might complete their transactions online rather than going to the bank. On the front of industrial goods and commodities, there were also developments.

In the Indian market, disintermediation is currently quickly gaining ground. Particularly in metropolises and significant metropolitan areas, customers' selections don't appear to be determined by time or place anymore. This is increasingly true for the younger demographic of customers, who, as we already observed, make up the majority of Internet users. Additionally, the younger generation of customers has less brand loyalty and shops more for value, which is where the Internet has been a huge help. The Indian market is being shaped by another intriguing paradigm. The high end of the Indian market no longer has a monopoly on knowledge or ownership of goods and services.

All market sectors may now access the same information thanks to the Internet, which also gives everyone an equal chance to purchase goods and services. Through tools like online chats, client communities that resemble pressure groups have become more prevalent. Customer complaints or subpar performance in one area cannot be concealed from consumers in another market. In this setting, the Internet serves as a terrific leveler and relationship-building facilitator for buyers and sellers.

Consumer Purchasing Patterns and Views of Emerging

As was previously discussed, perception is the process through which a person interprets the numerous inputs they receive and creates a mental image of the outside world.

The brain sorts the stimuli and stores them as information once they are received via the sensory organs, which include the eyes, ears, nose, mouth, and skin. As it does so, the brain of the person assigns colors and tags to the information based on its own logic and, if applicable, past memories or experiences. In actuality, a person's view of the world and everything in it is all that exists. Therefore, it is possible for different people to experience several "realities" of the same event or item.

Considering Consumer Perception

Every moment, the person is creating new perceptions and storing them for later use. When the person must make any consuming choices, the perceptions that have been developed will be a factor. As a result, customer perceptions of a product or service that are established in their minds have a crucial role in how well they do on the market.Therefore, astute marketers pay close attention to how perceptions are generated and how they may be altered.

Development of Perceptions

Although it has been said that the person is continually being exposed to sensory inputs when awake, not all of these sensations are always registered. The majority of stimuli are really those that are detected by the sensory organs but are not recorded. Any monotony and consistency of the provided stimulus are the primary causes of non-registration. As an example, we can demonstrate how someone may be aware yet not "notice" light, sound, touch, or movement if any of these inputs is constant across time and has a fixed level of intensity. The guy can feel a feather lightly brush his skin, yet he is unaware that the floor is constantly pressing and touching his feet. Similar to this, if a person is driving along a street with billboards of the same design placed all along the road, just the first one may be observed, and subsequently as the trip continues, that image may be obscured.

The second cause for non-registration is that, despite any changes in the stimulus's strength, they could not be significant enough to warrant detection. Later on in the under the name JND, we shall look at this occurrence in more depth. The "shut-out" or rejection by the person is the third cause for non-registration. When someone is subjected to an overdose of any feeling for an extended period of time, their shut out or turn-off happens automatically. As an example, someone who sees a TV advertising repeatedly may mentally block it and cease to perceive it. If such a person is made to notice it by only altering the intensity of stimuli like its sound or light without altering its substance, they may even have a negative opinion of it.By watching the aforementioned occurrence, marketers may get valuable insights that will help them avoid wasteful advertising and communications that are counterproductive.

Marketers' Fear

A business that markets its goods works hard to create favorable and favorable customer perceptions of the business and its goods. For this, the company's statements, packaging, ads, and even the items itself should stand out as stimuli. They ought to be made to stand out from the cacophony of other inputs. Following are some techniques to make the stimulus stand out:

Through contrast

It's usual practice to draw attention to an advertising by using contrast with the surrounding elements in terms of size, color, color-reversal, or style. Every day, further contrastive techniques are discovered. A brief pause in an audio advertisement, an empty space between densely written words, or a color image in a black-and-white image all generate contrast and may be exploited to your benefit. Other techniques that fit within this category include writing a message upside down, employing different language and symbols, printing a teasing message, etc.

By Imagining Unexpected Events

Another tactic to draw attention is to strike where and when it is least anticipated. Advertisements that ingeniously use words like "DON'T BUY. " or "WE'RE SORRY. " or "WHY WE CANNOT " do catch people's attention. They are able to convince their intended audience to read the whole message in order to figure out the mystery. it is often easier to recognize stimuli that dispel common misconceptions or preconceived assumptions. In fact, one is more likely to notice a message that challenges a notion than one that supports it. You could be enticed to read the whole message if, for instance, a commercial shows Bangkok as a destination for family vacations and religious pilgrimages or Dubai as a pleasant, green city.

By Encouraging

It has been discussed in the separate section on motivation how exposing a person's displeasure and projecting solutions might motivate them. The marketer may attract the attention of those who are unhappy with a certain circumstance by strategically designing their communications. It is possible to shape their impression of the root of their unhappiness and cultivate a favorable perception of the remedy. As an example, consider the HORLICKS advertising, which highlight the unsatisfactory state of a recovering patient and explain how HORLICKS may help the patient. The advertisements for soft drinks in tropical nations have traditionally shown how one becomes thirsty and how a soft drink may relieve that thirst[10], [11].

CONCLUSION

In conclusion, Online and international consumer behavior are dynamic, changing phenomena. Businesses may successfully traverse the digital marketplace, broaden their reach, and satisfy the varied requirements and tastes of global customers by recognizing the trends, issues, and consequences of global consumer behavior. Businesses may position themselves for success in the globalized, online market by embracing digital transformation, recognizing cultural differences, and using technology and data-driven insights. The effects on enterprises are extensive. Global companies need to have a customer-focused stance and comprehend the distinctive tastes, habits, and cultural quirks of their target markets. To connect with customers worldwide, marketing activities must be personalized, localized, and customized. Businesses should also spend money on data analytics and consumer insights to learn more about how people shop online and adjust their tactics appropriately.

REFERENCES

[1]   M. Loxton, R. Truskett, B. Scarf, L. Sindone, G. Baldry, and Y. Zhao, "Consumer Behaviour during Crises: Preliminary Research on How Coronavirus Has Manifested Consumer Panic Buying, Herd Mentality, Changing Discretionary Spending and the Role

of the Media in Influencing Behaviour," *J. Risk Financ. Manag.*, 2020, doi: 10.3390/jrfm13080166.

[2]   A. Khare and A. Sadachar, "Green apparel buying behaviour: A study on Indian youth," *Int. J. Consum. Stud.*, 2017, doi: 10.1111/ijcs.12367.

[3]   G. Bighiu, A. Manolică, and C. T. Roman, "Compulsive Buying Behavior on the Internet," *Procedia Econ. Financ.*, 2015, doi: 10.1016/s2212-5671(15)00049-0.

[4]   L. S. Alaimo, M. Fiore, and A. Galati, "How the COVID-19 pandemic is changing online food shopping human behaviour in Italy," *Sustain.*, 2020, doi: 10.3390/su12229594.

[5]   "Hijab as a Muslim Attire and a Fashion Trend in Bangladesh," *Eur. J. Bus. Manag.*, 2021, doi: 10.7176/ejbm/13-3-08.

[6]   S. Wiludjenq and Y. Hendayana, "Impact of Lifestyle and Halal Labelization on Chatime Drink Product Packaging: A Behavioral Geographic Study," *Rev. Int. Geogr. Educ. Online*, 2021, doi: 10.33403/rigeo.800492.

[7]   S. Vijayalakshmi, V. Mahalakshmi, and S. Magesh, "Study on Consumer Buying Behaviour Towards Selective Electronic Home Appliances in Hyderabad City.," *Int. J. Logist. Supply Chain Manag. Perspect.*, 2013.

[8]   M. Kumar and R. Gopal, "Study of Consumer Buying Behavior on Branded Ethnic Apparel," *IOSR J. Bus. Manag.*, 1992.

[9]   E. Rhiney, "Consumer ethnocentrism: The effects of threat, foreignness and heritage brands," *ProQuest Diss. Theses*, 2011.

[10]   Sangeeta Bhuyan,"Factors Influencing Buying Decision Of Online Shoppers In Pune City," *Int. J. Adv. Eng. Res. Dev.*, 2016, doi: 10.21090/ijaerd.031119.

[11]   H. A. Elsaman and L. Gernal, "Do Marketing strategies, COVID 19 Pandemic and Consumer Location Affect Consumer Buying Behaviour? Empirical Study on Oil and Gas Lubricant Industries in United Arab Emirates," *JPAIR Multidiscip. Res.*, 2021, doi: 10.7719/jpair.v46i1.445.

CONSUMER PERCEPTIONS IN SERVICE SECTOR

Dr. Pramod Pandey*

*Associate Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-pramodkumar@presidencyuniversity.in

ABSTRACT:

Consumer perceptions play a crucial role in shaping consumer behavior and decision-making, particularly in the service sector. This abstract provides an overview of consumer perceptions in the service sector, examining the factors that influence these perceptions and the implications for service providers.Consumer perceptions in the service sector refer to the subjective evaluations, beliefs, and judgments that consumers form about the quality, value, and overall experience of a service. These perceptions are influenced by various factors, including service quality, customer satisfaction, brand reputation, word-of-mouth, and personal experiences. Consumers rely on these perceptions to assess the reliability, credibility, and desirability of a service before making a purchase decision.

KEYWORDS: *Customer Satisfaction, Customer Service, Perceived Value, Perceptions, Personalization.*

INTRODUCTION

As one transitions from the realm of commodities to that of services, the knowledge and management of customer perception become more complicated.It is generally acknowledged that customers find it more challenging to assess "quality" when it comes to services. Due to the fact that services are immaterial, ephemeral, and lack predetermined physical norms, the consumer may have views based on unrealistic expectations. The provider also develops an opinion of what is sufficient. Frequently, there is no starting point for a meeting. Even worse is the lack of a joint perception-creation session between the provider and the customer. As a consequence, the customer experiences disappointment or shock when the service is really provided. This situation was entirely preventable[1]–[3].

We may use a package vacation offered by a tour operator to a novice customer as an example. Before the trip started, the provider neglected to tell the customer of several restrictions and limits in the package's description. In the meanwhile, the customer developed his own lofty goals. He believed that hotels only offered single beds for guests.Breakfast and free bedtime tea were provided.The rate was inclusive of museum admission fees and visa fees.All of the aforementioned conditions weren't satisfied. The trip as a whole was seen to be terrible and disappointing due to the disappointment of the aforementioned three modest expectations. However, visitors who had previously had similar experiences did not have these expectations, and therefore had a favorable impression of the area.

Attitudes and Brand

Brand recognition facilitates the consumer's recall of the brand's quality connection and expedites the buying decision. The buyer, however, assumes that the brand guarantees an earlier perceived quality. In actuality, there are greater expectations when purchasing a brand, and mistakes are less likely to be overlooked or forgiven. When a brand is evoked, the golden rule for marketers is to only provide high-quality goods.

Risk perception among consumers

Even when buying choices have already been made, every customer is aware of certain potential hazards. Concerns about these concerns are seldom publicly stated. The customer may continue to feel there were hazards even after a transaction has been completed without any concerns manifesting. These alleged dangers include:

1. Functional risk: the possibility that a product won't work as intended.
2. Financial risk associated with paying more than is required.
3. Risk of wasting time and effort due to a potential product failure.

Marketers have a variety of options for reassuring customers that their decision was wise when they make a purchase. More importantly, they should keep track of each profitable deal to provide the groundwork for future sales and eliminate any risk perception.

Donald Trump game

You will undoubtedly encounter customers who are having trouble choosing owing to the hazards they perceive at the shop, online, or at home. The salesperson has a responsibility to assist the customer in these situations. He could: Discover what their true wants were and recommend goods that might satisfy them.

1. Encourage the customer to trust the brand.
2. Compare brands in an honest manner.
3. Describe the parameters of the warranties and after-sales services.
4. Play trumps if you're unsure. Set financial considerations aside and just suggest the finest products.

DISCUSSION

Research and Applications of Responses to Direct Marketing Approaches

The development of effective marketing strategies and programs depends on research. It is a crucial instrument for researching consumer behavior, lifestyle changes, consumption trends, brand loyalty, and predicting market developments. Research is also utilized to examine the competition, the placement of rival products, and ways to outperform them. Recently, brand equity has also been improved and created with the use of marketing research.

This is a brand-new function that is significantly different from the traditional one, in which it was only used to perform feasibility studies or only to observe consumer behavior. In fact, because of this traditional position, marketing research was until the middle of the 1980s seen as a luxury that could only be afforded by global corporations like Lever and Procter & Gamble.

But that is no longer the case. This is due to the fact that after 1985, and particularly after 1991, competition has multiplied across all industries. Most businesses now discover that the government no longer makes strategic choices for them as a result of liberalization and decontrol. Instead, the battleground has moved to their boardrooms, and they are unable to provide any clarifications. They do not know how to acquire and maintain a competitive edge, to be more precise."MR plays a significant part in this. More and more businesses are increasingly embracing MR as they see its benefits. FMCG companies have suddenly understood the pointlessness of doing product research without knowing how customers make decisions[4]–[6].

It is common practice to separate marketing research from corporate strategy. The majority of research papers then become "academic" in character and are "filed" as a result. The MR exercise is often a waste of time and money due to biased research or respondents. The researcher is often tempted to draw conclusions that the upper management could find favorable. For instance, the majority of CEOs and marketing executives would want to think that everything about their businesses is successful. The reverse might be discovered by the researcher. He could discover, for instance, that the company's distribution strategy and plan are not competitive and that channel members lack confidence in the company's policies. The industry has changed its allegiances, and the business's penetration has been confined to a small number of carefully chosen outlets that are only with the company because of their long-term affiliation.

Is it appropriate for the researcher to present these data? Most researchers confront this conundrum because if they do, the management and, more specifically, the marketing chief may not understand the facts, which can imply the end of any future upcoming assignments or being demoted inside the company. A smart researcher, like a good doctor, understands that it is preferable to give the facts and allow the business select the plan than to keep them secret, which might ultimately jeopardize the company's life. As a result, for research to be successful, it must be connected to corporate strategy and should address potential future or emergent market situations. One must first comprehend direct marketing in order to comprehend the study and applications of reactions to direct marketing tactics.

Direct marketing: Definition

Direct marketing is an interactive kind of advertising that allows the advertiser to contact their target audience anywhere. Direct marketing is described as "an interactive system of marketing that uses one or more advertising media to effect a measurable response and/or transaction at any location" by the Direct Marketing Association of the USA. Three crucial components emerge from a consideration of this concept, namely:

a. The direct marketing program's communication loop is closed by the customer's reaction or lack of response, making it an interactive system in the sense that there is two-way contact between the marketer and his or her target market. For instance, the consumer may engage with the marketer and close the contact loop by mailing in the response cupon from an advertising or catalog.

b. Measurability of reaction is another factor. As was discussed before, the quantity of coupons received and the response rate to the marketer's message are both indicators.

c. The client does not need to physically connect with the marketer in order to engage in direct marketing activities; instead, they may make contact through mail, phone, fax, or the internet.

As was already said, direct marketing is a successful strategy for promoting and selling goods and services in a cutthroat industry. Direct marketing aims to constantly elicit a reaction from the target audience. Other names for direct marketing include direct selling, mail order selling, and catalogue selling.Today's direct marketing relies on a consumer database and makes use of all these techniques. In actuality, the creation of this database is the secret to effective direct marketing.

Development of a database and research

The best method for adjusting the marketing mix to the needs of the target market is database marketing. This aids in both the delivery of the service and its customization. Today, it is feasible to provide the right product with the right message, at the right moment, to the right person thanks to breakthroughs in the field of information technology. The establishment of client purchases and other relevant data is necessary for this. It also involves creating a database of future clients.

Therefore, database marketing is an interactive marketing strategy that reaches the target market via research using all available media and communication channels. It serves as the foundation for all of the company's relationship marketing initiatives. The database's information is utilized to identify all prospective customers and foster consumer loyalty for any new goods or services. It aids in determining the media and distribution methods that are the most economical.

Qualities of an Effective Database

Even if each company may elect to create its own database, there are several qualities that contribute to its enrichment. Which are:

a. Each client or potential client should be viewed as a unique entity, and as a result, they should each have their own record in the marketing database. These unique clients are collected into market groupings.

b. Each of these marketing records must include all pertinent data and contact information, including name, address, phone number, frequency of product use, product experience, industry, organizational customer's industry, decision-making units, response to any prior direct marketing campaign, and soon.

c. To be customer-friendly, all corporate departments and workers participating in the direct marketing campaign should have access to this information.

d. The organization's goal should be to use this database in lieu of regular use surveys.

e. It is important to apply information technology solutions to improve this database and create corporate customer answers. These techniques may also be used to recognize opportunities and risks in the context of the client and to formulate sensible answers that will aid the marketer in seizing advantages and thwarting dangers. The usage of these technologies ought to contribute to the best possible resource use.

Businesses are becoming more and more aware of the value of databases for targeting and gaining an edge. These days, a lot of businesses use this database for their customer relationship

management initiatives. Database marketing is a powerful tool for managing cross-selling. This is particularly true for companies that run many businesses or products and need to use the same database. For instance, Citibank markets a variety of different financial goods, including banking services, using the database of credit card users. Information technology has once again enhanced these advantages. Therefore, database management is essential to the creation of a successful direct marketing campaign.

Mix of direct marketing

The majority of the marketing mix in the direct marketing mode is unchanged, with the exception of the communication program and customer service, which have different definitions. The customer service representative cannot reject a claim, for instance, if the marketer guarantees delivery of the goods within a certain time period and pledges to return it if it does not live up to the customer's expectations and refund his/her money. This is in contrast to standard marketing techniques where the marketer may include a number of disclaimers and refuse to do so without a doubt, which might result in big losses for the marketer as he loses not just that consumer but also potential customers down the road. Other components of the marketing mix may be used to limit the loss in general marketing. The following elements must get extra consideration from the direct marketer when making choices in addition to those involving the marketing mix[7]–[9].

Program for Communication

Media and creative choices are involved here. The text platform, graphic design components, mailers, stickers, and other choices all fall under the creative umbrella. Consider the marketing initiatives of Orange, a local supplier of mobile phone service. Not only were they precise, but they also aided in placement. One of the customer-friendly mobile services in India is Orange. Its numerous goods, including the prepaid SIM card, roaming options, and different air time packages, were all communicated using the same colors in order to encourage customers to purchase the service.Mailers, the phone, television, and the internet are the several types of media that direct marketers employ. When the offer is difficult to grasp, direct response print and television advertising is highly successful in getting people to respond to the offer. Additionally, in order to keep the brand in the forefront of customers' minds, direct marketers nowadays utilize a variety of outdoor retail panels and even stickers.

Consumer Assistance

Customer service is a crucial component of direct marketing, as was already noted. The quality of the service influences the client's choice since there is little direct physical touch with the consumer in direct marketing. Service is consequently an expense that cannot be disregarded. Currently, the customer service mix includes the following:

a. Speed and accuracy of order fulfillment: This refers to how quickly the customer can fill out the order form and how quickly the business can recognize and finalize the order. This entails creating an efficient order fulfillment system where accuracy and speed are essential for customer acquisition and retention. The business will need to pay close attention to its bandwidth and server capacity while placing online orders. The same is true for marketers that use call centers for order booking, delivery, and customer care.

b. Resolution of client concerns right away is become a need from consumers. Customers expect easy complaint handling given the Internet and call centers.

c. Other crucial components of customer service are toll-free phone numbers, money-back guarantees, and numerous payment methods that provide clients flexibility.

All of these methods were available at the Jet Airways in-flight retail, making it simple for customers to make a purchase. The 'Healthy Home Careline' has been introduced by the Indian company Reckitt Benckiser's Dettol brand. Customers may contact the business by calling a toll-free number, and their inquiries are promptly addressed. As a result, RB gains a reputation as a compassionate business, engages with customers more often, and has access to customer names and phone numbers, extending its database of clients.

Sequencing and timing

This element includes deciding whether the good or service is provided continually, just once throughout a campaign, or just once. Obviously, this will include choosing whether to run a continuous campaign, burst campaign, or pulsing campaign.

The Research Methodology

Knowing the notion of direct marketing requires us to also look at the marketing research process in order to understand how it is used in the direct marketing strategy. As previously stated, this method comprises seven stages:

1. Definition of the direct marketing issue

2. Specifying research goals

3. establishing a study design

4. Choosing the sources of the data

5. Choosing and organizing the methods and instruments for data collecting

6. examining data

7. Creating a report and delivering it to the decision maker or decision makers

Utilizing a marketing intelligence system, direct marketing

Any marketing research has as its goal to provide data at a certain period about consumers, the market, competitors, and upcoming trends in each of these areas. The majority of these research tasks benefit an organization and aid it in making strategic decisions. However, marketing is a kind of warfare that requires constant monitoring of markets, rivalry, and other structural elements like governmental policy. Successful businesses adapt their strategies to win little battles that help them win the fight for market share based on this ongoing observation. The idea behind market intelligence is similar to that of military sciences, where it is well-known that no army can win a war without having accurate knowledge on the troops of the adversary and the territory in which the battle would be fought.

1. Intelligence System Elements

2. The intelligence system in marketing consists of two parts:

3. insight into the client

4. competitor information

5. Customer Insights

This offers helpful insights about a customer's company, preferences or allegiances, individual demographic information, as well as "whims and fancies." Even while a marketer is speaking with a consumer, a strong intelligence system will advise them on what to do and what not to do. For instance, appropriate language to use and which to avoid, acceptable attire, habits or inclinations to look out for, and so forth. Planning sales calls to consumers may benefit from this knowledge. Additionally, it aids in the evolution of advertising and marketing campaigns. The majority of the time, salespeople will gather this data either as a stand-alone activity or as part of a routine sales call[10], [11].

Competition Analysis

This provides details on the strengths and weaknesses of each rival in the region, their business techniques and strategies, and how customers buy rival brands. Additionally, it offers information on the important people in rival companies. Sales representatives regularly gather this data, which I routinely update.Studying consumers' perceptions, beliefs, preferences, and motives is a common component of marketing research. Studying the psychological aspects of the dealer, store, or salesperson's conduct may be one of them. In a sense, the majority of research projects include measuring people's attitudes.

CONCLUSION

In conclusion, customer behavior and decision-making are greatly influenced by customer perceptions in the service industry. Service providers may obtain a competitive advantage by being aware of the elements affecting these views and actively managing them. Service providers may develop good attitudes, cultivate client loyalty, and achieve long-term success in the service industry by concentrating on service quality, customer happiness, brand reputation, and individualized interactions. Additionally, service providers must to actively interact with clients via efficient marketing and communication techniques. Customer expectations may be managed and favorable opinions can be shaped through clear and comprehensive communication. Utilizing social media and digital platforms may provide service providers more chances to engage with clients, respond to their issues, and spread good word of mouth.

REFERENCES

[1]   G. Shandilya, S. Singh, and A. R. Srivastava, "Impact of consumers' perception on the service quality of fast-food sector," *International Journal of Mechanical Engineering and Technology*. 2018.

[2]   E. Heiskanen and K. Matschoss, "Consumers as innovators in the electricity sector? Consumer perceptions on smart grid services," *Int. J. Consum. Stud.*, 2016, doi: 10.1111/ijcs.12280.

[3]   R. O. Satria and A. T. Komara, "Satisfaction in Retail Sector Consumers: Consumer Perceptions of Service Quality and Price.," *Kontigensi   J. Ilm. Manaj.*, 2020, doi: 10.56457/jimk.v8i1.75.

[4]   P. Suhail and Y. Srinivasulu, "Perception of service quality, satisfaction, and behavioral intentions in Ayurveda healthcare," *J. Ayurveda Integr. Med.*, 2021, doi: 10.1016/j.jaim.2020.10.011.

[5]   I. H. V. Gue, M. A. B. Promentilla, R. R. Tan, and A. T. Ubando, "Sector perception of circular economy driver interrelationships," *J. Clean. Prod.*, 2020, doi: 10.1016/j.jclepro.2020.123204.

[6]   R. Yadav and T. Mahara, "An Empirical Study of Consumers Intention to Purchase Wooden Handicraft Items Online: Using Extended Technology Acceptance Model," *Glob. Bus. Rev.*, 2019, doi: 10.1177/0972150917713899.

[7]   C. G. Baicu, I. P. Gârdan, D. A. Gârdan, and G. Epuran, "The impact of COVID-19 on consumer behavior in retail banking. Evidence from Romania," *Manag. Mark.*, vol. 15, no. s1, pp. 534–556, 2020, doi: 10.2478/mmcks-2020-0031.

[8]   P. Kumar and M. J. Polonsky, "In-store experience quality and perceived credibility: A green retailer context," *J. Retail. Consum. Serv.*, 2019, doi: 10.1016/j.jretconser.2019.02.022.

[9]   J. Wirtz *et al.*, "Brave new world: service robots in the frontline," *J. Serv. Manag.*, 2018, doi: 10.1108/JOSM-04-2018-0119.

[10]   R. G., R. Sreedharan V., and R. Saha, "An integrated framework for service quality, choice overload, customer involvement and satisfaction," *Manag. Decis.*, 2021, doi: 10.1108/md-12-2018-1354.

[11]   D. L. T. Hegger, G. Spaargaren, B. J. M. Van Vliet, and J. Frijns, "Consumer-inclusive innovation strategies for the Dutch water supply sector: Opportunities for more sustainable products and services," *NJAS - Wageningen J. Life Sci.*, 2011, doi: 10.1016/j.njas.2010.10.001.

MEASURE THE ATTITUDE OF THE CUSTOMERS IN THE CUSTOMER INTELLIGENCE SYSTEM

Mr. Ram Srinivas*

*Assistant Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-ramsrinivas@presidencyuniversity.in

ABSTRACT:

Measuring customer attitudes is a vital component of the Customer Intelligence System (CIS), enabling businesses to gain valuable insights into customer preferences, perceptions, and behaviors. This abstract provides an overview of the methods used to measure customer attitudes within the CIS, highlights the benefits of such measurements, and explores the various applications of customer attitude data for businesses.The Customer Intelligence System combines data from various sources to create a holistic view of customers and their interactions with a business. Customer attitudes, representing their opinions, emotions, and beliefs, are a key dimension within the CIS. Measuring customer attitudes allows businesses to understand their customers on a deeper level, helping to inform strategic decision-making and enhance customer-centric approaches.

KEYWORDS: *Attitude Measurement, Customer Intelligence, Customer Satisfaction, Feedback Collection, Market Research, Opinion Mining.*

INTRODUCTION

A researcher must be familiar with various scales, the contexts in which they may be used, or the analytical methods that can be used to examine the results in order to assess consumer attitudes. There are four different kinds of scales: nominal, ordinal, interval, and ratio.

Normative Scales

Of all the scales, they are the least restricted. Here, numerals are exclusively used to identify people. The distribution of subscribers' phone numbers is a common illustration of this magnitude. Another example is the categorization of retail establishments as "carrying brand X" or "not carrying brand X." Only the most fundamental mathematical analysis is possible on these sizes. One frequent statistical technique used in this situation is mode. Let's use the example of many toilet soap products that are advertised in a certain location. The most well-liked soap brand in a certain geographic location, or the one offered by the greatest number of stores there, may be determined based on the number of stores carrying various brands of toilet soaps[1]–[3].

Normative Scales

These are the scales for ranking. Customers using these scales must be able to discriminate between components based on a single attribute and direction. Think such a scenario where someone is requested to rate several automobile manufacturers based on their fuel economy. An ordinal scale has been used in this case. It should be clear that just ranking the various brands

within a product category does not allow the researcher to draw any conclusions regarding the distinctions between brands with respect to a given feature. The only inference that can be made from the aforementioned illustration is that the Maruti 800 is the most fuel-efficient vehicle in this region. However, this scale cannot be used to determine how much better or how different it is from others in terms of fuel economy.As equivalent elements are given the same rank, an ordinal scale has all the information of a nominal scale. Ordinal scales are well suited for summary statistics like the median, quartile, percentile, and other statistics.

Periodic Scales

These scales enable a person to express significant distinctions between two items. It should be noted that this scale's zero point is arbitrary. The thermometer, which measures temperatures in both Fahrenheit and centigrade, is the most typical example of this scale. By'scaling' equal amounts of mercury expansion, it is possible to determine equivalent temperature variations while giving each scale a random zero.

The preference a customer displays for a particular brand of perfume on the following scale serves as an example of an interval scale.

1. Either like it the most, I like it, or I don't care for it.

2. I detest it

3. I find it to be the worst.

4. Each answer in this case alludes to a certain level of customer preference.

The mean, standard deviation, and correlation coefficient are statistical concepts that may be used to examine responses recorded on these scales. On answers evaluated using this scale, further statistical analysis utilizing the t-test and f-test may also be performed.

DISCUSSION

Ratio Scales

These scaling methods are at the top of the range since they allow for all arithmetic operations. A ratio scale has a particular zero point. It includes all the data from the scales described above.The researcher should now realize, having thought about the selection of scales, that all attitude assessment techniques aim to get participants to react to certain stimuli in accordance with a predetermined set of guidelines. Advertising material, themes, packaging, shelf displays, or even a salesperson's presentation might serve as these triggers. The answer could include evaluating the appeal of a product, the beauty of an advertising, or the legitimacy of the presentation. The responder must use a scale to convey their answer. The researcher must carefully assess whether the analysis should place more focus on the respondents, the stimuli, or both. Let's say the subject of the marketing study is detergent powders, and the housewives are being asked to compare several brands based on one quality called "gentleness on hands". Three different scaling methods might now be equivalent[4]–[6].

The researcher here explores systematic variance among respondents using a respondent-centered method. Response strategy: In this instance, the researcher looks at both and. Scales and analyses used in the majority of marketing research studies are based on response-based measurement.Several scaling strategies are used for gauging attitudes. These include the

Thurstones Case V, the Q-Soct, Likert's Summated Scale, and Osgood's Semantic Differential, among others. The Semantic Differential and Likert's Summated scales are the most popular of these. The researcher can examine both the direction and the intensity of respondents' attitudes toward concepts like corporate image, advertising image, and brand image using the semantic differential, a type of quantitative judgment method that generates scales that are frequently further analyzed using techniques like factor analysis. Semantic differential scales are now used to measure images, compare rival brands and services, analyze the success of advertising and other promotional efforts, and identify the buyer attitudes of specific product classes or brands within those product classes. The most common use for these scales is in marketing research.

Interview Timetable

A questionnaire may not always be able to provide insight into a customer's motivations or the elements that will contribute to the success of new technologies like voicemail and e-mail or new goods that a company may be considering launching. An interview schedule is created for these and many more comparable reasons. This timetable aims to thoroughly examine a thing, an occurrence, or a collection of individuals. The answers given here are not organized like those on a questionnaire.An interview schedule's drawback is that it is not conducive to tabulation, and generally speaking, answer analysis is challenging. Its application is thus restricted, and the sample size is also significantly less than that of a market study that uses questionnaires.

Testing associations

In recent times, qualitative research which examines the psychological component of consumer behavior has received the researcher's attention. As we previously said, the responder is often guarded and provides replies more from the conscious portion of his or her mind when being asked direct questions utilizing a questionnaire or interview schedule. Marketing researchers use a variety of psychological tools including association tests, phrase completion tests, and theme appreciation tests to access the subconscious mind. These evaluations are supposed to show how customers see a brand, product, or company. These studies may also provide information on how customers perceive a brand's personality as well as the characteristics and way of life of the intended audience.

The use of metaphors, telling tales, and even asking participants to recollect their interactions with a brand or other event are some of the other often used tactics in qualitative research that are intended to uncover consumers' hidden ideas. Experiences are often recalled via stories. Every time, consumers recreate them and utilize them to express their prior encounters. But metaphors may also be used to express memories.

The abundance of memories, analogies, and stories has a significant impact on how people consume and behave. Researchers may help consumers weave their narrative of past, present, and future experiences in the marketplace by using specific metaphors. In response, customers create their own metaphors to convey their ideas, sentiments, and feelings. Brand-related stories show how consumers perceive different brands.

Questionnaire

The most often used tool for data collecting is this one. The questions a researcher wants to ask his respondents are included in a questionnaire. It is crucial that these inquiries be made in a language that the client can easily comprehend and respond to. All technical jargon and

terminology with ambiguous meanings should, to the extent practicable, be defined. This is necessary to ensure uniformity across all sample respondents' replies. Words like "regularly," "frequently," and "occasionally," for instance, need to be defined. A query along the lines of "How often do you purchase detergent powder?" and offering the options "always, often, rarely, sometimes, and never," if not explained, would not have the intended result[7], [8].

Designing a Questionnaire: Steps

To prevent any prejudice on the part of the researcher, it is crucial that the questions be unloaded. It is also crucial that the data gathered be accurate and trustworthy. Respondent bias must also be prevented, just as researcher bias.

A questionnaire also has to have a structure. "How many children do you have, for instance?", followed by "Your marital status," is inappropriate. Logically, the question about your marital status should come before the one about how many children you have.

A survey should be pre-tested before being printed completely. The following should be pre-tested for:

a. Are the responders able to understand the questions?

b. Are the questions being answered for the researcher? Or does the responder have the same understanding of the questions as the researcher?

c. Are there any words or phrases that need definitions?

d. Exist any delicate "spots" or "questions" that responders would feel uncomfortable with or reluctance to answer? Typically, these might be inquiries about the respondent's financial situation, age, or personal information. Put these multiple-choice questions in various ranges to prevent these problems. Additionally, it is advisable to inquire about yearly family income when it comes to income since it is less intimidating.

e. How long does it typically take for a responder to finish the questionnaire? It's crucial to keep in mind that lengthy questions make respondents tired and uninterested. In a lengthy questionnaire, it's highly typical to get no answer or an incorrect response. Therefore, having a brief questionnaire is crucial to preventing responder weariness.

f. Does the client seem enthusiastic about the study? Is he or she interested enough to complete the questionnaire?

g. Are the questions logically connected to one another?

h. Can the investigators, upon request, describe the goals and questions?

So, using surveys, data are gathered, put through statistical analysis, and then published with their interpretations.

Future of Direct Marketing and Consumer Behavior in India

The following factors will determine how direct marketing in India develops:

Getting in touch with non-metro/non-urban markets:

The key to any direct marketing effort is increasing its reach to rural and semi-rural regions as metro and urban sectors become saturated with goods and services advertised in both general and

direct marketing models. The direct marketer has thus far faced infrastructure limitations. However, because to the ubiquity of mobile telephone, telecom booths, satellite television in rural regions, and remote internet cafés, marketers should be able to connect with their target demographic there. Post offices may be found in the most remote areas of India and can serve communities with as few as 20 families. These offices may be utilized as an efficient means of delivery, communication, and even customer service for remote areas. Today, financial organizations like IDBI, ICICI, SBI, and others are directly promoting their mutual funds and other financial products through the Indian postal service. Therefore, a company's capacity to reach rural customers is essential for success in the Indian market.

Enhancing the Offer's Credibility

The typical Indian consumer will wait to purchase a something or service until they have actually seen, felt, and used it. Therefore, because the direct marketer is unable to provide these advantages, these are essential factors in the customer's decision-making process. In order to ensure that the customer's experience with the product surpasses his or her expectations, he must pay particular attention to this. Additionally, he must concentrate on service to guarantee a prompt resolution of any disputes. The secret to direct marketing success is credibility.

Increased Usage of Credit And Debit Cards

The effectiveness of direct marketing in India will rely on how often customers and marketers alike utilize debit and credit cards for payment. This calls for a switch in payment methods from cash to non-cash, which affects how buyers and sellers think.

Development of Specialized Database Companies

The development of specialist database companies is another important aspect of direct marketing's success. The creation of a client database is a time- and money-consuming endeavor. Due to this, only major businesses can effectively use direct marketing. Small and medium-sized businesses, which make up a significant portion of the Indian economy, cannot afford to build this database. Therefore, the development of companies with a focus on database administration would help direct marketing succeed in India.Finally, despite coming to India, direct marketing is still mostly a metro phenomena. It is increasingly expanding to include rural regions as well. It's crucial to keep in mind that effective competitive marketing tactics include broad and direct marketing methods.

Client Privacy

Depending on who uses the phrase, the word "consumerism" may have a variety of meanings. The word has been defined differently by academic scholars, business, government, and consumer advocacy organizations. These meanings cover a wide range, from questioning society's emphasis on material items to expressing people's desire for higher moral standards. For example, "Consumerism is a social movement of citizens and government to strengthen the rights and powers of buyers in relation to sellers" may be used as a brief description.

One of the consumer rights is related to rising concerns like privacy, information, data banks, and other comparable matters. Businesses and the government now primarily rely on consumer information gathered, combined, and transmitted via computer and communication technologies to support the millions of daily transactions that customers participate in. Many businesses,

including direct response marketers, advertising agencies, insurance firms, and private utilities, need timely, accurate, and comprehensive customer information. Consumer information may be used for a variety of purposes, including investigating and law enforcement purposes, approving or denying credit, issuing credit cards, writing insurance policies, choosing people for direct mail solicitation, preventing fraud, determining eligibility for government assistance, and many others.

Six fundamental computer-age privacy standards were developed in order to reap the advantages of technology without sacrificing fundamental privacy rights:

1. To decide who has access to rights, rewards, and opportunities, commercial or public entities should only gather personal data that is relevant and socially acceptable.

2. People should be made aware of the data that will be gathered on them and how it will be utilized.

3. People should have easy-to-follow processes for looking through their records and voicing concerns about the quality, completeness, and legality of the data used to judge them.

4. Only those who require access to the information for proper reasons should be given access to it inside the collecting organization.

5. Collecting organizations should avoid disclosing identifiable personal information to parties beyond the original scope of their work unless the subject is willing to do so or disclosure is mandated by law.

6. In order to uphold their commitments of confidentiality to people whose information they are holding in a trustee relationship, organizations must develop and implement appropriate data security procedures. However, fresh concerns about consumer privacy have emerged lately. For illustration:

The public was made aware of the fact that information provided for one purpose credit, insurance, employment, organizational memberships, publication subscriptions, charitable donations, etc. was frequently used for other commercial purposes without the individual's knowledge or consent. This information was revealed in feature stories in magazines, newspapers, and on television.Better "Consumer privacy protection" was mentioned by the majority of the ten top consumer advocacy groups when the Society of Consumer Affairs Professionals in Industry asked them what they thought will be the top consumer action goals in the 1990s.

The following findings addressing consumer privacy in the information age were drawn from a significant study of consumers and business leaders in the privacy-intensive sector:

1. 79 percent of the population is generally concerned about risks to their privacy, which is a reflection of the poor trust that has become a hallmark of institutions.

2. The public is willing to submit personal information for consumer services when satisfied that fair information procedures are followed, notwithstanding the high general fears about privacy invasion.

3. A person's degree of information, political ideology, age, race, and computer usage all influence their level of privacy concern. People of color, Jews, liberals, and those in their 30s to 49s, for example, are more pro-privacy.

4. It will be challenging to reduce public anxiety about risks to privacy, but there are

There are three crucial strategies to strengthen customer privacy interests:

a. Consumer privacy regulations, including the Fair Credit Reporting Act, should be updated.

b. Create new information property rights for consumers, allowing them to choose to engage in or not in certain consumer-profile information systems and get rewards if they do.

c. Business and consumer advocacy organizations should create more aggressive consumer privacy protection practices.

Due to the possibility of customer reaction over privacy problems, this matter would continue to be of interest to marketers. Consumers will need to be better informed about the purposes behind the collection of specific data as well as their legal rights.

Business Ethics and How It Affects Consumer Behavior

Knowing all there is to know about the personality and preferences of the target customer is a distinct advantage for the marketer who has a thorough understanding of consumer behavior. In reality, practically all businesses that produce or promote their products constantly acquire and update information on the customers that make up their target market. Many people believe that a thorough knowledge of customer behavior allows marketers room to influence the market itself and that tactics are developed without consideration for the basic moral principles of being honest, truthful, and fair.

The main goal of the tactics is to increase sales by finding a way to get beyond the customers' resistance. As a result, when seen from the perspective of his employer or the organization, a market man's market savvy and sales prowess become desired attributes. Ethics will be the first thing to suffer if the organization doesn't set boundaries and encourage its personnel to act responsibly. In the long term, it seriously harms the company's connection with its clients. Therefore, more than anyone else, businesses that engage in marketing must make ethics a way of life and ensure that they are upheld even in the face of serious provocation or competitive danger. Nothing in business can exist without ethics.

It is difficult to pin down exactly what ethics are. The majority of individuals, however, have no trouble comprehending the spirit of ethics. The premise that ethics is not a matter of choice is one that is generally not contested or debated. In the same way that you don't doubt other people's right to life, you shouldn't question their right to demand moral conduct from you. Having stated that, it is necessary to acknowledge that unethical behavior is seen in many fields, including marketing. When it comes to product design, packaging, price, advertising, distribution, or quality assurance in marketing, ethics often receives the short end of the stick.

Educated, respectable, and seemingly ethical businesspeople sometimes let unethical commercial practices to continue. Common justifications, such as being powerless because they are enmeshed in a conflict, are unacceptable. The true cause could be that they are turning a blind eye to unethical behavior in their pursuit of commercial dominance. In other words, they are

ignoring the core concept and idea that should have guided them. Because such commerce impacts the basic fabric of existence, society cannot tolerate it.

Ethics Start at the Top

A company environment corrupted by the kind of dishonesty or rot described above could not exist without managerial understanding. In any event, management is required to remain always vigilant in order to spot any rot and stop it in its tracks. They must train their staff members and aggressively implement any procedures that would stop unethical behavior. Companies should implement ethical standards such that they start at the top and permeate down to all levels. The company's vision statement should include aspirational words regarding ethics, but this is insufficient. The senior management of the company has to recognize that junior executives continuously turn to them for moral advice. The working levels see a lack of instruction as an indication that the business is not committed to ethics. Commercial success for such a corporation becomes the primary policy.

Any method, no matter how dishonest, that results in success will be considered a strategy. In the name of competition, unethical business actions by one corporation will inspire similar behavior by another. By matching trick with trick and fighting fire with fire, the rivals damage the industry's reputation as a whole. All because a small number of managements lacked the courage or vision to stand up for morality despite short-term setbacks. However, history has shown that those businesses who stand up and establish ethics in their staff are noticed by customers and go on to become leaders.

The journey of ethics

The goal of ethics is not ethics. It is an adventure. Companies and individuals should continually put this into practice, check in with themselves occasionally, and make course adjustments as necessary to go in the right directions. Every institution, whether it be a corporation, government, or community, should actively oversee the introduction of the code of ethics and its ongoing upkeep. It's crucial to recognize and reward those who adhere to moral principles, and to penalize those who do not.

CONCLUSION

In conclusion, for organizations looking to understand their consumers and make data-driven choices, assessing customer attitudes via the Customer Intelligence System is a helpful practice. Businesses may learn more about the preferences, attitudes, and feelings of their customers by using a variety of measuring techniques. This information serves as the basis for tailored experiences, targeted marketing, and ongoing development. Utilizing CIS consumer attitude data enables firms to establish solid client connections, raise customer contentment, and spur corporate expansion in the highly competitive market of today.unethical business actions by one corporation will inspire similar behavior by another. By matching trick with trick and fighting fire with fire, the rivals damage the industry's reputation as a whole. All because a small number of managements lacked the courage or vision to stand up for morality despite short-term setbacks.

REFERENCES

[1]   B. Viritha and V. Mariappan, "Anti-money laundering practices in banks: customer's

awareness and acceptance in India," *J. Money Laund. Control*, 2016, doi: 10.1108/JMLC-03-2015-0009.

[2]   J. Paschen, L. Pitt, and J. Kietzmann, "Guest editorial. Emerging technologies and value creation in business and industrial marketing," *J. Bus. Ind. Mark.*, 2019.

[3]   K. M. Wiig, "Knowledge Management Glossary," *Knowl. Res. Institute, Inc*, 2004.

[4]   J. Romeo, H. Moukanas, and G. Rung, "The Age of Accelerating Strategy Breakthroughs," *MIT Sloan Manag. Rev.*, 2020.

[5]   L. Agarwal *et al.*, "Privacy and Modern Advertising: Most US Internet Users Want'Do Not Track'to Stop Collection of Data about their Online Activities," *Int. J. Mark. Res.*, 2014.

[6]   K. Anderson, G. Samuelsson, and M. M. Jansson, "Benchmarking information management practice and competence in swedish organizations," 2009.

[7]   Sandra V. B. Jardim*, "The Electronic Health Record and its Contribution to Healthcare Information Systems Interoperability," *Procedia Technol.*, 2013.

[8]   K. M. Bartol *et al.*, "Sales Force Turnover and Retention: A Research Agenda," *J. Pers. Sell. Sales Manag.*, 2017.

EXPLORING THE CONCEPT OF ETHICAL PURCHASING

Dr. Srinivasan Palamalai*

*Associate Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-srinivasanp@presidencyuniversity.in

ABSTRACT:

Ethical purchasing has gained increasing attention in recent years as consumers become more conscious of the social, environmental, and ethical implications of their purchasing decisions. This abstract explores the concept of ethical purchasing, its underlying principles, the factors influencing consumer choices, and the implications for businesses and society as a whole.Ethical purchasing refers to the deliberate act of making purchasing decisions based on ethical considerations, such as sustainability, fair trade, labor practices, animal welfare, and environmental impact. It is driven by consumers' desire to align their consumption with their personal values and promote positive social and environmental outcomes.

KEYWORDS: *Accountability, Consumer Activism, Corporate Social Responsibility, Green Purchasing, Ethical Consumption.*

INTRODUCTION

Simply described, ethical consumption is the act of making purchases from organizations that behave morally. Although the phrase "ethical" might be interpreted differently by businesses and customers, in its purest form it refers to behavior that does not damage or exploit people, animals, or the environment.

Understanding Ethical Purchasing

You may be a "ethical consumer" in a variety of different, often subtle ways.Positive purchasing involves choosing ethical goods, such as fair trade, organic, or cruelty-free items. This choice is maybe the most significant since it specifically helps progressive businesses.Negative purchase refers to avoiding anything you find objectionable, such as battery-operated eggs or polluting automobiles.Company-based buying entails focusing on the whole company. For instance, the boycott of Nestlé targets all of its brands and subsidiaries in an effort to pressure the business to alter how it markets infant formula in developing countries.Combining all three, the completely screened strategy entails examining all businesses and goods to determine which one is the most ethical.

Unusual Consumer Action

Negligent and dishonest customer habits are among the abnormal ones.

Stupid Consumer Practices: Committed Buying

The majority of customers purchase things on a regular basis as part of their daily life. However, when compulsive buying occurs, the focus changes from getting value from the acquired object

to getting pleasure from the purchasing activity. Chronic shopping addiction. repetitive shopping that develops as a go-to reaction to unpleasant situations or emotions. It becomes exceedingly hard to quit, which eventually has detrimental effects on the person or others[1]–[3].

The negative effects of compulsive shopping include feelings of regret, diminished self-esteem, and strained interpersonal connections, as well as the accumulation of enormous amounts of debt that are difficult to pay off. Shopaholics are hooked to spending money and use it as a crutch to make up for emotional emptiness. They often resort to another form of chronic damaging behaviors like overeating, work holism, or overexercising when questioned with their spending habits.

According to studies, up to 10% of Americans fall into the category of hard-core consumers who buy things only for the pleasure of it rather than to meet actual necessities. The simple accessibility of credit cards is one thing that makes the procedure easier. It is likely no accident that the issuance of bank cards has grown quickly at the same time as the issue of compulsive spending has grown.

To win a bet with a buddy, one customer even managed to get 1199 different kinds of credit cards. Easy credit may lead to unmanageable debt. To combat this form of addiction, support groups have been created to assist those attempting to break their compulsive need to spend over their means on goods they don't need.

DISCUSSION

Fradulent Consumer Behavior

Shoplifting is a sort of fraudulent or illegal deviant consumer behavior that includes the theft of retail goods while a customer is in the store or pretends to be in the business. Between the middle of the 1980s and 1990, shoplifting increased by 35%, accounting for around 2% of total retail transactions excluding those for cars and petrol.Therefore, it is important to underline that both businesses and other organizations and consumers have a responsibility to conduct properly in trade interactions in the marketplace.

Initiatives for Ethical Trade and Consumption

We make decisions on various items every day. Our purchasing choices have an impact on more than just ourselves. The methods used in product production may have a significant impact on how the product is used by other people, animals, and the environment. It involves accepting responsibility for the impact that we can really manage while making purchases ethically.

Ethically Dubious Consumer Actions

It becomes more natural to start by examining unethical rather than ethical consumer behavior the more one equates ethics with moral criticism and moral self-critique. There are solid practical and economic grounds for understanding, influencing, and outlawing morally dubious consumer behavior in addition to possible theory-traditional ones. Treating pasteurized milk is sold in tetra packs, and these packets have a shelf life of three months without refrigeration. The invention, validation, and repeated replication of the "consumer ethics scale" have been a recurring theme in this consumer ethics research history. Costs for the 4.5 tab Tetra Brick Aseptic range from'20 to'24 per litre. Tetra Find Aseptic packs cost roughly 40% less than TBA packets and could keep milk for 45 days. Despite the benefits of these tetra packs, consumers in India have been used to

boiling milk for generations and may not understand why pasteurized milk does not need boiling. Vijaya employs TFA, and the cost per litre is '19.

Second, boiling has the potential to alter the flavor of anything. The makers of Amul offered Tetra packaged milk as early as 1980, but the product failed to take off. But in the modern setting, bad prices and changing living styles can tempt customers to try this product. Tetrapak India is making an effort to raise awareness of the advantages of Tetrapak milk. Only around 12% of the milk produced each year, or roughly 72 billion litres, gets packed.Studying a subject is done to enhance one's understanding of its contributions. Studying consumer behavior is important because of how it affects people's lives. The majority of spare time is spent shopping or doing other activities in the marketplace. The additional time is often filled with learning about and contemplating goods and services, talking about them with friends, and viewing commercials for them. Our lifestyles are clearly shown by how we use things. These factors all point to the value of education. However, it could also be done for practical, urgent reasons.Consumers digest product-related information more quickly when they are invested in the product. Since this information is properly analyzed, it is kept for a long period. As a result, consumers experience emotional highs and have a propensity to participate in prolonged problem solving and word-of-mouth interactions. Since their behavior or anticipated behaviors have a considerable impact on certain choices, consumers are often examined. Consumer behavior is considered an applied discipline as a result. These applications may be classified into two levels of analysis:

1. a microscopic view

Understanding customers is a key component of the micro viewpoint since it helps businesses and organizations achieve their goals. In order to be more successful in their jobs, advertising managers, product designers, and many other professionals in profit-driven firms are interested in understanding customers. Managers of several nonprofit organizations have also profited from this expertise. For instance, the United Way and the American Red Cross have successfully incorporated notions of consumer behavior into their operations. The micro viewpoint looks for ways to apply this knowledge to issues unique to each company or organization.

2. macro viewpoint

We are aware that consumers have a collective impact on the economic and social circumstances of a society as a whole at the macro, or aggregate, level. Consumers have a significant impact on what is produced, for whom it is produced, and what resources are employed to generate it under market systems based on human choice. Therefore, the quantity and quality of our standard of life are significantly influenced by consumer behavior as a whole. Think about the total effect of the great demand for private automotive mobility among American customers. Highway networks, automobiles, and the petroleum-based items needed to operate them have all required the usage of enormous resources. It has also had a significant impact on many of us' everyday lives and the places we call home. Furthermore, this shared ambition has greatly contributed to our environmental issues, energy demands, and international relations in addition to fostering the growth of a robust transportation system. This serves as an illustration of how a macro view of consumer behavior may shed light on and perhaps even foretell broader economic and social trends. Additionally, this knowledge could provide ideas for boosting the effectiveness of market systems and enhancing societal wellbeing[4]–[6].

Methods for examining customer behavior

The two main methods for studying customer behavior are as follows:

1. Managerial strategy

2. Holistic Strategy

Managerial strategy

It sees consumer behavior as a social science that can be applied. A management approach to consumer behavior tends to be more micro and cognitive in character, and it is researched as a foundation for and an auxiliary to the development of marketing strategies. It is micro because it places a focus on each individual customer and their views, beliefs, lifestyles, and demographic traits.Studying environmental effects reference groups, families, and cultures—in the context of how they affect particular consumers. A management approach is more cognitive because it is more micro; that is, it places more emphasis on how customers think and what influences them to make choices. Managers in marketing believe that a focus on the person is only natural. All marketing strategies should aim to meet the demands of specific customers while being socially responsible. Information is gathered on the requirements, mental processes, and personality traits of the customer. The company's services may then be targeted to certain consumer categories using this information, which is subsequently pooled. As a result, a wealthier, older baby boomer sector that prefers casual clothing and places a premium on performance may be found. The discovery of such a market would have repercussions for marketers of everything from automobiles to clothing, yogurt to personal computers. However, adopting a management viewpoint that is excessively rigid has hazards.

First off, it could place too much emphasis on customers' rationalism. According to the cognitive perspective, consumers seek for and analyze information in a methodical way in an effort to satisfy their requirements. However, this methodical processing may not always take place, as is the case when customers purchase goods out of impulse, addiction, or for symbolic reasons. In these situations, using a purely method may not show the true nature of the consumer's choice. Second, a micro perspective could fail to take into account how environmental dynamics operate independently of a person. For instance, a culturally informed viewpoint on gift-giving in the context of ritual behavior might be instructive for many marketers. But if the main emphasis is on individual customers, this viewpoint can be overlooked. Third, a managerial viewpoint focuses more on consumption than on purchases. This makes sense given that marketing managers place a strong emphasis on sales performance as shown by consumer behavior. But lately, the emphasis has been more and more on what occurs after the sale. In general, consumption, rather than the experience of making a purchase, defines satisfaction. Relationship marketing is a brand-new discipline within marketing that acknowledges the need for businesses to continue to interact with clients after the sale. This link will mostly be influenced by the consumer experience. Holistic StrategyA holistic strategy has a more global emphasis. Due to its emphasis on the larger, culturally generated context of consumption, it often places more emphasis on the character of consuming experiences than on the purchase process. Consumption is seen as both utilitarian and symbolic, antisocial and social, and idiosyncratic and normative.

Outside of how it affects the consumer experience, purchase behavior is not very interesting in and of itself. Because shopping is typically generated from culture, it is researched in the context

of shopping rather than decision making. The holistic approach is more concerned in comprehending the environmental context of the customer's activity than the managerial perspective, which is more interested in forecasting what the consumer could do in the future. A comprehensive strategy has disadvantages as well. The most significant is that, from the viewpoint of a marketer, information addressing the culturally derived meaning of consumer behaviors and consuming experiences may not be actionable. Those who research consumer behavior for its own purpose need not be bothered by this, but the conclusions drawn from it should be applicable to marketing plans in a professional setting. Second, a comprehensive strategy does not place enough focus on purchasing choices. To influence customers, marketers must comprehend how individuals make choices. Third, even if many purchasing choices are not the result of a methodical evaluation, many are. If marketers are going to try to satisfy consumer wants, they need to have some comprehension of such cognitive processes.

Perspectives from consumers on consumer behavior

As a buyer's market emerged, marketing managers started to recognize customer wants in a cutthroat setting and adapt their marketing techniques appropriately. It became vital to have a deeper grasp of customer demands, perceptions, attitudes, and intentions.According to current trends, in order to create successful marketing strategies, marketers must continue to be attentive to changes in customer wants, demographics, and lifestyles.

Particularly, three developments are probably going to affect marketers:

1. An increase in the value orientation of customers

2. Increased access to and interest in product and service information.

3. The demand for more individualized goods.

Social responsibility and consumer rights Consumerism

You now know that a consumer is someone who uses or consumes any products or services. products may be either durable or consumable, such as televisions, refrigerators, toaster ovens, mixers, bicycles, etc. Items like power, cooking gas, telephones, transportation, movie showings, etc. are considered services. Typically, a person is referred to as a "consumer" when they utilize or consume products and services. However, in the perspective of the law, both the person who purchases any products or contracts for any services and the person who uses those goods or services with the buyer's consent are referred to as consumers. The term "consumer" has its own definition for products and services under the Consumer Protection Act of 1986.

Consumer protection concept

Protecting customers' interests and rights is known as consumer protection. In other terms, it refers to the steps taken to safeguard customers against dishonest and unethical business activities and to quickly resolve any issues they may have. The most typical company mistakes that result in customer exploitation are listed.

Being Socially Responsive

When an organization cares about the people, society, and environment with whom and where it does business, it is being socially responsible. Taking moral acts that have a favorable influence on all of the company's stakeholders, including workers, community, customers, and

shareholders, is the essence of socially responsible marketing. The primary duty of marketers in this area is to package and convey organizational choices that have an effect on the many communities they contact with.Marketers have a big obligation to make sure their actions are seen as altruistic without being fake since consumers have the right and the ability to choose whether businesses thrive or fail.

An ethical marketing philosophy emphasizes accountability, honesty, and fairness. Although there is no objective definition of good or wrong, a basic set of rules may be implemented to guarantee that the company's intention is communicated and fulfilled.

The following rules govern this technique:

1. A unified truth standard for marketing communications

2. A contrast between sensationalism and advertisement

3. Endorsements must to be unambiguous and open.

4. Consumers' privacy must always be protected.

5. Marketers must follow and put into effect governmental norms and rules.

The American Marketing Association created a code of ethics to guide marketers' behavior. The statement's introduction states, in essence, that values are the culmination of the general conception of desirable and morally upright behavior. And that people evaluate their own behaviors as well as those of others, including marketers, using the values expressed in the paper as the benchmark. Best practices are made possible by these ideals while dealing with the general public and all parties concerned[7]–[9].
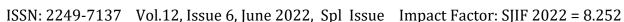
Consumer Behavior Trends

A historical view reveals that in the 1950s, a consumer orientation emerged as a result of economic need. As a buyer's market emerged, marketing managers started to recognize customer wants in a cutthroat setting and adapt their marketing techniques appropriately. It became important to comprehend the requirements, perceptions, attitudes, and intentions of consumers. According to current trends, in order to create successful marketing strategies, marketers must continue to be attentive to changes in customer wants, demographics, and lifestyles.

We have broadly categorized the causes of consumer behavior into three categories to help us understand the patterns in these factors.

1. Trends in customer demographics

2. Computer Trends

3. public policy trends

Trends in customer demographics

Demographics and segmentation are inextricably linked to subculture. Here, however, we change our attention from examining particular subcultures to attempting to comprehend the ramifications of a population's composition for the whole. The structure of a population may be influenced by a number of factors. For instance, a significant portion of the population is concentrated among younger generations in several quickly developing nations. This has boosted

economic development in some developed nations like Korea, China, and Taiwan, but also puts strain on society in certain developing nations to handle an expanding population on a fixed quantity of land. As a result of a "graying" culture, where fewer non-retired individuals are present to assist a growing number of aging elders, other nations like Japan and Germany are experiencing challenges. Because of this, the German government has provided substantial financial incentives in the form of subsidies for women who choose to become parents. Both births and immigration contribute to population increase in the United States. Businesses that rely on population expansion are having issues since birth rates are not increasing. Social class is a fairly ambiguous concept that includes classifying individuals into groups with varying levels of status, power, and privilege. The lack of clear rank distinctions in this context is also a result of the pioneering effect on American history. We cannot, for instance, link social class to income since a historically low status profession like being a plumber may now pay as much as a historically more prestigious position like being a teacher. However, there are several other civilizations where stratification is more pronounced. Even though it is no longer legal in India, the caste system continues to have a significant impact on that country's culture. Although there is still significant social mobility, social class awareness is also slightly higher in Britain, where social standing is partly reinforced by the class implications of one's accent.

CONCLUSION

In conclusion, Due to customers' desire to make moral decisions, ethical shopping is a trend in consumer behavior that is on the rise. It emphasizes the significance of ethical behaviors, sustainability, and social responsibility and has substantial ramifications for enterprises and society. Businesses may satisfy changing customer needs, contribute to a more sustainable future, and affect good change in the marketplace by comprehending the variables impacting consumer decisions and implementing ethical standards. But there are obstacles to ethical shopping. Consumers who want to make educated decisions face challenges due to the complexity of global supply chains, a lack of transparency, greenwashing, and the absence of standardized ethical certifications. Businesses need to take proactive measures to deal with these issues by being open and honest about their processes, using responsible sourcing, and working with industry stakeholders to create certifications and ethical standards.

REFERENCES

[1]   T. Reilly, A. Saini, and J. Skiba, "Ethical Purchasing Dissonance: Antecedents and Coping Behaviors," *J. Bus. Ethics*, 2020, doi: 10.1007/s10551-018-4039-3.

[2]   H. Andersch, C. Arnold, A. K. Seemann, and J. Lindenmeier, "Understanding ethical purchasing behavior: Validation of an enhanced stage model of ethical behavior," *J. Retail. Consum. Serv.*, 2019, doi: 10.1016/j.jretconser.2019.02.004.

[3]   N. Van Quaquebeke, J. U. Becker, N. Goretzki, and C. Barrot, "Perceived Ethical Leadership Affects Customer Purchasing Intentions Beyond Ethical Marketing in Advertising Due to Moral Identity Self-Congruence Concerns," *J. Bus. Ethics*, 2019, doi: 10.1007/s10551-017-3577-4.

[4]   W. Nie, A. Medina-Lara, H. Williams, and R. Smith, "Do Health, Environmental and Ethical Concerns Affect Purchasing Behavior? A Meta-Analysis and Narrative Review," *Soc. Sci.*, 2021, doi: 10.3390/socsci10110413.

[5]   E. Kossmann, M. Veloso, and M. Gómez-Suárez, "Fairtrade coffee consumption in Spain: Employing dual attitudes and construal level theory to draw insights on the ethical purchasing gap," *J. Fair Trade*, 2021, doi: 10.13169/jfairtrade.3.1.0001.

[6]   E. Kossmann and M. Gomez-Suarez, "Words-Deeds Gap for the Purchase of Fairtrade Products: A Systematic Literature Review," *Frontiers in Psychology*. 2019. doi: 10.3389/fpsyg.2019.02705.

[7]   C. Ko *et al.*, "The effect of ethical leadership on purchasers' unethical behavior in China: The moderating role of ethical ideology," *J. Purch. Supply Manag.*, 2019, doi: 10.1016/j.pursup.2019.01.002.

[8]   C. Blome and A. Paulraj, "Ethical Climate and Purchasing Social Responsibility: A Benevolence Focus," *J. Bus. Ethics*, 2013, doi: 10.1007/s10551-012-1481-5.

[9]   R. Harrison, *The handbook of ethical purchasing: Principles and practice*. 2021. doi: 10.4324/9781003200185.

A STUDY ON PRINCIPLES OF STRATEGIC MARKETING

Dr. Ranganathan Kumar*

*Associate Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-drsenthilkumar@presidencyuniversity.in

ABSTRACT:

Strategic marketing plays a critical role in driving business success and creating a competitive advantage in today's dynamic marketplace. This abstract explores the principles that underpin strategic marketing, highlighting their significance and providing insights into their application for developing effective marketing strategies.Principles serve as guiding frameworks that inform and shape strategic marketing efforts. They provide direction and clarity, helping marketers make informed decisions and align their strategies with organizational goals. Understanding and implementing these principles can enhance the effectiveness of marketing initiatives and maximize the return on investment.

KEYWORDS: *Competitive Advantage, Customer Segmentation, Market Analysis, Marketing Mix, Positioning, Product Development.*

INTRODUCTION

With internet-enabled smart phones and ts, technology has essentially put the power in the hands of the consumer. Keep in mind that these gadgets are always being updated so that the most recent model provides users more, rendering the prior model outdated in as little as six months. In the past, businesses would determine their own hours of operation, and consumers would either have to abide by them or go without that specific product. With the advent of e-commerce and mobile phones, this has completely altered, allowing shoppers to access goods whenever they want. They have increased standards for what constitutes acceptable customer service and what does not. Businesses must adapt to the altered customer behavior or risk going out of business. For instance, if a consumer wants to make a purchase online at night and has a question, they anticipate receiving prompt responses. If they don't, they choose another internet vendor from the plethora that can satisfy their urgent needs. A dynamic online existence and a relatively dull real life are lived by almost everyone.

Through our networks of friends, we are all linked on some kind of platform. We also have a variety of gadgets that keep us informed. This implies that we thrive on being engaged and informed online, and Exact Target Marketing's research, which found that 91% of customers thought that having access to information on all platforms was crucial, confirmed this. Modern technology enables common people to innovate in previously unimaginable ways. Everything, from art to innovations, can now be created digitally thanks to computer programs. Consumers may not need to visit a shop or place an online order for a new product as technologies like 3D printing become more advanced. With a mouse click, they will be able to create a bespoke design and construct it. From smart phones to ultra-fast broadband, information technology

breakthroughs provide the connectedness that unites the globe as one large community. Due to the fact that children as young as 5 years old are able to use smartphones, this trend is not likely to alter. LinkedIn even decreased its minimum age requirement to 13 years old in order to profit on the pace of technological adoption. Companies must meet customers where they are and address their complex requirements. Be present and reply to them on the same platform if your target audience spends more time there than on Twitter or Instagram. Are you using technology effectively and dealing with the knowledgeable consumer? However, this age is tremendously revived. You are directly in front of your customers thanks to social media platforms and live chat; you cannot compromise on them in order to preserve your brand position. In fact, by not answering a question, you hurt your brand's image since millions of individuals may obtain the information. The benefit of these new technologies is that you can gather data from a larger range of sources, and you can use big data to accelerate your research and development. Finally, we have seen the development of technology and its influence on consumer behavior. We have examined three aspects of how consumer behavior has altered: the use of new communication methods, expectations that have changed, and connected customers. The "Customer is King" axiom has, in my opinion, never been more true for businesses than it is now, in the age of information technology[1]–[3].

Marketers have traditionally concentrated their efforts on how business policies affect customer decision-making and behavior. Government policies were a presumption that existed independently of the framework for consumer decision-making. However, rather than focusing on specific issues, political scientists and economists have always been interested in the politics and economics of regulation as a whole. In terms of views and motives, people vary widely. There are techniques to group individuals according to their attitudes and behaviors toward the environment that may aid in the formulation of policies, albeit they may be deceptive in that they place too much emphasis on attitudes toward the environment as a factor in determining what motivates people's actions. According to research, pro-environmental behaviors are associated with deeper core values relating to the welfare of others, such as those held by religious organizations. A large portion of popular culture, especially marketing, encourages extrinsic worldviews that prioritize status, consumerism, and money. This might be seen as inhibiting pro-environmental behavior. Instead than relying on people's environmental motives, it is probably more beneficial to develop pro-environment behaviors via the use of stronger drives for action like social justice, health, or children's well-being. Attempting to change behaviors through messages that emphasize environmental benefits is only likely to be successful if those messages support existing perceptions rather than challenging them, for example, that higher quality foods are already thought to have higher environmental standards because they are not made with short-cutting.

Consumer Behavior Is Applied in Marketing

Principles of consumer behavior are used in a variety of marketing contexts, as will be outlined below:examining market potential Consumer behavior research is useful in uncovering unmet requirements and desires of customers. In order to do this, it is necessary to look at the market's trends and circumstances, consumer lifestyles, income levels, and new influences. This might indicate unmet needs and desires. There is an increased demand for home appliances such washing machines, mixer grinders, vacuum cleaners, daycare centers, etc. due to the trend

toward more dual income families and a focus on convenience and leisure. A legitimate and unmet consumer demand has led to the marketing of mosquito repellents.

When choosing a target market, it might be helpful to examine market prospects in order to find certain customer categories that have very specific needs and desires. It is possible for the marketer to create and sell goods and services that are especially tailored to these groups' desires and requirements by identifying them, learning how they act, and understanding how they make purchasing choices.

Choosing the right marketing mix After identifying unmet requirements and desires, the marketer must choose the ideal combination of product, pricing, distribution, and marketing. The study of consumer behavior is also quite beneficial in this situation for getting the answers to many baffling problems.

Product: The product or service is created by marketers to meet unmet requirements or desires. Additional choices about the product relate to its size, form, and characteristics. The marketer must also choose how to package crucial service elements, warranties, and accessories, among other things. Maggie noodles were initially offered by Nestle in masala and capsicum flavors. The corporation then incorporated garlic, Shabhar, and other flavors in consideration of client preferences in specific locations.

Price is the second crucial element of the marketing mix. Marketing professionals need to choose the price to charge for the good or service. The company's income stream will be impacted by these choices. Should the marketer consider the consumer's sensitivity to price, and would a price reduction boost sales? Are there any price breaks necessary? Do customers think that lower prices imply inferior quality? To respond to these inquiries, a marketer must comprehend how customers see the company's goods, the significance of pricing as a factor in purchasing decisions, and the impact of various price points on sales. The only way a marketer has any chance of discovering the answers to these crucial questions is through studying customer behavior in real-world purchasing scenarios.

Distribution: The next choice has to do with the sales channel, or where and how to put goods and services up for sale. Should the goods be offered for sale at all retail locations or just a few? Should the marketer build new, exclusive outlets that solely offer the marketer's products rather than using the current ones that also sell competitor brands? Is the location of retail stores significant from the perspective of consumers? Should the business consider using direct marketing? Consumer behavior research offers the solutions to these queries.

Promotion: Advertising, personal selling, sales promotion, publicity, and direct marketing are some of the most crucial techniques used in promotion to reach out to customers. The marketer must choose the approach that will reach customers most successfully. Should advertising be done separately or in conjunction with sales promotion? The firm has to be aware of its target audience's demographics, geography, access to media, preferred media, etc. Industrial items often have very little or no promotion. Technical specifications-containing brochures are often sent to customers, and salespeople then pay follow-up visits. Advertising spend is most heavily geared toward consumer goods. Personal selling is only used by the pharmaceutical industry for prescription medications. Insurance businesses engage in both personal selling and advertising[4]–[6].

Understanding consumer purchasing behavior is a complex and difficult endeavor due to the diversity of individuals throughout the globe. When a buyer buys anything, both product reasons and patronage motives are quite important. Like people, companies also make a lot of purchasing choices. The market structure, consumer demand, buyer characteristics, the decision-making process, and purchasing habits are the main elements that set it apart from consumer decision. The level of engagement greatly affects the information search, information processing, and information dissemination. Marketers may investigate customer behavior across product categories by using the many models of consumer participation.

DISCUSSION

Consumer behavior is the study of how consumers look for, choose, pay for, use, assess, and discard goods and services. It is marketing psychology, and it is used to understand why customers choose one product over another.But why do customers look for and buy products? The concept of needs and desires is connected to this. If a customer is dissatisfied, they will look for and buy things that will provide them the most satisfaction, indicating the existence of needs and desires.Marketers may utilize consumer behavior to inform their marketing approach, successfully targeting each customer after they are aware of their requirements and desires thanks to consumer behavior research.

Here, we'll list the unmet requirements and desires of customers. In order to do this, it is necessary to look at the market's trends and circumstances, consumer lifestyles, income levels, and new influences. This might indicate unmet needs and desires. There is an increased demand for home appliances such washing machines, mixer grinders, vacuum cleaners, daycare facilities, etc. due to the trend toward more dual income families and a focus on convenience and leisure.

Types of consumer actions:

1. Affected by a number of circumstances

The following list includes the different variables that affect customer behavior:

1. Product design, pricing, promotion, packaging, positioning, and distribution are examples of marketing elements.

2. individual characteristics including age, gender, economic level, and education.

3. psychological elements including reasons for purchasing, how people see the goods, and how they feel about it.

4. Situational considerations include the time element, social context, and physical surroundings at the moment of purchasing.

5. social determinants including family, friends, and social standing.

Constantly Changes: Consumer behavior is not consistent. Depending on the nature of the items, it changes gradually over time. For instance, young people enjoy fashionable footwear, whereas teens and young adults prefer colorful and extravagant footwear, and middle-aged and elderly people choose more sober footwear. Several other variables, such as a rise in income level, education level, and marketing considerations, may also contribute to the shift in purchasing behavior.

Differs from consumer to customer: Different consumers exhibit different behaviors. distinct shoppers exhibit distinct behaviors. Individual characteristics including consumer nature, lifestyle, and culture are to blame for the variations in consumer behavior. Some customers, for instance, are technophiles. They go shopping and spend more than they can afford. They borrow money from friends, family, banks, and sometimes even use dishonest methods to pay for purchases of cutting-edge equipment. However, there are those customers who, despite having more cash, choose not to make even routine purchases and refrain from using or purchasing advanced technology.

Variates throughout states, regions, and nations: Consumer behavior differs among states, regions, and nations. For instance, the behavior of urban and rural customers differs from one another. Rural customers tend to be cautious in their purchasing decisions.Rich rural customers can hesitate to spend on luxuries even if they have enough money, while urban consumers could even take out bank loans to purchase luxury products like vehicles and home appliances. Additionally, there may be differences in consumer behavior across states, regions, and nations. Depending on the upbringing, way of life, and degree of development, it could be different.

Marketers need to have a solid understanding of customer behavior, hence information on consumer behavior is crucial. They must research the different variables that affect the buying habits of their intended market. In light of the following elements, they may make wise marketing choices thanks to their understanding of customer behavior:

a. Product design or model

b. Product price

c. Product promotion

d. Packaging

e. Positioning

f. Distribution location

Influences a choice to buy:A customer's choice to buy is influenced by good consumer behavior. A consumer's choice to purchase a product may be influenced by a variety of factors. The choice to buy results in more demand, which boosts the marketers' revenues. Therefore, in order to boost consumer spending, marketers must change customer behavior.

Varies from product to product: varied items have varied consumer behavior. certain customers may purchase larger quantities of certain products while purchasing little to no amounts of others. Teenagers, for instance, could spend a lot of money on branded clothing and mobile phones for snob appeal but not on general and academic reading. A middle-aged individual could spend less on apparel, but they might invest more in pension plans, insurance, and other types of investments.

Raise in living standards: Consumers' purchasing habits may result in greater living standards. The level of life rises when a person purchases more products and services. However, if a person, although having a decent salary, spends less on goods and services, they are denying themselves a greater quality of life.

Reflects Status:customer behavior not only influences but also reflects the status of the customer. Luxury automobile, watch, and other item owners are seen as being of a higher social position. The owners' pride is increased by the expensive products.

Concept and Need for Consumer Behavior Research

The barriers that had previously isolated the realm of marketing have been eliminated in recent years by the rise of a more expansive idea of marketing. Marketing today includes the facilitation of the trade process, regardless of whether the transaction is taking place between commercial products and services, people, institutions, locations, or ideas.

Previously exclusive to a corporate environment, strategies and tactics are now used in a number of settings.Given that consumer behavior is a branch of marketing, it would seem to reason that it would be interested in a variety of consuming scenarios. Examining the origins and use of consumer behavior information in "nontraditional" contexts, notably in the fields of health, education, and welfare, is undoubtedly one of the workshop's main goals. The creation of a paradigm for the comprehension, forecasting, and management of consumer behavior in its broader context is of equal importance. Following World War II, the contemporary marketing idea emerged, and scholars and practitioners in this field started looking at customer behavior as a tool for making decisions. These studies tended to concentrate on the consumer's mental content. To ascertain the characteristics of possible market targets, assessments with high face validity as behavioral predictors, such as attitude, personality, and demography, were given.

Additionally, this strategy was often monomial in theory; consumer behavior was based on microeconomic, psychoanalytic, or perceived risk theory.Let's go over a couple more terms before we learn about customer behavior:Consumer: Anyone who buys products and services from the market for their own use is referred to as a consumer. Simply said, a consumer is someone who uses the products and services that are offered on the market.Consumer Interest: Every client has a preference for specific goods and services. Consumer interest is nothing more than their propensity to acquire goods and services based on their preferences, needs, and of course, budget.customer behavior is a subfield that examines the many phases a customer goes through before to making a final decision to buy a product or service.

The Value of Consumer Action

Before releasing a product, it is crucial for every firm to understand customer behavior. The corporation will suffer losses if the organization neglected to consider how a client would react to a certain product. Because each customer has a unique mindset and attitude toward the acquisition, use, and disposal of products, consumer behavior is very complicated. Understanding consumer behavior theories and ideas is essential for effective product or service marketing. Additionally, understanding customer behavior is beneficial in many ways. Consumer attitudes regarding product purchases vary due to the ongoing changes in living standards, trends, fashion, and technology. It is crucial to comprehend these characteristics since they play a significant role in product marketing. In order to achieve their sales goals, marketers might use customer behavior as an effective strategy. Consumer behavior, also known as buyer behavior, refers to the actions a person does while purchasing, using, or discarding a certain product or service. Numerous variables may have an impact on these behaviors.

Additionally, it includes product search, product assessment in which the customer weighs various characteristics, product purchase, and product use. Customers go through a number of phases while purchasing a product. Understanding how consumers search for products and make purchasing decisions is made possible by studying consumer behavior. Additionally, knowing customer behavior helps marketers in understanding the what, where, when, how, and why of product consumption. These aid marketers or organizations in understanding why customers acquire a product and how it satisfies them. Basic requirements like food and shelter, as well as a need for psychological gratification, influence consumer purchasing decisions, among other things[7]–[9]. The basic goal of marketing a product is to meet consumer requests and desires. To do this, consumer behavior research is useful. Since customers are the most important group for marketers and salespeople, it is crucial that they take their preferences into account so they may provide them the products and services that they want. A more thorough examination enables more precise forecasting of customer behavior for any product or service. Business managers, salespeople, and marketers benefit from studying customer behavior in the following ways.

1. To provide the greatest product or service that completely fulfills the expectations and desires of the user.

2. To choose the location where the service or item will be offered for client convenience.

3. To choose the price at which customers would be willing to purchase that good or service.

4. To determine the greatest advertising strategy that would convince consumers to purchase a product.

5. To comprehend the what, why, when, and other influences on customer purchasing decisions.

Consumer Behavior Is Important to Marketers

Marketing professionals should research customer behavior. For them to fulfill their desires or requirements, it is crucial to understand how customers, whether as individuals or as groups, choose, buy, use, or dispose of goods and services. This aids marketers in researching and comprehending customer behavior so they can position their goods towards a certain market or demographic of people.

According to the marketer's point of view, the main goal of marketing is to increase sales of products and services so that more money may be earned. Nearly all marketers significantly use this profit-making approach. The marketers earlier were effective in achieving their goal. Today's consumers are more aware of the product's uses and other details, making it harder to market or entice them to purchase the goods. Therefore, in order to persuade customers to purchase a product or service or to sell a product or service, marketers must do enough research.

The discussion on the importance of learning and using theories and ideas of consumer behavior for marketers included the following topics.

1. To comprehend client purchasing habits

2. To attract and hold onto clients through internet businesses

3. To comprehend the elements driving consumer purchasing decisions

4. To comprehend why a customer decides to discard a product or service

5. To improve salesperson expertise and persuade customers to purchase a product

6. To assist marketers in product sales and the development of targeted marketing plans

Understanding customer purchasing habits

The study of consumer behavior enables marketers to identify and anticipate customers' buying patterns when they shop for a product. The study of consumer behavior aids marketers in comprehending not just what consumers buy, but also their motivations for doing so. In addition, additional inquiries like how, where, and when they buy it are also addressed. Marketing professionals may better understand the product they are marketing by studying how it is used and the reasons why it is discarded. Studies on customer behavior can assist marketers in comprehending consumer post-purchase behavior.

CONCLUSION

In conclusion, the basis for creating efficient marketing strategies is provided by the strategic marketing principles. Marketers may successfully manage the intricacies of the marketplace by adopting client orientation, value creation, integration, differentiation, adaptation, and measurement. By putting these concepts into practice, organizations may develop customer centricity, strengthen brand positioning, and remain adaptable in a constantly changing environment. Marketers may forge deep ties with clients, spur company expansion, and achieve long-term marketing success by following these guidelines.As a result, the marketers have a thorough understanding of the pre-buy, purchase, and post-purchase phases of the consuming process. Numerous studies have shown that every customer acts differently when purchasing a product; for example, they purchase the product for various reasons, pay various prices, utilize the thing in various ways, and develop various emotional ties to the object.

REFERENCES

[1]   G. M. Grikscheit, J. A. Constantin, R. E. Evans, and M. L. Morris, "Marketing Strategy and Management," *J. Mark.*, 1977, doi: 10.2307/1250512.

[2]   K. T. Ihejirika, A. Goulding, and P. Calvert, "Rethinking Academic Library Use of Social Media for Marketing: Management Strategies for Sustainable User Engagement," *J. Libr. Adm.*, 2021, doi: 10.1080/01930826.2020.1845547.

[3]   J. K. Dubey, "Strategic marketing plan of library and information services and products for iit libraries in India," *J. Libr. Inf. Commun. Technol.*, 2019, doi: 10.5958/2456-9399.2019.00016.6.

[4]   K. Matušínská and M. Stoklasa, "The state of strategic marketing application in Czech small and medium-sized enterprises," *Sci. Ann. Econ. Bus.*, 2019, doi: 10.2478/saeb-2019-0012.

[5]   P. W. Corrigan, "Strategic stigma change (SSC): Five principles for social marketing campaigns to reduce stigma," *Psychiatric Services*. 2011. doi: 10.1176/ps.62.8.pss6208_0824.

[6]   A. K. P. Ramadhani and A. Prasetyo, "Penerapan Strategic Marketing Pada Bank Syariah Mandiri Kantor Cabang Jemur Handayani Surabaya," *J. Ekon. Syariah Teor. dan Terap.*, 2015, doi: 10.20473/vol1iss201412pp863-873.

[7]   R. Hadi, Sochimin, and A. Basit, "Sharia strategic economic model on digital zakat technology in Indonesia," *Econ. Ann.*, 2021, doi: 10.21003/EA.V187-08.

[8]   N. Cahyawati, B. Arifin, and Y. Indriani, "Analisis Nilai Tambah Keripik Pisang Kepok Dan Sistem Pemasaran Pisang Kepok (Musa Paradisiaca) Di Kabupaten Pesawaran," *J. Ilmu-Ilmu Agribisnis*, 2020, doi: 10.23960/jiia.v8i1.4349.

[9]   N. Gustavo, "Marketing Management Trends in Tourism and Hospitality Industry: Facing the 21st Century Environment," *Int. J. Mark. Stud.*, 2013, doi: 10.5539/ijms.v5n3p13.

A STUDY ON CREATE AND RETAIN CUSTOMERS THOUGH ONLINE STORES

Ms. Neha Saxena*

*Assistant Professor
Masters In Business Administration,
Presidency University, Bangalore, INDIA
Email Id-nehasinha@presidencyuniversity.in

ABSTRACT:

In the digital age, online stores have become a vital avenue for businesses to reach and engage customers. This abstract explores strategies to effectively create and retain customers through online stores, highlighting the importance of user experience, personalized marketing, customer service, and loyalty programs.Creating customers through online stores begins with providing a seamless and user-friendly experience. Designing intuitive navigation, clear product information, and easy checkout processes are essential. Optimizing websites for mobile devices and ensuring fast loading times enhance user satisfaction and increase the likelihood of conversion.

KEYWORDS: *Customer Loyalty, Digital Marketing, E-Commerce, Online Advertising, Online Customer Service, Online Reviews, Personalization.*

INTRODUCTION

According to Professor Theodore Levitt, as the primary goal of marketing in business studies is to acquire and keep consumers, consumer behavior is of utmost relevance to marketers. If the customer is pleased with the product, they will purchase it again.As a result, marketers need to sell the product in a manner that persuades customers to purchase it. Therefore, acquiring new clients and keeping them are crucial. These may be achieved by comprehending and closely observing customer behavior while making a purchasing choice or purchasing a product in a marketplace. Additionally, the content of websites has a big impact on how customers behave while making purchases. Such details from public sources encourage customers to purchase a product or service. Additionally, updating such information may encourage customers to stick with a product or give it another go if they weren't happy with it.

Before entering a market, marketers must take into account the variables that influence customer purchasing behavior. Consumer buying decisions may be influenced by a variety of variables, including social impact, cultural influence, psychological influence, and personal influence. Marketing professionals may better target the correct people with their product by understanding these criteria. For instance, suppose a marketer is promoting a Halal product. The marketers first take into account all the elements that might persuade customers to purchase halal items, after which they can focus on regions where halal cuisine is more popular.The lifestyle of the customers being targeted as well as cultural factors like religion, morals, and conventions of the targeted individuals or cultures must be taken into consideration by marketers. Different

approaches might be suggested by marketers to persuade the intended customers to purchase the goods or services[1]–[3].

Additionally, marketers need to identify the elements that influence and impact customer buying decisions. If the marketers didn't comprehend the aspects that may sway customers, they wouldn't be able to persuade them to buy the goods or satisfy their needs. Some factors can't be seen with the naked eye. In this situation, a deep grasp of consumer behavior ideas and theories enables marketers to reasonably forecast consumers' purchasing behavior. As a result, it takes constant learning and use of several ideas and theories for marketers to successfully comprehend and influence customer behavior to purchase a product. To improve salesperson expertise and persuade customers to purchase a product

Every product and service promoted revolves on customer behavior and how they will react to it. Sales representatives who promote their products well may be able to provide the correct goods to the right customers. Consumer behavior is concerned with the understanding of the consumers' requirements and wants, as well as the products and services that may be purchased to meet those demands. Therefore, consumer behavior focuses mainly on human behavior, or that of consumers. To effectively explain the advantages of the product to clients, salespeople must have a thorough understanding of their target market's needs. Additionally, a salesperson may market products that are most closely tied to a customer's need by knowing their need for that product. The salesperson should be able to speak well in addition to comprehending customer behavior. This is so that any misunderstandings won't damage the reputation of the brand.

Additionally, sales may fall short of expectations if customers know more about the product than the salesperson does. Analysis of customer behavior and expertise is crucial for salespeople to effectively promote items. To assist customers in fulfilling their needs and gaining their pleasure, salespeople must have a thorough understanding of how customers behave in a variety of settings.

DISCUSSION

To understand consumer's decision to dispose a product or services

Consumers discard away items as part of product disposal. The complexity of this customer behavior necessitates more attention from marketers. The marketers or businesses can position themselves so that this behavior can be limited by understanding how and when consumers dispose of products. If the product or services do not provide the required or expected satisfaction by the customers, the customers will dispose of the product. Some marketers keep track of customer follow-up in order to determine what led to the product's failure. Additionally, some businesses or marketers provide services to consumers like product exchanges, money-back guarantees, etc. to keep them as clients. Although, to a certain degree, these technologies may affect customers' post-purchase behavior.

The way a product is disposed of differs from one product to another. A consumer's decision to discard a product may be influenced by psychological traits, environmental circumstances, or the inherent qualities of the product. Attitude, mood, emotion, social class, social conscience, perception, etc. are some examples of psychological traits. The decision of a consumer to discard a product can be influenced by both situational factors, such as urgency, functional use, changing

fashion, etc., and intrinsic factors, such as product style, durability, reliability, adaptability, replacement cost, color, and size. For instance, the personal computers previously sold were in high demand by consumers. However, because of changes in size, growing technology, price, and convenience, most people now use laptops and mobile devices with operating systems, which have largely replaced personal computersto assist marketers in maximizing product sales and developing targeted marketing plans

Marketing professionals may increase revenue and develop effective marketing strategies by using the ideas and concepts of customer behavior. Additionally, these theories give marketers knowledge of consumer spending patterns and the likely factors that influence how much they are likely to spend on a product. With this knowledge, marketers can better plan the strategies that they should use to successfully market a product. Understanding the many decisions that customers make while purchasing a product may be done by studying various consumer behavior theories. A few elements need to be carefully examined by marketers in order for them to boost sales and create powerful marketing plans. The following is a discussion of these factors:

customers' rational behavior: It is crucial for a marketer to comprehend the circumstances in which customers exhibit reasonable behavior. According to a number of consumer behavior theories, buyers desire to obtain the most value and happiness out of a product for the least amount of money. This demonstrates that customers save a portion of their income rather than using it all to purchase a single item. On the other hand, consumers with limited resources spend it all on purchasing their essential requirements, such as clothes, food, and shelter. Thus, before promoting a product or service, the marketer must thoroughly analyze these two customer circumstances.

Consumer preferences and tastes: Recognizing these factors enables marketers to redesign their products and increase customer happiness. These elements might sometimes alter. These elements should be closely watched for any changes in customer behavior. By segmenting the targeted customers according to demographics like age, employment, and geography as they contribute to gathering information about consumer preferences, marketers must carefully analyze the consumer's interest in the items.

Products' prices are a topic of much discussion in theories of consumer behavior. According to the beliefs, in order to draw customers, marketers should maintain their pricing cheap without sacrificing quality. This is due to the fact that people tend to choose items that are inexpensive yet still meet their needs.

Product Features: Increasing the amount of features a product offers tends to raise the price of the product. In this situation, customers choose products with extra functionality at a lower cost. Because of this, manufacturers create their goods such that they provide customers the most features or value for their money. Consumer product knowledge: Marketers need to be aware of how much product knowledge customers possess. Consumers often choose brands they are acquainted with. In other words, consumer behavior theories and ideas are crucial for salespeople and marketers. For instance, if customers are aware of the negative health impacts of consuming fast food or high-fat foods, selling such a product to health concerned consumers would fail. Products should be skillfully marketed for the effective accomplishment of organizational objectives since they are created to satisfy customer requirements and desires. They may analyze

many elements that have an impact on customers' purchasing decisions by studying consumer behavior. The marketers wouldn't achieve their goals if they didn't comprehend these aspects.

Participation in the Purchase Decision

Customer engagement is the mental state that prompts a customer to make a purchase or the value they put on a product or service, as described above in connection to consumer participation in the decision-making process. There are various degrees of customer engagement in the choice-making process, as well as variables that affect that involvement.

Low Involvement: These choices are seen as routine decisions. These are goods or services that a person often purchases without doing any investigation. Groceries, laundry detergent, and other home things that are often bought and that the customer already knows they want to acquire, for instance, might be considered low-involvement decisions.

High Involvement: A customer will often be more active in the decision-making process the more money they are going to spend on a product. These kinds of expenditures might include pricey jewelry, trips, vehicles, and homes. Making judgments of this kind requires study and patience. Instead of making a choice right away, the customer will evaluate goods or services to reduce risk.

Spending Power

A customer's purchasing capacity significantly affects how they behave as a consumer. Before choosing a product or service to purchase, people often consider their buying power. Even if the product is superb, its sales will be greatly affected if it does not match the purchasers' buying power. To get better results, segmenting customers depending on their purchasing power would be helpful. A marketing department's ability to effectively compete in the market depends heavily on its ability to understand, analyze, and monitor consumer behavior. Social InfluenceConsumer choices are said to be impacted by group influence. The main influential group, which consists of family, friends, and close relatives, as well as the secondary influential group, which consists of neighbors and acquaintances, are thought to have a bigger impact on a consumer's buying choices. The widespread preference for fast food over home-cooked meals or the mania for SUVs over modest utility vehicles are two stark instances of the same[4]–[6].

Individual Preferences

Consumer behavior is personally impacted by a range of preferences, priorities, morals, and values. The individual consumer's perspective on style and enjoyment may have a powerful influence in certain dynamic sectors, such as fashion, cuisine, and personal care. Although advertisements may aid to some amount in influencing these aspects, a consumer's own preferences have a higher impact on the final purchase they make.

Financial Situation

Market economic conditions are proven to have a significant impact on consumer purchasing choices. This is particularly true when buying a car, a home, or other household items. Independent of their own financial obligations, customers are believed to become more self-assured and prepared to indulge in purchases in a healthy economic climate.

Marketing Efforts

The influence of advertisements on consumer buying behavior is more pronounced. They have also been shown to significantly alter the market shares of sectors that compete with one another through affecting customer purchase choices. Regularly conducted marketing campaigns have the potential to have such a profound impact on consumer buying behavior that consumers may choose one brand over another or engage in extravagant or irresponsible spending.

If conducted on a regular basis, marketing efforts may also assist in reminding customers to buy for less exciting items like health care or insurance policies. Marketers work to comprehend consumer behavior in the marketplace and the underlying causes of such behavior. These motivations are what affect how consumers behave.

Psychology Factors: Consumer preferences and likes and dislikes for a given product or service are heavily influenced by human psychology. Several significant psychological aspects include:

1. Motivation

2. Perception

3. Learning

4. attitudes and convictions

Decision-Making by Consumers: Factors

Social Environment: individuals live in a complicated social environment that is filled with a variety of individuals who all have various purchasing habits. Man, being a sociable species that wishes to be accepted by everybody, seeks to mimic socially acceptable habits. Therefore, social influences have a significant impact on a person's purchasing decisions. Several societal variables include:

1. Family

2. Normative Groups

3. Status and roles

Cultural Factor: It is thought that individuals, particularly the family and other important institutions that were present throughout a person's developmental stage, teach them a certain set of values, perceptions, actions, and preferences at a very early stage of their upbringing. As a result, the individual's behavioral tendencies are shaped by the culture in which they were raised. Several cultural aspects include:

1. Culture

2. Subculture

3. Class Social

Personal characteristics: There are a number of individual personal characteristics that affect people's purchasing choices. Among them are:

1. Age

2. Income

3. Occupation

4. Lifestyle

Economic variables: Last but not least, there are economic variables, which have a big impact on people's purchasing choices. Which are:

1. Individual Income

2. family earnings

3. Income Prospects

4. Purchaser Credit

5. Assets liquidated by the consumer

6. Savings

These are some of the underlying variables that affect customer behavior, and marketers need to be aware of them in order to make the right strategic marketing choices.

Performance of customers and marketing strategy

Consumer behavior is concerned with the psychological process of consumers' decision-making in a social setting that also places demands on them from the larger group. customer behavior, according to Walter and Paul, is the process by which people choose if, what, when, where, how, and from whom to acquire products and services. The customer thinks things through in this process before making any purchases. The buying behavior involves a number of psychological factors, including: personal thought processes, marketing decision-making processes, consumer interaction with various groups, including friends, family, and coworkers, and selection of the brand and outlet based on price, features, and emotional appeal. Both internal and external variables may have an impact on consumer behavior. Demographics, psychographics, personality, motivation, knowledge, attitudes, beliefs, and sentiments are examples of internal influences. Culture, ethnicity, family, socioeconomic status, peer groups, and market mix variables are all examples of external impacts[7]–[9].

Consumer behavior variables:

Different factors often have an impact on consumer choices. These are primarily:Culture: Culture is the primary factor influencing consumer behavior. A child's environment usually has an impact on him as he develops. In order to target their clients according to their cultural preferences, marketers look for cultural differences.

Subculture: A subculture is a smaller group that exists inside a larger cultural group. Examples of Indian subculture include north Indian, south Indian, communal groupings, linguistics, etc. For instance, the Assamese subculture places a strong emphasis on buying new garments for "RongaliBihu," which causes a high demand for clothing on the eve of Bihu. These factors fall under the category of consumer behavior's cultural component.

Social Class: This term describes a number of homogenous social groupings. Different social classes are made up of various caste groups, economic groups, etc.

Personal Factors: According to Philip Kotler, customers' purchasing decisions are also influenced by their personal circumstances. Age, income, profession, way of life, and personality are all taken into consideration. The term consumer is typically used to describe three different

types of consuming entities: the personal or household consumer, the institutional consumer, and the industrial consumer. The personal consumer purchases goods and services for their own use. Preference for any product varies depending on an individual's age and income level. For instance, we buy shaving cream, toothpaste, etc. for our own use.

Institutional consumers are people who make purchases for specific institutions like hotels, schools, hospitals, etc. Industrial customers include for-profit and nonprofit businesses, as well as government organizations. In order to operate their businesses, all of these sectors must purchase products and services. The raw materials and other components required to produce and market their own goods must be purchased by manufacturing enterprises. Similarly, service businesses must purchase the office supplies required to run their businesses. The marketer must choose whether to target the buyer or the user with their promotional efforts. They must determine who the most significant individual is for various items.

Marketing Segmentation and Consumer Action

Markets are made up of consumers who vary in one or more ways. They could have different needs, finances, locations, attitudes, and purchasing habits. As a result, market segmentation is essential for marketers.

What Market Segmentation Means

Market segmentation is the division of a market's heterogeneous consumer base into smaller, more comparable, or homogenous parts. the process of identifying target consumer groups, which are made up of individuals with comparable needs and purchasing tendencies.Market segment: A collection of people, teams, or organizations who share one or more traits that make them comparable in terms of their requirements and preferences for products.

Meaning and Definition

Market segmentation is the process of locating different groups and/or subgroups of consumers in the market that have different demands, traits, preferences, and/or behaviors and call for unique product and service offers as well as related marketing strategies.

"Market segmentation is the process of choosing one or more segments to target with a specific marketing mix and dividing a market into distinct subsets of consumers with common needs or characteristics."

Market Segmentation Benefits

There are many reasons why businesses split their markets.

1. Products are developed to be adaptable to market demands. A greater knowledge of customers' demands, desires, and other qualities is made possible through market segmentation.

2. With segmentation, you can narrow your focus and take into account the behavioral, situational, and personal characteristics of the clients that make up each section.

3. Marketers can react rapidly to even the slightest changes in what target consumers desire by staying in constant contact with segments. Mc Donald's was able to react by adding a greater variety of salads and healthy dining alternatives, such as grilled chicken, fruit, and yoghurt, to its menus by keeping an eye on the trends towards better eating and lifestyles.

4. Boost profitability various customer groups respond to pricing in various ways; some are far less price sensitive than others. By using segmentation, a company may benefit from the best pricing it can provide in each section, therefore improving the average price and boosting profitability.

5. Effective Resource Allocation: Businesses are better equipped to provide goods that consumers desire and can afford.

6. Product diversification occurs when distinct goods are created to cater to the demands of different client segments.

Requirements for Good Market Segments Criteria For Market Segmentation

In addition to having diverse demands, segments must also pass the following tests in order to be useful.

The marketer must be able to tell which customers belong to a certain market niche. A certain marketing mix should elicit the same response from the segment's customers. There must be certain traits that customers have in common.Measurable: The traits shared by consumer groups should be evaluated in terms of their size, buying power, and other traits.Substantial: In order to make it cost-effective to create a specific marketing mix for the sector, it must be substantial enough to provide sales volume that assures profitability. Accessible: Through communication and distribution means, the segments must be approachable.Durable: To reduce the expense of frequent adjustments, the segments should be reasonably small. Market segments must be identified based on their propensity to buy a product in response to changes in the marketing mix.Compatible with corporate image: The market must agree with the goals and brand of the company.Internal homogeneity and exterior heterogeneity, or as much similarity inside the segment as feasible and as much difference as possible across segments, are characteristics of segment members that characterize a successful market segmentation.

CONCLUSION

In conclusion, Online shop customer acquisition and retention demand a comprehensive strategy. Businesses may successfully attract and keep clients in the digital environment by putting a priority on user experience, adopting targeted marketing, establishing loyalty programs, delivering great customer service, and using data analytics. The effective use of these tactics raises consumer happiness, encourages repeat business, and fosters brand loyalty, all of which contribute to long-term success in the online market. Businesses may also better understand consumer behavior, preferences, and purchase trends by using data analytics and insights. Businesses may find areas for development, update marketing plans, and further customize the online purchasing experience by evaluating this data.

REFERENCES

[1]   K. Dave and G. Dhamija, "Miraaya: the trendy women's wear brand," *Emerald Emerg. Mark. Case Stud.*, 2014, doi: 10.1108/EEMCS-08-2013-0164.

[2]   S. Neenan, K. Casey, and A. R. Earls, "What is public cloud? Everything you need to know," *TechTarget*, 2020.

[3]   J. Humphry and C. Albarrán Torres, "A Tap on the Shoulder: The Disciplinary

Techniques and Logics of Anti-Pokie Apps," *M/C J.*, 2015, doi: 10.5204/mcj.962.

[4]   *et al.*, "The impact of parents' technology readiness and their susceptibility to interpersonal influence on adolescents' participation in parental decision making to purchase technological products," *Mark. Manag. Innov.*, 2017, doi: 10.21272/mmi.2017.3-12.

[5]   D. Yuliana, H. Wijayanto, and E. Santoso, "Pengaruh Efisiensi, Persepsi Resiko dan Tingkat Kemudahan terhadap Keputusan Pembelian," *ASSET J. Manaj. dan Bisnis*, 2020, doi: 10.24269/asset.v3i1.2687.

[6]   A. A. Mahrous and A. K. Abdelmaaboud, "Antecedents of participation in online brand communities and their purchasing behavior consequences," *Serv. Bus.*, 2017, doi: 10.1007/s11628-016-0306-5.

[7]   G. Wiradharma, K. Anam, and K. P. Ningrum, "Kegiatan Marketing Public Relations Terhadap Proses Pengambilan Keputusan Pembelian Apartemen Pada Generasi Milenial," *LUGAS J. Komun.*, 2020, doi: 10.31334/lugas.v4i2.1221.

[8]   Y. Liu, H. Yu, and Y. Mao, "The influence of purchase decision involvement on purchase intention of commodity housing: Chain mediating effect of customer participation and customer perceived value," *J. Zhejiang Univ. Sci. Ed.*, 2019, doi: 10.3785/j.issn.1008-9497.2019.05.016.

[9]   X. Zhang, J. Wang, X. Long, and W. Li, "Understanding the intention to use bike-sharing system: A case study in Xi'an, China," *PLoS One*, 2021, doi: 10.1371/journal.pone.0258790.

A BRIEF STUDY ON CONSUMER RESEARCH STRUCTURE

Dr. Vijayarengam Gajapathy*

*Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-vgajapathy@presidencyuniversity.in

ABSTRACT:

Consumer research is a fundamental aspect of understanding consumer behavior and shaping marketing strategies. This abstract provides an overview of the structure of consumer research, highlighting its key components and their significance in generating valuable consumer insights.The structure of consumer research consists of several interconnected components that collectively contribute to a comprehensive understanding of consumers. These components include research objectives, research design, data collection methods, data analysis, and interpretation of findings.

KEYWORDS: *Hypothesis Testing, Market Research, Observation Methods, Questionnaire Design, Sampling Techniques, Qualitative Research.*

INTRODUCTION

"Systematic inquiry aiming at supplying knowledge to address administrative challenges" is how research is described. The concept that research is the process of inquiry undertaken in the best, or at least most suitable manner, is central to the scientific method, which is connected to the word "systematic. "Consumer research emerged in part as an outgrowth of the practical area of marketing research and as a result of academics' intellectual pursuits of a deeper understanding of consumers. The objectives in both situations have been to increase customer comprehension. The motivations for doing consumer research vary, however. In particular, marketing professionals have focused on the practical application of forecasting customer behavior in the marketplace and understanding the factors that influence consumers' purchasing choices. Academic consumer researchers, in contrast, usually focus more on expanding the fundamental ideas and concepts connected to consumer behavior. Consumer research may be categorized as either qualitative or quantitative[1]–[3]. Because there is really a lot of qualitative and quantitative consumer research being undertaken by both practitioners and university consumer researchers, we have taken both into consideration in this.

Consumer Research History

In order to identify and define marketing opportunities and problems, generate, improve, and evaluate marketing actions, track marketing performance, and better understand marketing as a process, marketing research is the function that connects the consumer, customer, and public to the marketer.The definition of marketing research, according to well-known researcher and professor Naresh Malhotra, is the systematic and objective identification, collection, analysis, and dissemination of information with the aim of assisting management in decision-making related to the identification and resolution of marketing problems.

The following common traits are highlighted by these definitions.

1. A corporate organization's role in marketing research.

2. It connects the public, customers, and marketers.

3. The product of marketing research is information.

4. It is a targeted, objective search-inquiry.

5. It is methodical. It follows a predetermined process and employs accepted techniques.

6. It is a procedure that includes actions like information identification, gathering, analyzing, and disseminating. Based on the goal, business research may be divided into two categories: pure research and applied research.

Fundamental or pure research It is a research project meant to push the boundaries of knowledge. Pure research involves gathering data that might be useful to a range of management. It attempts to provide a more comprehensive "what if..." response.Applied research is done in order to make a choice on a certain real-world issue. The goal of applied research is to solve problems. Applying research to management decisions entails gathering data specifically relevant to that manager's choice.

Marketing Research Process Steps Research on problem identification

Pure research is to locate actual or future issues that are hidden from view. Examples are studies that examine the causes of a decline in market potential or market share or that evaluate the efficiency of advertising.

Issue-Solving Research

The aim is to address certain marketing issues, such as distribution in rural regions, creating a product for a client, pricing for various markets, and market segmentation for skin creams. Basic and applied research are both crucial. They are compatible because one gives information, while the other offers applications based on that information.

DISCUSSION

Marketing Research and Decision Areas

Information is necessary for the creation of efficient marketing plans that can please consumers and bring in profits for businesses like manufacturers, retailers, suppliers, and their rivals. At each stage of the marketing decision-making process, marketing research offers the information for decision makers. The purpose of marketing research is to give management with current, accurate, trustworthy, and information that is relevant to their choices. The following are some aspects of the data that marketing research provides:

1. **Relevant:** It is pertinent to discuss the subject or problem under investigation. Being contextual is beneficial.

2. **Accurate:** It provides the proper knowledge of the decision-making scenario and is accurate, correct, and exact.

3. **Reliable:** Reliable because it comes from knowledgeable, dependable sources and can be relied upon when making judgments.

4. **Valid:** It is helpful since it is based on accurate information and the proper techniques for research and interpretation. It is relevant to the current issue. It may be verified by contrasting it with other, related studies or by considering the opinions of experts.

It is timely and up to date. information is current enough for decision-makers to utilize information with confidence.

Positivism Study

Positivism is a philosophical system that holds that only information that is "factual" and derived from observation, including measurement, is reliable. The researcher's responsibility in positivist studies is confined to gathering data and interpreting it using an objective methodology; the study results are often visible and measurable. Quantifiable observations that lend themselves to statistical analysis are essential to positivism. As a philosophy, positivism is said to be in line with the empiricist theory that knowledge derives from human experience. It holds that the universe is made up of distinct, observable components and events that interact in a predictable, orderly, and atomistic way[4]–[6].

The following five basic tenets of positivist philosophy may be summed up:

1. The logic of inquiry is the same throughout all sciences.

2. The goal of the study should be to forecast and explain.

3. Research should be verifiable experimentally using the five senses. During the research process, propositions that will be put to the test should be developed using inductive reasoning.

4. Common sense and science are not the same thing. The study results shouldn't be biased by common sense.

5. Science must be value-free and evaluated only on the basis of rationality.

Investigating Interpretivism

Human interest is included into a research via interpretivism. Interpretive scholars thus "assume that reality can only be accessed through social constructions such as language, consciousness, shared meanings, and instruments." Interpretivism is "associated with the philosophical position of idealism, and is used to group together diverse approaches, including social constructivism, phenomenology, and hermeneutics; approaches that reject the objectivist view that meaning resides in the world independently of consciousness." The development of interpretivist philosophy is based on the critique of positivism in social sciences. According to the interpretivist method, it's critical for the researcher to recognize how individuals vary as a social actor. Additionally, interpretivism studies often concentrate on meaning and may use a variety of techniques to reflect various facets of the problem.

Positive and interpretive thinking

1. Positivism and Interpretivism are two highly well-liked ideas that attempt to describe how people behave in social settings.

2. Interpretivism examines the person inside the society, while positivism focuses on the institutions within the community.

3. While Interpretivism is microsociology, Positivism is macrosociology.

4. Interpretivists disagree with positivists' attempts to portray sociology as a science that deals with numbers and experiments, arguing that sociology is not a science and that human behavior cannot be understood via quantification.

Consumer Research's Value

Two key corporate trend increased internationalization and the explosive expansion of the Internet and other information technologies have a significant impact on marketing research.Numerous businesses have gone international. When companies decide to enter a market, the global environment is complicated and less well understood.They could need special details on markets, rivalry, customer preferences and tastes, and channel practices.

IT Effect

The Internet has fundamentally altered how people do business research. Virtual space may be used to collect information. Here are the typical methods.

1. Obtaining knowledge through websites

2. Performing online surveys

3. Taking part in discussions on social media sites like Facebook and Twitter.

Marketing professionals often use the words market research and marketing research interchangeably. Marketing research is all about the marketing process, as opposed to market research, which is exclusively focused on markets. Marketing research helps marketing managers make more successful choices by providing information on both controlled and uncontrollable aspects. To be successful and endure competition and other external forces, marketing choices must be supported by research data. The influence of the marketing function on business performance has been the subject of much modern marketing research. Therefore, managers should consider the impact of marketing capacity on company performance in comparison to that of other capabilities, such as research and development and operations. The authors use a mixed-effects model to undertake a meta-analysis of the firm capability-performance link in order to investigate this problem and provide empirical generalizations. The findings indicate that, generally speaking, marketing capacity has a greater influence on business success than both operations and R&D capacities. The findings provide suggestions for more study as well as managerial advice.Consumer research is crucial, particularly when a business chooses to introduce a new product to the market. Businesses carry out market research to learn more about customers, their demands, and their degree of satisfaction.

Identifying and Outlining the Issue:

The process of market research starts with the discovery of an issue that the organization is currently experiencing. At the beginning of the study process, it may not be feasible to express the issue clearly because, often, only its symptoms are visible. Then, since marketing research is an expensive process involving time, energy, and money, a clear definition of the problem is essential. A clear definition of the problem aids the researcher in all subsequent research efforts including setting proper research objectives, determining the techniques to be used, and

determining the amount of information to be collected. It should be noted that the methods of explanatory research include: This whole process is referred to as "preliminary investigation."

Statement of the Purpose of the Research:

A written statement of research goals must be made by the researcher after issue identification and definition, whether or not explanatory research is used. Such goals may be represented as research questions, statements, or hypotheses and may be expressed in qualitative or quantitative terms. A study purpose that is articulated as a statement, for instance, is "To determine the extent to which sales promotion schemes affected the sales volume." A hypothesis, on the other hand, is a claim that may be disproven or confirmed by empirical evidence. The same research objective could be stated as "To test the proposition that sales are positively affected by the sales promotion schemes undertaken this winter." Another example of a hypothesis could be, "The new packaging pattern has resulted in increase in sales and profits." Once the objectives or the hypotheses are developed, the researcher is ready to choose the research design.

Creating the research study or Planning the Research Design:

The research design must be created when the study challenge and goals have been established. A study design is a comprehensive strategy outlining how the required data will be gathered and analyzed. It serves as a framework for the research plan of action. The research design includes the study's objectives to guarantee that the information gathered is pertinent to those goals. The researcher should also decide on the necessary sources of information, the methodology, the sample, the data collecting technique, the timeframe, and any associated expenditures at this point.

Setting Up the Sample:

Sampling refers to processes that employ a small sample of the "population" to draw conclusions about the "population." In this context, it's crucial to consider who will be chosen as a representative sample. Which 'population' is the target? How big or how little of a sample size should there be? How should the different units for the sample be chosen?

Data Gathering

The collecting of facts to be utilized in issue solving is related to the gathering of data. Therefore, market research techniques are simply data collecting techniques.Secondary data may be gathered from relevant reports, periodicals, notably written articles, government and business publications, books, and other sources.Data may be primary if it is gathered empirically from the original source using a variety of approaches.

There Are Primarily Two Categories of Sources

Internal sources those that are already present inside the company, such as accounting, data, salesmen's reports, financial statements, balance sheets, and recorded invoice research reports provided by some other researchers.Sources from outside the company, such as census surveys, government publications, and NACAER reports.

Data analysis and processing

Data must be transformed into a format that offers solutions to the originally stated and specified issue after they have been gathered. Data editing and coding are the first steps in data processing.

When editing, the data gathering forms are examined for omission, readability, and categorization consistency. Responses must be sorted into relevant categories before being tabulated. The procedures for sorting, recording, and transferring the data to "data storage media" are referred to as codes. This coding procedure makes manual or electronic tabulation easier. Data may be keyed in and validated if computer analysis is being utilized. Data analysis is the application of logic to the comprehension of data gathered about the issue. In its most basic form, analysis may include finding recurrent patterns and summarizing pertinent elements. The proper analytical approaches used would rely on the problem's informational needs, the features of the study designs, and the kind of data collected. Simple instantaneous analysis and very sophisticated multivariate analysis are both possible statistical analyses.

The process of evaluating the data and coming to conclusions to be used in management decisions is the last step in marketing research. The research report should effectively and concisely explain the research results; it is not necessary to provide lengthy explanations of the study's and the researcher's research methodologies' technical details.The management is often more concerned with the actual study results than with the finer points of statistical analysis and research design. If necessary, the researcher may provide his pertinent advice or recommendations on the subject. The presentation must be clear, intelligible, and valuable for the audience.

Qualitative Analysis

Scientific research of this kind includes qualitative research. In general, an inquiry that constitutes scientific research includes

1. Investigates a question

2. Answers the issue using a preset set of operations in a methodical manner

3. Gathers evidence

4. Creates results that weren't predetermined

delivers results that are relevant beyond the immediate scope of the study Qualitative research has similar features. Additionally, it aims to comprehend a certain study issue or subject from the viewpoints of the community it includes. Finding culturally relevant information on the beliefs, attitudes, actions, and social circumstances of distinct people is particularly successful with qualitative research. Due to the time-consuming nature of qualitative research data collecting techniques, a smaller sample size is frequently used than would be the case for quantitative approaches. As a result, qualitative research is more costly. The advantages of the qualitative method include better information and a deeper understanding of the issue being studied.

The main techniques for gathering qualitative data include:

1. Interview in Depth

2. Discussion or focus groups

3. Techniques of projectivity Depth Interview

It is often used for small samples as well as one-on-one personal interviews. The respondents offer a thorough background, and comprehensive information on their beliefs, values, motivations, expressions, feelings, etc. is gathered. Their nonverbal cues are also noticed. They

need prolonged observations since they take so long. These are carried out to cater to each person's replies.

Depending on the responses, the questions will change. Even the environment of the interview affects the replies. The relationship that interviewers build with their subjects is crucial to the interviews' success.

The Benefits of a Depth Interview

1. A lot of information is given.

2. Comparatively speaking, the information is more accurate.

3. Since the responder and interviewer have developed a personal relationship, private or intimate topics may also be addressed.

4. Negative aspects of depth interviews

5. Since the interviewers are not all the same, generalization is challenging.

6. Bias is possible since the interviewer's performance is crucial to success.

7. It takes a lot of time to analyze data.

Focus group: Bringing together persons with comparable backgrounds or life experiences to discuss a particular subject of interest is a fantastic idea. A moderator leads the group of participants, presents discussion topics, and encourages participation in a dynamic, organic conversation. Benefits of Focus Groups. The effectiveness of FGD depends on allowing participants to agree or disagree with one another so that it can reveal how a group thinks about a topic, the diversity of opinions and ideas, and the inconsistencies and variation that exist in a given community in terms of beliefs, their experiences, and their practices.

The drawbacks of focus groups

The facilitation is a key component of FGD. Assuring even participation, carefully crafting the major questions, keeping a neutral tone and demeanor, and summarizing the session to represent the perspectives equally and equitably are some crucial considerations while leading FGDs.

Imaginative Methods

The use of respondents' projections in projective techniques, which were developed by psychologists, allows them to draw conclusions about hidden desires, urges, or intentions that cannot be verified through direct questioning because the subject either refuses to disclose them or is unable to do so. These methods are helpful in allowing respondents to voice their opinions without feeling self-conscious. These methods assist the respondents in automatically projecting their attitudes and sentiments onto the research topic. Projective Techniques are crucial in studies examining motivation or in surveys of attitudes.

A person is asked to answer to the first idea that pops into their head after being provided a clue or hint in the Word Association Test. The connection may appear as a word or an image.The same item may be interpreted in a variety of ways. You are given a list of terms, and it is unclear which word they are most drawn to. The interviewer writes down the respondents' comments that express their true feelings. For the researcher, it is crucial to know how often a term receives a response and how long it takes before receiving one.Test of Completion: Participants are asked

to finish a statement or a tale that isn't quite complete. Their attitude and mental condition will be reflected in the finished product.Construction exam: This resembles a completion exam in several ways. You may be requested to create a tale about a photograph that has been shown to you. Like the completion exam, the original structure is constrained and lacking in specificity.

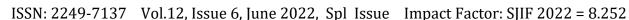Expression Methods: In this exercise, participants are asked to describe how others feel or act.

Projective Techniques' Drawbacks

1.   There is a demand for highly qualified interviewers and interpreters.

2.   Bias in interpreters is a possibility.

3.   It's an expensive approach.

4.   The chosen responder may not be an active member of the full population.

Researchers that use the quantitative approach choose one or a small number of variables for their study, then start collecting data on those variables. This methodology, also known as an iterative process, makes use of statistical methods to modify ideas and hypotheses while evaluating data. Data collection based on a hypothesis or theory is often the first step in a quantitative technique, which is then followed by the use of descriptive or inferential statistics.a researcher's endeavor to maintain control over all variables that could impact an experiment's outcome. In doing so, the researcher makes an effort to ascertain or foretell what could happen. By drawing accurate conclusions regarding the links between independent and dependent variables through a detailed description of the process, the researcher may test his hypothesis. It alludes to the theoretical foundation upon which the experiment is carried out.

All other variables are intended to be held constant, with the exception of the dependent variable, control. In order to forecast what will happen in the experimental environment, experimental control aims to balance the impacts of other variables. Effect of manipulating the independent variable on the dependent variable observation is noticed.Observation: Both quantitative and qualitative research methodologies use observation studies. However, with quantitative approaches, observation studies concentrate on a certain behavior element and quantify it. In this kind of design, the researcher will make an effort to remain objective while evaluating the behavior under investigation.

Survey Analysis

Due to the nature of the ICT area, which incorporates a variety of public interests, infrastructure, and related technologies, it is extensively employed as a technique. The goal of survey research is to learn about a large population by surveying a sample of the population; therefore, we may also call it a descriptive survey or a normative survey. Kerlinger defined survey research as a study on large and small populations by selecting samples chosen from the desired population and to discover relative incidence, distribution, and interrelations. In this methodology, the respondents are asked a series of questions, and the researcher summarizes their replies using statistical techniques like frequency distribution and percentages. When conducting a cross-sectional survey, a researcher gathers data from a sample of a population. At one point in time, data must be collected. Depending on the importance of the research, the time of data gathering might change. throughout longitudinal surveys, data are collected at many times throughout time to track changes[7]–[9].

CONCLUSION

In conclusion, the structure of consumer research serves as a framework for the collection, examination, and interpretation of consumer data. Each element of this framework is essential for producing insightful customer data. Businesses may take a methodical approach, create efficient marketing strategies, and forge solid relationships with their target customers by taking into account research goals, design, data gathering techniques, analysis, and interpretation. The consumer research framework offers a methodical and structured way to produce insightful consumer data. By adhering to this format, researchers can guarantee the validity and dependability of their results, producing suggestions for companies that can be put into practice. Organizations may better understand their target market, spot market possibilities, develop customer-centric goods and services, and design effective marketing campaigns thanks to the insights gathered through consumer research.

REFERENCES

[1]   L. He, T. Freudenreich, W. Yu, M. Pelowski, and T. Liu, "Methodological structure for future consumer neuroscience research," *Psychology and Marketing*. 2021. doi: 10.1002/mar.21478.

[2]   S. D. Arora and A. Chakraborty, "Intellectual structure of consumer complaining behavior (CCB) research: A bibliometric analysis," *J. Bus. Res.*, 2021, doi: 10.1016/j.jbusres.2020.08.043.

[3]   D. L. Hoffman and M. B. Holbrook, "The Intellectual Structure of Consumer Research: A Bibliometric Study of Author Cocitations in the First 15 Years of the Journal of Consumer Research," *J. Consum. Res.*, 1993, doi: 10.1086/209319.

[4]   W. K. Wardhani, K. H. Titisari, and S. Suhendro, "Pengaruh Profitabilitas, Struktur Modal, Ukuran Perusahaan, Dan Good Corporate Governance terhadap Nilai Perusahaan," *Ekon. J. Econ. Bus.*, 2021, doi: 10.33087/ekonomis.v5i1.264.

[5]   B. Happell *et al.*, "'It is always worth the extra effort': Organizational structures and barriers to collaboration with consumers in mental health research: Perspectives of non-consumer researcher allies," *Int. J. Ment. Health Nurs.*, 2020, doi: 10.1111/inm.12757.

[6]   P. C. Verhoef *et al.*, "Digital transformation: A multidisciplinary reflection and research agenda," *J. Bus. Res.*, 2021, doi: 10.1016/j.jbusres.2019.09.022.

[7]   K. M. Cutright, "The beauty of boundaries: When and why we seek structure in consumption," *J. Consum. Res.*, 2012, doi: 10.1086/661563.

[8]   F. K. G. Schreuders, M. Schlangen, K. Kyriakopoulou, R. M. Boom, and A. J. van der Goot, "Texture methods for evaluating meat and meat analogue structures: A review," *Food Control*. 2021. doi: 10.1016/j.foodcont.2021.108103.

[9]   R. Elzinga, D. Reike, S. O. Negro, and W. P. C. Boon, "Consumer acceptance of circular business models," *J. Clean. Prod.*, 2020, doi: 10.1016/j.jclepro.2020.119988.

A STUDY ON STRUCTURE CONSUMER PSYCHOGRAPHIC

Mr. Venkatesh Ashokababu*

*Assistant Professor,
Masters In Business Administration,
Presidency University, Bangalore, INDIA
Email Id-ashokababu@presidencyuniversity.in

ABSTRACT:

Consumer psychographics provides a deeper understanding of consumers by examining their attitudes, values, interests, and lifestyle choices. This abstract explores the structure of consumer psychographics, highlighting key dimensions and their significance in generating enhanced consumer insights.The structure of consumer psychographics comprises several dimensions that collectively capture the psychological and behavioral aspects of consumers. These dimensions include personality traits, values and beliefs, interests and hobbies, opinions and attitudes, and lifestyle choices.

KEYWORDS: *Attitudes, Behavior, Beliefs, Hobbies, Interests, Lifestyle.*

INTRODUCTION

The market is divided into segments based on socioeconomic status, way of life, and personality traits via psychographic segmentation. It is predicated on the idea that a person's choices of brands and goods would represent their own preferences and way of life.Values are steadfast opinions about things that matter. They are acquired via the socializing and acculturation processes. Our values are structured into a system, with certain values being prioritized over others. Some are thought of as terminal values, reflecting desirable end states that direct behavior in a variety of contexts. The values required to reach these desirable end states are known as instrumental values. Values that are pertinent within a certain area of activity are referred to as domain specific values.

Material possessions, youth, the house, family, and children, work and play, health, hedonism, and technology are often accorded relatively high values in Western societies. Value segmentation is one strategy that marketers use to identify customer groups who have similar values. The particular patterns of behavior, habits, traits, and personal dispositions that set one individual apart from the others make up personality. There are several methods used to research personality[1]–[3].

1. The psychoanalytic perspective, which holds that personality emerges from subconscious internal conflicts within the mind at critical junctures of development; 2. Trait theories, which aim to pinpoint a collection of personality traits that characterize and distinguish individuals, such as stability, extroversion, and introversion.

2. Phenomenological methods, which contend that how a person interprets their life experiences shapes their personality.

3. Theories of social psychology, which examine how people behave in social contexts.

4. Behavioral techniques, which analyze a person's nature in terms of previous rewards and penalties.

Consumer Psychography's Meaning

Modern psychology is built on the psychoanalytic theory of personality developed by Sigmund Freud. This theory was founded on the idea that the core of human motivation and personality are unconscious wants or drives, particularly biological and sexual impulses. People who emphasize Freud's ideas recognize that most human urges are unconscious and that most customers are ignorant of the real motivations behind their purchases. By examining consumer purchases and/or consuming circumstances as an extension of the customer's personality, these academics concentrate on consumer behavior.Researchers have come to realize that customers' personalities are more likely to influence their decision-making processes and their propensity to buy or consume goods from a wide product category as opposed to a single brand.Because this information helps businesses better understand customers and segment and target those consumers who are most likely to react favorably to their product or service offerings, marketers are interested in knowing how personality impacts consumption behavior.

Additionally, marketers track lifestyles, which are behavioural trends. These ways of living may provide light on customers' spending habits in other ways. Finally, to forecast customer behavior, some marketing experts employ psychographic methodologies that take into account all of these variables. The Values and Lifestyle Survey is one of the most well-known psychographic instruments. The more recent VALS2 classifies customers into eight groups that share resources and self-orientation. Beginning in the late 1960s, marketers started to use psychographics more often, and by the middle of the 1970s, it had become a standard marketing tool. Marketers discovered that how well a brand fits into customers' life often determines the emotional and psychological connections individuals have with that brand.

Developing a psychological inventory

The phrase "psychographics" refers to a person's lifestyle qualities, much as the term "demographics" refers to certain physical and social features of individuals. Psychographics was never meant to take the place of demographics as a tool for forecasting and illuminating consumer behavior in the marketplace. Psychographics, on the other hand, contribute to demographics by enhancing the depth of social and behavioral sciences' descriptions of individuals. Marketers might characterize the different sorts of customers in this manner, but they could also more thoroughly think through the motives behind those customers' purchases[4]–[6].

DISCUSSION

Lifestyle

Lifestyle is one of those concepts that we instinctively comprehend but may struggle to define on our own. This concept is helpful to marketers because it frames lifestyle in terms of consumption habits. Another explanation is that lifestyle is "the patterns in which people live, spend time, and money." So, the definition is mostly behavioral. Many marketers now significantly depend on lifestyle data as a crucial factor in forecasting and fostering brand loyalty due to the development of trustworthy links between the social, psychological, and behavioral.

The Variables of Lifestyle

Over time, marketers have concentrated on a three dimensional understanding of lifestyle in order to make it helpful to marketing strategy. Activities, interests, and views are the three sets of variables that operationalize lifestyle. In other words, according to marketers, lifestyle consists of the things people enjoy, do, and think. Marketers may choose to study customer interests to varied degrees of detail depending on the circumstances. These variables are often referred to as "AIO variables" among marketing experts. According to other research, aggression and the amount of persons who report having an unsatisfactory consuming experience go hand in hand. In other words, aggressive personality types express their discontent to more individuals than passive personality types.

Mental Health Segmentation

Psychographic segmentation refers to the process of defining a market segment by taking into account a person's lifestyle, activities, interests, and views. Comparable to behavioral segmentation is psychographic segmentation. However, psychographic segmentation also considers the psychological factors that influence customer purchasing decisions. These psychological factors may include the consumer's way of life, his social status, and his AIO. Here are a few elements that aid in segmenting a population according to psychographic characteristics.

Lifestyle: Although there are several retail categories that have gained popularity, the lifestyle segment is one of the most well-liked ones. Depending on their lifestyle, everyone has various sartorial preferences. The client might be a student, college student, worker, or someone else. Therefore, when we refer to a customer's lifestyle, we imply where he is in his life cycle. Similar to this, a consumer from a rural location may have a different lifestyle than one from an urban one. That is how automakers advertise their products. ATL promotions are more common in metropolitan regions where respect and purchasing power are more important, whereas BTL promotions are more common in rural areas where tough cars are more in demand. As a result, a consumer's lifestyle may classify him in a different market category.

Social class: Consumers belong to a variety of social classes. Their purchasing power is the major factor in this. The customer's history, income, and spending preferences all have an impact on his purchasing power. The buyer will always make a purchase to maintain his social status.

As a result, luxury businesses like Gucci, Longines, and others constantly focus on the Sec A sectors as they are aware that these are the classes that can afford their items. These companies must consider both socioeconomic status and lifestyles.

Personality: In psychographic segmentation, personality is influenced by both lifestyle and social status. A person can only have a wealthy personality if they have the means to support such a lifestyle and good fashion sense. As a result, the phrase "Brand personality" became popular. That is because many brands cater to various personalities.

Physical Analyssa's Framework Application

One of the main techniques for psychographic segmentation is VALS, or values, attitude, and lifestyle. All three phrases are of an intangible nature, which illustrates how passive the customer

is. Knowing what your customer is thinking can help you choose the promotions or messages that will appeal to him the most.

For many individuals, VALS is different. Let's use revenue as an example. If you have a significant salary, you probably follow the SEC A class lifestyle, which includes regular eating out at high-end restaurants, only wearing name-brand clothing, and purchasing the greatest vehicles available. If you belong to the middle class income category, however, you would be more cautious about spending money and would want to focus on saving money.

What impact does VALS have on marketers, then? Say you worked as a banker. What would you offer a person with a wealthy lifestyle? In addition to offering customers financial alternatives, you would assign a relationship manager to look after their requirements. High net worth individuals, or HNIs as they are called among bankers, are another name for people with high incomes. However, you are more likely to be targeted for savings if your way of living was similar to that of a low-income consumer.

History of the word VALS: Social scientist and futurist Arnold Mitchell created the concept. The VALS framework was initially created by Arnold Mitchell to identify several social classes with various values, attitudes, and lifestyles. The resources at their disposal and the degree of primary innovation they were able to absorb or produce established who these people were. As a result, those with minimal resources had low levels of innovation, while those with substantial resources had higher levels. The VALS framework was created with consideration for both a consumer's resources and his openness to innovation. Primary motive made up the X axis, whereas resources like money, education, confidence, etc. made up the Y axis. These two elements were shown to be crucial in defining the attitudes, values, and lifestyle of every customer[7]–[9].Resources - Included resources that are at a person's disposal, like money, education, brainpower, emotional support, etc.The person's primary motive determines what propels them. Is it knowledge, a drive for success, or a yearning for social interaction?Arnold Mitchell really categorized customers into 9 distinct groups depending on the quantity of resources they had as well as their ability for main motivation after studying more than 1500 consumers. Based on their VALS, these consumer classes were.

The consumer class at the top of the VALS architecture is called innovators. They are defined by people with considerable incomes and resources who value independence greatly. They are driven to pursue the better things in life and have distinct own tastes in things.

Thinkers: In the VALS paradigm, a knowledgeable expert is a great example of a Thinker. These are the individuals who have substantial resources and are knowledge-driven. These customers make thoughtful decisions and are well-informed about their environment. Due to their education, these customers are more inclined to embrace any societal change.

Thinkers: Thinkers make their own choices, but believers are more sociable by nature and, as a result, also believe other customers. This is a subtle distinction between thinkers and believers. Their resources are often lesser, and they are also less inclined to embrace innovation on their own. They represent the ideal group of word-of-mouth customers.

Achievers: Achieving goals is what drives achievers. These people aspire to success in both their personal and professional lives. They are thus more inclined to buy a brand that has proven

successful over time. The achievers are seen as high-resource customers, but they are also more willing to acquire a brand quickly if it is growing.

Strivers: A low resource consumer group that aspires to attain anything is referred to as a striver. These clients lack the means necessary to be achievers. However, since they share ideals with achievers, they belong under the striver group. A striver may progress to being an achiever if he can acquire the appropriate resources, such as a high salary or social standing.

Experiencers: Experiencers are consumer groups that have abundant resources but need a means of self-expression. Young adults dominate this group, which is made up of individuals who desire to experience being different. Early adopters who spend a lot on food, clothes, and other young goods and services make up the majority of this consumer class. Makers: These are customers who wish to express themselves but are constrained by their access to resources. As a result, they would be more concerned with creating a better family than going out and really spending more money. For the Makers, improving their family and selves becomes a means of self-expression.

Survivors: In the VALS paradigm, this is the customer group with the fewest resources and, as a result, the lowest likelihood of embracing any innovations. They become brand loyal consumers since they are less inclined to often alter their behavior. An example would be elderly pensioners who live alone and prioritize their fundamental needs since they find it difficult to focus on anything else.

As a result, the VALS framework may be used to categorize customers according to their values, attitudes, and lifestyle. You are aware of the categories of clients you want to target after the categorization has been completed. You may design your marketing strategy and promotional message such that it reaches your audience at the appropriate time based on your target consumers' VALS.

FRAMEWORK FOR AIO

One way to do psychographic segmentation is using the AIO, or Activities Interests and Opinions, approach. The primary purpose of AIO is to determine a person's psychographic profile. It provides a marketer with information about a consumer's preferences, interests, and cognitive style. A market researcher will conduct a series of questions to determine this, and the results will provide the psychographic profile of the customer.

Activities: A person may reveal a lot about themselves by the manner they go about their jobs or the kinds of activities they like. A person who is very active is one who works hard and participates in a variety of sports at the same time. So, based on an individual's behaviors, we may infer what his travel patterns, working habits, and so forth would be.

Interests: In what does the customer have an interest? Is he interested in fashion, technology, cuisine, or leisure activities? Marketers may benefit from a consumer's interests by using them to choose the best marketing message to provide to a potential customer. Offering him leisure activities is pointless if he is just interested in technological stuff.

Opinions: Ask any political party or movie marketing, and they'll tell you that audience opinion is one of the main elements determining whether a political party or a movie succeeds or fails. Opinions are important. Opinions travel quickly, and this is particularly true in the internet era.

Nowadays, there are organizations managing a brand online so that they may provide rapid feedback on what the general public thinks of a brand or product. The factor structure of Chinese customers' life orientation was identified using a principle component factor analysis with varimax rotation. The management may then make the necessary modifications. It's designated as.

fashion-conscious customers

They are interested in fashion and want to follow trends. They favor style above utility. They like experimenting with new items and companies. They are impulsive, emotive, and gregarious, and they enjoy putting their emotions into action. For instance, they like dining at KFC or McDonald's, watching movies, drinking and conversing with friends, and hoping for a romantic and comfortable existence. They lack individuality and are easily influenced by other people's beliefs. They would rather receive instructions than assume responsibilities. They are happy with their situation and don't wish to change. Despite like the newest styles, they are often budget-conscious. They like haggling to obtain the best deal. They are thus more likely to purchase knockoff brands. They pay attention to commercials and are susceptible to being persuaded because they are impulsive and fashion-focused.

Traditionalists as customers

They are conservative and old-fashioned. They dislike trends and change. Compared to customers who prioritize fashion, they are far more pragmatic. They seldom ever visit the movies or KTV, for instance. They aren't used to computers or the Internet. They place more emphasis on work stability than big income. They value family above profession since they are family-oriented and like spending time with their loved ones. Their primary leisure activity is watching TV at home, and they are budget-conscious. They often stick to their budget and purchase the lowest item available. They tend to be prudent consumers who seldom make impulsive purchases since home products are less expensive than overseas ones. They are not readily influenced by commercials and don't pay much attention to them.

customers who are driven by success

They have an emphasis on success. In an effort to reach the pinnacle of their profession, they put a high emphasis on their own accomplishment. They are often logical, determined, and independent. They are full of self-confidence and want a life of challenge, variety, and change. They aspire to individuality. They like interacting with others but are not often swayed by their beliefs. They enjoy fashion and sometimes make hasty purchases. They like amusement, but not as much as customers who shop for fashion. They want to take responsibility and pay attention to social issues like environmental conservation. They choose high-quality goods and well-known companies. They are less concerned with the price of the goods than other life-orientation buyers are.

customers who prioritize moderation

They are significantly influenced by traditional Chinese culture and have reasonable views regarding many issues. They are the biggest category of Chinese customers who are life-oriented, and they typically don't exhibit highly positive or negative opinions. FRAMEWORK FOR YOUNG RUBICAM 4Cs

Young & Rubicam has a customer segmentation that was created specifically to provide insight into the linkages between consumer values. Cross-Cultural because these target values exist in all nations, even though they may be expressed differently, the term "4Cs" stands for "Cross-Cultural Consumer Characterization." 4Cs brings each value to life as a characterisation of a person that develops into an entire subjective reality, a lifestyle, and a way of making decisions.

In addition to the five reasons that are heavily emphasized in advertising Status, Security, Control, Discovery, and Enlightenment there are two others: Survival and Escape, which are seldom addressed by marketers. A hypothesis was created by Young and Rubicam. It examined the brands consumers used and bought as well as their opinions of those brands. Understanding the advantages and disadvantages of various brands was beneficial. There are seven different sorts of humans, and each has a different primary drive[10], [11].

CONCLUSION

In conclusion, A multifaceted view on customer behavior is provided by the structure of consumer psychographics. Marketers may get important insights into the motivations, preferences, and behaviors of customers by looking at key characteristics such personality traits, values and beliefs, interests and hobbies, views and attitudes, and lifestyle choices. Applying these insights to marketing tactics enables companies to engage target customers more effectively, provide individualized experiences, and foster long-lasting relationships. Consumer psychographics' organizational structure offers a comprehensive foundation for comprehending customers beyond demographic traits. Marketers may provide deep customer insights that go beyond a cursory grasp by examining personality characteristics, values and beliefs, interests and hobbies, views and attitudes, and lifestyle choices. These insights influence brand positioning, messaging, and marketing tactics, resulting in more effective and focused customer interaction.

REFERENCES

[1] S. Kumar and B. Chandra, "Profiling consumers of private label brands in virtual retail environment – A cluster analytic approach," *Int. J. Electron. Mark. Retail.*, 2019, doi: 10.1504/IJEMR.2019.097073.

[2] D. A. Duarte and K. Choi, "Psychographic Profiling of Adult Tobacco Users and Implications for Mediated Message Tailoring," *Am. J. Heal. Promot.*, 2021, doi: 10.1177/0890117120967193.

[3] L. G. R. V. De Silva and S. S. J. Patabendige, "Factors Impact on Consumer Credit Card Usage Behaviour: Evidence from Sri Lanka," *Sri Lanka J. Mark.*, 2021, doi: 10.4038/sljmuok.v7i2.68.

[4] J. Swait, "A structural equation model of latent segmentation and product choice for cross-sectional revealed preference choice data," *J. Retail. Consum. Serv.*, 1994, doi: 10.1016/0969-6989(94)90002-7.

[5] M. J. J. M. Candel, "Consumer's convenience orientation towards meal preparation: Conceptualization and measurement," *Appetite*, 2001, doi: 10.1006/appe.2000.0364.

[6] T. Del Giudice *et al.*, "New trends in the chinese diet: Cultural influences on consumer behaviour," *Ital. J. Food Saf.*, 2016, doi: 10.4081/ijfs.2016.5273.

[7]   N. Sondhi and R. Basu, "Role of children in family purchase across Indian parental clusters," *Young Consum.*, 2014, doi: 10.1108/YC-10-2013-00402.

[8]   L. M. Shulgina, J. Binda, and H. P. Zhaldak, "The Methodical Instrumentarium for Calculating Prospective Volumes of Sales of Tourism Products," *Bus. Inf.*, 2020, doi: 10.32983/2222-4459-2020-9-305-311.

[9]   F. Elena and M. Eva, "Perceived trustworthiness of online shops," *J. Consum. Behav.*, 2006.

[10]   T. Del Giudice, F. Caracciolo, G. Cicia, K. Grunert, and A. Krystallis, "Consumatori cinesi e cibo: Tra tradizione millenaria e influenze culturali occidentali. (Chinese Consumers and Food Beliefs: Western Influence on the Age-Old Dietary Tradition. With English summary.)," *Econ. Agro-alimentare*, 2012.

[11]   D. de Freitas, T. S. van Eeden, and L. Christie, "A Psychographic Framework For Determining South African Consumers' Green Hotel Decision Formation: Augmenting The Theory Of Planned Behaviour," *J. Consum. Sci.*, 2020.

CONSUMER ATTITUDE STRUCTURE FOR MARKETER

Dr. Bipasha Maity*

*Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-bipasha@presidencyuniversity.in

ABSTRACT:

Consumer attitudes play a pivotal role in shaping consumer behavior and influencing purchasing decisions. This abstract explores the structure of consumer attitudes and its implications for marketers, highlighting key components and strategies for effectively leveraging consumer attitudes to drive marketing success.The structure of consumer attitudes consists of three primary components: cognitive, affective, and conative. The cognitive component encompasses consumers' beliefs, thoughts, and knowledge about a product, brand, or service. Marketers can influence this component by providing clear and accurate information, emphasizing product benefits, and addressing consumers' informational needs. By shaping consumers' cognitive attitudes, marketers can influence their perception of the brand and influence purchase intentions.

KEYWORDS: *Cognitive Component, Emotional Component, Evaluative Information Processing, Multi-Attribute Model, Persuasion Techniques, Purchase Intention.*

INTRODUCTION

A person who has a favorable opinion about a product or service is more likely to make a purchase, therefore understanding customer attitudes is crucial for marketers. An attitude is a sentiment of favorability or unfavorability that a person feels toward an item. It is a taught tendency to display and behave in ways that result in feelings of like or disliking for an item. customer attitudes may be characterized as an internal sentiment of favorability or unfavorability toward a product or service offering and the 4Ps in terms of customer behavior. According to Schiffman, "Attitude formation" is the process by which people form feelings or opinions toward other people, products, ideas, activities, and other objects in their environment. "Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" When it comes to consumer behavior, an attitude is a consistent positive or negative feeling that a customer or potential customer develops after making an assessment about an object, such as a product or service offering, brand, price, store and dealer, salesperson, advertisement, promotion, etc. According to Schiffman, it is "a learned tendency to behave in a consistently positive or negative way based on feelings and opinions that result from an evaluation of knowledge about the object." Notably, attitudes cannot be seen directly since they are influenced by psychographics including motivation, perception, and learning. Only by what individuals say, do, and act can one deduce what others' attitudes are[1]–[3].

The way a person behaves, or their attitude, uses them to create things. In this sense, it is possible to say that it is his way of being or doing. Behavior may also be thought of as a sort of social

motivation, which is inherently secondary to biological drive and directs behavior toward certain aims and purposes. According to Eiser, an attitude is an acquired inclination to react consistently to a social object.In social psychology, attitudes are important factors in the behavior prediction process. The attitude, according to the same author as the fish, is a sentiment for or against a social object, which might be a person, a social reality, or any outcome of human action. Rodrguez described attitude, based on a variety of definitions, as a long-lasting organization of beliefs and cognitions that are endowed with an emotional charge in favor of or against a specified object, predisposing to a consistent action with cognitions and emotions linked to that object. Although not immediately observable, attitudes are thought of as intercurrent variables that may be inferred from observations.

The attitude has also been described as a nervous and mental state of disposition that is structured based on experiences and leads or guides a subject's reaction to certain situations. As a result, the attitude is more likely driven by social than by biological factors. People have a particular tendency that enables them to react to stimuli via experience. An attitude is the result of a cognitive, emotional, and behavioral process and is the method in which a person actively adjusts to their environment. Social psychology is thus in charge of researching human attitudes in order to forecast future behaviour. It is possible to predict an individual's method of behavior by observing their attitudes.

A variety of social purposes are served by attitudes. It may be the situation that someone takes a protective stance, which predisposes them to behave in a certain manner before encounters. To reduce disputes, attitude might also be geared toward adapting. A person with a disinterested attitude would think of others as a means to an end rather than as a way to further their own interests[4]–[6]. The manipulative attitude is when someone uses the other as a tool to further their own interests, paying close enough attention to do so.

DISCUSSION

Nature of Attitude

Understanding the nature and traits of attitude can help explain consumer attitude. Three parts make up an attitude: the knowing or cognitive part, the emotion and affect part, and the behavioral and consequential part. In terms of consumer learning, a customer's attitude would reflect how they felt about a product or service, as well as the marketing mix. The gained information that a consumer acquires from his interactions with others and his personal experiences is represented in the knowledge component. His assessment reflects the sensation element, together with the resulting pleasant and bad feelings. The tendency to behave in accordance with the assessment reflects the behavioral component. This justification allows us to expound on the nature of attitudes as follows:

1. An item with which a customer has sentiments and beliefs is the subject of attitudes.

2. The orientation of attitudes might be good or negative. A customer could feel like they like or hate, favorably or unfavorably about a product or service, or a combination of these. They may be anywhere on a continuum from very positive to extremely negative and vary in strength and degree.

3. In general, attitudes are constant, especially when it comes to the third component, or conduct. Consumers exhibit consistency in their actions. They are not fully irreversible,

however, and might change if the cognitive or component is altered. This suggests that attitudes regarding the offering and the mix may alter if the customer has new experiences or learns new knowledge about the product/service offering and the mix, and) sentiments are transformed from hate to like. In other words, even if attitudes are set in stone and do not change regularly, they may be altered if certain actions are taken.

4. A taught tendency, attitudes are. Attitudes are developed as a consequence of learning and experience.

5. Self-experiences with the product/service offering and the mix; contact with others, including family, friends, peers, and coworkers; and third-party information gleaned through marketing efforts, including commercials as well as dealers and salespeople. The process of attitude development is influenced by needs, motivation, perception, and learning.

6. It is impossible to directly monitor attitudes. Although attitudes have three parts, conduct is just one of them. The cognitive and affective components are not visible; just this component is visible. As a result, it is argued that attitudes are invisible and can only be deduced from how someone acts. Therefore, we may conclude that a person who purchases Colgate Total toothpaste while ignoring Pepsodent has a favorable opinion of Colgate.

7. Although attitudes may be deduced from our conduct, behavior and attitudes are not the same thing. It shows a taught propensity to behave favorably or unfavorably toward a product and service offering and the mix, and it also contains two additional components.

8. The situations under which attitudes arise determine those situations. Consumers sometimes display behavior that may be at odds with their attitude, depending on the circumstance. Because Pepsodent is on sale and comes with a complimentary toothbrush, he could choose it over Colgate.

Emotional: A person's sentiments toward an item are considered to be an emotional component. These emotions may be neutral, negative, or pleasant. A police officer or a bill collector would demonstrate negative sentiments, while a customer care representative would. Similarly, public employees must maintain objectivity when performing administrative tasks.

Informational: The informational component of attitude refers to the individual's attitudes and knowledge on the subject. Here, whether the information is accurate or not doesn't really matter.

Behavioral: This aspect of attitude refers to a person's propensity to act a certain manner toward an item. Only one aspect of attitude may be seen; the other two are only implied.

Features of a Model

Attitudes have additional purposes than assisting customers in evaluating a product or service before making a purchasing decision. They carry out four fundamental tasks, including utilitarian, ego protective, value expressive, and knowledge functions. The four functions are not exclusive of one another. In actuality, they are connected, and consumer attitudes show a mixture of their roles.Consumers develop favorable views about product/service offers because they serve a utilitarian purpose, or in other words, because they deliver a pleasant experience via the advantages they bring. Customers pick up on the connection between a reward and using the service. Consumers, on the other hand, develop a negative opinion toward such an item if it does not provide a gratifying experience.

Consumers develop attitudes as they support the defense of their ego, self-image, and self-concept. When buying Indian goods, an ethnocentric buyer will likely have a favorable opinion of Indian companies. Even if he is aware that a product created abroad offers a greater value, he would still advocate for and support such firms. The ego is protected through attitudes[7]–[9].

Value expressive function: When a product or service represents a person's values and lifestyle, personality and self-image, and self-concept, positive attitudes are created. This is so that individuals may communicate their values on the basis of their attitudes. A negative attitude is created when a consumer's self-image and the product's image are out of sync. Values are reflected in attitudes.

Knowledge function: Consumers' attitudes develop when they desire to confirm their knowledge foundation in order to eventually make purchasing decisions simpler. Positive brand perception aids in reinforcing a consumer's view and facilitates and speeds up decision-making. Making decisions is facilitated by attitude.

Factors Involved in Attitude Formation

Family: The most influence on how views are formed is family. The parents and siblings provide knowledge on a variety of topics. Family influences are particularly strong and hard to reverse when it comes to an individual's attitudes, whether they are favorable or bad. Peers: As a person grows, he or she first comes into touch with the outside world and peers. Peers may be buddies who are the same age, neighbors, classmates, etc. The youngster makes an effort to adopt these individuals' views.We are conditioned or acclimated to a certain group of individuals, circumstance, etc., and as a result, we are impacted by it. As a result, attitudes are formed via our connections. We often form attitudes as a result of the reinforcement we get from our surroundings.

Negative reinforcement, on the other hand, might result in the development of a negative attitude. For instance, if a patient's life is saved by a certain hospital at a time of need, he will grow to have a positive opinion of that institution. Similar to instrumental conditioning, our attitudes are shaped by the rewards associated with any behavior. For instance, your attitude is likely to be reinforced if you convey it to a friend and they respond by smiling, as opposed to being weakened.

Social adjustment mechanisms: This is also known as balance theory. The majority of individuals in any civilization want living in harmony. They make an effort to minimize interpersonal problems and unneeded friction. They naturally have a tendency to have an optimistic outlook on the majority of individuals and problems. Our views could help us build and sustain connections with people who belong to organizations that are highly regarded. Most of the time, we want our significant others to go with us and rebel against those who are not.

Direct teaching: Direct instruction may sometimes have an impact on how people establish attitudes. For instance, when someone informs us about the utility of a fruit or a hair color, we may generate a good or negative opinion of that thing.

Modeling: This has influenced how people form views regarding a variety of topics, including alcohol and different types of clothing, shoes, and other accessories.

Desire satisfaction: When a person's desires are satisfied, they acquire positive attitudes toward those people and things and negative attitudes toward those that do not. Prejudices are preconceived notions or conclusions reached without sufficient knowledge about other people, things, etc.

Think About Attitude

The dynamics underpinning attitudes, their creation and evolution, as well as their link with acts of behavior, have been the subject of several studies. The primary goal of the work has been to comprehend how attitudes are formed in order to anticipate and perhaps alter behavior. Numerous models have been put out by researchers that pinpoint the fundamental components of an attitude and explain or forecast behavior. The models that have received the most attention and are most often used are:

The Three-Component Model of Attitude

The tri-component attitude model asserts that attitudes are made up of three parts, namely a knowledge component, a feeling and emotional component, and a component for doing action. The mental processes that result in the development of attitudes are included in the knowledge or cognitive component. The customers' understanding about the products/services being offered and the marketing mix makes up the knowledge or cognitive component of the tri-component model in terms of marketing. Consumer attitudes are developed as a result of experiences and information from both personal and impersonal sources that are stored in one's memory. These are influenced by the consumer's views and opinions, which drive them to believe that an attitude item has specific qualities and that acting in a certain way would produce certain results. Repeated reinforcement of the ideas and views eventually results in attitudes. The emotional component follows the knowledge component.The emotional part of attitudes is made up of the feeling or affect component.

This is thought to be the attitude itself since it represents either good, neutral, or negative emotional states. In marketing jargon, it alludes to a customer's perceptions about a product or service and the marketing mix. These feelings may be connected to a quality or the whole item. It is evaluative in character and may range from like to hate to like to favorable on a continuum. It shows up as emotions and their outward manifestations, such as pleasure, sadness, anger, surprise, etc., which are indicative of how the offering and mix are being received by the customer and have an impact on their choice to buy as well as the actual purchasing process. Such responses and their subsequent states are likewise retained in our memories. Future decision-making is influenced by their retrieval, recall, and remembering. An attitude's behavioral or conative component shows how that attitude manifests in behavior. Since attitudes are made up of psychographic elements, they are invisible. Knowledge and sensation, the first two elements, are neither indicative or expressive of attitudes. Only this third element allows for the inference of attitudes. According to the paradigm, only the behavioral component can be seen; the knowledge and emotion components can only be inferred. The conative component, on the other hand, indicates a person's inclination to act in a specific way with regard to the attitude object.

Tri-component Attitude Model Among the several attributes of attitude models are:

According to the multi-attribute attitude models, a consumer's perception and belief of the key qualities, as well as his evaluation of the key attributes, determine his attitude toward an attitude object. different academics have offered different changes to the multi-attribute models after extensive study on them. The models put out by Fishbein are the most well-known of all of them. The models Martin Fishbein and his colleagues have suggested include

1. The model of attitude toward an item,

2. The paradigm of behavior-attitude,

3. The Theory of Reasoned Action model is option.

A consumer's attitudes toward a brand, product, or service are based on the existence or absence of certain features and the appraisal of those attributes. This is according to the attitude-toward-object paradigm. The examination of product-specific beliefs and judgments determines attitude. In other words, a customer's opinion of an item would be based on: The overall assessment of each of these characteristics' importance in delivering the required gains and advantages. As an example, let's use Complan as a health beverage. A mother desires for her kids to develop more quickly, taller, and healthily. If Complan has vitamins and minerals, which she values, she would have a favorable opinion of the medication.

The following equation is used to represent the model:

Where Attitude o denotes the overall bias in favor of or against the item and Bi is the degree to which one believes the object has the given attribute.The n salient features that the bi and ei combinations are averaged across are shown by the symbol. Because these products and/or brands have a sufficient number of relevant and positively regarded features, customers are likely to have favorable sentiments about them. On the other side, they would have negative attitudes toward products and/or brands that lack the necessary characteristics or have a lot of undesirable characteristics.

The Attitude-towards-Behavior Model: It emphasizes how a person behaves toward the attitude object rather than just how they feel or react to it. The underlying assumption is that although a customer may have favorable sentiments about an attitude object, he or she may have a negative attitude toward their desire to purchase such a product or service. Therefore, a favorable attitude toward the product may not always result in an act of purchasing. As an example, let's use a Philips Home Theater. Customers are aware that Philips Home Theaters provide a larger screen and superior audiovisual effects. He would be aware of the high cost as well and could opt not to make the purchase. He may not have the money or he might not find it prudent to spend so much on a TV. He thus does not feel motivated to make a purchase, while having nice thoughts and a favorable attitude toward the object being offered.

Subjective norms, which focus on the three elements that constitute attitudes. These two elements, which serve as moderators and ultimately affect people's views, are included in the model. The model may be described by reasoning backward from behavior, and it represents what is known as "reasoned action." Consumer behavior is determined by an individual's desire to act, or general favorability toward the purchase. An desire to act is influenced by a number of things. These are the subjective norm and the consumer's attitude toward conduct. The

consumer's attitude toward behavior encompasses beliefs and attitudes concerning certain behaviors. Attitude is influenced by two things: (i) expectations that a conduct will result in a certain consequence; and (ii) appraisal of the outcome.

Model for Reasoned Action

On the other hand, the subjective norm refers to the norms that apply in the particular social setting. The ideas that certain referents have on whether the act of behavior should be performed or not, as well as the drive to follow those referents, are factors that support the subjective norm.The purpose to behave that underlies a consumer's conduct is constrained by his attitude toward action and by the subjective standards. Substantive variables have an additional influence on them. As a result, the idea of reasoned action serves as an example of interconnected attitude components. The idea stresses that attitudes are related to conduct indirectly, via purpose, and that beliefs, attitudes, and subjective standards precede actual behavior.

The Theory of Attempting Consumption

The try-to-consume idea is centered on a buying scenario where the action or act of behavior is uncertain and may potentially occur in the future. According to this notion, every action or conduct has a certain objective in mind. The outcome of such procedures of attempting cannot be foreseen with precision.The idea describes how the consumer tries to consume, but is prevented from doing so by personal and environmental obstacles. When a person encounters an approach avoidance conflict, or when he seeks a goal that also has a negative component connected with it, personal barriers might arise. For instance, a woman could like eating chocolate cake, but it also has a lot of calories, which could result in weight gain. When external factors hinder an activity from taking place, this is referred to as an environmental barrier. For instance, a person may want to dine at a specific restaurant, but upon arrival discovers that there is nowhere to sit down and eat since it is so busy.According to the principle of striving to consume, trying to act substitutes behavior. Prior to acting or achieving a goal, one must first have the intention to attempt. This intention is influenced by one's attitude toward trying as well as by societal conventions around it. The mindset of each customer affects their willingness to experiment.

1. Attitude toward achievement and success expectations.

2. Expectations of failure and attitude toward failure.

3. Approach to the process.

A person's perception of how doing something makes him feel, regardless of the results, is referred to as their attitude toward the process.

Going backwards, acting appropriately is affected by

a. The desire to attempt

b. The frequency of prior tries.

c. The most recent attempt.

A person's attitude toward attempting, their historical frequency of trying, and their societal expectations of trying all have an influence on their intention to try. A person's attitude toward success, failure, and the process, as well as their expectations for success and failure, have an

influence on their willingness to attempt. The "product" of the consequence assessments and the consequence probability is added to determine each attitude. The Viewpoint on the Ad Model:
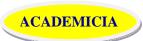
This approach places a strong focus on how advertisements, whether they are printed or audiovisual, affect how consumers feel about certain products, services, brands, and/or offers. After being exposed to an advertising, a consumer develops the cognition and affective components of their attitude, which results in judgements about the commercial and emotions about it. The cognitive component also contributes to their attitude towards the advertisement by influencing their beliefs about the brand. The affective element also contributes to beliefs about the brand and attitudes toward the advertisement. As a result, the cognitive and emotion components both have an impact on the consumer's perception of the advertisement and brand. Simply seeing the advertisement might cause someone to believe in the brand. Finally, the formation of an attitude toward the brand is influenced by both the attitude toward the advertisement and the belief about the brand. The model's underlying principle contends that exposure to advertisements causes consumers to create opinions and emotions. Research has revealed that the model holds true more for new product and service offerings than for current ones. Consumers create attitudes about the advertising as well as opinions toward the brand. The advertisement encourages brand loyalty and encourages product trials. As a result, advertisers need to exercise caution when creating commercials, particularly for new businesses and unique goods and services. Research has also demonstrated that no matter the amount of customer involvement high or low both the central and the peripheral have an impact on how beliefs and attitudes are formed about the brand, which in turn affects how consumers feel about the brand. These results have marketing implications[10], [11].

CONCLUSION

In conclusion, Marketing professionals looking to influence customer behavior might get important insights from a knowledge of the structure of consumer perceptions. Marketers may influence perceptions, arouse favorable feelings, and motivate desirable customer behaviors by targeting the cognitive, affective, and conative aspects of consumer attitudes. Marketing professionals may create strong brand connections, boost customer loyalty, and succeed in the competitive market of today by strategically utilizing consumer sentiments. Due to shifting market trends, rival activity, or changes in consumer preferences, customer attitudes may change over time. Marketers can make wise judgments, hone their marketing strategies, and remain relevant in a competitive environment by keeping an eye on customer mood.

REFERENCES

[1]   W. M. Lim and D. H. Ting, "E-shopping: An analysis of the uses and gratifications theory," *Mod. Appl. Sci.*, 2012, doi: 10.5539/mas.v6n5p48.

[2]   D. Tulipa and N. Muljani, "The Country of Origin and Brand Image Effect on Purchase Intention of Smartphone in Surabaya - Indonesia," *Mediterr. J. Soc. Sci.*, 2015, doi: 10.5901/mjss.2015.v6n5s5p64.

[3]   B. G. Seo and D. H. Park, "The effective type of information categorization in online curation service depending on psychological ownership," *Sustain.*, 2020, doi: 10.3390/SU12083321.

[4]   C. Cheong, D. Y. Pyun, and H. K. Leng, "Sponsorship and advertising in sport: a study of

consumers' attitude," *Eur. Sport Manag. Q.*, 2019, doi: 10.1080/16184742.2018.1517271.

[5]   H. Stolz, M. Stolze, U. Hamm, M. Janssen, and E. Ruto, "Consumer attitudes towards organic versus conventional food with specific quality attributes," *NJAS - Wageningen J. Life Sci.*, 2011, doi: 10.1016/j.njas.2010.10.002.

[6]   E. S. Kwon, G. Nyilasy, K. W. King, and L. N. Reid, "Putting Things into Context: A Meta-Analysis of Media Context Effects on Attitudinal Outcomes," *J. Advert.*, 2021, doi: 10.1080/00913367.2021.1895920.

[7]   B. Gillespie, D. D. Muehling, and I. Kareklas, "Fitting product placements: Affective fit and cognitive fit as determinants of consumer evaluations of placed brands," *J. Bus. Res.*, 2018, doi: 10.1016/j.jbusres.2017.09.002.

[8]   M. F. Shahzad, Y. Tian, and J. Xiao, "'Drink it or not': Soft drink anticonsumption behavior and the mediating effect of behavioral intentions," *Sustain.*, 2019, doi: 10.3390/SU11123279.

[9]   A. A. Abdul Adis *et al.*, "Mediation role of attitude towards product placement in social media," *J. Sustain. Dev.*, 2015, doi: 10.5539/jsd.v8n3p79.

[10]   B. Jha, "The Role of Social Media Communication: Empirical Study of Online Purchase Intention of Financial Products," *Glob. Bus. Rev.*, 2019, doi: 10.1177/0972150919848912.

[11]   G. H. Huang and N. Korfiatis, "Trying before buying: The moderating role of online reviews in trial attitude formation toward mobile applications," *Int. J. Electron. Commer.*, 2015, doi: 10.1080/10864415.2015.1029359.

A BRIEF STUDY ON MEASUREMENT OF ATTITUDE

Dr. Vankadari Gupta*

*Associate Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-chithambargupta@presidencyuniversity.in

ABSTRACT:

Attitudes are a key construct in consumer behavior research, influencing consumer decision-making and behavior. This abstract explores the measurement of attitudes, discussing various approaches and considerations that researchers and marketers should take into account for effective assessment.Measuring attitudes requires a systematic and reliable approach to capture individuals' beliefs, evaluations, and behavioral intentions towards an object, brand, or concept. Researchers employ various measurement techniques, including self-report scales, physiological measures, and behavioral observations, to assess attitudes.

KEYWORDS: *Attitude Scales, Comparative Rating Scales, Semantic Differential Scale, Single-Item Measures, Social Desirability Bias, Subjective Scales.*

INTRODUCTION

The oldest method of attitude measuring was created by L.L. Thurstone and Chave. Thurstone constructed attitude scales to gauge attitude toward numerous topics or towards any object using the equal seeming interval approach that is utilized in the scaling of psychophysical dimensions.Numerous studies have recognized and extensively used Thurstone's scale for attitude measuring.

The scale is set up in the way described below:

1. A great number of clear, concise, and readily understood assertions or statements expressing a positive or negative attitude toward the attitudinal object are gathered.

2. Based on how much they express positive or negative sentiments regarding the item, judges are asked to rank objects in a desired number of steps on a scale. All of the assertions that don't have enough support are disregarded. Only those statements that have a great deal of consensus among the judges on where they should fall on the scale are kept in the final scale.

3. Scale scoring is carried out using the median judgment value. Equal seeming intervals are used as the foundation for the final selection.

Thurstone's scale has eleven categories, and for each of the eleven categories, judges must place their judgments at equal distances. Low numbers indicate a positive attitude toward the attitudinal object, while high levels indicate a negative attitude.Bogardus neglected to guarantee the caliber of the units. This was seen as a significant flaw in his scale. Thurstone required eleven pieces with equally spaced appearances to get rid of this flaw.The units of Thurstone's scale are really the eleven lines or evenly spaced intervals. His scale is considered to be

reasonable since he required the judges to arrange the elements in the eleven lines at equal intervals, attempting to attain equality of units[1]–[3].

Thurstone's Scale flaws:

It is not impossible that judges' attitudes may have an impact on where they put their verdicts on the scale. In reality, this is supported by evidence that Hovland and Sherif uncovered in a specific investigation. Thurstone has made an effort to account for the zero point on a scale, but has fallen short of the criteria. Edward draws attention to the possibility that things with similar scale values might have drastically different discriminating values. Therefore, using this method, it is impossible for the researcher to choose the item with the highest degree of discrimination among those with almost identical scale values. Instead of precisely gauging the subject's mood, this will instead provide a misleading impression of it. Modern research has, however, discovered strategies to get around these drawbacks. Thurstone's scale therefore illustrates a method to assess attitude in a reliable way despite its flaws.

DISCUSSION

Method of Summated Rating:

The attitude scale created using the summated rating technique, which was developed by Likert, takes a completely different tack. Likert is renowned for developing a number of attitude scales to assess attitudes toward a variety of complicated situations, such as the Black and White Problem, imperialism, and other global challenges. Here's a quick rundown of how the Likert scale is prepared: There are a lot of claims and theories gathered on the subject. A set of respondents are then given these statements to categorize them into five different groups.

Benefits of the Likert scale

The most crucial aspect of Likert's scale is the use of "Item Analysis" in the creation of the attitude scale. As is typical in the creation of psychological tests, the individual scores on this scale are interpreted in terms of the scores acquired by a group of individuals. Lickert's scale is more realistic than Thurstone's scale. It depends on the choice of things in terms of how effectively they function. Like Thurstone, Likert did not rely just on the opinions of the people. He also built his scale based on the intercorrelation observed between things and only kept those elements with a greater interrelationship. Thurstone's scale is less workable than the Likert scale.Unique dimensionality is also not affected at this size.

Defects:

The Likert scale's equality of unity has not been attempted to guarantee. The scores recorded at the top and lower ends of the scale are often more significant than the middle range of scores since it is uncertain what score constitutes the neutral point.It might be misleading when the Likert scale's lowest represents a favorable attitude and the maximum, a negative attitude.In this scale, the zero point is not identified.Despite these flaws, Likert's scale has been extensively used for attitude assessment due to the item analysis approach that was utilized during its design, which is one of its main benefits over other scales.

Social Distinction Index:

Under the direction of Gallet and Bogardus, Katz and Allport gave the idea of social distance prominence. Through his social distance scale, Bogardus was interested in comparing racial attitudes, attitudes of individuals toward other races, and attitudes toward various nationalities. The process for creating the scale is as follows. First, the researcher comes up with a number of statements that indicate varying levels of acceptance or rejection of the group. The 'S' refers to his proximity to or distance from the other group's members. These statements fundamentally evaluate psychological distance. A positive attitude is indicated by proximity, while a negative attitude is shown by distance. The anti-attitude increases with increasing distance, whereas the pro-attitude increases with decreasing distance. From close relation via marriage to banishment from the nation, the psychological gap gradually widens as one moves from the first to the final assertion[4]–[6].

The Bogardus scale measures attitudes toward other ethnicities in this way.

Criticisms:

1. It has two flaws as a method:

2. It refers to just transient sentiments,

3. Bogardus made no effort to guarantee unit equality.

There are no discernible variations between the various levels of closeness. The psychological distance between a marriage-based relationship and a club is much greater than the psychological distance between a club relationship and a neighboring relationship. As a result, the psychological distance between a marriage-based relationship and a club is much greater than the psychological distance between a club relationship and a neighboring relationship. Bogardus' scale doesn't really assess the strength of attitude; it only captures its range and dispersion.
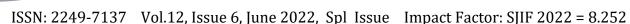
Advantages:

This scale has been used in several investigations of attitude measuring with great effectiveness. The scale's building method is quite straightforward. The scale may be used to compare opinions of the same nationality among individuals or among individuals of various nations. It can also be used to gauge any kind of interpersonal preferences. The Bogardus Social Distance Scale has really served as the foundation for several additional scales that have been created.

Method of Cumulative Scaling:

To determine if the sets of statements and propositions used to assess attitudes may truly meet the essential requirements of a certain sort of scale, Guttman developed the cumulative scaling approach. This scaling technique's primary goal is to ascertain if the attitude under consideration is "scalable" or not. An attitude is considered scalable when a sizable fraction of the population being monitored reacts to the scale in a predictable manner.

Consistency refers to when an item is supported by the rejection of all other things that are more extreme and the support of all other items that are less extreme. In Guttman's scale, scale scores were shown on horizontal lines. The 'Scalogram' tool is used in Guttman's method to measure the level of consistency that is present. According to Guttman, a scale is unidimensional and is thus anticipated to accurately represent attitude when a group of items or propositions exhibit considerable consistency. However, if the situation is reversed, it must be assumed that the scale

contains more than one underlying dimension. At this stage, the scale may be amended and modified to fulfill this consistency requirement by utilizing Guttman's technique to remove the problematic items. Guttman's scale also aids in establishing the zero point. Some have questioned the idea of equality of units and its foundation. It is also founded on the requirement of unique dimensionality. Festinger also points out the limited practical applicability of this approach, saying that "limited experience with its use in public opinion research with civilian population has tended to show that it becomes an unwieldy instrument." However, alternative approaches are equally susceptible to this critique.

The discriminating scale method:

The creators of this scale are Edwards and Kilpartic. Like the previous scales, a significant amount of dichotomous items are gathered in this scale, which is the synthesis of the several preceding methodologies. The products are then categorized by judges based on how favorable they are. The remaining questions are then given in a multiple choice format with six answer options, ranging from strongly agree to strongly disagree, and some are eliminated due to ambiguity. Then, these claims are presented to new topic groups. Each participant receives a unique score based on their replies, which is calculated using the "item analysis" method, similar to how the Likert Scale is used. The final scale is made up of the highly discriminative components. The chosen elements are then dichotomized and scaled in accordance with Guttman's methodology.

The scale discrimination approach has not been widely employed in psychological research studies to evaluate attitude since it is a highly lengthy process. So, it is yet unknown what scale's benefits and drawbacks are. This scale may be the subject of further investigation. Other methods of attitude measuring have also been created. Here, we may talk about the semantic differential scalability approach. Osgood, Sui, and Tennenbaum created this. The meaning of an item is evaluated using a sequence of bipolar adjectives that signify that they are diametrically opposed to one another. This scale is used to acquire direct measurements of the assessment of an attitude object. Nuclear disarmament, for instance, may be graded along the following dimensions: good-bad, attractive-nonattractive, fair-unfair, etc. Each point is then given a scale value to gauge a person's overall response to the attitudinal object. The benefit of this method is that it draws on respondents' overall perceptions of attitudinal items rather than particular features of these things[7]–[9].

Social class and purchasing patterns

The emergence of consumer wants is influenced by a number of variables, including socioeconomic class. Products that consumers' friends possess are often purchased.Studying social group membership is crucial as a result. It's crucial to keep in mind that socioeconomic class has a significant role in how and when individuals purchase goods. To make informed marketing choices, marketers are consequently interested in knowing social class factors. People in a certain culture are split into several unique social classes, and we will focus our discussion in this unit via three courses on various features of social class and how it affects consumers' purchasing behavior. Various features are used to divide people into social classes. Consumption habits alter as social classes shift. Knowing how each class acts in terms of consumer behavior is crucial for marketers.

All societies have some kind of social stratification that distinguishes the group's members. Inequality in social structure and status exists on a global scale. Inequality is present in civilizations that consider itself to be classless. In every human community, people are allocated ranks, grades, or places via a system of social stratification, also known as layering. The history of every civilization that has existed to this point is the history of class battles, according to "Consumer Behavior". There are wealthy and poor, lord and serf, haves and have-nots, oppressors and the downtrodden. It implies that not everyone receives benefits and has equal duties. The family, educational institutions, and religious organizations are all examples of socialization mechanisms that pass this system down from one generation to the next. Social stratification was described by Loudon and Bitta as "the general term whereby members of a society rank individuals into higher and lower social positions, producing a hierarchy of respect or prestige." Social inequality results from this stratification because those in lower strata have less access to wealth, authority, status, and privilege. For instance, although though both groups contribute to the general welfare, ministerial staffs are not highly valued or compensated in our culture. Social stratification has both economic and noneconomic components. For instance, it should be clear that there are other factors that influence the status of secretaries and staff members than only pay. We may use economic insights to better grasp how various income levels affect consumer behavior, but we must go to sociology to further comprehend the effect of non-economic factors like status. The basis of social stratification and the social groupings that develop within a culture or subculture may be examined, which can help marketers better identify and assess target markets.

People may be positioned in a variety of ways along a continuum or range; in reality, the continuum is broken up into several social groups or strata. As a result, members of a society may be categorized into various strata according to their status; each of these strata is referred to as social class. According to Schiffman, social class is the "division of members of a society into a hierarchy of distinct status classes, so that members of each class have relatively the same status and members of all other classes have either more status or less status." A person who belongs to a certain social class is said to have status comparable to other members of that class. Social class is assessed in terms of status. As a result, social class is determined by how much status, on average, a given class's members have compared to those of other social classes. In general, three factors—wealth, power, and prestige are used to classify people into different social classes. However, academics and researchers in marketing as well as consumer researchers define status in terms of demographical factors like income, occupation, and education; in reality, the three are connected and are thus utilized in combination with one another. Understanding social class dynamics is important for comprehending consumption trends and purchasing habits.

The following are discussed:

Social class is organized in a hierarchical manner. The social-class categories are ordered from low to high in a hierarchy. The society is separated into multiple ranks based on employment, money, and education, such that those in one rank are comparable to those in another and distinct from those in other ranks. Members of a certain socioeconomic class thus see themselves as

a) Sharing the same status as those in their own class

b) Having a greater or lower status than those who belong to the higher or lower class.

They see themselves as equal to, inferior to, or superior to others depending on their social status. For a marketer, the hierarchical structure is important.The different strata give a framework for market segmentation, which marketers may utilize as a starting point. People that are "other-directed" or easily swayed by social influence will purchase the goods and services and/or brands that members of their respective social classes do. They do this because they want other people's acceptance. As a result, they would invest in certain brands, goods, and services since their peers in their own class use and like them.

There are social-class implications on the actual consumption of items because people are class aware and associate certain brands with their social class; as a result, they would purchase these brands if they felt they represented their "class" and avoid those associated with "lowerclass" goods.For those in the lower class who strive to be like the upper class and want to purchase the same goods and brands as them, the higher social class or upper social class also serves as a reference group.

Similarity of people within a social class: People within a social class are similar to one another in terms of their thinking, values, norms, attitudes, lifestyle, and behavioral patterns, as well as in terms of their education, occupation, and income. There is also similarity among members of each social class and dissimilarity between social classes.

Social Class Difference Measurement

Every member of a society is found to hold one or more socially defined positions, known as statuses. For example, a man may simultaneously hold the statuses of son, teacher, and father. Among the statuses, one is likely to dominate the others at any given time. This dominant status is known as "master status." An individual's master status may change several times throughout his lifetime. The roles of these statuses very, i.e. each status has its role. A role is a set of proper behaviors specified by culturally defined roles. Social stratification systems, which are enforced through the assignments of statuses and roles, may be classified as either open or closed to social mobility. Social mobility is the ability of a person or a category of people to move from one level to another within the system. In India, for example, Hindu society maintains a closed system of castes. Individuals born into a caste are expected to stay in it all their lives. On the other hand, the US is a more open society. An individual there is born into the strata that his parents occupy. But, he can move from one social stratum to another either through his own efforts or chance circumstances. Engel, Blackwell, and Miniard identified three major forms of social stratification. They are 'castes', 'estates', and "social class." Caste system is the older and traditional form of social stratification. Under the caste system, major emphasis is placed upon hereditary status. Large differences are found between highest and lowest castes in terms of power and status. The basis of the majority of the caste system is religion one that is found in India. Members of different castes have a limited level of interaction, and mobility between groups is very limited.

The estate system, a more ancient form of social stratification that predominated in medieval Europe and was based on power and alliances, was another older form of social stratification that clearly defined the rights and obligations of each group. The class system, a more modern form of social stratification, is present in most modern industrialized societies and is important because it is thought to be the foundation of social interaction and differences in consumption.It is now clear from this discussion that societies divide their members into various social strata,

each of which has unique positions, responsibilities, and roles to fulfill. Mr. Max Weber created a scheme that can be used to comprehend how people in a society are stratified into various groups. This scheme uses six variables, including prestige, occupation, class, and gender.

Prestige: In a given society, some are found to command relatively more prestige than others, and depending on that, they are parts of different social strata. We hold different attitudes toward individuals having different levels of prestige. The job you do has a significant impact on your lifestyle and is the single most important basis for granting honor, prestige, and respect. Doctors, for example, are accorded more respect and typically receive high financial rewards in our country.

Occupation: People's occupations vary as their prestige varies. Occupation may be considered the single best predictor of social strata that exist in a particular society.A society may be divided into social strata according to the kinds and nature of the material possessions that its members own. **Possessions:** The material items that individuals own may be utilized as a variable in social stratification.

Interaction: Although it is one of the most significant variables in stratifying societies, it is very challenging to measure an individual's social interaction. The type of people with whom individuals meet and relate also is a variable using which a particular society may be divided into different groups.Everyone in a given society is not equally conscious of class differences, but those who are relatively conscious of class differences are more likely to belong to the upper strata of the society. Class consciousness is defined as the level at which people are aware of themselves as belonging to a distinctive social grouping.

Value Orientation: "When a group of people share a common set of abstract convictions that organize and relate a large number of specific attitudes, it is possible to categorize an individual in the group by the degree to which he or she possesses these values." One can use the above six variables to stratify or classify individuals[10]–[12].

CONCLUSION

In conclusion, understanding customer behavior and establishing marketing strategies need gauging attitudes. Numerous measuring techniques, such as self-report scales, physiological measurements, and behavioral observations, are available to researchers and marketers. Researchers may get accurate and insightful understandings of people's attitudes by taking into account elements including scale design, reliability, validity, possible biases, and the multidimensional character of attitudes. With the use of these insights, marketers may modify their plans, messages, and products to successfully change customer behavior and produce favorable results. Finally, it's critical to comprehend how multifaceted views are. Researchers should create measures that fully capture the cognitive, emotional, and conative components that attitudes often include. Using numerous scales or verified multi-dimensional measures may provide insight into attitudes that is more complex and comprehensive.

REFERENCES

[1]   R. Likert, "A technique for the measurement of attitudes," *Arch. Psychol.*, 1932.

[2]   L. L. Thurstone, "The measurement of social attitudes," *J. Abnorm. Soc. Psychol.*, 1931, doi: 10.1037/h0070363.

[3]   J. F. Hair, M. L.D.S. Gabriel, D. da Silva, and S. Braga Junior, "Development and validation of attitudes measurement scales: fundamental and practical aspects," *RAUSP Manag. J.*, 2019, doi: 10.1108/RAUSP-05-2019-0098.

[4]   R. F. Antonak and H. Livneh, "Measurement of attitudes towards persons with disabilities," *Disabil. Rehabil.*, 2000, doi: 10.1080/096382800296782.

[5]   S. Lange, M. Partecke, K. Meissner, U. Heß, and A. Hiemisch, "Development of the greifswald questionnaire for the measurement of interprofessional attitudes," *GMS J. Med. Educ.*, 2020, doi: 10.3205/zma001300.

[6]   C. Francalanci, S. Chiassai, G. Ferrara, F. Ferretti, and R. Mattei, "Scale for the measurement of attitudes towards alcohol," *Alcohol Alcohol.*, 2011, doi: 10.1093/alcalc/agq094.

[7]   L. Coenen, "Measurement of Attitudes," in *The International Encyclopedia of Media Psychology*, 2020. doi: 10.1002/9781119011071.iemp0024.

[8]   J. Zheng, H. Wang, and B. Pei, "UAV attitude measurement in the presence of wind disturbance," *Signal, Image Video Process.*, 2020, doi: 10.1007/s11760-020-01693-5.

[9]   Y. Pastor, E. Pascual, J. J. Muñoz, and S. Martínez-Bravo, "Wording effect in the measurement of attitudes towards dating violence," *Psychosoc. Interv.*, 2020, doi: 10.5093/PI2019A15.

[10]   C. A. Ogunbode, L. Henn, and N. Tausch, "Context-appropriate environmental attitude measurement in Nigeria using the Campbell paradigm," *Environ. Dev. Sustain.*, 2020, doi: 10.1007/s10668-018-0281-1.

[11]   E. L. C. Law, P. Van Schaik, and V. Roto, "Attitudes towards user experience (UX) measurement," *Int. J. Hum. Comput. Stud.*, 2014, doi: 10.1016/j.ijhcs.2013.09.006.

[12]   J. Gromadzki, "Measurement of attitudes towards homosexuality: testing measurement invariance across European countries," *Qual. Quant.*, 2019, doi: 10.1007/s11135-019-00880-y.

A STUDY ON CHARACTERISTICS OF SOCIAL CLASS

Dr. Nishant Labhane*

*Assistant Professor,
Master In Business Administration (General Management),
Presidency University, Bangalore, INDIA
Email Id-nishantbhimrao@presidencyuniversity.in

ABSTRACT:

Social class is a fundamental aspect of consumer behavior, shaping individuals' lifestyles, values, aspirations, and consumption patterns. This abstract delves into the characteristics of social class, exploring its key dimensions and their impact on consumer behavior.Social class encompasses a range of socio-economic factors that define an individual's position within a societal hierarchy. These factors include income, education level, occupation, and wealth. These dimensions collectively shape an individual's social standing, influencing their access to resources, opportunities, and consumption choices.

KEYWORDS: *Achieved Status, Ascribed Status, Consumption Patterns, Cultural Capital, Education Level, Income Level, Lifestyle.*

INTRODUCTION

Social classes differ in a variety of ways. The key traits of social class will be covered in the sections that follow. They are bounded, which is one of the main features of social classes. are homogenous, dynamic, exhaustive, display status, exhibit mutual exclusion, exhibit hierarchy, multidimensional, constrain behavior, and are exhaustive. Bounded social classes: Bounded means that each social class is clearly separated from the others. This distinction between socioeconomic classes divides them. Such a line clearly delineates who will be a member of a class and who will not.They follow a hierarchy: Social strata are organized. This indicates that they are arranged vertically. Each social class comes before the one before it, and those who are classified into them have statuses ranging from high to low.

A person may only belong to one social class at a time under the social class system, which states that they are mutually exclusive. It does not imply that students cannot move freely between courses. Over time, a person may transfer across classes. But typically, a person is assigned to a certain social class at a certain period.Social classes are comprehensive in the sense that every member of the society must belong to one or more social classes; hence, no member of the society can be classless. Even if a person has no actual possessions, he will be seen as belonging to a certain class.Social classes have a significant impact on how people behave as consumers. socioeconomic classes have an impact on differences in the consumption of goods and services. However, the extent of such effect is determined by a person's class consciousness and knowledge.

They Display Status: Status refers to a person's standing in the social hierarchy as seen by other people. Depending on the class to which he belongs, a person will either assume high status or low status. Members of certain social classes are considered to be more important than those in

other social groups. Again, a person's standing within the class is based on his or her own traits. For instance, because of the differences in their personal traits, all university professors do not have the same standing[1]–[3].Social Classes Have Many Facets: Social classes are not determined by a single trait or characteristic. They are referred to be multidimensional since they are rather based on numerous. People are not categorized based on a single factor, such as money, but rather according to a variety of other factors. Influence, employment, education, genetics, and geographic location are a few key factors that are taken into account when classifying someone socially.

They Restrictive Behavior: With very few exceptions, it is assumed that members of a specific social class would engage with other members of that class. Interacting with persons of the same class, intellect, and mindset also makes people feel comfortable. A one-dimensional connection like this limits interpersonal conversations regarding goods, retailers, and related subjects. People from higher social classes could discuss a certain product, for instance, whose name is unknown to those from lower social classes.

They are homogeneous: Members of a certain social class will have a common set of attitudes, values, beliefs, interests, activities, lifestyles, and consumption patterns. Where they will vary in these ways from members of other classes. This social class uniformity makes it easier for marketers to successfully segment markets.Social Classes Change: Social class is not an absolute term. This means that people may migrate across social classes throughout time, either upward or downward. Once again, when society reevaluates social class status, the standing of one specific social class may likewise shift through time. For instance, as sentiments regarding this occupation have evolved through time, so too has the position of air hostesses in our nation. Their social class rank has changed as a result of this transformation.

DISCUSSION

Life Style Profiles of The Social Classes

Researchers and consumer behaviorists have researched local habits and drawn generalizations. A lifestyle's activities, interests, and attitudes have all been evaluated. Both a general and a particular measure have been taken of them. The usage of product and service offerings by members of a certain social class is the basic marketing metric. They use brands, whether they are luxury, middle-range, or economy, as a particular benchmark. As a result, lifestyle analysis may be used as a broad measure or a more focused measure.The six social classes that are most often recognized are upper-upper, lower-upper, upper-middle, lower-middle, upper-lower, and lower-lower. Social classes are of great importance to marketers because understanding them enables them to develop effective market segmentation, positioning, pricing, distribution, and communication strategies.

Upper-Upper Class: Members of the upper-upper class often come from long-established, affluent households that have passed down wealth for at least many generations. This group's members are known for having exceptionally polished demeanors. Members of this group often reside in spacious mansions in upscale areas. They are discovered to have a feeling of civic duty. They shop at upscale, expensive, and prestige establishments. Although individuals in the top high class purchase costly products, they do not overtly flaunt their money or possessions. These people make up a significant portion of the market for rare and costly jewels, luxury vacations, and items with distinctive designs. They anticipate exceptional services from merchants while

purchasing various goods. Their sources of income are mostly inherited money. Others in the society see them as elite because they are aristocratic, few in number, and aristocratic. Their offspring attend pricey private schools and get degrees from top institutions. They don't flaunt their wealth; instead, they spend money in a manner that makes it seem trivial. People from the upper-upper class often give direction and funding for social activities. Hospitals, educational, social, charitable, and religious organizations all find them to be trustees[4]–[6].

Lower-Upper Class: This group shares lifestyles and expensive residences in the finest neighborhoods with the upper-upper class, but lacks distinguishing heritage. Their conduct is less refined than that of upper-upper class individuals. Their average salaries are sometimes a little higher than those of upper-upper class households. However, their fortune is more recent and was not passed down through the family. "This is the newly wealthy class, made up of people who have just acquired fortune and are not entirely recognized by the upper top class. This category includes rich physicians, attorneys, and business owners. They have been seen to emulate the opulent lifestyle of the upper class. They are referred to by society members as the "new rich" and the "new successful elite" of the present. This group's consuming habits are often more obvious. Their eating habits serve as a representation of their social standing. They are the main consumers of more costly luxury automobiles, bigger houses, more expensive vacations, clothes, food, and furnishings. They are not welcomed in the upper-upper class since their money was acquired during their lives rather than being riches of a second or third generation.

University of Business

Upper-Middle Class: Members of the upper middle class are professionals and company entrepreneurs who have achieved a respectable level of success. People from the upper middle class are often well educated and have a strong will to succeed. They focus heavily on their careers and provide a positive atmosphere for their kids to succeed in life. They are less wealthy than the upper middle class financially. Most people in the upper middle class lack family history or don't give it any thought. They are often referred to be the 'eyes and brains' of the community due to their educational accomplishments. They are respected, successful, morally upright people with strong personal integrity. Their revenues mostly come from wages rather than from assets that have been invested. The occupations and career focus of the upper-middle class enable them to hold their places. They participate in a wide variety of social and cultural events. When compared to higher class expenditures, upper middle class purchases are more obvious. They often invest in products with social significance and prestige implications. They actively engage with the other students in their class, live healthily, and support social concerns. This class chooses houses and furniture for graceful living and entertaining because they are concerned with the quality of life.

Lower-Middle Class: This class mostly consists of white collar employees who have respectable wages and modest levels of comfort. This class is known for being very frugal with their money. This group often includes small company owners, educators, technicians, salespeople, and office employees. Any civilization would have a sizable portion of this class. This group of people values their home and family, morality, and religion. More than anybody from any other class, they adhere to the cultural standards. They make an effort to seem respectable by acting morally and spending money on trendy products. They lower their social status by saving money to provide their kids higher educations. Since they don't have much faith
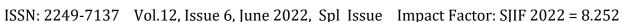
in their own taste, they often purchase standardized goods. They put forth more effort than others while shopping, and they find making purchases to be difficult and time-consuming. They are discovered to be quite sensitive to pricing.

The main social class division in many nations is between the lower and upper classes. This class consists of reliable workers. This type of people seeks security and protection for their current assets. They work in semiskilled or unskilled positions and have less education and pay. They devote a significant percentage of their money to housing and food. They place a high value on respectability and depend heavily on their families for both financial and emotional assistance. They are shown to have a normal life and reside in modest homes. Because of their lack of confidence, their purchasing choices are often observed to be impulsive. They depend more on marketing and sales representatives. People in this class participate in civic activities the least and socialize with people outside of their own class the least. Instead of saving money for the future, they would rather indulge in today's pleasures.

Unskilled workers, those in non-respected occupations, the jobless, and those who rely on welfare make up the lower-class population. They have very little revenue since they are living below the poverty level. They often lead daily lives. These people have less education and live in low quality housing and communities. They lack the desire or chance to change their situation.The majority of lower-class people are below the poverty level. When choosing products, marketers consider general lifestyles in addition to the product itself, pricing, location, and advertising. This would include evaluating new product prospects, segmentation, targeting, positioning, and any other marketing strategy-related choices. On the other hand, marketers employ particular lifestyles when making judgments about a brand, including those about its positioning, price, and other brand management considerations.

VALS: The California-based consulting company SRI International established the VALS framework in the 1970s. Arnold Mitchell made the decision to eventually propose it in the year 1978. The framework, which is based on Maslow's theoretical writings, has been revised and updated for increased validity and dependability of results.The 1990s' updated version of the psychographic inventory, known as VALS 2, replaced the original, which went by the name VALS. While VALS discussed several customer segment kinds, VALS 2 was focused on measuring consumer purchase habits.The proponents claim that there are three different types of customers, including need-directed ones. The framework offers marketers useful insights, particularly in the areas of promotion strategy, namely, message content and context as well as medium selection.The VALS framework shows a method for categorizing US adult customers into different groups based on psychological and sociological criteria in order to comprehend and anticipate their behavior throughout the decision-making process for purchases. The framework divides customers into eight different sorts or segments or mindsets based on replies to a survey that has been referred to as the VALS questionnaire, employing a particular set of psychological features and important demographics that influence consumer behavior. The framework fundamentally enables psychographic segmentation and serves as an example of many consumer personas or profiles. Additionally, it aids in creating unique communication styles for each target.

The VALS uses two dimensions to categorize people. The two major dimensions are used, and the groups of individuals are organized in a rectangle using these dimensions. Motivation and

resources are the two main aspects. How a person expresses themselves as a consumer in the market depends on how these characteristics are combined. i) In terms of self-orientation, the horizontal dimension symbolizes the main motivator; it describes consumer attitudes and predicts behavior. Accordingly, the customer population is divided into three different groups and comprises three main motives. Consumers are driven by ideas; these individuals are in fact motivated by information, values, and beliefs rather than by sentiments, emotions, or the need to conform or win the acceptance of others. Thinkers and Believers are two categories that fall under the principle-oriented category. Consumers are also driven by success; these individuals belong to the Achievers and Strivers groups and are motivated by showing success to others. - There are other customers who are motivated by the urge to express themselves; these individuals belong to the Experiences and Makers groups and have a passion for diversity, risk-taking, and social or physical activity.Each of the eight categories may be explained using more detail from the VALS Framework.

a**) Innovators**: The most innovative and resourceful consumers are innovators. As a result, individuals may display any one of the three main drives to varied degrees. The innovators, who are located at the top of the rectangle, have the greatest salaries, as well as high levels of creativity and self-esteem, and may therefore pick from any one or all of the self-orientations. They are prosperous and well-educated. They value their appearance as a representation of their preferences, independence, personalities, and character. They are engaged consumers who often occupy a niche since their preferences are focused on the high-end "finer things in life."

b) **Thinkers**: A high-resource category of consumers driven by principles, thinkers are those consumer groupings. They are professionals with a strong sense of morality who are also responsible, mature, and receptive to change. When making decisions, they actively seek out information because they value order, knowledge, and accountability. They are wealthy consumers who make sensible and thoughtful decisions about their purchases and consumption. They search for value and usability in the things they purchase.

c) **Believers:** Consumers who are driven by principles but lack resources are referred to as believers. They are conventional, traditional, and conservative individuals who avoid all forms of experimentation. They choose not to experiment with their spending and saving habits since they have low salaries. They tend to be brand loyal and buy products from well-known companies as customers.

d) **Achievers:** Consumers who are high resource-group achievers are referred to as achievers. They are accomplished, goal-oriented workers who like showcasing and bragging about their accomplishments to others. They continue to be committed to their house and jobs. Despite their natural conservatism, achievers are engaged in the market. They place a premium on image and choose well-known prestige brands, goods, and services. They make large purchases and brag to others about their status brand purchases.

f) **Strivers:** Strivers are low-resource individuals who are also motivated by accomplishment. Although they have the same ideals as achievers, they lack the economic, social, and psychological resources that achievers do. Despite having less money, they place a lot of importance on it. They place a high value on style and like trendy goods. In an effort to be like the individuals they adore, they attempt to imitate the expenditures of those with more means and tangible goods. They are also worried about other people's perspectives and acceptance. They

shop to demonstrate their capacity to purchase to others since they are active consumers. Strivers concentrate less on advancing in their jobs and careers and are also fun-loving individuals who lack skills.

f) **Experiencers:** High resource consumers who are driven by the need to express themselves are known as experiencers. They are the youngest consumer categories in terms of age. They are eager, impulsive, and energetic, which is reflected in their activities, which span from physical activity to social activities. Due to their abundance of resources, they spend a lot on fast food, clothing, entertainment, and hobbies. They like taking chances and get fired up about acquiring novel goods and services.

g) **Makers:** These are customer segments that value self-expression but have limited access to resources. They don't really care about anything outside of job and family. They cherish independence and have the aptitude and drive to do well in work. They are not impressed by material possessions as customers. They value things that provide a useful or practical purpose since they are by nature practical people. Additionally, they are dubious of new goods and services.

h) **Survivors**: The consumer groups with the fewest resources are found at the bottom of the rectangle. They are situated in the rectangle because they have insufficient means to be a part of any of the consumer self-orientations. They are the oldest section in terms of age. They are very conservative and have a limited range of interests because they think that the world would change too quickly. Due to their limited finances, they are highly careful customers who want to stick with the known and recognizable brands.

Consumer Action and Culture

The "personality of a society" might be referred to as culture. It encompasses a wide range of things and is ubiquitous in nature, including language, norms and laws, customs and traditions, religion, art and music, etc. As well as defining clearly the dos and don'ts of a society and defining what is acceptable and what is not, culture also encompasses people's hobbies, work habits, and orientations. It reflects the moral principles and worldviews that the majority of a society's citizens hold dear. A society's culture is strengthened by the many values, beliefs, and conventions that its people uphold. Culture is a society's personality, distinct from other societies in its own right and distinguishable from them; it is further split into several sub-cultures. This does not mean that cultures are actually inflexible; in fact, they grow and adapt to changing events and times. Additionally, culture crosses generations and is transmitted from one generation to the next. A thorough investigation into the nature and personality of the society in which we live is necessary for a study of our culture. A society's culture also affects its consumers' purchasing and consuming habits. Culture is referred to be "the totality of learnedbeliefs, values, and customs that serve to direct the consumer behavior of members of a particular society" by Schiffman in terms of consumer behavior. Consumer brand preferences, product and service types, and other factors are all influenced by the cultures and subcultures of the customers. For instance, their culture, customs, and traditions, norms and values, views toward general and particular concerns all have an influence on the food and clothing people purchase and wear.

Description of Culture

Understanding the nature and traits of culture can help to better explain how culture affects consumer behavior:A social system's members are organically infused with culture, which is natural and penetrates the whole structure. Because we are all influenced by culture, whether consciously or unconsciously, it has an impact on how people behave. People utilize their values and beliefs to guide their conduct, and they often assume that others will act in a consistent and comparable manner. All members of a social system are united by culture.

The existence of culture may be attributed to its contribution to meeting human wants. Beliefs, values, conventions, and tradition all contribute to the social system's governance and define the appropriate conduct for members of that system. They define the dos and don'ts and establish limits for acceptable behavior inside the social system. However, as long as they continue to serve the requirements of the people in the community, these values, beliefs, practices, and traditions will endure. Because of this, culture changes as time goes on. Beliefs, values, traditions, and tradition vary as people's needs change in order to accommodate and accommodate newer demands and wishes. To capitalize on the scenario, marketers must be aware of freshly created and accepted values, conventions, and traditions. For instance, people's growing awareness of fashion has boosted the garment and accessory industries; fitness has boosted the sports and gym industries; and health has boosted the sales of natural items like fruit juices, honey, aloe vera, etc. Culture is something that is learned via socialization; it is not something that is inborn. From early infancy on, socialization takes place, and it lasts the rest of one's life. This process of socialization imparts culture. There are two possible cultural lessons here.

Enculturation is the process of learning one's own culture, while acculturation is the process of learning a new or foreign culture. Throughout our lives, both our friends and our family have an effect. People learn what is acceptable and what is not in terms of our values and views through family and friends. Three different types of cultural learning are possible: formal education, informal education, and technical education. Formal education: When a youngster is taught appropriate conduct by family members, such as grandparents, parents, and siblings, they explain to him the good and bad aspects of behavior. Informal learning is when a youngster picks up new skills by copying the actions of others, such as friends, family members, famous people, or fictional characters. Technical learning occurs when a teacher teaches a youngster how to act in a formal educational setting.

We learn what is considered a good buy and what is not as consumers via our cultural learning. The same may be said about brands. Informally, thoughts and opinions from family, friends, and coworkers affect how we see brands, and formally, the marketer, the dealer, and the salespeople affect how we perceive brands. As a result, both general and specialized purchasing patterns reflect the society in which we live. In the end, culture also influences the kind of goods and services that people choose to purchase. For instance, eating pig and beef is frowned upon in certain cultures, thus when McDonald's arrived in India, they had to introduce the chicken burger rather than the standard beef burger offered there. MNCs that want to enter international markets and launch their goods and services there should thoroughly research and comprehend the customs of such nations. They could not ignore the country's vegetarian population and so developed the veg-tikki burger. They must go through a laborious acculturation process in order to comprehend the people of these cultures and their demands in order to determine if these prospective markets may be profi target groups. To be able to obtain acceptance more quickly,

they should create the product and service offerings in keeping with the culture. It is important to keep in mind the symbols, colors, and languages. Through the creation of relevant promotional messaging and the utilization of an appropriate medium, the marketer might use all three types of cultural learning.

Culture is shared: All members of the social structure accept and ingrain it. In actuality, it links the individuals who make up a social structure. Social, educational, governmental, and religious organizations all have a role in transferring this culture to the people who make up the society. Cultures and subcultures are exchanged by individuals within and outside of a country nowadays. The print and audio-visual mass media play a part in this transmission as well. It goes without saying that the media plays a significant influence. The numerous soaps and serials depict cultures of all sorts; they show all types of families, all types of cultures, and all forms of subcultures. This is due to the many satellite channels' differing viewership throughout India and greater TRP ratings. We get to read about families from the Gujarati, Bengali, Punjabi, and Tamilian cultures and learn about their clothing styles, favorite foods, traditions, and rituals, among other things. We have started to exchange sub-cultures thanks to the multiple national and vernacular networks we have in India[7]–[9].

Today, subcultures are no longer confined to certain geographical areas. As consumers, these institutions particularly the mass media have the most influence on us. As was said in the paragraph above, the introduction of satellite channels has increased people's understanding of other ethnicities and subcultures. Advertising plays a significant part in the dissemination of culture. Dhokla and khakra are now in demand in North India, whereas mishtidoi and hilsa fish are in demand in South India. The fact that individuals are migrating across state lines in search of employment and assignments is another factor contributing to the growth of this trend.

Culture is dynamic by nature; it changes throughout time. It adjusts to its shifting surroundings. As was previously said, values, beliefs, practices, and traditions endure as long as they meet the needs and desires of the populace. When they can no longer meet people's requirements, they transform. Marketers must constantly examine the environment in order to discover shifting demand patterns, change/modify/adapt current goods and services, and even come up with new ones. As a result, culture evolves and adapts to its surroundings. Dual income homes and the necessity to eat out, which leads to a demand for fast food and restaurants, is one such scenario that has previously been examined. We can see how cultural shifts affect how purchasing roles are played. The initiators, influencers, decision-makers, purchasers, and users must all be identified by the marketers, who must then target each group either directly or indirectly via the media. Marketers that are always monitoring their surroundings will be able to see chances and take advantage of them.

Creative influence

Influence of Culture on Consumer Behavior

Consumer purchasing decisions are influenced by a variety of variables, with cultural aspects ranking as one of the most significant ones. The beliefs and ideals of a certain community or group of people make up cultural elements. The culture of a person determines how that person acts. Simply said, culture is nothing more than a person's ideals. What a person learns from his or her parents and relatives while they are young shapes his or her culture.

As an example, the mixed family structure and strong family relationships are still valued in India. In contrast to other nations where children are more autonomous and leave their parents once they start making a livelihood for themselves, Indian children are raised to live with their parents until they get married.The choice to purchase is significantly influenced by cultural variables. Every person develops their own unique set of behaviors, values, and beliefs based on their familial history and social standing. Their culture is formed by the things they saw as children.Let's use a few instances to better understand how cultural variables affect people's purchasing decisions.

Female residents of West Bengal or Assam would like purchasing sarees over Westerners. Similarly, a man might choose a Dhoti Kurta at significant occasions in Eastern India since that region's tradition favors it. Compared to females in north India, who like SalwarKameez more, women in south India often wear skirts and blouses.We have been adhering to our culture's practice of dressing traditionally for nuptials for many years. While rice is popular in South and East India, bread is preferred by people in North India.

Influences from culture and marketing strategy

Companies now confront an environment where rivals are more numerous, aggressive, and significant due to globalization of the commercial environment. Without using marketing methods, it is difficult for any organization to launch and sustainably grow their business.Consumer preferences and tastes have changed as a consequence of the global market. Customers, for instance, don't wait for a single product since there are other choices on the market, and they may quickly switch to a different product without sacrificing their taste. This is the primary justification for the consumer-focused nature of today's corporate climate. Marketers continually think about how to please customers. The greatest quality, lowest costs, and easiest excess for customers are the three most crucial considerations for a marketer, but practically all marketing managers take these into account as well. Only businesses that adopt new tactics and don't downplay the significance of culture in product marketing survive for an extended period of time.

Companies are struggling with a variety of marketing and cultural issues, but culture is by far the biggest difficulty. Companies must comprehend the variety and complexity of marketing efforts in order to experience continual development and competitive success. In various nations, consumers have different options. These distinctions are the outcome of many cultural attitudes, beliefs, and customs. The lifestyle, motivation, and product preferences of consumers are strongly influenced by culture. How many people choose to buy the same product demonstrates cultural impact. Redesigning a product's marketing techniques is necessary as a result of the expansion of global commerce. International marketing has become more prevalent as a result of the growth of cross-border trade. Companies who are embracing the idea of worldwide marketing have issues related to country differences, and one of the biggest issues they encounter is devising marketing plans that take into account the diversity of cultures. Only businesses who export their goods to meet the unique requirements of a certain culture are more successful nowadays.

Cross- and subcultural influences

The "personality of a society" is what culture is referred to as, yet it is not wholly uniform. Within a social structure, not every member speaks the same language, practices the same

religion, or follows the same traditions. Each civilization is made up of smaller units that are homogeneous within and diverse outside, and when they are all together, they form a complex society.

Sub-units or sub-groups of this kind are referred to as sub-cultures, and members of sub-cultures have unique sets of values, beliefs, practices, and traditions, among other things. While we are all Indians and share the same culture, North Indians and South Indians have distinct values and beliefs, as well as diverse practices and traditions that distinguish them from members of other subcultures. South Indians also observe Pongal as their harvest festival at the same time as North Indians observe Lohri in January. In other words, individuals who live in smaller units have the same language, religion, traditions, and customs; nevertheless, these things may vary somewhat or significantly from those of people who live in other sub-units.

Marketing that is cross-cultural

Both globalization and cross-culturalization are inevitable processes in the twenty-first century. The globe is getting more and more uniform, and for certain items, the disparities between national markets are no longer just eroding but really going away. This indicates that marketing is now a widely practiced discipline. On the other hand, cultural distinctions across countries, regions, languages, regulatory environments, historical legacies, ethnic groupings, etc. continue to exist in the market and have a clear influence on the marketing strategies used by corporate organizations. From a marketing perspective, it's crucial for marketers to understand that the markets in the twenty-first century are cross-cultural marketplaces, and that understanding and sensitivity to cultural differences is a key element of success in the market of the twenty-first century. Cultural influences on marketing, cross-cultural dimensions of marketing research, cross-cultural parts of the marketing mix, cross-cultural marketing education and professional training, and cross-cultural practice in electronic marketing should all be important considerations for businesses. Marketing to customers whose cultures are different from the marketer's own at least in one of the essential cultural components, such as language, religion, social norms and values, education, and way of life, is known as cross-cultural marketing. According to anthropology, all market behaviors are influenced by culture. Therefore, marketers must have a deep awareness of the cultural milieu of a target market in order to match the marketing mix with consumer preferences, buying behavior, and product-use patterns in that market[10]–[12].

CONCLUSION

In conclusion, Consumer behavior is significantly influenced by socioeconomic class. Individuals' social position is collectively defined by their social class, which includes factors like wealth, employment, education, and lifestyle choices. These factors also have an impact on how they spend their money. Marketers that recognize and take into consideration these traits may create focused tactics that appeal to certain social classes, thereby strengthening relationships with their target market and promoting commercial success. For marketers to properly segment their target audience and create custom marketing strategies, they need to understand the features of socioeconomic class. To appeal to the beliefs, goals, and consumption habits associated with various socioeconomic classes, marketers may coordinate their message, product offers, pricing, and distribution channels. Marketing professionals may create campaigns

that connect customers on a deeper level and enhance brand relevance by understanding the varied aspects of socioeconomic class.

REFERENCES

[1]   A. Stang, W. Ahrens, G. Anastassiou, and K. H. Jöckel, "Phenotypical characteristics, lifestyle, social class and uveal melanoma," *Ophthalmic Epidemiol.*, 2003, doi: 10.1076/opep.10.5.293.17319.

[2]   M. Williams, "An old model of social class? Job characteristics and the NS-SEC schema," *Work. Employ. Soc.*, 2017, doi: 10.1177/0950017016653087.

[3]   Y. Durmaz and G. Gündüz, "A Theoretical Approach To Social Factors Influencing Consumer Behavior," *Int. J. Res. Granthaalayah*, 2021, doi: 10.29121/granthaalayah.v9.i11.2021.4390.

[4]   L. Liu, L. Xu, X. He, and Y. Li, "The association of caregivers' and children's characteristics with children's social preference and being a class leader in China," *Soc. Dev.*, 2019, doi: 10.1111/sode.12361.

[5]   L. Sloan, J. Morgan, P. Burnap, and M. Williams, "Who tweets? deriving the demographic characteristics of age, occupation and social class from twitter user meta-data," *PLoS One*, 2015, doi: 10.1371/journal.pone.0115545.

[6]   E. Rhodes, "Should social class be a protected characteristic?," *Psychologist*, 2021.

[7]   X. Hu, S. Yang, Q. Zhong, F. Yu, and H. Chen, "The relationship between social class and health: Their 'social-psychological-physiological' mechanism," *Kexue Tongbao/Chinese Sci. Bull.*, 2019, doi: 10.1360/N972018-00708.

[8]   K. Hawton, L. Harriss, S. Simkin, E. Bale, and A. Bond, "Social class and suicidal behaviour: The associations between social class and the characteristics of deliberate self-harm patients and the treatment they are offered," *Soc. Psychiatry Psychiatr. Epidemiol.*, 2001, doi: 10.1007/s001270170021.

[9]   A. C. Klassen, S. Hsieh, A. Pankiewicz, A. Kabbe, J. Hayes, and F. Curriero, "The association of neighborhood-level social class and tobacco consumption with adverse lung cancer characteristics in Maryland," *Tob. Induc. Dis.*, 2019, doi: 10.18332/tid/100525.

[10]   K. J. Karriker-Jaffe, J. Witbrodt, A. A. Mericle, D. L. Polcin, and L. A. Kaskutas, "Testing a Socioecological Model of Relapse and Recovery from Alcohol Problems," *Subst. Abus. Res. Treat.*, 2020, doi: 10.1177/1178221820933631.

[11]   J. J. Kish-Gephart and J. T. Campbell, "YOU don't forget your roots: The influence of ceo social class background on strategic risk taking," *Acad. Manag. J.*, 2015, doi: 10.5465/amj.2013.1204.

[12]   V. Kassarnig, E. Mones, A. Bjerre-Nielsen, P. Sapiezynski, D. D. Lassen, and S. Lehmann, "Academic performance and behavioral patterns," *EPJ Data Sci.*, 2018, doi: 10.1140/epjds/s13688-018-0138-8.

Categories

- Business Management
- Social Science & Humanities
- Education
- Information Technology
- Scientific Fields

Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of ithenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take one/two months.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

Published by