

External and internal influences on consumer buying decisions

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ABSTRACT

Consumers live in a complex environment. Their decision-process behaviour is influenced by external and internal factors. To know the opinion of urban consumers regarding the factors influencing on buying decisions, 150 women consumers were randomly selected who were participating in household purchases. Information was elicited by questionnaire cum interview method. All the respondents were educated and 50 % of the samples were working in various fields. From the study it was noticed that the respondents were aware of the different external factors such as culture, social class, personal influence, family and situation which influenced their buying behaviour. They also listed the internal factors such as knowledge, attitude, personality, lifestyle and values, which influence their behaviour and buying decisions.

Key words : Consumer behaviour, Buying decision.

Our society is a study in diversity. There is diversity among consumers, marketers, customs, and nations and even among consumer behaviours theoretical perspectives. In spite of prevailing diversity in our society, there also are many similarities. The study of consumer behaviors enables the marketers to understand and predict consumer behaviours in the market place. Consumer behaviour is the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products services and ideas that they expect will satisfy their needs. Consumer behaviour is not only concerned with what consumer buy but with why, when, where, how and how often they buy it. The individuals specific behaviour in the market place is affected by internal factors such as needs, motives, perception attitudes as well as by external factors or environmental influences such as the family, social groups, culture etc.

In order to achieve a better understanding of the consumer behaviour, there is a need to study the opinion of consumer in external and internal influences on buying decisions. Hence, the study was conducted to understand the consumer buying behaviour process and to explore the opinion of respondents on the factors influencing their behaviour.

METHODOLOGY

The study was conducted in Bhubaneswar the capital city of Orissa. The sample consisted of 150 women consumers (randomly selected) who were actively participating in household purchases. Fifty per cent of the samples were working women in different fields such as educational institute, private and Govt. sectors, Banks, L.I.C., hospitals etc. Direct personal interview method

were followed using the interview schedule as a tool. Data were analyzed with the help of statistical tools like percentage, rank, order etc.

RESULTS AND DISCUSSION

Demographic profile of the respondents:

Working women consisted of fifty per cent of the total sample and the rest were exclusively homemakers. All the respondents were married women. Fifty two per cent respondents belonged to the age group of 35 to 45 years, 24.6 % were in the age group of 25 to 35 years and the rest belonged to the age 45 years and above (23.3 %). Majority of the respondents (46.6 %) were postgraduates, followed by graduates (36 %) and technical education (17.3 %). The respondents were a well-educated group of women. Majority of them belonged to nuclear family. Monthly income of the family was more than Rs.20, 000/-.

Consumer buying behaviour process:

The first stage is the growing consciousness of a need in which the potential consumer becomes aware of a want, which can be satisfied through the marketing system. After aware of a want, the consumer looks for something, which may satisfy it.

Pre-purchase planning and decision making:

Decision-making includes both the act of choosing and the conditions of choice. Purchase process stage itself involves selecting a course of action based on the preceding evaluation process. Some of the elements of the purchasing process are presented in Table 1. Around 64 % consumers had certain evaluative store criteria