

A Study on the Impact of Psychological Factors on Consumer Behavior

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ABSTRACT:

This Paper explores the factors influencing customer behavior, focusing on decision-making and purchasing. It highlights the "why" and "how" of consumer behavior, a fusion of psychology, behavioral science, and consumer marketing methods. The study highlights the importance of understanding consumer behavior in modern society, as it is deeply ingrained in our daily lives. It also addresses challenges in identifying unique consumers due to their diverse characteristics.

The paper explores the rationale behind consumer decision-making processes and how marketers can understand consumer thoughts and actions. It explores the theoretical framework that influences consumer behavior, including internal influences, motivation, emotions, personality, attitudes, and behaviors. The paper also explores individual information processing, learning, attitude change, and behavioral change, providing a comprehensive understanding of a consumer's complex mind. By examining these aspects, marketers can better understand the complex decision-making processes and strategies that can be employed to improve their marketing strategies.

INTRODUCTION:

Consumer behavior encompasses the entire consumption process, encompassing factors that affect customers before, after, and during a purchase. It encompasses a wide range of topics, including activities such as travel, buying, and watching television. Consumer behavior involves the procedures people go through when choosing, paying for, and using goods and services to satisfy their needs and wants. It is a crucial aspect of our lives, as it is the cornerstone of our lives. Whether we are directly or indirectly involved in these activities, consumer behavior is a crucial aspect of our lives. It is a comprehensive understanding of how people make decisions, make choices, and use products and services to satisfy their needs and wants.

Consumer psychology is a field that focuses on understanding how people or groups engage in consumer activities and the impact it has on them individually. Understanding how people think and act can be challenging, but extensive study has highlighted the underlying human characteristics that contribute to customer engagement. A split of consumer behavior was chosen to condense the vast subject into a more focused field, allowing for a better understanding of how people engage in consumer activities and the resulting impact on them. Understanding how people think and act is crucial for comprehending consumer psychology and enhancing customer engagement.

MOTIVATION, PERSONALITY AND EMOTION:

Marketing techniques and customer decision-making are influenced by motivation, personality, and emotion. These factors are crucial for understanding customer purchasing patterns. Motivation is an "energizing force" that activates specific activities and gives them meaning and purpose. It can explain why consumers behave in a certain way. Personality represents the behavioral patterns people exhibit in various contexts, helping marketers understand what consumers decide to do to feel satisfied. Emotions, on the other hand, are the emotions that consumers experience in different situations. Understanding these factors helps marketers understand what consumers decide to do to feel satisfied and can help them tailor their marketing strategies accordingly. By recognizing these three factors, marketers can better understand and cater to the needs of their customers and ultimately improve their overall business success.

Drive is a response to a discrepancy, triggered by arousal activation. As the discrepancy widens, the urgency of the answer increases. Over time, certain behaviors are more likely to lead to satisfaction, forming wants. This example demonstrates the impact of motivation on consumer behavior, highlighting how demands can prompt actions or conduct. Consumer needs and motivations can influence their moods, emotions, and perception of what is important, highlighting the dynamic nature of motivation and its impact on consumer behavior. Psychologists have developed various motivation theories, some with shared theoretical underpinnings, while others do not. Maslow's Hierarchy of Needs and McGuire's Psychological Motives provide insights into consumer behavior, with Maslow's hierarchy highlighting human needs as the driving force behind consumerism.

Maslow's theory of motivation, based on four tenets, asserts that social interaction and genetics produce the same set of motivations in all people. Some motives are more critical than others, and basic motives must be satisfied before other motives are activated.

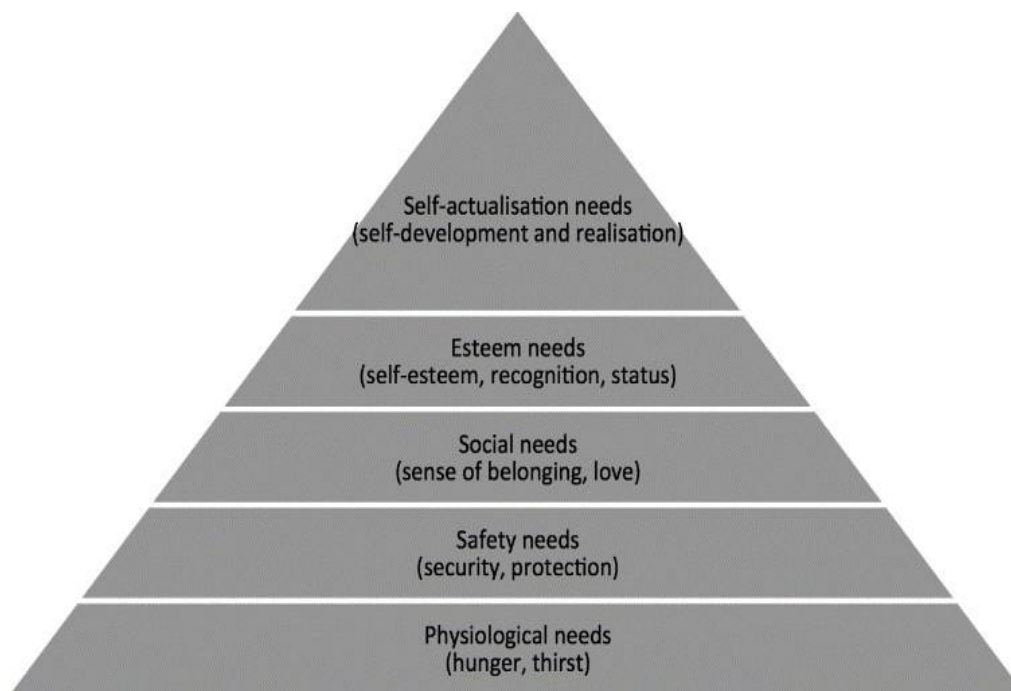


Figure 1: Maslow's Hierarchy of Needs (Adapted from Maslow, 1970)

The graph depicts the hierarchy of physiological needs is a crucial aspect of human survival. It starts with basic physiological needs like food, water, and sleep, which provide essential survival needs. The next stage is safety, which includes a sense of stability, physical safety, and familiar surroundings. This stage focuses on having a satisfying and secure environment. To meet these needs, individuals can arrange health insurance or buy a home in a secure neighborhood. This hierarchy helps individuals understand their physiological needs and how they can meet their psychological needs. By understanding and meeting these needs, individuals can ensure their overall well-being and survival.

The need for belongingness, a psychological need, encompasses the desire to form relationships, maintain friendships, and fit into society. Consumers can experience a sense of belonging by attending concerts or museums.

Esteem and self-respect are closely related, highlighting status and success. Self-Actualization, the final level, is at the top of the triangle, where individuals yearn for self-fulfillment and work to realize their full potential, as per Maslow's 1970 model.

Maslow's hypothesis suggests that consumer choices are often driven by the desire for self-actualization, which helps explain why certain items are purchased.

McGuire's Psychological Motives hypothesis is a method for describing human motivation, dividing theories into 16 groups. This approach helps marketers understand consumption reasons by categorizing motivation into four types: cognitive or affective, and growth-oriented, preservation-oriented, affective, and cognitive. These motives are then divided into

groups based on their source and purpose. McGuire's work has been instrumental in helping marketers understand the reasons behind consumption situations. These classifications differentiate between results focusing on an individual's external world relationship and those considered internal to them.

Personality

Personality plays a crucial role in shaping an individual's behavior, allowing analysts to predict how certain characteristics would impact consumer and purchasing behavior. This helps marketers understand the traits that are more determinants of consumer behavior. To achieve success, marketers must create commercials that resonate with consumers and encourage them to consider their values, personality, and lifestyle when choosing products, as each person is unique and unique. Personality is defined as a person's consistent responses to environmental stimuli, resulting in similar reactions in similar situations. The impact of a person's psychology on their reactions to environmental cues is debated, as no two consumers are alike, and their levels of extroversion can vary, leading to varying behaviors. Trait theories are a valuable tool for marketers to categorize consumers based on personality differences. According to this theory, a person's personality is composed of pre-disposition traits, which are identifiable characteristics that distinguish one person from another. These traits, such as risk-taking and self-awareness, are crucial for marketers when formulating plans. The trait theory posits that all consumers possess unique characteristics that differentiate them from one another, allowing marketers to segment consumer markets. These traits are consistent throughout a person's life and are essential for effective marketing strategies. Marketers can use trait theories to identify and target consumers based on their risk-taking and self-awareness. These traits help marketers differentiate their products and services from competitors, ensuring that their products or services are tailored to their specific needs and preferences. In summary, trait theories offer valuable insights for marketers to understand and effectively target their target audience.

Core Trait	Manifestation
• Extroversion	• Prefer to be in a large group rather than
• Instability	• Moody, Temperamental, Touchy
• Agreeableness	• Sympathetic, Kind, Polite
• Openness to experience	• Imaginative, appreciation of art, find novel solutions

Figure 2: Five Factor Model of Personality (Adapted from Hawkins & Mothersbaugh, 2010)

Figure 2 depicts the multi-approach paradigm, as proposed by Mowen & Spears (1999), identifies five fundamental characteristics in specific behaviors influenced by various circumstances. This understanding aids in comprehending actions like haggling, whining, and compulsive purchasing. The more knowledge about these behaviors, the better the consumer can be satisfied. The concept has proven beneficial in enhancing our comprehension of the factors influencing these behaviors, as it helps in addressing issues like consumer dissatisfaction.

The Single Trait approach is a hypothesis that focuses on a single feature of a consumer's personality to identify specific consumer habits, especially those related to consumption. It emphasizes the interplay between motivation and personality traits, suggesting that certain behaviors may result from one or both. The three attributes associated with consumer behavior are "Consumer Ethnocentrism," "Need for Cognition," and "Need for Uniqueness." These attributes are referred to as "needs" and are referred to as "needs" in the 2010 study by Hawkins & Mothersbaugh. Consumer ethnocentrism refers to a person's bias towards foreign goods, often affecting conservative consumers. This preference for cognition is reflected in their engagement and thought levels, known as Need for Cognition (NFC). Research shows that women have higher levels of NFC than men, which is crucial for media targeting. This preference for verbal information is particularly prevalent among conservative consumers. "Need for Uniqueness" refers to the desire for personal distinctions that set a product apart from others. This desire for uniqueness can be influenced by factors such as popularity, quality, or cost. This concept aligns with the marketing tactic of "deliberate scarcity," which involves limiting the production of a product to attract customers who value uniqueness. This approach is particularly effective in attracting customers who value the originality of a product, regardless of its popularity or cost.

Emotion

Emotions are strong, uncontrollable sentiments that influence actions. They are closely linked to motivation and personality. When a customer's demands are not met, they can lead to negative emotions like resentment or wrath. Conversely, when their wants are met, they can result in positive emotions like joy, enthusiasm, and fulfillment. This concept is often overlooked in poorly made advertising, as it is often overlooked in the context of customer needs and wants. Emotions are crucial in determining a customer's behavior and are often overlooked in advertising strategies. Therefore, understanding and addressing emotions is essential for effective marketing strategies.

Advertisers can boost consumer happiness and brand loyalty by creating ads that evoke positive emotions, which significantly influence the consumption of goods.

Consumers with higher affect intensity are more likely to be persuaded by marketing pitches due to their powerful emotions. Emotional experiences include environmental factors, psychological changes like pupil dilation, and cognitive thought. Behaviors, such as

avoidance responses, fear triggers, anger triggers, and grief triggers, are also linked to specific emotions. Subjective feelings, which are general sentiments, make up the final element of emotion. Despite individual differences, behaviors are linked to specific emotions, such as avoidance responses, fear triggers, anger triggers, and grief triggers.

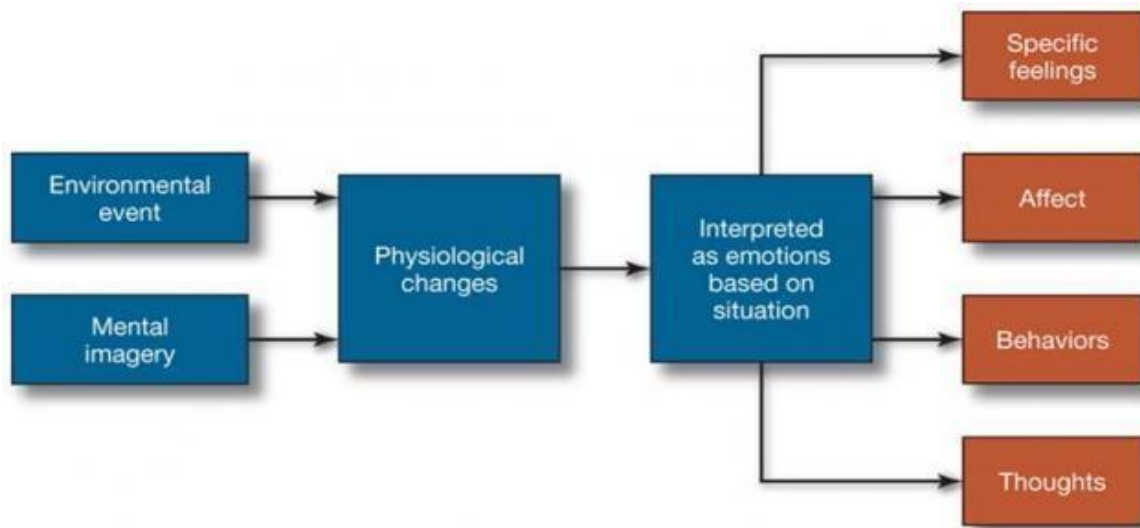


Figure 3: Nature of Emotions (Adapted from Hawkins & Mothersbaugh, 2010)

The figure illustrates the impact of emotions on consumer behavior and behavior, particularly in product advertising and shopping. Emotions are believed to drive consumer arousal and retail benefits, leading to the search for goods that evoke positive emotional stimulation. Companies often use catchy slogans and aggressive advertising to elicit these emotions, highlighting the importance of emotions in marketing strategies. Buyers seek goods that stimulate positive emotions, such as books, films, and music. Companies use catchy slogans and aggressive advertising to rouse consumers' emotions. Conversely, some goods cause uncomfortable arousal and negative feelings, like over-the-counter drugs for depression and anxiety. When consumers feel unhappy, they may be more inclined to engage in consumption behaviors that improve their mood. Companies that offer products with a reverse impact, such as workout routines that promote positive body image and self-worth, or personal grooming products that reduce stress, can effectively enhance mood. Few consumers actively seek uncomfortable arousal when making purchases, making them ideal mood enhancers. Marketing professionals can use this strategy to connect with customers, regardless of the product they are promoting, as advertising often results in intense emotional arousal. Many well-known businesses, like Nike, employ emotional branding strategies as a standard form of advertising to connect with customers on a more intimate level. Emotional branding strategies are a common method used by marketing professionals to connect with customers on a more intimate level, as they often result in intense emotional arousal from advertising. By linking products to benefits that improve mood, marketers can increase the likelihood of consumers in a negative mood purchasing certain products.

CONCLUSION:

There exists a relationship between motivation, personality and emotions for any individual in shaping his psychology. This clearly shows that these have an impact on the consumer psychology. By boosting the favorable response, advertisements and websites have the power to change an attitude's affective component. This is referred to as the "affect towards an Ad or Website" technique. Consumers might be attracted to websites by using strategies like energizing design, celebrity appeal, sensory content or humor 2001 (Coyle & Thorson). Marketers often use the "positive response" method to appeal to consumers, while some websites and advertisements aim to shift perceptions by evoking negative feelings. This strategy is often used in charitable projects to raise awareness of poverty in developing nations. This study aimed to understand consumer behavior and how marketing and individual characteristics impact information processing and decision-making. It emphasized marketing tactics, as marketers study consumer motivation and behavior. Marketing research aims to understand consumers better to gain an advantage over competitors and anticipate their needs and wants.

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