

A Discussion on the External and Internal Factors that Influence the Consumer Behaviour and Purchase Intention

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Abstract

Consumer behaviour has been noticed as one of the most interesting research topics. There are countless scholars putting effort on the field, and each year numerous research papers have been published. We are living in an advanced technology world in which we have to define what consumers need and how to satisfy them? This paper gives a small discussion about consumer behaviour and consumer purchase intention from a general perspective. Both internal and external factors that influence consumer behaviour and purchase intention have been discussed. There was a research model to clarify the decision-making process and the evaluation after the transaction. The model of Philip Kotler has been used to explain multiple aspects of the discussion. Further in-depth research might be conducted in the future to investigate more specifically about consumer behaviour and consumer purchase intention.

Keywords

Consumer behaviour; Purchase intention; External factors; Internal factors.

1. Concept of Consumer Behavior

To better understand consumer behavior, we have to consider two concepts: Consumer and consumer behavior. Consumers are people who buy goods and services to cater for personal consumption needs or a group of people for living needs.

Consumer behavior is the process of initiating emotion is the desire to own products and services, this emotion turns into demand. From demand, people search for primary information to satisfy their needs. It can be information from available consciousness (learning experience from others), or from problem logic or pre-capture, obeying others' objectivity with your thinking.

2. Definitions of Consumer Behavior

Sociological perspective: people are a symbiotic society in society. Therefore behavior will be influenced by many factors through their feelings from the worldview

Economic perspective: people are rational, they are always looking for ways to achieve the highest satisfaction from logic, sensibility from other intangible values

that products and services bring at the price they think is suitable for me.

Technical perspective: people are deceitful, they always want the product to be in the most convenient and easy-to-use state and generally the number of manipulations or thoughts to get the final use value must be minimal.

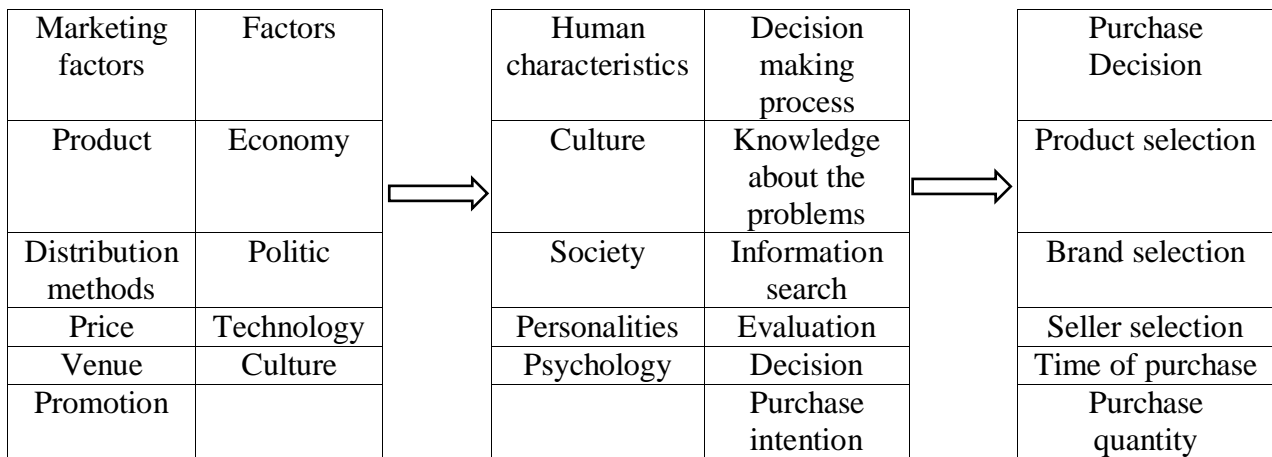
Research on consumer behavior, the essence of this process is to find answers to the questions: How do consumers buy products? What products do they buy? Consumer behavior is dominated by different levels by the following factors: literature, society, personal circumstances and psychological factors ... (Hoyer, 2007).

Companies and scientists have been working hard to study the relationship between Marketing stimuli and consumer responses. Therefore, customer research focuses on the following key tasks:

- Who makes the market? Customer.
- What market does that buy? Product.

- Why does that market buy? Target
- Who participates in shopping? Organization
- How is that market shopping? Work
- When is that market shopping? The order
- Where does that market buy? And why buy? Retail or wholesale ...

In order to understand consumers, we must understand in detail the behavior of consumers.



Model of detailed behavior of buyers

Marketing and environmental agents come into the consciousness of buyers. The characteristics and decision processes of buyers lead to certain shopping decisions. We have to understand what happens in the buyer's mind when external actors start to act and when they decide to buy.

How do buyers, cultural, social, personal, psychological characteristics affect buyers?

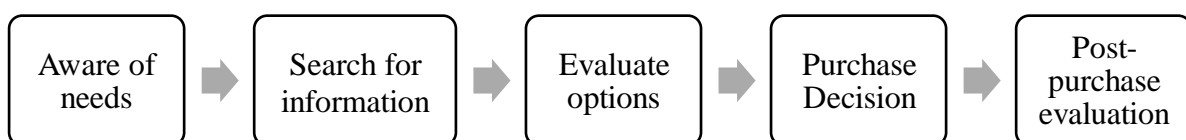
How do buyers decide to shop?

Research model of consumer behavior helps businesses realize the different reactions of customers to product lines such as quality, price, advertising, promotion and color schemes. design code, how to distribute products or choosing agents ... thereby grasping the tastes and interests of each customer and choosing effective business strategies and improving competitiveness.

3. The Process of Deciding to Purchase

The buying decision process is a series of stages consumers spend in deciding to buy products or services. The process consists of 5 stages:

The process of purchasing customers' decisions



3.1 Aware of Needs Process

The process of buying decisions occurs when consumers perceive their own needs with internal emotions or strong emotional impact.

For example: I went to the supermarket to see a beautiful teddy bear and to match my hobby, and I decided to buy it immediately knowing that this bear was not necessary for me and the purpose of the super test was not buy bears but read books or watch fashion clothes ... This case is the demand

available in consumers who are "caught by the circuit". When subjective emotions are subject to objective emotions, the need is identified. And, if the manufacturer identifies consumer sentiment and the number of people with that feeling is large enough, the business is only a matter of how much it is to sell and where.

3.2 Search for Information

The information search phase is to clarify the choices consumers are offering, including two steps:

Internal search: involves searching in memory to arouse previous experiences or insights regarding work seeking solutions to problems. Internal search often serves products purchased regularly.

External search: Needed when past experiences or insights are not enough to provide information to consumers.

The main sources of external information are:

- Source of personal information: Family friends, neighbors, acquaintances
- Public information sources: Advertising, sales people, traders, packaging, exhibitions.
- Sources of information affect marketers
- Mass media: TV, radio, research organizations, consumer classification

In addition, the search also incorporates both inside and outside often used for consumer products.

3.3 Evaluate Options:

People Consumers use the information collected to evaluate purchase options. It is difficult to know how the evaluation will take place, but we know that people will buy the product that they think will be most satisfying at the most reasonable price. Sometimes, judging is based on careful calculations and logical thinking, but sometimes it is triggered by emotion.

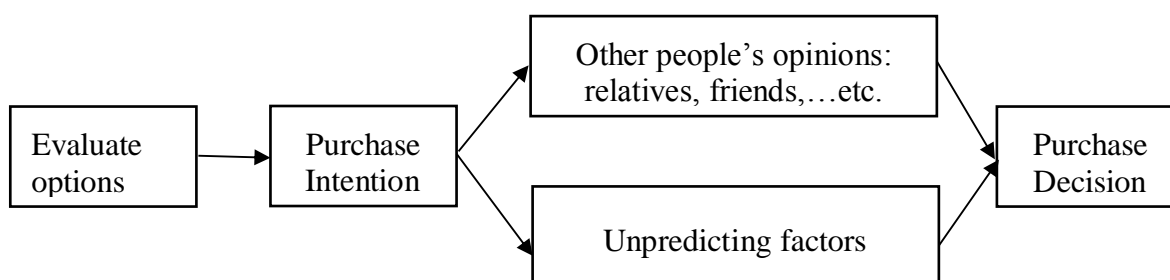
Want to know how consumers evaluate products, so they have measures to influence decisions on customers' decisions. Direct sales can help show the quality and features of the product compared to competitors. This is very important when consumers consider and compare products.

3.4 Purchase Decision

At the evaluation stage, consumers have formed a preference for brands in the selected set. Consumers can also formulate the intention to buy the most popular brand. However, there are two more factors that can interfere between buying intentions and purchasing decisions.

The first is the attitude of others. The degree to which the attitudes of others undermine someone's priority depends on two things: (1) The intensity of the opposing attitude of others. (2) Consumer motivation follows the wishes of others. The stronger the opposing attitude of the other person and the closer the consumer is to the consumer, the more likely to adjust the intention to purchase.

The intention to buy goods also suffers from unexpected factors. When consumers are about to take action, unexpected factors may appear to change their mind.



Models of steps in purchasing decisions

3.5 Post-purchase Evaluation

Selling is not done. Whether you are satisfied or not after your purchase will affect your next promise. And once the customer is satisfied with the product, then:

- Long faithful longer.
- Buy more.
- Talk about the good side of the product.
- Little attention to price.

When customers are not satisfied with the product, they have the following reactions:

- Respond directly to the place where they bought the product ...
- No more buying products.
- Notify friends and relatives about the bad side of the product ..

Companies need to provide the information after selling to their customers. Can use direct advertising and sales to assert to consumers that they make the right choice.

4. Factors Affecting Consumer Behavior

Consumers are greatly influenced by worldview. It can range from family, school, society, office, friends, colleagues, traveling, rare opportunities for shopping, subjective causes to action (illness), goods exclusive sale ...

Internal elements: Culture

Speaking of culture, there will be many categories that it mentions. Here we will consider at the level of origin that is conducive to marketing and business activities. The categories of culture used to segment the market or explore their needs are as follows:

Native culture

Cultural according to religion

Culture according to the living environment

In society, there are always classes. It is possible that political factors and laws prevent the class from forming but it still exists silently in society. The social class is understood as a community of relatively large size and stable in society and arranged in hierarchy and rank. They have characteristics that are determined by values, interests, and ethical perspectives.

Characteristics of class in society:

People of the same level have a framework to think and act the same.

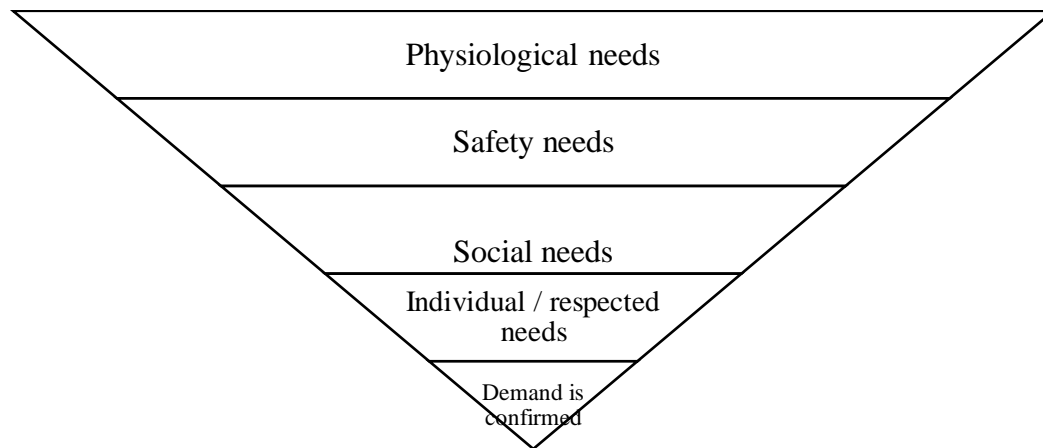
People have high or low levels of action depending on which class they belong to.

The social class is defined on the basis of occupation, income, assets, education, other intangible psychological values.

The external factors: Demand and motivation

Consumer motivation is strong enough to think and act. Understanding consumer motivation helps us understand what motivates them to use this product or another product. Currently there is often confusion between the concepts of motor needs. It can be said that if demand is an emotion that needs to be satisfied, the motivation is the act of satisfying that emotion.

Needs are emotions that need to satisfy what people require to survive and grow. All individuals have needs, some are innate, some are accumulated in the process of learning, working and living. According to Masslow, people have five levels of demand and they can only move to a higher level after the primary needs at a lower level are satisfied. Accordingly, the demand is developed from low to high.



The level of demand from low to high.

Awareness

An individual process of selecting, organizing and interpreting the information received to create a meaningful picture of the world. Selective awareness is important because people are aware of what they want and influence in the way that people consider in risk of shopping.

Beliefs and Views

Belief is a judgment that contains a specific meaning that one has about something. The formation of trust basically comes from understanding so the effect is quite important to buying behavior.

Attitude is a good or bad evaluation of an individual that is based on existing and sustainable knowledge of an object or an idea, the feelings they cause and the direction of action may have. Buyers will look for brands with good attitudes when motives appear.

Individual Effects on Consumer Behavior

Buyers' decisions are also influenced by the most prominent personal characteristics, age and family life cycle, along with the financial situation and the typical product concerns of each. the group.

- Age and stage of life cycle: Consumption is formed according to the stage of the family life cycle, along with the financial status and typical shopping preferences of the family in each stage.

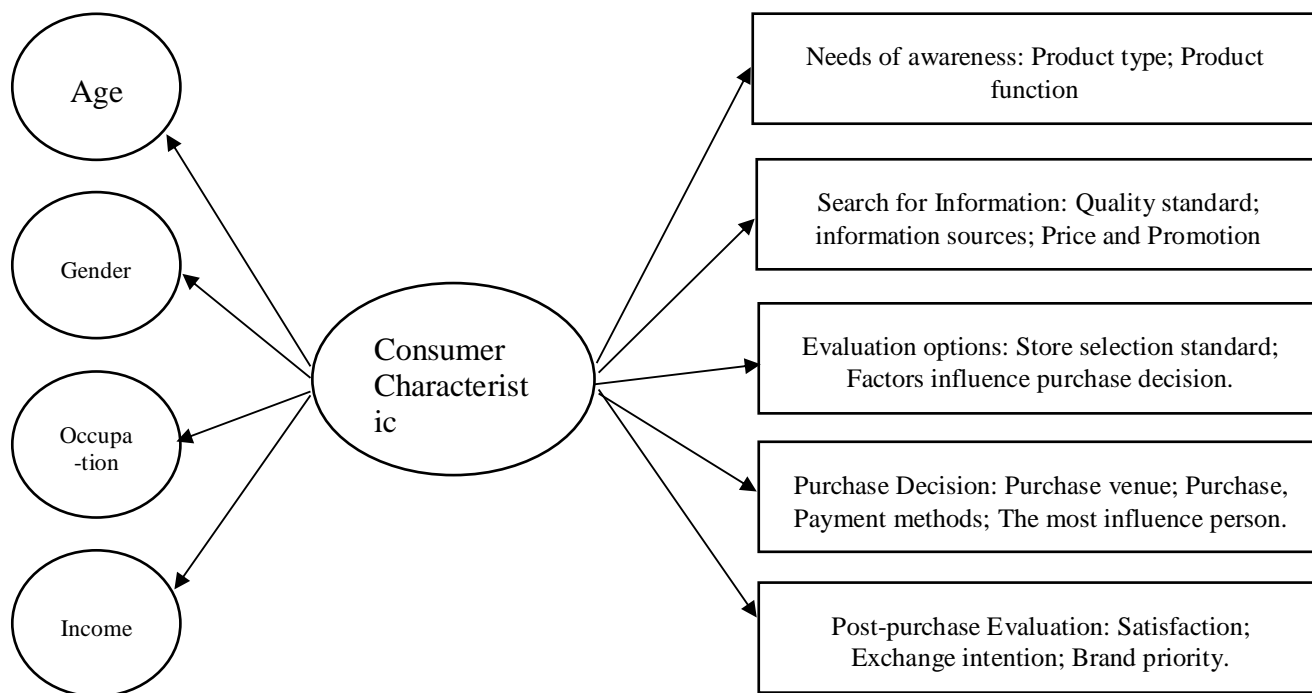
- Occupation: Has a certain influence on the nature of the goods and services chosen.

Example: People in entertainment villages: singers, film actors, models ... use brand name, expensive, travel in famous places by means of modern circulation such as: Taxi, airplane ... and workers who buy working clothes, blue shoes, packed lunches ...

- Economic circumstances: Economic circumstances include income that can be spent, savings and assets, debt, borrowing capacity, attitude toward spending and savings. The choice of the product greatly affects the economic status of the person.

- Lifestyle: People from the same cultural branch, social class and occupation may have completely different lifestyles. Lifestyle depicts a fully human person in relation to the environment. So Marketing people will look for the relationships between their products and the lifestyle groups.

- Personality type and self-concept: Each person has a very specific personality type that affects his or her buying behavior. The personality type is a set of human psychological traits that ensure our response to the surrounding environment has a relatively stable and consistent sequence. Personality is also a useful variable in analyzing consumer behavior, because it is possible to classify personality types (cautiousness, emotional attachment, dynamism, autonomy, aggressiveness, stubbornness and permeability) and close relationships between certain personality types and product and brand choices.



Research models

5. Model of Research based on Model of Philip Kotler

Explain the model: From the theory of 5 components of purchasing behavior combined with the impact of demographic variables such as gender, industry and income, the model of behavioral research to buy mobile phones the action is specified as shown above with the following parameters: Identity needs are encoded through the main purpose and additional purpose of use. Search for information encoded by the following variables: The most reliable source of reference information when buying a mobile phone, comparing the evaluation of selection and purchasing decisions encoded by variables: Purchase venue, brand, function, style, price, who influence the buying decision. After buying behavior is measured by variables: Satisfaction level, the level of use of the mobile phone features, will buy, change the other? Or loyal to the chosen brand.

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