Studying Impacts of Psychological Factors on Consumer’s buying Behavior at Iranian Chair Stores

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Abstract
Recognition of consumer’s behavior is necessary to developing effective marketing plans. Offering appropriate marketing mix for specific target market requires to recognition of consumers preferences and their decision making processes. Also marketers need to know how their selected marketing mix affects consumer's decision making processes. Therefore this article was aimed to Studying Impacts of Psychological Factors on Consumer’s buying Behavior. Statistical population of this study is Iranian Chair Stores at Kerman city and sample consists 171 of consumers and have been selected by available sampling method. In order to collecting data a questionnaire including 26 items has been used. The results indicate that awareness of quality, awareness of price, innovative characteristics, diversity, loyalty to store, and planning influence consumer’s buying behavior and so these variables have direct and significant relationship with consumer’s buying behavior. Also other variables including financial limitation, buying enjoys, instantaneous decision making, loyalty to brand, and time limitation don’t influence consumer’s buying behavior. Finally some empirical suggestions have been offered for marketing managers and related professionals.

Key words: Psychological factors, Buying behavior, and Consumer behavior.

Introduction

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Nowadays competition between corporations has been significantly increased and achieving to consumers continuous and long-term loyalty requires investment on sale promotions and advertisements. Also corporations in order to this should implement many researches to associating consumers to themselves, understanding status of their products and services in competitive world, and increasing sale. Consumer behavior is one of the new issues at the marketing areas. Also this concept is one of the controversial and challenging issues at our competitive world. This concept including consumer’s buying product and services behavior, why and how to buy, marketing and marketing mix, and market. Based on Wiki and Salmon consumer behavior consists of physical, emotional, and subjective efforts that peoples doing when want to select, buy, consumption, and discard products and services in order to satisfying their needs and wants. Here the main question is that how do consumers react to different marketing motives and drives that used by corporations. Corporations could achieve to competitive advantage compared to their competitors if they understand their consumer’s reaction to products and services characteristics, prices, and marketing promotions. (Kotler, 2000) So the aim of this article was to Studying Impacts of Psychological Factors on Consumer’s buying Behavior based on consumer’s Deal-proneness.

Deal-proneness
Lichtenstein & et al (1997) defined deal-proneness as tendency to reacting to promotions when they are in transaction processes. (Lichtenstein & et al, 1997) Importance of this definition is that deal-proneness isn’t real buying behavior but it is psychological tendency to buying. Therefore consumers react to price based benefits because they are in transaction processes. (Del Vecchio, 2005) Deal-proneness is the consumers tendency to attend promotions when they buying products and services. This means that consumer’s tendency to consumption, searching, and achieving benefits. Also the concept of deal-proneness usually is used to describing consumer’s tendency to attending and using promotions, coupons, price specials, and displays. Based on it promotion information, searches, promotions, and coupons are Out-of store deal-proneness but Price specials and Displays are In-store promotion proneness (Ailawadi & et al, 2001, Schneider & Currim, 1991, Martinez & Montaner, 2006, A nie & Radas, 2006)

Schneider & Currim (1991) categorized deal-proneness to two sets as active and inactive. Active deal-proneness is the consumer’s sensitivity to advertisements and coupons. This requires consumers to searching and examining promotions in order to select from them. But inactive deal-proneness requires to searching and examining limited promotions. This type of deal-proneness is related to consumer’s sensitivity to In-store promotion proneness. (Schneider & Currim, 1991)

Psychological Factors Influencing Consumer’s Deal-proneness
Primary studies about traits of Consumer’s Deal-proneness were basically focused on psychological-social traits. The results of these studies suggested psychological buying variables to identifying Consumer
buying habits (Martinez & Montaner, 2006). Of course some others suggested buying costs and economic utilities as reference to describing deal-proneness consumer’s traits (Blattberg & et al, 1978, Bawa & Shoemaker, 1987). Also other researchers focused on enjoy related utilities from promoted products and services (Schneider & Currim, 1991). Consumers compare utilities and buying costs during the decision making processes. Some of costs are related to promoted products such as variable changes, research and development, and inventory cost. Consumer’s buying behavior is related to their deal-proneness. Buying process is part of Household production function and consumers measure buying costs compared to product’s benefits. Finally understanding price and household production levels leading to motivate consumers to achieving economic motivations and cost savings (Martinez & Montaner, 2006).

1. Impacts of Buying Economic Utilities on Consumer Behavior

Some of drives in buying may lead to saving costs and decrease their paying efforts. So some consumers buy promoting products in order to achieving these economic utilities. There are significant savings for consumers who aware of prices and who have financial limitations. Usually the goal of query about price is to achieving products with appropriate price or strives to examining transactions attractiveness and the consumers who aware of prices have desire to examining prices when encounter want to buy inexpensive products.

Income is one of the psychological variables that have many effect and influence on consumer’s reaction to buying. As we know peoples with High income usually have lower awareness of prices (Ailawadi and et al, 2001) and have low sensitivity to prices (Kim and et al, 1999) and do little effort to finding products with appropriate price. Nevertheless consumers with lower income are more sensitivity to prices, they search information about price many time, and desired to do extra efforts in order to achieving buying related utilities.

2. Impacts of Enjoy Related Utilities on Consumer’s Buying Behavior

Enjoy related utilities are related to practical and effective sides and are not based on objective sides of products. Usually consumers achieve to enjoys related utilities such as entertainment, exploration, and self-expression. Buying enjoys consists of consumer’s personality traits that they strive to enjoyable buying and experience more buying enjoys (Baumgartner et al, 1996, Schneider, 1991). Entertainment enjoys are important for peoples who enjoy from buying, and they achieve buying related extra advantage with lower price (Martinez & Montaner, 2006). Therefore these efforts lead to increasing people’s utilities. On the other hand exploration utility is related to characteristics such as innovation, variety seeking, and impulsiveness (Ailawadi and et al, 2001). Innovative consumers may have desirable tendency to products drives, so these efforts could motivate them to achieving novel products. (Martinez & Montaner, 2006). Impacts of information exploring in consumer’s reaction to price discounts could characterize as perceived explored profits (Ailawadi and etal, 2001). There are exploring resources when products buying help consumers to satisfy their main needs about diversity information or innovation (Baumgartner & etal, 1996)
3. Impacts of Sale Costs on Consumer’s Buying Behavior

Usually buying promoted products include brand and store change. These changes may lead to high costs for consumers who are loyal to specific brand or corporation. Loyalty to store means behavioral oriented response (on-random), and Expressed over time. In other words this concept is more than maintaining store. The customers who are loyal to brand are desired to compatible buys and could maintain quality related power perceptions (Hoyer and MacInnis, 1997) Customers believe to which desired brands that could better satisfy their needs and wants, therefore they have emotional association to desired brands. (Hawkins etal, 1998, Mowen etal, 1998) Sometimes buying plans are related to searching costs or improved convenience utility. Consumers who desirably react to discounted products probably consider that stores promotions could help them to decreasing searching costs (Wansink etal, 1998) Consumers who have time limitation offer desire response to store promotions such as Coupon redemption because this requires continuous efforts by consumers. Although these consumers may response to other in-store promotions such as discounts because these promotions lead to saving through facilitating decision making processes (Ailawadi and etal, 2001). Based on that this study was aimed to studying Impacts of Psychological Factors on Consumer’s buying Behavior, eleven hypotheses has been formulated as following.

H1: Awareness of quality affects consumer’s buying behavior.
H2: Financial limitation affects consumer’s buying behavior.
H3: Awareness of price affects consumer’s buying behavior.
H4: Buying enjoyments affect consumer’s buying behavior.
H5: Innovation characteristics affect consumer’s buying behavior.
H6: Diversity characteristics affect consumer’s buying behavior.
H7: Instantaneous decision making affects consumer’s buying behavior.
H8: Loyalty to store affects consumer’s buying behavior.
H9: Loyalty to brand affects consumer’s buying behavior.
H10: Planning to buy affects consumer’s buying behavior.
H11: Time limitation affects consumer’s buying behavior.

Research Methodology

As mentioned at previous sections this article was aimed to Studying Impacts of Psychological Factors on Consumer’s buying Behavior. Statistical population of this study is Iranian Chair Stores at Kerman city and sample consists of 171 consumers that have been selected by available sampling method. Also this study was conducted at 2010. In order to collecting data a questionnaire including 26 items has been used. So in order to analyzing data and resulting conclusions linear regression analysis method has been used.
Discussion

As mentioned in research methodology section in order to analyzing data and resulting conclusions linear regression analysis has been used. First in order to analyzing impacts of awareness of quality on consumer’s buying behavior because the sig level is 0/000 (lower than 0/05) so it is concluded that this hypothesis is accepted and it is concluded that Financial limitation effects on consumer’s buying behavior and this variable explained 24% of this variable variation. In other section in order to analyzing impacts of financial limitation on consumer’s buying behavior base on the sig level that is 0/518 (more than 0/05) so it is concluded that this hypothesis is not accepted and financial limitation don’t effects consumer’s buying behavior. Then in order to analyzing impacts of awareness of price on consumer’s buying behavior because the sig level is 0/404 (more than 0/05) so it is concluded that this hypothesis is not accepted and buying enjoyments don’t effects on consumer’s buying behavior. So in order to analyzing impacts of buying enjoyments on consumer’s buying behavior because the sig level is 0/042 (lower than 0/05) so it is concluded that this hypothesis is accepted and Buying enjoyments effects on consumer’s buying behavior and this variable explained 08% of new variable variation. Then in order to analyzing impacts of innovation characteristics on consumer’s buying behavior because the sig level is 0/003 (lower than 0/05) so it is concluded that this hypothesis is accepted and Innovation characteristics effects consumer's buying behavior and this variable explained 12% of this variable variation. Then in order to analyzing impacts of diversity characteristics on consumer’s buying behavior because the sig level is 0/04 (lower than 0/05) so it is concluded that this hypothesis is accepted and it is could concluded that diversity characteristics effects on consumer’s buying behavior and this variable explained 12% of new variable variation. Then in order to analyzing impacts of instantaneous decision making on consumer’s buying behavior because the sig level is 0/856 (more than 0/05) so it is concluded that this hypothesis is not accepted and instantaneous decision making don’t effects on consumer’s buying behavior. So in order to analyzing impacts of loyalty to store on consumer’s buying behavior because the sig level is 0/005 (lower than 0/05) so it is concluded that this hypothesis is accepted and loyalty to store effects on consumer’s buying behavior and this variable explained 15% of this variable variation. Then in order to analyzing impacts of Loyalty to brand on consumer’s buying behavior because the sig level is 0/57 (more than 0/05) so it is concluded that this hypothesis is not accepted and loyalty to brand don’t effects on consumer’s buying behavior. In other section in order to analyzing impacts of planning to buy on consumer’s buying behavior the sig level is 0/045 (lower than 0/05) so it is concluded that this hypothesis is accepted and Planning to buy effects on consumer’s buying behavior and this variable explained 12% of this variable variation. Then in order to analyzing impacts of time limitation on consumer’s buying behavior because the sig level is 0/42 (more than 0/05) so it is concluded that this hypothesis is not accepted and Time limitation don’t effects on consumer’s buying behavior.
Conclusion

Recognition of consumer behavior is necessary for developing effective marketing plans. Offering appropriate marketing mix to specific target market requires to recognition of consumer preferences and their decision making processes. Also marketers need to know that how their selected marketing mix affects their consumers decision making processes. Therefore this article was aimed to Studying Impacts of Psychological Factors on Consumer’s buying Behavior. Statistical population of this study is Iranian Chair Stores at Kerman city and sample size is 171 of consumers that have been selected based on available sampling method. In order to collecting data a questionnaire including 26 items has been used. The results indicate that awareness of quality, awareness of price, innovative characteristics, diversity, loyalty to store, and planning influence consumer’s buying behavior and so these variables have direct and significant relationship with consumer’s buying behavior. Also some variables such as financial limitation, buying enjoys, instantaneous decision making, loyalty to brand, and time limitation have not influence consumer’s buying behavior. Finally some empirical suggestions have been offered for marketing managers and professionals.
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