

Available online at <http://www.ijims.com>

ISSN - (Print): 2519 – 7908 ; ISSN - (Electronic): 2348 – 0343

IF:4.335; Index Copernicus (IC) Value: 60.59; Peer-reviewed Journal

## **Psychological Factor: Its Impact on Buying Behaviour and Brand**

Barkha Agarwal

University of Calcutta, Kolkata

### **Abstract**

A brand is an essential driving force that captures the market. Brand & Consumer behaviour are the two crucial drivers that significantly impact the current consumer market. The study highlights a themes of consumer marketing strategies and psychology. The study reveals the psychographic impact of the Consumer on brands and products. In consumer marketing, Psychographic pattern has been one of the critical factors in determining the consumption pattern of an individual. Therefore, this research paper traces the different factors with the topic of Perception, Motivation, Attitudes & Beliefs, Lifestyle that impact products or brands and how decisively marketer has to look into other marketing strategies. The study highlights the inner outlook of an individual buying behaviour. This paper was explained with the help of secondary sources through Journals, articles, research papers.

**Key point:** Brand, Consumer behaviour, Psychographic pattern.

### **Introduction**

With the evolution of marketing concepts, the brand has become a status symbol in the modern era. A Brand is a name or logo assigned to a product to distinguish it from its competitor. It has an emotional value (non-product feature) attached to it. Brand Image is the perception consumer create in his mind in respect of the product. The higher level of satisfaction a brand provides to its customer, the more they are inclined towards that product and vice versa. Consumer perception about a brand affects its creditworthiness. Today in emerging markets, competition among the firms is not only due to price war. According to Philip Kotler, many other factors affect consumer behaviour, such as:

- Cultural pattern
- Social pattern
- Personal pattern
- Psychological pattern

This study will be highlighting the psychographic pattern of the Consumer affecting the purchase of a particular brand.

### **Objective**

1. To study psychographic factors (perception, motivation, learning, attitude beliefs) on branded products.
2. Motivating factor of consumer.
3. Whether being indifferent and curious to enjoy new things affect consumer purchasing decision about a brand.

## Literature Review

According to Khasawneh & Hasouneh [3], promotional and marketing tools are essential in capturing customers. In comparison, the demographic feature has nothing to do with brand awareness.

According to R. Sivanesan [7], Brand and Advertisement plays a crucial role in buying behaviour of rural and urban Consumer of Kanyakumari district of Tamil Nadu. Rural consumers like advertisements much more as compared to urban Consumers. Rural consumers believed advertisement influence their purchase decision. Whereas urban consumers felt advertisements impact brand image. They purchase a product based on brand name and deny the purchase of the product if not required. He concluded that advertisement is a solid weapon to attract customers and a proper advertisement technique is a must to create a pool of customers. Hence, out of other different factors affecting consumer behaviour, Social and personal factors have more influence.

According to Gokhan Tekin, Sercan Yiltay & Esra Ayaz [8], Individual consumers such as demographic and behavioral variables, play an important factor in knowing customers' needs. Gokhan mentioned:

- Ethnic origin plays a significant role in deciding factors for brand awareness.
- High income group prefer luxurious goods.
- Luxury brands play an essential factor in a consumer purchasing decision
- Motivational factors help marketer to create a strong marketing strategy.

## Research Methodology

The current study shows the relationship between branded products and consumer behaviour towards the brand. The nature of the research is descriptive. This research is based on the previously done research in this area. Journals, articles, research papers have been major source of data collection.

## Consumer Behaviour

Kotler and Keller (2006), consumer behaviour is studying how a person chooses a particular product or service to satisfy his needs. It refers to the reaction of the Consumer in a marketplace and the motives behind the purchase decision. The perception of the product in the customer's mind triggers him to purchase a specific brand or product over its competitors.

Acebron et al (2000), mentioned that consumers past experience and habits have a great impact on consumer purchase decision and behavior. So, by exploring the Consumer's behaviour, needs & wants, a firm can adequately utilize its capital inventory and create a competitive brand in the market. A well establishes brand faces a higher level of positive consumer behaviour than non – branded ones. Similarly, a product with exceptional quality experiences positive consumer behaviour.

## Brand Image

Brand Image is the perception a consumer creates in his mind regarding a particular brand of product. In the emerging competitive market, creating a self-image in the market is a huge task. Well, -a known brand can broadcast high recall of advertised benefits from the Consumer. The Consumer's purchase decision depends mainly on the brand's image in the Consumer's mind rather than its outer look. But the question arises: How and When does a consumer get maximum satisfaction from the product or services he purchased, leading to the product's positive brand image of the product.

- When the performance exceeds consumer expectation, the Consumer feels delighted about the product he purchased and creates a positive brand image in his mind.

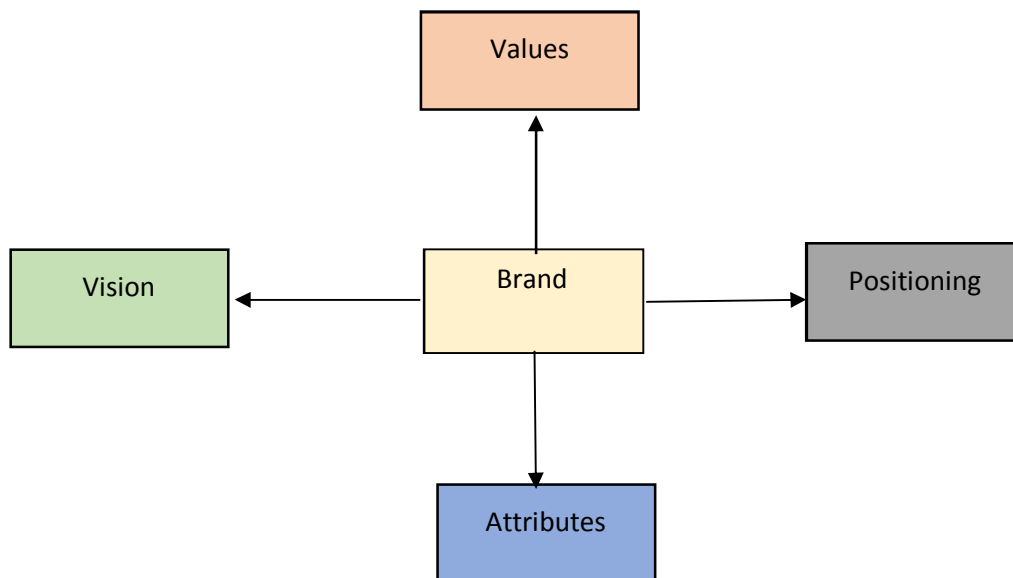
- When the consumer expectation is equal to its performance is the case of complete satisfaction. Any deviation from this will lead to consumer dissatisfaction.
- When the consumer expectation exceeds than its performance, a customer feels dissatisfied and negatively impacts the brand.

A marketer should always understand and deliver what customers value. Keeping a check on the everchanging requirements of the Consumer is important. The personality of the product can be enhanced by building credibility & adoring your customers. Adopt different marketing strategies to convert prospective customers into paying consumers. Hence, this will motivate the potential customer to make a purchase decision.

### Function of Branding

- Branding creates an overall image in the mind of the customer. For instance – Adidas highlighted “Impossible is Nothing”.
- The brand creates value for both customers and the firms.
- Branding ensures exceptional quality of goods to the consumer at an economical price. Customers are assured of getting the best for what they pay.

**GRAPH 1.**



### Psychographic Pattern of The Consumer Behaviour

Psychography defines the cognitive ability of an individual. Hence, Psychographic factors are the intellectual and cognitive abilities of an individual that drive his purchase decision, such as interest, motivations, perception, lifestyle, goals, attitude and lifestyle,

and many more. The psychographic pattern of two individuals may not be the same. According to Hawkins & Mothersbaugh (2010), trait theory helps the marketer to distinguish between the preference of the two consumers.

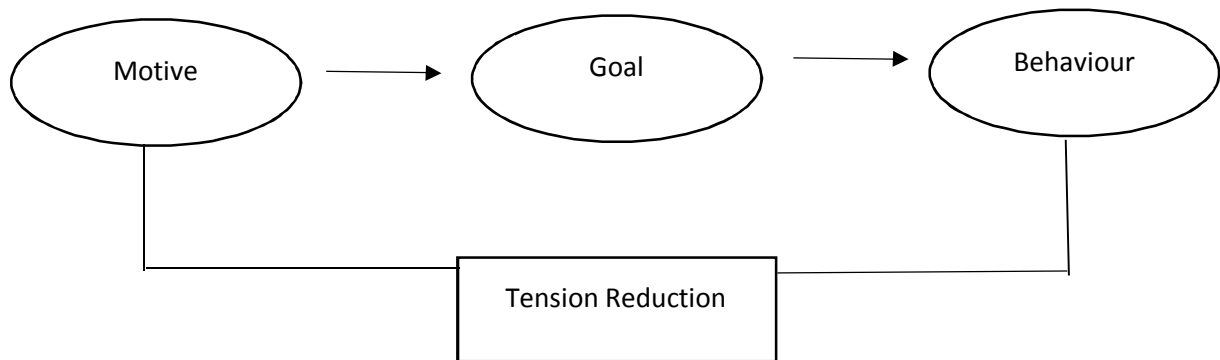
1. Perception – Consumer perception about the product and brand plays a significant role in impacting the product's brand image. The perception a consumer gains towards the particular brand may be due to experience or usage of the brand. Hence a positive brand perception is essential. Stimuli experienced by the consumer may be unique for each consumer due to their level of perceptions and knowledge. People with solid cognition need to have a rational perception before making a purchase decision, contrary to people with less awareness. According to Gestalt psychology (1890), whole is always greater than parts. Hence, human perceives the whole object before perception of their individual parts. For example, an adult dislikes healthy food but accepts that in an event due to social norms. Surprisingly, this adult enjoys this, changes her perception about healthy food, and creates a positive perception of the product and brand. So, Perception do change when one experience different product.
2. Attitudes And Beliefs –According to the VALS Framework, values, attitudes and lifestyles differ from person to person. Suppose an individual with a high money income would probably prefer using an iPhone. At the same time, an individual in the middle-income group would probably opt for a smartphone. VALS Framework explained that an individual purchasing behaviour is influenced by his Ideals, Achievement, and self-expression. A consumer driven by Ideals is guided by Knowledge and principles. A consumer who is motivated mainly by Achievement look after the product that demonstrates success. In contrast, a consumer primarily inspired by self-expression is driven by physical activity variety and risk.

Hence, an attitude is a learned or an experienced belief an individual has towards a product or brand. The long-held attitudes and opinions are also influenced by the culture, family, society, word of mouth, etc. According to Elaboration Likelihood Model, a valid, persuasive argument can affect individual behaviour. Richard Petty and John Cacioppo (1986), mentioned persuasion has a strong influence on the attitude and behaviour of an individual. For instance – In 1993, rumors spread about a syringe being found inside the can of Pepsi. This created a negative effect on the attitude and belief of the Consumer. But, Pepsi handled this rumor with utmost care and reassured consumers trusts again. Thus, again creating a significant impact on the consumer mind. Therefore, selecting a powerful strategy would probably change the Consumer's current perspective and motivate him to choose a particular brand or product. Hence, by adding a new feature to the already existing product, repositioning the product, evacuating desirable non- outcome features, a marketer can attempt to change the perceived attitude of an individual buying behaviour and create a competitive advantage for his product or brand.

3. Motivation – The “Reason “behind the purchase which triggers an individual towards a desirable behaviour is motivation. When a need is activated, a consumer feels compelled to purchase that product. Suppose a need to satisfy thirst arises. To eliminate this, an individual buys water or coke to quench thirst. Here, thirst is the driving force for an individual. But the question arises what motivates an individual purchase decision? The need for uniqueness encourages an individual to go for a product or brand unfamiliar to others. The need for affiliation is a sense of belongingness or acceptance that arises in an individual. Marketers providing the product that satisfies an individual motivation to fit in and eliminate the fear of being left out (FOMO) will gain a competitive advantage.

Malow stated that an individual is motivated to satisfy his basic need, and then that need motivates him to move toward a higher-level need. Everyone is capable of moving towards a higher level of need till self -actualization. But the satisfaction of each level of the hierarchy is necessary to move towards a higher level. Thus, the way a consumer evaluates and chooses a particular product is highly influenced by motivational factors.

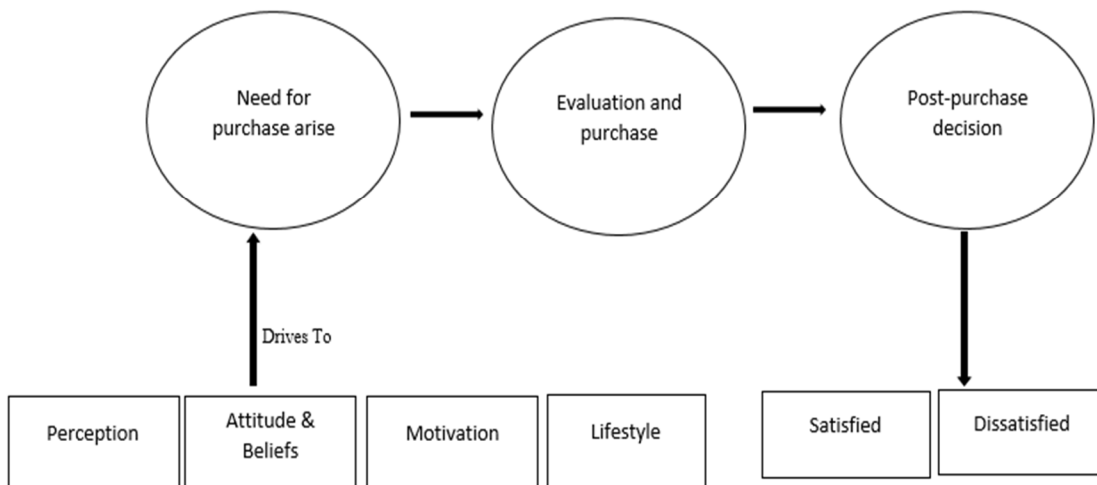
**GRAPH 2. Motivation Process**



4. Lifestyle- Cultural and societal variables demonstrate the outer edge of lifestyle. An attitude or a way in which an individual live is a lifestyle. Lifestyle is the preferred and central interest of an individual. Lifestyle analysis by the marketer would help to create a more competitive market. For instance, in an era where people are constantly showing off, 'Red Bull' came up with the idea of "Anyone willing to go beyond ordinary". It highlighted an adventurous seeking lifestyle.

Similarly, when a person prefers a healthy lifestyle, he will demand more healthy brands or products. People lifestyles come into the picture when they come under high involvement products. These products are risky and have high price tags. (Friesner, T 2014) Self-identity and an ideal self-have a significant impact on the way an individual live. The way one sees himself or would instead love seeing others will strongly affect what they buy. Creating a lifestyle brand is critical. So, evaluating what kind of lifestyle consumers demand and then representing the brand will help marketers embrace Consumers and delight them, thus creating an overriding brand positioning.

**GRAPH 3. Psychological Factors Effecting Purchase Decisionsnip|**



## Conclusion

The main aim was to explore the different psychological factors that affect consumers' purchase decisions towards a brand or product. The study disclosed that psychological factors played a vital role in the consumer market. However, consumer behaviour can be looked upon from a different perspective, but psychological factors highlighted why an Individual behaves in a certain way.

Before placing a product into the market, a marketer needs to gain an in-depth evaluation of the psychological pattern of an individual. Interest, attitudes, lifestyle, perception has a substantial impact on the competitive advantage of any firm. Thus, a powerful marketing campaign strategy will help place a strong impact in the mind of the consumers. Hence, being curious to try new things and being indifferent will motivate an individual to behave in a certain way. The study emphasized that brand and Consumer behaviour are positively correlated. Today, the Consumer is moving more towards branded products. A positive brand positioning is needed to retain the existing consumers and convert the prospect into a happy consumer. Like two sides of a coin, a product or brand can create either a positive or negative impact, further impacting the purchase decision to switch to another brand or continue with the existing one. So, marketers need to carefully analyze how people make decisions and react to a particular brand. Thus, attracting a consumer to satisfying and then delighting them should be the main aim of the marketers. This will create a powerful psychological impact on the Consumer.

## Recommendation for the Study

One has to note that the study was done using qualitative method, further quantitative method can be used to get an in- depth study of the psychological pattern of the consumer and thus creating a significant brand positioning. Thus, a brand can gain a competitive advantage only if marketers present its product in such a way that it seems relatable and far-reaching to your Consumer. So, marketers should try to make the product more appealing and connecting to the Consumer. Only then will they be able to provide satisfaction to consumers and help retain them for a considerably more extended period.

## Reference

1. Kahle, L. R., Beatty, S. E., & Homer, P. (1986). Alternative measurement approaches consumer values: the list of values (LOV) and values and lifestyle (VALS). *Journal of consumer research*, 13(3), 405-409.
2. Katz, D, 1960. The Functional Approach to the study of Attitudes, *Public Opinion Quarterly*.24. 163-204.
3. Khasawneh, & Hasouneh. (2010). The effect of familiar brand names on consumer behaviour: A Jordanian Perspective. *International Research Journal of Finance and Economics*, 43, 33-57.
4. Maslow, A.H, 1970. *Motivation and Personality*. 2nd Edition. New York, Harper and Row. 4.
5. McGuire, W, J. 1976. Some internal Psychological Factors Influencing Consumer Choice. *Journal of Consumer Research*, 302-19.
6. Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In *Communication and persuasion* (pp. 1-24). Springer, New York, NY.
7. Sivanesan, R. (2014). Impact of Brand image and advertisement on consumer buying behaviour—Comparative study on rural and urban consumers. *International Journal of Research in Management & Business Studies*, 1(2), 73-80.
8. Tekin, G., Yiltay, S., & Ayaz, E. (2016). The Effect of Brand Image on Consumer Behaviour: Case Study of Louis Vuitton-Moet Hennessy. *International Journal of Academic Value Studies*, 2(1), 1-24.
9. Vainikka, B. (2015). Psychological factors are influencing consumer behaviour.