



INFLUENCE OF SOCIAL FACTORS ON CUSTOMER PURCHASE INTENTIONS: AN EMPIRICAL ANALYSIS

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Abstract

Online marketing plays eminent role in making service industry as it has led to profitable growth and development for the whole economy. Customer satisfaction plays a foremost and major role in increasing the profitability of organization as the market share has also increased due to it. This research paper has been made to discuss and throw light upon the variables which are eminently related to customer satisfaction. The main objective of this review and research is to make aware different attributes which prevails the customer satisfaction level. The study has also reexamined the antecedents of the satisfaction levels. The antecedents which are properly discussed in detail below are customer loyalty, demographics and various psychographic factors which have great impact on customers buying patterns and satisfaction. The review of the literature has covered the meaningful aspects of the customer satisfaction levels stated in this paper. The studies concluded that customers perceive and evaluate the qualities of the product which are offered to them and likewise make positive purchase decisions after receiving full contentment from the products offered. The competitive advantage of the companies can also be increased if their customers are loyal and strongly committed towards their organizations.

Keywords: Online marketing, economy, customer satisfaction, customers

1. INTRODUCTION

Consumer is defined as a person who takes any kind of products or services produced by the manufacturer. So, consumers have a vital insight in maintaining the economic system of a nation because otherwise, misbalance in the demand and supply can cause an adverse impact on the economy by making it collapse. According to Durmaz & Jablonski (2012) a consumer can be defined as a person, company or any other entity who is interested in buying the products or services produced by a seller or manufacturer purchases goods and services produced by another person, company, or other entity. As stated by Priest, Carter, & Statt, (2013) Consumer behavior is connected with the emotional, mental as well as physical activities in which people are engaged so that they can attain contentment out of their purchase. Consumer behavior can be allied with a procedure that shows that an individual can select and purchase merchandise according to his/her requirement which can provide them with self-satisfaction. The products and services offered to them fulfill the desires and wants of the customers. The psychological aspects of the consumers can be studied by recognizing the actual needs and obtaining information regarding their purchase decisions. It concentrates upon what all factors attract the buying process of the consumers and how much contented they feel after usage of the products which they purchase. The main aim of this paper is to bring out the psychological theories of the individuals which influence their buying

patterns. Consumer engagement can be measured by drawing the attention towards the aspects of the buying behavior of customers. With this customer psychology can also be studied and desires of consumers can be known. The variables infused from the consumer buying behavior or their patterns of purchase has a commanding role in measuring the perpetual or continuous affect upon the dimensions of the market as well.

The benefits of online shopping are that it basically saves the time, energy and convenience. It is also advantageous for providing broader options regarding particular product lines. Customers can visit the online shopping websites and scroll for the options available to them. In this way they can customize the services provided by the various websites. The increase of sales has come out to be effective for the online retailers as well as customers performed the online transactions as per their needs and requirements. (Ranganathan & Ganapathy, 2002). The deeper roots of the customer purchase decisions are analyzed and it has been found that the psychographic traits played a major role in accomplishment of the customer satisfaction. Verhoef & Langerak, in 2001 stated that customer has various advantages if they shop online. The gains of online shopping may include: Competitive pricing, convenience while shopping for products, Selection from broad product line, availability of information regarding the products, saving of time and

energy etc. Many researchers have also been done which proved that online psychographic traits such as service quality, loyalty and trust levels enticed the consumers to purchase the products online. Reichheld and Sasser 1990 stated that loyal customers were less likely to switch their preferences and made more purchases. The in-depth analysis of the aspects revolving around consumer behavior is extracted in this paper. The studies showed that the consumer behavior with respect to online shopping emphasized upon the marketing, promotion and qualitative aspects of the products offered by the different websites. The consumer buying patterns extracts various wide and strong blend of the themes of consumer marketing strategies which concentrates upon the perceptual preferences of consumers and their purchase behavior instincts. Consumer behavior at the present situation plays a vital role in taking any marketing decision also as it can be known from the routine lives of the people. The concept of the consumer behavior deals with discovering individual consumers as they differ from one another in their purchase opinions. Raman in 1999 stated that loyal customers serve as an amazing marketing force as it can provide with positive recommendations of the products to peer groups. It was also found that it can create a positive image in the minds of consumers if the word of mouth is positive regarding the particular products. In the current research done, the impact of the consumer behavior has been studied and the psychological factors have been examined which necessarily influence the purchase decisions of the people. The consequence these behavioral and subjective aspects is measures. These affective and subconscious factors are observed and studied in a critical way. The online shopping concept aims at finding out the outcomes which positively affects the consumer buying behavior. After full experimentation strategies can be formed with which consumer aspects can be studied. The psychological aspects and the overall consumer buying process could be transformed by going through the remarkable aspects and outlines of the consumer behavior concept. With the help of this the outline of online shopping behavior can also be found. The main antecedents of the study which have a great impact on consumer purchase decisions are attitudes, perception, emotions and influences. Many studies have been done and it has been found that these are the main factors which determine the psychological process of the consumers while purchasing the products. These themes can be studied widely and the content can be extracted which supports the psychological traits of the customers. After obtaining the complete information regarding the customer attitude of purchase, information probability and overall usefulness of the products to the consumers; the pros can be calculated which prevailed the consumer buying behavior. It was founded by Khan in 2007 that the marketing concept deals with maximizing of the requirements and wants of the people by providing them with direct contentment from the products purchased by them. When everything revolved around the customers the consumer behavior then became as necessity. To understand psychological factors affecting consumer behavior thorough study of different factors was needed. The Study showed that there were generally four factors that played a crucial role in the consumer's buying behavior. Callwood 2013 stated that the factors which played a vicious role in purchase decisions of the

consumers were: cultural, social, personal and psychological. Consumer behavior may include the most affective elements: The mental or psychological, emotional or affective and physical or outlining components which indulge customer's attention and prevails the decision of selection and adoption of the products. The customers then are able to calculate that which product they should buy and which one they should dispose. (Priest, Carter, & Statt, 2013).

2. LITERATURE REVIEW

Studying consumer behavior is a great challenge for the market now days. The preferences and trends change time to time as the novelties take place with the changing technologies, fashions and styles. The positive purchase outcomes could be generated if the customer feels satisfied with the usage of the products.

More research has shown that consumers felt satisfied with the decision of their purchase only after consumption, which also led to positive post purchase outcomes. The outcomes were customer loyalty, intention to purchase and word of mouth with respect to this, (Lee, Hsu, Han, & Kim, 2010) stated that some customers were even ready to pay premium price. Customer satisfaction was considered as the main element which led to increase in profits maximization of revenues and building long term relation.

Mascio, Grewal, et al. (2010)' stated that the main aim of study was to generate the outcomes of the customer satisfaction and what all aims were prevailing it. It was found that many things were said about customer satisfaction and in order to improve the consumer's negative belief on the attainment and contentment of then products; The opinions and feedback should be obtained from the customers regarding the merchandise.

Di Mascio in 2009 concluded that Most of the times it was noted that face to face interactions made with the customers prompted the sales of the products bas customer felt more confident in purchasing the product from the seller. It led to the success of retention of consumers for longer duration. It was concluding the satisfaction level will always vbe different among f=different consumers as the consumer shave different perception and belief accordingly. Si, the customer retention procedure can be focused so as to improve the long-term relations with then customers. (Thurau, Yuen and Chan, 2010).

Keeney and Raiffa (1976) suggested it that if the consumer decisions could be interrupted if the customer breach the norms and principles of the decision-making process. This meant that consumers should obtain full information and considered all relevant information before making their purchases. It was also found that consumers typically got engaged in more easy and effortless decision making.

Subramanyam and Venkateswarlu (2012) conducted a study on the determinants which influenced the mobile phone buying behavior. The marketing strategies were used to gain the awareness of the people regarding particular products so that the people can be converted into potential or long-term customer. It was found that

income, advertising and education level determined the purchase decisions of people.

Malasi (2012) examined the product attributes and features and their impact upon the consumer buying and various aspects of the products were critically examined which enticed the consumers to buy more. The outcomes of the research were positive as the behavior of the consumers while buying was influenced by the quality and attributes of the products. The qualities of the products were defined and it was found that the color themes, brand, labels played a major role in deviating and attracting the customer's attention towards the products.

Eric and Bright (2008) conducted a study on factors which determined the choice of brands of mobile phones and it was found that reliable quality, user friendliness and value-added features contributed the most in persuading the consumers more.

Schiffman (2008) stated that personality was the adaptive and distinctive organization of traits of a person. It influenced the intellectual and conceptual aspects of the customers as the thoughts and ideas of the consumers regarding a particular product played major role in decision making. They concluded that personality consisted of the emergence and crux of theoretical phrases of an was comprised of power and endurance. He concluded personality can lead to consistency and uniformity as the specific traits of an individual are instigated and categorized in different ways.

Vazifehdoust, & Charsted, (2012) revealed that sellers were unable to change the consumer personality aspects but they could analyze it and form the products accordingly. They could categorize various outlooks of consumer and define them into different ways on the basis of consumer responses, drawing their attention towards the products, setting up the target groups and making the goods appealing to the customers. By this, they could also change the perception of the consumers and influence them to buy their products.

Likewise, Das in (2012) conducted empirical research on the persuading determinants of the youth or millennial and suggested that females shop more often than men. Also, the students were willing to try new options of the particular products and urban residents were more interested in exploring the different variety of the products. It was also concluded by him that influence of the determinants were more prominent upon the youth than on the others and they liked to explore more about everything. They were eager to obtain information and learn about the products and its varieties.

Times (1996) and Kerem (2002) revealed that the consumers who use internet for shopping got attracted by various discounts and offers available on the products. The impact and long-lasting effect on consumers were there as the product attributed persuaded the consumers to buy the products easily and comfortably.

According to Akinci et al., (2004); Laforet and Li, (2005), concluded that the mid-aged people aware more comfortable to use Internet while shopping than older consumers as they easily adapted to the technology.

The main objectives quoted from the above research are as follows:

1. The customer loyalty positively impacts customer satisfaction level
2. The customer engagement has a favorable impact on the customer satisfaction level.
3. The quality services rendered have a positive impact on the customer satisfaction level.

The model formulated from the above literature review is as follows.

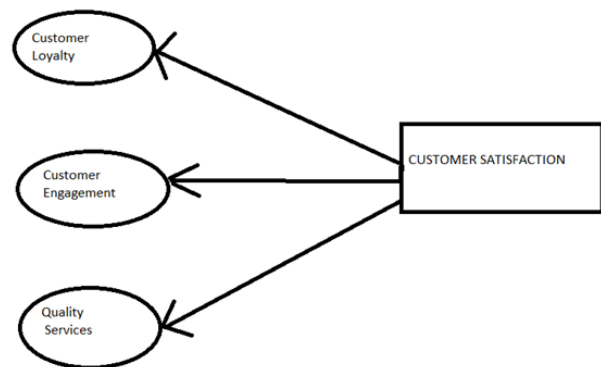


Figure 1 literature review model

It was noted that the customer loyalty, customer engagement and quality service have direct relationship with the customer satisfaction levels. It means that if the customers are satisfied, they will be loyal towards the product. The customer engagement means how long customer is retained back. So, if they are highly engaged that means they are satisfied with the products offered and they will maintain long term relations with the sellers as well. Lastly, it was found that the quality services offered along with the products also motivated customers to buy the products frequently and with trust. The services rendered by the sellers' boosts the growth of the selling companies and entice the customers to make their purchases. Thus, customer satisfaction aims at not only maximizing the sales but also creating good image and reputation regarding the products in the minds of the consumers.

3. MANAGERIAL IMPLICATIONS

According to the research collected, it is revealed that the demographic and socioeconomic features of population play eminent role as the products are produced after keeping in view, these factors. Besides the factors like age, gender, income level etc., there are psychographic factors also which influence the satisfaction level of the people. These psychological traits such as loyalty, contentment, engagement and services offered play a significant role in persuading the purchase decisions of the people. These factors not only govern the customer satisfaction. The consumer behavior depends upon the purchase patterns of the consumers as the customer gets motivated only if they feel the product, they are buying is worth use. Thus, higher the satisfaction level higher will be the consumer inspiration and motivation to create positive behavior about the products. In context of marketing this concept is relevant as the intention to purchase or repurchase depends upon how the customer demands are fulfilled and how they feel about the product

they consume. If their purpose is fulfilled then the purchases can be made repetitively also. The behavioral consequences were studied in depth and it is found that the attitudinal, emotional attributable components had a significant impact in governing the satisfaction level of the customers. The customer inspiration results in creating purchase and repurchase intentions as the positive goodwill and image regarding the products is made by the customers., which gives the contentment, fulfillment and builds durability in relationships of consumers with the sellers and the companies.

In the current competitive business environment, is important that there are customer-defined and effective practices so that organizations can acquire competitive advantage which can be done by providing condescending value to their end users. Loyalty through the customers comes only when customer's desire wants and needs are satisfied and required information regarding the products is made available to the consumers. The quality services rendered can include the delivery services, offers, discounts etc, which influences. Thus, companies should make moves in order to build and maintain their sales by focusing on the customer demands.

4. CONCLUSION

The research investigated the verified value and experimental proof that the companies can only attract the customer if they effectively obtain the loyalty and satisfaction levels of its customers. That means they should meet the updated desires and requirement of the public. The companies can persuade their customers to give their opinions upon the products absorbed and used by them. The idea of the maximization of sales can only be fulfilled if the demands of the customer are met time to time by the organization who manufactures the merchandise. Hence, the companies should reach market, go through the market potentials and accordingly design their products which are to be offered to the public. Furthermore, the companies can inspire the customers by representation of their ideas if the products which will attract the consumer's attention. The major objective of the organization should be to build long term relations with their potential customers. The previous studies shows that customer defined orientation has a positive relation with customer satisfaction level. Webb et al. in 2000 concluded that loyalty and plays a mediating role in maintenance of customer relations and satisfaction level. Beside many studies a Upon the consumer indulgence, satisfaction or contentment regarding the products and services, providing qualitative products to consumer have done still many insights can also be explored which may prevail the buying patterns of the people to an extent, The customer loyalty concept can also be focused upon so as to discover the customer engagement with the products. As consumer behavior is a wide concept and more attention can be paid in order to explore more determinants which are related to customer satisfaction concept.

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