

Factors Affecting the Consumers' Behavior

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Abstract--- *The study of consumer behavior provides valuable information about consumers and prospects, including probable likes and dislikes, spending patterns and motivators to purchase. In a consumer society, the choice of things to consume is vast. Researcher undertakes in-depth research on consumer behavior in order to determine what causes people to buy what they do. The consumer-product interface is the result of an extensive (Fifteen) array of influences. Responses were collected from 300 customers from Jaffna city. Convenient sampling technique was used in selecting the customers. Statistical technique of Factor Analysis was made. In this research, most preferred selection was Signal brand. This research was conducted to study the influencing factors of most selected brand. The present study attained five factors as product factor, personal factor, and competitive factor social factor and Distribution factor. It can be concluded that the consumer toothpaste behavior towards toothpaste will highly depend on the adaptability of all the above mentioned factors.*

Keywords--- *Consumer Behavior, Distribution Factor, Product Factors, Personal Factors, and Social Factors*

I. INTRODUCTION

THE benefits of studying consumer behavior have significant bearing on marketing and public relations decisions. Studies focusing on consumer behaviors yield important information and insight into what consumers are thinking. With these insights, marketing and public relations firms may enhance their particular marketing campaigns to successfully connect with consumers. In Sri Lanka there are many varieties of tooth pastes available from national and international wide as Colgate, signal, Pepsodent, Close-up, Clogard etc. Every people use tooth paste in daily basis. The selection of toothpaste may vary according to the many influencing factors. Considering all these influence on consumer behavior for the analysis creates successive marketing for the productive organization.

Consumer purchases are influenced strongly by cultural social personal and psychological characteristics. Marketer cannot control such factors, but they must take them into account (Philips Kotler, 2001). Consumers decision-making process was based on their evaluations of the marketing mixes associated with the product (Green and Wind, 1973). New firms entered the market offering variety of branded products differentiated by many different marketing mixes. The purpose of this study was to determine the important factors influences on consumer choices of tooth paste products in making Purchase decisions. More specifically, this study used to rename the important factors affect the consumer choices for tooth pastes

II. RESEARCH PROBLEM

Consumer purchasing, or buying behavior, is a decision-making process by the consumer to buy a particular product or service. A consumer will search for, select and purchase a product or service for use and disposal based on personal wants and needs. Various factors influence purchasing habits including personal, social, psychological and cultural

factors. Researcher studies consumer behavior to get a better understanding about the factors that influence consumer purchasing decisions on Toothpaste.

1. Q1: Which is the most selected brand in Jaffna?
2. Q2: What are the important factors related with the consumer behavior of toothpaste?
3. Q3: How the each product factors effect on consumer choices?

III. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

Consumer preferences describe the reasons for the choices people make when selecting products and services. Analyzing the factors that determine consumer preferences helps businesses target their products towards specific consumer groups, develop new products and identify why some products are more successful than others. Identified factors are The Taste, Marketing and Advertising, Health, Emotion, Lifestyles, The Mind of the Consumer, Competition, Demographics, Habit, Social Institutions, Cost, Consumer Income, Available Substitutes, Convenience, Personal Factors, Social Factors, Psychological Factors, Cultural Factors, Consumer Motivation, Group Impact, Experiences, Learning, Beliefs and Attitudes, Personality, Perception, The Psychology of Buying, Family Situation, The Buying Process

IV. OBJECTIVES OF THE STUDY

Consumer preferences describe the reasons for the choices people make when selecting products and services. Analyzing the factors that determine consumer preferences helps businesses target their products towards specific consumer groups, develop new products and identify why some products are more successful than others.

The main objectives of the study were:

1. To find out the most selected toothpaste by consumers
2. Identify the factors influence on consumer behavior of toothpaste, and
3. To measure the effect of the factor on consumer choice of toothpaste

V. DATA COLLECTION

As the study was based on primary sources as questionnaires. Convenient sampling technique was used in selecting the customers. It contained 22 factor based ascertain was utilized to measure the consumer choice towards product attributes of toothpaste. In order to increase the reliability of questionnaire, each construct was operational zed on a five-point Likert scale (1 strong agree and 5 for strong disagree). Responses were collected from 300 customers from Jaffna. Use of statistical technique of Factor Analysis was made. To further determine the reliability of the data, Kaiser-Meyer-olkin (KMO), Bartlett Test of sphericity and Anti-Image correlation were determined.

VI. DATA ANALYSIS

According to the Collected responses ,137consumers choice the Signal Brand out of 300 consumer, which is 43%. Colgate consumption is 19%, Clogard preference is16%, pepsodant is13% and Close-Up is 9% only. So most preferred selection was Signal brand. This research was conducted to study the influencing factors of most selected brand.

A. Sampling Adequacy

The Kaiser-Meyer-Olkin measure of sampling adequacy tests were constructed for checking out the sample adequacy of the data. The value of KMO came out to be 0.577 (table 1) indicating that the factor analysis test can be proceeded

correctly and the sample used is adequate the minimum acceptable value of KMO as supported by Othman and Owen (0.5).

Table 1: KMO and Bartlett's Test^a

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.577
Bartlett's Test of Sphericity	Approx. Chi-Square	868.391
	Df	105
	Sig.	.000

Anti-image correlation measure also depicted the diagonal value of all remaining variables to be greater than 0.5 and of all the diagonal values to be less than 0.5. Therefore it can be concluded that the matrix did not suffer from the problem of multicollinearity or singularity.

B. Principle Factor Analysis

Principle factor analysis factor analysis identified a few higher level dimensions characterizing consumer behavior. The goal of this analysis is to summarize the data set from the survey as accurately as possible using few factors. Correlation among the variables are more than 0.5, these variables are considered to take the decision about the consumer choices.

C. Evaluating Communalities

Researcher was used the Principle Component Analysis as Extraction method. Communalities represent the proportion of the variance in the original variables that is accounted for by the factor solution. The factor solution should explain at least half of each original variable's variance, so the communality values should be 0.50 or higher. In the analysis Lifestyles hope, Demographics, Brand, Consumer Motivation, Personality, Culture and The Psychology of Buying are below than 0.5, but revised communalities satisfy for all variables above 0.5 (Table 2).

Table 2: Communalities^a

	Initial	Extraction
Family Situation	1.000	.891
Habit	1.000	.697
Quality	1.000	.797
Group Impact	1.000	.841
The Mind of the Consumer	1.000	.641
Cost	1.000	.799
Fit and Finish	1.000	.519
Consumer Income	1.000	.648
Available Substitutes	1.000	.470
Convenience	1.000	.668
Beliefs and Attitudes	1.000	.713
Competition	1.000	.831
Perception	1.000	.667
Advertising	1.000	.837
Family Situation	1.000	.516
Extraction Method: Principal Component Analysis.		
a. Only cases for which Brand name = Signal are used in the analysis phase.		

After deletion of seven variables in the process analysis, remaining 15 items were factor analyzed as shown in table 3. These factor explained 69.57% of total variance, which is very much acceptable for the Principle Component Varimax Rotated Factor Loading procedure that is above 50%. This is also explained by the scree plot below (Figure 1)

Table 3: Total Variance Explained

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1	3.311	22.073	22.073
2	2.541	16.941	39.015
3	1.923	12.818	51.832
4	1.512	10.083	61.915
5	1.148	7.656	69.570
6	.982	6.546	76.117

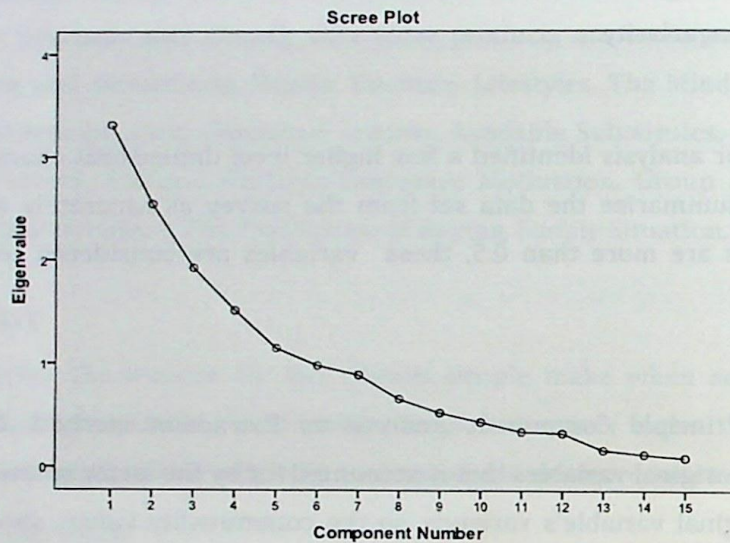


Figure 1: Scree Plot

D. Identifying Complex Structure and Relabeling to the Components

Identified 5 components were explained by the fifteen factors. But after the Principle Component Varimax Rotated Factor Loading procedure, there is difference in the factor component values, it is explicated in the table 4. These five factors and the variables loading on these factors have been summarized in Table 4.

Table 4: summary of factors

Factor	Factor Name	Loading	statements
F1	Product Factor	.858	Quality
		.878	Cost
		.716	Fit and Finish
F2	Social Factor	.934	Family Situation
		.675	Habit
		.901	Group Impact
F3	Competitive factor	.905	Competition
		.899	Advertising
		.433	Available Substitutes
F4	Personal Factors	.512	The Mind of the Consumer
		-.775	Consumer Income
		.656	Beliefs and Attitudes
		.589	Perception
F5	Distribution factor	.763	Convenience
		-.531	The Buying Process

These five factors have been defined hereunder:

- *Factor 1: Product Factor*

Another factor named as product excellence. It consists of distinguishing variety of the product and its prices (costs for customer) which were the basic purpose of the purchase. The features of quality price of product and fit and finish that the product look and feel like quality are main features in the product Factor. Studies conducted by Kunz (2004), Minoo (2000), Raijas and Virpi (2001), Shah and Mrudula (2005) Mohd (2006) also found quality and its cost are to be important variables affecting customers' behavior to purchase. The first factor of product excellence explained with the eigen value of 3.311 and 22.073% of variance. Therefore this factor explained that better quality along with price related to fit and finish aspects were very important features for product factor.

- *Factor 2: Social Factor*

The second factor as social with an eigen value of 2.541 was explained 39.0954% of the variance. This Three statements namely Family situation, Habit and Group the product look and feel like quality) were loaded significantly on this factor. Families, workplaces, religions and schools are examples of these types of factors. These types of groups often influence a person's behavior and attitude about many different consumer products.

- *Factor 3: Competitive Factor*

The next factor accounted by the 51.8325% of total variance with eigen value of 1.5923 three variables competition, Advertising and Available Substitutes were found to be significantly loading on this factors and this factor was named as competitive factor.

- *Factor 4: Personal Factor*

Another important factor of personal was accounted by the 1.512 of eigen value and 10.083% variance. Most people tend to change their buying behaviors throughout their lifetimes. Specific items are important to one demographic but not to another. The Mind of the Consumer, Consumer Income, Beliefs and Attitudes and Perception about the product were very important factor

- *Factor 5: Distribution Factor*

The next factor accounted by the 69.57% of total variance with eigen value of 1.148, two variables convenience and buying process were found to be significantly loading on this factors and this factor was named as Distribution factor. The studies conducted by Johnston (1995) and Osman and Ismail (1989) also found that availability and buying process created the customer to buy more the product. Availability of the product found to make customer to buy the product anywhere. However Lokken (2003) found that customers who use modern mode of purchasing were high impact on the consumer behavior.

VII. CONCLUSION

Research revealed that the most selected brand was signal as 43%. Furthermore it can be interpreted that the important five factors affect the consumer behavior in present times and also the buyouts in future. The modern day customers lay more emphasis on the product Factors as quality, price and performance of product. Social factor is also important factor on consumer preferences. Even though people wish to product factor they must also care about product competitive offers. Hence they wish to buy more products only which give more satisfaction; this is called as personal factors. Moreover, competitive factor is given due weight age, have more emphasis on advertising, competitions and

substitutes. Distribution is also emphasized as very important influencing factor on consumer behavior. When considering these factors, every organization can get success and long term survival in this ever changing world.

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