

## Factors affecting consumer buying motivations: An empirical study in the behavioral economics perspectives

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### Abstract:

The world is creatively developing, it additionally acquires the fame of consumers buying motivation. Many variables, qualities, and specificities impact an individual's buying motivation. The study plans to explore the explanation and motivational factors that make consumers energetic and excited with regard to purchase decisions while buying any item. An individual/ customer is driven by his/ her family, culture, sub-culture, friends, colleagues, society, advertisement, packaging, etc. Several other factors were examined like price, brand, etc. This study will help to understand all the factors that are influencing consumers a motivation to make their buying decision, this will help brands to foster their marketing strategies, publishing techniques, advertisements, etc. in order to fulfill the needs of the market and demand of their targeted audience, this will lead to enhance brand image, brand loyalty, productivity, etc. and eventually increase the sales. Additionally, this will turn out to be a big asset for any brand to face the competition and address the issue of their clients effectively. A sample of 133 respondents was collected from respondents through a "standard questionnaire," which was created on a five-point interval scale

**Keywords:** Buying decision, Motivation, Consumer, Brands, Marketing

### Introduction:

Motivation is the essential element to study consumers' behavior. It is well said by Maslow that in today's world every individual wants to have a solid sense of reassurance, cherished and acknowledged by others. According to Maslow's hierarchy of needs, safety, security along with the feeling of belongingness are important for every individual life's. Additionally, Maslow also stated that self-esteem is also very important for consumers to motivate themselves for making a buying decision because many people prefer branded items to boost their self-esteem especially when the brand has collaborated with consumers' admired idol like any famous actor/ actress or

politicians or connected with the elite in society. Individuals generally chose those items which they think would satisfy their expectations of (safety, securities).

Maslow's hierarchy of motivation has been utilized in various examinations. In many consumers or marketing-based research, this hierarchy of motivation helped to understand the thought process of customers, their activities, their decision-making process, etc. towards product/ services. According to **Blackwell et al. (2006)**, previously it was found that marketers only focused on the need of the consumers and build their marketing strategies accordingly, but the world is constantly changing and people need something new every time. So, makers/

producers need to design the product/ services in such a way that will not only satisfy consumers' needs but also give them innate convincing experiences, this will motivate consumers to prefer products/ services over competitors' products/services. However, products that satisfy the need of market's effectively are preferred frequently which will increase brand loyalty, brand image, sales, market shares, etc.

Hence, **Lee (2005)** stated that motivation can be considered as a power that activates goal-oriented that is buying decision behavior. Moreover, motivational factors like product, place, price, brands, culture, sub-culture, society, friends, family, etc. act as a driving force that encourages consumers to make a move to satisfy their needs effectively. Thus, these factors became important as they affect consumers buying motivation. The need of the customer can also be considered as the most important factor to influence consumers buying motivation when it is aroused to a significant level of intensity. Consumers' need is significantly motivating consumer to act. According to William J Stanton, "The need can be characterized as a drive or a desire for which a customer looks for fulfillment. Moreover, it turns into a purchasing motive when the customer looks for fulfillment through the acquisition of something". An intention is an internal desire (or need) that moves an individual to make a buy move to fulfill two sorts of needs viz. core needs and optional needs.

### Literature Review:

As referenced by **Schiffman and Kanuk (2000)**, the buying behavior of the consumers is concerning the way that individuals make their choices on private or family items with the utilization of their accessible assets like time, cash, and exertion.

**Blackwell et al. (2006)** give a perspective that characterizes the buying behavior of consumers as the exercises and the cycles in which people purchase, use or arrange the items/ services, thoughts, or information. It can additionally be stated that the buying behavior of consumers is connected with sentiments or thoughts that individuals experience and the activities they act in the utilization of the purchased item.

The study by **Variawa (2010)** explored the impact of the packaging of products on the buying decision-making process of customers. The point of the examination was to investigate the effect of the packaging of products on the buying decision-making process of low-pay purchasers in retail shopping. A survey strategy has been utilized to arrive at the exploration goals. The survey was conducted in Star Hyper in the town of Canterville and approx. 250 respondents took part. The discoveries of the examination demonstrate that low-pay purchasers have more inclinations towards premium packaged products as this can likewise be re-utilized after the item has been consumed. Additionally, the discoveries show that there is a poor connection between the item packaging of the product and the brand experience felt by the consumers. In any case, it has been demonstrated by the discoveries of the examination that low-pay buyers have more prominent brand experience from the acquisition of 'premium' items when contrasted with their experience from buying 'modest' brand items.

**Lee (2005)** completed a review to gain proficiency with the five phases of decision-making of the consumer in the case of China. The author stated the factors that influence the decision-making of the consumers while buying the imported well-being food items, specifically focusing on the demographical factor like gender, education, income status, relationship status. The research furthermore prepared a series of questions (questionnaire) techniques to arrive at the goals of the examination. Investigation of five phases of decision-making of the consumer demonstrates that there was a significant effect of relatives on the decision-making of the consumer while buying the imported wellbeing food items.

**Arora and Aggarwal (2018)** stated the role of perceived benefits in the development of web-based shopping mentalities among ladies' customers of India. They discovered that perceived benefits in form of value benefit, easy availability of items benefit, or availability of variety benefit have a motivation influence on web-based shopping decision process, also there is a critical positive association between internet shopping attitude and internet shopping aims among women of India. Moreover, through study, it was found that availability of variety in

items has been considered as the topmost beneficial for Indian ladies.

**Akroush and Al-Debei (2015)** investigated variables influencing purchaser perspectives with respect to internet shopping. They discovered that the positive image/ review of online shopping sites along with the quality is considered as the first preference by online shopping consumers. This turned out to be the important component that influences the attitude or motivates purchasers for web-based shopping. The author confirmed this by stating that about 26% of the difference in internet shopping perspectives was straightforwardly connected by what customers see, what, who and why customers trust, and the positive image or review of online shopping websites.

**Subadra et al., (2010)** stated that consumer behavior is a set of all human behavior while making a purchase decision. Furthermore, the authors explained that understanding consumer behavior will empower marketers to make marketing strategies that will be viable with customers' needs. It was found that the 4 important variables that influence consumers' behavior (motivation & expectation) are culture, socio-economic like- (age, occupation, relationship status, family members, income, etc), private, and psychological, helps to understand the need of passenger car industries. The author helped to analyze the perception and behavior of the customer with respect to this product. Additionally, the authors also explored some attributes of the product which can be considered as influencing factors while making any purchase decision.

**Bhattacharya (2010)** concentrated on the effect of the brand on the purchaser behavior of both 100 males & females of Kolkata city in India. The detailed examination helped the author to notice that brand has a significant impact on female consumer behavior as compared with males. Brand name, brand image, brand loyalty, brand symbols are the main reason for this difference. Additionally, the author also stated that the less income of the family the more is the effect of the brand on the behavior of the consumer.

**Backhaus et al (2007)** suggested that purchase decision is one of the critical stages as this stage implies the occasion of a trade. Thusly, when the customer saw the need, searched for relevant

information, and contemplated the decisions he/she makes the decision of whether or not to make the decision.

**Acebron et al (2000)** led an examination and the aim of the examination was to investigate the impact of previous experience on buying behavior of new food assortments, particularly mussels. In their assessments, the makers used the structural equation model to perceive the association between the propensity for the purchaser and previous experience on the purchaser buying decision. Their revelations show that the propensity for an individual and past experience of the purchasers clearly influence the clients' purchase decision on account of purchasing new mussels. Furthermore, they say that the item's positive/ negative image basically influences the purchasing decision of the client and further propose that the image of the items ought to endlessly be dealt with to propel the customers towards purchasing.

**Biju et al., (2019)** proposed research that Transformative promotions utilize different psychological elements to separate between brands. The main inquiries which were supposed to be solved through the review are: exactly how do paper commercials make cognizance among purchasers? How does the presentation of paper ads construct perception in the mind of the consumers with respect to purchasing behavior? How do shopper acknowledgment and perception influence the purchasing plan? In this examination co-relation, analysis, and chi-square were used and the examination depended on reactions from 100 pursuers of Kerala Koumudi, a main locality of Kerala is being utilized to assess the significance of paper commercials in creating shopper perception. Furthermore, the review concentrate on the significance of paper notices on consumers purchasing behavior. It also investigates the components of the promotions that impact and have a long influence on the purchasing behavior of buyers. The review can help existing business visionaries and entrepreneurs to appreciate customer propensities while buying specific items, to devise the most appropriate promoting approaches for their items.

**Mohit et al., (2014)** proposed research to explore the psychological effect of the paper promotion on a buyer and in this manner his evaluation of the viability of the notice. The

review also explores the comparison of the human view of a paper notice versus the expected impression of that notice. The review was finished by choosing 1017 unique promotions from English papers with a satisfactory number of pursuers. Any copied promotion was not chosen for the review to avoid any errors in the outcome that might happen because of duplication. Ads chosen for the review included durable items, wellbeing, and skincare items, attire, and administrations also. The review aims to find out the effect of the knowledge factors (information of the product/ services) on shoppers' behavior. It was found that promotions with more knowledgeable information were found to impact a greater number of clients than commercials with less knowledgeable information about the products/ services. Hence, the effect of knowledgeable information and its likelihood of being preferred by a buyer was most prominent for electronics and durable goods.

### Study's Objectives

1. To measure the factors effecting the consumer behavior with the behavioral economic perspective.

2. To ascertain the significance of factors effecting the consumer behavior with the behavioral economic perspective.

### Methodology

The study is empirical in nature. 133 respondents participated in the study. The data was collected from them through a structured questionnaire. Mean and t-test application was done to identify the results. The method of sampling was convenience sampling.

### Findings of the study

Table 1 displays the gender, showing male respondent as 54.13%, and female respondent as 45.87%. Looking at the Age of the Respondents, those who are of 25 to 30 years are 29.32%, those between 30 to 35 years are 39.85%, and those who are 35 years and above are 30.83%. With reference to the Type of products purchased, Groceries are 35.34%, Apparels are 24.81%, and others are 39.85%. Regarding the Income level, below 1, 00,000 are 45.86%, 1, 00,000 to 5, 00,000 are 21.80%, and More than 5, 00,000 are 32.34%.

**Table1 Details of the Respondents**

Variable	No. of respondents	Percentage %
<b>Gender</b>		
Males	72	54.13%
Females	61	45.87%
<b>Total</b>	<b>133</b>	<b>100%</b>
<b>Age</b>		
25 to 30 years	39	29.32%
30 to 35 years	53	39.85%
35 years & above	41	30.83%
<b>Total</b>	<b>133</b>	<b>100%</b>
<b>Type of Products</b>		
Groceries	47	35.34%

Apparels	33	24.81%
Others	53	39.85%
<b>Total</b>	<b>133</b>	<b>100%</b>
<b>Income Level</b>		
Below 1,00,000	61	45.86%
1,00,000 to 5,00,000	29	21.80%
More than 5,00,000	43	32.34%
<b>Total</b>	<b>133</b>	<b>100%</b>

**Table2 Factors effecting the consumer behaviour with the behavioural economic perspective**

<b>Serial No.</b>	<b>Statement of Survey</b>	<b>Mean Value</b>	<b>t-Value</b>	<b>Sig.</b>
1.	Consumer buying motivation is influenced by the utility of the product	4.34	9.858	0.000
2.	Consumers are motivated to buy a product by attracting branding	3.73	2.716	0.004
3.	Consumers are motivated to buy the product by explaining them its usage and benefits	4.30	9.598	0.000
4.	Consumers are often struggled to choose a product when provided with too many options	4.27	9.052	0.000
5.	Consumers are influenced to make purchase when motivated by their family and friends	4.12	7.408	0.000
6.	Consumer before making purchase search full information about it	4.00	5.874	0.000
7.	Consumers are motivated to buy the product looking at others buying it in large quantity	4.25	8.894	0.000
8.	Consumers are motivated to buy the product with the increase in their income	4.17	7.980	0.000

9.	Consumers do not cut their consumption even if their income decreases	4.09	6.943	0.000
10.	Consumers cut their consumption during economic slowdown even if they have good income	4.31	9.699	0.000

Table2 displays the Mean values for statement for the study done to know the “Factors effecting the consumer behaviour with the behavioural economic perspective” the first statement is about the utility of the product “Consumer buying motivation is influenced by the utility of the product” the mean score is 4.34, next come statement about the attractive branding, “Consumers are motivated to buy a product by attracting branding” have scored the mean value of 3.73. Third statement is about the benefits of the product, “Consumers are motivated to buy the product by explaining them its usage and benefits” the means score is 4.30, next statement is about choosing between too many options, “Consumers are often struggled to choose a product when provided with too many options” scored the mean value of 4.27. Fifth statement is “Consumers are influenced to make purchase when motivated by their family and friends” the mean value is 4.12, next statement is “Consumer before making purchase search full information about it” with the mean score of 4.00. Seventh statement is about herd behavior, “Consumers are motivated to buy the product looking at others buying it in large quantity” with the mean value of 4.25, next statement is “Consumers are motivated to buy the product with the increase in their income” the mean value is 4.17. The last two statements are “Consumers do not cut their consumption even if their income decreases” and “Consumers cut their consumption during economic slowdown even if they have good income” that have scored the mean value of 4.09 and 4.31 respectively. T-value of every statement in the context of Factors effecting the consumer behaviour with the behavioural economic perspective is significant because t-value statements are found to be positive and significance value also less than 0.05.

### Conclusion:

Through the above study, it can be concluded that there are several internal and external factors that influence consumers buying motivation. Additionally, it was also found that products or services give a convincing experience to consumers, and this experience helps to build a brand image, brand loyalty and motivates consumers to purchase of item/service again and again. Moreover, the competitiveness of the products in the market also depends on the brand image which also helps to predict the expectation and intention of the consumers. Thus, an organization needs to analyze and understand the behaviors of the customer and the factors affecting consumer actions in order to become a successful consumer-oriented specialist organization and procure more customers. This can be obtained by constantly upgrading marketing strategies keeping in mind all the factors that influence consumers buying motivation behavior, this will help the organization to accomplish the desired goal of consumer satisfaction and profitability. The study of factors impacting consumer buying motivation is a route to success in the national and global markets. T-test has been done to find out the outcome of the research, all the statements are found to be significant as the significant values for all statements is less than 0.05.

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