

THE CONSUMER BUYING DECISION PROCESS IN DIFFERENT STAGES

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ABSTRACT

Consumer research looks at how people or groups choose, acquire, use, or discard goods, services, concepts, or experiences to satisfy their needs and preferences. The term "consumer" in the context of marketing includes not only the act of making a purchase but also purchasing habits. Pre- and post-purchase purchasing behaviors collectively constitute purchasing. According to Engel, et al. The definition of consumer behavior is "those acts of people directly involved in the acquisition, use, and disposal of goods and services." The techniques for making decisions that lead to and determine the purchase and provision of economic products and services."

Key words : Customer, effectively

INTRODUCTION

Consumers are generally impacted by the conditions and situational elements of their buying excursion. The physical environment, social environment, time, task, financial circumstances, and current moods are all significant situational factors. The location of the business, how the goods are displayed, the interior and external shop layout, and the noise level the shop's are all observable elements of the physical environment that affect purchasing behavior. The other people in a scenario, their traits, roles, and interactions make up the social environment. The buyer's decision is influenced by their emotions and circumstances, as well as by their time, task, and financial situation at the moment of purchase. Churchill and Peter's model, while helpful in explaining planned purchasing scenarios, does not lend itself to discussing the impulse purchase process. Consumers are influenced by both internal and external influences during this process, which results in their impulse buying behavior. While browsing and being exposed to stimuli, impulse consumers experience a desire for the things simply by being aware of them, and this desire might be triggered by an internal statement/mood or/and external stimuli. Because impulse purchasers do not set out with a clear intention of purchasing a specific product or visiting a specific store, they develop a desire for the products simply by being aware of them. By providing information on new products, fashion trends, or coordination tips along with an appealing visual presentation of the stuff, it is possible to raise awareness of the goods that can satiate desires. Other factors that go into creating the final product include effectiveness, manifestation, financial worth, and the capacity to communicate status, success, and prestige. It can be met by investing on expensive garments with well-known brands. The cost of a brand is important since expensive clothing has a high potential

for symbolic value. However, opinions are changing as advertising promotes increased brand consciousness and faithfulness and helps to raise living standards. For businesses who take the effort to comprehend this intricate game in the market, there are plenty of opportunities. The relationship between a consumer's personality qualities and their perceptions has been the subject of various studies for more than 40 years. Due to the fact that men and women have different perspectives on every element of life and that this topic is insufficiently researched, gender issues have recently become a more important component of this type of research. To distinguish uniform goods, such as clothing, branding was developed. The relationship between a consumer's personality qualities and their perceptions has been the subject of various studies for more than 40 years. Due to the fact that men and women have different perspectives on every element of life and that this topic is insufficiently researched, gender issues have recently become a more important component of this type of research. To distinguish uniform goods, such as clothing, branding was developed.

Consumer Purchasing Process Stages: For complex decisions, the consumer purchasing decision process is divided into six stages. The actual purchase is only the first step in the process. Not every decision-making process ends in a purchase. Because of the complexities, not all consumer decisions include all six steps.

Recognizing and Solving Issues: The contrast between the desired and actual states. There is a lack of product variety. Hunger--Food. Hunger makes you want to eat more. Can the marketer motivate you with product information--did you realize you were lacking?

Information Seeking: Memory and internal search. Conduct an external search if you require additional information. Family and friends (through word of mouth). Sources dominated by marketers; comparison shopping; public sources, etc. A good information search presents a buyer with potential alternatives, which are referred to as the evoked set.

Alternatives Analysis: It is vital to create evaluation criteria as well as aspects that the consumer wants or does not want. Rank and weight alternatives, or search for resumes. You may decide that you want to eat something spicy, in which case Indian cuisine earns the highest ranking, and so on. If you are dissatisfied with your choice, you will be returned to the search step. Do you have any restaurant recommendations? Take a look through the yellow pages, for example. Different information sources may be treated differently. Marketers try to persuade customers by "framing" possibilities.

Purchase Option: Choose a purchasing choice, such as a product, package, merchant, or mode of purchase.

Purchase: Decisions may change, there may be a time gap between 4 and 5, and product availability.

After-Purchase Evaluation

Outcome:- Satisfaction or dissatisfaction. Have you made the proper choice, Cognitive Dissonance. This can be mitigated through warranties, after-sales communication, and so on. Consumer behavior shows the aggregate of consumer decisions

about the acquisition, consumption, and disposal of commodities. Human decision-making units provide services, activities, and ideas (Hoyer, Macinnis, and Pinaki Das Gupta, 2005). Consumer behavior refers to more than simply how a person purchases tangible goods such as bath products. Soap, digital audio players, and autos are some examples. It also involves consumer use of services, activities, and products. Consumer paper assists corporations and organizations with improving their marketing efforts by addressing topics such as how The psychology of how consumers think, feel, reason, and choose among several choices (for example, brands, products, and retailers); The psychology of how a customer is impacted by his or her surroundings (for example, culture, family, signs, and media); Consumer behavior while shopping or making other marketing decisions; customer knowledge or information processing limitations influence customer decisions and marketing outcomes. How customer motivation and decision strategies differ amongst products that differ in the level of relevance or interest that they imply for the consumer; and How marketers can adapt and improve their marketing campaigns and marketing strategies to reach the consumer more successfully.

Preferences of Consumers :- The study of consumer preferences is an intriguing topic in marketing. It is clear that contentment and displeasure judgment play an important part in brand loyalty. India has the world's second biggest population and one of the fastest growing economies. As a result, there is a bigger possibility for every industry in India to capitalize on this opportunity. Consumer preferences are the subjective tastes of various bundles of products as assessed by utility. They allow the consumer to rank these bundles of commodities based on the levels of utility they provide. Individual consumers have their own set of preferences, which are determined by a variety of factors such as culture, education, and personal interests, among others. Differences in customer preferences, cognitive structures, and motivations cause them to behave differently when purchasing. Although no one acts the same way in every situation, people tend to act consistently?

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The ability to acquire things does not determine a consumer's preferences. A product's consumer preference can make or kill a corporation. If consumers like a product, it can last for years and sell millions of copies. However, if people dislike the product, it may disappear rapidly if the corporation is unable to solve the problem.

Consumers are ever-changing creatures. Their goals and expectations are always shifting. Today's shoppers are more informed, discriminating, and aware of their own preferences. They are becoming more fashion and brand savvy, choosing labels that define who they are or who they want to be. The most difficult thing for any brands is to develop devoted customers who adore them." India has a vast economic opportunity, both as a worldwide base and as a home market. With

rapid growth in disposable incomes, the development of sophisticated urban lifestyles, and the advent of trend-conscious consumers that India has not experienced before, Indian consumer markets are changing quickly. India's apparel and fashion sector is expanding. In established metropolitan marketplaces, using consumer sales promotion to differentiate one's offer has become the norm. More and more money is being committed to these initiatives in order to attract customers. In such a case, it is critical to investigate how customers make decisions in the Apparel & Fashion area, where there are multiple brands in a consumer's consideration set. Consumers transfer from one brand to another owing to sales promotion offers and personal comfort zone despite the huge financial risk. As a result, a marketer would be interested in learning about consumer preferences regarding sales promotion offers; what schemes do consumers prefer for what types of brands, which media do they prefer to learn about the brand, product, and related schemes, who prefers branded apparel and fashion products, and the price range of fashion products. These are the questions that consumers examine when selecting a brand. Similarly, a management must consider several factors while introducing a new product or brand. Brands gain consumer loyalty by providing outstanding value regardless of pricing point--high, low, or medium. Style, durability, high-quality fabrics, and a consistent fit all contribute to value. A brand name communicates familiarity, consistency, and trust in performance to the consumer. Recently, marketing strategy has shifted from mass marketing to one-to-one marketing.

Many retail establishments use a customer relationship management (CRM) system, such as POS (Point of Sales) or reward card, to collect consumer preferences from purchase histories. However, there is a client preference not to be saved in purchase log data. A window-shopping spree is an example of a preference. When a consumer is interested in a product, they will look at it or touch it. Their actions reveal their preferences, but they do not appear in the store's purchasing history. As a result, in order to understand their product preferences, we should collect not only the preferences like a purchase log, but also the preferences like a window-shopping list. The salesperson then studies consumer behavior. A product is purchased. Otherwise, in a store, the salesperson may ask customers why they chose the goods. These methods place a psychological cost on users. Furthermore, this cannot be collected. a large amount of data in a short period of time Brand names that are associated with a lifestyle, self-expression, or aspirations represent appealing intangibles to the buyer. Customers perceive fashion to be an extension of themselves. entire financial spend, thus clothing purchases now compete with other options from the For the discretionary rupee, there are categories such as technology, entertainment, beauty, and general lifestyle. According to Blumer (2009), consumer preference is a particularly effective mechanism for allowing people to adjust in an orderly and cohesive manner to a moving and changing world that is potentially full of anarchic possibilities. According to Kimmel (2005), fashion is a language with its own grammar and syntax; to comprehend its changing code, to "read" its varying trends, is to unearth a vital form of interpersonal communication and cultural statement. According to Schrank and Gilmore (2003), the importance of fashion in the dissemination of ideas, behaviors, or products reflects shifting human-human connections as well as man's relationship with his material culture. Fashion and clothes are so inextricably intertwined that they should be regarded as twins joined at the hip (Coates 2005).

Many research studies have focused on numerous linked cognitive qualities that may influence decision making processes among growing adult fashion consumer groups, notably the drive for uniqueness and variation. Maximum stimulation, sensation seeking, personality expression, and sensitivity to boredom (Workman and Studak, 2006). Nonetheless, most of the study work has been devoted to examining fashion from a sociological standpoint.

According to some experts, fashion is more about demonstrating social class than it is about protection. Furthermore, styles from the top social strata are spread to the lower social classes through imitation. Furthermore, indicate that fashion preference as the result of a collective selection process among fashion options given by an elite of fashion makers in the modern consumer. It is clear from culture that choice is not exclusively based on one aspect, and that the beliefs generated by various symbolic factors push consumers towards fashion. Clothing styles are constantly influenced by the media, particularly cinema and television (Coates 2005). Furthermore, Workman and Studak (2006) indicate that being exposed to commercials for the latest fashions might cause a consumer's desired state to alter, which can lead to the recognition of a problem. What a consumer would like a scenario to be like. As a result, the variables influencing fashion are less visible and more difficult to pinpoint. contrasting consumers' conceptions of aspirational lifestyles with real market activity of people who presently occupy these lifestyle profiles Creating prediction models that link customer preferences to their current and future market behavior; and Developing a visual online database comprising photos of real and perceived consumption connected with these lifestyle characteristics. The ability of manufacturers, advertisers, and retailers to foresee, develop, and communicate styles of apparel and other textile products that resonate with the desires of the consuming public is critical to the future survival of the American textile sector. We are creating an online visual database to investigate the role of perceived "fit" between products. Our conceptual framework highlights the importance of consumer ambitions in driving behavior, as well as the media's critical role in creating the lifestyle implications of certain products. Furthermore, whereas most research on clothes preferences is limited to a single product area, we Rather, emphasize how textile and garment products are appraised in relation to other products. whereby they are simultaneously ingested to make a lifestyle statement. Respondent selection and analysis. The Stanford Research Institute's partnership will help us achieve better results. combine its popular VALS (Values and Lifestyles) consumer typology with our program of research.

Multinational brand research that focuses on demographic and socioeconomic factors of customers has yet to provide a clear indicator of consumers' purchase behavior when it comes to multinational companies. Demographics may tell who buys a product, whereas psychographics discloses why consumers buy a product (Solomon, 2011). According to Ailawadi et al. (2001), international and national brands appeal to customers with significantly different psychographic features. Psychographics, in addition to demographics, uses psychological, subjective criteria to categorize customers (Solomon, 2011). It investigates people's ideas, feelings, lifestyles, values, and belief systems in the context of a specific consumer behavior decision-making process (Knipe, 2013). Furthermore, psychographic research refers to thorough information

about consumers' activities, interests, and brand perceptions (Solomon, 2011) and aims to differentiate consumers based on their brand or product preferences (Solomon, 2011). Since demographic categorization alone has not been able to significantly determine characteristics of the private brand food shopper to date (Whelan & Davies, 2006), psychographic categorization is suggested in the research. As a result, psychographics were predicted to differentiate between consumers' preferences for multinational and national brand apparel products. A mix of selective psychographic and demographic characteristics was employed in this study to examine the association between customers' psychographics, demographics, and preferences for multinational and national brand apparel products.

Consumer perceptions and preferences for multinational brand products differ across product categories and retail environments, and previous studies focused on only one or two product categories, which cannot be generalized to all food categories (Hansen et al., 2016; Herstein & Jaffe, 2017). Furthermore, existing research indicates that, regardless of product category, the more familiar consumers are with multinational brand items, the less they differ in terms of perceived risk between purchasing national and multinational brands (Mieres et al., 2016).

Colour Scheme: According to Hughes (2019), retailers must foresee and meet the shopping needs of various consumer groups, as well as adapt to clients who have diverse buying behaviors depending on the day of the week. According to research undertaken by researchers, the color of a product plays a vital part in a consumer's buying choice. According to the authors, associative learning conditioning can help to explain consumer color preferences. Understanding consumer color preferences is crucial because it allows merchants to determine which colors in their line sell the best and which colors to utilize for shop interiors. A research of color preference in items, according to the authors, reveals that consumers frequently comply to norms in their color choices for some product categories, particularly high-risk purchases. Consumers develop color preferences for specific products based on associations formed via their experiences. A positive experience with a color results in a preference for the color. In other cases, consumers develop preferences for specific colors because they learn through association that certain colors are appropriate for specific products.

Price Fairness: When making a purchasing decision, consumers are driven by a multitude of variables. While some consumers believe that price is the most essential aspect to consider when deciding between competing products or services, others believe that considerations other than price are critical to the purchasing decision. Kotler, E. (2018). Consumers like products that provide value-added benefits and are typically prepared to pay a 58 premium for these types of things. Some businesses may attempt to distinguish their products through innovation, better quality, and rapid turnaround time (Doyle 2016).

Perrouty et al. (2006) It was discovered that beginner consumers place significance on the region of origin regardless of the type of brand or price level. Experts, on the other hand, believe that the brand is an excellent moderator of region-of-

origin equity. Furthermore, these researchers discovered that when consumer expertise grows, people place more emphasis on a mixture of product features rather than evaluating them individually. According to Orth et al. (2005), wine region equity is derived from the study of six consumer motivator factors: price, wine quality, social acceptance, emotional, environmental, and human values.

Quality: Product quality is a key consideration for buyers when deciding on a brand, which aids in the development of brand reputation. Quality is associated with the product viewpoint of a brand's identity, but perceived quality is how customers perceive a brand's quality. It is one of the most important factors in Aaker's brand equity model. To consumers, a greater price indicates excellent quality. Consumer pleasure is a source of perceived quality; it causes consumers to repurchase the product, which leads to loyalty. (Uggla 2001). The key factor influencing consumers' brand choice decision between private labels and national brands is their impression of the relationship between price and quality. Quality, according to Kotler (2000), is "the sum of features."

According to Steenkamp (2009), quality can be objective (the actual quality of the product) or subjective (the consumer's opinion of quality). Consumers view private labeled products to be of inferior quality than national brands, according to studies conducted in the 1990s. Previous research has shown that customers value national brands more than private labels in terms of quality, dependability, and status.

Perceived quality is described as a consumer's assessment of a company's (services') overall excellence or superiority. According to research, consumers prefer global brands for their perceived high quality and prestigious image (e.g., Nguyen, Barrett, and Miller 2005; Steenkamp, Batra, and Alden 2003). An internationally recognized brand name can serve as a "halo" construct that influences quality beliefs (Han 1989).

CONCLUSION:

Focuses on consumer preferences through several characteristics like as ethnocentricity, quality pricing, color scheme, and place of origin, which aid in brand selection and make it simple to distinguish between Indian and multinational goods. Multinational brands are preferred in developing nations such as India not only for their quality but also for their status enhancing qualities. In comparison to Indian brands, Indian customers favor multinational brands due to their excellent quality and longevity; nevertheless, there is a variance between product classes and the degree of suitability of sourcing.

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