

## **A Study of Influence of Intrinsic Factors on Consumer Buying Behaviour**

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### **ABSTRACT**

*The term consumer behavior needs a thorough understanding and there is a need to understand the reason behind such drastic changes in consumer behavior in the past few years. The current paper focuses on the intrinsic factors affecting consumer buying behavior. The data has been collected from 100 respondents each from Patiala, Jalandhar, Ludhiana, Chandigarh, Amritsar and Mohali. The influence of intrinsic factors including belief and attitude role and status, cognition, perception, motivation and learning has been taken into consideration.*

**Keywords:** Belief and Attitude Role And Status, Cognition, Perception, Motivation and Learning.

### **INTRODUCTION:**

The most complex term in today's world is consumer behavior. The influence of various factors is there on consumer behavior has been observed in the past researches. The influence of intrinsic factors on consumer behavior is visible in many studies. The intrinsic factors are the factors which are internal to the individual. The factors under consideration are motivation, which means "to motivate". The consumer gets motivated by one reason or the other, the reason of motivation may differ from one person to another. Perception is another factor which influences the consumer buying behavior. Perception means what a consumer perceives and the basis of perception may be different, it may be based on the personal experiences of the consumer or the reference given by one or the other person or any other reason. The third factor under consideration is belief and attitude, the attitude of a consumer is developed by what he/ she believes. If a consumer believes that high price of a product means high quality then the consumer will develop a attitude that the other low priced products are of low quality only. Whatever a consumer learns from past experiences, reference by other consumers, his belief or advertisement etc makes the consumer learn and remember a particular brand or product. The role and status of the consumer also plays a vital role in helping him/ her develop the liking or disliking towards a brand or a product. A high role and status will make the consumer more inclined towards high end brands and costly products and vice versa. Cognition of the consumer also again helps the consumer build a image about a particular brand or a product.

### **REVIEW OF LITERATURE:**

Hansen (2005) conducted a research to develop a framework which integrates various perspectives on consumer decision making and various basic constructs is developed. It was found that the cognitive and effective skills of consumers are dependent and affect each other. Quality and attitude was found to be having significant and direct effect on buying intentions of the consumers whereas emotion had no effects on buying intentions of the consumer. Wiedmann et. al.(2012) demonstrated that the consumers' desire for counterfeit luxury brands hinges on social motivations (i.e. to express themselves and/ or to fit in) underlying their luxury brand preferences. Consumers' preferences for a counterfeit brand and the subsequent negative change in their preferences for the real brand both were greater when their luxury brand attitudes served a social-adjustive rather than a value-

expressive function. Abdu and Purwanto (2013) revealed that there are some variables that have a relationship but not affecting the willingness to buy significantly. Social factors were found to be the most influencing factor and other factors affecting consumer behaviour factors was also studied. Psychological factors which include motivation, perception, belief and their experience towards the product were found to have a direct and a positive relationship with the consumer buying behaviour. Luo and James (2013) focused on the consumer behaviour of buying commercial housing, from the consumer's perspectives in Nanning city of Guangxi, China. The main purpose behind this research was to study the external factors such as culture, government policies, marketing activities and reference groups on consumer behaviour in the process of purchasing commercial houses and the internal factors such as perception, attitudes, learning, behaviour, motivation and emotions. Luo and James (2013) focused on the consumer behaviour of buying commercial housing, from the consumer's perspectives in Nanning city of Guangxi, China. The main purpose behind this research was to study the external factors such as culture, government policies, marketing activities and reference groups on consumer behaviour in the process of purchasing commercial houses and the internal factors such as perception, attitudes, learning, behaviour, motivation and emotions. Also, this research reviewed how self concept and lifestyle influenced commercial house buyers and thus to understand the decision making process.

## RESEARCH METHODOLOGY:

### Need of The Study:

With the changing scenario and change in consumer buying behavior, there is a need to understand the influence of intrinsic factors on consumer buying behavior and the factor which influences the buying behavior to the most possible extent.

### Scope of the study:

The study is based to examine the influence of intrinsic factors on consumer buying behavior, the total impact of intrinsic factors is also studied on a whole. The paper concludes with the suggestions so made to the marketers to help them understand the consumer in a better manner.

### Source of data:

The data has been collected using primary source using questionnaires. Close ended questions were there in the questionnaire. The data has been collected from respondents from Amritsar, Patiala, Jalandhar, Mohali, Chandigarh and Ludhiana. The data has been collected from 100 respondents from each city, thus comprising of 600 respondents.

## DISCUSSION AND ANALYSIS:

Table: 1.1 shows the influence of motivation on consumer buying behavior and it is found that the influence of motivation is highest in respondents from Chandigarh and least in case of respondents from Patiala.

**Table 1.1: Showing influence of motivation on consumer buying behavior**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Amritsar	100	9.7400	2.46437	.24644	9.2510	10.2290	4.00	15.00
<b>Chandigarh</b>	<b>100</b>	<b>10.2700</b>	2.28679	.22868	9.8163	10.7237	6.00	16.00
Jalandhar	100	10.2400	1.90226	.19023	9.8626	10.6174	5.00	15.00
Ludhiana	100	9.4600	2.02220	.20222	9.0588	9.8612	5.00	14.00
Mohali	100	10.1000	2.26747	.22675	9.6501	10.5499	4.00	16.00
<b>Patiala</b>	<b>100</b>	<b>9.7100</b>	2.29314	.22931	9.2550	10.1650	5.00	15.00
<b>Total</b>	<b>600</b>	<b>9.9200</b>	<b>2.22528</b>	<b>.09085</b>	<b>9.7416</b>	<b>10.0984</b>	<b>4.00</b>	<b>16.00</b>

Table: 1.2 shows the influence of belief and attitude on consumer buying behavior and it is found that the influence is highest in case of respondents from Chandigarh and least in case of respondents from Amritsar.

**Table 1.2: Showing influence of belief and attitude on consumer buying behaviour**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Amritsar	100	14.3600	3.35905	.33591	13.6935	15.0265	7.00	25.00
Chandigarh	100	15.8400	2.95324	.29532	15.2540	16.4260	8.00	26.00
Jalandhar	100	15.4300	2.33227	.23323	14.9672	15.8928	9.00	21.00
Ludhiana	100	15.1700	3.15606	.31561	14.5438	15.7962	7.00	22.00
Mohali	100	15.2500	2.54406	.25441	14.7452	15.7548	10.00	22.00
Patiala	100	14.9000	3.05670	.30567	14.2935	15.5065	7.00	23.00
<b>Total</b>	<b>600</b>	<b>15.1583</b>	<b>2.94523</b>	<b>.12024</b>	<b>14.9222</b>	<b>15.3945</b>	<b>7.00</b>	<b>26.00</b>

The influence of perception is found to be highest in case of respondents from Amritsar and almost equally high in case of respondents from Chandigarh and least in case of respondents from Ludhiana, as shown in table: 1.3.

**Table 1.3: Showing influence of perception on consumer buying behavior**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Amritsar	100	11.7600	2.87138	.28714	11.1903	12.3297	6.00	18.00
Chandigarh	100	11.7200	3.20379	.32038	11.0843	12.3557	6.00	19.00
Jalandhar	100	10.9100	2.77469	.27747	10.3594	11.4606	6.00	20.00
Ludhiana	100	10.4800	2.29835	.22984	10.0240	10.9360	6.00	17.00
Mohali	100	10.8400	2.54543	.25454	10.3349	11.3451	6.00	19.00
Patiala	100	10.8600	2.67053	.26705	10.3301	11.3899	6.00	22.00
<b>Total</b>	<b>600</b>	<b>11.0950</b>	<b>2.77166</b>	<b>.11315</b>	<b>10.8728</b>	<b>11.3172</b>	<b>6.00</b>	<b>22.00</b>

The respondents from Amritsar are the least influenced respondents from cognition, whereas the respondents from Patiala and Mohali are found to be almost equally influenced by cognition, as shown in table: 1.4.

**Table 1.4: Showing influence of cognition on consumer buying behavior**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Amritsar	100	12.0500	3.14104	.31410	11.4267	12.6733	6.00	20.00
Chandigarh	100	13.4200	2.51934	.25193	12.9201	13.9199	6.00	19.00
Jalandhar	100	13.4300	2.24848	.22485	12.9839	13.8761	8.00	18.00
Ludhiana	100	13.2600	2.49290	.24929	12.7654	13.7546	7.00	19.00
Mohali	100	13.6600	2.56716	.25672	13.1506	14.1694	8.00	19.00
Patiala	100	13.6700	2.70449	.27045	13.1334	14.2066	8.00	19.00
<b>Total</b>	<b>600</b>	<b>13.2483</b>	<b>2.67368</b>	<b>.10915</b>	<b>13.0340</b>	<b>13.4627</b>	<b>6.00</b>	<b>20.00</b>

As far as the influence of role and status is concerned, the respondents from Ludhiana are the most affected ones and the respondents from Amritsar are least affected by the same, as shown in table: 1.5

**Table 1.5: Showing influence of role and status on consumer buying behavior**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Amritsar	100	6.6900	1.98832	.19883	6.2955	7.0845	3.00	11.00
Chandigarh	100	7.0800	1.71553	.17155	6.7396	7.4204	4.00	13.00
Jalandhar	100	7.1700	1.57669	.15767	6.8571	7.4829	4.00	11.00
Ludhiana	100	7.2400	1.90756	.19076	6.8615	7.6185	3.00	12.00
Mohali	100	7.0100	1.93059	.19306	6.6269	7.3931	3.00	12.00
Patiala	100	7.0400	1.86363	.18636	6.6702	7.4098	4.00	11.00
<b>Total</b>	<b>600</b>	<b>7.0383</b>	<b>1.83643</b>	<b>.07497</b>	<b>6.8911</b>	<b>7.1856</b>	<b>3.00</b>	<b>13.00</b>

As shown in table: 1.6, the influence of learning is found to be highest in case of respondents from Chandigarh and least in case of respondents from Patiala.

**Table 1.6: Showing influence of learning on consumer buying behavior**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Amritsar	100	16.2600	3.16426	.31643	15.6321	16.8879	9.00	25.00
Chandigarh	100	16.3600	3.33794	.33379	15.6977	17.0223	8.00	24.00
Jalandhar	100	15.8000	2.82128	.28213	15.2402	16.3598	8.00	23.00
Ludhiana	100	15.4900	2.91112	.29111	14.9124	16.0676	8.00	22.00
Mohali	100	16.1700	2.78907	.27891	15.6166	16.7234	10.00	23.00
Patiala	100	14.9200	3.15486	.31549	14.2940	15.5460	7.00	23.00
<b>Total</b>	<b>600</b>	<b>15.8333</b>	<b>3.06560</b>	<b>.12515</b>	<b>15.5875</b>	<b>16.0791</b>	<b>7.00</b>	<b>25.00</b>

As far as the influence of total intrinsic factors is concerned, the influence is found to be the highest in case of respondents from Chandigarh and the least influence is found in case of respondents from Ludhiana and Patiala, as shown in table: 1.7.

**Table 1.7: Showing influence of intrinsic factors on consumer buying behavior**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Amritsar	100	70.8600	10.86745	1.08674	68.7037	73.0163	49.00	99.00
Chandigarh	100	74.6900	9.46519	.94652	72.8119	76.5681	52.00	93.00
Jalandhar	100	72.9800	7.96074	.79607	71.4004	74.5596	49.00	90.00
Ludhiana	100	71.1000	8.95725	.89572	69.3227	72.8773	43.00	92.00
Mohali	100	73.0300	9.00780	.90078	71.2427	74.8173	53.00	91.00
Patiala	100	71.1000	9.10378	.91038	69.2936	72.9064	44.00	90.00
<b>Total</b>	<b>600</b>	<b>72.2933</b>	<b>9.33359</b>	<b>.38104</b>	<b>71.5450</b>	<b>73.0417</b>	<b>43.00</b>	<b>99.00</b>

## CONCLUSION:

The influence of various intrinsic factors is there in consumer buying behavior, there is a need to understand the main factors influencing the consumer buying behavior which depends upon place to which a consumer belongs to. There are numerous factors which are beyond the control of the marketer and the consumer but still efforts can be made to control or modify them. If a marketer is able to understand the factor influencing the consumer buying behavior, they will be able to tap more consumers and will be able to keep the existing consumers

happy.

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