

A Study on the Influence of Intrinsic Factors on the Basis of Gender

Dr. Garima Chaudhary,

Assistant Professor,
Guru Gobind Singh College for Women,
Chandigarh, India.

ABSTRACT

The most permanent thing in this world is change. The consumer behavior keeps changing and the influence of many factors is there in the formation of consumer behavior. The influence of these factors is compared between male and female consumers. The marketers are suggested to focus on these factors in order to attract more and more male consumers and to concentrate on these factors in order maintain in order to retain the existing consumers. The factors so studied in this paper are motivation, cognition, perception, belief and attitude and the influence of these factors on the male and female consumers is taken into consideration.

Keywords: Motivation, Cognition, Perception, Belief And Attitude, Consumer behavior.

INTRODUCTION:

Consumer behaviour is the study of individuals, groups or organizations and the processes used by them to select, secure and use of products, services, experiences, or ideas to satisfy needs and its impacts on the consumer and society. The study of consumer behaviour has developed importance in the field of marketing as it was witnessed that the consumers did not always behave as suggested by the economic theories. The term consumer behaviour is defined as the behaviour that consumer display while searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs, Solomon (1995) According to Schiffman and Kanuk (1997), the consumer behaviour is defined as a study on how an individual makes decisions to spend their available resources (time, money and effort) on consumables. Gabbot and Hogg (1998) stated that "consumer behaviour is the process that may contain different activities and stages." The official definition of consumer behaviour given by Belch and Belch (2007) is 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires'. This can be an individual behaviour or even group behaviour as a whole. Consumer behaviour starts with the manner in which the goods are purchased and ends with the inclusion of disposal of the same. The word "motivation" is a Latin word 'movere' which means "to move". It is a psychological concept which mobilizes bodily energy and is directed towards selective fashion towards goals. It is an inner urge that impels an individual to act or not to act in a certain way. Every individual has many needs at any given time. Some are biogenic needs which arise from the physiological states such as thirst or hunger or discomfort caused due to that. Other needs are psychogenic; they arise from psychological states of tension such as the need for recognition, esteem or belonging. When a need arises to a sufficient level of intensity to drive an individual to act is known as a motive. A motive is an internal force that orients a person's activities towards achievement of a goal. Motivation has both directions- one selects goal over another and intensity- the vigor with which an individual pursues the goal. It is very important for the marketers to understand and identify motives to develop a good marketing strategy. It is also important for the marketer to determine what level of hierarchy the consumers are from and what motivates their purchases. It is the driving force within an individual which is produced by tension caused due to unfulfilled needs, wants and desires. In the words of Schiffman and Kanuk (2004), in the context of consumer behaviour, they say that "attitude is a learned predisposition to behave consistently in a favorable or unfavorable manner for a given

object.” Every consumer has specific belief and perception towards different products. Kotler et.al. (2009) defines belief as “descriptive thought that a person holds about something” and attitude as “a person’s enduring favorable or unfavorable cognitive evaluations, emotional feelings, and action tendencies toward some object or idea”. In psychology, an attitude is an expression of favor or disfavor toward a person, place, thing, or event (the attitude object). Prominent psychologist Allport (1935) described attitude as “the most distinctive and indispensable concept in contemporary social psychology.” Attitude can be formed from a person's past and present. Cognition is a general term used to denote thinking and many other aspects of our higher mental processes. Cognitive psychology focuses on the way human’s process information, looking at how the information is treated and comes to the person and how the treatment leads to responses. In other words, variables mediate between the stimulus/ input and response/output. Cognitive psychologists study internal processes including perception, attention, language, memory and thinking. The cognitive approach does not always recognize physical (re: biological psychology) and environmental (re: behaviourism) factors in determining behaviour. Cognition can be by humans conscious and unconscious, concrete or abstract and at the same time it can be intuitive (like knowledge of a language) and conceptual (like a model of a language). The process of cognition uses existing knowledge and generates new knowledge.

REVIEW OF LITERATURE:

Moschis and Smith (1985) introduced the concept of “consumer socialization”. Aged people were found to be more into interaction with their peer groups, identifying and exhibiting a status structure within their group. Also, environmental forces, motivation and other development factors also contributed to the consumer buying behaviour. Wiedmann et. al.(2012) found that the moral belief about the counterfeit consumption was affected by the preference for the counterfeit brand only if the value expressive function was served to the consumers. The social function of the attitude of consumers towards luxury brands was found to be influenced by the elements of marketing mix like design of the product, advertising etc. Montazeri et. al. (2013) described “attitude” as the combination of cognition and feelings of consumers. It was found that individual attitude is an important element in consumer behaviour and in order to change behaviour, changing individual’s attitude about several items such as advertisement, sales promotion, etc is required. Also, change in attitude is not permanent and is temporary. Thus forecasting consumer attitude/behavior becomes possible, and to change the behaviour, changing his/her attitude through advertising and offers etc. can be helpful. Abdu and Purwanto (2013) studied the impact of cultural, social, personal and psychological factors on consumer behaviour with regard to products in 7-Eleven convenience stores in Jatiwaringin, Jakarta. It was found that personal factors have a relationship with willingness to buy but don’t have a significant effect. 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. It was found that culture, government policies, marketing activities and reference groups, perception, attitudes, learning, behaviour, motivation and emotions, self concept, lifestyle are simultaneously significant to the dependent variable i.e. the consumer house buying behaviour. Islam et. al. (2014) investigated the customers’ perception in buying decision toward local apparel products and data was collected from 200 respondents who used the local brands of apparel like Cat’s Eye, Yellow, Westecs, Artisti, Aarong and Anjans, Plus point, Rex, Artness. It was found that the customers desired product quality, comfort, price, functional and aesthetic look, offer and discount and many other key buying factors suitable for them when visiting a brand showroom. Sadasivan and Rajeswari (2014) focused on analyzing the factors which influences consumer purchase decision at the store outlet and to analyse the relation between perception, expectation and satisfaction. It was found that price was the major motivation for the customer to decide the purchase. Zamardino and Goodfellow (2007) found that consumers are attracted to many aspects in a brand which further are helpful in effectively making a bond with the brand. Also, consumers use the brand name as a means of reflection of self image and status symbol.

RESEARCH METHODOLOGY:

Need of the Study:

The consumer behavior is a very complex term and there is a need to understand the reason behind changing consumer behaviour by the marketers. In order to make it easier for them to provide the products which are actually required or demanded by the consumers is a major task. So this paper brings down the effort to help the marketers understand the term consumer behaviour in a better way.

Scope of the Study:

The data has been collected from the respondents from Mohali, Patiala, Jalandhar, Chandigarh, Amritsar and Ludhiana. The data has been collected from both urban and rural area and efforts have been made to collect the data from equal proportion of females and male respondents.

Source of Data:

Data has been collected using primary data through questionnaire. The data is collected from 100 respondents from each city. Close ended questions were there in the questionnaire to collect the required information from the respondents.

DISCUSSION AND ANALYSIS:

The table:1.1 shows that the influence of motivation has been more on females as compared to the males. It states that the females get more influenced towards a particular brand or a product by motivation.

Table 1.1: showing influence of motivation on consumer behavior

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	276	9.8587	2.28472	.13752
Female	324	9.9722	2.17554	.12086

Table: 1.2 shows the standard error difference and it shows that the F value is at 0.972 and the significance value is at 0.325 and the t value is found at -0.623 when equal variances are assumed and -0.6620 when equal variances are not assumed.

Table 1.2: showing the t test values for motivation

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.972	.325	-.623	598	.534	-.11353	.18237	-.47169	.24464
Equal variances not assumed			-.620	572.887	.535	-.11353	.18309	-.47313	.24608

In case of belief and attitude again it is found that the mean is higher in case of females than males stating that the females buy as per their belief and they develop a kind of attitude in their minds based on their beliefs and it is very difficult to change what a person believes. Table: 1.3 clearly shows that the male consumers are more easy to be persuaded than the female buyers as they are not so firm on their beliefs and are not found to be forming any attitude based on that.

Table 1.3: showing influence of belief and attitude on consumer buying behaviour

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	276	14.9928	3.07482	.18508
Female	324	15.2994	2.82731	.15707

Table: 1.4 shows the t values for the influence of belief and attitude on the consumer buying behavior and it shows that the F value is at 2.992 and the level of significance is at 0.084 and the t value is found to be higher in case of males as compared to the females. The level of significance is also found to be higher in case of females.

Table 1.4: showing t test values for belief and attitude

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	2.992	.084	-1.272	598	.204	-.30663	.24113	-.78019	.16693
Equal variances not assumed			-1.263	564.479	.207	-.30663	.24275	-.78343	.17017

Table: 1.5 shows the mean values for perception on consumer buying behavior and it clearly shows that the mean is higher in case of females than males. Whatever a person perceives makes the trend towards his/her buying behavior and the male perception is found to be on a lower side.

Table 1.5: showing mean values for perception

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	276	11.0435	2.78795	.16781
Female	324	11.1389	2.76127	.15340

The table: 1.6 shows that the F value is found at 0.112 and the significance value at 0.738. the mean difference in case of equal variances assumed and not assumed is found to be same at -0.09541.

Table 1.6: showing mean difference for perception

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.112	.738	-.420	598	.675	-.09541	.22719	-.54160	.35078
Equal variances not assumed			-.420	581.133	.675	-.09541	.22736	-.54197	.35115

Table: 1.7 shows that the cognition has more influence on the females than males though the level of difference is very less but the effect of cognition is found to be higher in case of females stating that the effect of cognition on the buying behavior is more influenced by the cognition as a factor. To be more precise, the effect is found to be more or less same for both male as well as the female consumers.

Table: 1.7 showing mean values of cognition

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	276	13.2210	2.80358	.16876
Female	324	13.2716	2.56199	.14233

The t- value for cognition when the variances are assumed is found to be higher (-0.231) as compared to the value when equal variances are not assumed (-0.229). the F value is found at 2.972 and the level of significance at 0.085.

Table 1.8: showing t values for cognition on consumer buying behaviour

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	2.972	.085	-.231	598	.818	-.05059	.21918	-.48105	.37987
Equal variances not assumed			-.229	562.894	.819	-.05059	.22076	-.48421	.38303

Table: 1.9 shows the mean values of all intrinsic factors on consumer behaviour, and it is found that the mean is almost the same in case of both the males and the females but it is still on a slight higher side in case of females. It clearly implies that the influence of all the intrinsic factors is found to be higher on females as compare to male consumers.

Table 1.9: showing the mean of all intrinsic factors and consumer behaviour

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	276	72.1848	9.88324	.59490
Female	324	72.3858	8.85290	.49183

Table: 1.10 shows that the F value for all the intrinsic factors is found at 4.810 and the t values are found to be higher when the equal variances are not assumed (-0.260) as compare to when equal variances are assumed (-0.263). the level of significance is found at 0.029.

Table 1.10: showing the t test values for equality of means

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	4.810	.029	-.263	598	.793	-.20102	.76513	-1.70369	1.30165
Equal variances not assumed			-.260	557.609	.795	-.20102	.77188	-1.71717	1.31513

CONCLUSION:

There are many factors which influence the consumer behavior and the marketers need to understand these in order to tap more and more consumers. The females are found to be more influenced by these factors as compared to the male consumers so there is a need to focus on these factors so that more and more female consumers can be tracked and efforts should be made to attract more and more male consumers. The marketers need to strategise their marketing programs keeping in view the influence of these factors. The factors so studied are not mutually exclusive factors, there are many other factors which influence the consumer buying behavior and need to be channelized.

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