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## *A Study of Secondary Factors that Influence Consumer's Buying Behavior (A Study on Talcum Powder and Pizza)*

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*Abstract: Consumer behaviour has been changed dramatically in the past decade. Consumer behaviour was a relatively new field of study in the mid-to-late-1960s. Because it had no history or body of research, of its own but it aims at improving business performance through an understanding of customer's desires and preferences. In today's world of growing competition where there are numerous brands selling the same products, consumers is having an abundant number of choices and many others factors influence their buying behaviour. This study made an attempt to find the factors affecting consumer's buying behaviour, with focus on two commonly used products Talcum Powders and Pizza. These factors are based on certain variables used in the survey. The aim of these variables was at identifying the secondary factors that influenced the choice of Talcum Powders/Pizza at the point of purchase. In these the variables include Packaging, cost , availability, ingredients, product popularity, and so on that influence the choice of a particular brand from among those in the consideration list, but may not be the most important and primary determinants for short listing brands. This study is useful to the marketers as they can create various marketing programme that they believe will be of interest to the consumers. It can also boost their marketing strategy.*

*This study will also help for the people who are working in any industry or in any private sector organization.*

**Keywords:** *Quality, SERVQUAL, Factors, Organization, Service*

### I. INTRODUCTION

Customer is a person who is an end user of goods or services. The most challenging questions for marketers are – why buyers do the things what they do. Such knowledge is critical for the marketers. It depends upon the psychology with dashes of sociology thrown in just to make things more interesting. It explains the influences on the consumer from groups such as Family, Friends and society, neighbor, and cousins in general. Here we see consumer mainly face two types of purchase decisions – First is new purchase-Which are very difficult to be made by consumers because of lack of confidence in decision making; and Repurchase – Consumer feels confident in making these decisions since they have previous experience in purchasing the product. Let's examine the process of how a consumer takes buying decision.



*Figure 1: Process of consumer buying decision*

Consumer's decision making process starts when consumers realize their unsatisfied need, want or desire. Needs may be functional or Psychological in nature & retailers are often trying to satisfy psychological needs as much as functional ones (Babin et al, 1994)

Consumers are motivated to satisfy their needs, in the next step they will search for information on possible solutions. Consumers search efforts may result in a set of options from which they can make a choice. There might be two levels to this stage. At first level, the consumer may create a set of possible solutions to their needs (i.e. product type) while at second level the consumer may be finding particular products i.e. brands. The purchase decision is providing three possibilities to a consumer, i.e. from whom to buy, when to buy, and not to buy. In much of the cases the solution chosen by the consumer is the same as the product whose evaluation is the highest. A favorable post purchase evaluation of the product leads to consumer satisfaction. If the product performs below the consumer's expectation, then he will reevaluate satisfaction with the decision, which at its extreme may result in the consumer returning the product.

## II. REVIEW OF LITERATURE

### 2.1 General reviews: Factors affecting consumer buying decision

There are a lot of factors influencing consumer decision-making process. The literature classifies and structures these factors in various ways. For example division into inner and outer factors (Koudelka 1997), distinguishing three basic categories: personal, psychological and social factors (Brown 2006), to which Kotler (2001) adds the cultural factors as the independent category. The next group of factors can be labeled as situational factors, it means factors forming the environment of the concrete decision making situation. Personal factors are referred as unique for each consumer. Above all data like age, sex, place of domicile, occupational and economic conditions, personality and self – consciousness can be found here (Horská, Sparke 2007) Psychological factors include motivation, perception, skills and knowledge, positions, personality, style of life (Brown 2006).

Perception means the adaption of reality. The process of selection, processing and interpretation of input data from the environment to make them purposeful (Brown 2006) Motive means the inner driving force that orients human/consumers' activities towards meeting the needs or achievement of the definite aim. In every decision-making process several motives plays role, not only one

Situational factors can notably influence purchase decision. Social environment, physical environment of the purchase place, time influences and the previous states fall into this group. (Berkowitz et al. 1992; Vysekalová 2004; Nagyová 2001a). Consumers' decision includes the product (brand) selection from the set of possibilities. Understanding consumers' decision making includes clarifying answers to these questions: Which products (brands) are considered at the selection? What information is being used to compare the products (brands) with one another? How are these information used?

### 2.2 Committed studies

The tendency of consumers to observe the purchase behavior of other consumers and to incorporate these observations while making their own purchase decisions is called as the consumer's propensity to observe. It consists of the direct observation of other consumers or both. Direct observation occurs by watching the actual purchase behavior of other consumers (Price et al., 1989; and McGrath and Otnes 1995) and indirect observation involves the analysis of trace evidence of shopping behavior. An organization when we come to the Food purchasing customer Furst et al. (1996) reported human food choice as one of the most complex function having multitude of influences. Consumers appear to have much more pragmatic considerations in mind when making their food choice decisions. These considerations include sensory aspects of (e.g. taste and quality (Powell et al., 2003) Consumer seek benefits or solutions, not products (Rowley, 1997). Brand of a particular product plays a fundamental function in consumer's perception of a product. It helps in developing a market position, prestige and image of the product and for these reasons the brand constitutes a mechanism of risk reduction (Aaker, 1996). It is also believed that people from different Cultural backgrounds have different perceptions and experiences related to food ( Lennernas et al., 1997) Satisfaction of customers with products and services of a company is considered as most important factor leading toward competitiveness and success (Hennig-Thurau and Klee, 1997). Customer satisfaction is defined as an "evaluation of the

perceived discrepancy between prior expectations and the actual performance of the product" (Tse and Wilton, 1988, Oliver 1999). The researches of Beatty and Ferrell (1998); Husman (2000); Rook and Gardner (1993); Youn and Faber, (2000) found that emotions strongly influence buying behaviors, which result into consumer impulse buying.

Quality and safety are thus two very important elements in consumer's food perception and decision making associated with food choice (Grunert 2005). Customer satisfaction is actually how customer evaluates the ongoing performance (Gustafsson, Johnson and Roos, 2005). Customer satisfaction is very important in today's business world as according to Deng et al., (2009) the ability of a service provider to create high degree of satisfaction is crucial for product differentiation and developing strong relationship with customers. Hence, it is very difficult to analyze and discuss all the potential determinants of food choice, because food choice is a very complex issue in which various factors play a role, including biological, psychological, and cultural (Frewer and van Trijp, 2007; and Rozin 2007). In fact, Perceptions of food quality and safety are likely to be influenced by such psychological and Cultural factors rather than physiological product experiences alone. Many quantitative and qualitative researches have addressed issues associated with cultural determinants of food choice (Shepherd and Raats. 2007).

Therefore, it can be noticed that some consumers are more oriented towards food quality, whereas for some other food safety is a more important.

### III. RATIONALE

After doing rigorous literature review, it is found that there are many studies which have been done on consumer behavior in the large organizations. The previous studies have also been focused on different aspects of organizational culture and other dimensions of marketing such as internal and interactive marketing. As the reach of the retail sector is growing, the researchers inclined to conduct the research in order to know the crucial factors influencing consumer behavior in the purchase decision for vary distinct categories of products like Talcum Powder and Pizza. This study may be helpful for the concerning organizations to bridge this gap in order to benefit the society at large and build a profitable proposition to adapt to the specific requirements of the consumers.

### IV. OBJECTIVES

- » To study the literature on factors affecting consumer's buying behavior.
- » To find out all those factors that affect consumers decision making process and
- » To find out the association among all the factors.

### V. RESEARCH METHODOLOGY

The investigation uses both qualitative and quantitative research methods. The initial quantitative study (150 respondents for both Talcum Powder and Pizza questionnaire) which aimed to find the important variables that drive purchase behavior for two product categories of Talcum Powder and Pizza.

The main research instrument used for this paper was a well structured questionnaire that was administrated among the respondents, through personal contacts. Sampling population included the general public, people from all age groups and different financial backgrounds. It was found in our study that 70% of the responses were obtained from people of moderate family and 30% from elite family with respect to the per capita income. Individual respondents were the sampling element.

Two different questionnaires were designed, one for Talcum Powder and one for Pizza. A total of 15 statements regarding selection of a product based on various factors were rated by respondents according to likert type scale anchored at each end with, "strongly agree" valued at 5 and "strongly disagree" valued at 1. The questionnaire also included two questions that were used to study the buying style and the most popular form of media that affects consumer's buying. It was assumed that at the

point of purchase, there are a number of secondary factors which might be in consumer's mind and might prompt the consumer to make a final choice from among the brands under consideration highlighted on package may swing the decision in favor of a particular brand. In order to conduct the data analysis statistical package for social science (SPSS) was used and the main tools used for analysis were: Reliability Test, Factor Analysis, and Correlation Test.

### 5.1 Research Findings

Reliability Test was carried out by KMO-Barlett method. KMO-Barklett method measure of sampling adequacy is an index used to test the appropriateness of the factor analysis. The minimum KMO required is 0.5. The table 1 show that the index for Talcum Powder data is 0.709. This means that the principal component analysis is appropriate for this data.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.709
Bartlett's Test of Sphericity	Approx. Chi-Square	428.496
	df	78
	Sig.	.000

The table 2 shows the index for Pizza and its shows that the index for Pizza is 0.569. This means that the principal component analysis is appropriate for this data.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.569
Bartlett's Test of Sphericity	Approx. Chi-Square	137.851
	df	45
	Sig.	.000

Factor analysis using principal component method was applied on the raw score of data of both the questionnaires separately. In principal component method all 13 variables (for Talcum Powder) were measured on likert scale. Each respondent score different sum total for all 13 variables, the score is averaged over some common pair of values which result in linear combination; these values correspond to the resultant factors. This method is used to find the corresponding factors which show the linear combination with different variables, single factor corresponds to unique variables which are not considered in other factor.

### Factor Analysis

**Table 3: Rotated component Matrix**

	Component			
	1	2	3	4
ST	.004	-.135	.159	.772
F	.641	-.068	.423	-.098
SC	-.693	.116	.012	.193
P	.150	.059	.630	.051
AM	.127	.288	.706	.153
PS	-.070	.789	.041	.088
DC	-.137	.093	.013	.833
AP	.791	.220	.157	.031
BA	-.585	.364	.271	-.250

**Table 4:Rotated Component Matrix**

	Component			
	1	2	3	4
DB	.844	.062	-.041	-.035
HD	.759	.022	-.178	-.042
SS	.556	-.177	.549	-.180
W	-.137	.754	.080	.107
PS	.248	.573	.088	-.125
PM	.025	.391	.712	-.026
RS	-.310	.012	.681	.033
BR	.016	.086	-.102	.734
EP	-.056	-.400	.038	.682

HP	.723	.177	.179	-.008	PT	-.198	.333	.074	.425
IN	-.710	.270	-.150	.054	Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
DC	.023	.701	.137	-.110					
AG	-.069	.529	-.600	-.040					
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.									

### Factor Analysis (Talcum Powder)

#### Description

**Table 3** is most important table for the interpretation of the results .The maximum of each row (ignoring sign) indicates that the respective variable belongs to the respective component.

Where, ST = Skin type, F = Fragrance, SC = Seasonal change, P =Popularity, AM = Advertising and Marketing, PS = Promotional Scheme, DC = Demographic Consideration, AP = Attractive Packaging, BA = Brand Availability, HP = High Price, IN = Ingredients, DC = Daily Talcum Powder, AG = Ageing.

The Factor analysis (Talcum Powder) suggests four main factors that influence consumer's buying behavior. They are described below:

#### Advertising, Promotional and Demographic Consideration

The advertising of Talcum Powder seems to play a critical and significant role in attracting customers. Also Demographic consideration (Age, Income, gender) influence the customers in buying a particular brand Talcum Powder. Various kinds of Schemes and offers available with Talcum Powder like, 'buy one get one free', or any additional products given with the Talcum Powder greatly influence the consumer's buying decision.

#### Attractive Packaging and Price

The Packaging of Talcum Powder also plays a very important role in attracting customers. In our study we found that if customer is satisfied with the packaging and price of the product then also they are completely satisfied.

#### Talcum Powder's Composition

Composition of Talcum Powder includes the ingredients needed in the preparation of Talcum Powder. It has been observed in our study that people prefer Talcum Powder keeping in mind the nature of their skin, i.e. soft skin, sensitivity of the skin, oily skin, dry skin, etc. Customer also looks for the ingredients that are non-toxic and herbal. Customers like Talcum Powder with good fragrance and this is also related to the ingredients required in the Talcum Powder's preparation.

#### Seasonal Availability of popular Talcum Powder Brand

This factor combines three variables-Seasonal change, Availability and product's popularity. It has been found in our research that consumers are more inclined towards buying popular brands. Seasonal change is an important factor when an individual buys Talcum Powder. In summer they look for mild Talcum Powder. Availability of Talcum Powder is also an important factor in analyzing consumer's buying behavior.

### Factor Analysis (Pizza)

#### Description

The maximum of each row (ignoring sign) in **table 4** indicates that the respective variable belongs to the respective component.

Where, DB = Delivery boy, HD = Home Delivery, SS = Stylish Shape, W = waiting Queue, PS = Promotional or Seasonal offers, PM = Pizza menu, RS = Restaurant, BR = Which Brand, EP = when u eat pizza, PT = Particular Taste.

### **Stylish Shape, design and garnishing**

Pizza is a product that is often consumed by people, especially kids. Hence customers are very particular about taste of pizza. It has been observed in our research that Taste and stylish shape of Pizza influence customers.

### **Seasonal offers and promotional scheme**

This factor points to the fact that consumption of pizza varies according to the season and their promotional scheme.

### **Pizza Delivery Boy**

This factor also attracts customer to buy pizza because when they are tired or suffering from fever they use to order pizza, for that they have not to leave their residence, or when there is an atmosphere of party at home, so they can order pizza, and get Pizza very easily.

### **Pizza restaurant**

Pizza restaurant is also another reason to buy a particular pizza because some consumers likes to go to pizza restaurant so that they might know some offers, discounts, or they use to go through with pizza menu. They use to go to restaurant when they need refreshment, or just for time pass or for any special occasions like birthday or marriage anniversary

## **VI. DISCUSSION**

The major factor that affects consumers buying behavior according to our study is the stylish shape, ingredients of the product which particularly attracts children, and the garnishing, design of Pizza. In many research findings product quality has been portrayed in terms of product design or shape of the product and customer requirement (Flynn *et al.*, 1994). It has been found in our study that shape and design of Pizza attract consumer. Composition of a Pizza includes the various ingredients that are used in preparation of a pizza and are a major contributing factor towards the taste of the Pizza. In our study this is an important factor, as different customers have different liking and preferences. Some people might prefer extra cheese where as others go for onion. Children are mostly fascinated by the different style, garnishing of Pizza. Our research also supports these conclusions and suggests that most of the customer prefer now a day's Home delivery of Pizza because when they don't want to go out and want change in their eating habits so they feel so comfortable in ordering and getting Pizza of their choice.

Talcum Powder's ingredients are also another consideration in analyzing consumer's buying behavior, and it has been regarded as the key strategic component of competitive advantage and therefore the enhancement of product quality is of prime concern to various firms and management according to literature (Daniel *et al.*, 1995 and Flynn *et al.*, 1995). The improvement in the quality of a product is directly related to the changes made in the ingredients of the product in order to refine it. Ingredients of both Talcum Powder and Pizza have also shown a relation in buying behavior of consumer.

These findings point that most of the customers buy popular brand and does not try out new brands as the satisfaction level with the present brand is quite high. These results support our work where availability of a popular soap brand emerged out to be one of the important factors affecting consumer buying behavior. Our research also suggests that Talcum Powder's fragrance and ingredients have an influence on customer's mind when he/she buys a particular soap and these points are also evident in our factor analysis results. Ingredients of Talcum Powder are thus very important as it affects the fragrance of Talcum Powder and also make it suitable to be used by customers with different requirements according to their skin type.

Packaging has become one of the important factors in our research which attracts a consumer towards a particular brand of soap. Through our research it also comes out that the product schemes like "buy one get one free" or 20% extra or 20% discount affect consumer's buying behavior. Also the designing packages with product images are found to gain attention for brands, it

increases the likelihood of entering the consumers consideration set, to create more enjoyable aesthetic experiences for the consumer and thus create more positive overall impressions of the product.

## VII. IMPLICATION AND LIMITATIONS

The present study was conducted in Indore city, India. The average family expenditure is moderate. The study suggests that consumer buying characteristics are influenced by a number of diverse factors including both internal and external factors. The observations from the study are ubiquitous in nature with similar inference are drawn by others. A particular product, its Fragrance, stylish shape and seasonal variation and Advertisement.

The study also has some limitations like in this those people of very high standards of living are not taken. Products are not much advertised, and above all consumer has very limited choice for making comparison as it takes time for the new products to adopt by the people of this city, It can also be concluded from the study that most of the consumers in this city has lack of proper understanding of the product and decision making skills Another major limitation in the questionnaire survey includes low sample size (n=142).

It can be concluded from the study that among various known common factors which influence a consumer's mind like Product past history, ingredients, price, availability, packaging, fragrance, and its popularity, etc. there are some which are significantly more critical like composition of the product, attractive packaging style and overall look of the product. We assume that these factors may be the secondary determinant factors which may influence the choice for a particular brand from among those in the consideration list in consumer's mind. But may not be the most important and primary determinants for short listing brands. It can also be suggested that media publicity, particularly in the electronic media, plays a significant role in influencing consumer's mind.

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