

## Factors Influencing Consumer Buying Global Journals

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### Factors Influencing Customers Buying Behavior

In this study, the affect of cultural factors on consumer buying behaviour is investigated. A survey was conducted on 1400 people from the different parts of Turkey. The information acquired from the results are analyzed and interpreted by the computer packet programs. Turkey has seven regions.

### Factors affecting consumer buying behavior - Factors of ...

Abstract- Customer buying behavior is a process by which consumers identify their needs, collect information, evaluate alternatives, and make the purchase decision. It is a series of choices made by a consumer prior to making a buying that begins once the customer has established a willingness to buy.

### Factors Influencing Consumer Buying Behaviour: A Case Study

4 important Factors that Influence Consumer Behaviour. Consumer Behaviour – The consumer, The KING of the market is the one that dominates the market and the market trends. Lets us know the King first. A consumer is someone who pays a sum to consume the goods and services sold by an organization.

### 7 Important Factors That Influence The Buying Decision Of ...

factors (e.g., psychological approach) and external factors (e.g., situational, product and website factors) in studying the impulsive buying behavior. The external factors (e.g., website designs) and internal factors (e.g., affective states) which cause impulsive purchase are interrelated in certain aspects and are hard to separate individually.

### What are the Factors Influencing Consumer Behavior ...

four main factors that affect consumer buying behavior: Cultural factors, social factors, personal factors and psychological factors. They further classified cultural factors as including Culture, sub-culture and social class. Cultural shift was also highlighted as a key factor influencing consumer

behavior under cultural behavior.

### **AN INVESTIGATION OF FACTORS INFLUENCING CONSUMER BEHAVIOR ...**

The economic factors that most affect the demand for consumer goods are employment, wages, prices/inflation, interest rates, and consumer confidence.

### **Factors Affecting Consumer Preference of International ...**

There are several factors affecting individual buying decision and they are as follows: Economic Factors; Personal Factors; Cultural Factors; Psychological Factors; Social Factors; Economic Factors. Economic factor directly affects consumers behavior. Buying decision and willingness to spend depend on the purchasing power.

### **What Internal and External Factors Influence Impulsive ...**

Consumer behavior can be broadly classified as the decisions and actions that influence the purchasing behavior of a consumer. What drives consumers to choose a particular product with respect to others is a question which is often analyzed and studied by marketers. Most of the selection process involved in purchasing is based on emotions and..

### **5 Common Factors Influencing Consumer Behavior**

The study was conducted in four districts of Haryana namely panipat, jind, kuruksetra and gurgaon. This paper tries to find out the key influencing factors of rural consumers' buying behaviour. Factor analysis was used to group 16 influencing factors of buying behaviour of rural consumers in Haryana.

### **FACTORS INFLUENCING CONSUMER BEHAVIOUR FOR BUYING LUXURY CARS**

The consumer behaviour or buyer behaviour is influenced by several factors or forces. They are: 1. Internal or Psychological factors 2. Social factors 3. Cultural factors 4. Economic factors 5. Personal factors! There are five questions that support any understanding of consumer behaviour.

### **An Investigation of Consumer Buying Behavior for FMCG ...**

Factors Influencing Consumer Behavior Definition: The Consumer Behavior is the study of how an individual decides to purchase a particular product over the other and what are the underlying factors that mold such behavior.

### **5 Factors Influencing Consumer Behaviour | Explained**

The personal factors include age, occupation, lifestyle, social and economic status and the gender of the consumer. These factors can individually or collectively affect the buying decisions of ...

### **Which economic factors most affect the demand for consumer ...**

Factors Influencing Consumer Behaviour: This is causing a transformation in consumer preferences, much of which is powered by the evolving middle class. For instance, a vast majority of middle class women were housewives, so they preferred self-cooked meals that catered to the family's taste.

### **What Factors Influence The Consumers Buying Behavior ...**

California: Oracle Corporation. Orapin, L., 2009. Factors influencing Internet Shopping Behavior: A Survey of Consumers in Thailand. Journal of

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Fashion Marketing and Management, 13(4), 501-513. Park, E., 2013. The adoption of tele-presence systems: Factors affecting intention to use tele-presence systems. *Kybernetes*, 42(6), 869-887.

### **4 important Factors that Influence Consumer Behaviour**

Social factors affecting consumer buying behavior: A customer's buying behavior is also influenced by social factors, such as the groups to which the customer belongs and social status. Each culture contains "sub-cultures" – groups of people with share values. Sub-cultures can include nationalities, religions, racial groups,...

### **Notes on Factors affecting Individuals Buying Decisions ...**

FACTORS INFLUENCING CONSUMER BEHAVIOUR FOR BUYING LUXURY CARS P. Thulasi Research Scholar, Department of Commerce and Business Administration, Bharath Institute of Higher Education and Research, Chennai, Tamilnadu Dr. D. Venkatrama Raju Professor and Head, Department of Commerce and Business Administration,

### **Factors Influencing Consumer Buying Global**

factors inducing their buying behavior of consumers even in brand preferences of durables. This complex consumer buying behaviour does, therefore, necessitate a critical investigation by the researchers in every nook and corner of the world. In India, many studies have been undertaken by various researchers on varied products in fits and starts.

### **Consumer Behaviour: Meaning, Models and Factors | Marketing**

Some of the important factors that influence personal buying behavior are: lifestyle, economic status, occupation, age, personality and self esteem.

- Age. Age and life cycle have a potential impact on the purchasing behavior of consumers. It is obvious that consumers change the purchase of goods and services over time.

### **Factors Affecting Consumer Behavior | MBA Tutorials**

A consumer buys goods or services for his or her personal use. ( Armstrong & Kotler ) What factors influences the consumers buying behavior? This literature review on consumers buying behavior , many scholars and researchers working in this field. They from different angles on the impact of consumers buying behavior .

### **The Influence of Cultural Factors on Consumer Buying ...**

There are various factors which influence consumer purchase decision. Such as Country of origin, price of the brand fashion, family and friends, brand name, availability, advertising campaigns, consumers' ethnocentrism etc.