



## FACTORS AFFECTING STUDENT'S BUYING BEHAVIOR – LITERATURE REVIEW

**Dr. ReemaKamlani**

*Dada Ramchand Bakhru Sindhu Mahavidyalaya, Nagpur.*

### **Abstract**

*In India, students are emerging as big buying segment for so many products such as stationary, bags, garments, cell phones, cycles, etc. Most of the companies are trying to attract students towards their product. However, there are so many factors which affect the buying decision of the students.*

*This paper trying to analyse important factors based on literature review.*

**Keywords:** *Students, Buying Behaviour.*

### **Introduction**

Companies use various marketing efforts to influence the decision of students but it is difficult to know how students respond to them. Marketing stimuli comprises the Four Ps which are product, price, place and promotion. Smartphone companies use these marketing stimuli to influence the students to buy new Smartphone or replace old one. Besides these there are other stimuli that act as the major forces in the buyer's environment which are economic factor which is country's market condition and its economic condition, the next stimuli is the technological factor which is the R&D sector which analyse the usages and needs and develop Smartphone according to it and the next is the cultural factor which is cultural impact of the country.

All these stimuli enter into the buyer black box and depending upon the influence of buyers characteristics, the buyer come up with the observable buyer response: product choice, brand choice, dealer choice, purchase timing and purchase amount.

### **Objectives**

Following are the objectives of the research paper

1. To identify factors affecting buying behavior.
2. To analyze important factors affecting buying behavior of students.

### **Research Methodology**

This paper is based on secondary data. Available literature on the given topic is reviewed and analyzed. The paper presents the important factors which affects the buying decisions of students based on literature review.

### **External Influence on Students Behavior**

#### **Culture**

Culture is the accumulation of shared meaning, rituals, norms and traditions among the members of an organization or society. A student's culture determines the overall priorities he/she attaches to different activities and product. It also determines the success or failure of specific products and services in the market. A product that provide benefit consistent with those desired by members of a culture at any point in time has much better chance of attaining acceptance in the marketplace. Culture can be considered as a lifestyle which is then passed on from one generation to the other generation. Culture is not static. It is continually evolving, synthesizing old ideas with new ones. As of the historic factor that Iranian plateau, Central Asia, Arabia, Afghanistan and the West have invaded India thousands of years ago as a result India people and culture have been influenced extremely and produced a remarkable ethnic and cultural fusion. 4 main languages are spoken in the country. English is the most vital language for national, politics and commercial communication. Although 81% of the people are of Hindu religion, India is the home of Muslims (1% of people) one of the world's largest Muslim populations. The population also includes Christians, Sikhs, Buddhists, Sikhs and Parsis (Cia.gov 2014).

#### **Demographic**

An age cohort consists of people of similar ages who have undergone similar experience. They share many common memories about culture heroes, importance of historic event and so on. Marketers often target products or services to one or more specific age cohorts. They recognize that the same offering will probably not appeal to people of different ages, nor will the language and image they use to reach them. Important age cohort includes teenager, 18-29 year olds, baby boomers and the elderly. Teenagers are making transaction from childhood to adulthood, and their self-concept tends to be unstable. They are receptive that help them to be accepted and enable to assert their independence. Baby boomers are the most powerful age segment because of their size and economic clout. As this group has aged their interests have changed and marketing priorities have changed as well.



### Social Status

Different products and stores are perceived by students to be appropriate for certain social classes (Munson and Spivey, 1981). Working class students tends to evaluate products in more utilitarian terms such as sturdiness or comfort rather than style or fashion. They are less likely to experiment with new products or styles. Each individual's social status or personality also influences the consumption behavior. Personality can be defined as a set of unique human psychological traits such as confidence, autonomy, adaptability and defensiveness that leads to regular and continuous responses to external stimuli. A brand also has personality, a Brand personality can be considered as the individual set of traits that we can attribute to a certain brand. Buyers are more likely to choose brands that reflect their own. Usually, such possessions would be more obvious for public products than for private products available in market (Solomon, 2006).

Occupation and the social class have a powerful impact on buyer's decision. The different categories of social class are as following:

1. Upper class- they are social elite, leaders in business
2. Upper middle class- they are mainly professionals and business people
3. Middle class- they are the white-collar workers and small business owners
4. Working class- they are blue-collar workers
5. Lower class- they are the unskilled, poorly educated and socially disadvantaged people.
6. People who are from an upper-class family will undoubtedly consume more on products and services while people from a lower class will spend more cautiously and wisely on products and services in market.
7. The increase in India economic activities naturally has led to creation of employment and business opportunities, which in turn has resulted in a substantial rise in the disposable incomes of the people particularly, the middle class. An ever greater section of the India populous is making their entry into the middle class by virtue of their earning potential.
8. With increasing disposable incomes, higher levels of aspiration and propensity for a better lifestyle - the middle class is the key beneficiary of majority of the products and services marketed in India. Considering the size of the country and its population, the market size for goods and services in India is huge and it is still growing.

### Reference Groups

A reference group is an actual or imaginary individual or group conceived of having significant relevance upon an individual evaluations, aspiration or behavior. Reference group influences students in three ways. These influences are informational, utilitarian, and value expressive.

Although two or more people are normally required to form a group, the term reference group is often used bit more loosely to describe any external influence that provides social cues. Reference group that affect the consumption can include parents, fellow enthusiast, team members, classmate etc.

A reference group can take the form of a large, formal organization that has a recognized structure, regular meeting times and officers, or it can be small and informal, such as a group of friends or student living in hostels. In Smartphone market, companies tend to have more control over their influencing of formal group because they are more easily identifiable and accessible.

### Family

Family is considered as the most important students consumption organization in society, and members of a family constitute the most influential primary reference group. Family members play certain roles in the decision-making process, namely the information gatherer who has the influence on how and where information is gathered, the influencer who has the influence on different brands are evaluated, the decision maker who has the influence on which product will be bought, the purchasing agent who makes the purchase, and the user of the product.

There are two families in the buyer's life. The family of orientation consists of parents and children (single-parent families and childless families are included). From parents, an individual acquires an orientation toward religion, economics, personal ambition, and self-worth. Such influence on behavior can be significant and continuous even though the buyers do not interact often with their parents.

Another more direct influence on daily buying behavior is the family of procreation, namely one's spouse and children.

### Learning

Learning induces changes in students' behavior arising from experience. Actually most human behavior is learned. Learning is formed through the interplay of drives, stimuli, cues, responses, and reinforcement. A drive is a strong internal stimulus that propels actual action. Cues such as advertising are minor stimuli, which determine when, where, and how a person



responds. Response is an effort that people make to satisfy the drive by obtaining a product. Reinforcement happens once a student's has bought the product and is satisfied after using it.

### Memory

All the information and experiences people confront, as they go through life, become part of the memory. Students brand knowledge can be considered as a spreading activation process in the memory network with a variety of linked associations that determines how people retrieve and what information people can recall in the given situation. These linked associations are important determinants for people to recall about the brand, including brand-related thoughts, feelings, perceptions, images, experiences, beliefs, and attitudes, etc.

### Motivation

Maslow's theory Abraham Maslow tried to explain why people are driven by particular need at particular times. He placed needs in a hierarchy, which is called Maslow's hierarchy of needs. He identified five levels of needs from the most to the least pressing.

The first level of Maslow's hierarchy of needs is physiological needs, which is the basic level of all needs including food, water, and shelter. People will always try to satisfy their most important needs first; the second level of Maslow's hierarchy of needs is called safety needs. When basic needs are satisfied, people will strive for security, stability, and freedom from fear; the third level is social needs, where people students will try to satisfy their needs for friendship, belonging, and affiliation. Such emotional security is valued by other people in social circles the fourth level of Maslow's hierarchy of needs is esteem needs that individual and status, to be superiority; self needs and has to do with self-development and realization.

### Personality

Personality describes a person's disposition, helps show why people are different, and encompasses a person's unique traits. The "Big Five" personality traits that psychologists discuss frequently include openness or how open you are to new experiences, conscientiousness or how diligent you are, extraversion or how outgoing or shy you are, agreeableness or how easy you are to get along with, and neuroticism or how prone you are to negative mental states. Marketers have had better luck linking people's self-concepts to their buying behavior. Marketing researchers believe people buy products to enhance how they feel about themselves to get themselves closer to their ideal selves.

### Attitude

"Attitudes are learned predispositions to respond to an object, or class object, in a consistently favorable or unfavorable way" (Allport, 1935, p810). Attitudes are "mental positions" or emotional feelings, favorable or unfavorable evaluations, and action tendencies people have about products, services, companies, ideas, issues, or institutions. Attitudes tend to be enduring, and because they are based on people's values and beliefs, they are hard to change. Smartphone companies want people to have positive feelings about their offerings.

### Conclusion

The paper is based on literature review. The paper has analyzed buying behavior of the students. It has pointed out the important factors which are affecting the buying decisions of the students. If marketers would like to attract the students toward their products, they have to take care of these factors which plays significant role in buying decision making process.

### References

1. Educational Psychology: An International Journal of Experimental Educational Psychology, 24(4), pp. 419-444. Churchill, G. A. 1979. A paradigm for developing better measures of marketing constructs. Journal of Marketing Research 16, pp. 64-73. Churchill, G. A. and Iacobucci, D. 2002.
2. Marketing research: Methodological foundations. 8th ed. Orlando: Harcourt College Publishers. Cia.gov, (2014). The World Fact book. [Online] Available at: <https://www.cia.gov/library/publications/the-world-factbook/geos/in.html> [Accessed 6 May. 2014].
3. Aaker, D.A. (1991). Managing Brand Equity. New York: Free Press.
4. Aaker, D.A. (1996). Building Strong Brands. New York: Free Press.
5. Allport, Gordon W. (1935), "Attitudes" Handbook of social psychology Murchinson, C. Worcester, MA: Clark University Press Azad, N. and M. Safaei, 2012. The impact of brand value on brand selection: Case study of mobile phone selection. Management Science Letters, 2(1): 1233-1238.