

CONSUMER'S BEHAVIOUR IN THE DECISION-MAKING PROCESS

Анотація: Стаття присвячена актуальності дослідження поведінки споживачів на сучасному ринку; надана класифікація типів споживачів, потреб та мотивів, які мають вплив на процес прийняття рішення. В статті також розглянуто споживчу поведінку відповідно до типів покупця.

Ключові слова: поведінка споживача, процес прийняття рішень, потреби замовника, зовнішнє, внутрішнє середовище, мотиви.

Summary: The article provides information on the importance of exploring the behavior of your customers, the classification of consumer types, their needs, and the motives that influence the decision-making process. The article also describes consumer behavior according to the buyer type classification.

Key words: consumer's behaviour, decision-making process, needs of the customer, external, internal environment, motives.

Analysing consumer's behaviour in the decision-making process is the crucial part in running the business. Each business has to sell its goods, services and it has to rise its sales in order to get the great profit. Each entrepreneur must analyse each action of your potential customer or your regular customer for understanding, what your customer thinks, which needs they have, how much time do they need to think before buying some goods or services.

The purpose of writing a paper is to study and analyse consumers' behaviour in the process of decision-making according to the different classifications of client groups and to understand main motives that influence on the making decision about purchase.

The study of consumers has as its main goal the understanding of needs of customers in order to ensure their fullest satisfaction. For this, it is necessary to identify and deeply analyse already existing needs, to study the laws of their development and the formation of new needs. Consumers' behaviour is never simple, because it is influenced by many factors. Five postulates of consumers' behaviour can be defined:

consumers' behaviour is targeted. What seems irrational to the manager is absolutely reasonable for the consumer;

the consumers have freedom of choice. They absolutely do not have to notice your marketing tricks. The communication flow falling upon it is processed selectively. Most often, they isolate several goods from it, and it is between them they make their choice;

consumers' behaviour is a process. To conduct marketing operations, you need to understand this process;

consumers' behaviour can be influenced. By understanding how consumer decisions about buying are made, a marketing specialist can influence consumer behaviour.

It should be noted that consumers' behaviour is a field of knowledge that goes beyond the purely marketing sphere of activity. Consumers' behaviour is an activity that is directly involved in the acquisition, consumption and disposal of products, services, ideas, including decision processes that precede this activity and follow it [1].

When analysing consumers' behaviour in the market of goods and services, it is also necessary to take into account the decision-making process on the purchase, post-purchase analysis and the formation of customer loyalty to the brand of the product.

There are five main steps in a consumer decision making process: a need or a want is recognized, search process, comparison, product or service selection, and evaluation of decision (fig.1).

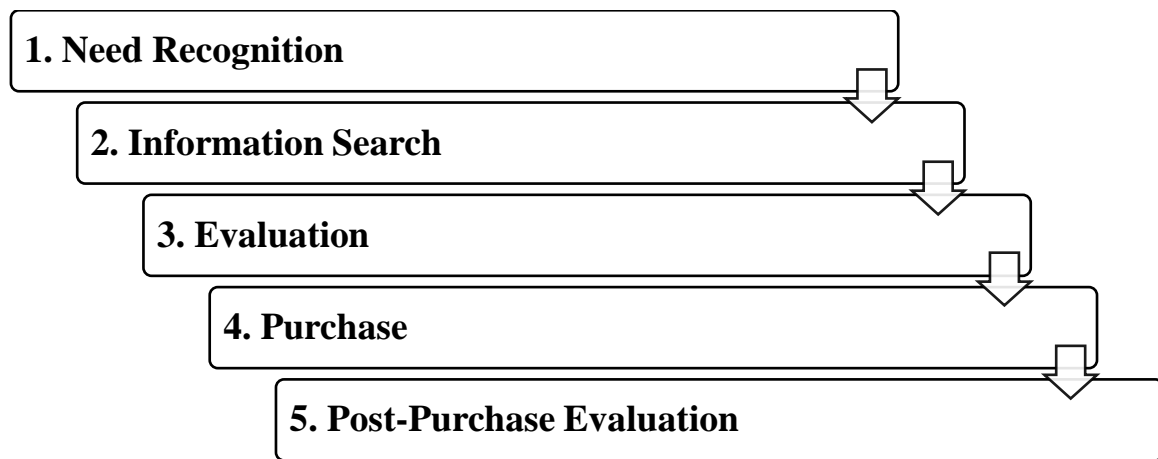


Fig.1. Main steps in a consumer decision making process [7]

The whole variety of factors affecting consumers of tourism services can be divided into two groups: external drivers and personality factors.

External drivers include marketing factors (product, price, sales, communications, staff, process of consuming services) and environmental factors (economic, social, cultural, political). Among the most significant personality factors, the following are usually distinguished: age and stage of the life cycle, occupation, education, economic situation, personality type and conceit, lifestyle.

Identification of customer needs is a very important stage on the path not only to a successful sale, but also to the formation of loyalty. The path to the sale of a product or service certainly goes through a very careful clarification and study of the needs of the client [3]. It is important to remember that the basis for the sale is not the product itself or even its characteristics, but the benefit that the buyer receives from his purchase.

Therefore, the identification of the need of customer is one of the main motives for customer to go to the shop or to the website in order to buy what they need. In addition, it is the first step in the decision-making process. It is also the crucial element of communication between customer and seller, because how it was written earlier you could not sell your goods/services before you do not understand what to sell to your client.

The next stages in the process of decision-making after the identification of the need of customer are search for information to solve the problem; evaluation of existing options; purchase decision and reaction to the purchase.

In addition, it is necessary to mention the motives of customers, which influence on their behaviour in the decision-making process. Frenchman J. F. Krolar proposed the most popular motives of customers. The model includes such motives like anxiety, greed, importance of new popular goods, comfort, pride and attachment [2].

The first one motive that influence on customers' behaviour is anxiety. A person who is anxious wants, first of all, safety. The motivation of this type of customer in sales is nothing more than the need for security. He needs guarantees, the reputation of your company, documentation confirming the quality, as well as good reviews about the product. If a potential buyer is worried, it is important to focus on the reliability and safety of a product or service when selling. The product that you offer him must necessarily contribute to the creation of psychological comfort, bring a person a sense of security and tranquillity - the consumer must be 100% sure that he made the right choice.

In this case, your customer will doubt for a very long time and the process of making a purchasing decision will take him quite a long amount of time. In the decision-making process, evaluation of all the options will take him a long period.

The next motive is greed. If the main need of customer is to take benefit from the purchase, your customers can behave in two ways:

they will directly say that they are interested in a discount or products on a certain budget, can also ask questions about various promotions and discounts;

they will hide his need for profit before the seller, and say that they need to think and at the same time the customer will chose the most profitable place where to buy.

In the process of the decision-making, the evaluation of the products and the search of information will take a lot of time for such customers.

For some buyers is necessary the new popular goods/services. There is a separate category of consumers for whom the main motive for buying is the fact that the product has just appeared on the market. Even without a clear need for it, they choose

a product just because they want to try something new [2]. This means that a person has a high need for change, he longs for fresh impressions, and you can safely focus your proposal on this.

Such customers do not spend a lot of time on the decision-making process; they can skip some stages in the process. They take decision quickly.

For some customers comfort is the most important thing. This refers to those forms of convenience that the buyer receives with the purchase of the product. Comfort motivation usually works in people with rational thinking [2]. A customer of this type needs to sell a product or service in such a way that the product is simple, convenient to use and has a number of purely practical advantages, for example, a long service life, suitable size, delivery, additional service, etc.

Such customers can behave in different spheres of sales different. If they find the need good or service, they can take decision quickly and skip some stages in the decision-making process. On the other hand, they can think about purchasing during a long period.

Pride is the next motive for customers. Customers who are motivated by this motive are greedy for a prestigious brand, unique products, a way to attract attention - this type of customer in sales wants to be admired by others [2]. Therefore, the products act as a kind of pass to the VIP-zone, and they are evaluated, first of all, precisely from the point of view of their influence on raising the social status of the consumer. Accordingly, in order to motivate the customer to buy through a sense of pride, focus his attention on these characteristics of the product.

Such customers behave liberated. They can skip such stages in the process of decision-making like searching for information to solve the problem; evaluation of existing options. Such buyers right away go to purchasing decision and react to the purchase.

Attachment is last but not the least motive of customers in their behaviour in the decision-making process. The buyer, whose behaviour is based on affection, will perceive only those of your arguments that are related to his habits. Such conservatism is expressed in the commitment of this type of client in sales to a very

specific style defined by the company, manufacturer. The product that you offer should cause pleasant associative emotions.

The model of J. F. Krolar was described and there were written some assumptions about customers' behaviour and the connection between motives, needs and the process of decision-making.

There are many different classifications of consumer typology by different criteria. Let us consider one of them on consumer behaviour.

Purposeful client, well knowing what exactly he needs. Most often, such buyers demonstrate confidence in their behaviour, often express their opinions, usually demonstrate perseverance and distrust. This type of customer in sales is carried out using just a method that allows you to achieve the effect of its special popularity.

An all-knowing customer who thinks he is more knowledgeable about the application than the seller. This type of buyer will do his best to argue with the manager. He tries to demonstrate exceptional knowledge, applies inappropriate objections, tries his best to divide the seller into money in order to accuse him of the necessary competencies.

Loving to talk. This type of client in sales loves to talk and joke, he has a well-developed sense of humour. Such a person is quite friendly he is in contact. He can convince and compelling arguments [2, 3].

An indecisive client who cannot make a choice. This shy type of customer is full of doubt and concern. He is suspicious, and it is very difficult for him to make decisions. Such a consumer often seeks for product flaws and shortcomings, and even when the offer to complete the transaction has already been accepted, he continues to suffer from doubts.

Uncommunicative client will only answer your questions. You may have the difficult impression that he is overly concerned about the choice, uncommunicative, critical. In addition, this customer is constantly asking questions.

Disputing customer, always disagreeing with the supplier. Incredulous and suspicious, a person is sure that he is being deceived or are going to do it. He does not like to take risks. This type of consumer has a negative attitude.

Impulsive client, prone to expressing negative often argues a lot, is easily annoyed, and can be aggressive and angry. It will be considered the only valuable.

Buyer who wants to receive your product or service is characterized by a positive attitude towards sellers, a company and product. Structurally, he is interested in buying. Interacting with the seller, he asks about the company.

There are a lot of different assumptions, classification about consumer's behaviour when customer makes decision to buy. It was highlighted the most popular ones. Behaviour of the customer in such situation (in the decision-making process) can vary according to the mood of the customer, according to their needs (comfort, prestige, benefit or another need of the client) and according to a lot of other external and internal environment.

REFERENCES

1. Процесс принятия решения о покупке – [Электронный ресурс]. – Режим доступа : <http://www.grandars.ru/student/marketing/>.

2. Типы клиентов в продажах – [Электронный ресурс]. – Режим доступа : <https://practicum-group.com/blogs/typy-klientov-v-prodazhah/>.

3. Тренинговый центр «Фактор роста» Выявление потребностей клиента – [Электронный ресурс]. – Режим доступа : <https://piter-trening.ru/vyyavlenie-potrebnostej-klienta/>.

4. Decision-making process – [Electronic resource]. – Access mode : <https://www.umassd.edu/fycm/decision-making/process/>.

5. Industrial and Individual Consumer Behavior Models – [Electronic resource]. – Access mode : https://www.tutorialspoint.com/consumer_behavior/.

6. Kescia D. Gray 5 Steps to Good Decision Making – [Electronic resource]. – Access mode : <https://www.corporatewellnessmagazine.com/article/5-steps-to-good-decision-making>.

7. Thomson R. C. Fundamentals of strategic management [2nd edition]. – London, 2013 p. 24-52.

Слепакова Кристина Ігорівна – студентка 4 курсу факультету міжнародних економічних відносин Харківського національного економічного університету імені Семена Кузнеця; 0958084578; 0898kstinson@gmail.com; сертифікат: ТАК; про конференцію дізналася від наукового керівника; потребує отримати запрошення від оргкомітету про наступні наукові конференції на свою електронну адресу.

Алдошина Марія Володимирівна – кандидат економічних наук, доцент кафедри туризму Харківського національного економічного університету імені Семена Кузнеця; 0509694713; mariyaldo.88@gmail.com; сертифікат: ТАК; надійшло запрошення на особисту адресу; потребує отримати запрошення від оргкомітету про наступні наукові конференції на свою електронну адресу.