

FACTORS INFLUENCING CONSUMER BEHAVIOR AMONG COLLEGE STUDENTS

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ABSTRACT: *This research intended to study the factors influencing the consumer behavior of the students of Surigao del Sur State University (SDSSU) and Saint Michael College (SMC) in order to aid the entrepreneurs to progress in enduring the growing and competing world of business in the locality by carefully identifying and understanding the students' consumer behavior for them to continuously position themselves and help them improve marketing strategies to these specific target markets. Specifically, this study seeks to what degree are the consumer behavior influenced by the marketing mix, personal, psychological, social, cultural and situational factors and if there a significant difference on the degree of consumer behavior influenced by factors between the college students of SDSSU and SMC. Based on the findings obtained, it can be concluded that all of the factors studied such as marketing mix, personal, psychological, social, cultural, and situational influenced the consumer behavior of the college students of SDSSU and SMC. However, in depth analysis of the study indicated that the degree of consumer behavior influenced by the factors depend among college students of SDSSU and SMC. It is also remarkable on the results that they do not differ in the cultural factors as the respondents come from the same culture shared by the CARCANMADCARLAN (Carrascal, Cantilan, Madrid, Carmen and Lanuza), Surigao del Sur nearby towns where they originate. This analysis creates an opportunity to discover and better appreciate consumer decision-making behavior of these students.*

Keywords: Consumer Behavior, Marketing Mix Factor, Personal Factor, Socia Factorl, Psychological Factor, Cultural Factor, Situational Factor

1. INTRODUCTION

For most business firms, finding and particularly focusing on one of a kind business sector portions are both a reality and a need in today's aggressive commercial center. The suspicions of the mass market no more apply and conceivable valid for most organizations and item orders. Thus, understanding the factors that could possibly affect consumer behavior is a necessity to continuously position one's business at its competitive advantage.

Undergrads in Surigao del Sur State University (SDSSU) and Saint Michael College (SMC) are outfitted and business visionaries all over the place are attempting to get their brief consideration. Furthermore, if one's item has a time span of usability after school, then such items are lucky in getting them in their obtaining power conclusive years. Be that as it may, to utilize a suitable similarity, offering and promoting to understudies is difficult. This is on account of promoting to understudies represents an exceptional arrangement of difficulties. They're frequently transient, farfetched and destitute, making for a troublesome business sector to enter. These students represent an important group of shopper's consumer segments. And because business is good in this locale, where the economy is growing, this set of consumers are essential to be considered with respect to the factors they are influenced.

This study will augment the academic knowledge on exploring those factors that have not incorporated in previous studies. Consequently, this study will find and inspect whether promoting, individual variables, for example, way of life, lifecycle stage, identity, and monetary circumstances, mental components, for example, inspiration, discernment, learning, convictions, dispositions, exercises, premium, qualities and suppositions, social elements, for example, reference bunches, part in the general public and economic wellbeing, social elements and situational elements

characterize and influence buyer conduct of understudies in Surigao del Sur State University and Saint Michael College.

This study concentrates on these components and endeavours to value the impact of these variables have on the purchaser conduct to this gathering of understudies in the said schools. Its purpose is to aid the entrepreneurs to progress in enduring the growing and competing world of business in the locality by carefully identifying and understanding the students' consumer behavior in order for them to continuously position themselves and help them improve marketing strategies to these specific target markets.

This study was anchored and emphasized the different ideas and theories formulated by the different authors in relation to the development of the knowledge on the factors influencing consumer behavior.

According to the Black Box theory of Behaviorism by Keegan, et. al. cited by Fatima Furaiji, the focus is not on the processes inside a customer but the relationship among stimuli and customer answers. Marketing stimuli are planned and shaped by organizations, while the environmental stimulus is generated by community factors, based on the economic, political and cultural circumstances of the public. The buyer's black box contains the buyer's characteristics and the decision method, which decides the buyer's response. For business associations, to accomplish business achievement, it is vital for supervisors to comprehend and inspect the elements that could influence buyer conduct. The promoting systems are adjusted to the relationship of these elements to buyer behaviour (Kotler and Caslione, 2009). Subsequently, adds to the general execution of the business (Kotler and Keller, 2012)[1]. It has been perceived that the customer purchasing conduct is the consequence of the necessities and needs of the shoppers and they obtain products and administrations to fulfill these requirements and needs.[2] Despite the fact that this sounds basic and clear, these necessities can be various relying upon the individual

components, for example, age, brain science and identity. Likewise there are some other outside components which are far reaching and outside the ability to control of the purchaser.

Consumer manner is the study of individuals, groups, or organizations and the procedures they use to choose, safe, utilize, and dispose of products, services, experiences, or ideas to assure needs and the impacts that these processes have on the customer and culture. It blends elements from psychology, sociology, social anthropology, marketing and economics.[3] It attempts to comprehend the management processes of buyers, both individually and in groups such as how emotions influence buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an effort to be aware of people's wants. It also tries to review influences on the customer from groups such as family, friends, sports, reference groups, and society in general.[4]

Consumer buyer behavior is considered to be an inseparable part of marketing and Kotler and Keller (2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

Lee in 2005 completed a study on the five phases of the customer choice making process in China. The specialist focuses on the truths that influence the purchaser choice making process on acquiring imported wellbeing nourishment items, specifically demographic impacts, for example, sex, instruction, pay and conjugal status. The creator drew in poll technique with a specific end goal to accomplish the targets of the exploration. Assessment on the five phases of customer choice having process show that effect of relatives on the purchaser choice making procedure of buying imported wellbeing nourishment items was significant.

Alternatively, consumer buying behavior refers to the buying behavior of final consumers, both individuals and households, who purchase goods and services for individual use. From the marketers' point of view issues precise aspects of consumer conduct that need to be studied include the reasons behind consumers making purchases, detailed factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others.

On the other hand, customer purchasing conduct alludes to the purchasing conduct of definite shoppers, both people and families, who purchase products and administrations for individual utilization.[5] From advertisers' perspective issues particular parts of customer conduct that should be examined incorporate the purposes for shoppers making buys, particular components affecting the examples of buyer buys, examination of changing variables inside of the general public and others.

Faison and Edmund said that consumer behavior is the theory that people have a series of needs which lead to drive state. While Engel, *et al.* disagree that these are acts of individuals directly involved in attaining, using, and disposing of economic goods and services, including the decision processes that come first and determine these acts.[6] Shopper conduct is the investigation of how individuals purchase, what they purchase, when they purchase and why

they purchase. Then again, it refers to the conduct that customers show in searching for, buying, utilizing, assessing, and discarding goods and services that they expect will fulfill their requirements.[7]

Customers are influenced by both inside and outer impacts. These impacts influence their buy choices. Outside impacts might influence numerous customers simultaneously and likewise. Probably the most essential social impacts are the family, reference gatherings, and social class. [8]Shoppers' way of life and small scale society influence their practices. Other outside impacts are those connected by advertisers, the purchasing circumstance, innovation, item supply, and even the climate. Inside impacts are close to home, one of a kind, and not discernible.[9] These are mental components that occasionally can be surmised by watching purchaser conduct. Intense inward impacts incorporate needs and needs, association, discernment, learning, demeanors and state of mind change, and identity.[10] You should comprehend the way of these impacts to have the capacity to comprehend buyers and attempt to fulfill them. [11]

Numerous past studies have demonstrated that shoppers much of the time show steady choice settling on styles to coordinate their choice making when they shop (Durvasula, Lysonski, and Andrews, 1993; McDonald, 1993; Evans, Christiansen, and Gill, 1996). Besides, their choice making styles are frequently adjusted by companions or relatives.[12] Likewise, purchasers by and large exhibit distinctive shopping designs because of contrasts in buyers' needs and needs and also contrasts in identities, mentalities, and financial circumstances. For instance, a few purchasers might purchase costly brands or astounding items, while others might purchase modestly estimated, non-mark, or even low - quality items. In this way, numerous variables, for example, brand, quality, value, propensity, entertainment, disarray, motivation, and style consolidate to decide an individual's one of a kind shopping propensities.[13]

Various studies and explores have been upheld by scholastics and researchers on perceiving and assessing those components influencing the purchasers' purchasing conduct and came about to a few sorts of elements have been known. These variables have been classified into various sorts in various routes by various creators. For Wiedermann *et al* [2] grouping them into inner and external element, while Winer[3] separated them into social, individual and mental elements. Despite the way that they have been sorted into assorted gatherings by various creators they are practically identical in degree and reason.

There is a broad scope of components that can influence customer conduct. These components are separated by Hoyer *et al.*[4] into four general classifications: situational, individual, social and social elements. Situational variables might incorporate area, environment, timing and considerably climate conditions [4]. Keeping in mind the end goal to take advantage from situational components real retailers attempt to make air and conditions in stores that fortify clients to settle on obtaining choice. Distinctive apparatuses to accomplish such a result incorporate playing unwinding music in stores, making reviving scents in stores and utilizing bread and drain items in general stores towards the inverse

end of stores to empower the development of clients all through the store to make additional buys.[14]

The territorial picture and credibility, directly affect different components, as these can underline in a few ways the association with regional customs and neighborhood society.[15] Actually, social variables additionally impact straightforwardly the purpose of offer, where both the environment and configuration ought to review the domain with exceptional pictures, hues and materials. These components influence the attributes of the bundling as well, which ought to contain all the data important to push the association with the nation, society and customs of the spot of source.[16]

2. MATERIAL AND METHODS

This study used the descriptive survey method. A researcher-made questionnaire was used as the main instrument for data collection. Interviews were also conducted to answer clarifications, verify the answers of the respondents, and to solicit additional information.

Participants and Procedure:

The research was conducted in Surigao del Sur State University Cantilan Campus, and Saint Michael College, Cantilan, Surigao del Sur.

3. RESULTS AND DISCUSSION

The results provide information regarding the respondents’ degree of consumer behavior influenced by marketing mix, personal, psychological, social, cultural and situational factors.

Table 1 showed that for SDSSU respondents, marketing mix were considered most of the time while that of the SMC respondents, it is considered all the time. They all approved that marketing mix influenced their buying behavior. Both agreed that looking at the price when buying a product was considered all the time since the respondents were conscious on buying products and services at a reasonable price. For SDSSU respondents, appearance or the design of the product was considered all the time while for SMC respondents it was only considered most of time. The convenience of where one could buy the product, buying products only in stores and other places that were intended only for buying and selling and being particular with the place for distribution of a product or service were considered most of the time by SDSSU respondents while SMC respondents considered them all the time.

For the degree the respondents’ consumer behavior were influenced by personal factors, SDSSU respondents sometimes considered the personal factors while SMC considered these factors were considered most of the time. For SDSSU respondents, buying products according to personal interest and likes was considered most of the time while for SMC respondents it was considered all the time.

For students of both schools, it was important that buying such products and services should be according to their likes and interests. But, spending lavishly on drinks like liquor and beer, clothes, going to parties and outings got the least consideration. For them, because they have limited allowances from parents, though those met their likes and interests, they still managed to prioritize things; thus, did not use their allowances wastefully for these things.

Table 1: Degree of Consumer Behavior of College Students Influenced by Factors

AREA	SDSSU		SMC	
	GRAND MEAN	ANALYSIS	GRAND MEAN	ANALYSIS
Marketing Mix Factors	3.14	most of the time	3.32	all the time
Personal Factors	2.47	sometimes considered	2.65	most of the time
Psychological Factors	2.65	most of the time	2.98	most of the time
Social Factors	2.95	most of the time	3.22	most of the time
Cultural Factors	2.68	most of the time	2.61	most of the time
Situational Factors	2.48	sometimes considered	2.99	most of the time
Grand Mean	2.73	most of the time	2.96	most of the time

Respondents believed that psychological factors influenced their consumer behavior which was considered most of the time for both schools. They agreed that they bought the product or service all the time when they needed such. For SDSSU respondents, enjoyment and making themselves happy through shopping without caring of what others might think was sometimes considered, but for SMC respondents, it was considered most of the time. According to SMC students, shock tactics, surprise, humor or any device that would catch their attention was considered most of the time while for SDSSU respondents, it was sometimes considered.

Respondents agreed that social factors influenced their consumer behavior. Both schools considered the factors as most of the time. They consulted family and friends most of the time before making a purchase and buying when they were tasked to do so. This means that for both respondents, what their family and friends will say about the product and services that they would buy can affect them in their consumption. Because consumers believed that what matters most was about what their family and friends think.

The cultural factors influenced consumer behavior. Both respondents considered the factors most of the time. But for SDSSU respondents agreed that the approval of their family, environment or friend was the most important thing for them before taking the goods and services was considered most of the time. But for SMC respondents, it was considered all the time. For them, these were the group of people who were the most concerned about their welfare and after with what could be the best for them. They differed on the consideration of suitability to their culture, belief, tradition and custom on taking goods and services because for SMC respondents, it was considered all the time while for SDSSU respondents it was considered most of the time. This difference may result because SMC was a Catholic school, and it always upheld the values to whatever undertakings they would have considering their culture, beliefs and traditions as Christians.

Situational factors influenced the respondents' behavior. For SDSSU respondents the factors were sometimes considered while SMC it was most of the time considered. SMC respondents believed that their companions during their purchase influenced their behavior and choice, attractively arranged stores stimulated to have an unplanned purchase and nice music can induce them, store location and larger quantity of the same merchandise displayed in one place attracted them which according to them and they considered it most of the time. Unlike with SDSSU respondents, it was sometimes considered.

Table 1 showed both respondents from the two schools influenced by the six factors most of the time. For SMC respondents Marketing Mix factors were considered all the time while SDSSU respondents considered them most of the time. Both also differed with the influence of personal factors to their consumer behavior. For SMC respondents, the personal factor was considered most of the time while SDSSU students it was sometimes considered. For situational factors, SDSSU sometimes considered them while SMC respondents considered them most of the time. But both agreed that psychological, social and cultural factors were considered most of the time.

Table 2 Hypothesis for the Degree of Consumer Behavior Among College Students Influenced by Factors

Area	Critical Value t $\alpha = 0.05$	Decision	Interpretation
Marketing Mix Factors	1.771	Rejected	Significant
Personal Factors	2.015	Rejected	Significant
Psychological Factors	1.895	Rejected	Significant
Social Factors	2.92	Rejected	Significant
Cultural Factors	2.015	Accepted	Not Significant
Situational Factors	1.782	Rejected	Significant
Total	2.015	Rejected	Significant

Table 2 showed the critical value of t for $\alpha = 0.05$ and 13 degrees of freedom, is 1.771. Certainly, the observed value of $t=3.27$ is large and significant. Hence, there was a significant difference in the marketing mix factors influencing consumer behavior among college students in SDSSU and SMC.

There was sufficient evidence that personal factors influenced consumer behavior among SDSSU and SMC college students. Since computed t value of 4.163 is greater than the critical value of 2.015, null hypothesis was rejected.

The data in table 2 showed significant evidence to indicate a significant difference between the degrees of consumer behavior influenced by Psychological factors among SDSSU and SMC college students.

The data provided enough evidence to indicate that there was an existence of significant difference between the degree of consumer behavior influenced by social factors among SDSSU and SMC college students.

The null hypothesis is accepted since the computed t value of 0.407 is lower than the critical value of 2.015. There was no existence of the significant difference between the degree of

consumer behavior influenced by cultural factors among SDSSU and SMC college students.

Since the computed t value is 15.99 which is very large and highly substantial, there was a significant difference in the degree of consumer behavior influenced by situational factors between SDSSU and SMC college students.

For the total computed t value of 3.004, it is greater than the critical value of 2.015 at 0.05 level of significance, thus, the null hypothesis was rejected. The degree of consumer behavior influenced by factors depended among college students of SDSSU and SMC.

4. CONCLUSIONS

This research contributes to the understanding of consumer behavior among college students. Based on the findings obtained, it can be concluded that all of the factors studied such as marketing mix, personal, psychological, social, cultural, and situational influenced the consumer behavior of the college students of SDSSU and SMC.

However, in depth analysis of the study indicated that the degree of consumer behavior influenced by the factors depend among college students of SDSSU and SMC. It is also remarkable on the results that they do not differ on the cultural factors as the respondents come from the same culture shared by the CARCANMADCARLAN (Carrascal, Cantilan, Madrid, Carmen and Lanuza), Surigao del Sur nearby towns where they originated. This analysis creates an opportunity to discover and better appreciate consumer decision-making behavior of these students.

Moreover, the analysis will enable the researcher ascertain numerous capable ways for future research. As a product of the research, there can be a development of enhanced marketing schemes that would be precisely useful to business entrepreneurs whose target markets are these college students in Cantilan, Surigao del Sur.

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