



PSIWORLD 2014

Consumer Response to Product and Service Quality

Florica Mariana Călin*

Universitatea Tomis Constanța, str. Cișmelei, nr. 2, bl. LA, sc. E, ap. 82, Constanța, 900493, România

Abstract

In investigating the behavior, one of main directions refers to the process of choosing between several competing products and evaluating alternatives. It is known that people buy according to their emotional desires. Practice has proved that there are four factors for emotional reasons, such as: fear, gratuities, effortless gain turning dreams into reality. The research was conducted on 100 people using three surveys that have aimed to identify how consumers respond to different situations in the quality of products and services.

© 2015 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the Scientific Committee of PSIWORLD 2014.

Keywords: consumer motivation, product perception, consumer response, evaluatio of alternatives.

1. Buying decision

Analysis of consumer impacts requires an understanding of the nature of consumer insight into the effect the policy may have on consumer information, and knowledge as to how consumers may respond to complex products, services and transactions.

According to Kotler, in making the decision a person can perform five functions (Kotler, 2007):

- The person who first suggested the idea of buying a product;
- The person whose views or advice influences the decision;
- The decision maker - the person who decides on components purchasing decision;
- The buyer - the person making the purchase;
- User - the person who consumes or uses the product effectively.

Types of buying behavior (Iliescu & Petre, 2004):

* Florica Mariana Călin. Tel.: 0726447755.
E-mail address: mariana_bentea@yahoo.com

1. Complex buying behavior - occurs when consumers are deeply involved in the buying process, the product is expensive, it is not purchased frequently and is accompanied by a number of risks. Initially there is an information process, then the buyer goes through a learning process, forming certain beliefs, and attitudes, and finally to select the desired product knowingly.
2. Purchasing behavior toward reducing disparities - occurs when on the market there are many brands that are relatively difficult to differentiate. The acquisition is costly and risky, so the buyers spend much time to search for information. In this case the buyer will react more quickly at an attractive price or convenience purchase. Also, the buyer will pay attention only to information that justifies the choice.
3. Normal purchasing behavior - occurs for purchasing household products on the market in a wide variety of brands. Consumer involvement in the procurement process is minimal. In this case commercials and promotional schemes of manufacturers and retailers play an important role in the decision making process of the buyer.
4. Behavior-oriented assortment diversity - occurs where there are significant differences between brands and the buyer is involved than in the purchase. The main phenomenon that accompanies this type of behavior is the buyer's migration from one brand to another, out of curiosity or to avoid monotony. To impress the buyer, the seller frequently resorts to techniques of merchandising, promotional and emotional advertising offers.

2. Stages of decision making

The buyer decision process with its five stages (Gueguen, 2006):

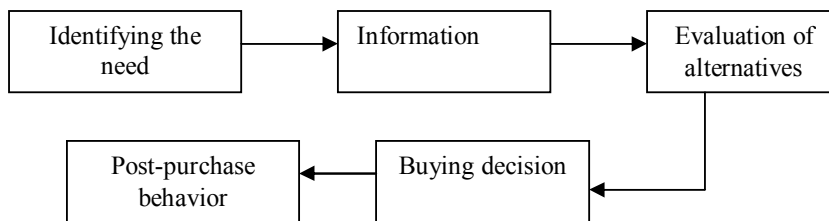


Fig. 1 The buying process

1. Identifying the need - the purchase starts with identifying a need, a problem. The need may be the result of an internal or external stimulus.
2. Information - once the need has been identified, the consumer will seek information. This activity is more or less intense, according to the complexity of the problem faced by the consumer. Sources of information that the buyer can access can be classified:
 - Personal sources: family, friends, colleagues;
 - Commercial sources: advertisements, vendors, websites, exhibitions, packaging;
 - Public sources: the media, consumer organizations;
 - Direct experimental sources: examining, using the product.

The power of influence of these resources varies depending on product and personal characteristics of the buyer. Usually commercial sources are designed to inform and personal sources strengthen consumer choice (Cătoiu, 2003).

1. Evaluation of alternatives - each buyer has a valuation formula according to its own needs and resources. The assessment takes into account a number of criteria: importance criteria, utility criteria, criteria of brand image and strength in time of the declared values, future possibilities related to the product.
2. Buying decision - the assessment phase forms preference for a particular product or brand. In support of the information resulting from the previous step, evaluation, two other factors can operate now: the attitude of others and the emergence of unforeseen circumstances. The extent to which the attitude of others affects the

Download English Version:

<https://daneshyari.com/en/article/1110390>

Download Persian Version:

<https://daneshyari.com/article/1110390>

[Daneshyari.com](https://daneshyari.com)