



A Study of the Influence of Extrinsic Factors on Consumer Buying Behavior

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Abstract: *The consumers are believed to be the king of market, the products are no more designed for the consumers, the products are rather now designed as per the tastes and preferences of consumers only. The consumer buying behavior is indeed a very complex process as it is highly influenced by various intrinsic and extrinsic factors on a whole. Their behavior, their taste and preferences is determined by the intensity of influence of these factors on them. Some consumers are more influenced by extrinsic factors and some by intrinsic factors but the role of these factors can not be denied. The present research paper examines the role of occupation and age in the buying behavior of the consumers towards branded readymade garments in the city of Amritsar. Primary data was used to gather information from 100 respondents who were into the purchase of branded readymade garments. It was found that there the influence of reference group is the highest whereas the lifestyle is the least influencing factor as far as the consumer buying behavior is concerned.*

Keywords: *Consumer behavior, occupation, age, residential background, consumer, extrinsic factors.*

I. INTRODUCTION

This is an era of brands, an inclination on a large scale is found towards the purchase of branded readymade garments by the consumers of almost all the age groups, educational background or occupation background. Though the taste and preference of each consumer may vary from place to place or their residential area to be more precise but the vast increasing trend towards these garments have given a major setback to the manufacturers of unbranded garments.

The awareness amongst the consumers has increased manifold due to the high amount of exposure to the media and the availability of ample amount of varieties in the market. A study was conducted in the city of Amritsar in order to analyze the influence of age and occupation on the consumer purchase behavior towards the branded readymade garments. Furthermore, a comparison of these factors was made with the other extrinsic factors which included reference group, situational factors, role and status, culture and sub culture, lifestyle and product quality and features.

The brands have captured the market, the consumers no more buy products by its price, quality or features, more stress is given upon the brand tag attached with it. The awareness of consumers is a main factor in their buying behavior. At the same time the consumers of different age groups behave in a different manner towards the same brand or product. The age group to which an individual belongs helps in the development of his/her tastes and preferences of that particular brand or product. An individual of teenage group will have a different taste and preference towards a brand than a working individual or a consumer who is above 50-60 years of age. At the same time, the occupation of a person makes a lot of difference in the tastes and preferences of a consumer, occupation helps in the determination of types of individuals, a person sits with, works with and stays for the major time period, so he/she tends to develop a taste or preference towards it as per what is more suitable towards that type of occupation a person is into. For eg: a brand or a product preferred by a professional will be entirely different than a person into business or a student.

Though there are many other extrinsic as well as intrinsic factors which influences consumer buying behavior, but as there is no end to research, so in order to confine the research, these two extrinsic factors have been considered. The extrinsic factors which are considered for the purpose of research in the current paper are situational factors, which includes the location of store and the internal environment of the store including the music, ambience, nature of salesman and store hygiene. The second extrinsic factor considered is role and status, which a person has in the society, followed by reference group which includes the reference by the friends, family and peer groups. Culture and sub culture are the next extrinsic factor which includes the influence of culture and sub culture to which a respondent belongs and its influence on the consumer buying behavior. Product quality, features and after sales services is the next extrinsic factor

which includes the quality of the product so received by the respondent which further helps in the formation of goodwill of a product. The sixth and the last extrinsic factor is lifestyle, which helps in the determination of the way a respondent lives, the standard of living and lifestyle option one chooses in ones life.

NEED OF THE STUDY:

The consumer is considered as the king of market, in this competitive era, it has become really difficult for any producer or manufacturer to withstand the cut throat competition. The present research is helpful in analyzing the extrinsic factors responsible for the buying behavior of the consumers.

SCOPE OF THE STUDY:

The current study is conducted in Amritsar to analyse the factors affecting consumer buying behavior towards branded readymade garments. The main focus of this research is to examine the role of extrinsic factors on the same. The influence of these extrinsic factors with regard to age and occupation have been studied.

OBJECTIVES OF THE STUDY:

1. To analyse the influence of extrinsic factors on the purchase behavior of the consumers.
2. To examine the relationship of occupation of consumers and their buying behavior.

II. RESEARCH METHODOLOGY

Data is collected from 100 respondents of Amritsar using questionnaires. Personal interviews and discussions are also used to gather the complete information, which could not be collected using questionnaires. Due care has been taken to make sure that the data has been collected from a sample of different occupation, income, gender and educational background etc. The sample size comprised of 100 consumers who were from different occupation and different age groups who are into the purchase of branded readymade garments.

III. RESULTS AND DISCUSSIONS

Descriptive Statistical Analysis Of The Influence Of Extrinsic Factors:

Table: 1.1 shows the influence of extrinsic factors on the consumer buying behavior and the highest influence is found in case of reference group (29.98) with the standard deviation of 3.78 and the least influence is found in case of lifestyle (12.63) with the standard deviation of 13.00. The total influence of extrinsic factors is found at 121.30 with standard deviation of 15.15.

Table- 1.1: Showing Descriptive Analysis of Extrinsic Factors in Amritsar

	Mean	Median	SD	Minimum	Maximum
Situational	24.35	24.50	3.92	11.00	30.00
Reference	29.98	29.00	3.78	9.00	35.00
Social	20.84	21.00	3.06	8.00	25.00
Culture	13.60	14.00	3.50	4.00	20.00
Product quality	19.90	20.00	2.78	9.00	25.00
Life Style	12.63	13.00	1.83	4.00	15.00
Extrinsic	121.30	123.00	15.15	45.00	150.00

INFLUENCE OF EXTRINSIC FACTORS ON CONSUMER BUYING BEHAVIOR ON THE BASIS OF AGE OF RESPONDENTS:

Table: 1.2 shows the influence of extrinsic factors on consumer buying behavior on the basis of age of respondents and it is found that the respondents in the age group of 18-25 years are highly influenced by reference group (29.44) with standard deviation of 5.06, whereas the respondents in the age group of 26-35 years are also found to be highly influenced by reference group (30.11) with the standard deviation of 3.24 and least with lifestyle (12.47) with standard deviation of 1.98. At the same time, respondents in the age group of 36-50 years are influenced by reference group (30.48) with standard deviation of 3.03 and least with lifestyle (1.10) and same is the case with respondents of

more than 50 years of age (29.60), highest in case of reference group with standard deviation of 3.69 and least in case of lifestyle (12.10) with standard deviation of 2.23. The respondents in the age group of 18-25 years are found to be having the highest influence of extrinsic factors (122.48) with standard deviation of 17.84 and the respondents of more than 50 years of age are least influenced by extrinsic factors (116.80) with standard deviation of 15.39.

Table-1.2: Showing Influence of Extrinsic Factors on Consumer Buying Behavior on the Basis of Age of Respondents:

	Age (in years)							
	18-25		26-35		36-50		>50	
	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation	Mean	Standard Deviation
Situational	25.37	3.85	24.33	4.08	23.93	3.53	22.80	4.34
Reference	29.44	5.06	30.11	3.24	30.48	3.03	29.60	3.69
Social	20.81	3.43	20.69	3.03	21.30	2.87	20.20	2.86
Culture	14.00	4.00	13.69	3.44	13.26	3.36	13.10	2.96
Product quality	19.89	3.13	19.83	2.69	20.33	2.70	19.00	2.40
Life Style	12.96	2.08	12.47	1.98	12.70	1.10	12.10	2.23
Extrinsic	122.48	17.84	121.14	14.97	122.00	12.73	116.80	15.39

Table: 1.3 shows ANNOVA results for extrinsic factors on consumer buying behavior and it is found that the least significance is found in case of culture (0.844) with 0.274 as its f value and the value of sum of squares between the groups is found to be at 10.276 and within the groups at 1201.724. The highest significance is found in case of situational factor (0.297) and f value is found at 1.248, the value of sum of squares between the groups is found at 57.002 and within the groups at 1461.748.

The total value of sum of squares between the groups is found at 254.354 and within the groups at 22454.646 with 0.780 as the of significance and 0.362 as the f value.

Table- 1.3: Showing ANNOVA Results for Extrinsic Factors on the Consumer Buying Behavior on the Basis of Age of Respondents

		Sum of Squares	df	Mean Square	f	Sig.
Situational	Between Groups	57.002	3	19.001	1.248	.297
	Within Groups	1461.748	96	15.227		
	Total	1518.750	99			
Reference	Between Groups	16.597	3	5.532	.381	.767
	Within Groups	1395.363	96	14.535		
	Total	1411.960	99			
Social	Between Groups	10.497	3	3.499	.367	.777
	Within Groups	914.943	96	9.531		
	Total	925.440	99			
Culture	Between Groups	10.276	3	3.425	.274	.844

	Within Groups	1201.724	96	12.518		
	Total	1212.000	99			
Product quality	Between Groups	13.333	3	4.444	.569	.637
	Within Groups	749.667	96	7.809		
	Total	763.000	99			
Life Style	Between Groups	6.845	3	2.282	.671	.572
	Within Groups	326.465	96	3.401		
	Total	333.310	99			
Extrinsic	Between Groups	254.354	3	84.785	.362	.780
	Within Groups	22454.646	96	233.903		
	Total	22709.000	99			

INFLUENCE OF EXTRINSIC FACTORS ON CONSUMER BUYING BEHAVIOR ON THE BASIS OF OCCUPATION:

The table: 1.4 shows the influence of extrinsic factors on consumer buying behavior on the basis of occupation and it is found that the influence of situational factor is found to be highest in case of homemaker (26.36) with standard deviation of 4.39 and the respondents from others category is found to be least at 22.63 with the standard deviation 3.54. The influence of reference group is found to be highest in case of student (30.44) with standard deviation of 2.68 and least influenced the respondents who are into profession (28.19) with standard deviation of 5.86. Role and social status influenced others the least (20.38) with 2.39 as the standard deviation and highest influence is found in case of student (21.44) with the standard deviation of 2.39. The influence of culture and sub culture is found to be the highest in case of homemaker (15.64) with standard deviation of 2.46 and the least influence is found on professionals (13.06) with 4.06 as the standard deviation. Product quality and features influence homemakers the most (21.45) with 2.21 as the standard deviation, whereas the least influence is found in case of professionals (18.69) with the standard deviation of 3.46. The influence of lifestyle is found to be highest in case of homemakers (13.18) with the standard deviation of 2.36 and least in case of others (12.13) with standard deviation of 1.36. The influence of extrinsic factors is found to be the highest in case of homemakers (127.73) with the standard deviation of 14.44 and the least influence of total extrinsic factors is found in case of others (117.25) with the standard deviation of 11.61.

Table-1.4: Showing Influence of Extrinsic Factors on Consumer Buying Behavior on the Basis of Occupation

	Occupation									
	Service		Homemaker		Professional		Student		Others	
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD
Situational	24.71	3.59	26.36	4.39	22.94	4.92	24.13	3.16	22.63	3.54
Reference	30.41	3.37	29.91	3.53	28.19	5.86	30.44	2.68	30.13	2.80
Role and Social Status	20.94	3.16	21.18	2.82	19.94	3.80	21.44	2.39	20.38	2.39
Culture	13.27	3.75	15.64	2.46	13.06	4.06	14.00	2.48	13.13	3.36
Product quality	20.27	2.60	21.45	2.21	18.69	3.46	19.44	2.53	18.88	2.53
Life Style	12.73	1.45	13.18	2.36	12.31	2.55	12.50	1.97	12.13	1.36
Extrinsic	122.33	14.11	127.73	14.44	115.13	21.34	121.94	11.65	117.25	11.61

Table: 1.6 shows the ANNOVA results for extrinsic factors on the consumer buying behavior on the basis of occupation and it is found that the least significance is found in case of product quality and features (0.60) with 2.341 as the f value, the value of sum of squares between the groups is found to be at 68.472, 17.118 as the mean square and within the groups at 694.528. The highest influence is found in case of lifestyle (0.685) with 0.570 as the f value, the value of sum of squares is found at 7.810 and within the groups at 325.500 and 1.953 as the value of mean squares. The significance of total extrinsic factors is found at 0.244 and 1.388 as the value of mean square, where the value of sum of squares is between the groups is found at 1253.855 and within the groups is found at 21455.145.

Table- 1.5: Showing ANNOVA Results for Extrinsic Factors on the Consumer Buying Behavior on the Basis of Occupation

		Sum of Squares	df	Mean Square	f	Sig.
Situational	Between Groups	107.642	4	26.911	1.812	.133
	Within Groups	1411.108	95	14.854		
	Total	1518.750	99			
Reference	Between Groups	63.964	4	15.991	1.127	.349
	Within Groups	1347.996	95	14.189		
	Total	1411.960	99			
Role and Social Status	Between Groups	22.237	4	5.559	.585	.674
	Within Groups	903.203	95	9.507		
	Total	925.440	99			
Culture	Between Groups	60.091	4	15.023	1.239	.300
	Within Groups	1151.909	95	12.125		
	Total	1212.000	99			
Product quality	Between Groups	68.472	4	17.118	2.341	.060
	Within Groups	694.528	95	7.311		
	Total	763.000	99			
Life Style	Between Groups	7.810	4	1.953	.570	.685
	Within Groups	325.500	95	3.426		
	Total	333.310	99			
Extrinsic	Between Groups	1253.855	4	313.464	1.388	.244
	Within Groups	21455.145	95	225.844		
	Total	22709.000	99			

CORRELATION AMONGST EXTRINSIC AND INTRINSIC FACTORS:

Table: 1.6 below shows the correlation amongst intrinsic and extrinsic factors and it is found that situational factor has the highest correlation with learning (0.653) and the least with cognition (0.115), the highest correlation of reference group is found with learning (0.952) and least with cognition (0.006). As far as role and social status is concerned, the highest correlation is found in case of learning (0.721) and the least with belief and attitude (0.092). Culture has the highest correlation with motivation (0.929) and the least correlation is found with perception (0.042).

Product quality and features is found to be highly correlated with motivation (0.447) and least with belief and attitude (0.041). Lifestyle is found to be correlated with cognition the least (0.138) and learning as the highest (0.625).

The total correlation of extrinsic factors is found to be highest with learning (0.815) and the least with cognition (0.130). The total correlation of extrinsic factors with intrinsic factors is found to be at 0.487.

Table- 1.6: Correlation amongst Extrinsic and Intrinsic Factors:

		Motivation	attitude	reception	Cognition	and status	Learning	Intrinsic
Situational	Pearson Correlation	.436**	.146	.059	.115	.151	.653**	.381**
	p-value	.000	.146	.558	.255	.133	.000	.000
Reference	Pearson Correlation	.285**	.136	.115	.006	.159	.952**	.407**
	p-value	.004	.178	.255	.951	.114	.000	.000
Social	Pearson Correlation	.276**	.092	.245*	.085	.166	.721**	.388**
	p-value	.006	.363	.014	.403	.098	.000	.000
Culture	Pearson Correlation	.929**	.127	.042	.111	.031	.418**	.431**
	p-value	.000	.208	.681	.273	.762	.000	.000
Product quality	Pearson Correlation	.447**	.041	.047	.216*	.092	.496**	.336**
	p-value	.000	.687	.641	.031	.362	.000	.001
Life Style	Pearson Correlation	.350**	.150	.158	.138	.215*	.625**	.396**
	p-value	.000	.135	.116	.169	.032	.000	.000
Extrinsic	Pearson Correlation	.579**	.145	.131	.130	.162	.815**	.487**
	p-value	.000	.149	.194	.197	.107	.000	.000
**. Correlation is significant at the 0.01 level (2-tailed).								
*. Correlation is significant at the 0.05 level (2-tailed).								

IV. CONCLUSION

The present research paper as discussed above studies the influence of extrinsic factors on the consumer buying behavior on the basis of age of respondent and occupation. It is found that reference group is found to be the most influencing factor and the least influencing factor is found as lifestyle. the correlation of extrinsic and intrinsic factors show that highest correlation is found in case of culture and least in case of product quality and features.

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