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Marketing Psychology: Conceptual Study of Behaviours that Consumers Display in Searching, Purchasing, Using, Evaluating and Display of Products and Services

Onyewuchi, Uzoamaka Shirley

Department of Psychology, Faculty of Social Science, Nnamdi Azikiwe University, Awka, Nigeria.

Email: shirleyonyewuchi@yahoo.com

Abstract

This study presents a conceptual review on the behaviours that consumers display in searching for, purchasing, using, evaluating and display of products and services. Consumer behaviour and their decision-making process has advanced and has become an important topic in the marketing society in the last few years. Based on the reviewed literature, it was established that changes in economics, society and technology affect the way consumers behave and react to product and services. The marketing starts and finishes with the consumer hence, consumer purchasing decision making shows how well the organizations' marketing strategy suits marketing demand. Consumer behaviour includes the psychological procedures which consumers experience in understanding their requirements. Discovering patterns to rectify these requirements, taking buying decisions for example, whether to purchase goods and services and if so, what type of brand and where, interpret tips, making plans, and executing these plans, with engaging in comparison, shopping or real buying of product. Totally, modern and professional marketing staffs try to know consumers and their responses, therefore, analyzes the essential traits of their behaviour. Further research is needed to explore locally on consumer behaviour.

Keywords: Consumer Behaviour, Consumer, Marketing Psychology, Industrial Marketing.

INTRODUCTION

In other for organizations to acquire their commercial success, it is significant that managers know consumers behaviour. The relationship among the consumer behaviour and marketing course of actions is emphasized because, the success of organizations' marketing course of actions depends upon

managers' recognizing of the consumer behavior; knowing of the behaviour that consumer display is particularly significant during an economic depression (Kotler & Caslione, 2009; Nnedum, Ezeokana & Egwu, 2015). On the bases of the consumer purchasing behaviour, marketing staff analyzes the



consumer behavior. Consumers play three different roles, such as user, payer and purchaser. Studies have displayed that consumer behaviour is tough to anticipate, even for the experts in the area (Armstrong & Scott, 1991; Okeke, Nnedum, Eze, 2015). The marketing starts and finishes with the consumer, hence consumer purchasing decision taking shows how well the organizations' marketing strategy suits marketing demand. Consumer behaviour includes the psychological procedures which consumers experience in understanding their requirements. Discovering patterns to rectify these requirements, taking buying decisions for example, whether to purchase goods and services and if so, what type of brands and where, interpret tips, making plans and executing these plans for example, with engaging in comparison shopping or real buying of products totally, modern and professional.

According to Hosaini and Rojh (2020) marketing staffs try to know consumers and their responses by analyzing the essential traits of their behaviours. Analyzing consumer behaviour assists to make sure who the consumers are, what consumers wants and how consumers use and react to the products. The marketing staffs study the wants of consumers by conducting surveys (Furaiji, et al, 2012; Chine, Nnedum, & Ike, 2018). The study of consumer behaviours try to recognize the

purchaser's decision-taking process, both personally and jointly. It analyzes personal consumer traits like, demographics and behavioural variables in a strive to know what human beings want.

One key factor of being a great marketer is understanding how (and why) people think and act the way they do. It's much harder to create compelling content marketing, for Example, if you don't know why it would be compelling to your audience in the first Place. This is where looking at your marketing activities through a psychological lens can help. Understanding some of the basic elements of psychology - and how those principles influence how people think, feel, and behave – a business owner can better connect with people, influence their behaviour, and hopefully, see better business results (Okpala, Nnedum, Aghara, & Nnachi, 2012).

Concept of Consumer Behaviour

Consumer behaviour is an important and constant decision-making process of searching, purchasing, using, evaluating, and disposing of products and services (Valaskova et al., 2015). The macro consumer behaviour is created by social issues, but to reach the factors of micro consumer behaviour, individual factors are researched (Solomon, 2016).

Flatters and Willmott (2009) claim consumers try to maximise their utility, satisfaction, or joy by purchasing consumer goods.



According to Valaskova et al., (2015) the approaches explaining consumer behaviour are divided into the three groups: psychical-based on the relation between the psyche and behaviour of the consumer; sociological approach—which is aligned with the reactions of consumers in different situations or how

the behaviour is influenced by various social occasions, social leaders; and economic approach—grounded on basic knowledge of micro economic in which consumers define their requirements. Subsequently, the consumer interests are confronted and traded in the market.

Frontiers of Consumer Behaviour

Table 1 (Consumer purchasing Decision Process. Illustration based on Pride and Ferrell, 2007; Hansen, 2005).

Problem recognition	Information search	Evaluation of alternatives	Purchase decision	Post-purchase evaluation
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The study of consumer behaviour recommends that consumers experience or go through five steps of decision-taking process whenever they want to make a purchase. This is summarized in the table 1 model that indicates that consumers experience and pass through five steps in each purchase.

Concept of Consumer

A consumer is a person who identifies a need or desire, makes a purchase and then disposes of the product in the consumption process. A typical consumer's utility is dependent on the consumption of agricultural and industrial goods, services, housing and wealth (Grundey, 2009). No two of them are the same, as everyone is influenced by different internal and external factors which form the consumer behaviour.

Concept of Marketing Psychology

Whether one considers marketing as a managerial process or as a formalized field of inquiry, it is clear that it is interdisciplinary in nature, spanning a variety of academic fields, including the behavioural and social sciences, economics and communications.

These disciplinary links serve to enrich the marketing enterprise, providing it with empirically-grounded theories and concepts that lie at the heart of the pluralistic perspective typically employed by marketers to ply their trade. Marketing psychology has been loosely defined as "incorporating a range of psychological principles into your content, marketing, and sales strategy". Going further, marketing psychology can be seen as a way to look for patterns in humans and assess how this relates to their purchase decisions.



Marketing psychology anticipates buyer behaviour by understanding our cognitive biases. As consumers, we are irrational, and our decision-making is largely driven by these innate biases. Marketing psychology, therefore, applies theoretical knowledge to the marketing field.

Digital marketing capitalizes on this and applies these psychological insights to optimize campaigns, ads, and copy to drive purchase behaviour: its smarter marketing across every channel and customer touch point.

CONCEPTUAL REVIEW

Consumer behaviour has always been an area of major interest for social science researchers, witnessing an explosion over the past 50 years (MacInnis & Folkes, 2010). Accordingly, literature on this topic has been the center of attention in a number of previous studies (Arndt, 1986; Battalio et al., 1974; Belk et al., 2012; Hameed, Waqas, Aslam, Bilal, & Umair, 2014; Hawkins & Mothersbaugh, 2009; Howard & Sheth, 1968; Robertson & Kassarian, 1991; Solomon, 2013). Literature on consumer behaviour is diverse and extensive as inevitably, these changes lead to changed consumer behaviour studies by which, when, how, and why the topics are studied. Like any other discipline, systematic analysis of the knowledge development status of consumer behaviour field is critical in ensuring its

future growth (Williams & Plouffe, 2007). It is of a greater importance for a field of research such as consumer behaviour that, as MacInnis and Folkes (2010) claimed, is thriving by the growing number of articles and topics examined. One way of conducting this systematic analysis is through studying scholarly literature, which can illustrate a discipline's intellectual history (Pasadeos, Phelps, & Kim, 1998). In this regard, to assess a discipline's accrued knowledge, in-depth reviews of research published in peer-reviewed journals are the most relevant and useful resources (Üsdiken & Pasadeos, 1995; Williams & Plouffe, 2007). The importance of consumer behaviour in the different disciplines of business literature also suggests the need for an up-to-date look at the literature in this field. Beyond helping consumer behaviour scholars and practitioners develop a better understanding of the direction in which the field is progressing and identify the gaps, such studies will provide a guideline for them in positioning their future research and marketing efforts.

In this regard, a technique such as content analysis, which can be used to analyze message content and handling, is ideal for conducting such literature review studies. As an observational research method, content analysis systematically evaluates the symbolic content of all forms of recorded communications (Sattari, 2012). It can be



considered as an empirical starting point generating new research evidence about the nature and effect of specific communications (Kolbe & Burnett, 1991; Vallet-Bellmunt, Martínez-Fernández, & Capó-Vicedo, 2011). Content analysis not only helps identify central issues to the field but can also help to reveal areas where more work needs to be undertaken, particularly if these are considered to be important and defining issues in the discipline (Cokley, Caldwell, Miller, & Muhammad, 2001). Such integrative review of consumer behaviour research as a diverse discipline with an overwhelming scope in peer-reviewed journals is necessary if the field is to progress in a systematic fashion. Moreover, although content analysis of journals can be time-consuming and data intensive, such studies provide direction into future areas of needed inquiry in the field by offering insight about the topical, methodological, and theoretical trends into research communities (Williams & Plouffe, 2007).

Buboltz, Miller, and Williams (1999), opined that an examination of articles published in a journal reveals the trends and issues that impact the discipline. A content analysis of journal articles within a specific discipline allows for an examination of the kinds of topics that are deemed important to the particular field the journal represents (Cokley et al., 2001). In consumer studies, marketing research, and other

business disciplines, literature investigations can also provide insights into the specific journals' contributions to the field as well as the specific published works (Sattari, 2012). This, in turn, can be used to describe a discipline's intellectual history (Pasadeos et al., 1998).

CONCLUSION

A comprehensive content analysis of peer-reviewed journal publications in a field encourages the scholars to assess the entire "forest" of knowledge by taking a step back from their individual "trees" (Williams & Plouffe, 2007). Such studies have been conducted within a variety of disciplines based on publications in the most respected journals. Two examples are the Pasadeos et al. (1998) and West (2007) studies reporting on the impact of advertising on researchers during different periods of time. Buboltz et al. (1999) and Cokley et al. (2001) have contributed similar studies in psychology. Others have targeted the consumer behaviour field such as the studies done by Kassarian (1977) and Helgeson, Kluge, Mager, and Taylor (1984). Therefore, given the importance of consumer behaviour research, a comprehensive literature study of more recent contributions to this area of research is warranted.



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