European Journal of Business & Social Sciences
Available at https://ejbss.org/
ISSN: 2235-767X
Volume 05 Issue 12
December-2017

Impact Of Sociological Components On Consumer Behaviour

Dr. Poonam Madan
Associate Professor
I.B.(PG) College
Panipat (Haryana).

ABSTRACT

Consumer behavior involves the process of selection and purchase of products that fulfill the need of the consumer. Different consumers have different choices while buying something. Also, there are many elements which influence the consumer behavior. In thus paper, we discuss about the sociological components that are responsible for influencing the behavior of the consumers. These sociological components involve the elements like family, Reference groups and social roles and status.

Hence, it can be said that a number of factors are involved in the buying process. Ultimately, final decision is taken by the consumer himself/herself. The consumers go for those products which satisfy their needs.

KEYWORDS:

Sociological, Consumer, Behavior, Component

INTRODUCTION

Family is very important element of sociological factor as a consumer's buying decision is greatly influenced by the family thinking. For example, if the parents tell their children not to drink cold drinks as

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

these are vital for health. Then, there are less chances those children would prefer having cold drinks when they grow up. In this way, the decision of family members has enormous role in influencing the buying behavior of the consumers.

The impact of the reference groups can also not be denied as far as the buying decision of the consumers is concerned. There are many cases in daily lives when one of friend or close relative purchases some products and if those products are good then they also refer us. In this way, the reference groups are known as a good element for the purpose of marketing. To take the full advantage of the reference group marketing, the companies try to enhance the quality of their products so that their products can be marketed well.

Social role and status also have good impact on the consumer buying behavior. For example, a CEO of a company would like to purchase a German luxury car in spite of purchasing small cars like Zen or Alto. The reason behind this choice can be related to the social role as small cars would not suite the status of CEO if he/she purchases small car.

On the other hand, if there is an employee in a private or public company then any small car or even any two wheeler vehicle would suit the social role/ status. Hence, the social role and status play a significant role in influencing the consumer buying behavior.

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

Developed nations have the atomic families everywhere in number, i.e. families comprising of father, mother and children. The house-wife is the decider for purchasing goods like food, clothing, beauty care products and so forth., while father has the say in spending on education, protection and lodging, at long last, children have say in garments, recreational offices like TV, stereo set et cetera. Extent of family spending plan to be spent on different things relies upon the phase of the family life– cycle. For example, spending on food, clothing, and child-mind goes expanding amid the period between the births of the principal child to the marriage of that child.

The consumer isn't just an individual from his family, yet in addition an individual from a few groups outside his family. These groups are called reference groups. Such groups might be social and expert. They impact the consumer's sentiments, beliefs and desires. The consumer acknowledges data got from their groups on products, price, execution style and so forth. Group standards draw the consideration of its individuals towards another product or another brand.

IMPACT OF SOCIOLOGICAL COMPONENTS ON CONSUMER BEHAVIOUR

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

In each close reference group, there is a casual group pioneer. The beliefs, attitudes, activities and behaviors of pioneers are viewed as a perfect to be trailed by the followers. The devotee regards the pioneer and looks for his recommendation. He is viewed as the trend-setter in the group who first tries new thoughts and products. At that point his followers attempt to tail him. These feeling pioneers assume enter part in impacting the purchasing conduct of their followers.

Social class is a bigger group than insinuate group. Income, power, ownership, education, consumption pattern, occupation, and place of home of the individual individuals frame such group. In India people are isolated into three classes, rich people, people of center income and poor people.

Culture alludes to the behavioral pattern, which pass on socially starting with one age then onto the next. It incorporates beliefs, ordinary values, standards, traditions and standardizing conduct. Cultures are typically region particular. In any case, two countries can appreciate a typical cultural legacy. Culture impacts consumers. Learning of consumer's culture helps the advertiser in understanding the degree to which the consumer is something other than a set of biological intuition.

Sub-culture is a group inside a culture. It implies that there are sub-cultures like understudies, experts, football players, jail prisoners and so

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

on. Individuals might be individuals from more than one sub-culture at once. Such groups have interesting consumption pattern.

Advertisers ought to comprehend the cultural and sub-cultural values that are significant to the product. They ought to never negate these cultural values while advancing and disseminating a product and settling prices.

Another part of understanding the effect of families on purchasing conduct is the family life cycle. Most, however surely not all, people and families go through a systematic succession of life arranges that can be utilized to comprehend their obtaining designs.

A commonplace grown-up begins in the lone wolf phase of being youthful and single and afterward moves to being a piece of a wedded couple without youngsters. At that point the wedded couple change to Full Home stages, where the family has subordinate kids living at home. When the kids leave, the family enters the Unfilled Home Stage, which is ordinarily where more seasoned wedded couples (working or resigned) never again have subordinate youngsters living with them. At last, the individual reaches the "singular survivor" phase of being a more established single individual.

Consumer conduct and acquiring is distinctive in every one of these stages. Understanding the family life cycle is gainful for advertisers since it helps in characterizing objective clients.

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

Reference groups are viewed as a social impact in consumer obtaining. They are regularly bunches that consumers will look to settle on obtaining choices. So if a reference bunch underwrites an item, either through use or proclamations about the item, those that look to the gathering will regularly buy that item. Then again, if a reference bunch dislikes an item, those that partner with that gathering will likely not buy the item.

Reference groups can and do affect acquiring choices. This is obvious in various manners, for example, through jobs. Everybody is relied upon to carry on with a specific goal in mind dependent on the reference bunch we have a place with. Understudies act like understudies. With regards to this thought, individuals will regularly adjust their very own conduct to harmonize with bunch standards (even those that pronounce non-similarity are somehow or another accommodating with others who need something very similar).

DISCUSSION

Our buying choices are affected by any number of individuals or gatherings. We regularly seek assessment pioneers for help in our consumer choices. Feeling pioneers are generally individuals who are increasingly educated about a specific item or administration than the normal consumer. Thusly, feeling pioneers can shape how an item is seen. Consumers are always searching out the exhortation of proficient

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

companions or associates who can give data, offer guidance, or really settle on the choice.

For some item classifications, there are proficient assessment pioneers who are very simple to distinguish for example, auto mechanics, beauticians, stock agents, and doctors. Every one of these experts can impact the choices consumers make inside their subject matter. Now and then, these feeling heads can really be gatherings, known as reference gatherings.

Assessment pioneers are especially helpful in showcasing. In the event that an advertiser can recognize key conclusion pioneers for a specific gathering, she would then be able to guide her endeavors towards drawing in these people. In advertising, VIPs are frequently utilized as supposition pioneers. In spite of the fact that they may not really find out about an item or administration, there is typically the recognition that they do. Big name supports in showcasing are an approach to offer clout to an item or administration. Supposition pioneers can affect the achievement of an item, and all alone consumer buys.

Social class can profoundly affect consumer ways of managing money. Maybe the most evident impact is the degree of discretionary cashflow of every social class. For the most part, the rich can buy more consumer products than those with less pay, and those merchandise are of higher

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

caliber. There is additionally a differentiation in the kind of merchandise acquired. For instance, the high society will in general be the essential purchasers of fine gems and regularly shop at select retailers. The lower class, conversely, are substantially more worried about basically getting by; they center more around necessities.

Advertisers must be exceptionally mindful of the social class of their objective market. On the off chance that an advertiser wishes to target endeavors toward the privileged societies, at that point the market offering must be intended to live up to their desires as far as quality, administration, and air. An advertiser ought to comprehend the dynamic of the social class too. For instance, the upper-white collar class are commonly yearning, future-arranged individuals who have succeeded financially and now look to improve their personal satisfaction. Material products frequently take on major representative significance for this gathering. Compelling advertisers will get that and have the option to tailor their methodology in like manner.

Culture is viewed as an outer factor in impacting consumer conduct. Since various societies have various qualities, they will have diverse purchasing propensities. Advertising procedures ought to mirror the way of life that is being focused on. The methodology should show the item or administration as fortifying the convictions, qualities and customs of the

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

focused on culture. Neglecting to do so can bring about lost deals and openings.

A consumer's family is one of the most huge variables in light of the fact that a family helps shape a person's demeanors and practices. One approach to comprehend the family's effect on consumer conduct is to distinguish the chief for a buy. A chief for a buy can be a spouse, wife, or even a kid, and some of the time choices are made in coordinated effort. Another cooler, for instance, is probably going to be a joint choice, while seven days' goods may be chosen by a solitary individual from the family.

CONCLUSION

Consumer trouble making alludes to the basic event of consumers acting outside the standard. It is commonly perceived that there are social practices that are worthy in a given circumstance. Anything outside of those acknowledged practices is viewed as rowdiness. Consumer trouble making is explicitly identified with retail and different markets, and remembers things from slicing for line to battles between clients to Visa misrepresentation. Battling consumer misconduct is a costly, tedious movement. A few financial analysts gauge the all out fiscal estimation of consumer trouble making to be in the several billions of dollars.

REFERENCES

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

1. Churchill, G. A., Iacobucci, D., & Israel, D. (2012). Marketing Research: A South Asian Prespective. Delhi: South-Western, Cengage Learning.

2. Clemente, D. (2015). "Clothes Do Not Make the Man: Fashion and Gender Identity in Twentieth Century Scholarship", Gender Roles in Comparative Perspective, Vol. 79, May, pp. 7-20

3. Coates, J. (2015), "From My Perspective: The Future of Clothing", Technological Forecasting & Social Change, vol. 72, Jan, pp. 21-29.

4. Corsby, Philip B. (2012), Quality Is Free: The Art of Making Quality Certain, New York: New American Library.

5. Coleman and Briggs (2012), Research in Educational Leadership and Management. London: Paul Champan.

6. Crouch, S. and Housden, M. (2015) Marketing Research for Managers, Published on behalf of The Chartered Institute of Marketing.

7. Catry,B. 2013. The great pretenders: the magic of luxury goods. Business Strategy Review, 14(3): 10-17. 6.

8. Chadha,R. and Husband,P. 2015. The cult of the luxury brand : Inside Asia's love affair with luxury. London: Nicholas Brealey International

ISSN: 2235-767X
Volume 05 Issue 12
December-2017

9. Chevalier,M. and Mazzalovo,G. 2013. Luxury Brand Management. A World of Privilege. Singapore: John Wiley & Sons.

10. De Chernatony, Leslie (2012), "Brand Management Through Narrowing the Gap Between Brand Identity and Brand Reputation", Journal of Marketing Management, 15, 157-179.

11. De Chernatony, Leslie and Susan Segal-Horn (2011), "Building on Services' Characteristics to Develop Successful Services Brands", Journal of Marketing Management, 17, 645-669.