

Research Paper on Consumer Purchasing Decision Making Process and Factors Affecting Consumers' Purchasing Decisions

Ahmad Hosaini¹, Abdullah Hosaini², Mohammad Saber Rasoli³

Master of Business Administration Department, Shoolini University of Biotechnology & Management Science, Solan, Himachal Pradesh, Bajhol, India

United Nations World Food Program- Herat-Afghanistan, Work as Administration associate

Research Author, Avison Pharma- Herat-Afghanistan, Work as General Marketing Manager

Abstract: *Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision-making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A consumer's decision-making process includes five stages that the consumer goes through before the actual purchase. During these stages the consumer recognizes the need, gathers information, evaluates alternatives and makes the purchase decision. After the actual purchase comes post-purchase behaviour where the consumer evaluates the received satisfaction level. The purchase decision process comprises three stages First (pre-purchase stage) Second (purchase stage), Third (post-purchase stage). a consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions.*

Keywords: marketing management, decision making, cognitive dissonance, problem recognition, advertisement.

1. Introduction

A consumer engages in purchasing activities several times per day. The purchase itself is the only visible evidence of a more complex process that a consumer goes through for every decision he or she makes. However, every purchase decision is different and requires different amount of time and effort (Lautiainen, 2015). One of the basic duties of marketing management is to accurately define the potential buyers of its product. Since marketers are mainly interested in the purchase decision making process, marketing management needs to identify the individuals who participate in it, and to define the significance of the roles each one plays throughout the phases of the purchase process (Al-Jeraisy, 2008). Consumer behavior is the process consumers experience when they make purchases, and it involves factors that influence their decision. For many products and services, purchase decisions are the result of a long, detailed process that may include a broad information search, brands comparison, and evaluation. Marketers' success in influencing purchase behavior depends to a large extent on how well they understand consumer behavior. Marketers need to know the specific needs customers try to satisfy and how they turn it into purchase attributes. They need to understand how consumers gather information about different alternatives and use this information to select among competing brands (Belch Gand Belch M, 2009). All marketing decisions are based on assumptions and knowledge of consumer behavior (Hawkins, et al, 2007). Consumer Buying Behavior refers to the buying behavior of the ultimate consumer.

Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision-making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, and so on (pink, 2014).

There are six Stages of the Consumer purchasing Process, the Consumer purchasing Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all six stages, determined by the degree of complexity the 6 stages are, Problem Recognition (awareness of need)-difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat. Information search-Internal search "memory" and External search if you need more information "Friends and relatives (word of mouth)", Marketer dominated sources (comparison shopping; public sources) etc. a successful information search leaves a buyer with possible alternatives, the evoked set. Hungry, want to go out and eat, evoked set is Chinese food Indian food burger king Klondike kates etc. Evaluation of Alternatives-need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, Indian gets highest rank etc. Purchase decision-Choose

Volume 9 Issue 4, April 2020

www.ijsr.net

Licensed Under Creative Commons Attribution CC BY

buying alternative, includes product, package, store, method of purchase etc. Purchase-May differ from decision, time lapse between 4 & 5, product availability. Post-Purchase Evaluation- outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision? This can be reduced by warranties, after sales communication etc. After eating an Indian meal, may think that really you wanted a Chinese meal instead (pinkii, 2014).

2. Methodology

This chapter discusses the methodology that the researchers employed in the study. The methodology includes the research design, data collection methods and descriptive study in which current research methodology focuses more on the “what” of the research subject.

1) Research design

The research design was study on Consumer Decision Making Process and Factors that influence consumer purchasing decision, in which we tried to collect information about the Consumer Decision Making Process, Factors that influence consumer purchasing decision and some other necessarily related features of the Consumer Decision Making Process and Factors that influence consumer purchasing decision, in this research paper we collected information about this topic from related resources.

2) Data collection methods

We have chosen certain ways to collect the data in order to know more about the Consumer Decision Making Process and Factors that influence consumer purchasing decision. Initially we thought of only going with review of certain literatures and not more than that, but when we actually studied the topic in details, we also went for some secondary sources like Online and Offline Journals as well as library books, which were quite beneficial for our Research.

3) Decision-Making Process

A consumer’s decision-making process includes five stages that the consumer goes through before the actual purchase. During these stages the consumer recognizes the need, gathers information, evaluates alternatives and makes the purchase decision. After the actual purchase comes post-purchase behaviour where the consumer evaluates the received satisfaction level.(Kotler and Armstrong, 2010) suggest that the consumer can skip a few stages during a routine purchase. However, when a consumer faces a new and complex purchase situation, all of these five stages that are shown in Figure 1, need to be used to complete the buying process.

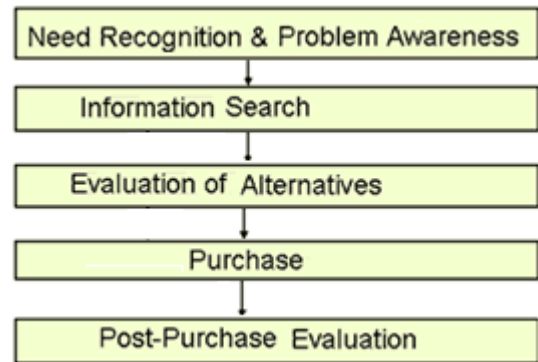


Figure 1: (A buyer’s decision-making process, Riley, 2012)

A decision-making process starts with the recognition of need. There are a few types of classifications of need recognition. One type is where the buyer recognizes a need or problem that can be triggered by internal or external stimuli. Internal stimuli are a human’s basic needs, for example hunger that makes stomach grumble and gets the consumer buy a hamburger. External stimuli can be for example an advertisement that can get you to thinking about buying a new computer (Kotler and Armstrong, 2010). At this stage the consumer often sees a significant difference between the current state and desired state. The need recognition process can occur naturally but often marketers can set it in motion. Marketers are trying to create demand where consumers are encouraged to use a product regardless of the brand they choose. Marketers will try to convince consumers to choose their brand instead of others (Solomon, 2004). Another classification type of need recognition includes (Perreau, 2014):

- 1) Functional need: the need is related to a functional problem. The consumer purchases a washing machine to avoid doing laundry by hands.
- 2) Social need: the need comes when a consumer wants social recognition or desire belongingness. The consumer can purchase luxury items to look good in front of others.
- 3) Need for change: the consumer feels need to change. This can result in the purchase of new clothes or furniture to change current appearance

At the second stage of the decision-making process, the consumer engages with information search. Sometimes consumers can choose products without any information and other times information need to be searched carefully for identifying all alternatives (Solomon, 2004). The consumer can get information from multiple sources by talking with friends or family, reading magazines or using the Internet search or handling the product. The amount of the searching will mostly depend on your drive, obtaining of the information and satisfaction got from the search. Nowadays consumers get a huge amount of information from commercial sources that are controlled by marketers. Still, the most effective sources tend to be personal such as family or friends. Consumers can obtain information and increase awareness towards available brands. This information helps consumers to drop some brands when making the final selection of the brand (Kotler and Armstrong, 2010).

After information is collected, the consumer will be able to evaluate the different alternatives. The evaluation of alternatives will vary among customers and purchases (Wright, 2006). In some cases, customers make little or no evaluation and make their buying decision based on impulse and intuition. In cases where little or no evaluation of alternatives is used can be originated by a habitual decision process. On the other hand, the consumers who are engaged to an extended problem-solving process may carefully evaluate among several brands. The alternatives that are actively considered during the selection process are known as consumers' evoked set. This evoked set consists of products or brands that are already in the consumer's memory plus important ones in retail environment. Even if a consumer ponders among many alternatives, the evoked set usually includes only a small number of alternatives. These alternatives share few similar features with each other (Solomon, 2004).

At the fourth stage, the consumer has evaluated alternatives and is ready to proceed to the actual purchase itself. Typically, the consumer's purchase decision is to buy the most preferred brand. There are factors that can affect the consumer's buying decision such as the attitudes of others or beliefs about the brand created by marketers (Kotler and Armstrong, 2010). Sometimes to simplify purchasing decisions, consumers can make mental shortcuts that can lead to hasty decisions. Particularly when limited problem solving occurs before making a choice. These kinds of shortcuts can range from universal thoughts like "higher price products are higher quality" or "buy the same brand than last time" to specific "buy the same brand that my mother used to buy". These

shortcuts can turn out to be unfavorable to the consumer (Solomon, 2004).

As mentioned earlier, the decision-making process continues after the purchase decision has already been made. The last stage of the buying process is post purchase behavior. After the consumer has purchased the product, the consumer will evaluate the satisfaction level. If the consumer feels disappointment, expectations towards the product have not been met (Khan, 2006). If the product meets expectations, the consumer will be satisfied and willing to spend more on this specific brand in the future. Furthermore, consumers' high level of satisfaction can be translated into brand loyalty. This usually happens when consumers' expectations have been exceeded (Kardes et al, 2011).

The purchase decision process comprises three stages (Al-Jeraisy, 2008):

First: per-purchase stage

- 1) Encountering a consumption problem and feeling the need to solve it.
- 2) Searching for and collecting relevant data.
- 3) Evaluation solution alternative.
- 4) Selection the best alternative.

Second: purchase stage

- 5) Finalizing the purchase.

Third: post- purchase stage

- 6) Consumption and evaluation of the purchased brand during and after consumption.
- 7) Product disposal.

Table 1: Decision-making Models

Name of the Model	Authors, Year	Short description
Simon model	Simon H., 1959	This model conceptualizes the decision-making process in three stages of activities: intelligence activity, design activity, and choice activity. Simon argues that decision-making is a cognitive process that can be separated into simple, sequential steps.
Nicosia model	Nicosia F.M., 1966	This model concentrates on the communication process that occurs between a brand and a consumer. It uses a flow of events through different stages that are identified as fields.
Engel, Kollat & Blackwell model	Engel J.F., Kollat D.T., and Blackwell R.D., 1968	The components of this consumer model's decision process are the following - input, information processing, decision process, and variables influencing the decision process. The decision process component consists of five following stages - need recognition, search, alternative evaluation, purchase, and outcomes.
Theory of buyer behavior	Sheth J. & Howard J.A., 1969	The theory explains the buyer behavior of individuals over a period. More specifically – the brand choice behavior of the buyer. The authors identify the elements of consumer decision process (a set of motives; several alternative courses of action, and decision mediators by which the motives are matched with the alternatives), observed the changes that occur in them over time as a result of their repetitive nature and showed how a combination of decision elements affects search processes and the incorporation of information from the buyer's commercial and social environment. This model suggests three levels of consumer decision-making: extensive problem-solving limited problem solving, and habitual response behavior.
An alternative conceptualization for consumer behavior and product performance	Narayana C.L. & Markin R.J., 1975	The authors explain consumer behavior by describing the term "evoked set" by including and classifying all the brands that may be in the consumer's "awareness set", inert, and inept set. They presented a conceptual framework for probable consumer behavior when faced with a multiplicity of brands.
Keeney's four-stage decision-making model	Keeney R.L., 1982	This four-stage model takes a staged approach: Structure the decision problem (generation of alternatives and specification of objectives), assess possible impacts of each alternative, determine preferences (values) of decision makers, and evaluate and compare alternatives. This model depicts the anticipated complexities at each stage.

Rassuli & Harrell model	Rassuli K.M. & Harrell G.D., 1990	The perspective proposed here is that choice and purchase can be viewed as inputs into a process, not merely the end of consumer decision-making efforts. In this way, one recognizes the feedback, from choice to other consumer-behavior variables.
Sheth, Newman & Gross model	Sheth J.N., Newman B.I. & Gross B.L., 1991	This model presents five consumption values influencing consumer choice behavior: functional, social, conditional, emotional, and epistemic values. Any or all of the five consumption values may influence the decision.
Smith & Rupp's model	Smith A. & Rupp W., 2003	This model is an Internet-based model that takes into account external influences of website marketing, the socio-cultural environment, and psychological issues on online consumer tasks which is followed by a purchase and post-purchase behavior.
McKinsey's dynamic model of the consumer decision journey	Court D., Elzinga D., Mulder S. & Vetnik O.J., 2009	This model is more circular than sequential and has four primary phases: initial consideration; active evaluation, or the process of researching potential purchases; closure, when consumer buy brands; and post-purchase, when consumer experience them.

Factors affecting consumers' purchasing decision

Marketers study consumers buying patterns to solve where they buy, what they buy and why they buy. However, why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers' mind (Kardes et al, 2011; Kotler and Armstrong, 2010). A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions (Kotler and Armstrong, 2010).

Social factors

Every consumer is an individual, but still belongs to a group. The group to which a consumer belongs is called a membership group. This is a direct and simple classification. The second group type is a reference group. The reference group influences the self-image of consumers and consumers' behavior. The reference group provides some points of comparison to consumers about their behavior, lifestyle or habits. Usually there are many smaller reference groups, which are formed by family, close friends, neighbors, work group or other people that consumers associate with. The groups to which a consumer does not belong yet can also influence. These aspiration groups are groups where a consumer aspires to belong and wants to be part in the future (Kotler and Armstrong, 2010; Khan, 2006).

Family members can influence individual consumers' buying behavior. A family forms the environment for an individual to acquire values, develop and shape personality. This environment offers the possibility to develop attitudes and opinions towards several subjects such as social relations, society and politics. A family creates first perceptions about brands or products and consumer habits (Kotler and Armstrong, 2010; Khan, 2006). For example, the consumers who have created brand perceptions when they were young, can carry out these same brand selections in the adult life without even recognizing that their family influenced these selections. Individuals play many different roles in their lives. Each role consists of activities and attitudes that are expected from an individual to perform according to the persons around him (Kotler and Armstrong, 2010). Social status reflects the position that individuals have in social groups based on such things as money and wealth, education or occupation. In many societies status is important and people want the admiration of

others. Social status can be acquired by being successful in life or being born into money. Product and brand selection often reflect the social role and status (Wright, 2000).

1) Personal factors

An individual's decisions are influenced by personal factors such as a buyer's age and life cycle state, occupation, economic situation, lifestyle, and personality and self-concept. Consumers' change during their life and buying of products alter depending on age and stage of life. Age related factors are such as taste in food, clothing, recreation and furniture. Moreover, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime. Family life stages change purchasing behavior and brand selection. Traditionally a family life cycle included only young singles and married couples with children. Nowadays marketers are focusing on alternative, non traditional stages such as unmarried couples, childless couples, same sex couples, single parents and singles marrying later in life (Kotler and Armstrong, 2010). It can be assumed that consumers' taste can change during lifetime and has influence on coffee brand selection indifferent stages of life. A consumer's occupation and purchasing power influence purchasing decisions and buying behavior. The income level affects what consumers can afford and the perspective towards money. People, who share similar occupations, tend to have similar taste in music, clothing and leisure activities. They usually socialize with each other, and share the same kind of values and ideas. Income level effects on what consumer can afford and perspective towards money (Solomon, 2004). Individuals from lower income groups are probably more interested in buying products that are necessary for survival than spending on luxury brands or designer clothes. Consumers' life style tells how the person lives and spends money. It is combined from earlier experiences, current situation and congenital characteristics. The product choices that consumers make are related to their lifestyle. An individual's lifestyle consists of different life style dimensions (Khan, 2006). These dimensions are (Plummer, 1974):

- Activities describe how consumers spend their time, e.g. work, hobbies or vacations.
- Interests are consumers' preferences and priorities e.g. family, home or food.
- Opinions tell how consumers feel about different issues, e.g. themselves, politics or products.

These life style dimensions express a person's pattern of living. Lifestyle will influence consumers' buying behavior and decisions (Kotler and Armstrong, 2010). Personality

distinguishes one person from another by individual traits. These personal traits can be self-confidence, adaptability, sociability and dominance (Kotler and Armstrong, 2010). Personality determines how we see ourselves and the world around us as well as how other people see us. Attitudes, values and people around us shape our personality. Personality alters during life when a person grows up and changes surroundings (Wright, 2006). Self-concept is a multi-dimensional and complex term (Kardes et al, 2011).describes the self-concept as follows “Self-concept is often described as the totality of an individual’s thoughts and feelings regarding him/herself as an object.” In another words, it is the image that people hold about their selves formed by attitudes and beliefs. Many brands have developed an image and personality that correspond with consumers’ values and traits. It allows consumers to express themselves through brand choices (Kardes et al, 2011). There are five dimensions of brand

personality: sincerity, excitement, competence, sophistication and ruggedness. Each of these dimensions includes different factors that relate to human personality dimensions, as shown in Figure 2. In the first-dimension sincerity brings amiability of the brand by reflecting honesty and down-to-earth values. Excitement offers consumers up-to-date information and a spirited alternative like technology brand Apple. When using Mac computers, consumers can feel themselves young and laid back. While a brand that stands for competence offers responsibility and security to consumers. Sophistication affects upper class consumers by charming with luxury, e.g. designer products such as Guccior Rolex. The fifth dimension is ruggedness that attracts consumers opposite of sophistication. Ruggedness represents brands that are seen as tough, strong and outdoorsy (Kotler and Armstrong, 2010; Kardes at el, 2011;Arpan, 2011).

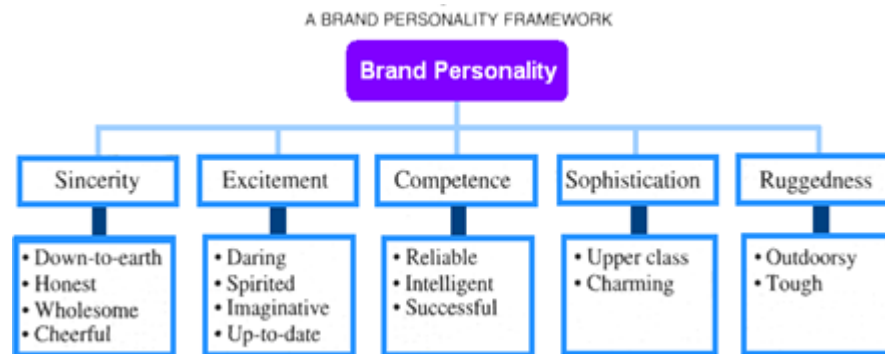


Figure 2: (A brand personality framework, Arpan 2011)

2) Psychological Factors

A buyer’s choices are also influenced by four psychological factors, i.e.motivation, perception, learning, and beliefs and attitudes.A consumer is an individual who has different kind of needs. These needs canbe biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it altersa motive. A motive is basically a need that drives a person to seek satisfaction.Abraham Maslow is probably the most know psychologist who has examined these human needs. He sought to explain why humans are driven by different needs at different times (Kotler and Armstrong, 2010,). Figure 3 shows Maslow’s hierarchy of needs from the most pressing at the bottom and the least pressing at the top. The basic rule is to satisfy first the basic need before proceeding up the ladder. When that need has been fulfilled, it stops being a motivator and a person focuses on the next most important need. Are (Solomon 2004):

- a) Physiological: basic need such as sleep, food or water.
- b) Safety: need to feel secured and protected.
- c) Belongingness: need to feel loved and be accepted by others.
- d) Ego needs: to accomplish something and have status among others.
- e) Self-actualization: to have enriching experiences and feel self-fulfillment.

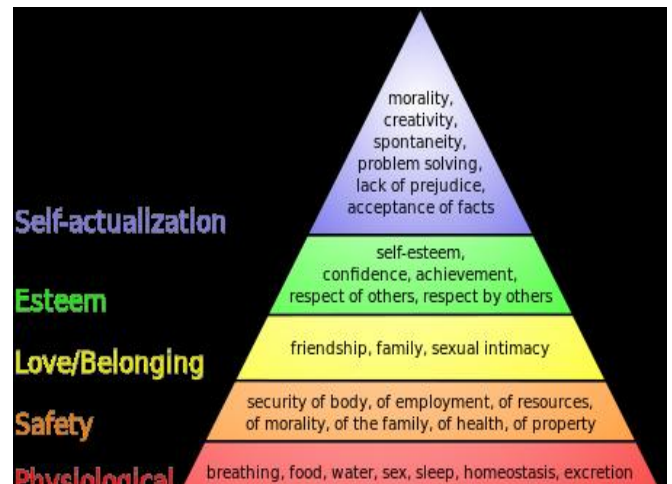


Figure 3: (Maslow’s Hierarchy of Needs, Wikimedia Commons, 2013)

A person acts according to his or her perception of the situation. Each person receives thousands of sensory stimuli like light, color, sound, smell, taste and texture per day. Perception is the process through which these sensations are selected, organized and interpret to form meaningful picture of the world. People have a possibility to form different perceptions of the same stimuli due to three perceptual processes: selective attention, selective distortion and selective retention. At the selective attention process an individual focus only on a few stimuluses that he is exposed. Consumers might

neglect many stimuli in the environment and only focus on those related to their current need. For example, a consumer who desires to have a new car will pay more attention to different car ads while neglecting ads about houses. Selective distortion describes how people will interpret information in the way that it supports what they already believe. Every individual has different perception based on own experience, beliefs and attitudes. Selective distortion leads people to situations that are compatible with their beliefs and values. For example, for brands, the message that brands communicate will never be the same among different consumers. When people are exposed to a huge amount of information and stimuli, they are not able to retain all of it. Selective retention means what person will retain from particular stimuli or situation. This can be seen when consumers remember good points about brand they favor and forget everything good about rival brand. (Kotler and Armstrong, 2010).

When people are motivated, they are ready to act. Learning comes from action. Learning illustrates changes in a person's behavior that emerge from experience. People can also learn by observing others without having their own personal experience. Learning can happen even unconsciously. Consumers can hum many jingles and recognize several brands even without using those themselves. This is known as incidental learning. People can learn all the time. Consumers' knowledge of the world changes constantly as they are exposed to new stimuli and situations. They can receive feedback that allows them to alter behavior when finding themselves in the same kind of situation than before. (Kotler and Armstrong, 2010; Solomon, 2004) The consumer who has negative experience with a coffee is more likely to avoid that brand in the future because he remembers the previous experience with that.

Through learning and experiencing, consumers acquire beliefs and attitudes. A belief is a vision that consumer has on something. It can be based on real knowledge, faith or opinion. External influence like family or neighbours combined with learning produces beliefs that will influence consumers' buying behavior. Different kind of people have different attitudes concerning religion, politics, food, music and many more. The attitude describes consumers' feelings or evaluations toward an object or idea. Both beliefs and attitudes are hard to change. Those are anchored deep in consumers mind and can be part of a person's personality. (Kotler and Armstrong, 2010).

3. Result and Discussion

Consumer decision making could be defined as the "behavior patterns of consumers, that precede, determine and follow on the decision process for the acquisition of need satisfying products, ideas or services (Du Plessis, et al, 1991). Consumer behavior studies individuals and groups when they select, purchase, use and dispose products, ideas, services or experiences. There is a huge variety of consumers from a small child asking mum to buy a new game to an international corporation executive making a huge investment deal.

Consumers seek items to satisfy their basic needs and desires. Consumer behavior is much more than studying what consumers buy. It attempts to understand how the decision-making process goes and how it affects consumers' buying behavior (Solomon, 2004). Generally, consumers can be categorized to individual and organizational consumers. Individual consumers try to satisfy their own needs and wants by purchasing for themselves or satisfy the need of others by buying for them. These individual consumers can come from different backgrounds, ages and life stages (Kardes, et al, 2011). There are factors that effect on the consumer purchasing decisions such as, Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status (Perreau, 2014). Personal factors include such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept. These may explain why our preferences often change as our 'situation' changes. Decisions and buying behavior are obviously also influenced by the characteristics of each consumer (pinkie, 2014). A buyer's choices are also influenced by four psychological factors, i.e. motivation, perception, learning, and beliefs and attitudes (Kotler and Armstrong, 2010).

4. Conclusion

In this research paper an attempt has been made to provide an understanding to the concept of Consumer purchasing decision making process and the factors that effect on the purchasing process. Consumer is the focus of all the marketing activities. Knowledge of his activities and behaviour is one of the most important aspects of the marketing. The consumers buy the goods to satisfy a number of needs and drives. Human wants are unlimited and varying time to time; from place to place and man to man. A consumer's decision-making process includes five stages that the consumer goes through before the actual purchase. During these stages the consumer recognizes the need, gathers information, evaluates alternatives and makes the purchase decision. After the actual purchase comes post-purchase behaviour where the consumer evaluates the received satisfaction level. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions.

5. Acknowledgement

All praises and thanks to Almighty Allah, the source of knowledge and wisdom to mankind, who conferred us with power of mind and capability to take this material contribution to already existing knowledge. All respect and love to him who is an everlasting model of guidance for humanity as a whole. We would like to express our deep and sincere gratitude to our family, for motivating and supporting us to do

this research and providing valuable guidance throughout this research. Their dynamism, vision, sincerity and motivation have deeply inspired us. they have been helping us in all walks of our life, and such sincere and sacrificing is appreciable, Finally, we would like to thank Mr. Kasahun Gudeta PhD and Robel Dawit scholar in Shoolini University for, they guided us how to construct this paper, and we would like to present contemporary research paper to all new scholar generation. And we wish them find this paper useful for their current and future researches.

References

- [1] Al-Jeraisy KI, Mohamed MA. An Analytical Study of The Saudi Family's Purchase Decisions. Riyadh; 2008.
- [2] Arpan, K. 2011. Business Fundas. Brand personality dimensions. <http://business-fundas.com/2011/brand-personality-dimensions/> Accessed on 3 January 2015.
- [3] Belch G. & Belch M. (2009) Advertising and Promotion: An Integrated Marketing Communications Perspective, 8th ed. Homewood, IL: Irwin.
- [4] Court D, Elzinga D, Mulder S, Vetvik OJ. The consumer decision journey. McKinsey Quarterly. 2009 Jun;3(3):96-107.
- [5] Du Plessis PJ. Consumer behaviour: a South African perspective. Southern Book Publishers; 1990.
- [6] Engel J.F., Kollat D.T. & Blackwell R.D. (1968) Consumer behaviour, Holt, Rinehart, Winston, New York.
- [7] Hawkins D.I., Mothersbauch D.L. & Best R.J. (2007) Consumer behavior: Building Marketing Strategy, 10th ed., McGraw-Hill/Irwin.
- [8] Howard JA, Sheth JN. The theory of buyer behavior. 1969.
- [9] Keeney RL. Decision analysis: an overview. Operations research. 1982 Oct;30(5):803-38.
- [10] Kardes, F. Cline, T. Cronley, M. 2011. Consumer behavior: Science and Practice. South-Western Cengage Learning.
- [11] Kotler P, Armstrong G. Principles of marketing. Pearson education; 2010.
- [12] Lautiainen T. Factors affecting consumers' buying decision in the selection of a coffee brand.
- [13] Nicosia F.M. (1966) Consumer decision processes: marketing and advertising implications, Englewood Cliffs, N.J.: Prentice-Hall.
- [14] Narayana CL, Markin RJ. Consumer behavior and product performance: An alternative conceptualization. Journal of Marketing. 1975 Oct;39(4):1-6.
- [15] Perreau, F. 2014. The Consumer Factor. The Consumer Buying Decision Process. <http://theconsumerfactor.com/en/5-stages-consumer-buying-decisionprocess/> Accessed on 29 December 2014.
- [16] Rassuli KM, Harrell GD. A new perspective on choice. ACR North American Advances. 1990.
- [17] Rani P. Factors influencing consumer behavior. International journal of current research and academic review. 2014;2(9):52-61.
- [18] Riley, J. 2012. Buyer behavior - The decision-making process. http://tutor2u.net/business/marketing/buying_decision_process.asp Accessed on 7 January 2015.
- [19] Sheth J.N., Newman B.I. & gross B.L. (1991) Why we buy what we buy: A theory of consumption values, Journal of Business Research, Vol. 22, Issue 2, pp. 159-170 doi:10.1016/0148-2963(91)90050-8.
- [20] Smith A.D. & Rupp W.T. (2003) Strategic online customer decision making: leveraging the transformational power of the Internet, Emerald Insight, Vol. 27, pp. 418-432.
- [21] Simon H.A. (1959) Theories of Decision-making in Economics and Behavioral Science, The American Economics Review, Vol. XLIX, No. 3.
- [22] Solomon, M. 2004. Consumer behavior. Sixth edition. Prentice Hall.
- [23] Wright R. Consumer behaviour. Cengage learning EMEA; 2006.
- [24] Wikimedia Commons, 2013. Maslow's Hierarchy of Needs. http://commons.wikimedia.org/wiki/File:Maslow's_hierarchy_of_needs.svg Accessed 22 March.