

Exploring Market on the basis of Consumer Behaviour

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ABSTRACT

In Current Marketing Situation, the research on Consumer Behavior has become important. No business Organization can run without customers because customers are kings in market. All business activities conclude with consumers satisfaction and consumer loyalty. New products, new offers, new beliefs and overall society psychology are needed thorough analysis of market segments and consumer demands. In this paper, we focus on three scopes of marketing such as Consumer Satisfaction, Consumer Loyalty and Consumer Relationship Management. Customer satisfaction is the key element for successful and highly dependent on the behaviors of frontline service providers. Customers vary in their needs, preferences, and buying behavior and that customer should be managed as assets. Customer loyalty is a subject of great interest for marketing researchers due to its significance in achieving sustainable competitive advantages and financial outcomes. CRM concentrate more on service sectors for the value of these strategies in such sectors. However, it has been noticed that there is still a marked shortage of CRM research.

Keywords: Customer Satisfaction, Customer Loyalty, Customer Relationship and Market Research.

I. INTRODUCTION

Consumer's purchase intentions are one of the primary sources that marketing managers use to predict future sales and to assess how the actions they take will affect consumers' purchasing behavior. Consumer behavior can be determined as the study of individuals, groups and organizations. It also involves the methods used to secure, select, use and dispose products, services, experiences and to satisfy requirement and the effect on the consumer and society. Observation of consumer behavior is very necessary for changing decisions of the consumers in a variety of social sectors. Companies must gather data about particular consumers involved in making marketing decisions.

In some instances, purchasing intentions are used to calculate consumer demand for new items using concept and product tests. Marketing managers also use purchase intentions as a major indicator of future demand for their products, and to assess how their marketing activities will affect those future sales. Companies should organise market researches in such a way that will bring the nearest estimate of the next, ongoing or future trends on specific market segments. It's all about putting, selling products at the right moment, at the right time and at the right place.

A. Reasons for Studying Consumer Purchase Intentions

The most significant reason to study consumer behavior is the role that it plays in our lives. Consumer behavior affects their decisions. However, consumer behavior is said to be an applied discipline. This leads to the micro and societal perspective.

Micro Perspective includes understanding consumer for helping a company or organization to obtain its goals. All the Managers in various departments are keen to understand the consumer.

Societal Perspective is on the macro level. Consumers collectively affected economic and social situations within a society. Consumers have a strong influence on what product is going to be, on what products are going to be used and on our living standards.

II. MARKET RESEARCH

Market research makes it possible for businesses to get to know their new potential customers. It is very important to plan and record every potential move. It's like shooting without a scope without market research. If the market in which it wants to take a role is not investigated, the organization could "shoot its own foot." The methods of analysis are discussed below.

Before starting any research, the company has to figure out its own ability to satisfy customer needs. It includes analysis of all divisions of the company. Evaluation is essential, because it describes from the very beginning if the company is strong enough or adequately prepared enough for a battle in the target market. The company must understand its own Pros and Cons. Failing to do so may result in serious consequences. Misplacement of product, missed market segments, zero sales and other risks are very likely to occur.

A company must understand consumer behavior if it wants to predict and respond to customer needs and desires. Customer expectations are very complex and challenging to learn. The company has to recognize its research goals before performing any research methodology. Therefore, an adequate documentation, goal definition and specific market targeting are the base points from which every other research aspect is performed.

If competing for a better market place, competition and its advantages and capabilities prove to be very important factors. Knowing these aspects requires the same amount of knowledge that is needed for the business itself. The development of an effective marketing strategy focuses around consumer behavior, the strengths and weaknesses of the company and the ability to compete.

The circumstances under which the companies operate must also be considered seriously. The factors to be evaluated are the economy, the technological developments, the government regulations, the physical environment, etc. Such impacts on the consumer needs, i.e., the deterioration of the environment and its pollution may lead to the use and innovate the safe goods.

Market Segmentation means that the market is categorized into segments which are a portion of a huge market with similar needs and, they are homogeneous in themselves. These segments are spotted with similar needs.

Need means that there is product which satisfies more than one need. For example, a car can satisfy the transportation needs, timesaving needs, fun needs and also the status needs. So, the company tries to identify the need sets, which its product can fulfil. Then we try to point-out the groups who have similar needs, i.e., some people need economical cars, others may go for luxury cars.

Groups of demographic and psychographic characteristics are identified and their demographic and psychographic characteristics are defined. The company must figure out how and when to buy and consume the product.

After all, the above exploratory work is done, the target customer group known as the target category, is selected, keeping in mind how the company can offer superior customer value at a profit. The category which can best be served with the company's capabilities at a profit is selected. It is important to be kept in mind that different target category needs separate marketing strategies and, the market mix has to be adjusted accordingly with the change in the environmental conditions.

III. CUSTOMER SATISFACTION

Customer satisfaction is described as an overall assessment based on the total experience of buying and consuming the good or service over time. Customer satisfaction is an important part of a business strategy as well as customer retention and repurchase of product. Satisfied customers usually rebound and buy more products. In addition, buying more they also work as a network by sharing experiences to reach other potential customers. Customer satisfaction is a scale that helps in measuring the future customer behavior.

A. Importance of the customer satisfaction

Consumers are used to buying goods and services to satisfy their desires. Therefore, marketing is mainly interested in the subject's behavior as a consumer. It is natural to believe that marketing continuously follows the needs of the consumers as a basic assumption in the improvement of a suitable approach leading to the satisfaction of consumers. This should be taken into consideration that requires are a social class are never satisfied and changing all the time. Through developing an effective strategy based on qualitative data the marketers contribute to the improvement of a loyal consumer's group that will lead to a realization of a general approach, survival and progress of the business.

B. Factors influences customer satisfaction

The consumer identifies the desires and then proceeds for the selection and budgets the commodities and take the decision to consume. Product quality, service, price, personal factors, consumer emotion, situational factors, product features, a perception of equity or fairness are some of the aspects that impacts on the customer satisfaction. Firstly, Cultural factors means the learned values and perceptions that define consumer desires and behaviors. Consumers are first affected by the community or society they belong to but also by the groups (aspirational groups) they wish to belong to.

Secondly, the behavior of a person is affected by several small groups like family, friends, social networks, and surrounding who have separate buying behaviors. These groups form an environment in which a person evolves and shape the personality. Hence, the social element affects the buying behavior of an individual to a great extent.

Thirdly, Consumer change the purchase of products and services with the flow of time. On the other side, a low-income person chooses to purchase budget services. Another crucial factor affecting the consumer buying behavior is the lifestyle of the customers.

Lastly, in purchasing a specific product and services, many psychological aspects such as motivation, perception, learning, and attitudes and beliefs play a crucial role. Equally, depending on the experiences of the costumer's experiences, beliefs, and personal characteristics, an individual has a different perception of another. Attitudes allow to the individuals to establish a coherent behavior against their personality class.

IV. CUSTOMER LOYALTY

Customer loyalty is viewed as the strength of the connection between the relative attitude of an individual and re-patronage. Loyal customers will inspire others to purchase from you and think twice before changing their mind to purchase other brand's services. Loyalty building needs the company to concentrate on the value of its products and services and to shows that it is interested to fulfil the needs or build the relationship with customers. Customer loyalty is not obtained through an accident, customer loyalty builds through the sourcing and design decisions. Designing for customer loyalty needs customer-specific approaches that understands the desires and interest of service receiver. Customer loyalty is built through time across multiple purchases.

A. *Relation between customer satisfaction and loyalty*

"Satisfaction" is an attitude, where loyalty defined as behavior. The relation between customer satisfaction and customer loyalty is influenced by two important thresholds. On the heavy side, loyalty goes up dramatically, when satisfaction reaches a certain point, loyalty falls equally dramatically, at the same time satisfaction decreases to a certain level. Customer satisfaction and loyalty should be included into the long-term target of a company. The act of satisfaction in loyalty broadly demonstrates that the former is a primary determinant of the latter.

B. *Factors influences customer loyalty*

Customer loyalty is additional vital element in customer satisfaction. The effect of the customer satisfaction in customer loyalty has been the most widespread topic in research of the marketing theory. Therefore, many researches have demonstrated that there is a direct link between customer satisfaction and customer loyalty. Satisfied customers are loyal customers and dissatisfied customers are vendors.

There are two forms of customer loyalty depending on behavioral and emotional loyalty on the products and services. Behavioral loyalty relates to regular shopping in a specific retailer and emotional loyalty relates to the customers' interest towards certain retailer based on past shopping experience and attitude. In this concept, both behavioral and emotional loyalty models, raise of satisfaction should expand customer loyalty. If customers are not satisfied with products, they have the choice to convey the complaints and approach to the competitor. There should also be other reasons apart from satisfaction which have a certain effect on customer loyalty.

Service is one of the most complex aspects that don't occur before they are consumed. It is necessary to know what customers are really wants and what the customers evaluate in order to develop the service management. Customers' expectations is about the quality of service through retailers, so, the service marketers have to evaluate how customers observe the quality of the "services feature" implied by the perceived service quality system.

Product quality is also another major element of the customer satisfaction and customer loyalty. Product quality is a set of attributes and sharp brand product specifications which have a contribution to the capability to fulfil particular demand of customers. Product qualities also have various factors such as performance, features, durability, serviceability, reliability and customer perceived quality.

The companies will get a chance to pay attention to the customer and also grow the greatest product portfolio. This will raise the growth and size of the product as well as the customer satisfaction and loyalty to a next level.

V. MANAGING CUSTOMER RELATIONSHIP

Customers regularly meet and communicate with each other and influence fellow customer's perception of the service. Therefore, to maintain a good customer relationship, organization should handle customers differently. It is necessary to have a customer group to keep in relation to another targeted customers category. It is also important to keep remember

that customers in a relationship with a supplier often want to be recognized and treated personally, even though they are unit of a large group.

Alongside, it's important to understand the desires of consumers. First of all, to preserve a relationship the service bought by customers has to suit the customers. Designing for relationships wants a customer specific approach. Maintaining customer relationship just do not happen accidentally, they are constructed through the service and product provided. Today, the customer requires flexibility, availability, creativity and price advantages from the service provider. Therefore, new attributes are required for an organization to succeed in a dynamic world where customers wish, customer preferences, customer behavior and loyalties are equally focused. Therefore, managing customer relationships and relationships with other parties require a service-oriented culture.

A. Trust, commitment, and attraction

Trust, commitment, and attraction play an important role in relationship markets. As in relationships between people or organizations, especially in business relationships.

Trust is a belief in the reliability. it is one party expectation that other party will behave in a certain predictable way in a given situation. If the other party doesn't behave in an expected way, then the trusting party (customer) will face the more negative situation.

Commitment is one party in a relationship feels motivated to do business with another party. It is also defined as a long-term desire to maintain a valued relationship. A customer is committed to a supplier similarly expected loyalty from the supplier or service provider.

Attraction is a third key element in marketing of relationship. It means there should be something which makes supplier or service provider interesting to send the customer. Attraction can be constructed on the financial, technological or social factor.

B. Customer relationship marketing

Customer relationship marketing is the biggest paradigmatic shift in marketing theory and practical in the existing world. It is concerned with attracting, developing and retaining customer relationship. To identify, establish, maintain, enhance and terminate the relationship with customers and other stakeholder customer relationship marketing plays a crucial act. Moreover, it is the best contemporary marketing strategies for the companies to satisfy their customer's needs and desires. Once the customers are attracted to the company, they are more likely to hold the relationship when they are regularly supplied with quality products and services and good worth over time.

VI. RELATED WORK

Customer satisfaction is the major element for successful and highly dependent on the behaviors of frontline suppliers. Customers must be treated as assets, and that customers should fluctuate their desires, priorities, and buying behavior [1]. A business firm should concentrate on a large number of customers, for their satisfaction should be implement the long-term objectives [2]. The typical one-way quality framework is focused on one specific quality factor; only when the element is there customers are satisfied, and vice versa. Using the typical method to increase customer satisfaction, it is probable that customer will not be happy with a certain quality element, or maybe the customer satisfaction level will be over-satisfied. [3]. This paper discusses a study of customer satisfaction. The primary goal of the study is to evaluate the impact of quality on customer satisfaction [4].

Loyalty can be handled as wish of the customer, ability to be a frequent customer for a long-time, purchasing and consumption the products of the selected companies by suggesting them to friends and colleagues [5]. Research and understanding customer's loyalty are important in today's dynamic world due to changing contexts, technology and lifestyles. Researchers are considered to inspect the effects of personal and social identity aspects on customer's loyalty and satisfaction in order to better understand customer's attitudes and behaviours [6]. Customers virtually communicate with other brands and customers during pre-purchase, purchase and post-purchase phases this would need brands to invent not only in the way they interact but more importantly actively engagement to customers [7]. Loyal customers are willing to buy regularly, try the brand's new items or services, recommend products and services to their friends, and give suggestions to brands. So, customer loyalty is viewed as one of the main factors in success of a brand [8].

CRM (Customer relationship management) concentrates on inner organizational procedure and set up Information Technology to catch and examine customer data for promotion as well as effective relationship management events [9]. Brands need to maintain positive relationship with their customer in a highly competitive market. A strong CRM (customer relationship management) system that helps brand in satisfying the customer [10]. CRM is a multi-faceted and complex aspect that is ridden by different elements. Due to this complexity, a number of various factors have been used to

calculate CRM [11]. The study claims that CRM is a complicated concept demands suitable business procedure and in-built systems [12].

CONCLUSION

In the modern business world, an organization has to develop high quality, optimized valued, medium priced products so it would ensure a solid market position. There are many impact factors which determine the success of a new product or innovation. This paper describes a study on these kinds of factors such as Consumer Satisfaction, Consumer Loyalty and Consumer Relationship Management. Paper conclude that these three factors are having an impact on organization's sale, market share, profit generation etc. A business organization should focus on a huge number of customers, for this customer satisfaction should be incorporated along the long-term goals. A satisfied customer is a loyal customer. Loyal customers are willing to purchase more frequently, try the firm's new products or services, recommend products and services to others, and give companies suggestions. In a highly competitive market, companies need to maintain positive relationship with their customer. A good CRM (customer relationship management) program that helps company in satisfying the customer.

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