

# Factors influencing the customer behaviour in Slovak Republic

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**Abstract:** On the base of description factors that in dominant way affect customer behaviour and outcomes of realized students survey of Faculty of social economics relationship in Trenčín we attempt to create customer personality profile in relation to branded and unbranded articles. Investigation of mentioned complicated interactions is the contain of this paper.

**Keywords:** customer personality profile, customer behaviour

## I. INTRODUCTION TO PROBLEMS

Upon investigation of customer behaviour factors in Slovak Republic we were coming out of knowledge of psychology, social psychology, economics, sociology and other science disciplines. Customer behaviour is affected by many factors. Contain of text will be finding of customer personality profile in relation to branded and unbranded article and description of factors that are affecting customer behaviour by critical manner during buying of branded and unbranded article. Contain of text is outcome of realized students survey of Faculty of social economics relationship in Trenčín. Realized survey gives further stimuli for investigation of customer behaviour factors in consideration of sex criterion.

## II. CUSTOMER BEHAVIOUR

Customer behaviour is behaviour of people that customers show while they shopping. Customer behaviour refers to customer needs, his family needs and thoughts of customer. It is concerned of thoughts not only before shopping alone, e.g. human need, predstava imagination of need satisfaction, but also thoughts, feelings, needs during shopping and of course after shopping and thoughts during consumption.

Important is also consumer anticipation from concrete product, and refers to anticipation also consumption process of concrete product alone. While researching the consumer behaviour it is important also specification of term consumer. Consumer is personality with file of unique human features, that are created by influence of heredity and environment and show themselves especially in relations to their environment, and so as in products consumption.

Consumer behaviour is influenced by many factors. Most of Slovak and foreign authors dealing with this problematic introduce four štyri critical factors of consumer behaviour: individual, culture factors, social factors, psychological factors.

From individual factors the consumer behaviour is foremost influenced by life-style and value of each consumer but also by his economical conditions. Economical conditions in the most value determine possibilities of consumer behaviour. The highs of income determines conditions and level of needs satisfaction. Similarly employment can predestinate the way of consumer behaviour by consumer needs in employment or consumer possibilities in employment.

From psychological factors that influence consumer behaviour, teoretically available resources introduce mainly four factors as follows: motivation, learning, perception and attitude.

Motivation is a process of beginning, regulation and human activities upkeep. It can begin with need that forces an individual to fulfil it and act. Need can be considered as a significant motivation source. Needs are hierarchically arranged from point of insistency view, in what way the interior needs to act are created, whereas the basic needs are physical and fyziological needs. For consumer behaviour research is important classification of motives to rational and emotional. Rational motive takes into account all alternatives of consumption and selects consuption which brings him the biggest profit. Emocional motive has the same priority because it is connection with present psychic and different subjective criteria, subjective experience.

Attitude consists of knowledges, skills, feelings, prejudices and findings to particular thing, particular service, or situation. Attitude is necessary to understand that consumer does not have to behave in every situation in same way and his consumer behaviour can be influenced by different negative experience in some products consumption. It is not out of the question that it will permanently refuse consumption of particular kind of product. Consumer behaviour foremost consists of individual knowledge of consumer by consumption of concrete product and information that created concrete imagination of consumer about product consumption. Consumer behaviour is also influenced by emotional status of consumer. This status can lead the consumer to buy product however he did not consider to buy this product at normal circumstances.

This status can be understand in particular situations as a perception of consumer. Sense-perception is perception of senses. In general the base condition of sense-perception is intensity of motive. Intensity of motive is subjective and individual by each consumer. Every consumer perceives in

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another way, e.g. advertisement which is handled senses organs individually also in time and space. Similarly, each consumer sorts in another way advertisement information that are offered to him, he tries to keep in mind foremost those which confirm his attitudes and persuasion. Cognitive perception is more complicated process. Cognitive perception abstracts and generalizes by what it enables the deeper knowledge of associations and relations that do not have to be contained directly in perception.

Consumer behaviour is also demonstration of knowledge, findings that were gained by consumer in any way in environment what he lives in, or also in another environment. Consumer behaviour can be simply understand as a *particle outcome of learning* of consumer, either in consumption process of concrete product or within human existence – experience learning.

Publicity and advertisement are most often used to influence the consumer behaviour. Publicity, in general, means intended distribution of thoughts, opinions or intended educative acting in order to achieve a particular goal. Advertisement has commercial character with emotional and educative aspects. It is fully focused on consumer. Object of advertisement is consumer. In publicity, but mainly in advertisement, it is very important to align the influence of advertisement on group of consumers. Advertisement from the point of ethics view has to meet several basic requirements. Sense means are especially used in advertisement to influence the consumer. Just for determining the target group of consumers by help of advertisement it is important to know the psychologic aspects of customer on the base of psychographic and demografic profile. Psychographic profile of consumer determines the lifestyle, psychologic and emotive parts. Demografic profile of consumer determines his age, education, income, race, social environment, etc. To define of these profiles in the right way there are used different methods of consumer research and observation of unverbal communication.

### III. BRAND OF GOODS

Nowadays, the brand of goods is not possible to understand and define just from point of marketing view because it gradually inhere in psychology and becomes the subject of its researching. As a man is unique in his identity - consumer, what represents his individuality and distinctness from other people, in the same way the commercial brands have their identities and differentiate one from another. According to Aakera D. the brand identity splits on basic identity and expanded identity. Basic identity contains elements that make the brand unique and valuable and they alltogether help to create the basis for credibility. Expanded identity fills up basic identity by molding the brand in analytic way. Consumer gets association with brands that have markedly emotive character. Emotive charater can have negative or positive appearance what has a significant influence on consumption process. Power of associations tells about brand in what way it is able to be kept in mind of consumer, what image has a concrete brand. Brand image is a file of imaginations about product characteristics, about its value, advantage and effectiveness.

Consumer buys products of particular brand on the base of his own opinions, own experience, experience of other consumers, imaginations and emotional relations. Consumer does not have to decide always on the base of his experience while buying brand, but also on the base of mediate opinions, on the base of brand reputation, on the base of advertisement, on the base of momental psychic condition. Advertisement and its elements influence the consumer in different way in the connection to his individuality and uniqueness. Advertisement invites the consumer into imaginary world that can close in to consumer real personal status from the point of consumer view or vice versa it is closer to unachievable ideal.

### IV. RESEARCH OUTCOMES

On the base of executed research on Faculty of social economic relationship of Trenčín University in Trenčín there has been confirmed generally known that consumer preferences of consumer are developing in time and space. Time and space change conditions of consumption and these conditions influence the individuality of consumer in special way. Individuality of consumer is foremost influenced by personal factors, marketing impulses – kind of offered product, product price and development of these impulses in time and space. Process of consumption is also influenced by economic, technologic, politic, legislative, social and culture influences.

Personable characteristics and consumer features are similarly changeable parameters. Thinking and decision-making of a man – consumer adopts to environment, employment as well as changeable situation on market. Thinking and decision-making adopts to needs of consumer, his knowledge, perception. Decision-making of consumer cannot be understand as its momental reaction on impulses of external and internal environment, notwithstanding that these impulses can lead consumer to consumption. Decision-making of consumer is influenced by concrete human individuality and by all influences that influence consumer behaviour in individual way.

Human personality is original and unique in process of consumption. At the same time is changeable parameter as par age of consumer, his occupation, economic conditions and life-style. Consumer behaviour depends on phases of consumer family life-cycle.

At present time within consumer decision-making is necessary to take into account the influence of advertisement on different consumer groups. Survey has shown that woman as a consumer is more sensitive against advertisement acting, all information perceives in more sensual way and information that are offered in advertisement sorts in another way as a man. Decision-making of consumer – woman depends on typology of personality. Consumer – man represents a type of more aggressive and dominant person that is able to realize his decision irrespective of personification and makes decision more autonomous than woman. Decision-making of man also depends on typology of personality in process of consumption. Woman consumer, who is a sanguinic in typology of personality, is in process of consumption more decisive as a man melancholiac or stoic.

Similarly woman consumer who is choleric as per typology of personality can be in process of consumption more decisive as a man choleric. Typology of personality is represented by particular general human features that can show themselves in different way in process of consumption because each man is an individuality and his singularity makes itself felt in time and space in different way.

## V. CONCLUSION

Customers personalities segmentation as per gender is very difficult and research of customer personality profile in relation to branded and unbranded goods is very difficult.

It turned out that a certain continuity between characteristics of consumer personality and decision to buy branded or unbranded goods. It is not possible to make up a consolidated profile of consumer branded or unbranded goods.

On the base of experience from executed survey in the field of consumer personality appraisal I recommend more quantitative survey by help of more narrow qualitative segmentation criteria.

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