

The Influence of Social Groups on Consumer Behavior Online in the Resita City Population

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Abstract

We chose to approach an economic theme with profound psychological implications, motivated by the inner springs that consumer behavior awakens to each individual, the essence of some unmistakable echoes in a cave of the unknown.

The most weight of the decision is based on the trust placed on the website that sells the product, the way the user navigates the site until it reaches the desired product, price and product information.

Its goal is to help us understand the actions of needs and motivations, attitudes and preferences on consumers in certain circumstances. as a result of all influences to which it is subjected, the consumer manifests itself in a certain way in the process of buying and consuming.

Key words: consumer, behavior, research, exogenous factors.

J.E.L. classification: M31

1. Introduction

The theoretical aspects were completed by a research project aimed to highlight the extent to which people from Resita are familiar with online shopping services and how they relate to online shopping. (Dinu and Dinu, 2013)

For the Romanians, behavior becomes an increasingly important issue in everyday life. From a theoretical point of view, consumer behavior is characterized by many aspects related to personality, motivation, culture, social status, reference groups and family. (Dinu and Dinu, 2010) In a narrow sense, consumer behavior mirrors how individuals behave in the case of purchasing and/or consuming goods and services. (Florescu, Malcomete and Pop, 2003) In a broad sense, consumer behavior embraces end-user behavior of goods and services.

2. Theoretical considerations

The way consumers deal with purchasing decisions is very diverse, because their reactions are mostly determined by the environmental issues in which they live their lives. (Kotler and Keller, 2008)

Consumer behavior is influenced by several factors: personal, psychological, social and cultural.

In the cultural complexity of a society one can identify several subcultures, namely distinct cultural groups constituted according to geographic, ethnic, religious, age criteria. Their careful study, taking into account the behavioral particularities they possess, contributes to better consumer satisfaction.

Culture, family and brand image these all factors influenced the buying behavior. Market share of the product depend on the awareness of consumer. (Dinu and Dinu, 2012)

In order to explain consumer behavior, the deduced influence of social factors must be considered, as they are an important component of the marketing macro environment. The social factors are represented by the small groups of the consumer. Social groups that have a direct influence on the consumer and to whom they belong are the main groups (family, friends, neighbors, colleagues) and secondary (religious groups, professional associations, trade unions).

Personal factors are represented by the consumer's personal features, such as age, life cycle stage, occupation, material situation, lifestyle, personality, self-image, etc. The purchasing decisions of a consumer are considerably influenced by these personal characteristics.

Psychological factors are endogenous variables that explain the behavior of the consumer through their multiple incidences on the individual, which cannot be directly observable to a large extent and are therefore usually deduced.

Of the many psychological variables with a major influence on consumer behavior, we highlight: perception, motivation, learning and attitude as well as magical thinking.

Consumer behavior differs from the online environment without the offline environment and classic stores. The difference is at the time of purchase, because in the offline environment they have the opportunity to see and test the product, while in the online environment there is a need for a rational thinking for ordering and analyzing the offers.

Offline stores typically have higher costs for products, as it involves renting space and staff salaries, cleaning, utilities. Instead, online stores have lower maintenance costs and can generate statistics about visitor behavior and preferences and can stock on these criteria.

Online advertisements are faster than any other medium in creating awareness among the users. (Sadhasivam and Nithya Priya, 2015)

This exploratory study examines the impact of consumer experience and attitudes on intention to return and unplanned purchases on-line. It also examines how certain consumer and Web site factors influence the on-line consumer experience. (Koufaris, Kambil and Labarbera, 2014)

3. Method and results

This exploratory study examines the impact of consumer experience and social groups for on-line purchases. It also examines how certain consumer and Web site factors influence the on-line consumer experience. (Koufaris, Kambil and Labarbera, 2014).

We have studied how family and social groups influence consumer behavior online in Resita. The study was built by the survey conducted on a representative sample for the population of Resita. The research was done on a representative sample of 366 people (quantitative research) in the population of Resita

Make marketing is, first, to apply principles of managerial efficiency in relation to consumer behavior.

Because the consumer's behavior is manifested on the market, it becomes a major study of marketing. I have studied the way in which the advertising influences consumer's behavior. The shape of how the study was done was build by the survey conducted on a representative sample for the population of Resita (Dinu Gabriel and Dinu Loredana, 2012).

The survey that was required for development of this paper was conducted during the period December 2017 - January 2018. The survey is non-exhaustive, the minimum sample size was calculated using the formula:

$$R = \frac{n}{N} * 100 = \frac{t^2 * p * q}{e^2}$$

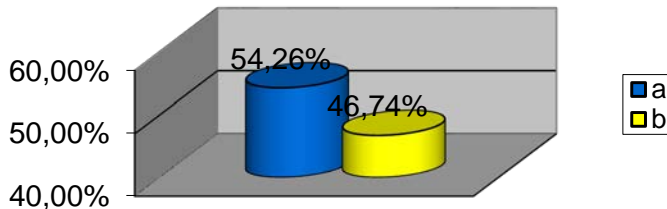
Where:

- R - sampling rate
- N - researched population size
- n - sample size
- t - the coefficient of confidence

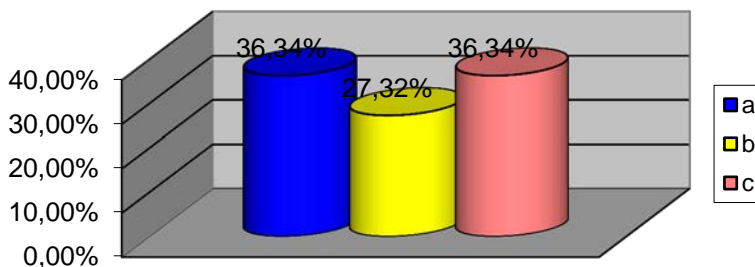
p - frequency of the phenomena
e – tolerated margin error

Further, I realized interpretation of research results:

1. Speaking the online purchases, on the whole sample, most subjects 54.26% look at a television (men 49.72%, women 50.28%). Only 45.74% are those to not make online purchases (men 52,19%, women 47,81%).

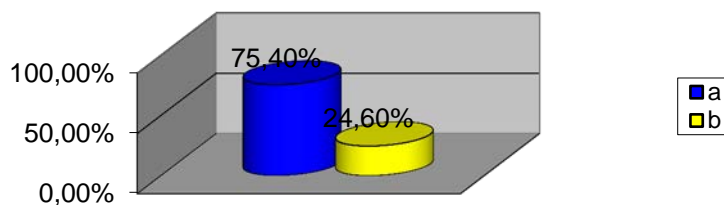


2. As regards the factors that influence the behavior of online consumers, on the total sample, 36.34%, needs and motivation (men 20.77%, women 15.57%) and preferences (men 15.03%, women 21.31%) are important for online customer behavior. A lower percentage for family, as a social group factor is 27.32% (men 12.29%, women 15.03%).



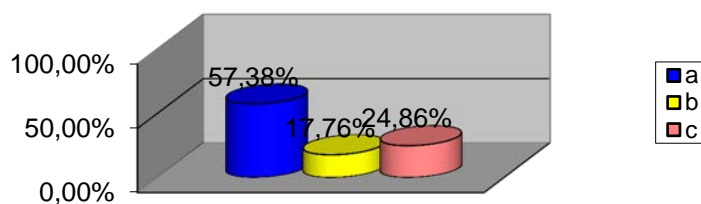
3. Regarding the advising with the family when we are buying online, on the total sample, On the whole sample, most of those surveyed 75.40% (men 35.79%, women 39.61%) they are advised to the family.

On the opposite side, with the lowest percentage of 24.60% (12.30% of men and 12.30% of women) are those who do not advise with the family.

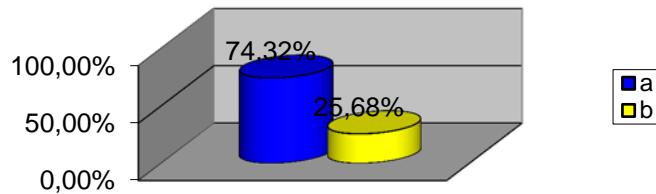


4. Regarding the decision-makers influencing the online purchase of a TV, on the total sample, 57.38% (26.51% of men and 30.87% of women) of the respondents believe that the biggest decision maker in the process of buying TV Led 3D is the price.

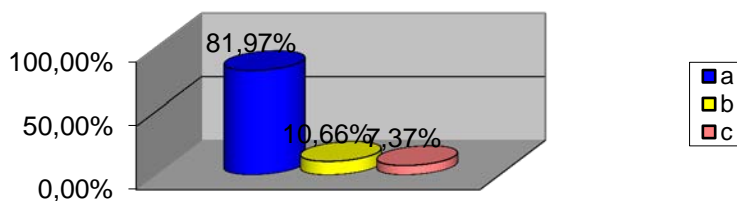
It should be noted that only 24.86% (12.02% men and 12.84% women) of the subjects think that advertising leads them to buy this type of television. Only 17.76% of the interviewed subjects say the brand is influencing the purchase of the TV Led 3D.



5. Regarding in terms of the desire to recommend other people to buy online, on the total sample, most of the respondents were 74.32% (men and women at the same rate of 37.16%) responded YES



6. Regarding friends/family's opinion when they are buying online , on the whole sample, most subjects 81.97% (men 35.52 %, women 46.45%) take into account the opinion of friends / family, followed by the 10.66% (men 7.38% women 3.28%) and no-no 7.37% (men 5.19%, women 2.18%).



4. Conclusions

The paper makes a venturesome incursion into a topic of unquestionable topicality in the transition to a market economy. Within the marketing concept that businesses are trying to adopt now more and more professionally, they are trying to adapt the offer to the needs and desires of the consumer that are out of the perimeter of subsistence, enter the perimeter of psychology.

Consumer behavior is an interdisciplinary field of study focused on how consumers behave and the motivations of that behavior.

According to recent studies in the last years, 63% of consumers want to get more detailed information about the product they want to buy online, and 43% of them will find it easy to navigate pages.

Another important criterion for online stores is the adaptation of the website for mobile devices. This year, the number of consumers using smartphones has doubled to 70% and is steadily rising. Therefore, sites that do not adapt to new technologies lose great traffic potential.

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