



## RELATIONSHIP BETWEEN CONSUMER BEHAVIOR AND MARKETING STRATEGIES

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### Abstract

This article titled "RELATIONSHIP BETWEEN CONSUMER BEHAVIOR AND MARKETING STRATEGIES" has been divided into three parts. In the first part we studied the concept of marketing with a special focus on consumers, consumers who can be: individual and organizational. In the second part we studied the role of the behavioral study emphasizing the marketing strategy and its success, and in the third part we studied the behavioral patterns.

### Key words:

consumer, marketing, models, decision-making processes, marketing strategies

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### 1) THE CONCEPT OF BEHAVIOR

The concept of marketing has moved away from the idea that economic activity must meet the desires and needs of consumers with maximum efficiency<sup>1</sup>. Sometimes it is possible for the consumer to change his decision to buy at the last minute or not to know the true motivation. Blackwell and Killat defined the behavior as all the acts of individuals related to the purchase of goods, which includes the decision-making process that determines those acts.

This definition has three basic dimensions, namely:

- the acts of individuals, the extent to which we show the behavior of consumers is not limited to the actual purchase, and extends to the accompanying documents, gathering the information on the products, and other;
- the purchase of goods, the size refers to the nature of the goods that are the objects of

- the purchase. These goods can be: tangible (detergents, food, and other.), non-tangible (repairs, insurance, and other);
- the decision-making processes that determine these acts, the size looks. Thus, choosing a shop involves the existence of certain criteria of choice (width and depth of the assortment, price level of the sale, proximity to the house, and other.). In the same way, the information process through which the consumer passes requires the choice of certain media (press, television, radio) and advertising media (Pro TV, Analog TV, Radio Vest, PubliTim, and other.)

The term consumer describes two different categories of consumer entities: the individual and organizational consumer.

<sup>1</sup> Kotler Philip, "A Generic Concept of Marketing", Journal of Marketing (pre-1986), Apr 1972, 36,000002, ABI/INFORM Global, pp 46

The individual consumer purchases goods and services for his own use (shoes, soap) for household use (edible oil, vinegar) for a family member (baby sweets) to give gifts to others (a bouquet of flowers, a bottle of wine, a book).

Organizational consumers are either productive enterprises or non-profit organizations, institutions and other. that buy products (raw materials and consumables) and services for their operation and the realization of their own object of activity. The term consumer describes two different categories of consumer entities: the individual and organizational consumer.

## 2) Role of behavioral study

In order to achieve effective marketing, people involved in finding answers need to complete their entrepreneurial insights with a concrete appreciation of the subtleties and complexities of the buyer's behavior.

Understanding consumer behavior plays an important role in marketing practice, as it can be used to answer key questions in the formulation of strategies and marketing tactics. Thus, the behavior can also be understood by strategies formulated by tracking the answer to several questions such as "who are the consumers of the product? »

For example, in a November survey by Daedalus on a sample of 1596 urban subjects aged over 14, it was noted that 46.2% bought a perfume for their personal use in the last 12 months, and women are the ones who buy more than men, 49.6% and 42.4% respectively; "Why is the product consumed?" Beyond buying for its own use, perfume is often bought to be a gift. Thus, in the last 12 months, 40.7% of interviewees have bought a perfume to make a gift.

Perfume as a gift attracts to a greater extent young people aged between 14 and 34 and to a lesser extent people over 55; "Where do consumers buy? "; "When consuming individuals? "; "Under what conditions are the products bought? ». This results in an identification of potential consumers and a breakdown that will lead to market segmentation and the adoption of a marketing strategy. Also, strategies need to be adjusted to consumer preferences, and it is important to identify the motivations that have led to both positive and negative actions. In order to be the place of purchase, customers have to be analyzed by type of shops, then the attractiveness of a shopping center is estimated, identifying the reasons that lead

them to attend a store in favor of another (ambiance, assortment sizes, sales prices, promptness of services).

What happens in the mind of the consumer will affect the planning of the new marketing strategies and the evaluation of the existing ones.

The development of new marketing strategies is influenced in several ways:

- The marketing opportunity shows unsatisfied needs (the need for a higher resolution of the newspaper pages)
- new products are developed and positioned to meet these needs (Mavica from Sony)
- Successful positioning depends on consumer perceptions about the new product (the perception of Mavica as a total shooting system)
- Advertising strategy is based on the benefits of communication that consumers want (greater resolution and ease of viewing)
- media strategies are developed to ensure that messenger has reached the target segment (newspaper publishers)

The success of marketing strategies depends on the likelihood of consumers perceiving the brand, they see a brand as one that meets their needs, and as a result also determines whether the brand has succeeded in meeting their needs. Marketing strategies must be based on factors that influence consumer behavior.

Following the study of attitudes, managers can develop both an attitude and a change strategy. When attitude is favorable, it can be strengthened by marketing actions (advertising, public relations, personal sales, sponsorship).

Buying is a process, a succession of precursor and post-acquisition activities that encompass; influence purchasing decisions. All stages of the purchase are the interest of the marketing manager, which seeks to influence the awareness of the customer's requirements or wishes before purchasing the product. At the same time, all the research that comes out here can satisfy consumers, the components of the

purchase, and the consequences of consumption. All of this can outline patterns of buying and buying repeatedly. Marketing strategies have been sought, starting from the understanding of social factors; and psychological impacts on consumers' choices at each stage of this succession.

A more complex approach has attempted to organize disparate concepts of behavioral science, taking into account interactions between them as well as their separate effects, and making systematic models of human behavior. Such an approach is not limited to creating corrections on the factors that determine the buyer's choices.

The most widely accepted models of this kind describe the consumer as an information processor involved in:

- Receiving environmental data on the sensory path followed by interpretation, perception and according to experience, views of the goals, social status and personality structure;
- looking for additional information to clarify wishes, as well as evaluating competing brands to which they can satisfy in order to satisfy them;
- developing beliefs, buying intentions that in turn determine the choice of brand.

Therefore, the consumer is portrayed as an active collaborator of the marketing system, engaged in making significant beliefs and in their rational modification based on new information. He responds affectionately (by "I like" or "I do not like it") to each alternative, and finally clarifies his intention to buy his favorite brand.

Multilateral models described the individual consumer as an excessively rational information processor, but failed to provide explanations that would not be based on the fact that man would be compelled to engage in finding solutions to the problems he had. There is a weak link between the main determinants of attitudes and

purchasing intentions, on the one hand, and the purchasing decision itself, on the other. The situations that arise between expressing a purchase intention (for example, in the course of a market investigation in connection with the development of a new brand) and the opportunity to buy the new brand of the product (when it finally appears on the market) Determine the poor correlation between attitude and behavior. The analysis of the external environment, in which consumer behavior and patterns of similar behavior are maintained, leads to a more complete understanding of consumer decisions.

### 3) BEHAVIORAL MODELS

Multiple approaches to consumer behavior and numerous resulting concepts have made it necessary to try to synthesize and synthesize them. This role has been assumed by numerous authors who have developed behavioral models. The models either address a side of behavior or partial patterns (Nicosia model - advertising message processing model, Bettman model - information processing model, Pavlov model - classic conditioning model, Fishbein model - attitude modeling model), or behavior in its entirety (models: Kotler, Howard, Seth, Engel, Kollat and Blackwell). A useful model is Kotler's basic model.

*The elementary pattern* of consumer behavior. It is a stimulus-response model that groups the components into five categories: marketing stimuli, determinant variables, responses or reactions, re-evaluation after purchase, and environmental influences<sup>2</sup>.

*Marketing incentives* are the influences of companies' efforts to convince consumers to buy a product or brand or visit a store (examples of marketing stimuli: advertising message, sales price, product qualities)<sup>3</sup>.

*The determinant variables* are all internal, unobservable processes of consumer behavior. They include the elementary process, the filtering process and the decision-making process<sup>4</sup>.

<sup>2</sup> Tudor Edu, Iliuță Costel Negricea, Alexandru Ionescu, "CONSUMER BEHAVIOUR PATTERNS: IDENTIFYING BUYING MOTIVES FOR COOL DRINKS AMONGST SOUTH AFRICANS UNDER 35 YEARS OLD", Romanian Economic and Business Review – Vol. 8, No. 1, 2013, pp 73-91

<sup>3</sup> Elisa K. Chan, Robert J. Kwortnik Jr., Brian Wansink, "McHealthy: How Marketing Incentives Influence Healthy Food Choices", Cornell University School of Hotel Administration, 2017

<sup>4</sup> Melanie J. Randle, Sara Dolnicar, "The characteristics of potential environmental volunteers: implications for marketing communications", Australasian Journal of Environmental Management, 22 (3), 2015, pp 329-339.

*Elementary processes*<sup>5</sup> are the set of mechanisms that lead to a response, to a reaction from the consumer under the influence of external stimuli.

Elemental processes are:

- the perceptual process, the process in which the consumer registers information from his / her environment and interprets them using his / her own evaluation criteria.
- Information is the process by which the consumer chooses, processes and assimilates the basics of decision making.
- learning is the process of consumer habits, the socialization process of the consumer, highlighting the role of experience in making the purchasing decision

The filtering process allows the consumer to select a small number from the multitude existing alternatives. The attitudes that the consumer has created enable him to hierarchize alternatives and eliminate those in the lower positions.

The decision-making process involves several steps:

- Awareness of the consumption need, in which the consumer finds a distance between an ideal state, a desired state and a actual state, the purchase of the product with the purpose to reduce or cancel this distance
- Identifying alternatives involves establishing a decision-making system in which the assessment criteria are the determinant role, so the consumer will either use his or her mind to engage in a gathering of information from various sources (friends, neighbors, leaflets, brochures)

- The evaluation of the alternatives consists in confronting the alternatives of the attributes of each product, marks with evaluation criteria that are in fact the expectations of the consumer; the stage ends with forming the consumer's beliefs about the ability of one or more alternatives to meet its purchasing alternatives
- Purchasing intents are internal, unobservable responses that precede the actual purchase act.

*Responses* represent the set of consumer acts that constitute the visible differences in consumer decision-making processes. These acts can result in either choosing and visiting a store, or buying a product or brand.

*Reassessment* after purchase is to meet the expectations it has set before the election, with the results of brand consumption purchased. A favorable reassessment, ie compatibility between expectations and outcomes, will lead to a consolidation of the consumer's beliefs and attitudes, ultimately resulting in a rebate. Insatisfaction, ie incompatibility between expectations and results, will result in the brand and the search for another brand<sup>6</sup>.

*The influence of the environment* refers to the action of the elements that make up the consumer's external environment (culture, social class, reference group, family). These elements have the effect of stimulating the cause of not translating intentions into actual purchasing<sup>7</sup>.

#### 4) CONCLUSIONS

Following the study on the relationship between consumer and marketing, we noticed first of all that the concept of marketing is based on several dimensions. The second observation is that the marketing strategy is primarily influenced by the

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<sup>5</sup> Kai Huotari, Juho Hamari, "A definition for gamification: anchoring gamification in the service marketing literature", *Electronic Markets*, February 2017, Volume 27, [Issue 1](#), pp 21–31

<sup>6</sup> Patrick Planing, "MEASURING CONSUMER INNOVATIVENESS: AN EMPIRICAL RE-EVALUATION OF ROGER'S

INNOVATIVENESS SCALE", *International Journal of Sales, Retailing & Marketing*, ISSN 2045-810X, Val 4, No 2, 2015, pp 86-97

<sup>7</sup> Michael T. Krush, Raj Agnihotri, Kevin J. Trainor, "A contingency model of marketing dashboards and their influence on marketing strategy implementation speed and market information management capability", *European Journal of Marketing*, ISSN: 0309-0566, 2016

marketing opportunity, the new products and the advertising strategy. The third observation is that there are several behavioral patterns that I can remember: elementary model, determinant variables, elementary processes, filtering and decision making.

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