



Factors Affecting Consumer Buying Behavior

Shrijit Rudrappa Hubballi¹, Professor Deepak Shyam²

¹PES1PG22MB432, Guide
Department of MBA, PES University

ABSTRACT

The moment has come to consider and forecast consumer behavior in the marketplace as the new century draws near and the twenty-first century creeps in. Since the advent of market segmentation and the demise of mass marketing, a lot has happened. Henry Ford offered the Ford to consumers in any color for so long as it was painted black under mass marketing. Following World War II, marketers shifted from producing goods they desired to producing goods that the public desired. customer behavior is all about figuring out what the customer wants to buy and why. From the economic framework of the 1940s to the unreasonable consumer of the 1950s and 1960s, the data processor of the 1970s, and finally the cognitive miser of the 1980s, my theoretical models of how consumers make decisions about what to buy have changed throughout time. Consumers in the future will surely have unique theoretical choice models that emerge from the context of future decision-making. This piece aims to describe that future. However, first, let's quickly review the history of the field of consumer behavior research.

The true environmental effect of an individual or family is not often reflected in psychological study measures of pro-environmental behavior. As a result, these research findings don't shed much light on factors that could be useful in lowering the environmental effect of homes. This paper presents and compares a typical social science indicator of pro-environmental behavior with an environmentally important measure of family consumer behavior, i.e., combined both direct and indirect energy usage. Two extensive field investigations including typical Dutch home samples were carried out. According to the findings, people who report being more environmentally conscious do not always consume less energy.

This essay analyses pertinent research on sustainable customer behavior and addresses the issue from a marketing standpoint. The purpose of this study is to present the idea of sustainable consumer behavior, together with its philosophical and methodological underpinnings. It also intends to identify the main obstacles to sustainable consumption and the important determinants of sustainable consumption.

Keywords: Consumer behavior, Sustainability, Environment-friendly, Cultural beliefs, Lifestyle, Disposable income.

Introduction

A wide range of intricate and ever-changing elements shapes consumers' purchasing habits. Businesses looking to connect with their intended consumers and create effective marketing campaigns must understand these aspects. A wide range of intricate and multidimensional elements shapes consumers' purchasing habits. To effectively design plans and meet the needs and tastes of their target audience, firms and marketers must thoroughly understand these aspects. The following are important variables that have a big impact on how customers behave while making purchases:

1. Cultural factors:

- a. **Culture:** A society's values, beliefs, conventions, and traditions shape its members' behavior as consumers. Cultural variables influence people's tastes and impressions of goods and services.
- b. **Subculture:** Within a society, different subcultures, including ethnic or religious groupings, may have unique tastes and shopping habits.

2. Social Elements

- a. **Reference Groups:** Individuals frequently look to their peers for acceptance and are impacted by the beliefs and conduct of these groups, including friends, family, coworkers, and internet forums.
- b. **Social Class:** A consumer's social and economic position might influence their brand preferences and selections.

3. Individual Elements:

- a. **Age and Life Stage:** As people age and go through life transitions like marriage, motherhood, or retirement, their needs and preferences frequently alter as well.

- b. **Occupation and Income:** An individual's purchasing power and tastes might be influenced by their employment type and income level.
 - c. **Personality and Lifestyle:** Different brands or items may appeal to people with distinct personalities and lifestyles.
- 4. Psychological Elements:**
- a. **Motivation:** A marketer's comprehension of the diverse demands that propel consumers is essential. In this situation, Maslow's hierarchy of needs provides a helpful foundation.
 - b. **Perception:** How people see how they make sense of data affects the purchases they make.
 - c. **Learning:** Experience shapes consumer behavior and decisions made in the future may be influenced by what was learned from previous encounters with goods or companies.
- 5. Environmental Elements:**
- a. **Economic Conditions:** Consumer trust and spending patterns can be impacted by economic conditions like inflation, recession, or growth.
 - b. **Technological Developments:** New items may be developed, customer tastes can be affected, and people's shopping habits can be altered.
 - c. **Crisis and Instances:** Unexpected occurrences can have a big, instantaneous effect on consumer behavior. Examples of this include natural catastrophes and public health emergencies.
- 6. 4Ps of the marketing mix:**
- a. **Product:** A product's attributes, caliber, and branding can affect how consumers see and select it.
 - b. **Price:** Discounts, pricing policies, and perceived value all have a significant influence on consumers' decisions to buy.
 - c. **Location:** The accessibility of items to customers is influenced by their availability and distribution methods.
 - d. **Promotion:** Consumer awareness and perception are influenced by campaigns, advertisements, and other marketing communications.

Businesses must comprehend how these elements interact to create focused marketing campaigns and modify their goods and services to satisfy the wide range of customer demands and preferences. Prosperous companies consistently modify their tactics to react to shifts in these impacting elements. Businesses may improve product offerings, customize marketing techniques, and improve the entire consumer experience by comprehending and analyzing these elements. Businesses that can use these variables to their advantage and adjust in response to the shifting needs and desires of their target market will succeed.

Objectives

1. To study sustainable consumer behaviors.
2. To study the factors affecting consumer buying behavior.
3. To know about the history and evolution of consumer behavior
4. To understand how consumer behavior affects businesses.

Literature review

1. The research paper titled "Sustainable Consumer Behavior. Consumer Psychology Review" (2019) by Trudel, R. This article addresses the psychological underpinnings of sustainable consumer behavior and compiles and arranges study findings from the previous 20 years. Sustainable consumer behavior aims to meet current demands while minimizing or improving the environmental impact.
2. Research titled "Affect and consumer behavior" by Cohen, J. B., & Areni, C. S. (1991) speaks about how the effect significantly impacts how customers behave and operate psychologically, although it is frequently subtle and goes unnoticed.
3. Jacoby, J., Johar, G. V., & Morrin, M. (1998) published a research paper on Publication outlets and scholars kept coming back to study consumer behavior. Limitations and recommended directions for further study are highlighted, in addition to academic contributions of general interest and domain-specific relevance.
4. Dr Nilesh B. Gajjar published a research paper titled "Factors Affecting Consumer Behavior" which speaks about How are customers going to choose where to invest their money and time. This is a crucial question for a trader to know. The customer chooses to spend their money once he is completely satisfied. Knowing the Factors Affecting Consumer Behaviour is crucial.

5. Research titled "ON THE NEW THEORY OF CONSUMER BEHAVIOR" by Robert T. Michael and Gary S. Becker talks about the home production function method put forward in Becker's "A Theory of the Allocation of Time" serves as the foundation for the modification of the concept of consumer behavior that is advocated in this article.
6. Alexander Nill, John A. Schibrowsky, James W. Peltier, and Shannon Cummins researched consumer behavior. This article's goal is to evaluate the research on social network theory and consumer behavior as it relates to online and e-commerce environments.
7. Sidney J Levy conducted depth interviews on consumer behavior are categorized with other narrative forms such as myths, novels, fairy tales, and psychological test responses. These narratives are considered creative assertions that may be analyzed qualitatively for their symbolic and functional meaning.
8. Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L., & Polegato, R. published a paper titled Consumer Behavior: Buying, Having, and Being (2014). Determine the effects of Culture, society, and the person on consumer decisions. Gain expertise in ethnographic research by gathering and examining qualitative information about customer behavior.
9. Moschis, G. P. research paper named Stress and Consumer Behavior (2007). In this study, the stress viewpoint is attempted to be advanced as a valuable paradigm for consumer research. The author begins by outlining the philosophical and theoretical underpinnings of stress research. Second, using theory and research as a foundation, the author creates a broad conceptual framework for the origins and effects of stress.
10. Research titled "The Unconscious Consumer: Effects of Environment on consumer behavior." In this piece, we contend that minute environmental signals frequently have a significant impact on consumer behavior. There is a lot of variation that cannot be explained by the conventional viewpoint on consumer choice, which is based on conscious data processing.
11. "Current problems in consumer behavior" a research paper by Kollat, D. T., Engel, J. F., & Blackwell, R. D. (1970) discusses several concerns and challenges that obstruct the establishment of a tradition of consumer behavior research to complement existing critical assessments of consumer research.
12. "Information, incentives, and pro-environmental consumer behavior" by P.C. Stem The essay addresses the variables driving environmentally conscious consumer behavior as well as the policy ramifications of understanding these variables.
13. "Measurement and Determinants of Environmentally Significant Consumer Behavior" This article presents and compares a standard scientific measure of pro-environmental behavior with an environmentally important measure of home consumer behavior.
14. "How information changes consumer behavior and how consumer behavior determines corporate strategy" by Clemons, E. K. (2008) This study examines how resonance marketing and hyper differentiation affect strategy, showing a clear transition from a small number of fat spots to a distinct market sweet spots via line extensions.
15. "Sustainable consumer behavior" by Kostadinova, E. (2016) explains the idea of sustainable consumer behavior, as well as its theoretical and methodological underpinnings. It also strives to highlight the main obstacles to sustainable consumption and the important elements affecting it.
16. "Cross-cultural consumer behavior" by De Mooij, M., & Hofstede, G. (2011) talks about the self, character, and attitude relationships that form the foundation of consumer behavior models, branding, and advertising tactics.
17. "Evolution and consumer behavior" by Durante, K. M., & Griskevicius, V. (2016) This article explores the concept of using an evolutionary method to make predictions as well as two particular hypotheses that have been informed by evolution and have provided fresh perspectives on consumer behavior.
18. "Looking at consumer behavior from a moral perspective" by Brinkmann, J. (2004). According to the study, our sector has to pay much more attention to customers and their behaviors.
19. "Personality and Consumer Behavior" by Kassarian, H. H. (1971) After reviewing a vast amount of material, this article makes some judgments about the current level of knowledge.
20. "Consumer behavior research: A synthesis of the recent literature" by Peighambari, K., Sattari, S., Kordestani, A., & Oghazi, P. (2016) The twelve years of current scholarly study on consumer behavior that have been presented in the five top international publications in this subject are examined in this article. Examining scholarly contributions to a particular field of study offers important perspectives on how the field has changed over time.

Sustainable consumer behavior

Consumer decisions and activities that are made to reduce their environmental effect and advance the sustainability of society and the economy are referred to as sustainable consumer behaviors. These actions are crucial for tackling environmental issues, encouraging moral behavior, and building a healthier future. The following are a few sustainable consumer habits:

1. Conscientious Buying:

- a. **Product research:** Before purchasing, consumers may learn about a product's effects on the environment and society. This entails taking into account elements including the production procedures, the materials utilized, and the business's general sustainability policies.
- b. **Certifications:** Look for labels indicating that a product complies with environmental and ethical standards, such as those from the Forest Stewardship Council (FSC), Fair Trade, Organic, or Energy Star certifications.

2. Cutting Down and Reusing:

- a. **Reducing trash:** Select items with the least amount of packaging possible and take into account choices that produce less trash. Using reusable containers, bags, and water bottles are a few examples of this.
- b. **Buying Used Items:** Choose antique or used goods to prolong the life of products and lessen the need for fresh manufacturing.

3. Efficiency of Energy and Resources:

- a. **Energy conservation:** Use LED lightbulbs, switch off equipment when they're not in use, and buy energy-efficient equipment as examples of energy-efficient home habits.
- b. **Water conservation:** Use water-saving equipment, seal leaks, and pay attention to how much water you use.

4. Options for Transportation:

- a. **Public transit and Carpooling:** To cut down on carbon emissions, take public transit, carpool, or choose more eco-friendly modes of transportation like biking or walking.
- b. **Fuel-Efficient Vehicles:** To lessen your carbon impact, if at all feasible, select an electric or fuel-efficient vehicle.

5. Endorsing Eco-Friendly Brands:

- a. **Select Ethical Businesses:** Give your support to companies and brands that place a high priority on sustainability across their entire supply chain, from obtaining raw materials to producing and delivering them.
- b. **Local and Small enterprises:** To lessen the environmental effect of long-distance travel and boost local economies, support small and local enterprises.

6. Consuming With Awareness:

- a. **Minimalism:** Adopt a lifestyle that prioritizes quality over quantity, abstains from pointless purchases, and declutters frequently.
- b. **Repair & Upcycling:** Try upcycling or reusing outdated objects to give them a new lease of life rather than them out.

7. Education and Advocacy:

- a. **Remain Informed:** To make wise decisions, and keep up with developments and concerns related to sustainability.
- b. **Promote Change:** Encourage environmentally and socially responsible policies to be changed, and support sustainable behaviours in your community.

Sustainable consumption practices are essential to building a more socially and ecologically conscious global community. Consumers may help create a future that is more equal and sustainable by making thoughtful decisions.

Factors affecting consumer purchasing decisions

Numerous factors affect consumer purchasing decisions; for firms to effectively promote their goods or services, they must comprehend these elements. Several significant factors can impact the purchasing behavior of consumers.

1. Cultural Elements:

- a. **Culture:** A given culture's values, beliefs, conventions, and behaviors may have a big influence on what people decide to buy.
- b. **Subculture:** There are cultural groups with distinctive traits inside bigger cultures that might affect the decisions made by consumers.

2. Social Elements:

- a. **Reference Groups:** Individuals are shaped by the groups they are a part of or hope to be a part of.
- b. **Family:** The dynamics and responsibilities within a family can have a significant impact on the choices of consumers.
- c. **Social Class:** A consumer's socioeconomic standing might influence the brands and items that appeal to them.

3. Individual Elements:

- a. **Age and Lifestyle Stage:** Requirements and preferences vary depending on the age group and stage of life.
- b. **Occupation:** A person's purchasing habits may be influenced by the kind of employment they do.
- c. **Lifestyle and Personality:** Consumer selections are frequently influenced by their way of life and personal attributes.

4. Psychological Elements:

- a. **Perception:** Consumers' purchasing decisions may be influenced by how they view a brand or product.
- b. **Motivation:** The fundamental requirements or desires that influence how customers behave.
- c. **Learning:** Knowledge and prior experiences influence customer decisions.

5. Digital Influence and Social Media:

The emergence of internet platforms and social media has a big effect on how people shop. Decisions can be influenced by internet presence, reviews, and recommendations.

6. Advertising & Marketing:

Customer views and preferences can be influenced by the marketing and advertising strategies used for goods and services. Discounts, branding, and promotions are also important.

7. Financial Elements:

Consumer spending may be impacted by the state of the economy as a whole, which includes elements like income levels, unemployment, and inflation.

8. Factors related to technology:

Technological developments may influence how items are advertised and sold, as well as generate new products and alter customer preferences.

9. Environmental Issues:

Growing consumer knowledge of environmental issues can impact their purchasing decisions and result in a preference for sustainable practices and eco-friendly items.

10. Individual Principles and Views:

Buying decisions can be influenced by an individual's values and beliefs, particularly when such choices are consistent with moral or ethical standards.

Businesses looking to satisfy the changing requirements and tastes of their intended customer base must comprehend these elements and be aware of shifts in consumer trends. Due to the complexity of consumer behavior, several factors may have an impact rather than just one single one.

History and evolution of consumer behavior

As the environment, technology, and economic conditions changed over time, so analyzed consumer behavior. Here is a quick synopsis of how consumer behavior has changed over time:

1. Initial Thoughts:

Early in the 20th century, economics was the main prism through which consumer behavior was seen. The goal was to comprehend, from an objective and economic perspective, the elements that affected purchase decisions.

2. Psychological Affects:

There was a change in the years 1950 to 1960 towards using psychology to analyze consumer behavior. Researchers who highlighted the significance of psychological needs, motives, and wants in influencing consumer decisions, such as Sigmund Freud and Abraham Maslow, had an impact on the discipline.

3. Marketing Age:

As marketing gained prominence as a field in the middle of the 20th century, scholars started delving into the social and psychological facets of customer behavior. Ideas like market segmentation, branding, and advertising became more popular.

4. The field of Behavioural Economics

Behavioral economics is a topic that originated in the latter part of the 20th century, combining knowledge from economics and psychology to examine how people make decisions. Scholars such as Amos Tversky and Daniel Kahneman investigated the cognitive heuristics and biases that affect consumer decisions.

5. Impact of Technology in the Digital Age:

Consumer behavior changed with the introduction of digital technology and the internet in the late 20th and early 21st centuries. Online reviews, social networking, and e-commerce have all grown in importance as deciding factors in consumer purchases.

6. Globalisation:

Globalization influenced consumer choices by increasing economic interconnectedness. Exposure to a variety of products and cultures affected customers worldwide.

7. Social responsibility and sustainability:

Growing public awareness of social and environmental issues has resulted in a greater focus on environmentally friendly and socially conscious consumer behavior in recent years. Customers are more aware of how their decisions affect the environment and ethics.

8. Big Data and Personalisation:

Technological and data analytics advancements have made it possible for corporations to compile vast amounts of customer preference data. This has resulted in more focused approaches to fulfilling individual demands and customized marketing techniques.

9. Increase in Customer Empowerment

The popularity of social networking sites and internet platforms has given customers more ability to voice their thoughts and influence companies. Online reviews and user-generated material are important factors in forming opinions and swaying shopping choices.

10. Consumer insights and neuroscience:

Recent developments in neuroscience have shed light on the brain mechanisms that underlie consumer decision-making. Marketers may better comprehend the biological and cognitive facets of customer behavior with the aid of this multidisciplinary approach.

The field of consumer behavior research is constantly changing as academics and industry professionals adjust to shifting societal norms, technological advancements, and international dynamics. These days, it's a broad area that uses knowledge from economics, sociology, psychology, and other academic fields to comprehend and forecast how customers make decisions in a complicated world

Effects of consumer behavior on businesses.

Businesses are greatly impacted by consumer behavior in several ways. Businesses must comprehend and analyze consumer behavior to create marketing plans that work, expand their product lines, and raise customer satisfaction levels. This is how businesses are impacted by customer behavior:

1. Innovation and Product Development:

Innovation and product development are driven by customer requests and preferences. Businesses may develop items that fit with current market conditions and differentiate themselves in a crowded marketplace by knowing what customers want and need.

2. Advertising & Marketing:

Strategies for marketing and advertising are guided by consumer behavior. Companies modify their branding, marketing strategies, and messaging to appeal to the intended audience. Marketing initiatives may be made more attractive and successful by having a better understanding of customer motivations and decision-making processes.

3. Market division:

Understanding customer behavior enables companies to efficiently divide up their target market. Businesses may maximize their advertising budgets and assets by customizing their offers to niche markets by finding unique customer groups with comparable interests.

4. Customer Contentment and Experience:

Gaining insight into consumer behavior aids companies in enhancing the general customer experience. This covers elements like customer service encounters, internet design, and simplicity of purchase. Customers who are happy with a brand are more inclined to recommend it and make repeat purchases.

5. Strategies for Pricing:

Pricing decisions are influenced by consumer behavior. Businesses need to take into account things like consumers' willingness to pay for certain features, price sensitivity, and perceived value. Pricing plans are often modified in response to market conditions and customer perceptions.

6. Management of Inventory:

Companies must control inventories by customer demand. Businesses may guarantee that popular items are always accessible, optimize stock levels, and cut expenses associated with surplus inventory by analyzing purchase trends and seasonal fluctuations.

7. Brand Loyalty and Image Maintenance:

Good customer experiences encourage brand loyalty. Comprehending consumer behavior facilitates the development of strong client connections, which in turn promotes client retention and repeat business. On the other hand, unfavorable encounters can damage a business's reputation and hinder its long-term development.

8. Online Presence and E-Commerce:

The rise of internet buying and e-commerce has profoundly altered consumer behavior. To satisfy evolving customer expectations, businesses must adjust to the digital world, optimize online platforms, and offer a smooth online buying experience.

9. Influence of Social Media:

Consumer behavior on social media sites has a big influence on how people perceive brands. Companies employ user-generated content, interact with customers on social media, and quickly resolve complaints to establish a good online image.

10. Adjusting to Shifts and Trends:

Consumer behavior is ever-changing due to changes in culture, technology, and societal trends. Companies that remain aware of these developments will be able to swiftly adjust, remaining competitive and relevant.

11. Risk Control:

Comprehending customer behavior aids firms in anticipating possible hazards and difficulties. Businesses can proactively address problems and reduce risks to their reputation and financial success by recognizing changes in consumer preferences or potential challenges.

In conclusion, customer behavior has a significant role in determining how successful a firm is. Businesses may establish enduring customer connections and strategically position themselves in the market by attentively examining and adjusting to the preferences, reasons, and processes for making decisions of their target audience.

Conclusion

In summary, the topic of consumer behavior research is intricate and dynamic, with broad ramifications for businesses and marketers. Consumer behavior research has evolved significantly over time, from the 1940s economic framework to the 1980s cognitive miser paradigm and beyond. The study of customer behavior is becoming more and more crucial as humanity becomes smaller and consumers get more knowledge.

One of the most important lessons to be learned from this study article is the importance of society, culture, and the person in influencing consumer behavior. Organizations need to comprehend these aspects to create efficacious marketing tactics. Because of disparities in values and beliefs, a product that is well-liked in one culture might not be as successful in another.

Another noteworthy discovery is that stress has a big influence on customer behavior. Customers who encounter anxiety may be more prone to act impulsively or make other regrettable decisions. Comprehending the impact of stress on customer behavior might aid firms in formulating tactics to alleviate its adverse consequences. Research on sustainable consumer behavior is another crucial field. Businesses need to change to satisfy the requirements of more environmentally sensitive consumers. Businesses may create more sustainable goods and marketing strategies by having a better understanding of the barriers to environmentally friendly consumption and the variables that impact it.

This study report emphasizes the significance of qualitative research techniques in comprehending customer behavior as well as these findings. Deep conversations and other narrative formats can offer insightful information about the functional and symbolic significance of customer behavior. All things considered, this study report offers a thorough analysis of the variables influencing customer behavior and how those variables affect companies. Businesses may create more efficient advertising approaches and better serve their consumers by understanding the intricate interactions between society, culture, the person, and other elements. The study of customer behavior will continue to be a crucial field of study for companies and marketers alike as the globe changes.

References

-
- Trudel, R. (2019). Sustainable consumer behavior. *Consumer Psychology Review*, 2(1), 85-96.
- Cohen, J. B., & Areni, C. S. (1991). Affect and consumer behavior.
- Jacoby, J., Johar, G. V., & Morrin, M. (1998). Consumer behavior: A quadrennium. *Annual review of psychology*, 49(1), 319-344.

- Gajjar, N. B. (2013). Factors affecting consumer behavior. *International Journal of Research in Humanities and Social Sciences*, 1(2), 10-15.
- Michael, R. T., & Becker, G. S. (1973). On the new theory of consumer behavior. *The Swedish Journal of Economics*, 378-396.
- Cummins, S., W. Peltier, J., A. Schibrowsky, J., & Nill, A. (2014). Consumer behavior in the online context. *Journal of Research in Interactive Marketing*, 8(3), 169-202.
- Levy, S. J. (1981). Interpreting consumer mythology: a structural approach to consumer behavior. *Journal of Marketing*, 45(3), 49-61.
- Solomon, M. R., Dahl, D. W., White, K., Zaichkowsky, J. L., & Polegato, R. (2014). *Consumer behavior: Buying, having, and being* (Vol. 10). London: Pearson.
- Moschis, G. P. (2007). Stress and consumer behavior. *Journal of the Academy of Marketing Science*, 35, 430-444.
- Zaichkowsky, J. L. (1991). Consumer behavior: Yesterday, today, and tomorrow. *Business Horizons*, 34(3), 51-58.
- Dijksterhuis, A., Smith, P. K., Van Baaren, R. B., & Wigboldus, D. H. (2005). The unconscious consumer: Effects of environment on consumer behavior. *Journal of consumer psychology*, 15(3), 193-202.
- Kollat, D. T., Engel, J. F., & Blackwell, R. D. (1970). Current problems in consumer behavior research. *Journal of Marketing Research*, 7(3), 327-332.
- Stern, P. C. (1999). Information, incentives, and pro-environmental consumer behavior. *Journal of Consumer Policy*, 22(4), 461-478.
- Gatersleben, B., Steg, L., & Vlek, C. (2002). Measurement and determinants of environmentally significant consumer behavior. *Environment and Behavior*, 34(3), 335-362.
- Clemons, E. K. (2008). How information changes consumer behavior and how consumer behavior determines corporate strategy. *Journal of Management Information Systems*, 25(2), 13-40.
- Kostadinova, E. (2016). Sustainable consumer behavior: Literature overview. *Economic Alternatives*, 2, 224-234.
- Hawkins, D. (2020). Consumer behavior: Building marketing strategy.

De Mooij, M., & Hofstede, G. (2011). Cross-cultural consumer behavior: A review of research findings. *Journal of International Consumer Marketing*, 23(3-4), 181-192.

Durante, K. M., & Griskevicius, V. (2016). Evolution and consumer behavior. *Current Opinion in Psychology*, 10, 27-32.

Bettman, J. R. (1970). Information processing models of consumer behavior. *Journal of Marketing Research*, 7(3), 370-376.

Brinkmann, J. (2004). Looking at consumer behavior from a moral perspective. *Journal of Business Ethics*, 51, 129-141.

Nevo, A. (2011). Empirical models of consumer behavior. *Annu. Rev. Econ.*, 3(1), 51-75.

Kassarjian, H. H. (1971). Personality and consumer behavior: A review. *Journal of Marketing Research*, 8(4), 409-418.

Peighambari, K., Sattari, S., Kordestani, A., & Oghazi, P. (2016). Consumer behavior research: A synthesis of the recent literature. *Sage Open*, 6(2), 2158244016645638.