



The Impact of Buyer Personalities on their Buying Behaviour

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Abstract

The study of consumer behaviour has become crucial in the current marketing environment. Markets are ruled by consumers. Every company organisation needs customers to function. Consumers and their pleasure are the focus of all company efforts. Customers fulfil the three separate roles of user, payer, and buyer in customer behaviour studies, which are based on consumer purchasing behaviour. Strategic market planning now includes consumer purchasing behaviour as a crucial component. It is important to start by taking into account the elements that have an influence on consumer buying behaviour in order to build a framework for the research of consumer behaviour. The paper focuses on the different personality types of the buyer persona to help understand how a firm can promote a product or service in a way that encourages the intended customer personality to purchase the item, so that it can modify its marketing techniques. A company's income may grow if the buyer's personality is correctly identified. The goal of this study is to understand the variables that influence how customers make decisions about which products or services to buy, as well as how personality of a buyer plays an important role in influencing particular consumers' choices. The research used a convenience sampling approach. Through the use of structured questionnaires, data is gathered. Excel and other statistical tools are used for data analysis. where in a sample size of 65 respondents has been taken.

Keywords: *Consumer behaviour, purchasing behaviour, buyer personality*

INTRODUCTION

Consumer buying behaviour is the study of consumers' decision-making process on what they need, want, or desire. The behaviour of customers is a topic that marketing managers are constantly curious about learning more about in order to better plan communication and advertising campaigns and messages about their goods and services. Every day, consumers make purchasing decisions, and many of them aren't even aware of the elements that led them to make these choices. Buyers can be grouped into four basic personality types, the Driver, the Analytical, the Expressive, and the Amiable (Demand jump, 2014). By identifying the buyer's personality type and what motivates them (as cultural, social, personal, and psychological factors), a firm can adapt its marketing strategies to market the good or

service in a way that motivates the targeted buyer personality to buy the product. Correctly identifying the buyer's personality can help increase the revenue of a firm.

The first personality type is the driver. These are the buyers that are driven by power and authority. Driver buyers are the people who drive the buying process (Rajpal, 2018). Few of the traits that help you identify a driver buyer are as follows: they have a dominant personality, they are strongly opinionated and they are highly decisive and influential. This persona is result oriented and hence it's important to present any relevant facts and metrics to indicate that your product or service is the perfect resolution to their problem.

The next buyer persona is analytical buyers. They are the ones that are driven by logic and information, they usually make decisions from facts and not emotions (Frost, 2020). They'll demand to examine data, case studies, and any other materials that will aid in their understanding of your product or service. A few of their traits are that they are perfectionists and value attention to detail. With an analytical buyer, you must have evidence to back up your assertions. The best way to sell to an analytical buyer is by providing them with as much information as possible and enough time to consider all the facts.

The next personality type is expressive. Recognition and approval is what drives this segment of buyers. They are very people centric and want to be needed, so you need to spotlight their personal value to you. The Focus should be on building a relationship with them rather than immediately pitching them why they ought to get a product or service. To sell to an expressive buyer one must demonstrate to them how the product or service will improve their image. To have the buyers attention one must accentuate the exclusivity and luxury of the product and its effects on their image.

The last type of personality is the amiables. These consumers place a premium on harmony, serenity, and stability. Amiables before committing to a purchase, want to be convinced that they've made the appropriate choice. Before making a purchase, they proactively ask their friends and relatives for advice. Because they want to make sure that everyone is satisfied with the option, they often take longer to decide than other types of buyers. Since amiables are risk avoidant in nature, assuring them that the purchase can be cancelled any time during the buying process can help gain their trust and make them likelier to buy the products.

REVIEW OF LITERATURE

The purpose of this study is to clarify how various internet reviews affect consumers' purchasing decisions and intents. It investigates how potential clients construct their perceptions in response to both favourable and unfavourable evaluations. Data from the sample are gathered using a questionnaire using a five-point Likert scale (Goyal, 2020).

This study explores customer purchasing trends for Amul Products With particular reference to Coimbatore City. Data was gathered using an easy sampling approach tool. 150 consumers were used as the sample size in this. A questionnaire is used to collect the information. To enhance the company's sales as much as possible, the product's promotional techniques might be improved. The research therefore finds that customer purchasing patterns are favourable and that the product has a solid presence in Coimbatore city (Ramya, 2017).

The study takes into account the respondents' personal characteristics as well as the psychological variables that affect their decision to make a purchase. Barnes (2003) asserts that customer experience value is more significant than product value. It also determines the correlation between the buying preference and gender (Meena, 2018).

The primary focus of this study paper is on automobile customers and their purchasing habits. The study's research design was of the descriptive variety. 265 car-owning customers make up the sample size. The research used a convenience sampling technique. Through the use of structured questionnaires, data is gathered. It identifies various schools of thinking that might direct future consumer research (Pawar, 2016).

In this study we observe that specific purchasing patterns of consumers in COVID-19 are pinpointed. The world has undergone a major change as a result of COVID-19. 315 people completed a structured questionnaire using Google Forms to provide the main data. According to the study's findings, consumers' purchasing habits have fundamentally changed, and they are now spending more money on fruits and vegetables. Brand preferences have also changed due to the pandemic (Vijai, 2020).

This study shows that there isn't much of a conceptual framework that explains how people often purchase services, much alone financial services. There is a clear need for marketing theories and ideas to be created expressly for services, despite the fact that there have been

numerous helpful, though rather disjointed, insights into elements of consumer buying behaviour in this context. Hence proving the need for our study (McKechnie,2007).

The problem recognition, information search, alternative evaluation, purchase decision, purchase, and post-purchase evaluation are the six phases in the consumer buying behaviour process. The goal of the study report is to identify the many factors that influence consumer purchasing decisions at Srinivasa Motors. The research will help marketers better grasp consumer interests (Kumar, 2016).

Celebrity endorsements have become more commonplace over time. Today, it is a common component of the advertising business, particularly in India. Celebrity endorsers are a tool used by marketers to sway customer purchasing decisions. The study's findings demonstrate that celebrity endorsements have a favourable effect on customers' buying intentions (A.Kumar, 2011).

The choice of the appropriate colours has a significant influence on product sales. This study explores how to match colours to a customer's personality and how colours may assist marketers express their brands to customers (S.Kumar, 2017).

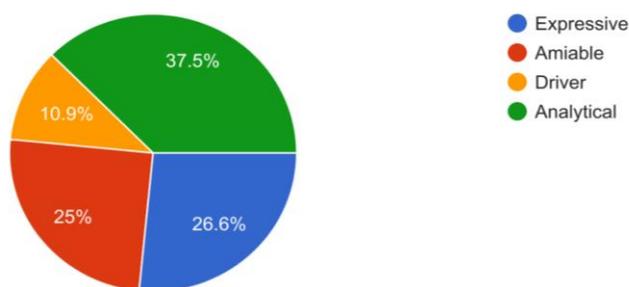
The purpose of this study is to ascertain the effects of the most popular sales promotion tools in the retail industry, including coupons, samples, price cuts, and buy one get one free offers, on consumer purchasing behaviour from two perspectives: brand switching and customer loyalty (Mohamed,2016).

RESEARCH METHODOLOGY

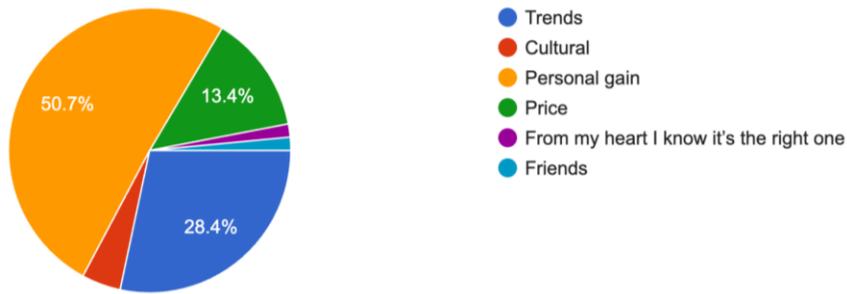
The study concentrated on variables that influence customer behaviour based on their by identifying the buyer's personality type and what motivates them (as cultural, social, personal, and psychological factors). The objective is to understand what influences consumers' choices of products or services. It focuses on what influences consumers' purchasing decisions and what factors influence each buyer persona. The study made use of Primary data .The collection of data is from the questionnaire prepared by the author. The references for the same are given in the bibliography.

ANALYSIS AND FINDINGS

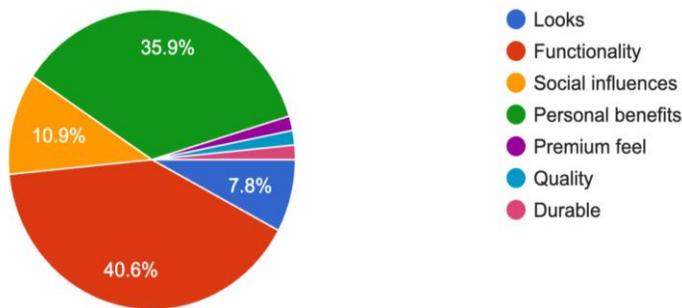
A total of 65 respondents participated in the survey shown in graph 1.1 The aim was to draw a correlation between the type of buyers and what factors impact them the most. The male to female ratio was 1:1. The ages of the participants ranged from 18 to 75. Each participant came from different professional backgrounds and Majority of the participants were student. out of the chosen sample 37.5% of the participants were analytical buyers.



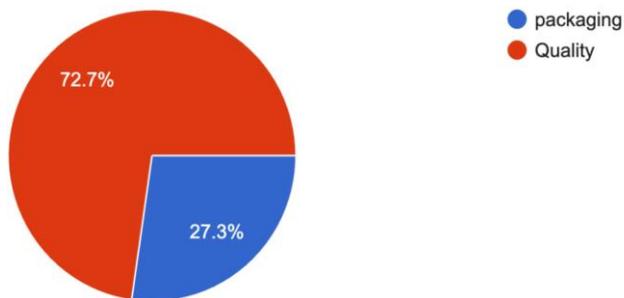
Graph 1: Personality types



Graph 2: Intentions behind purchasing a product



Graph 3: Factors that are the most imp in a product



Graph 4: Comparison between packaging and quality

1.1 Amiable Buyer

Out of 65 responses 16 were amiables. From the 16, 8 chose trends as their motivation factor and the other half chose personal gains. This shows how the amiable buyer persona is impacted the most by social factors and personal factors rather than economical, cultural and psychological factors. Out of the 16 buyers 11 chose quality over packaging. This result supplements to the derivation that the main motivator factor is the product itself and the secondary factors are the packaging, brand ambassadors and brand image. For the question “what is the most important factor to you in a product?” majority of the amiable buyer chose Social influence and functionality from the options of Looks, Functionality, Social influences, Personal benefits or Others.

1.2 Analytical Buyer

37.5% of the respondents were analytical buyers. Out of the 24 analyticals 14 of them chose personal gains as their motivating factor over other options such as trends, cultural and price etc, which highlights the fact that they are less phased from social factors and economical factors. This implies that they are impacted more from personal factors rather than the other factors. Out of the cohort of 24 analytical buyers, 21 chose quality over packaging. This shows that if a company has to cater to analytical buyers it should put more of its resources in the product itself rather than packaging. The response to the question “what is the most important factor to you in a product?” shows that the majority of the buyers chose the option of functionality over the other options of Looks, Functionality, Social influences, Personal benefits or Others highlighting the logical thinking of the analytical buyers.

1.3 Driver Buyer

10.9% of the responders associated with the driver buyer persona. From the 7 respondents 5 chose personal gains as a motivating factor highlighting the effects of personal factors. 6 respondent chose quality over packaging. The response to the question “what is the most important factor to you in a product?” majority of the buyer chose personal benefits and functionality from the options of Looks, Functionality, Social influences, Personal benefits or Others.

1.4 Expressive Buyer

26.6% of respondents were expressive buyers. From the 17, 7 chose personal gains, 5 chose trends and 4 chose price showing this buyer type is impacted by personal, social and economic trends equally. When asked the question “what is the most important factor to you in a product?” there was an equal distribution in the options of the looks of the product and personal gains of the buyer chose from the options of Looks, Functionality, Social influences, Personal benefits or Others. This highlights their need for luxury

FUTURE SCOPE OF STUDY:

For the topic of consumer buying behaviour, Further a detailed study can be done to know how online shopping affects the buying behaviour of consumers. We can conduct more surveys, questionnaires and analyse the data

CONCLUSION:

As per the study it is observed that even though cultural, social, personal, psychological and economical factors have an effect on the different buyer personalities. It was seen that the main motivating factor remained the same for all the personas (personal gain). The data also shows that in general analytical and expressive buyers make up the majority of the buyer market. This data can be used by the companies to tailor their marketing strategy according to their targeted consumer segmentation.

LIMITATIONS:

The sample size taken is very small, 65 participants would not be a fair representation of the population. Along with this the responses are not geographically varied and are only from Mumbai and Delhi. To make the data more reliable a larger sample can be taken from different geographic locations.

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