

A Consumer Behaviour Framework Representing Multidimensional Influences

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Keywords

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Abstract

Consumer behaviour is a complex and multifaceted phenomenon influenced by various internal and external factors. This paper aims to provide an overview of the various influences on consumer behaviour, which is important because understanding these influences is critical for marketers and organisations looking to create effective marketing strategies and develop products and services that resonate with their target audience. This study determined the consumer behaviour influences that recur throughout various consumer behaviour models over the years to create a new model of consumer behaviour that can be used in future research. The literature provided many models of consumer behaviour with many different influences of consumer behaviour. Thus, for this study, the researcher only focused on the influences of consumer behaviour and not the decision-making steps. Thereafter, the researcher constructed a theoretical framework with recurring influences. The framework can be used in future research or can be applied to practical industry scenarios where consumer behaviour is involved. It can be applied in various industries in order to understand the discipline better.

Introduction and Background

This article aims to offer theoretical insight into the concept of consumer behaviour, examining the different models and influences that shape it. The research will be grounded in analysing these models, with particular emphasis placed on the foundational, definitional, significant, and influential constructs that recur throughout them. A theoretical framework highlighting these recurring influences will be presented. The research question posed by this article is: What are the most common consumer behaviour influences across different consumer behaviour models?

The article aims to identify the consumer behaviour influences frequently recurring across various consumer behaviour models. Consumer behaviour is a constantly evolving field of study (Babin & Harris, 2018, p. 20), underscoring the need for continued research. Given numerous consumer behaviour models, each with a distinct set of influences, the study aims to establish a framework that identifies the influences that are consistently present, providing a useful tool for future researchers in the field of consumer behaviour.

Literature Review

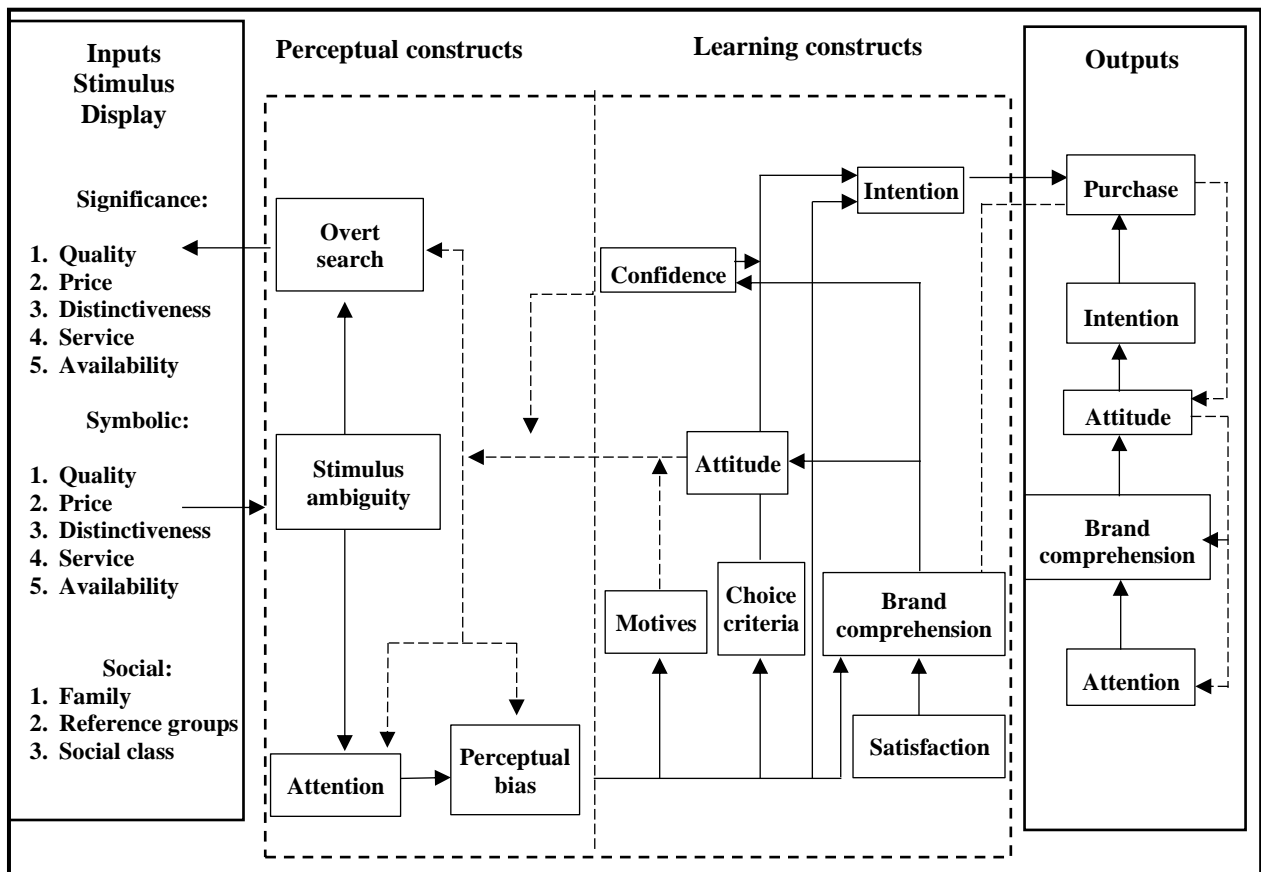
Defining consumer behaviour

Consumer behaviour is a constantly evolving field of study (Babin & Harris, 2018:20), resulting in numerous available definitions of the concept. According to Mothersbaugh et al. (2020, p. 6), consumer behaviour is a multifaceted process that encompasses several crucial steps, which can be influenced by a range of factors. As such, to gain a comprehensive understanding of the discipline, this article will outline and discuss the conceptual models of consumer behaviour, which represent the various factors that impact a consumer's behaviour, in the following sections.

Models of consumer behaviour

The Howard-Sheth's model (Howard & Sheth, 1969 p. 32) describes the consumer decision-making process as "a concept that is made up of interrelated elements, such as information, brand recognition, attitude, confidence intention and ultimately purchase." It includes four significant sets of variables: inputs, perceptual and learning constructs, outputs and exogenous constructs. In the model, there are various inputs identified: significance, symbolic and social (Figure 1.1).

Figure 1.1: Howard and Sheth's model of consumer behaviour

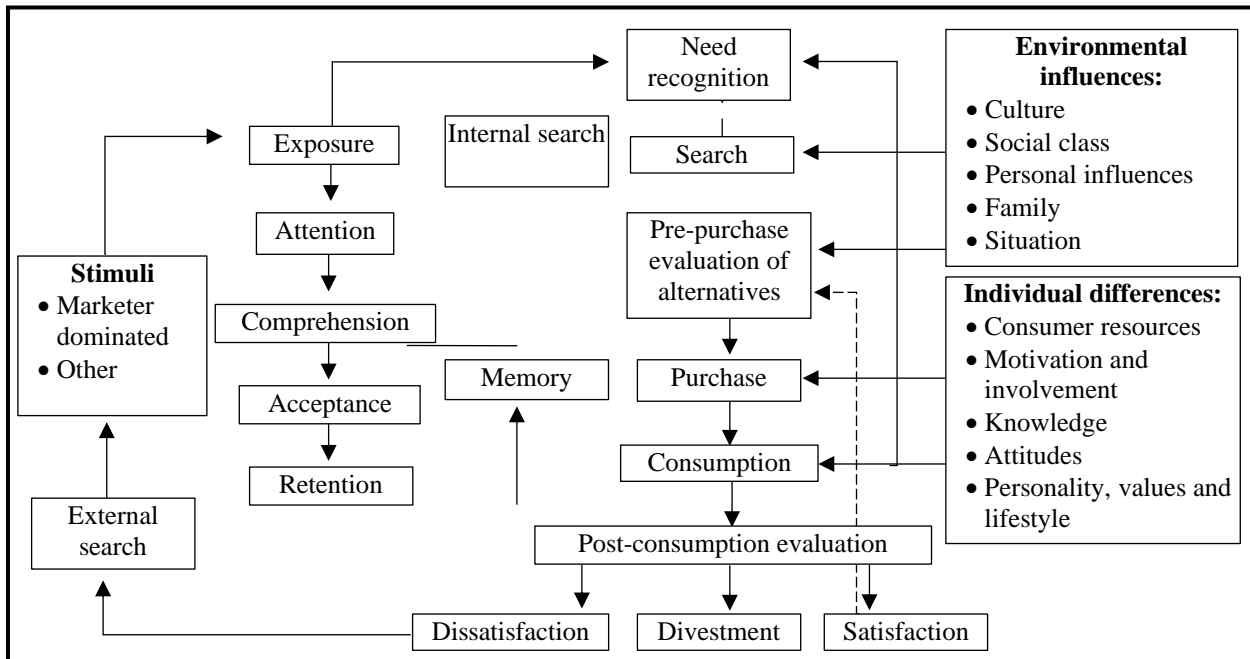


Source: Adopted from Howard and Sheth (1969, p. 32)

Engel, Blackwell and Miniard's model (also referred to as the EBM model) is the second model to be discussed with a focus on their 1995 revised model. In the EBM model, the possible factors influence consumer behaviour, as well as the role that these influencers play in the different stages of the consumer decision-making process.

The model also suggests that the consumer decision-making process is influenced by several factors, which are categorised into three extensive categories: (1) individual differences, (2) environmental influences and lastly (3) psychological processes. The first category entails variables such as consumer resources, motivation, personality, knowledge, attitudes, values and lifestyle. In contrast, the second category includes the variables of culture, social class, personal influences, family and the situation. The third category consists of consumers' decision process behaviour and the environmental influences and individual differences (Engel et al., pp. 147-154). Figure 1.2 illustrates this model of consumer behaviour.

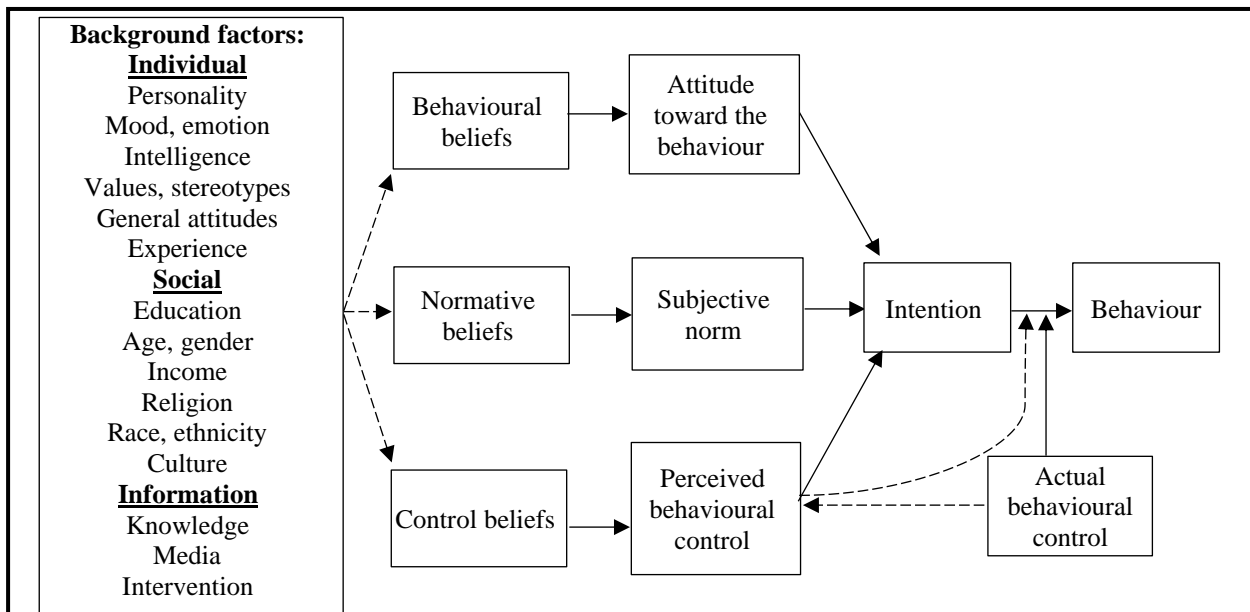
Figure 1.2: Engel et al.'s model of consumer behaviour.



Source: Adopted from Engel et al. (1995, p. 154).

Martin Fishbein and Icek Ajzen created the Theory of Reasoned Action in 1975 as well as the Theory of Planned Behaviour in 1991, which was an extension of the Theory of Reasoned Action. Since then, the authors created an extended model, which is illustrated in Figure 1-3. In this model, there are various background factors, such as individual, social and information factors. The individual category includes personality, mood, emotion, intelligence, values, stereotypes, general attitudes and experience. The social category includes education, age, gender, income, religion, race, ethnicity and culture. The information category entails knowledge, media and intervention. These background factors can be seen as influences that shape the consumers' behavioural, normative and control beliefs, which will ultimately influence their behaviour. Figure 1.3 examines this model.

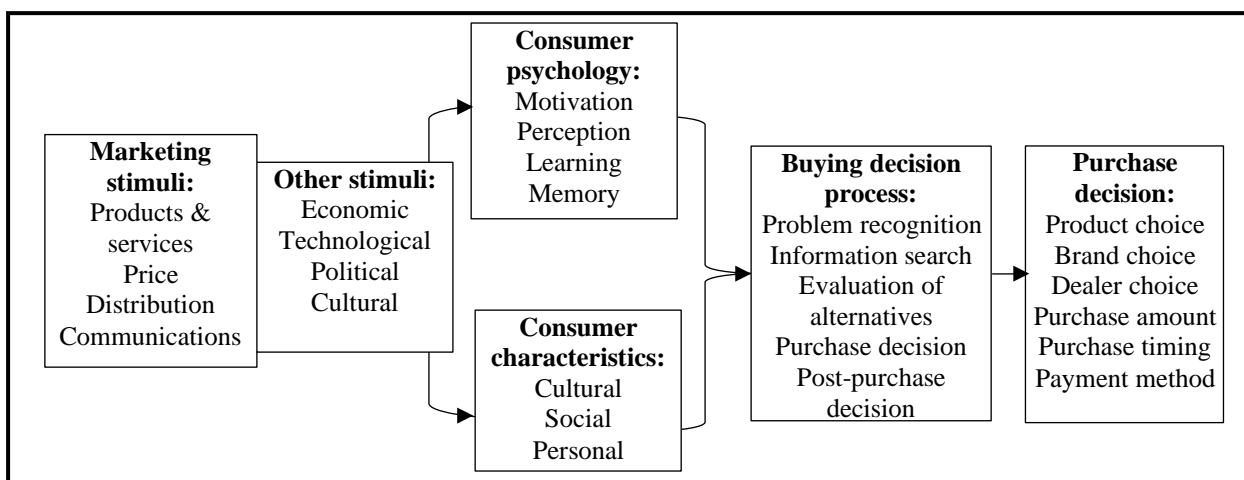
Figure 1.3: Fishbein and Ajzen's reasoned action model.



Source: Adopted from Fishbein and Ajzen (2010, p. 22).

The following model of consumer behaviour illustrated in Figure 1.4 illustrates the marketing stimuli and other stimuli that influence the consumer psychology and characteristics that influence the consumer buying decision process and, ultimately, the purchase decision. The factors listed under consumer psychology and consumer characteristics link with other consumer behaviour models but are listed as influences.

Figure .-4: Consumer behaviour and buying decision process

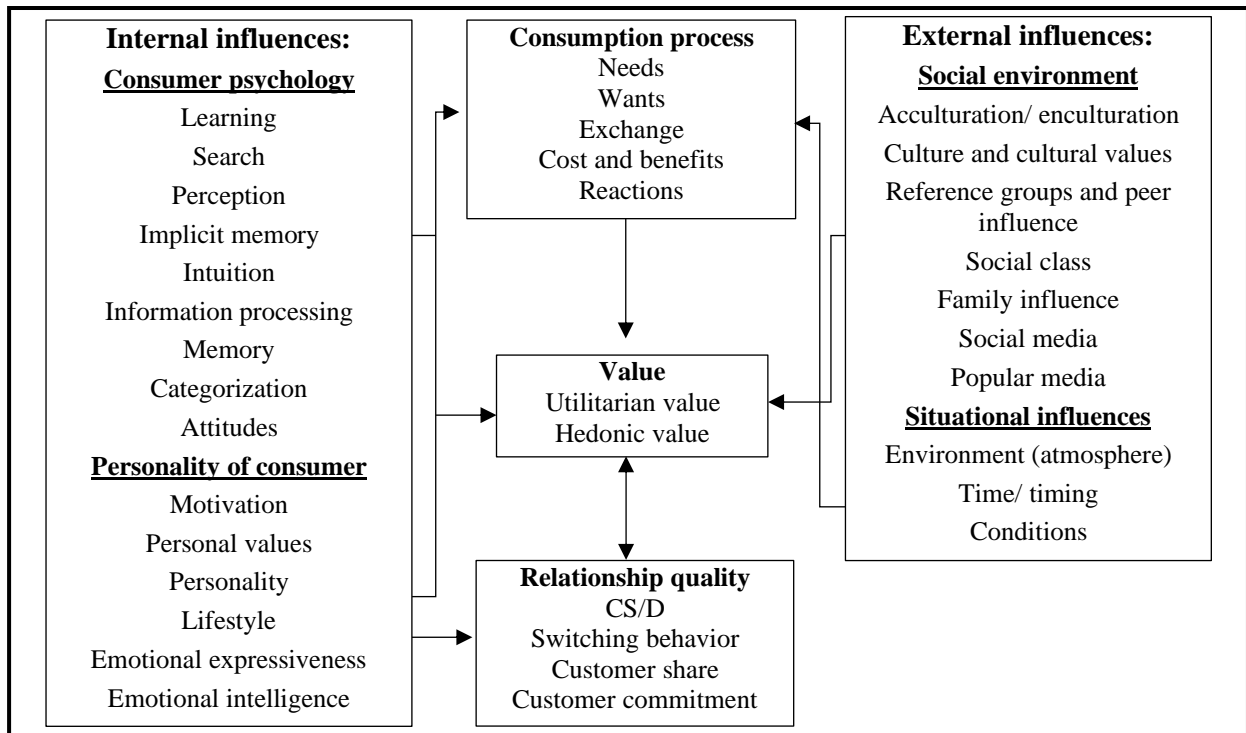


Source: Adopted from Kotler et al. (2022b, p. 158).

The consumer value framework (CVF) is a consumer behaviour theory that entails various factors that influence any consumption-related behaviours and ultimately determine the value

associated with consumption (Babin et al., 2017, p. 24). The model includes both internal and external influences, each with their sub-categories. Figure 1.5 displays this model.

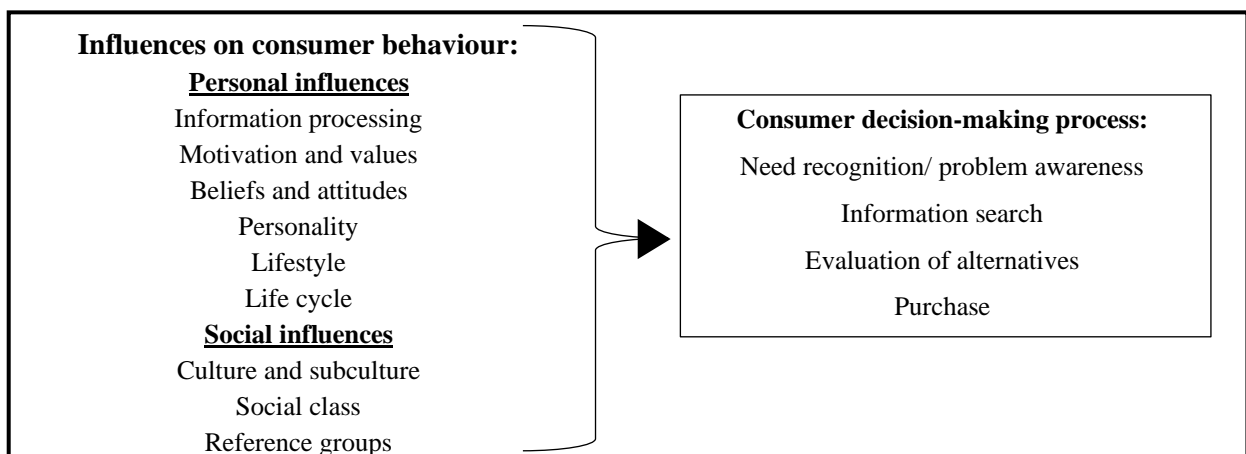
Figure 1.5: Consumer value framework (CVF)



Source: Adopted from Babin et al. (2017, p. 24).

According to Fahy and Jobber (2015, p. 66), the influences of consumer behaviour include various personal and social influences, as evidenced in their consumer behaviour model. These influences are illustrated in Figure 1.6.

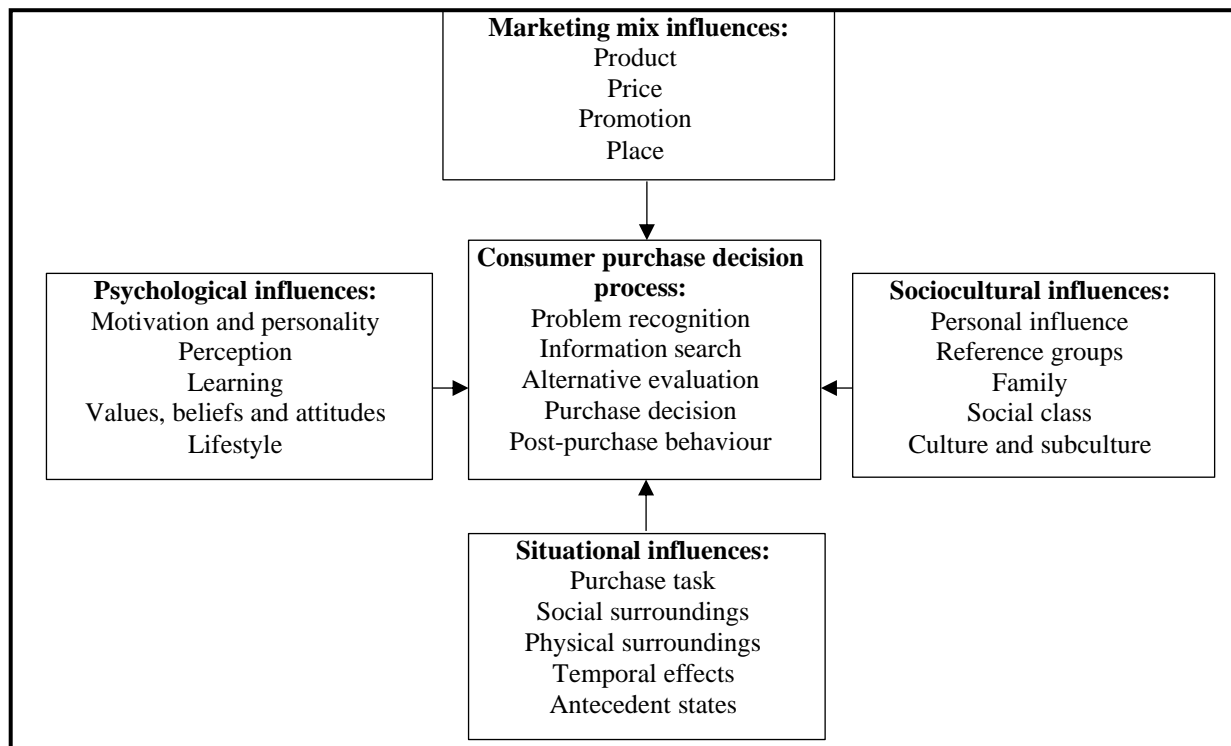
Figure 1.6: Model of consumer behaviour



Source: Adopted from Fahy and Jobber (2015, p. 66).

The model of Kerin and Hartley (2017, p. 130) includes the marketing mix, psychological, and socio-cultural situational influences that impact the consumer purchase decision process. Figure 1.7 illustrates this model.

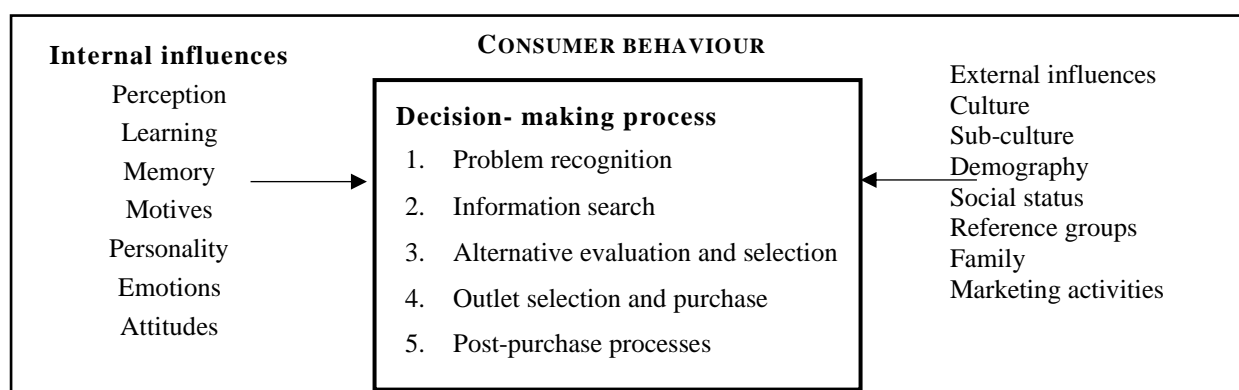
Figure 1.7: Kerin and Hartley's model of consumer behaviour



Source: Adopted from Kerin and Hartley (2017, p. 130).

The following model was proposed by Mothersbaugh et al. (2020:25) to categorise the influences of consumer behaviour into internal and external influences. Figure 1.8 illustrates the various influences under each category.

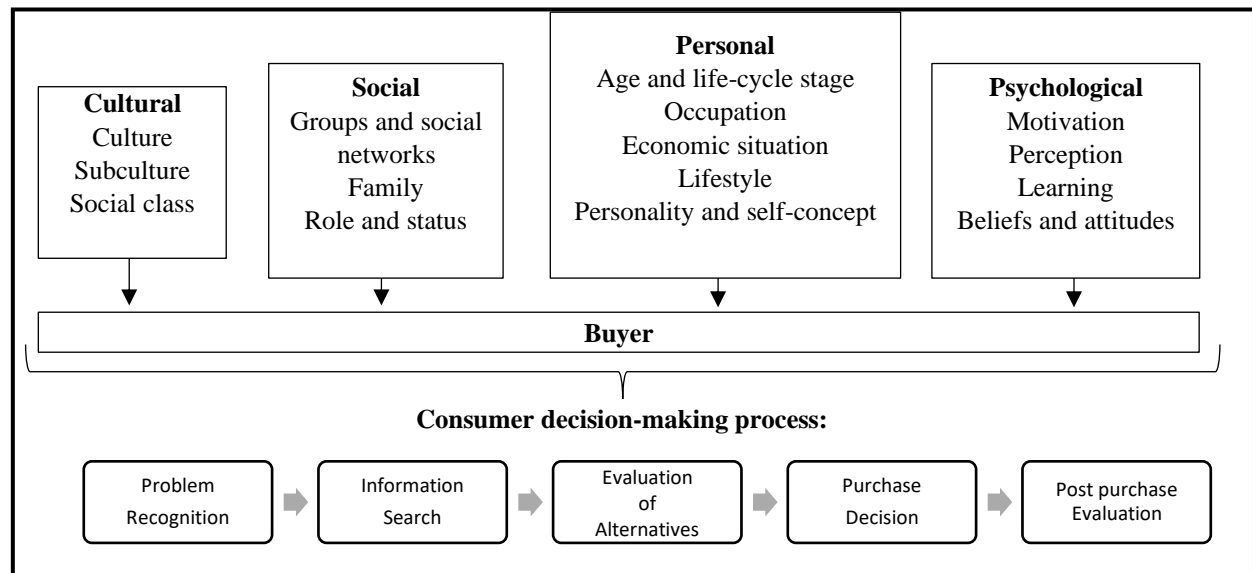
Figure 1.8: Model of consumer behaviour.



Source: Adopted from Mothersbaugh et al. (2020, p. 25).

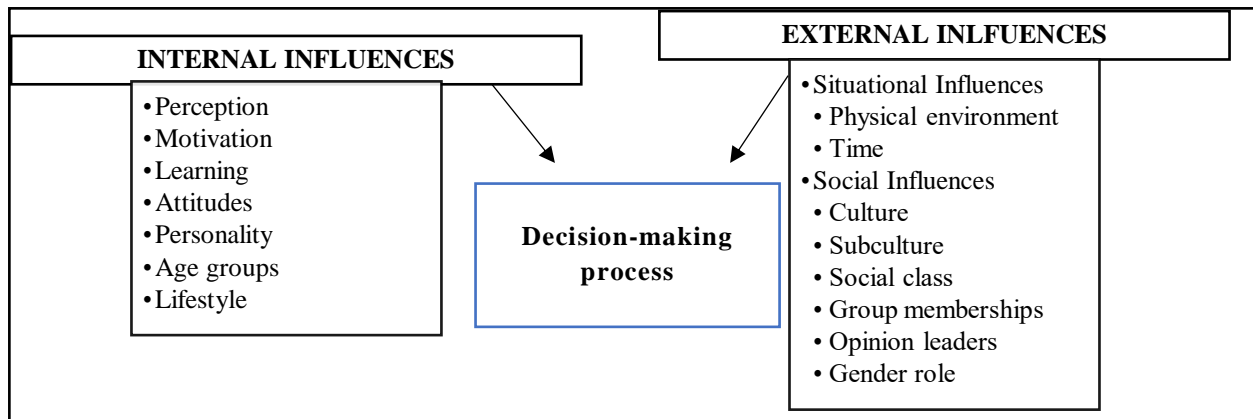
Kotler et al. (2022a, p. 180) added their model, with the various influences on a buyer classified as cultural, social, personal and psychological influences. Figure 1.9 illustrates the different influences under each category.

Figure 1.9: Influences of buyers and consumer decision-making process



Source: Adopted from Clow and Baack (2018, p. 76) and Kotler et al. (2022a, p. 180) and Solomon (2020, p. 341).

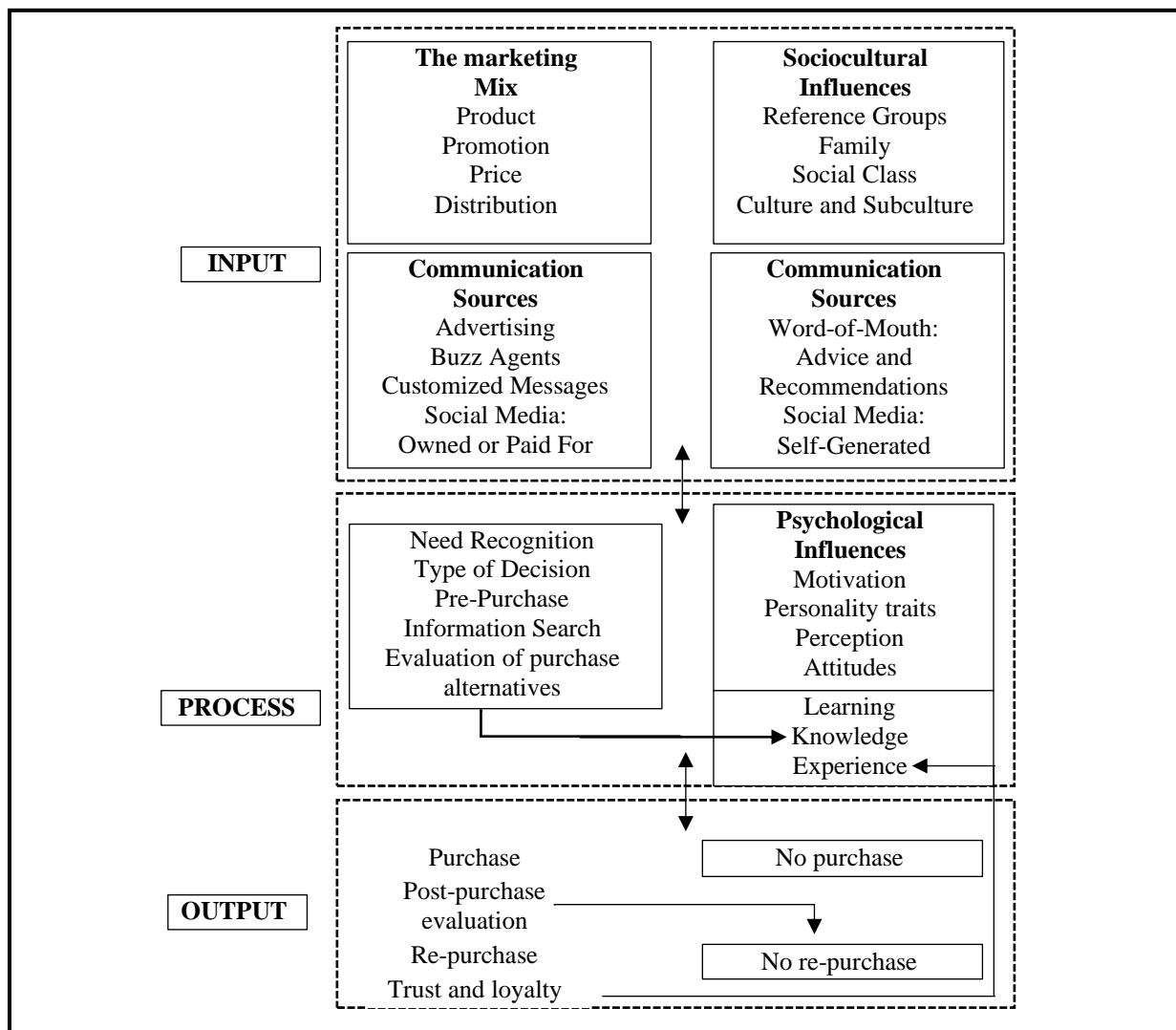
According to Solomon et al. (2022, p. 200), the various influences on the decision-making process can be classified as internal or external influences. The external influences are then categorised under situational and social influences. Several of these internal and external influences are also featured in other consumer behaviour models. These influences are illustrated in Figure 1.10.

Figure 110: Consumer behaviour model

Source: Adopted from Solomon et al. (2022, p. 200).

Schiffman and Wisenblit (2019, p. 345) added to their model of consumer behaviour various communication sources as part of the input process of the model. The model, therefore, entails an input, process and output section. Many of the internal and external influences from other consumer behaviour models are featured in this model, categorised under the input and process sections. Figure 1.11 illustrates these sections.

Figure 1.11: Model of consumer behaviour



Source: Adopted from Schiffman and Wisenblit (2019, p. 345).

The next section examines the various common influences on a consumer's decision-making process, which are featured in the models illustrated in the previous section.

Consumer behaviour influences

Motivation

Motivation can be defined as "the driving force for consumers to act, as it reflects the reasons for acting or behaving in a specific way" (Schiffman & Wisenblit, 2019, p. 78). It is an internal, unseen force that compels a consumer to respond to a stimulus and move towards a specific behavioural response. When there is a discrepancy between a consumer's current state and desired state, the consumer recognises the need within and experiences a drive state, referred

to as motivation (Mothersbaugh et al., 2020, p. 266). The foundation of motivation is consumer involvement, as the level of involvement can either increase or decrease a consumer's motivational state during the decision-making process (Hoyer et al., 2018, p. 47).

According to Clow and Baack (2017, p. 78), the higher a consumers' level of involvement, the greater their motivation to search for information. Furthermore, the extent of external search depends on the customers' level of motivation. The more motivated they are, the more time they will spend on an external search. Consumers can be motivated to engage in behaviours, make decisions, or process information in the context of acquiring, using, or disposing of an offering (Hoyer et al., 2021, p. 45). Consumer motivation is crucial for important consumer decisions, including those about acquiring, using, and disposing of goods. Marketers must understand consumer motivation to predict behaviour and develop marketing tactics that influence or persuade consumers to fulfil their needs (Hoyer et al., 2021, p. 46). Motivation can be affected by several factors, including whether the offering is consistent with the consumer's values, needs, goals, emotions, and self-control processes; satisfies goals and emotions; is personally relevant and involving; bears on their needs; and is moderately inconsistent with prior attitudes (Hoyer et al., 2021:46).

Perception

Perception is the cognitive process through which individuals select, organise and interpret sensory stimuli to create a meaningful and coherent representation of the world around them (Schiffman & Wisenblit, 2019, p. 106). Consumers' perceptions are highly selective and influenced by their perceptual defences, which can prevent them from being affected by certain marketing stimuli (Mothersbaugh et al., 2020, p. 282). According to Erasmus et al. (2019, p. 387), consumers' perceptions determine what they pay attention to and what they find engaging, thereby shaping their own interpretation of a message or offering from an organisation. Perception is considered one of the key internal influences on consumer behaviour (Mothersbaugh et al., 2020, p. 25). Although numerous definitions of perception exist in the literature, Schiffman and Wisenblit (2019, p. 77) argue that perception is primarily subjective and based on consumers' interpretations, rather than objective realities. Given that each consumer has a unique set of past experiences, needs, wants, desires, and expectations, their perceptions will also be unique.

Moreover, consumers not only perceive individual stimuli, but they also organise them into groups and perceive them as a unified whole. Thus, the perceived characteristics of a single

stimulus are often determined by the group to which it belongs. This method of perceptual organisation simplifies consumers' lives (Schiffman & Wisenblit, 2019, p. 88). Because consumers selectively perceive stimuli and organise them based on psychological principles, their interpretation of stimuli is highly individualised and influenced by their previous experiences, expectations, and motives (Schiffman & Wisenblit, 2019, p. 91).

Learning

Learning can be defined as the process of applying previous knowledge and experiences to present circumstances and acting accordingly (Schiffman & Wisenblit, 2019:146). Solomon et al. (2022, p. 204) describe it as a relatively permanent change in behaviour resulting from experience. In the consumption process, learning is crucial because consumer behaviour is largely learned over the years (Mothersbaugh et al., 2020, pp. 324-325). Memory is considered the accumulation of prior learning experiences. As Kotler et al. (2020a, p.156) explain, learning is a change in behaviour arising from experience. According to Schiffman and Wisenblit (2019, p. 117), not all learning is intentionally sought after. Some learning is incidental, acquired by consumers without effort or by accident. It is important to note that human behaviour is largely learned, and children learn basic values, perceptions wants and behaviours from their families and other societal institutions (Kotler et al., 2020a, p. 144).

Memory

Memory is the retention of learning over time through the process of storing and retrieving information, which can occur both consciously and unconsciously (Hoyer et al., 2021, p. 104). According to Solomon (2020, p. 142), memory is the process of acquiring and retaining information over an extended period for later use when necessary. Another term associated with memory is "retrieval", which is the process of accessing or recalling information previously stored in memory (Hoyer et al., 2021, p. 104). The information retrieved by the consumer is retained in their memory, based on the type of memory being utilised, which can be short-term, long-term, or sensory memory. Sensory memory involves storing information obtained from our senses, while short-term memory stores information for a limited period due to its limited capacity.

On the other hand, long-term memory allows for the storage of information over an extended period (Solomon, 2020, p. 142). Hoyer et al. (2021, p. 104) note that consumers store and retrieve information from personal experience, media, word of mouth, and marketing

communications. However, the type of memory utilised varies among individuals, with the information being stored in sensory memory, working memory, or long-term memory.

Personality

Personality is defined as a set of psychological traits that shape an individual's thoughts and behaviours, forming their character (Schiffman & Wisenblit, 2019, p. 78). According to Kotler et al. (2020, p. 154), personality encompasses traits such as self-confidence, sociability, adaptability, autonomy, defensiveness, dominance and aggressiveness. Solomon et al. (2022, p. 207) emphasised that personality affects how consumers respond to their everyday environment, while Mothersbaugh et al. (2020, p. 366) suggested that it reflects their stable behavioural tendencies across situations, serving as a guideline for their behaviour choices. The concept of personality is useful for marketers to understand why consumers behave differently and make specific product or brand choices (Hoyer et al., 2021, p. 322; Kotler et al., 2022a, p. 190). As noted by Schiffman and Wisenblit (2019:61), personality tends to be consistent and enduring, making it important for predicting consumer behaviour. Although it cannot be changed to align with a particular product or service, certain personality characteristics can be appealed to influence consumer responses. However, personality may change in response to life events or as an individual matures.

Emotions

Mothersbaugh et al. (2020, p. 366) define emotions as intense and uncontrollable feelings that affect consumers' behaviour. Emotions are usually triggered by motives, personality, and external factors. In contrast, Kotler et al. (2022b, p. 173) describe emotions as mental states that arise spontaneously and that reflect people's positive or negative reactions to internal and external stimuli. Emotions can have an impact on various aspects of consumer behaviour, such as decision-making, memory, and overall experience enjoyment (Hoyer et al., 2018, p. 9). Consumers who are more emotional are more susceptible to marketing messages with emotional appeals as they experience stronger emotions than others (Mothersbaugh et al., 2020, pp. 382-383). It is essential to consider the following factors to understand the concept of emotions (Babin et al., 2017, pp. 91-103):

- **Emotional involvement:** Emotional involvement refers to a deep personal interest that evokes strongly felt feelings associated with an object or activity. It can therefore influence an individual to consume through strong hedonic motivations.

- Emotional expressiveness: Emotional expressiveness represents the extent to which a consumer shows outward behavioural signs and reacts to emotional experiences. Consumers with generally high emotional expressiveness are more likely to react in some way to unexpected outcomes.
- Emotional intelligence: Emotional intelligence is the ability to be aware of emotions experienced in a given situation and to control reactions to these emotions.

Attitude

According to Solomon et al. (2022, p. 206), attitude is a learned tendency to respond positively or negatively to stimuli based on relatively stable evaluations of people, objects, and issues. Schiffman and Wisenblit (2019, p. 172) describe attitude as a learned predisposition that is influenced by various factors such as direct experience, word-of-mouth, information sources, and mass media, which drives consumers to behave consistently favourably or unfavourably towards a specific object. Attitudes are crucial as they serve three key functions: they guide consumers' thoughts (cognitive function), influence their emotions (affective function), and affect their behaviour (conative function). Attitudes can impact consumer behaviour regarding acquiring, consuming, and disposing of offerings. Therefore, marketers aim to alter consumer attitudes in order to change behaviour and influence decision-making (Hoyer et al., 2021 p. 132). To investigate how attitudes affect behaviour, researchers have developed the tri-component model, which proposes that attitudes consist of cognitive, affective, and conative components. This model is defined as "a model describing the structure of attitudes; it maintains that an attitude consists of three components". These three components are elaborated below:

The cognitive component: It comprises an individual's beliefs and perceptions of an attitude object obtained through direct experience and various sources of information.

The affective component: It encompasses the consumer's emotions and feelings towards the attitude object, representing their overall assessment of it.

The conative component: It represents the likelihood of an individual's behaviour towards the attitude object, particularly in terms of their intention to buy.

Schiffman and Wisenblit (2019, p. 144) suggest that personal experiences, family and friends, media, and social media significantly affect attitudes. They also note that the primary source

of attitudes towards products is the consumers' direct experience in trying and evaluating them. Therefore, marketers recognise the importance of direct experience and often implement incentives such as coupons, free samples and other inducements. If consumers try and like the new products, they will form positive attitudes and buy them repeatedly. In addition to personal experience, the family element also strongly impacts individuals' initial buying-related attitudes.

Social norms

One of the authors whose work has significantly impacted the study of social norms is Muzafer Sherif (1936). According to Bicchieri (2017, p. 4), there are various methods for studying the behavioural patterns shared by a group of individuals, such as investigating the functions and environments of these patterns. Solomon et al. (2022, p. 53) argue that for a society to function, its members must develop norms that act as informal rules guiding their behaviour. Norms can be described as "the boundaries that cultures set on behaviour, which are rules that specify or prohibit certain behaviours in specific situations". Therefore, it can be added that norms stem from specific beliefs that guide an individual to know what is desirable (Mothersbaugh et al., 2020, p. 41). Hoyer et al. (2021, p. 256) define norms as "a collective decision about what constitutes appropriate behaviour". Smith (2020, p. 157) adds that norms and conformity can describe how a certain group operates or behaves. Real or imagined group pressure can be caused by cohesion, perceived expertise, or source credibility of the group. It can cause a change in the behaviour or beliefs of the group. Hoyer et al. (2021, p. 256) define conformity as "the tendency to behave in an expected way", which is also affected by normative influence.

A social norm can be defined as "a rule of behaviour such that individuals prefer to conform to it on condition that they believe that (a) most people in their reference network conform to it (empirical expectation), and (b) that most people in their reference network believe they ought to conform to it (normative expectation)" (Bicchieri, 2017, p. 35). Generally, social norms develop slowly over time and tend to lag behind personal norms. Social norms can change, as most of the group may begin to adopt a different perspective on a particular issue. If a group's personal set of norms is held by a majority of the population, it can establish the foundation for the group's social norms (Dobbert & Mackey, 2015, pp. 1-2). According to Bicchieri (2017, p. 30), social norms serve two functions. First, they indicate that certain behaviour is permitted in similar situations, and secondly, they demonstrate the social approval or disapproval of these behaviours. While many social norms can be socially beneficial, most individuals follow them

because they know they are followed and expect the individuals in their reference network to continue to follow them (Bicchieri, 2017, pp. 33-34). Schiffman and Wisenblit (2019, p. 214) distinguish two types of influence from reference groups, namely normative and comparative influences. Normative influence refers to "learning and adopting a group's norms, values, and behaviours". Normative influences typically come from groups to which individuals naturally belong, such as their family, peers, and community members. Normative influence also usually occurs among individuals of the same socioeconomic group. Comparative influence occurs when individuals compare themselves to others they respect and admire and then adopt their values or imitate their behaviours.

Culture

According to Schiffman and Wisenblit (2019, p. 302), culture can be defined as the "collective norms, customs, values, intellectual achievement, arts and social institutions of a specific society which expresses their priorities, principles and standards." Akanksha (2017, p. 40) further added that culture can also be viewed as a process of learning, which regulates society and causes "all members of the same culture [to] follow roughly the same norms." Given that cultural factors can deeply influence consumer behaviour, marketers must understand the role culture, sub-culture, and social class play in shaping it (Kotler et al., 2022a, p. 180). Kotler et al. (2022a, p. 180) defined culture as "the set of basic values, perceptions, wants, and behaviors learned by a member of society from family and other important institutions," emphasising its fundamental role in shaping an individual's desires and actions. It is important to recognise that as every group or society has its own culture, cultural influences on buying behavior will vary across different countries. Thus, marketers must stay attuned to cultural shifts to identify new product needs quickly.

Babin and Harris (2018, p. 180) described cultural norms as "the rules that either stipulate appropriate behavior or prohibit inappropriate behavior within a specific culture," while Belch and Belch (2018, p. 134) argued that cultural norms and values offer members of a society direction and guidance in all aspects of their lives. Schiffman and Wisenblit (2019, p. 274) further posited that culture could be an "invisible hand that guides the actions of people of a particular society" and that the most common reason given by individuals for their behavior is "because it's the right thing to do." Marketers and researchers must monitor cultural changes to either discover new opportunities or abandon markets becoming obsolete due to cultural shifts. Therefore, it is crucial to consider "why consumers are doing what they do, who are the

purchasers and the users of their offerings, how and where they can be reached, and what new product and service needs are emerging" (Schiffman & Wisenblit, 2019, p. 274).

Sub-culture

According to Kotler et al. (2022a, p. 181), sub-culture refers to individuals who share common life experiences and situations, resulting in shared value systems. These sub-cultures can include nationalities, religions, racial groups and geographic regions. Mothersbaugh et al. (2020, p. 151) suggest that various aspects of a consumer's lifestyle, including their product preferences and attitudes towards certain products, can be influenced by their sub-culture. Schiffman and Wisenblit (2019, p. 325) define sub-cultures as groups that share values, customs, and beliefs within a larger society. These sub-cultures are typically based on demographic and socio-cultural variables, such as religion, nationality, gender, generation, geographic location, and ethnicity. A society's cultural profile comprises two elements: the unique beliefs, customs and values of the specific sub-culture and the core cultural values and customs shared by the majority of the population, regardless of their specific sub-cultural membership.

Social status and social class

Social status can be defined as the social factors demonstrated by a consumer's reference groups, as noted by Babin and Harris (2018 p. 160). According to Kotler et al. (2022a, p. 183), a consumer's behaviour is influenced by various social factors, including their small groups, social networks, family, social roles, and status. Marketers also view social class as an important concept, as consumers within each social stratum generally exhibit similar values, lifestyles, and buying behaviour. As a result, the different social class groups can provide marketers with a natural basis for market segmentation, as mentioned by Belch and Belch (2018, p. 135). In addition, Mothersbaugh et al. (2020, p. 130) suggested that the terms social class and social standing are used interchangeably to mean societal rank, which refers to an individual's position compared to others based on one or more dimensions that their society values. An individual's social standing is a result of characteristics that they possess that others in society desire and hold in high esteem; these characteristics include occupation, property ownership, income level, education, and heritage (racial or ethnic background, parents' status). Mothersbaugh et al. (2020, p. 130) also stated that individuals with different social standings tend to have different needs and consumption patterns. Therefore, a social class system can be

defined as a hierarchical division of society into relatively distinct and homogeneous groups with respect to attitudes, values, and lifestyles.

Reference groups

According to Solomon et al. (2022, p. 215), reference groups refer to "an actual or imaginary individual or group that has a significant effect on an individual's evaluations, aspirations, or behaviour." Schiffman and Wisenblit (2019, p. 243) define reference groups as "groups that serve as sources of influence, norms and comparison for individuals' opinions, values and behaviour." A group is defined as "two or more individuals who share a set of norms, values, or beliefs and have certain implicitly or explicitly defined relationships to one another such that their behaviours are interdependent." A reference group, however, can be defined as "a group whose presumed perspectives or values are being used by an individual as the basis for his or her current behaviour". Therefore, consumers use reference groups as a basis for their behaviour in terms of perspectives and values (Mothersbaugh et al., 2020 p. 228).

Babin and Harris (2018, pp. 158-159) categorise reference groups into aspirational, associative and dissociative groups to which consumers can relate. According to Mothersbaugh et al. (2020, p. 220), most individuals belong to several groups and would also like to belong to various other groups. When an individual is actively involved with a particular group, that group functions as their reference. When the situation changes, the individual can base their decision on how to behave in an entirely different group, which then becomes their reference group instead. Schiffman and Wisenblit (2019, p. 243) added to this statement that when the intended audience is well respected and highly thought of by an individual, the message they portray would be more likely to be believed. Kotler et al. (2022a, p. 184) also highlight this by stating that reference group influences are strongest when they come from an individual the consumer respects. Therefore, Lamb et al. (2015, p. 111) assert that reference groups possess "social power", which is the power to influence an individual's actions.

The importance of reference groups is also highlighted by Kotler et al. (2022a p. 184) when they state that reference groups can have several functions, such as exposing consumers to new behaviours and lifestyles, influencing the attitudes and self-concept of consumers, and creating pressures to conform, which ultimately affect consumers' product and brand choices. According to Hoyer et al. (2021, p. 247), consumers can relate to three reference groups: aspirational, associative, and dissociative. Aspirational reference groups are individuals that

consumers admire and aspire to be like them while associative reference groups are individuals to which consumers currently belong, and dissociative reference groups are reference groups that consumers do not want to emulate or be part of. According to Schiffman and Wisenblit (2019, p. 243), a more recent view is that there are only two types of influence from reference groups: normative and comparative. Normative influence occurs when an individual learns and adopts a certain group's norms, values and behaviours. This includes groups to which an individual naturally belongs, such as family, peers, and community members. Normative influence generally occurs among members from the same socioeconomic group as the individual being influenced. On the other hand, comparative influence occurs when an individual compares himself or herself with someone they respect and admire, thus adopting some of their values and usually imitating their behaviours. Comparative influence generally appears from two individuals of different socioeconomic groups, with both parties being aware of the influence (Schiffman & Wisenblit, 2019, p. 243). According to Mothersbaugh et al. (2020, p. 228), reference group influence can take three forms: informational, identification and normative. Informational influence occurs when an individual uses the behaviours and opinions of reference group members as useful information to make decisions. Identification influence can also be referred to as value-expressive influence. It usually occurs when individuals have internalised the group's values and norms and use these factors to guide their behaviours without any thought or expectation of reference group sanctions or rewards.

Family

The term 'family' can be defined as "a crucial reference group consisting of two or more individuals who are related by blood, marriage, adoption, or living together" (Schiffman & Wisenblit, 2019, p. 243). The family unit is the primary means of transmitting cultural and subcultural values and behavioural patterns to the next generation (Mothersbaugh et al., 2020, p. 189). As Kotler et al. (2022a, p. 185) have noted, family members can have a significant influence on consumer behaviour. In fact, the family is regarded as the most important consumer buying organisation in society, which is why marketers have devoted much research to understanding the roles and influences of spouses and children in purchasing various products and services. According to Schiffman and Wisenblit (2019:144), "personal experiences, family and friends, media, and social media strongly affect attitudes." This underscores the importance of the family unit, as it strongly impacts individuals' initial attitudes toward purchasing.

Lifestyle

The concept of lifestyle is defined by Kotler et al. (2022a, p. 190) as "a person's pattern of living, expressed through their activities, interests, and opinions." According to Babin and Harris (2018, p. 123), marketers should focus on creating and implementing effective marketing strategies that align with the lifestyles of their targeted consumers rather than solely focus on the product or service being offered. Consumers' lifestyle can capture their social class and personality and provide insight into their behaviour patterns. Thus, marketers can use the lifestyle concept to comprehend changing consumer values and how they influence buyer behaviour (Kotler et al., 2020, p. 153). Solomon et al. (2022, p. 208) suggest that the latest psychographic research groups consumers based on the combination of three variables, namely "activities, interests, and opinions" (AIO). This AIO approach was first introduced by Wells and Tigert in the 1970s and has since been used by well-known researchers such as Plummer (1974) and Swinyard and Smith (2003). Solomon et al. (2022, p. 208) further explain that the AIO approach involves a list of statements researchers use to define consumer lifestyle. It analyses how consumers spend their time, what they find interesting and important, and how they perceive themselves and the world around them.

Media and marketing activities

Schiffman and Wisenblit (2019, p. 203) define media exposure effects as "the measure of how many consumers were exposed to the message and their characteristics." This measurement is frequently used by broadcasters, publishers, and website owners to determine the size of their audiences. As defined by Kotler et al. (2022a, p. 31), marketing is "the process by which companies create value for customers and society, resulting in strong customer relationships that capture value from the customers in return while creating value for society." According to Kotler et al. (2022b, p. 517), marketing communication refers to "how firms attempt to inform, persuade, and remind consumers, either directly or indirectly, about the products and brands they sell." Hoyer et al. (2021, p. 243) describe a marketing source as "the activating agent/medium/channel/platform that is delivering the information and influence, for example, advertising, personal selling." The role of marketing sources is to influence consumers through mass media sources that can reach large audiences. Therefore, companies must effectively allocate their marketing communication budget over various modes of communication, including advertising, online and social media, mobile communication, direct marketing, events and experiences, word of mouth, publicity and public relations, personal selling, and packaging. A company's integrated marketing activities can be evaluated in terms of their

effectiveness and efficiency in "affecting brand awareness and creating, maintaining, or strengthening brand associations and image" (Kotler et al., 2022b, pp. 526-527).

According to Clow and Baack (2018:217), the number of media channels used in a strategy or campaign has a significant impact on its effectiveness. For example, a campaign that features ads in two types of media, such as television and magazines, will have a greater effective reach than a campaign in only one medium, such as magazines only. Some media companies have designed computer models based on probability theory to optimise reach and frequency, which can help marketers allocate their advertising resources effectively.

Demographic influence

According to Schiffman and Wisenblit (2019, p. 203), demographic segmentation "divides consumers according to age, gender, ethnicity, income and wealth, occupation, marital status, household type and size, and geographical location". Kotler et al. (2022a, p. 119) define demography as "the study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics". Demographics are, therefore, the most fundamental factors in classifying populations for several reasons, as identified by Schiffman and Wisenblit (2019, p. 203):

- "Demographics are the easiest and most logical way to classify people. Data can be measured more precisely than in other segmentation bases".
- "Demographics offer the most cost-effective way to locate and reach specific segments".
- "Using demographics, marketers can identify new segments created by shifts in populations' age, income, and location".
- "Demographics determine many consumption behaviours, attitudes, and media exposure patterns".

Therefore, it is stated that marketers "segment and describe their markets on the basis of demographics and use that information to select appropriate media and develop effective promotional themes" (Mothersbaugh et al., 2020, p. 112).

Economic influence

Kotler et al. (2022a, p. 125) define the economic environment as "factors that affect consumer purchasing power and spending patterns". Marketers should be aware of economic changes and

trends in income and consumer spending patterns since purchasing power is influenced by income, price, savings, and credit. According to Mothersbaugh et al. (2020, p. 116), a household's income level and accumulated wealth determine its purchasing power, but income alone cannot fully explain purchases. Schiffman and Wisenblit (2019, p. 260) suggest that income is frequently used to measure social status, but researchers should also consider the income source and amount. Income differs from wealth, which can be used to create financial resources. Solomon (2020, p. 341) notes that standard economic theory only considers individuals as rational decision-makers, whereas behavioural economics examines the effects of psychological and social factors. Marketers should understand the symbolic role of price for both the product and the target market (Mothersbaugh et al., 2020, p. 19).

Methodology

To comprehend the relevant literature for this study, the researcher reviewed a range of academic journals, books, e-books, and researched documents and articles. Various databases were utilised to review the literature and the relevant themes of the proposed study; these databases include Google Scholar, Business Source Complete International Journals, OneSearch, EBSCO Discovery Service, SAE Publications, A-Z Publication Finder, EBSCOhost, SAE Publications, Emerald Insight Journals, JSTOR, ScienceDirect, the SA National Catalogue of Journals and Books, and ProQuest Dissertations & Theses Full Text. The researcher also reviewed theories and literature books that aligned with the theories discussed in the previous section.

Analysis Approach

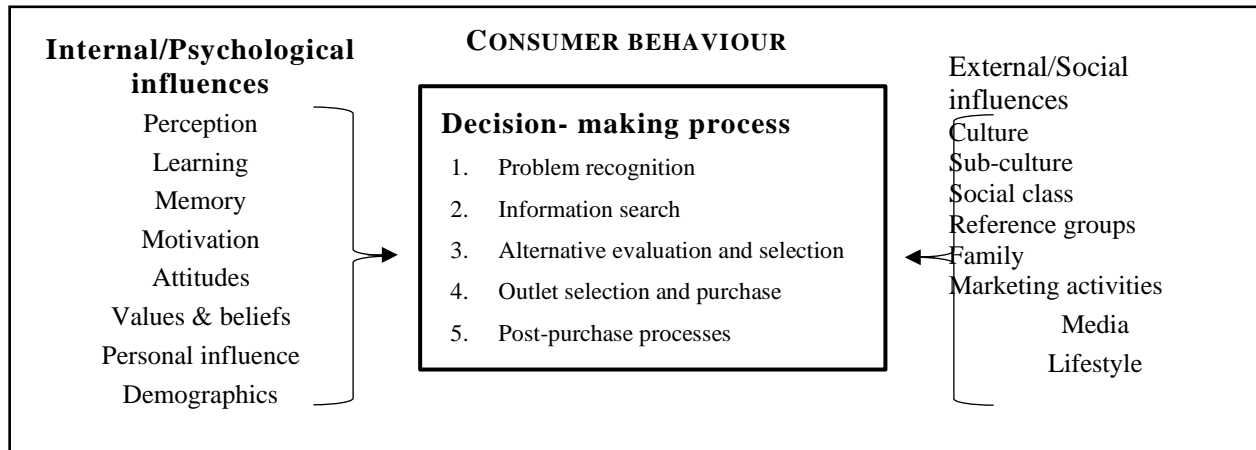
The literature review process was further broken down into sub-actions, such as screening the data for inclusion, assessing the quality of the literature data, extracting the specific data, analysing the data and reporting the findings. The most common consumer behaviour influences throughout the consumer behaviour models had to be identified. The researchers then constructed the framework proposed by this article.

Findings

As illustrated and discussed above, there are various internal (psychological) and external (social) influences on the consumer decision-making process. However, the researcher

identified the most-reoccurring internal (psychological) and external (social) influences on consumer behaviour. The following theoretical model is proposed by this study in Figure 1-12.

Figure 1-12: Theoretical model for consumer behaviour influences



Source: Researcher's own depiction (2023).

Conclusion

This study aimed to provide a theoretical understanding of the concept of consumer behaviour, the diverse models of consumer behaviour, and the numerous factors that affect consumer behaviour. Several models were scrutinised, and the most prevalent factors influencing consumer behaviour were identified during the analysis. Subsequently, a theoretical framework was created using the identified recurring factors. This framework can be implemented in practical industry scenarios involving consumer behaviour, or can serve as a basis for future research in the field. Future research may evaluate this framework in different industries to better understand the discipline.

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