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Factors affecting customer consumption behavior in car business

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Abstract

With the development of society and the economy, people's lives are increasingly improving and life needs are increasing day by day. Therefore, car businesses have also been able to grasp the tastes, needs and attitudes of consumers about car products in the Vietnamese market. Obviously, any business wants its products or services to be noticed and chosen by consumers, and achieving that desire is not only thanks to product quality and competitive prices,

advanced technology but also thanks to a series of problems that need to be solved such as knowing what consumers need? And what do you want? How are consumer needs changing? What are the purchasing motivations, characteristics of each customer group, and factors that directly and indirectly impact purchasing behavior? Which customer groups have complex or simple, habitual buying behaviors?

Keywords: Consumer Behavior, Car Business, Influencing Factors

1. Introduction

1.1 Concepts related to the research problem

1.1.1 Concept of customer

Customers are people who actually buy or have the potential to buy products and services (According to the American Marketing Association - AMA). Thus, simply understanding that customers are the objects that businesses serve, customers are also the key to the success or failure of a business.

1.1.2 Customer behavior

Customer behavior is defined as the mental and physical activities of consumers and organizational customers to make decisions and carry out the purchase, payment and use of goods and services. service. This is the definition extracted from the book: "Customer behavior and related issues" (authors Jagdish N. Sheth, Banwari Mittal and Bruce I. Newman). Mental activities in this definition are determining the appropriateness of product or service categories, inferring product or service quality from advertising information, and evaluating actual experiences. about products or services. The physical activities of customers' consumption behavior include visiting stores, reading Customer Reports, talking to sales staff, and placing orders. The American Marketing Association also provides a definition of customer consumption behavior. It is the dynamic coordination of emotions and knowledge, behavior and environment through which people control the exchange between aspects of their lives. This definition points out that consumer behavior is a combination of thoughts, emotions, actions and the environment around people.

Grasping this coordination, businesses will understand which products or brands customers require, will buy, will use and at the same time understand what factors affect the choice and purchase. and consumption of goods.

The above definitions all have their own way of looking at customer consumption behavior, but in general, both definitions point out that customer consumption behavior is first of all the mental and physical actions of the customer. row. Second, those actions are intended to carry out product and service selection, purchase of that product and service, use it and then evaluate and dispose of it after use. These definitions also describe two types of customers: individual customers (final consumers) and organizational customers.

1.1.3 Consumer market concept

Consumer market is the actual and potential individuals, households and groups of people who purchase or in some way obtain

goods and services for personal consumption to satisfy needs.

1.1.4 Basic characteristics of the consumer market

The consumer market is large in scale, constantly growing in both the number of consumers and sales.

1.2 Characteristics, functions and roles of research problems

1.2.1 The role of researching customer consumption behavior

Understanding consumer behavior is essential for a company to achieve success with its current products as well as new product launches. Every consumer has a different thought process and attitude towards purchasing a particular product. If a company fails to understand consumer reactions to a product, it is very likely that the product will fail.

Researching consumer behavior helps businesses retain customers

According to Professor Theodore Levitt (Kumar, 2004), "Consumer behavior is of the most importance to marketers in business studies because the main purpose is to create and retain customers."

User behavior is not only important for attracting new customers, but it is also crucial for retaining existing customers. When a customer is satisfied with a particular product, they will repeat purchases. Therefore, the marketing of the product should be done in a way that convinces customers to buy the product again and again.

Thus, it is clear that creating customers and retaining them is very important. This can only be done by understanding and paying attention to consumer buying behavior.

Researching consumer behavior will help businesses predict market trends so that they can improve sales efficiency.

Businesses' analysis of consumer behavior will be the first analysis to indicate changes in market trends.

Take the example from Nissan, recognizing the need for customers to use an electric vehicle, but the biggest concern customers have is that charging posts are not available in all locations, especially in highland areas. If this worry has not been resolved, another worry will arise: the time it takes to charge an electric vehicle is very long, we have to spend a lot of time waiting and waiting while charging, which is both a waste of effort and a waste of work. which we are planning to go. Solving all those concerns, Nissan Kicks e-Power was born, the car is equipped with 2 engines, an electric motor and a gasoline engine, the car is still called an electric car but we do not need to charge it because of the gasoline engine. will restore electricity for the electric motor to operate. And when understanding and hitting the right needs and concerns of customers, Nissan has officially sold out nationwide and is still being sought after by many people.

Obviously, when businesses research consumer behavior and customer desires, it will help businesses increase company profits as well as improve business results.

1.3 Content of research problem

Researching customer consumption behavior is the study and analysis of factors that affect consumers' decisions to purchase and use products. The content of this research

includes:

Personal characteristics: This research is interested in information about customers' age, gender, income, living location and education. This helps to better understand the variety and personalization in purchasing decisions.

The impact of advertising and communication: Research focuses on evaluating the effectiveness of advertising and communication campaigns on customers' purchasing decisions. Factors such as brand identity, advertising messages and customer approach play an important role in influencing consumer decisions.

Psychological factors and consumer behavior: This study explores psychological factors such as needs, personal values, thinking, buying habits and social interaction in purchasing decisions. Understanding these factors helps businesses better understand how to approach and create products and services that suit customer needs.

Impact of source of inspiration: This study is interested in the role of inspiration on purchasing decisions. Sources of inspiration can include family, friends, celebrities, bloggers or online community members. Understanding the impact of inspiration groups helps businesses come up with effective marketing strategies.

Impact of economic and environmental factors: This study explores the impact of economic and environmental factors on consumption decisions. Factors such as price, product quality, affordability, green trends and sustainable growth play an important role in purchasing decisions.

Researching customer consumption behavior helps businesses better understand customer needs and desires, thereby creating products and services that are suitable and meet customer expectations.

1.4 Factors affecting the research problem

Personal factors

Age

Age has a great influence on consumer behavior. At different ages, needs and desires are different. Young people have different needs than adults. At different ages, tastes are also different.

For example: Nissan Almera is currently a B-series sedan, 5 seats, spacious and extremely smooth. For customers between the ages of 25 and 30, there will be a tendency to upgrade the car's bodykit, expressing a youthful and dynamic spirit, and the colors must also stand out, such as red tones, orange,... On the contrary, customers aged 30 - 50 will tend to prefer simple things, focusing on safety functions, and the more minimalist the colors, the better.

Job

Occupation is also a factor that affects customers' consumption behavior. Different occupations have different consumption methods. Along with that, their needs and product choices are also different to suit their careers

For example: Besides selling new cars under the Nissan brand, Nissan Tan Phu also sells used cars of all brands. For industries that require transportation such as transporting construction goods and heavy goods that can affect the vehicle's lifespan, customers will tend to buy used vehicles to repair them. proper transportation service. As for professions such as transporting light goods or needing to use it for family travel as their main job, customers will tend to choose new car models.

Income

Income directly affects consumer spending and payments. People with high income tend to choose more expensive products and vice versa, people with low income tend to choose lower priced products. For essential products, demand is not much affected by income, but for other types of products, demand is greatly affected by income.

For example: Nissan Almera gasoline sedan B, 5 seats, this car model will be suitable for customers with a financial range of 500,000,000 VND or less, most customers who buy and use this car model will have My financial range is not too high, but I still want to have a car that can be used for family travel or for work such as service driving. As for the Nissan Kicks e-Power, it is an electric car that runs With a gasoline engine, 5 seats, this car model is suitable for customers with a financial range of 800,000,000 VND or more. Most customers who buy and use this car model will have a decent personal income. or more, or already have a main car, buy a Nissan Kicks just because it has a unique engine and operating principle. Customers who buy this car will usually have good to very good finances.

Academic level

Education level also affects consumer shopping behavior. People with different levels of education have different consumption trends. Specifically, people with high education levels tend to choose more advanced and modern products than people with low education levels. People with higher education levels are more knowledgeable and they often have more information about products and services. In addition, people with high levels of education often spend more time and effort in choosing to buy a product or service than people with low levels of education.

Life style

Lifestyle or lifestyle are typical features, repeated and shaped into styles and habits in the lives of individuals, social groups, nations, or entire cultures. Personal lifestyle is characterized by a view of reality (worldview), personality, personal identity (ego or ego) as well as influences from the surrounding environment such as family and place of residence, education, culture and especially tradition. Lifestyle represents a person's personal view of the world and surrounding environment, so it also affects a person's behavior.

For example: People with a liberal and easy-going lifestyle often easily accept a certain product or service, while people with a perfectionist and meticulous lifestyle consider carefully when choosing a product.

Psychological factors

Awareness

The cognitive process goes through two stages: sensory perception and rational perception

Sensory perception: is the first stage of the cognitive process. That is the stage when people use their senses to impact things to grasp those things. For consumers, they perceive an object or product with their feelings

Rational cognition: is the stage of indirect, abstract reflection and generalization of things, expressed through forms such as concepts, judgments, and inferences. For consumers, this is the stage where consumers use thinking to view problems or products.

Both types of cognition are related to each other and are not

separate from chewing. When evaluating a product or service, consumers use a combination of both types of perception above to have the most objective view to make a decision to choose that product or service.

Engine

Motivation is what drives people to action. This is the force that drives all human behavior. Motivation is a state of stimulation or arousal that controls human behavior to achieve a certain goal or purpose.

“Motivation is a need that has become so urgent that it forces people to take action to satisfy it” (Philip Kotler & Keller, 2012).

In general, people always have needs, but the needs have not reached the level necessary to be satisfied. Only when a need reaches a level where it is necessary to satisfy it (motivation) does it motivate people to act to achieve that need. Marketers, when studying consumer motivation, have understood that it is necessary to skillfully turn consumers' needs into more intense ones to motivate them to buy products.

Social factors

Family

Family is of course a factor that affects consumer behavior, not only that, this is considered the strongest influencing factor on consumers' buying decisions.

Family is the place where personality and culture are oriented, so family members are influenced by other members, especially children are influenced by their parents.

Social status

In life associated with society, people participate in many different groups and in each group they have different statuses. Therefore, when in different positions, consumer shopping decisions are also different.

Influence group

Consumer behavior is also influenced by social factors such as reference groups. These are groups that directly or indirectly influence consumer behavior such as:

Familiar groups: These are groups in which individuals belong and interact with each other such as grandparents, parents, siblings, friends, colleagues, trade unions, organizations and other social organizations.

Admiration group: A group that an individual is also influenced by, although not a member but has the dream of wanting to be present in it.

Unsatisfied group: A group whose behavior is not accepted by the individual. Individuals often take actions to boycott the activities and behaviors of these dissatisfied group members, including activities and shopping behaviors.

Cultural factors

Culture

Culture is a system of values, beliefs, traditions and norms formed and associated with a certain society, regime, religion or people, passed down from generation to generation. other system. Culture is a fundamental factor that determines human desires and behavior. The basic values, perceptions, preferences, manners and behaviors that we observe through shopping all contain a distinct cultural identity.

Cultural integration and change

Sometimes, a cultural identity is also influenced by the effects of other cultural movements. This transformation process also creates new needs and new consumer behaviors. There are new cultural trends that are positive, but there are also trends that are negative regarding moral and social issues.

Cultural branch

Every culture has smaller subcultures that create unique characteristics and levels of social integration for its members. Subcultures create important market segments. A person's shopping behavior will be influenced by the characteristics of his or her subculture. People belonging to different cultural branches have different needs, desires, and tastes.

1.5 Criteria for evaluating research problems

There are many criteria to evaluate customer consumption behavior, including:

Satisfaction: This criterion measures how satisfied customers are with the product or service they purchased. They can evaluate based on quality, effectiveness, satisfaction of needs, and overall experience.

Loyalty: Evaluate customers based on the degree to which they are loyal to a particular brand or product. Loyalty can be measured by tracking purchase frequency, number of products purchased, and trust in the brand.

Engagement: This criterion evaluates the extent to which customers participate and interact with the brand or brand on social media platforms, through posting, liking, commenting, sharing, or connecting with the brand. signals through loyalty programs.

Access to information: Customers can evaluate based on the level of access to information about products and services from the brand. This includes receiving information from media channels, email marketing, advertising, and direct interaction with sales staff.

Value for money: This criterion evaluates the effectiveness of the product or service compared to the value paid. Customers can evaluate by comparing price, quality, benefits, features and convenience.

Service responsiveness: Customers can evaluate the brand's responsiveness to customer requests, questions, feedback or complaints. This responsiveness includes speed, quality and dedication to solving customer problems.

Influence: This criterion evaluates the level of influence customers have on others when they share experiences, reviews, and opinions about products or services. This can be measured through the number of people influenced, the level of influence, and the customer's reliability in creating a word-of-mouth effect.

Often several of these criteria will be combined together to create an overall evaluation system of customer consumption behavior.

1.6 Lessons learned at home and abroad

When talking about car companies in Vietnam with good service style, it is impossible to ignore the national car company called Toyota. To achieve such titles, Toyota has been doing very well in researching consumer behavior. of customer. Here are some examples:

1. Product quality

With the orientation "Pioneering movement" and the goal of

"Becoming the most beloved brand in the community", right from the first days of establishment, Toyota Vietnam has been making efforts to win the trust of customers. customers and society thanks to the best products and services. Quality has always been a prerequisite in TMV's commitment over the years.

And to continue to affirm that, TMV started a new project "No Quality. No Life". Through this project, TMV sets quality goals at a new level, Quality of products, Quality in sales - service activities, and Quality in work become the foundation for product quality, Toyota's sales and service activities. TMV's goal is to see "Customer Smiles", by exceeding customer expectations.

2. Respect customer rights

Toyota Vietnam always puts customers' interests first. They assist customers in choosing the right product, providing full information about ingredients, origin and production process. If customers have any questions, Toyota Vietnam is willing to answer and help.

3. Grasp customer psychology

Toyota Vietnam is currently one of the car companies that captures the hearts of auto consumers in Vietnam. To do this, Toyota Vietnam has very reasonable pricing strategies. This is something that Nissan needs to pay attention to. Nissan is a brand that is still quite new to Asians, but Nissan is too risky by setting product prices too high compared to competitors.

Nissan Almera is currently a car line in the same Sedan B segment as Toyota Vios:

- Toyota Vios listed price is lower than Nissan Almera
- Toyota Vios is equipped with front and rear sensors for both versions, while Nissan Almera is not equipped with this point.

But it cannot be denied that the driving experience Almera brings is better and smoother than Toyota. But Toyota's image is too big and the price is too good, while the Almera is not well known and the price is not reasonable in the segment.

- Nissan Almera needs to strengthen communication and marketing for the brand, next is to equip the car with additional accessories to not be inferior to competitors in the same segment, including big brother Honda City. The most important thing is that when it comes to pricing the Nissan Almera, we should have a broader view and research customer behavior more clearly, to bring a price that people, when they have finances in hand, immediately think of the Nissan Almera.

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