

Original Article (Qualitative)

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Presenting a model of factors affecting consumers' purchasing decisions at the purchase point using data-based theory

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Abstract

The purpose of this research is to provide a model of the factors influencing consumers' purchase decisions at the point of purchase using data-based theory. The research method is applicable in terms of purpose, and exploratory in terms of nature. The statistical population of the research includes 10 experts and PhD professors of marketing management in the universities of Mazandaran province, and the sampling was done in the form of a snowball, and the interviews continued until reaching theoretical saturation. Semi-structured interview was used in this research. To collect and analyze the data, the foundation's data theory research strategy was used. For data analysis, MAXQDA 2020 software was used to code the interviews. The findings indicate that the causal factors affecting customers' purchase decisions at the point of purchase include customers' personality characteristics, customers' individual characteristics, and customers' psychological characteristics. Background factors include product characteristics and store characteristics. Also, intervening factors include cultural values and economic conditions. Based on the findings, the main strategies include advertising programs, sales promotion programs, the possibility of product testing, in-store promotions, price leadership strategy, credit purchase, and promotion at the point of instantaneous purchase; and the consequences that are the final result of causal factors, strategies, background factors and the intervening conditions include commitment to the store, word of mouth, repeat purchase, behavioral loyalty, attitudinal loyalty, profitability, and increasing market share.

Keywords:

consumer purchase decision,
point of purchase,
credit purchase,
behavioral loyalty,
attitudinal loyalty

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Extended Abstract

Introduction

Increasing product sales is the main goal in the retail world. Increasing sales requires not only the quality of the product sold, but also the way the product is packaged and displayed. In a retail space, the layout of a product can make or break a sale. The product display in a short period of time should attract the attention of the passer-by consumers. Using point-of-purchase displays is one of the ways that a brand uses to advertise its new product type (Hendrassukma & Hartanti, 2023).

Nowadays, because the competition in the markets has intensified, all the efforts of marketing science are to influence the way of consumer behavior. In order to achieve this goal, companies must be able to formulate effective promotional and advertising policies. In order to succeed in formulating marketing policies, managers need correct and reliable data and information that can correctly identify and categorize the factors making consumers buy. Therefore, the analysis of the factors affecting the decision of consumers to buy at the point of purchase is a step beyond a science and is actually considered a kind of art (Malekzadeh et al, 2019). Marketing researchers have stated that the decision to buy at the point of purchase is the result of excessive and unpredictable persuasion and interest of the buyers, which emotionally overwhelms the buyer and leads to the momentary loss of control. In fact, finding different knowledge about consumers' purchase decisions at the point of purchase and purchase intentions help marketers and retailers as an effective tool to identify consumers with specific characteristics by which they can determine specific method of retail sales or determine the retail strategy to address people who are willing to buy (Behboodi et al, 2023). Based on this, the current research is looking for an answer to this question: What is the model of the factors influencing the decision of consumers to buy at the point of purchase using data-based theory?

Theoretical Framework

Buying decision

The purchase decision is a mental process that guides the consumer from identifying the need, creating options and choosing a specific product and brand, and the behavior of the buyer, because the customers are the king of the market and their expectations, needs and behavior are very high and important for the efficiency of the store (Kansal et al, 2021; Dhanabalan et al, 2018).

Point of purchase

The point of purchase is an area where marketers and retailers plan promotional activities around consumer products. Point of purchase is a kind of product promotion or product display in an attractive way. Therefore, the influence of the customer to purchase the product is at the point of purchase (Bialkova et al, 2020). Hendrassukma & Hartanti (2023) in a research entitled "Analysis of the application of design principles in the point of purchase display as an effort to attract the attention of consumers in the retail space" stated that increasing product sales is a main goal in the retail world. Increasing sales requires not only the quality of the product sold, but also the way the product is packaged and displayed. In a retail space, the layout of a product can make or break a sale.

Hoseini Kiya & Mirabi (2023) in a research entitled "Identification and ranking of the influence of variables and behavioral indicators of lifestyles on purchase decisions and mental conflicts" stated that the following factors have respectively the greatest impact on women make purchasing decisions: Behavioral styles of self-deception (1), successful people (2), herd or mass-like behavior (3), halo effect (4), sophistry (5), behavioral gap (6), idealism (7),

realism (8)), anchoring (9), projection (10). The results show that the decisions made based on behavioral variables have more satisfaction and less cognitive perceptual inconsistency, mental conflict and psychological tension after purchase.

Research methodology

The research method is applicable in terms of purpose, and exploratory in terms of nature. The statistical population of the research includes 10 experts and PhD professors of marketing management in the universities of Mazandaran province, and the sampling was done in the form of a snowball, and the interviews continued until reaching theoretical saturation. Semi-structured interview was used in this research. To collect and analyze the data, the data-based theory research strategy was used.

Research findings

For data analysis, MAXQDA 2020 software was used to code the interviews. The findings indicate that the causal factors affecting customers' purchase decisions at the point of purchase include customers' personality characteristics, customers' individual characteristics, and customers' psychological characteristics. Background factors include product characteristics and store characteristics. Also, intervening factors include cultural values and economic conditions. Based on the findings, the main strategies include advertising programs, sales promotion programs, the possibility of product testing, in-store promotions, price leadership strategy, credit purchase and promotion at the point of immediate purchase; and the consequences that are the final result of causal factors, strategies, background factors and the intervening conditions include commitment to the store, word of mouth, repeat purchase, behavioral loyalty, attitudinal loyalty, profitability and increasing market share.

Conclusion

The current research was conducted with the aim of providing a model of the factors affecting the decision of consumers to buy at the point of purchase using the data-based theory. Based on the findings of the research, the causal factors influencing the decision of customers to buy at the point of purchase include the personality characteristics of the customers, the individual characteristics of the customers, and the psychological characteristics of the customers, which are in accordance with the researches of Hoseini Kiya & Mirabi (2023), and Torabi et al., (2019), who concluded that decisions made based on behavioral variables have more satisfaction and less cognitive perceptual inconsistency, mental conflict and psychological tension after purchase. The results of the research indicate the impact of the personality, individual and psychological characteristics of customers on the purchase, which is in accordance with the research of Zheng et al, (2019), Zafar et al, (2019), and Bellini et al, (2017), who concluded in a research that there is a positive and significant relationship between the desire to buy and shopping behavior, and there is an inverse relationship between the desire to buy and self-control, and also the desire to purchase has a positive relationship with the five personality dimensions of extraversion; and a negative relationship with conscientiousness, and other personality dimensions do not have a relationship with the desire to buy. The results of the research indicate the impact of the demographic characteristics of customers on the purchase, which is in accordance with the research of Hayat et al, (2020), and Iqbal (2020) who, concluded that shopping behavior has a positive and significant relationship with age, temperament, materialism, the pleasure of shopping, and the desire to buy.

According to the research results, the following suggestions were made:

It is suggested to provide services according to the personality of the customers and their shopping behavior habits; because the goal of chain stores should be, by influencing the perception and attitude of their customers, to create the attitude that their brand offers better services compared to other brands. Also, consider the financial ability of the customers, the education of the customers, the gender of the customers and the age of the customers. Finally, the product offers in chain stores should match the mood of the customers.

Based on the background factors; the specificity of the product brand, product design, product color, product attractiveness, product packaging, product price and product type, as well as the size of the store, the arrangement of shelves and store decoration, the appropriate behavior of store personnel, aroma and music suitable for the store, and suitable clothing for the store personnel is recommended.