**Assignment: Consumer behavior**

**1.Product Purchase Analysis**

Life without internet would be a nightmare. Life without social media must be dreadful than it is.  Internet- based life makes our life easier for the producer and the consumer at some extent in terms of businesses and for an easy life as well. Absolutely, the advertiser must know about the audience to whom they are going to interact and for whom they can earn money over social media by showing some advertisement and attract them towards your product. Through this, the advertiser can learn the behavior of customers over social media and how they interact with the product too.

As of late, buyer conduct, and fulfillment has become a significant resource for any association to accomplish its situation in the market and to build its gainfulness. For this reason, associations are utilizing an internet-based life strategy. From inquiring about, it is clear that organizations are utilizing online networking promoting so as to interface with the customers. Internet-based life promoting has given a chance for maintaining and altering the consumer at their interest. Individually utilize the full potential of social media to share the reviews and make the best of the tips for the others (Pütter, 2017).

Advertisers exploit and make promoting techniques, which thusly could assist them with increasing more clients. The internet-based life condition is anything but difficult to apply and to arrive at the client. These advantages give people accommodation to accomplish what they are searching for.

People do very fast decision on buying the product over the social media even they do not the material and quality of the product, but they feel easy to buy from there without making load on their shoulder by going outside and do the shopping.

The emergence of web, life is inclined to the client and producer as well. There were some of the best researchers who identified the gap in customer decision making based on their information from different dimensions of a consumer. Which reflects their personalities and behavior towards some product while using the services etc.

These correspondences have guideline results for associations. Prasath and Yoganathen, (2018). found that extending visits to a book lead to the growing idea of the book.

Dellarocas et al. included the electronic situating of a film to their model and revealed that this factor has a strong judicious force of association pay. Some researcher analyzed the effect of customer correspondences to each other during the time went through unique with respect to viral displaying. Simon and Sullivan expressed that promoting trades should be considered a huge determinant of brand esteem.

Although, people spend their time more on the internet than physically with friends, people use to touch with social media, and they feel easy to buy online happily. Why is the case? Because people are busy in their work, they do not have time to go physically and buy the product. Even I did most of the time form social media which is better than go to shops. Even there are plenty of products people never heard of when they go to the shop. Because I prefer to give my example, I heard almost all the products from social media Adidas, Armani, levis, etc. Which makes sure of the decision power of the customer when buying the products (Abzari et, al., 2014).

**2.Psychological Antecedents of Consumer Behavior**

**Meaning:**

Liberal usage is a decently new field of study in purchaser ask about. It offers a recognizing perspective to the one of standard information getting ready, focusing on the "experiential" portions of the use experience which are uniquely based, for instance, sensation pursuing, enthusiastic fervor and fantasizing. Until this point in time, most assessments have focused on customer qualities that would predict liberal usage as opposed to thing characteristics that may move profligate use. The examination of music is proposed as a street for analyzing what characteristics of the individual and the thing interface to actuate usage of luxurious things.

**Antecedents:**

The predecessors are inborn pleasure in utilizing internet-based life, the inspiration to communicate and stand out by means of WOM (CSWOM) and buy type. Realism is relied upon to direct the impact of procurement type. The results of CPB on buyers' satisfaction with buys are relied upon to be directed by realism. It is suggested that posting impacts satisfaction with buy through buy's effects on self and relational connections.

**Results:**

The predecessors are inborn pleasure in utilizing internet-based life, the inspiration to communicate and stand out by means of WOM (CSWOM) and buy type. Realism is relied upon to direct the impact of procurement type. The results of CPB on buyers' satisfaction with buys are relied upon to be directed by realism. It is suggested that posting impacts satisfaction with buy through buy's effects on self and relational connections.

**Downsides:**

Albeit various plans were utilized to test the theories, none of them managed a genuine buy that was widespread to every member. Such a typical buy-based configuration may, all things considered, dispense with the impacts of changing items. Likewise, a structure that arbitrarily relegates members to present the genuine buy on their own social media pages directly after the buy happens could likewise kill some helping to establish factors. Future research can investigate how to function with such research plans to test these and related speculations.

**Examples:**

1.Hedonic utilization is going for a get-away or outdoors trip by taking some time from day by day schedule. This gives an individual chance to investigate nature and gives mental delight along these lines upgrading need of Hedonic utilization. Decadent utilization shifts from individual to individual and promoting organizations are attempting to investigate this buyer conduct by giving incredible shopper involvement with the administrations they are giving. Gluttonous utilization is likewise delight determined because of experience of a specific brand thus investigation of Hedonic utilization is significant in shopper conduct hypothesis (Lacher, 1989).

2.

Hedonic consumption when sometimes go for a movie with your friends or even for a film. It gives time to enjoy making fun to open the person up. It helps them to take some for themselves and feel free from their work. It is one way to diverge yourself from your tensions and hard time and take time for fresh yourselves (Duan, 2016).

**3.Sociological Issues in Consumer Behavior:**

Hofstede dimension is a way to consume the product or service which are also the basic needs of humans and their psychology. Hedonic consumption is the consumption of services and somehow product who could lead us to experience multi-dimension in terms of happiness which comes after the satisfaction of our basic needs. For instance, food, clothing, sleep, and house. Service consumption is the way of survival is called consumption. However, focuses on Hofstede’s cultural dimensions which are basically six which also we use in our daily routine unknowingly. Preferred to use these two dimensions specified in the context of the UK (United Kingdom). I preferred to select the power distance and individualism which could demonstrate the context of Hofstede’s dimensions at the national level.

3.1POWER DISTANCE

It tells about the classes of the human which classify them into higher lower or medium. Although they are not equal and play a vital role in the UK. It shows the mentality of the people towards distinctness among the national classes. Where people from higher class need to treat in a special class than the usual one.

People from higher class lives in units, where other lower classes live at the same time, they will not treat equally, and they will not meet like usual ones because of their distances and their status makes difference in the class which makes lower-class neglected all the time. Moreover, the PDI score at the first glance seems unreasonable which tells the inherent system of the classes in British culture. Even in the birth rank they classify people and treat unequally based on their belief. Having a strong opinion of git born in some places does not decide how far you can travel and do hard work. The sensible judgment makes the sense when people treated equally without respect to their color ethnicity etc. (Belyh, 2015).

3.2INDIVIDUALISM

The important issue presented by this very dimension which defines the singularity in the public and its members. Where people live in the community like I and us. When talking about the individual society they help themselves they do everything their own nobody looks after them and care about them. They do not have a strong community who can support them when want to do bigger things in terms of money, acquaintance, etc.

On the other hand, Collective societies people look after each other and they live together and have some community to support and people to have a back on (Hofstead insights, 2020).

The UK is the top in the ranking almost 90 when it comes to individualism. The British are more of a private people they do not share secrets places even they do not even talk when a stranger needs help. Their kids taught by themselves when they have taken birth and to think of themselves. Their parents taught their kids to live their unique lifestyle and how they are important to this society alone without leaving their work on somebody.

**References**

* Abzari, M., Ghassemi, R.A. and Vosta, L.N., 2014. Analysing the effect of social media on brand attitude and purchase intention: the case of Iran Khodro company. *Procedia-Social and Behavioral Sciences*, *143*, pp.822-826.
* Belyh, A., 2015. Understanding cultures and people with Holstead dimensions. [online]. Available at: <https://www.cleverism.com/understanding-cultures-people-hofstede-dimensions/> [Accessed 16 March 2020].
* Duan, J., 2016. The antecedents and consequences of consumption-related posting behavior on social media.
* Hofstead insights, 2020. Holstead instead consulting, training, certification, and tooling. [online]. Available at: <https://www.hofstede-insights.com/country/the-uk/> [Accessed 16 March 2020].
* Lacher, K.T., 1989. Hedonic consumption: Music as a product. *ACR North American Advances*.
* Prasath, P. and Yoganathen, A., 2018. Influence of Social Media Marketing on Consumer Buying Decision Making Process. *SLIS Student Research Journal*.
* Pütter, M., 2017. The impact of social media on consumer buying intention. *Marketing*, *3*(1), pp.7-13.