

Psychological determinants of consumer credit behavior

-- Determinants & Factors influencing Consumer Behaviour



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Economic and Psychological Determinants of Consumer Behavior

Human try to imitate other humans and also wish to be socially accepted in the society. Source: This email from Everlane is a simple yet effective way to showcase social proof and encourage users to browse a store or visit in-person. Attitude toward credit appears to play an important role and is significantly related to motivations for using credit and to the method of choice for financing consumption.

What Are Important Determinants of Consumer Behavior?

People engaged in businesses need ordinary clothes whereas persons engaged in corporate sector required formal suits to wear.

Influence of sociological determinants in consumer behavior

Attitude toward credit appears to play an important role and is significantly related to motivations for using credit and to the method of choice for financing consumption. Financial, performance, psychological, social, time, security and privacy risk perception have positively related to perceived risk. Descriptive statistics and mean comparative analysis Variable Freq.

What factors affect consumer Behaviour?

However, unlike previous research studies, this study focuses on the impact of perceived risk on the intended use of credit cards.

Economic and Psychological Determinants of Consumer Behavior

Whereas if a consumer is interested in saving more, then most of his income will go towards buying products. Personal information is collected 0. Culture Cultural Factors have strong influence on consumer buyer behavior.

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