



EXPLORE THE FACTORS THAT INFLUENCE CONSUMER BEHAVIOR

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Abstract

In an industrial and commercial era of competition, enterprises and organizations use marketing strategies to develop their performance as consumers' rights and interests are increasingly valued. Enterprises must differentiate the market and locking the target market to provide specified business programs to attract consumers.

This study the factors that influence consumer behavior and propose an analysis factors of perceived value, service quality, customer satisfaction, customer loyalty, brand image, and analysis description.

Keywords: consumer behavior, customer satisfaction, customer loyalty, perceived value, brand image, service quality

Introduction

Marketing Concept

What is consumer behavior?

This refers to the decisions made by purchasers when they purchase and use products or services, the process of deciding to acquire and use products or services and payment goods and labors that are economically viable as assessed by the parties:

- i.e. Deciding to purchase products or services currency;

- In order to meet their own needs, consumers have expectation of product, service, idea, acquisition, evaluation and disposal.

In marketing planning strategies,

consumer behavior is one of the most important items to discuss. In marketing decision-making, the marketing concept is the main operational philosophy that implements business, assimilates into morality and social responsibility, and regards to the overall enterprise and social welfare to meet the needs of target consumers. Marketing concepts must be implemented from a long-term perspective to ensure that the enterprise has a vision in a stable and healthy social environment. According to research experts, interprets that consumer behavior is mainly concerned with customers' purchasing trends and a deeper understanding of the various factors that influence consumers to buy products including psychological factors. Marketers design more effective marketing strategies, under the influence of today's technology, marketers collect and have a large

amount of information to aim target consumer groups. No matter how difficult market competition and business environments are, they can also become industry leaders. In 1980, the private sector established the Consumer Foundation in order to improve the consumer environment and advocate consumer rights, which led to the legislative implementation of the Consumer Protection Law and the establishment of the Consumer Protection Committee of the Executive Yuan in 1994, the Consumer Protection Committee was established in 2012 due to the organizational reform of the Executive Yuan. Department officially the public sector.

Nilesh (2013) explains that “consumers” play a critical role as these are the people who finally buy the goods and services of a firm or organization. In the past decades, consumer behavior has changed significantly due to the development and progress of science and technology. Many brick-and-mortar stores have gradually turned to online platforms for sales and these diversified channels have changed consumer behavior. Scholar Kotler states that consumer behavior is the study of how individual groups and organizations choose, purchase, use and apply products, services, ideas, or experiences to meet their needs and desires. Consumers are the main determinant of the success or failure of industries. Whether online or brick-and-mortar sales, marketers must fully understand the theory and practice of consumer behavior as well as understand that the power of individuals and groups is a decision-making system and that the influence of consumer behavior must further be explored. Enterprises need to understand the variety of purchase motivations because these all influence how customers evaluate different aspects of their experience as marketing communication and promotion strategy. Cheng (2010) Noted that consumer behavior is

one of the most complex and important parts of marketing and derives from human nature, consumer demand for products, scene factors, etc. These factors are varied and multiple. The important basis of consumer behavior is marketing strategies.

Information Communication

The generation of consumer behavior lies in perceived value and perceived value lies in the circulation of information. Nowadays, due to the development of information systems, enterprises and organizations continuously explore new methods in a diversified market, and more product information and services are conveyed to consumers to maintain long-term interactions with them. This is for that enterprises can quickly and efficiently modify marketing strategies to meet the needs of consumers. In a competitive market, enterprises must realistically position the value and benefit of their products and services, and provide information that the targeted consumers can obtain.

The goal of communication between enterprises and organizations and consumers is to provide a direct link service stage in the life of product marketing; roughly in the production and growth stage of a product's life. In a competitive market environment, enterprises must continuously enhance their own value to achieve efficient and rapid decision implementation. This is for that an enterprise or organization have information to make communication with consumer to introduce their products and services and create a brand consensus. On the other hand, information communication reduces errors more than other forms of communication. In marketing relationships, the importance of communication is the fulfillment of a core role as one attempts to change the intent and ability of a partner, meaning that one works to

build a mutual partnership based on a foundation. Leon G. Schiffman and Leslie Lazar Kanuk (2012) state that information technology changes consumer behavior:

- (1) consumers have more power than ever before to choose,
- (2) consumers contact more information than ever before,
- (3) enterprises promote more products and services because of rapid information communication,
- (4) purchase modes between the enterprise and consumer emphasizes interactivity and immediacy,
- (5) enterprises can also collect consumer information more rapidly and conveniently, and
- (6) the utilization rate of information technology goes beyond a personal connection.

These factors influence consumer behavior and improve the productivity and competitive advantage of enterprises. Emphasis customer value, satisfaction and principles of enterprise management comes mainly from marketing concepts, and consumer behavior values are used in the development of the principles of enterprise management. The overall marketing concept consists of production, product and sales integration, and the consumer is the core of the enterprise's culture foundation. The trading behavior of customer interaction is a customer relationship and it is continuous and uninterrupted. The successful establishment of a customer relationship is a very important part of strategic marketing planning since good customer relationships can improve consumer behavior.

Kolter states that "Most advertisers

try to measure the communication effect of an ad – that is, its potential impact on awareness, knowledge, or preference."

Research Purpose

We can relate to some general aspects of the key factors of consumer behavior. This concerns the products and services the consumers buy and use, and the way these fit into their lives. This paper study these key factors that influence customer behavior, which, for the knowledge of consumer characteristics for business operations, plays an extremely important role in many marketing applications, such as, defining the market for a product or deciding on the appropriate techniques to employ when targeting a certain group of consumers, or for academic and practical reference.

Explore the influence of perceived value on consumer behavior;

Explore the influence of service quality on consumer behavior;

Explore the influence of satisfaction on consumer behavior;

Explore the influence of loyalty on consumer behavior;

Explore the influence of brand image on consumer behavior

Literature

Perceived Value

Perceived value, that is cognitive value, refers to consumers' subjective value cognition of products and services provided by enterprises. Leon and Leslie (2012) believe perception is a process for external stimuli in which individuals select, organize, and to give meaning. They also explain that the perceived value of products is determined by perceived

benefits and perceived costs. Perceptual value is a concept of relativity and subjectivity. Subjectively perceived value creates value for individuals to meet customer needs and promote the prospect of sustainable development for enterprises. This is a concept that marketing management and strategies must focus on. Customer perceived value relativity is to select, organize, elaborate, and produce a meaningful experience through enterprise, communication, innovation, and transmission so that customers can accept and identify to achieve this satisfaction. Leon and Leslie (2012), Michael Solomon, Gary Bamossy, Soren Askegaard and Margaret K. Hogg (2006) believed that consumers are often in a state of sensory overload, exposed to far more information than they are capable of or willing to process.

Yang and Peterson (2004) stated that customer perception value refers to the overall assessment of the product based on the perception value that the consumer receives and pays. Kotler and Keller (2012) defined perception value as the difference between sacrificing all benefits and costs and the perceived alternatives that customers evaluate. Therefore, customer perceived value is the final benefit result obtained through a benefits evaluation after comprehensive consideration of all product information, thus determining consumer behavior.

The quality of customer perception involves the reference range of competitors. Customers follow different business points to choose the functionality, symbolism, and experience of products. Companies must maintain a stable and mature relationship with their customers at all times, improve the quality of their products and services, and enhance the perceived value of their customers to make them feel honored and build a good relationship.

Service Quality

“Service quality” refers to individual mindsets shaped by personal experiences in a specific scene. It involves various intangible knowledge factors and cannot be digitally analyzed or possessed exclusively. Perception of high-quality service can improve consumers' purchase intentions and repurchase behaviors. Service industry in order to improve service performance, service quality is a priority and has been proved to be closely related to customer satisfaction and loyalty. The performance level of service quality depends on consumers' subjective recognition. John Egan (2008) Think the total quality concept influences process elements (e.g. managing moments of truth in a customer encounter) associated with marketing (or more strictly, relationship marketing) concepts. K. Douglas Hoffman and John E.G. Bateson (2006) defined service quality as an attitude formed by a long-term, overall evaluation of a firm's performance. Consumers' evaluations, explanations and judgments of products and services is service quality. K. Douglas Hoffman and John E.G. Bateson (2006) believed to deliver a consistent set of satisfying experiences that can build into an evaluation of high quality requires the entire organization to focus on the task. They also explained that service providers must be focused on quality and the system must be designed to support that mission by being controlled correctly and delivering as it was designed to do.

According to Paraurman, Zeithmal and Berry (1998) said service quality is the overall evaluation or judgment made by consumers on the superior service of their provider. If the consumer's perceived service level is higher than the expected service level, it means that the service quality is better. If the perceived service level is lower than the expected service level, then vice versa. Lovelock

and Wirtz (2011) believe that service quality is a kind of experience and evaluation that customers obtain in the process of consumption. Industrial organizations adopt a variety of service strategies to excite consumers' pleasure and satisfy their needs. Researchers and scholars all believe that service quality is an operational strategy for business operators to meet customer needs, create customer needs and increase the profits of the enterprise. In terms of customer relationship management, service quality can improve customer satisfaction and best help enterprises grow.

Customer Satisfaction

Jian (2006) explains that a company's mission is to create customer satisfaction and understand customer needs to subsequently customize appropriate products and services, and then to deliver them correctly. Enterprise management to create performance emphasizes the customer perceived value; many customers have accumulated significant consumption experience over many years and their satisfaction degree for products will affect the willingness to buy again. Thus, enterprises must present high-quality services, satisfy the trading interests of consumers before buying the product and after consumption, and provide customer perception power. Understanding the features of products increases consumers' purchasing power, minimizes the gap between their feelings and expectations after consumption, and improves satisfaction and consumer behavior.

The key to enterprise management is "creating customers"; a goal of enterprise sustainable growth. How create customers, that the enterprise must understand customer demand and customize products and services to achieve customer satisfaction. Furthermore, increasing turnover and profits are the most im-

portant application for enterprises. Formell & Lehmann (1994) point out that customer satisfaction refers to the overall evaluation of consumers' experience in purchasing and consuming a product or service over time. Oliver (1997) states that the difference between overall and specific customer satisfaction lies in the post-shopping evaluation or emotional response to a recent experience with the enterprise rather than a short-term or special contact evaluation and emotion. In addition, Woodside et al. (1989) believe that overall customer satisfaction is a function of overall service quality.

In many enterprises, marketing strategies to improve customer satisfaction are adopted strengthen links with customers and obtain loyal customers with subjective goals. According to research, customer satisfaction can improve customer loyalty, reduce price sensitivity, reduce production costs, enhance market shares, and attract new customers. To increase consumer behavior can create a superior long-term performance for enterprises. Kotler said that "it is important to be a customer advocate and, as much as possible, take the customers' side and understand their point of view." Liu (2019) explained that customer satisfaction is a direct factor in the central issue of corporate operations and marketing since an enterprises' mission is to create customer satisfaction.

Customer Loyalty

Kotler and Oliver state that "a deeply held commitment to rebuy or repatronize a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause switching behavior." Customer loyalty is the key to an enterprise's profit, no matter in a business relationship or the relationship between enterprises and consumers. We emphasize the importance of focusing on the achieve-

ment that customers are at the heart of many successful service businesses. Customer loyalty is to establish and develop a loyal relationship through an enterprise's thoughtful relationship marketing strategy. Craft (1999) believes that customer loyalty is one of the objectives of strategic marketing that helps enterprises to establish competitive advantages, namely brand building.

Loyalty, traditionally used to describe the loyalty to a country, a business, or an individual, is an old form of the term, but in business, it is used to describe customers' delight, long-term care for the business, and exclusivity to recommend the products and services to friends or partners. Customer loyalty extension behavior includes preference, passion, and future expectations. Enterprises retain loyalty and create value for customers. According to research, loyalty creates value for consumers through confidence, provides sales profits and offers special treatment. Dehi (2011) explained that in a company to gain customer loyalty and satisfying interactions, it is important to ensure that with every contact a customer has with the product, the customer should they should receive consistently high quality all the time.

The ability to stabilize customers indicates their loyalty to the brand. Some customers do not easily shift to another brand because of inertia or long-term contractual relationship. When a company has a group of customers that do not vary their brand, the company should possess a high degree of brand loyalty. Kotler explained, "Listening to customers is crucial to customer relationship management. Some companies have created an ongoing mechanism that keeps their marketers permanently plugged into frontline customer feedback." Lin, Tan, Chen and Lin (2014) stated that a favorable relationship is the solid foundation of loyalty. While both parties will have

fair and reasonable mutual expectation, the relative advantages and disadvantages created through objective market competition changes will undoubtedly affect the cognitive difference between one another regarding the appeal of the relationship quality.

Brand Image

The "brand" is the reputation of the enterprise that helps consumers make the best choice based on trust, commitment, service, and quality representatives. Not only do brand promotion and packaging improve consumers' awareness of products but also elicit consumers' emotions, and strengthen product sales and consumers' loyalty to products. Kotler (2000) proposes that the conceptual value that consumers perceive of a particular brand is the brand image. The brand image changes according to consumers' perceptions, i.e. the brand image are derived from consumers' perceptions. According to research by Magid and Cox (2006): Said the brand image represents consumers' reactions to brand names, symbols, or their recollection of impressions as well as the criteria by which consumers judge the quality of products. Liu (2021) stated that the "brand" helps consumers to make purchase choices by representing trust, reliability, quality, image, and price. Enterprises must have a positive influence on customer satisfaction and loyalty in a challenging market environment, and continue to accumulate their brand value. The enterprise must understand the needs of market consumers and do a good job in customer relationship management to provide appropriate products and services that meet unique consumer needs. Its brand value in the hearts of consumers helps a company's image survive in a competitive industry. Shen Yong-Zheng (2017) explained that brand image is an abstract overall concept of products in consumers' minds.

Research Method

Based on the case interviews and data collection, we ran an empirical analysis using a data analytical method. After the analysis, the research structure was adjusted according to the data generated from the empirical research to verify a cause-effect relation. Each finding was unique. Furthermore, we explored and discussed issues of improvement and recognition within distributor and retailer relationships. Differences in culture and race must be excluded before interviewing each case so that both parties can start from the same foundation in the interview. The interviewers were required to have professional or practical experience before being allowed to provide a series of clear explanations with regard to the interview questions.

Data Explanation and Analysis

We targeted senior managers of companies for our in-depth interviews and collected secondary information as a source of empirical data. The responsibilities of the senior managers often involved dealing with various businesses related to customer relationship management. Senior management personnel is often assigned by the corporation to different areas to serve as management representatives. After the interviews, the recordings of the interviews were written down verbatim. Furthermore, the collected information was sorted out before analyzing various company constructs and describing the research structure of the interview cases in order to determine essential processes and theories.

Case Study - Chez Jimmy Cuisine House

Warm Experience:

I (Joan): "Ouch! So hot!"
Heard a series of sounds, breaking soup bowls, Waiter: "Sorry! I'm sorry! Ms.

Zhang's skirt is wet." The waiter turned around and hurriedly wiped my dress with a stack of napkins. "Did Ms. Zhang scald? I'm sorry and will bring another bowl."

Before I could say a word, the waiter cleaned up the table and my dress."

This was a short episode that happened in Chez Jimmy Cuisine House when I had dinner with my friend Anna two weeks ago. It makes me feel the worth of a well-trained employee who could act properly in knowledge transmission and emergency crisis management. This is the most important thing in human resource management in order to make up for the unsatisfactory but acceptable situation of customers and maintain their willingness to come back next time.

Holiday Today:

Under the warm winter sunshine, Anna, Jane and I meet for dinner at Chez Jimmy Cuisine House. Anna and her family moved back to Taiwan five years ago because of her husband's retirement. Anna is a virtuous and high-quality woman who takes care of her husband and children at home. Her two sons are studying in Ivy League universities and developing their own industries after graduation. Jane is my college classmate who works in a small trading company after graduating and works during the day and uses time to study English at the cram school at night. 40 years ago, the development of small and medium enterprises in Taiwan needed to rely on these people to promote international business. And now she is a general manager of an international chain enterprise; and slightly obesity but in high spirits, capable and experienced.

Anna: "This restaurant is well decorated. It's very warm. I heard the chef is back from a competition abroad."

I: "Anna, you know, the service here is very good. The last time I had dinner with my husband, the waiter immediately replaced the soup after spilling it and gave us a small gift. The food is high-end French cuisine but it is not cheap." The waiter led a short-haired medium-sized lady in.

Jane: "Hi! Long time no see, Joan, your shirt is very special. The Peony color is rich and elegant."

I: "I bought this shirt last year when my husband and I went to Singapore. Look at the flounce collar. It is very comfortable to wear."

Anna: "Jane, is this bag new? I didn't see it before."

Jane looked at the bag and said, "It was bought during our staff trip to Japan last month. Some colleagues bought several at an outlet department store. Look at very prominent the gold clasp in the middle."

Anna: "Where did you go?"

Jane: "Tokyo, Nagoya, Osaka, it was held by the employee welfare committee."

Headwaiter (in black suit): "Would you like to order, ladies?"

Then passing three menus, the waiter poured water.

After five minutes, the senior manager came forward.

Manager Li: "Excuse me, do you need any information about the menu?"

Jane: "I'll have the set meal of roast lamb chops."

Manager Li: "OK, what about the appe-

tizer?"

Jane: "Smoked salmon salad and I'll take the onion soup."

Manager Li: "Coffee or black tea?"

Jane: "Black tea is OK."

Manager Li introduced: "This method of roast lamb chops is that the meat is imported from New Zealand. Dry fry the lamb chops in a hot pan on a high fire for 1-2 minutes to lock the internal gravy and keep the umami flavor. Fry the lamb chops in a medium fire for 3 minutes and then put them in the oven for 5 minutes to seal the delicious lamb chops. Many guests like to order this."

Manager Li added, "The sauce is the soul of the main dish, made with mustard and other ingredients, with a spicy flavor, very special. If there are no other questions, it will be served later."

Manager Li: "What about the other two ladies?"

Anna: "The appetizer is also the smoked salmon salad. The main course is striploin, medium well. The soup is Marseille bouillabaisse, and coffee, please."

Manager Li: "The striploin steak is imported from the United States and the meat is chewy."

I: "This smoked salmon salad. Is the salmon from Norway?"

Manager Li: "Yes, there are many kinds of salmon. Our salmon is firm and elastic, which is different from other restaurants."

I: "For an appetizer, I'd like the toasted field snails."

I turned to Anna.

I: "The sauce on the toasted snails is hot and delicious with a French bun. The bun is crispy on the outside and soft on the inside with pesto sauce. My friends and I ate it last month and rave about it."

Manager Li: "And the main course?"

I: "The main course is the prawn bake with pumpkin soup and coffee, please."

Manager Li explained the ordering process and answered questions in detail so that the three ladies felt respected.

Chez Jimmy Cuisine House's dedication to service and product quality is a characteristic it should have. Manager Li's patient and detailed explanation of customers' problems satisfies the customers' perceived value. Customers come to the restaurant to enjoy the high-end brand products. No matter what the price is, the high quality changes the preference. Value is above anything else.

Levitt (1972) states that service quality refers to service results that can meet set standards and the effect of service quality should be evaluated by a process from service provision to service product output.

Yang and Peterson (2004) explain that customer perceived value is an overall evaluation of products or services based on the perceived value gained and paid for by consumers.

"While waiting for the food, we went to the garden in the front yard where roses, a kumquat tree, and South Korea's green grass were planted. With the aroma of soil, sweet and elegant interior decoration, the most glaring is the work of artists traveling to France hanging on the wall. The subject is fruits and vegetables, vases and static objects matched with fairy green silk fabric, making the whole dining environment

noble and tidy.

Anna was about to speak. Jane: "Here come the dishes."
We immediately returned to our seats.

The waiter politely brought the bun, a special French bun, and the salad.

I: "We start with the French bun which is crispy on the outside and soft on the inside with heavy cream. Last time one of my friends talked about the French bun which is the reason she comes here for dinner every time. It's still crunchy."

Anna: "So crispy - crunchy bun."

Then the waiter came to serve the guests, poured water and asked if they need any help.

Then the soup was served. Anna: "Thanks!"

Manager Li commanded that the waiter go to the kitchen to check the main tone of the main dish, turned around and said: Manager Li: "Our soup base is the filtered double-boiled soup of the old hen boiled for two days with the original flavor, please enjoy."

Zeithaml et al. (2009) point out that good service quality can improve the marketing effects and increase an enterprise's productivity. Having good customer service in the catering industry means grasping the needs of customers, building customer loyalty, and pursuing sustainable growth of enterprise performance - these are the biggest challenges. Keller (2001) mentions that the core resource capability of an enterprise is its brand. Chez Jimmy Cuisine House adheres to the heart of customer orientation and the on-site service quality gives customers perceived value; the joy during meals improves customer satisfaction. Brands enable an enterprise to further

create a competitive advantage and dominate the market, Keller adds.

Brand images will produce different thinking with cognitive changes in consumers, that is, Perry and Wisnom (2003) believe that a brand image is a collection of consumers' consciousness accumulated through brand experience. The brand image of Chez Jimmy Cuisine House is deeply embedded in the hearts of consumers and the level of brand image connection is an important factor for consumers to purchase.

Anna: "Wow! The main course!"

Waiter: "What kind of sauce do you want? Black pepper or mushroom sauce?"

Anna: "Black pepper."

The steaks sizzle and smell meaty, mouth-watering. Next, the toasted prawns and roast lamb chops were served.

I: "The scallops are so big! Where did it come from?"

Waiter: "This is dried scallops from Hokkaido, Japan, frozen at low temperature. They are fresh and sweet. Many guests like to order them. The prawns are chewy, baked in garlic cream. It's delicious."

Waiter: "Please enjoy your meal and I'll bring your side orders later."

He made a polite nod and left.

Chez Jimmy Cuisine House always seizes the opportunity to serve consumers, create an unforgettable experience and touching feeling, improve perceived value and satisfaction, reduce the collection cost of consumers, and cultivate customer loyalty. If there is a dinner party, customers will first think of Chez Jimmy Cuisine House. Continuous research and innovation are also the magic weapons of Chez Jimmy Cuisine House that catch the

customers' tastebuds and maintain customer loyalty. Kumar and Reinartz (2006) state that enterprises should attach importance to the application of knowledge in customer satisfaction, which is helpful to establish and maintain a long-term good customer relationship and enterprise competitiveness. Parasuraman et al. (1985) believe that loyalty includes not only the willingness to buy again but also the willingness to recommend it to others and spread the good reputation.

Conclusion

The most important key to successful marketing is to meet the needs of consumers. The core of marketing activity is to understand the needs of consumers and their purchasing behavior. The significance of this study is to review theories and cases about various factors that influence consumer behavior for several reasons; to improve the performance of marketing strategies, understand the characteristics of consumers' purchasing behavior and decision-making, effectively assist the planning and development of marketing strategies, and more further enhance consumer behavior to establish long-term business relationships as a foundation of sustainable development between enterprises and consumers. Morgan and Hunt (1994) pointed out that service quality, customer satisfaction, customer loyalty and trust influence customer behavior and are focal points for manufacturers to maintain long-term relationships with customers.

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