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The study of the consumer behaviour in energy drinks sector.

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CONTENTS

Abstract

In recent years energy drinks sector raised through the ranks among the other beverage units and supplied millions of people which is still growing by number. But inside this big market firms tried different strategies in order to gain the attention of customers and by doing this they created complex system where it differs because of its consumer types and preferences. Also, firms used various visual and neural tactic and strategies to ensure their sales will rise.

Energy drink sector is a big world of combined marketing communication strategies. Inside this complex system firms try a lot of creative and modern ways in order to make people aware of their products but people also have their own characteristics through this colorful market.

Customers behavioral acts against the all products which have the same origin and purpose create new attraction ways for creative teams to start a new campaign or try a new and creative promotion strategy and even try a new version of packages, slogans, colors, places for their product and find the spot of customer's mind where he or she choose what if to buy the product or not. For deeply understand and analyze this customer behavior impacts to energy drink industry this study contains exact information and experimental statistics where at the end a small view of concept will appear.

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Introduction

The main object in the marketing system is the buyer (or consumer) of goods. This can be an individual or an entire organization. It is important to know the degree of involvement of individual consumer groups in making decisions about the purchase of certain goods.

In the marketing system, the key point is an understanding of the mechanism for forming a purchasing decision, which may have its own characteristics depending on the socio-psychological characteristics of the buyer or the nature of the product being purchased. So, in accordance with one of the buyer's behavior patterns, this mechanism includes: awareness, interest, desire, action. It is very important to know how and when the buyer begins to show interest in the product, under the influence of what factors is his desire to acquire the product, how to direct this desire to acquire this particular product.

An enterprise (firm) cannot succeed if it ignores consumer demands. Therefore, it is not by chance that, within the framework of marketing, research is conducted on consumer behavior. In the broadest sense, consumer behavior is defined as actions directly related to the receipt, consumption and disposal of goods and services, including decision-making processes that precede and follow them.

The relevance of the topic is due to the fact that each individual, being a potential consumer, has its own psychological characteristics, type of character and temperament. When analyzing these features, it is possible to identify certain model's characteristic of consumer behavior. Types of consumer behavior are closely related to motivation. The acquisition of a product or use of a service is an action based on various incentives. These motives can, as based on common sense, and be formed under the influence of random impulses. Thus, the study of motivations and types of consumer behavior is very important for creating advertisements that can influence the target audience in the manner necessary for the advertiser.

The purpose of the work is to consider the whole complex of factors that guide the consumer when choosing goods.

Tasks of the course work:

- to study theoretical sources on the chosen topic;

- consider the factors affecting consumer behavior during the purchase;

- analyze consumer behavior on the example of a specific company;

- identify the main types of consumers.

Research purpose and objectives

Many years' people have seen a lot of beverage firms that use various product and promotions in order to sell and serve at the market. In that years inside customers mind the new attraction and characteristics grew deeply and created new consumer behavior model against all energy drinks. Energy drinks sector offers a lot of products than any other market sectors. People can see it from markets where all this stuff sold. Inside this big and different firms each firm offers unique and various products instead in order to find out preferences and be ready for them.

But how the whole customers want the different drinks while the whole market of energy drinks gives a lot of and mostly the same drink under the different names? In this research we will find out the different aspects that affect the buying habits and preferences of customers in the energy drinks sector. For creating the exact statistic information this research contains the survey results which took part between 200+ respondents in different time and places with the same questions. Also, this survey contains information about why people do not drink energy drinks at all.

For describing and understanding the buying habits of customers and the things which affect their decision making this study contains deep analyze of every known modern aspect about finding out the highest and the lowest effect between the strategies and tactics that companies use to increase awareness, gain market share, to grab the attention of buyers and etc.

Research structure

In the chapter two I will define the essential information about customer relations, marketing, energy drinks sector and also and the most vital customer behavior. Chapter begins with the short history of the how the customer behavior term appeared in both the marketing and customer relations management. Then the research shows how the behavior of customers changed through timeline and how people changed their preferences. Next the consumer behavior deeply analyzed and its market and energy drinks sector defined. After that the models of customer behavior deeply explained. In this part the marketing communication tools, and the factors that affect consumer preferences described. At the end of the chapter the customer buying process and parts of it deeply defined with relevant examples.

In the third chapter the factors that affect consumer behavior researched in the much more global view. The population of the world consumes different products every day. Correctly examining their buying habits and behavior is impossible but sorting it out in different macro cases is possible. That is why the first part begins with the personal factors as every human being is a person and has different values and thoughts. Inside the research shows how the personal factors stimulate the customers' acts. Then the socio-cultural factors analyzed. In this part the social and cultural aspects mixed and deeply analyzed. And at the end physiological factors defined. All the factors applied to energy drinks sector for understanding different behaviors from all around the world.

In the fourth chapter all the factors which creates an exact view of buying or not inside the customers' brain explained and all of them applied especially to energy drinks market. In this chapter the two-energy drink company – Hell and Red Bull used as an example. Further the model of this two-drink explained using previous information we gained. In this chapter we deeply show the results of survey which respondents gave their opinion about choosing the energy drink. Different variables used for valuing their choice and defined the most powerful one between them.

At the end of the research all of the data and information used to create a deep picture of how people like to choose an energy drink through market stable and why they do it.

Chapter 1

Essential of Consumer behavior

Human lives in a certain environment from birth to death and he/she has both material and spiritual needs and wishes. His/her needs others around him to meet his needs and desires. Since the physical structures, spiritual conditions, social status and positions of the people are different from each other, each person's needs and wants are different. It is inevitable that different efforts should be made to meet them.

Generally, Customer - It is the person who is aware of the consumer demands and needs and who buys the product when he / she is consuming the benefit expected from the product purchased. According to this definition, consumption activity firstly occurs when the person realizes the need. Motivated person behaves towards the needs. The consumer is the person who can obtain a good or service, achieve maximum benefit when using and using it again. This definition includes the consumer concept, since the person who buys and uses the product is not always the same person. Consumers meet their demands and needs with products. The product can be defined as a value proposition that is offered to the customer to meet his / her needs and wants. These include goods, services, experience, information, so on prefers the product which customer believes will be his / her best benefit from the products offered to him / her to meet the demands and needs of the customers.

1.1 Historical change of Consumer behavior

After the emergence of the above ideas, research on consumer behaviour became more specific. The logic of the emergence of this trend is as follows: marketing has emerged from economics, one of the sections of which is "consumer behaviour", later on the same name, the same-named but already independent discipline "consumer behaviour" emerged.

Before further work, you must enter the concept of marketing. Marketing - (English marketing, from the market- "market"), the system of organization and management

of production, sales and trading activities of the enterprise, focused on market requirements, customer satisfaction in goods and services.

In 1902, marketing courses were first introduced in American universities. But only in the late 1920s and early 1930s, teachers who read these courses were considered more marketing scholars than economists. In the 1930s, the American Marketing Association and the periodic body Journal of Marketing were created, which was a symbol of the separation of marketing from economic theory. In the 1950s, in the USA, the development of "Consumer Behaviour" as a separate discipline began in the framework of the departments of marketing of commercial colleges and business schools. Although consumer behaviour research in North America and Europe began much earlier. In the late 1920s and early 1930s, Paul Learfield and his colleagues in Vienna conducted a study of the market for a number of consumer goods, using consumer surveys. It is precisely the focus of attention on a particular individual consumer that is especially characteristic of studies of consumer behaviour in the field of marketing. Consumer needs are viewed as innate, and not shaped by society or the market, firms seeking to catch the consumer can be said to fish on a hook, offering products and services that satisfy needs better than those offered by competitors. Traditional marketing research of consumer behaviour is close to the concept of a rational economic person.

In the 1950s, so-called "motivational research" came into vogue in America, built on in-depth interviews and closely related to the tradition of psychoanalysis from Sigmund Freud. However, further interest in them slept.

New trends in research appeared in the 1960s and they came from psychology. The basis was the understanding of the consumer as an information process; in fact, the consumer was compared with a computer, receiving and processing information to prepare a decision regarding the choice of goods and services. This direction correlated with the study of cognitive processes in psychology. The very first textbooks on consumer behaviour were based on such an understanding of the

problem, although they added topics related to culture and subculture, classes and groups, the influence of family and personality.

In the first half of the 1970s in America, the process of establishing this area of research as a separate independent discipline was completed. In 1969, the Association for Consumer Research (ACR) was founded, and in 1974 the special journal "Journal of Consumer" began to be published.

As for the present, modern textbooks on the course of consumer behaviour are mainly written and published in the United States, and, accordingly, the traditions that protect American culture-individualism have not bypassed them. An equally important characteristic can be called an approach to the behaviour of an individual in the market for goods and services, mainly from the point of view of psychology.

Over time, the problem of consumer behaviour became part of the interests of a fairly wide range of social scientists, anthropologists, historians, sociologists, cultural scientists and social theorists. In Western Europe, a theoretical analysis of consumer behaviour was moving in a completely different way than in America.

Soon, noticeable changes occurred in the United States. In the 1980s

Sociologists, anthropologists and literary critics came to work at the marketing departments, which certainly broadened the view on the problem of consumer behaviour. Inside the marketing departments, criticism of the traditional approach began. Another research direction was formed, called the "new", but already in the 1990s no one challenged its right to exist. This direction lived along with the traditional. A characteristic feature of it was an emphasis on culture and social issues. But despite this traditional vision of consumer behaviour continues to dominate. This is supported by large volumes of published textbooks and journals, this situation holds not only in America, but also in many countries of Western Europe, which do not publish their textbooks on the course of consumer behaviour. It is also worth noting that in order to study and continue research of the "new"

approach, specialists are needed with a different type of education and scientific experience than is currently offered.

CRM (Customer Relationship Management - customer relationship management system) is quite a popular topic for the past 10-15 years. Today it is difficult to imagine an efficiently operating competitive business without a well-functioning CRM system.

In this part, we propose to plunge into the history of the creation of the legendary software product - CRM and try to understand what caused its appearance and what benefits the CRM systems bring.

The origin of communication with customers and sales system.

John Henry Patterson: Cash Register and Sales System

We begin with an introduction to John Henry Patterson (John Henry Patterson 1844 -1922). John Henry Patterson (American businessman) in 1884 bought a controlling stake in the company 'Ritty' from its owner James Ritty, the one who invented the cash register in 1879, but spent several years in futile attempts to start its mass production and sale.

After purchasing Patterson, he renamed his company to the 'National Cash Register Company' ('NCR').

As soon as Patterson found out about the cash register, he was amazed and confident that using cash registers in trade would reduce losses and the level of lost profits. John believed in the bright future of the cash register and realized that it was the invention that, in the near future, would have one of the most important roles in business and commerce.

The first cash register was completely mechanical, and only in 1906 did NCR engineers create a cash register on an electric motor.

Very soon, the NCR factory was flooded with a large number of orders for the production of new electric cash registers - many entrepreneurs and traders wanted to

automate their business. By 1911, the company 'NCR' sold its millionth cash register. At that time, the staff of the company was almost 6,000 people. The market shares of NCR cash registers by 1917 was as much as 95%.

Why do we spend so much time on cash registers when it comes to CRM and sales system automation? But why, besides sales and production of cash registers, John Patterson made a huge contribution to the global business practice. He developed and implemented innovative sales organization methods, such as dividing a territory into regions, in each of which the responsibility for sales was assigned to one person — an analogue of the modern system of geomarketing. It was Patterson who introduced the scoring system to assess the quality of the work of sales managers - in our time it is called KPI (Key Performance Indicators) - Key Performance Indicators.

Training agents in best practices for sales, conducting cyclical meetings (congresses) of employees to summarize and share experiences - this was also the first time John Henry Patterson began to use.

Patterson considered his employees the most valuable asset of the company. Therefore, he did his best to create the best working conditions for them and encouraged those who made rational proposals for improving the company's work.

John Henry Patterson wrote the first guide for sales managers (described the basic principles of sales, the stages of presentation, work with objections, completion of the transaction, monitoring the effectiveness of managers) and conducted the world's first sales training. Paterson's contribution to the world history of business development is truly enormous. His ingenious phrases have become winged and have not lost their relevance to this day:

We cannot afford to have a single dissatisfied customer. To succeed in business, you need to make others see things as you see them.

(John Henry Patterson)

Gem Handi: Main consumer value, not a product

The next step in the history of the development of CRM, we owe to Jem Handy (Jam Handy). Jem Handi, was an employee of the Chicago Tribune advertising service and for several years he researched consumer behaviour. The result of his work was a new model of advertising, based on the essence of the product, which is still used by marketers around the world.

People do not buy goods, but consumer values, and positioning should be built on them. (Jem Handi)

Handi's audio-visual outreach program consisted of special posters and films demonstrating the quality, features, and competitive advantages of products. Jem spoke with consumers in plain language - he was one of the first to start using storytelling - he told fascinating stories.

Tired of the haunting conscription announcements, the Americans enjoyed watching the elegant 10-minute Handy films about the benefits of certain goods, discussed them with friends and went shopping.

Jem believed that the use of special posters and films that explain to customers the advantage of services and products gives sales managers a head start over those who act in accordance with the usual and haphazard trading patterns. Subsequently, he registered the trademark "A Jam Handy Production", it was used in more than 7,000 types of promotional products. In 1911, the opening of the Jam Handy Organization, the largest advertising company.

Jem Handi can rightly be called - the creator of the most effective model of advertising.

Gradually, we are approaching the first prototypes of CRM

CRM-systems appeared as a tool to help employees (agents or sales managers) cope with large volumes of work, which in turn was the result of the rapid growth in the number of companies producing goods and services and increasing competition.

This period in history coincided with the end of the 19th century, the beginning of the 20th century.

Morris Perkin: Daily Planner - Paper CRM

Information about a large number of meetings with clients, as well as information about the clients themselves, needed to be structured somewhere to store. So, in 1947, a notebook appeared with a schedule for registering plans for business meetings and events - "Day-Timer". He came up with his lawyer Morris Perkin from Pennsylvania. Now we call such people with humour "Paper CRM" - a few years ago I saw a similar system with representatives of a pharmaceutical company, and this is in 2015.

Day-Timer informed about upcoming events, performed the function of a detailed time planner and diary, in which the planned and completed work was carried out. This system can already be attributed to the prototypes of modern computer CRM-solutions. Since 1952, the Day-Timer diary has become widespread. In the 60s of the 20th century, it began to be used outside the United States, in Great Britain and Canada. The Day-Timer company still exists and continues to issue funds for organizing and planning time.

Arnold Nustadter: Structured CRM Paper

Arnold Nustadter (Arnold Neustadter) has approached even closer to modern computer technologies. He invented the 360-degree rotating Rolodex file card, which until the 1970s became the most popular means of recording business contacts. Flip-flop card holder has become a prototype of CRM because it allows you to structure the data, even if in paper form.

Computer era

1970 - the first computers with silicon chips begin to appear.

Previously, the production of goods and the provision of services was very similar, customers did not particularly choose anything and bought what they had. Until the

80s and the emergence of CRM, few companies tried to retain their customers, because with their resources and capabilities, they could always change the market, if necessary.

The number of specialized CRM (focused on sales management) to the beginning of the 80s could be counted on fingers. But time passed, and the development of computer technology has significantly reduced the cost of computational operations.

Pat Sullivan: ACT First - Contact Management System

In 1987, the founder of Contact Software International and SalesLogix Corporation, Pat Sullivan, released the first commercial contact management software, called "ACT!".

ACT - before reincarnation was translated as Automated Control Technology. Subsequently, the system received another translation - Automated Contact Tracking (contact management system). The main purpose of the system was - the organization and management of sales processes and interaction with customers. The program made it possible to track the development of customer relationships, analyse information for more efficient sales and develop customer loyalty.

80s marketing

In the mid-80s, the era of marketing began. It was marketers of insurance companies, banks, and a little later industrial companies, pharmacy and retail were interested in the use and development of CRM.

SFA - Sales Process Automation

In 1990, innovative sales management systems appeared on the market, combined with contact management systems such as Saratoga Systems and Brock Systems. These systems automated the standard sales process (Sales force automation), which allowed controlling the stages of transactions and monitoring their efficiency.

Siebel CRM - The Mother of All CRM and Dashing 90s

In 1993, Thomas Siebel established Siebel Systems. Zibel spent almost all his time on communication with customers and understanding what they needed as a result of hard research work, a program for automating trade and sales appeared, and a little later for marketing automation and support - Siebel Sales Enterprise - Siebel CRM ("Mother of all CRM ").

In 1995, the term CRM (Customer Relationship Management) appeared - customer relationship management. It was first used in Siebel Systems, in order to reflect the specifics of this type of software products.

CRM - the system allowed to collect and store information about customers, analyse it and make certain conclusions, or simply provide this information to employees in a convenient form.

The main objective of CRM is to obtain information on the basis of the collected data, which can be used directly to increase the profitability and efficiency of business, forming new and additional services for various groups of clients based on this data.

Using CRM allows you to sell your customer more products and services, based on the knowledge of what he really wants. CRM systems take into account not only personal information about the client, but also information relating to the interaction of the client with the company.

Unlike previous customer care systems, the new one began to fight for customer loyalty. Now about the client not only collected information, but also used it. It was at this time that various promotions began to be practiced: giving gifts to customers, discount discounts, and so on. Business began to realize that customer loyalty is the most important thing.

In 1997, CRM systems were replaced by ERP systems - enterprise resource planning systems (Enterprise Resources Planning). This type of software automated business processes for production planning, shipping, logistics, finance, etc. The CRM system was now one of the ERP modules.

In 1998, CRM systems increase their functionality.

Siebel buys Scopus, adding to the most powerful sales automation platform the best solution on the call centre market. The focus of the market is shifting to integrated solutions that cover not only the sales area, but also the area of service, as well as marketing activity.

At the same time, an aggressive intrusion into the CRM market is carried out by SAP, establishing SAP Labs specifically for research and development in this area. Ahead of us is the battle for the CRM market between Siebel and the largest ERP vendors.

In 1999 there is a consolidation of the market.

The competition is intensifying and the natural process of market consolidation begins: The biggest deal is the purchase of PeopleSoft vendor Vantive.

From 1993 to 2000, Thomas Siebel led one of the most profitable US companies (the annual increase in profits of which was more than 100%). The company's share reached 70% of the CRM market. Software sales in 2001 totalled over $ 2,000,000,000 (two billion)

Millennium 2000 - the alleged dumping of all computers

The highest peak of development of CRM-systems received with the advent of the Internet.

The wave of popularity of so-called e-CRM is growing, for example, Broadbase, Kana and Silknet, which will further pave the way for the development of interactive on-line CRM services.

In the early 2000s, the first online CRM system from Siebel appeared, Siebel Sales Handheld (1999) - a system for handheld computers (PDAs). Following their mobile version released SAP, Oracle.

However, mobile systems did not find support - one of the reasons was the lack of accessible and functional mobile devices. The software market has outpaced the iron development market by almost 10 years.

In the area of providing CRM systems as a service / service (SaaS), Salesforce was the first company, which is still one of the world leaders in the implementation of advanced solutions.

In 2001, the dotcom bubble burst

The fall of the dotcom had a serious impact on the market for CRM systems. Oracle recorded a 25% decline in revenue from licensing revenues. Even giants like Siebel have been affected by the crisis. Sibel for the first time closed the quarter with negative revenue dynamics.

2002 - the crisis and growth of competitors SAP, Salesforce and Oracle

In 2002, integration with other systems becomes an important factor in the development of CRM.

Microsoft enters the CRM systems market with Microsoft Dynamics CRM. The functionality of the solution was initially not too wide. The main advantage of the system is the integration with MS Outlook and MS Office. Microsoft in terms of brand awareness on the market was easier when the corporation seriously took up the business application market, adding a product with the "original" name Microsoft CRM to the ERP products of Axapta and Navision. The company's strategy of combining these solutions in the future under the brand Dynamics, the integration of solutions with office products has proved itself to the fullest. As a result, the corporation managed to become a leading player in the CRM systems market.

Following the entry of key Western CRM vendors into the CIS market in 2001, a pool of their partners — system integrators specializing in the implementation of

CRM systems — which are currently the largest players in the customer relationship management automation market, begins.

The first domestic CRM developments began to be used and developed in masse in 2002, initially such solutions were claimed by the SMB market of companies (medium and small business segment). At about the same time, domestic vendors of accounting software and ERP included CRM modules in their packages.

The first version of the Terrasoft CRM system was developed in 2001-2002. In addition to the development of software products, the company is engaged in IT consulting and implements complex projects for the implementation of CRM-strategy and enterprise automation.

In 2004 Siebel came to the CIS market, the success of the system was quite rapid, which was facilitated by a fairly successful marketing strategy and careful selection of partners.

In 2004: another major event occurred on the market is the CRM system with open source SugarCRM. SugarCRM was founded as a commercial start-up at Sourceforge.org. Later, the cloud version of this product. Free open source required a large investment in support and service. The salaries of programmers capable of maintaining high quality "free" software have been and remain consistently high.

In 2005, the CIS CRM market was still quite fragmented: 14% belonged to 1C, 11% - SAP CRM, 9% - Oracle / Siebel, 7% - IBM, 6% - SalesLogix, 4% - Microsoft CRM and another 49% were on smaller players. However, it can be seen from the above data that the leading position in the local market was mainly continued by Western brands.

2005 - Oracle buys Siebel CRM for $ 5.8 billion

In the first half of 2006, the offices of Oracle and Siebel fully merged. At this point, it was already announced the launch of several large-scale projects on the Oracle CRM platform. Siebel's acquisition far advanced Oracle in the CRM market.

SAP fought stubbornly for the biggest players, and succeeded in this, offering its own separate CRM solution.

In 2007, Salesforce.com launched Force.com, a cloud-based development environment. This platform allowed the company to build the SaaS ecosystem of partners, as well as break the stereotype that cloud solutions are hardly customizable.

Further development of the CIS market CRM followed the path of deepening the expertise of system integrators and increasing the demand for systems of this class on the part of customers. Domestic platforms have strengthened their positions, and a field has opened up for more serious competition between Western and domestic players, especially in the medium-sized enterprises sector. By the time of the crisis of 2008, the CRM market had matured.

In 2008, the main focus shifted from transactions to interactive. The new trend is the emergence of Social CRM - social CRM systems.

In 2009, New Technologies expand service capabilities. Self-service on the Internet is becoming a key priority for SaaS solution providers.

The history of CRM development in the CIS is unique, as companies are forced in a short time to go the way in which Western businesses took more than a hundred years.

Nowadays, CRM trends can be attributed - close integration of CRM systems with social networks to collect complete customer information, CRM work with Big Data (big data), IoT (Internet of things) and artificial intelligence built on machine learning.

Summing up, I would like to note one indisputable fact - in the modern business world, the rules of the game change very dynamically. Every five years, CRM users experience a new perception of this software product, and every year CRM becomes more and more necessary and is in increasing demand. The larger the company and the higher its activity, the greater its customers and tasks - respectively, there is a

need to process large client bases and large amounts of data, and this is the main task of CRM. The use of CRM increases sales by several times, raises the level of income and profits of the organization.

1.2 Definition of Consumer behavior

Consumer behavior is defined as the actions that people take during the acquisition, consumption of goods and services, as well as the release from them. To put it simply, consumer behavior is traditionally understood as figuring out "why people buy" - in the sense that it is easier for a seller to develop strategies to influence consumers when he knows why buyers buy certain products or brands.

The content basis of consumer behavior is made up of consumer decision-making processes and the factors that determine it. The starting point of consumer behavior is the life (organizational) style. It is noted that end users buy in order to maintain or improve their life (organizational) style.

The consumer decision-making process consists of the following steps:

1) consumer awareness of the problem;

2) information retrieval;

3) evaluation and selection of purchase alternatives;

4) purchase;

5) use of the purchase;

6) evaluation of the decision;

7) release.

The definition of consumer behavior includes several types of actions - acquisition, consumption and exemption.

The acquisition refers to the actions leading to the purchase and includes the purchase or order of the product. Some of these actions include finding information

about product features and choices, evaluating alternative products or brands, and actually purchasing. Consumer behavior analysts study these types of behavior, including how consumers make purchases — do they visit specialty stores, malls, or use the Internet? Other questions may concern how consumers pay for products (in cash or by credit card), whether they buy donation products or to themselves, whether they take out purchases on their own or use the delivery service, where they receive information about products and alternative stores and how trademarks affect product selection.

1.3 Market and Types

The market is defined as the existing or potential buyers of a product. According to another definition, the market is also known as those who have the power to purchase products that can satisfy the needs or needs to be satisfied and who are willing to spend. To be able to talk about the existence of a market is not only human beings, but also these people must have needs and needs to have the purchasing power and desires to meet these needs.

Operators determine their target markets to achieve their goals. Market:

1.With the wishes and needs to be met

2.With the income to spend

3.Consists of people who want to spend

Markets can be grouped into:

a) Consumer markets (final consumer markets)

b) Industrial or organizational markets

c) international markets.

Industrial Market covers many non-profit institutions and organizations, such as wholesalers, retailers such as retailers whose main purpose is brokerage, industrial

and agricultural enterprises that use the goods in their own production. Industrial markets are also referred to as consumer consumers, industrial, buyers or users.

We can collect industrial consumers in three groups. These producers are public enterprises. Industrial consumers have 4 different purchasing capabilities. First, industrial consumers buy a large amount of goods or services. The fact that the company sells goods gives them the opportunity to provide a large amount of earnings and to keep the production capacity at a certain level.

The consumer market is generally composed of final consumers. It can be defined as the market of goods or services purchased by individuals or families for personal consumption. The most important feature of the consumer market is the personal use of the purpose of purchase.

We can say that every human being living in a geographical region is the ultimate consumer. In other words, every geographical region has the final consumer as much as its population. Consumer market factors can be examined in 3 groups:

1-Consumer behavior

2-Population factors

3-Economic factors.

Business managers should first of all know the structure and characteristics of the market. The analysis of these factors allows managers to recognize the market.

1.4 Consumer Behavior Models and marketing place

These models can be grouped under two headings. The first is the general consumer behavior model developed by Kurt Lewin. The second heading is other behavior models. These models are classified as descriptive consumer behavior models and descriptive consumer behavior models.

The most important model proposal to explain consumer behavior is developed by psychologist Lewin. The behavior is formulated as follows.

$$D = f (K <E)$$

$$D = \text{Behavior}$$

$$K = \text{Personal impact}$$

$$E = \text{Environmental factors}$$

Behavior is described as a function of personal factors and environmental factors.

The common point of all models and approaches is the grouping of variables that affect consumers. The consumer behavior model with these variables is shown in Figure 1. The consumer is influenced by the market, its characteristics and other factors and enters a decision phase. As a result of this stage, the consumer makes decisions about the purchase.

As we can see it starts with the market impact. The market impact consists of:

1. Product impact – is how different alternatives, products or services in the competitive market affect the decision of buyer.
2. Price impact – the different level of prices can affect the decision of every category of the people.
3. Promotion effect – has a lot of ways of application through different channels. First one of them is advertising. Advertising consists of these elements;

Print media (newspaper, magazine) – not popular nowadays but used to be popular and creative before. It is a part of a traditional advertising.

TV commercials – Traditional way but still the most expensive and somehow effective way of making communication with potential customers.

Radio ads – one of the traditional ways but still widely used on making effective and creative advertisement.

Internet – today's most popular way of creating and targeting advertising to exact people. It is still growing and developing new platforms through social media and also official sites and search engines.

Packaging – people choose different goods from same type of product by looking to different criteria. Packaging starts to react in the situation where the buyer does not know how to choose or do not have any information about other criteria.

 Poster, brochure and catalog – in the waiting places we usually see such kind of communication tools. Not so effective but still widely used.

Outdoor advertising, billboards – traditional way of advertising where it can be effective and also creative. Mostly used in the crowded places.

Another point inside advertising is personal sales where the product or the service is demonstrated, showed to specific people in order to make a sale. It can be demonstration, free giveaway, differentiation and etc. By doing this firms try to make everybody to know and be familiar with the product.

Another part of the promotion is the Public relations (PR). The American Public Relations Association (PRSA) first defined the concept of PR in 1988: "PR helps the mutual adaptation of an organization and its consumers." The main functions of PR, according to PRSA, are the study of the audience, planning, establishing dialogue and evaluation.

Edward Louis Bernays and Ivy Lee, authors of the basic theory of PR, in the early 90s defined PR as a management aimed at coordinating relations with the audience, choosing a company's policy and its specific actions, and identifying interest. companies and the achievement of public recognition and trust.

Today, PR is defined as "one of the options for management activities aimed at improving the organization's effectiveness and improving its strategic prospects, as well as at interacting with people who are needed to fulfill these tasks" (Robert R. Health, Encyclopedia of Public Relations). In essence, these are managerial functions focused on organizing two-way communication and enhancing the benefits of the relationship between the organization and society. Building effective public relations is to convey messages reflecting the goals of the organization, aimed at increasing profits, but also meeting the needs of the audience.

The definition of "relationship management" is also widespread.

4) Distribution channels- a set of enterprises or entrepreneurs who assume or help transfer to someone else the ownership of a particular product or service as it moves from producer to consumer.

Distribution channel participants are intermediaries. The manufacturer transfers part of the sales work to intermediaries and to some extent loses control over how and to whom the goods are sold. But manufacturers believe that the use of intermediaries is beneficial. Many manufacturers do not have enough financial resources to organize trade. They consider it inappropriate to open stores everywhere to sell goods. Intermediaries, thanks to contacts, experience, specialization and scale of activity, offer the manufacturer more efficient sales opportunities.

Channel members perform the following functions:

1) organize the distribution of goods - transportation and storage of goods;

2) stimulate sales;

3) establish and maintain links with potential buyers;

4) modify, sort, assemble, pack the goods; 5) negotiate, negotiate prices and other sales conditions;

6) finance the operation of the channel;

7) assume the risk of responsibility for the operation of the channel;

8) collect information for sales planning.

The number of channel levels. The level of the distribution channel is any intermediary who performs this or that work to promote the goods to the final buyer. The length of the channel is indicated by the number of intermediate levels it contains as follows:

a) a channel of zero level, also called a direct marketing channel, consists of a manufacturer selling goods directly to consumers;

b) a single-level channel includes one intermediary;

c) a two-tier channel includes two intermediaries. Thus, in the consumer markets, wholesalers and retailers usually become such intermediaries; in the markets for industrial goods, this can be an industrial distributor and dealers;

d) the three-level channel includes three intermediaries. There are channels with a large number of levels.

Explanatory Behavior Models

These behavior models are the models that determine the reasons of the behaviors of the consumers related with the motives of the consumers and investigate the main reasons of the behavior of the consumers. These models are four, as discussed below. These;

• Marshal's Economic Model

• Freudian Psychoanalytic Model

• Societal Psychological Model

• Pavlovian Model

Marshall's Economic Model

This model, which was established to explain the behavior of consumers, was developed by A. Marshall. A. Marshall argued that consumers have shown consumption behavior for purely rational reasons. As a result of this situation, which corresponds to the concept of rational consumer economically, it refers to the structure of people's behavioral behavior. Consumption behavior of consumers corresponds to the preference of the composition of the goods that they prefer when they make consumption within their budget budgets. Consumers measure and calculate the goods they receive at each stage of consumption. Marshall has expressed the liquid m Marginal Benefit Marshall that classical theorists put forward.

Freudian Psychoanalytic Model

Freud argued that one cannot always resist the emotions of his own soul and the depths of his soul. The individual tries to eliminate his / her needs in various ways. According to Freud, human personality has three basic units. These; the subconscious (id) is listed as Consciousness (ego) and Superego (superego) and behavior is the product of interaction between these three systems.

Veblenian Socio-Psychological Model

Veblen qualifies the human being as a social entity acting according to the standards of the groups and subcultures in which he lives and, in general, the cultural norms around him. According to this model; it forms the social environment in which the person experiences, motives, attitudes and behaviors to a large extent. A consumer is in the group to which he belongs, to become a leader, to become famous and to create the impression that he is a member of higher groups by hanging up his own group.

1.5 Consumer decision making process

Generally speaking, consumer behavior is a decision process. It would be wrong to say that this decision process is only about purchasing because the purchase process starts before buying and continues after the purchase.

The purchasing decision process consists of the following five stages:

• The emergence of the need

• Determination of alternatives

• Evaluation of alternatives

• Purchase decision

• Behavior after purchase

   1. The need to be noticed

It begins with the consumer realizing that there is a need for the purchase decision to be met. The consumer, who realizes the need for any product or service, tends to buy. The impulses that drive consumer tendency to buy may be internal or external. For example, a biological need, such as hunger, arises and this needs the consumer. As a result of external factors, an ad message or a bakery in front of the fresh smell of bread coming out of the smell may also need to get hunger.

2. Data collection

After realizing the need for the consumer, he wants to be known about the ways in which to solve the problems that are needed to solve this need. When a need is noticed, consumers begin to look for information about all the ways to solve the problem. The consumer wants to be able to evaluate and learn all alternatives to meet everything he or she needs.

As the number of products that the consumer collects information about during the decision-making phase, the decision-making situation of the consumer becomes more difficult. In the process of obtaining information, the consumer firstly applies the information available in his mind to meet his needs. In this case, the consumer's experience on products, services and brands is very important. It is possible to divide the sources of information that consumers use in the decision-making process. These; internal and external sources. Internal resources are the experiences of the consumer in the memory of the consumer. For some requests and needs, only experiences can be sufficient for the consumer to make a decision. The search for information consists of mental preparation, the production of alternatives and the gathering of information.

During information collection, the consumer refers to four groups of information sources. These:

1. Personal Resources: Family, friends, neighbors, relatives.

2. Commercial Resources: Advertising, salespeople, dealers, packaging.

3. Public Resources: Media, consumer protection associations.

4. Experimental Sources: Using the product, trial.

For example, a person in need of detergents may remain between the detergent used by his neighbor or the detergent he has seen in the advertisements, and may remain in the detergent for the first time in the market. In this case, alternatives are expanded and the consumer has the right to choose between these alternatives.

3. Evaluation of Alternatives

There is a state of collecting information about the options available during the evaluation of alternatives. At this stage, the benefits, brands and certain criteria of the product should be taken into consideration when evaluating alternative products. Decision making rules the number and type of evaluation criteria will also vary according to the products. Consumers choose products that they use daily, according to very limited criteria. This is the case, for example, when buying water or bread. However, products such as home, car, white goods are used in the evaluation process much more criteria.

4. Buying process

The next step of purchasing a product or we can say it how the consumer buys a product is a difficult process where the various effects can change it and it happens in seconds. This process happens in different phases and also causes various endings because of the product type and other characteristics which changes by personal qualities. We call this process the consumer purchase behaviours.

Consumer behaviour modelling is a logical construction of consumer actions aimed at meeting their needs. Consumer actions differ significantly among themselves according to the needs and goals of purchases, the nature of demand, the motivation of behaviour and actions on the market.

A brief description of the actions of individual consumers at different stages of the decision to purchase:

Stage 1. Awareness of the problem (need). There are two groups of stimuli - internal and external. At this stage it is determined exactly what problems arose, what caused their occurrence, and how they brought the consumer to a particular product.

Stage 2. Consumer information search is carried out using various sources of information: personal sources, commercial sources, publicly available sources (media), sources of empirical experience.

Step 3. Consumer options are assessed by identifying and comparing the properties of goods, indicators of the significance of the characteristic properties of a product (soft bread), brand beliefs (well-known), utility functions of various product options that can solve the problem.

Stage 4. The purchase decision is made as a result of the previous stages, and decisions are important here related to which product was purchased, in what quantity, at what price, etc.

Step 5. The reaction to the purchase (assessment of the correctness of the choice of goods) includes a number of actions of a different nature: awareness of the degree of satisfaction with the purchase, actions after the purchase, decision of the final fate of the purchased goods.

The model of making a decision on the purchase by a corporate buyer is somewhat different, due to the fact that there is a different priority of indicators and other factors act.

Modelling the behaviour of consumer organizations:

Stage 1. Awareness and generalized description of needs.

Stage 2. Assessment of the characteristics of the product and search for a supplier.

Stage 3. Choosing a supplier and developing an order procedure.

Stage 4. Evaluation of suppliers.

An important problem that suppliers of goods and services must solve is providing choices for consumers. These are targeted actions that give consumers the opportunity to choose based on an understanding and definition of the scope of their interests and needs. It is necessary to ensure the possibility of real choice (variety of consumer properties of goods, prices, places of sale) on the basis of providing the necessary information about the availability of choice (media, advertising).

The five stages of the purchasing decision process:

1. Awareness of need
2. Search for information
3. Evaluation of options
4. Purchase decision
5. Purchase response

Theoretically, the buyer goes through all five stages with each purchase. However, in practice, the consumer often skips or swaps some steps (re-purchase).

Awareness of need

The process of making a purchase decision begins with the buyer's awareness of the need. The need may arise under the influence of internal or external stimuli. Studying consumer behaviour at this stage, the marketer must identify his problems and needs and understand the factors that determine their appearance.

Search for information

An interested consumer starts searching for more information.

Sources of this information can be:

1. Commercial sources (advertising, packaging, shop windows, websites)
2. Personal contacts (family, friends, neighbours)
3. Public sources (media)
4. Personal experience (use of the product previously)

The degree of influence of these sources depends on the product and the buyer. As a rule, the buyer receives most of the information from commercial sources. However, the most effective are personal. Commercial sources inform the buyer, and personal sources give the necessary weight and evaluate the information. As information accumulates, customer awareness of the availability of goods and their features grows. There comes the stage of evaluation options.

Evaluation of options

Evaluation options - the stage at which the consumer evaluates different choices, based on the information obtained at the previous stage.

Each consumer forms an opinion about similar trademarks on the basis of evaluation. How this process occurs depends on the situation and the consumer. In some cases, buyers' resort to thorough analysis and logical conclusions, in others they do not resort to evaluation methods and make a purchase on impulse or relying on intuition.

Suppose the buyer wants to buy a camera. He identifies the most important characteristics for himself and assesses each of the goods to meet these requirements. If there was one product that exceeded similar parameters for all the parameters important for the buyer, the buyer would have bought it. But such cases are rare, so the buyer has to evaluate each product according to its own indicators and display a comprehensive assessment.

Marketers should study consumer behaviour in order to find out how their mark of the selected product is evaluated. If it is known that the buyer has not yet made a final decision and is at the evaluation stage, then the marketer may take certain steps to influence the choice of the buyer.

Purchase decision

The purchase decision is the stage at which the consumer actually buys the goods.

The purchase of goods can be placed only by the attitude of other people (the spouse against the purchase of expensive goods) or unforeseen circumstances (job loss, lower prices for competitors' products)

Purchase response

Purchase response is the stage of the purchasing decision making process, at which the consumer takes further action after the purchase of the product, based on satisfaction or dissatisfaction.

The job of a marketer does not end at the moment when the buyer purchases a product. After purchase, the consumer may experience either a feeling of satisfaction or dissatisfaction.

Which of these feelings the buyer will experience is determined by the ratio between the expectations of consumers and how he perceives the goods received.

If the product does not meet the expectations, then the buyer is not satisfied, if the product meets them - the buyer is satisfied, if the product exceeds expectations, then the buyer is satisfied. The greater the difference between expectations and the actual result, the greater the disappointment. Therefore, the seller must provide only reliable information at the time of purchase so as not to cause the buyer's frustration after the purchase.

Some companies, knowing about this peculiarity of consumer perception at the stage of providing information about the advantages of their goods, underestimate their dignity. But after buying the product, the buyer will have a pleasant surprise, about which he tells all his acquaintances and friends.

Choice is always a compromise. Almost every major purchase causes an internal conflict - a feeling of dissatisfaction, which is caused by doubts about the correctness of the choice. During this period, the buyer is satisfied with the benefits of the purchased goods. He understands that he was able to avoid the shortcomings that are in other brands. But at the same time, he understands that he has missed the

advantages that were in the other brands. Therefore, after each purchase, the consumer experiences an internal conflict - at least to the minimum extent.

Why do we pay so much attention to customer satisfaction? Because the company sells goods to two groups of consumers: new customers and old customers. Attracting a new buyer is much more difficult than retaining an old one. We know that a satisfied customer tells about a successful purchase to at least three acquaintances, and an unsatisfied customer will tell about an unsuccessful experience to at least eleven acquaintances. Thus, the notoriety spreads faster than good. Therefore, to maintain the required level of demand, companies need to pay particular attention to customer satisfaction. To do this, investigate the causes of consumer dissatisfaction and promptly eliminate them.

Making a decision on the purchase of new items

A novelty product is a product, service, or idea that is perceived by a potential customer as something new.

A new product is not necessarily a new product for the market; it is a new product for the buyer, which he did not know about before. We are interested in how the consumer learns about it for the first time and how the decision comes that it should be bought. The adoption process is a thought process through which a person passes from the moment when he first heard about a novelty, until its full acceptance.

To adapt to the new product, the buyer needs to go through five stages.

Stages of the adoption process:

Recognition. The consumer learns about the new product, but lacks information about it.

Interest. The consumer is looking for information about the new product.

Evaluation. The consumer determines whether to purchase a new item.

Try. The consumer gets closer acquainted with the product in order to have a more complete picture of it.

Adoption. The consumer decides to buy a new product.

This model of consumer behaviour suggests that the marketer, engaged in the promotion of new products, should try to help the consumer at each of these stages. Inform the buyer about the new product. Show the benefits of a new product compared to other brands.

By the speed of acceptance of the product, new consumer can be divided into:

Innovators (2.5%) are prone to adventurism, willingly accepting new ideas.

Early followers (13.5%) - take new items quickly, but with caution.

Previously, the majority (34%) - accept new items before the average consumer.

Later, the majority (34%) are sceptical and accept the goods only after the majority have already tested them.

Laggards (16%) - or late followers are suspicious of any changes and accept them only after a new one ceases to be too new and becomes every day.

Consumers of these five categories are very different from each other.

This classification is designed so that a company that launches a new product on the market can identify innovators and early followers and direct their marketing efforts to them. Their efforts should be directed at innovators and early followers, because they are opinion leaders.

Innovators and early followers are usually young people with incomes higher than those of the late majority and those lagging behind. They are more inclined to buying something new. Less susceptible to the opinions of others and very willing to buy a new product, rarely thinking about the consequences.

The rate of adoption of a new product is mainly influenced by its five properties:

Comparative advantage - how much the product seems to be better than the existing ones.

Compatibility - the degree of compliance of a new product with the lifestyle and experience of potential consumers.

Difficulty - how difficult it is to deal with the use of new items.

Severability - the ability to test a product on a limited scale.

Demonstration opportunity - is it possible to demonstrate a new product to other people and tell friends about it?

Other characteristics affect the rate of adoption of a new product: initial and subsequent costs, the degree of risk and uncertainty, and the approval of society. A marketer engaged in market promotion of a new product should study all these factors and take them into account when developing a product and marketing program.

5. Behavior After Purchasing

It is not right to think about purchasing alone. Sellers should examine the decision-making process before the purchase as well as the purchasing after the purchase. The consumer tries to satisfy his / her needs and needs and reaches some results after the purchase decision. The information obtained by purchasing and using a product or service is effective in the future decisions of the consumer.

The consumer is satisfied after purchasing a product, or is dissatisfied. The reason for this satisfaction or dissatisfaction is the expectations of the consumer and the expectations of the product. Whether the product meets the consumer's needs and the consumer's expectations are affected by many factors. Each consumer's needs are different from each other, the degree of importance of the need, the information gained during the decision-making phase and previous experiences are some of them.

As a result, post-purchase behavior is the stage at which the consumer obtains the benefit he expects from them while using the product and service. After this stage, several different situations arise. These:

• The consumer has been satisfied.

• The consumer is not satisfied.

• The consumer has been partially satisfied.

The person who is satisfied with the products purchased and used does not only want to re-use the product, but also to the ones around. The person who is not satisfied with the product he / she uses does not want to use the product again and gives bad advice about the product to the people around him. The consumer must be satisfied with the product in order to be able to reuse the product which he / she buys once and recommends to the environment. In this case, some tasks fall to producers. Manufacturers should make their products different from their counterparts.

Chapter 2

Factors affecting consumer buying behavior

People are affected by many things that have evolved throughout their lives. These effects may be internal or external factors. Marketers have great importance in this regard. Marketers should know the customer well and know what they need. Knowing what a product is produced at the factory and going through the process until it reaches the customer, it should know the product and also know what factors will affect the customer's purchase. It is possible to list the factors affecting the consumer purchasing decisions as follows. Personal factors, psychological factors, socio-cultural factors.

2.1 Factors Affecting Consumer Behavior

Personal factors that affect consumer buying behavior are age, gender, occupation, education level, marital status and income level.

Age

Age is the first and perhaps the most important factor in consumer behavior. The fact that a large life span is experienced in a section is caused by the multiplicity and variety in the number of age periods. During each age period, the consumer exhibits various behaviors. For example, young people wear more colorful clothes and fast food-style food, while those in the adult group wear more plain-colored clothes and prefer healthier food.

Age, which is one of the important features of the consumer, affects the purchasing decision to a great extent. Age is also an element that divides consumers into a number of subcultures.

Gender

Gender is one of the important factors that affect the consumer's buying behavior. The products or services to be preferred by the consumer vary according to the characteristics of being male or female.

Due to their gender, individuals prefer brand preferences according to their own social structure according to their own psychological structure and gender, and according to their social value judgments according to gender.

Job

The profession refers to the task that a person performs in social production in order to survive. Consumer's occupation creates the need and demand for certain goods. An engineer and a doctor need a wide range of tools and equipment for their profession. In addition, as consumers' levels of education increase, their needs and desires are gradually increasing and diversifying. For example, blue-collar workers buy work clothes, work shoes and voyages, while a company manager will buy expensive suits, airplanes, golf club membership and a large boat. This shows that the needs of the individuals are shaped parallel to their profession.

Again, in an advertisement for business class flights for businessmen who travel continuously, an airline company sees a character that this group can identify with or expects to see a message based on what their expectations are from a flight. In addition, in a product or service advertisement addressing certain occupational groups, the use of the terminology arising from the specialization areas of the target group in that profession group and the special channels such as sector magazines and newspapers followed by the audience should be considered in order to be able to realize the purpose of the advertisement. For example; The language to be used in the promotion of a new drug should be prepared with the scientific language used by the doctors in the field of medicine and the promotion of the drug should be supported with the advertisements directed to this audience, specially prepared brochures and the advertisements given to the journals followed by the doctors.

Education Level

A consumer with a high level of education and a consumer who has a low level of education may vary in demand for a certain product or service, and purchase behavior varies. In this way, the selection of the advertising tool is determined by

considering the educational status of the consumer. For example; in the regions where the literacy rate is low, it is seen that there are advertising tools such as television, radio-visual tools such as radio, and mostly newspapers and vocational and specialized magazines in the regions with high literacy rates.

Marital status

Consumers may have different needs depending on whether they are married or unmarried. For example, it is common for a married person to prefer household goods such as appliances and furniture, and single people prefer to buy items such as music sets, mp3 players to satisfy their individual tastes. Marital status can also affect my used advertising tool.

Income rate

The economic situation shows the level of income a person receives from sources such as wage, salary, interest, rent and surplus value. The disposable income, saving opportunities and personal debts of the individual also affect purchasing behavior as economic characteristics. The person who needs the product acts in accordance with the economic situation in the selection of the product. Because the family budget depends on the relationship between income and expenditure. What is important here is how much consumers are thinking of allocating their revenue for expenditure. This situation causes the price of the product to be one of the issues that will affect the purchasing decision when choosing among the product alternatives of consumers.

2.2 Social and cultural Factors Affecting Consumer Behavior

A fundamental part in determining consumer behavior is an understanding of the nature of culture and the assessment of social factors affecting consumer behavior change.

Social and cultural environment is a combination of factors affecting consumer behavior. These factors can be represented in the form of an inverted pyramid, and

those that have the widest impact are located at the top of the pyramid (culture), and those that have a more direct impact (family, reference groups) are at the bottom.

External factors affecting consumer behavior include: culture, values, demography, social status, reference groups, households, as well as geographical, climatic, environmental, technological, legal, political, and economic factors.

Culture is a set of values, ideas, objects of human labor and other significant symbols that help people as members of society to communicate, interpret and evaluate situations.

Specific features of culture as an external factor of consumer behavior:

1. Culture is acquired. Much of human behavior is due to learning.

2. Culture is the framework in which the majority of individuals think and act.

3. The influence of culture is often not recognized.

4. Culture is adaptive. It evolves with the development of society.

5. Culture is not inherited, but is transmitted through learning and imitation. Those. culture is acquired as a result of social interaction, and not get at the genetic level.

6. Culture is associated with traditions that exist in society.

Culture includes both abstract (values, beliefs, ideas, types of individuality, religious ideas), and material elements (books, computers, tools).

Values are the unifying beliefs or social norms of individuals (possibly with some amendments).

Norms are rules of behavior developed on the basis of the consent of all participants. Cultural or social values unite different groups of people, and individual are well-established (as far as goals are concerned) or instrumental (behavior) norms of individuals.

Passive acceptance of the rules is called conformism, and deviations from them in various forms - the deviant behavior.

For conformism, the type of group is important: status, cohesion, number of people in a group. Social influence increases with the growth of the group and the degree of closeness. At the same time, the effect of "reduced response" is manifested when, with an increase in the size of the group, the subsequent participant makes a smaller contribution than the previous one.

Moreover, the agreement of several small groups makes the position more trustworthy than one large group.

Criterias	Characteristic behavioural aspects
Conformism	• The individual adapts to the norms, changing the behaviour as a result of pressure group. • The actions of the individual correspond to the expected group. • Deviations are not excluded, but insignificant, do not go out • beyond the "scope" of behaviour. • Group approval is an emotional need. • Conformity manifests itself in two forms: pliability (external following the group with internal disagreement) and approval (full compliance of beliefs and actions under pressure from the group).
Deviant behaviour	• Deviations in behaviour as a result of physical personality traits, inconsistencies of norms with the internal beliefs of a person. • Can be the basis for the formation of new norms of behaviour, since, as they are learned by society, they cease to be perceived as deviations.

	• Distinguish individual, group, in view of confluence of circumstances, negative, socially not rejected deviations from accepted norms of behaviour.

Table: Characteristics of the behavioral aspects in various forms of acceptance of the norms of human behavior

Conformity manifests itself when a person feels incompetent, when he gets a difficult task or wants to avoid mistakes.

The processes by which people develop their life values, motivations, lifestyle, are called socialization, or the process of absorbing culture.

Consumer socialization is the acquisition of knowledge, beliefs, behaviours associated with consumption. The first studies in this area focused on how consumer skills are acquired by young people, but today it is recognized that consumer socialization is a "lifelong" process.

Culture is passed down from generation to generation, above all by such public institutions as the family, school, religion. Prior experience and communication with peers are also sources of cultural values. Prediction of values, which in the future will become decisive in consumer behaviour, is based on an understanding of the direction of development of the most important human institutions.

Internal values of a person are formed under the influence of his personal life position, education, as well as representatives of his generation. Values are influenced, no doubt, by the media.

The change of social values can be predicted based on the concepts of the life cycle: a person's values change with age. A consumer is a product of his environment. Based on this, the following groups of consumers are distinguished by their social and professional status:

- "leaders", i.e. people who make decisions that are characterized by an active acquisition of, as a rule, expensive and good things confirming their status;

- "performers", i.e. employees who are subordinate to the "leaders". Their consumer behaviour is often guided by the opinion of the boss;

- "independent workers" who have neither chiefs nor subordinates. As a rule, these are workers in free, creative professions who elect their own type of consumption regardless of anyone's opinion.

2.3 Psychological Factors Affecting Customer Behavior

Motivation (motivation)

People have various needs. These needs were either innate or later vaccinated, in other words, acquired by the influence of the social and cultural environment. If these needs are not eliminated, a compression state is heard. For example, if the nutrient requirement is not met, the impulse of hunger arises. In order to overcome the impulses created by unmet needs, people are pushed into a behavior. These impulses are the causes of certain behaviors of people. The imbalance created by the impulses created by the needs leads to a chain of psychological events, such as choosing a result that the person hopes will save him from these drives and choosing the behavior he needs to go to that conclusion. This chain of psychological events is called motive. The job of directing certain behaviors is called motivation.

- Maslow's Hierarchy of Needs

A need must be stimulated to be the motive. Needs can be hidden. Therefore, a behavior does not occur if it is not adequately stimulated.

Man behaves because he is motivated. Maslow's Hierarchy of Needs approach is considered to be one of the best ideas in this respect.

Maslow classified it in five levels:

- Physiological Needs: Food, drink, sleep, sex are physiological motives. It will not be moved to a higher level unless it is corrected at a certain level.

- Safety Need: Physical security, continuity, customary environmental requirements are examples of security requirements. These occur after physiological motives are saturated to some extent.

- Belonging to friendship, love, the group includes incentives such as acceptance.

- Respect - Status Need: Prestige, respect for oneself, and respect for society are examples of these needs. These needs are associated with the individual's usefulness and sense of accomplishment.

- Need to prove itself: This involves doing the best that an individual can do.

   Maslow's hierarchy of needs are listed in steps, while physiological needs are at the bottom of the step, with the need to prove myself at the top. The basic feature of Maslow's hierarchy of needs is that the needs in the next row will not be satisfied until the needs of the bottom line are satisfied. In other words, the need for self-esteem, dignity-status and self-assertion does not manifest themselves, for example, in the individual whose physiological needs or safety needs are not satisfied. The individual first deals with the satisfaction of the needs at the bottom of the step. Once these needs are met, they do not have the motivating power. The need for a higher order arises and shows its motivating effect.

   However, it cannot be said that this stringent order between needs is valid in all circumstances. After meeting the specific needs of the person, he may be able to address the needs of the higher order by omitting some of my lines of need. This orientation depends on the power of stimuli from the outside world, the person's own social position and self-definition. For example, a consumer in a middle-income group can buy a car by postponing my security need to strengthen its position in the community, where it will become a member of a cooperative and acquire a home.

Purchasing takes place only if there are three criteria: a need is money and desire to meet this need. Everyone has needs; however, it is not enough to obtain only money or credit facilities to meet these needs. You must have a purchase request. Taking

into account the needs of consumers, advertising activities should be carried out to process them.

- The Separation of Mc Guiro's Internal and External Motivation

Intrinsic motivation (IM. Intrinsic Motivation) is defined as making it just to get pleasure and satisfaction from attending that event. It can also be called self-personal motivation. In this type of motivation, individuals define their own needs and determine their behavior patterns to meet them and turn to action to meet their needs. The individual needs to be motivated as a result of the thought of the individual again with his own behavior. Internal motivation is more effective than external motivation. De Charmas is internally motivated if a person sees the cause of his or her behavior in this matter. In other words, internal motivation is a concept of causality related to the behavior of the person.

External motivation (EM External Motivation) comes from outside influences such as reward, punishment, oppression and request. We can talk about external motivation if it encourages or compels our own needs to be complemented by others, complementing them, or entering certain patterns of behavior. It can also be called motivation for external motivation. Apart from these, there is also a concept such as amotivation. This is the status of the person's incapacity.

Detects can be divided into two types;

1. External perception: It is the perception directed towards objects in the external world.

2. Internal perception: the perception that is related to and related to the realities of the inner world (mental states, spiritual acts, spiritual contents).

The individual needs to be able to perceive the information about the subject and its content in order to make the consumer of a particular product a certain view. In short, when a person establishes relations with the abstract and concrete objects in the

external world, makes some judgments about them, it gives a certain behavior to these objects and begins to perceive them.

However, our perception does not operate in a one-dimensional manner such as a physical meter - such as a thermometer. Similarly, it is not appropriate to compare our perception system with a camera, because the data is extremely low (reductions) and new information is added. Nevertheless, the sensory organs are similar to the physical measurement processes and thus objectively comparable to them. Perception is about the observation of the environment, people, objects, smells, sounds, movements, flavors and colors. It is the process of interpreting the senses and bringing them into a meaningful format. The sensation is that a stimulus is taken up by the sensory organs. It includes experiences such as the brightness of the sensation light, the height of the sound, and the temperature of the pan. However, sensing is not only a physiological event. If they were only physiological, people with different backgrounds, experiences, and features would similarly perceive the same object.

In other words, perception is a state of understanding of the world. An individual's grasp of events, objects and situations in his environment, searching if necessary, arranging what he obtained in an information system, perception of the environment.

To explain the subject with another example, it is the perception that the light wave affects the organism, stimulation, the eye effecting color vision, the perception of these colors (for example, it is red or a color taken from the table) is perception. However, we do not passively pass on information from the world, we analyze and judge them. While we give importance to some information, we consider others to be worthless, our expectations affect us, so we see what we actually want to see.

Normally people see the same thing, they smell the same, and they hear the same sound. However, within the framework of our subject, perception is primarily a social and psychological phenomenon that concerns us and can be controlled and guided by external interventions.

Detection can be defined as a process in which the individual chooses the stimuli in his / her environment, arranges the information about these stimuli and uses this information to create a meaningful, cohesive world view.

Each of our sensory organs reacts appropriately to their own structure and agitation against physical stimuli. Once the receptors have reacted, the physical warnings are converted into an n language" that the brain will understand, i.e. to electrical pulses. Electrical impulses are sent to the brain via sensory organs. For each modality in the brain, there is a special area that accepts and evaluates the electrical pulse that comes through the nerves from the relevant sense organs. Accordingly, all messages from the network layer are related to cu light glen, whether the web layer is stimulated by photons or by an impulse impact. The higher levels in the brain make the information of different modalities a coherent unity - the outer world we see.

Perception is not the only thing we do with our five senses. Because we interpret the stimuli / information particles that come into our five senses, make additions or omissions on this information or ignore all of this information. In other words, we interpret and feed the information coming from our five senses and try to understand the external world. What is important to us is not the world in which we are not heard by our five senses, but the world in which we interpret the information that comes with our five senses.

Previous experiences and experiences have a great influence on perception. Therefore, perception is a highly subjective process. The person receives and stores entries, just like on computers. But it is not in a passive position like a computer. While taking the inputs that are in parallel with their expectations, experiences and motives, including them in the perception process, it excludes many stimuli that reach him / her. It seems that we cannot stop exploring what is going on around us and trying to understand them. The way to categorize and organize this sensory information depends on our current situation (and our emotional state) and also on various factors, including our past experiences in the same or similar situations.
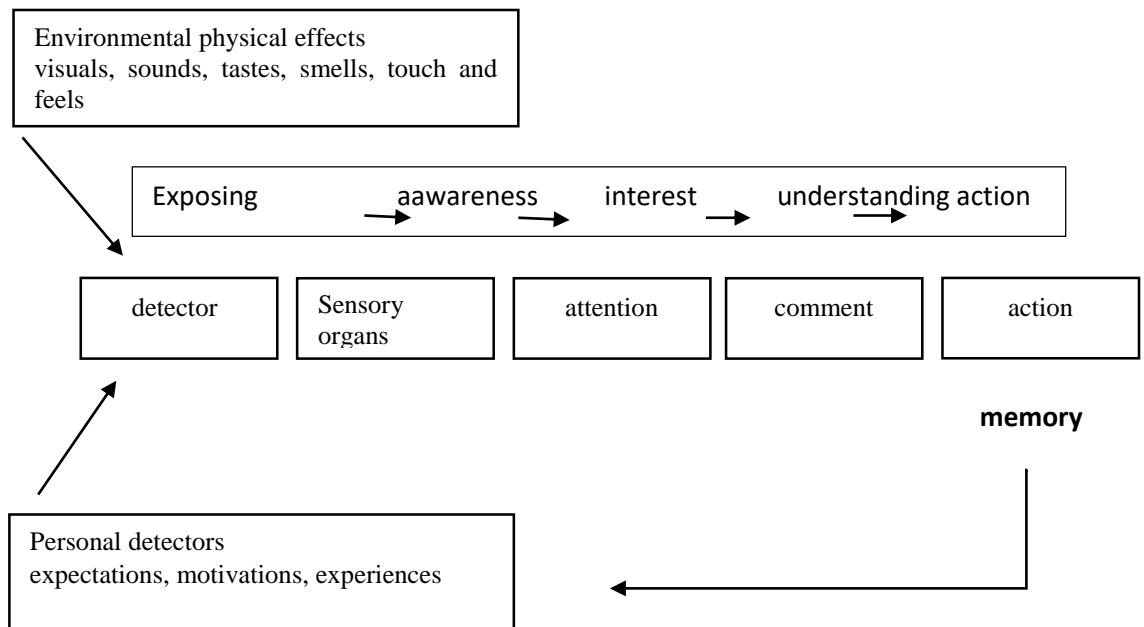
```
┌─────────────────────────────────┐
│ Environmental physical effects   │
│ visuals, sounds, tastes, smells, │
│ touch and feels                  │
└─────────────────────────────────┘
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┌──────────────────────────────────────────────────────────────────┐
│ Exposing        aawareness     interest     understanding action   │
│              ──→           ──→          ──→                        │
└──────────────────────────────────────────────────────────────────┘
```

```
┌───────────┐ ┌───────────┐ ┌───────────┐ ┌───────────┐ ┌───────────┐
│ detector  │ │ Sensory   │ │ attention │ │ comment   │ │ action    │
│           │ │ organs    │ │           │ │           │ │           │
└───────────┘ └───────────┘ └───────────┘ └───────────┘ └───────────┘
```

memory

```
┌───────────────────────────────────┐
│ Personal detectors                │
│ expectations, motivations,         │
│ experiences                        │
└───────────────────────────────────┘
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Table 2 : Perception time

Chapter 3.

Factors affecting customers buying behavior: Energy drinks industry

Till this chapter researches showed that energy drink industry gathers all of the studied behavior models and effects inside as there are a lot of firms with a lot of product types in the market. Mostly the factors of full behavior are the same in energy drink industry. Firms use nearly all type of the promotion strategies and attentively evaluate all possible marketing communication strategies also we have to mention that visual tactics of firms are very deep too.

The main factors determining consumer behavior in the market are cultural, personal, social and psychographic.

As cultural factors consider culture, subculture, as well as belonging to a social class.

The modern social sciences dictionary defines culture as a multifunctional system, including a set of core values, concepts, desires, behaviors that are perceived by a member of society from the family and other public institutions.

Subculture, according to the same dictionary, is a culture of a social or demographic group, i.e. groups of people having a common value system based on common life experiences and situations (national, regional, religious groups). Conducting marketing research in this area, first of all they try to get answers to the questions: "Is the use of any product related to a specific group or belonging to this group does not matter? Owning what consumer goods and property allows us to attribute this consumer to certain representatives' culture, subcultures? "

A social class is usually defined as a relatively orderly and stable social group, whose members have common values, differ in common interests and behavior. When

marketing research is needed the question: "Is this product group (specific brand) a symbol of belonging to a particular social class or social group?"

Some firms, given this aspect of marketing, are beginning to focus production on the needs of any one class.

When creating advertising products, it should be borne in mind that representatives of different social classes usually prefer different media. Their speeches can have vocabulary characteristic of this social class (group), means of language expressiveness, structure of phrases, etc.

Lifestyle - these are stereotypes of a person's life behavior, expressed in their interests, beliefs, actions. Research firms have developed life style classifiers - 6–10 types. Within these types, special studies are carried out. Marketers are developing special marketing programs that focus on groups whose representatives adhere to a certain lifestyle.

The personality type is characterized by such features as adaptability, confidence, independence, sociality, aggressiveness, inertia, etc. Thus, coffee producers, conducting marketing research, found that among the active consumers of coffee are highly social individuals.

A great influence on purchasing behavior has a buyer's occupation. For marketers, it is important to identify professional groups that are interested in acquiring certain goods and services, and firms are guided by the release of goods for them. Usually there are 12 professional groups: creative, managerial, commercial, engineering professions, employees, professions in the service sector; professions related to agriculture, forestry and fisheries; workers engaged in the maintenance of complex machinery and equipment; collectors and repairmen; workers engaged in the same type of operations; professions associated with the processing and transportation of finished products, as well as mixed.

When defining professional groups, one should take into account social status:

1) a manager is a person who makes decisions and has immediate subordinates;

2) the performer - has no subordinates, but has immediate superiors;

3) for independent workers, the vertical relationship is not formalized, i.e. they have no bosses or subordinates.

In addition, the prestige of the profession and education are significant.

Among the social factors distinguish:

1) belonging to a particular small group (membership groups, reference groups, family);

2) social roles;

3) status.

A membership group is a group that includes certain individuals and that directly affects their behavior, such as family, friends, co-workers.

Reference group - a social group, focusing on which, the individual makes a direct or indirect comparison when forming the line of conduct and building relationships. People are sometimes influenced by reference groups, which they do not even belong to. Ego influence is realized through the demonstration of differing stereotypes of behavior and a new lifestyle; through a change in people's attitudes, their life experiences; through changing the ratings of certain products. In the reference group can be distinguished "opinion leader", which has a strong influence on the rest of the group. The important tasks of marketing research reference groups, of course, is to identify the leaders of opinion and influence on them. It is extremely important for marketers to study the opinions of members of a reference group when releasing a new product.

The social role of the dictionary is defined as the expected behavior of the individual, related to his social status. So, the same person can play the role of a husband, father,

manager, and his purchasing behavior will depend on the role played by an individual at a certain moment.

Status is the position of a subject in society (for example, the status of a manager, a husband, etc.). Status expresses the overall assessment that an individual society gives. In his buying behavior, a person is undoubtedly guided by his own status. This applies to clothing, and car, and food, etc.

The personal factors include age, stage of the family life cycle, personality type, occupation, personality traits, self-esteem, and lifestyle.

The statistical approach to the age division is used when publishing the census results - citizens are divided into five- and ten-year age groups. With a substantive approach, such groups are distinguished; their age boundaries are not clearly defined, they can intersect (babies, preschoolers, schoolchildren, teenagers, students, young people, able-bodied, adults, middle-aged people, the elderly).

The life cycle of a family is a set of separate stages that a family has been through in its development since its inception. It is clear that for different stages of the family life cycle, the needs (for housing, food, clothing, rest, etc.) can be different.

The psychological factors include the following: motivation, perception, assimilation, persuasion, and relationships. Psychological factors strongly influence consumer behavior.

When studying the motivation or motives that cause the activity of an individual and determine its direction (in this case, the purchase of a certain product), you should find out why the purchase is made; what the consumer is looking for when buying a certain product (service); what needs he seeks to satisfy.

3.1 Research problem

Through past years there were not any relevant information about people's preferences of the energy drinks and why they use exactly that product instead of many others. It has a lot of causes. First of all, it is impossible to exactly evaluate all

people and know what is their preference. Even todays data collectors and analytics cannot get to that point. Big data contains a lot of info about people and their habits but none of them can be 100% true about the person's exact thoughts in that moment where the buying process happens. Secondly, energy drink firms change their weak parts nearly every time when they seek any danger. They often rebrand the color, designs or other visuals for gaining more attention. These changes and the causes that have connection with the customer's current mood is not stabile.

In this research the behavior of customers and the effect of that behavior will be defined with the percentages to know which factor make them to get much closer to buy it.

3.2 Data collection techniques as model of Hell, Redbull

For completing the main objective of the research, we created an online survey for analyzing the choices of people. The questions were simple and included some personal information as categorizing people for their demographic situation. Then respondents answered whether the price, design, taste or etc. make them neither buy or not the energy drink. More than 238 respondents participated and completed the survey adding their own opinion.

3.3 Data analyzing

Firstly, respondents answered questions about their age, gender and family status. More than 71% of the 238 respondent is aged between 16-23 years old, 24.4% was between 23-35 years old, 3 out of the 238 people was between 13-16 years old and 7 people was 35 and more years old. More than the half of the respondents – 135 people were male and the others – 103 were females. Nearly 90% of the participants were unmarried. More than 73% of the respondents had bachelor's degree diploma or continued studying in given course. Others were like this: 39 – master's degree, 6- candidate of Ph.D. and only one high school. The half of the participants were student and unemployed but 9 were unemployed at all. 45% of people either works in private or government sector. There were 2 pensioners among participants which

have not mentioned the reason. The last personal question was for the detection of the income level of respondents. The income level of participants looks like this (all amount is Manats):

0 – 180 – 35% (83 person)

180 – 300 – 16% (38 person)

300 – 500 – 19.3% (46 person)

500 – 1000 – 16.8% (40 person)

1000 and more – 13% (31 person)

After the personal questions survey continues with the questions related to behavior and preferences. The first question determines which factor affects the selecting process of person from the price, brand, quality, taste, design point of view with the relevant scale determination words from the lowest till highest.

The price factor plays a vital role in the lifestyle of Azerbaijani respondents. Because of that most of them ignore all the other products as their price is higher than usual. In our models it is a fact that the price of Red Bull is higher than the price of Hell. But exactly in energy drinks market the most of the participants (121 people) said that price plays middle role in their buying process. Other respondents' answers follow:

The highest – 18 people

Higher - 42 people

Lower – 36 people

The lowest – 22 people

In the society a lot of people has a special interest to brand products. The product which gained the brand status attracts them and make them to forget all other better or worse alternatives in the market. When the Red Bull first entered to the market in Azerbaijan, they used penetration strategy for gathering all awareness and possible

loyal customers. That is why today a lot of people in Azerbaijan thinks Red Bull first when the energy drink conversation begins.

As in the price category, here in the brand factor the most people also think that it is the middle point for them (85 participant) and all the other answers are following.

The highest – 40 people

Higher - 43 people

Lower – 52 people

The lowest – 19 people

The next category is quality. The quality factor plays important role in the life of the society nowadays. A lot of advertisements and other communication sources repeats the importance of safe life and safe foods. This is the reason why people think quality products much safer and also expensive.

In this category respondents gave nearly the same answer for all scales. 73 of them think it plays medium, 67 of them thin it plays higher and 74 of them think it plays the highest role in their buying process. Other answers follow:

Lower – 10 people

The lowest – 15 people

The next effect, taste also has nearly the same diagram like quality people in Azerbaijan and in our survey really attentive about their taste preferences. That is why 65 of them said medium 70 of them said higher and 74 of them said the highest. Other answers are following:

Lower – 14 people

The lowest – 16 people

One of the important roles of selling your product between other a lot of alternatives is the design of package. For those people who do not know what to choose or who

just wants to try new products can give attention and then those which has the attractive design it can make difference among others.

Respondents of energy drink sector but think vice versa. Nearly 85 of them said it has middle effect and 65 of them said lower effect. But most interestingly 45 people said that it has the lowest effect ever. Only a few, 32 and 12 respondents said it has a higher and the highest effect on us respectively.

The next question was about to know which energy drink does the respondents prefer. In this survey we only gave them 2 section – Hell and Red Bull but also created the other section for giving own opinion. Nearly the 38% of the respondents said that they prefer Red Bull, nearly 29% people said that Hell is their preference. 9% of the opinions was about The Bizon which is the brand of energy drink in Azerbaijan. Other respondents either said that we do not use energy drink or we do not prefer the both of them.

As we can see from the next question – in which cycle do you drink energy drink? – nearly 26% of the respondents do not use energy drink at all. But 146 respondent which is higher than 50% (61.1%) said that we drink only when we want, often. 17 people said that they drink once a day then 8 of them said that they drink 1 each week.

Sometimes the lifestyle of people driven by their aim and goals which also influences the products they consume every time. The purpose of consumption also comes from this cycle. Every human being has its own purpose of buying and consuming which can change the type of the product.

Taking this into the consideration the research includes the survey question of defining for what purpose the respondents consume the energy drink. This question also includes your own opinion section for writing the personal thoughts.

Nearly the 36% of the participants said that they love the taste of energy drink while nearly the same percentage of the people – 32.6% of people said that they have no reason for consuming the energy drink. Only the 11.7% of the participants answered

that they drink the energy drink for gaining additional energy. Also, some mentionable answers follow:

- Working in the night shift
- When my friends order I also participate
- For prestige
- For mixing with alcohol drink

Conclusion

According to the survey questionnaire reports the research can show that the energy drink market has different interesting facts which affects people and some of them with high priority and the others with low. Unfortunately, the respondents were from the nearly same or the connected demographics but it took more participants than estimated one. First problem was that the teenagers and adults are more than the others which made the diagrams mostly come to the same ending. The only differentiated factor was conditions of lifestyle which created various choices through which we can see from analysis. The second problem was the participants were only from Azerbaijan that the survey could not show the multicultural and international results to the research process.

Despite all of the problems now the further studies can be done through given analysis. The behavioral statistics now primitively completed by the statistics which is going to help to find out how the consumers of energy drink market prefer their product.

First of all, the customers of energy drinks market are mostly male. As we can see from the diagram the female participants mostly do not like to use and think that it is harmful. Energy drinks in Azerbaijan is new to the market and that effected the age category of the users. That is why the most of the users are between 16-23 years old. Respectively it makes most of them unmarried. Half of the respondents were student and nearly half of them have a job instead of the academic activity also or

only the job. The respondents have differentiated income level that makes sense that it doesn't affected by income level very much.

From the demographic side of the survey it can be seen that energy drink users are mostly Male 16-23 years old people who either work or both work and study. They buy energy drink not depending on their income level as there are a lot of firms from low price to the high price in the market.

The next part of the questionnaire found that energy drink consumers have differentiated effects of visual and other characteristics of the product. Most of the users think that the quality and taste play vital role in their product buying process and nearly all of the respondents said that the price is not so important for them. One of the interesting points was that the respondents give no difference either the product is brand or not. Product design got the lowest effect in the eyes of customers.

This question revealed that the most important thing in the energy drink is the quality and taste. The lowest effects were brand and package design. People have medium thoughts about price.

Survey revealed that the customers mostly prefer Red Bull and then Hell also a lot of them said Bizon as their own opinion.

Consumers mostly drink energy drink with different styles and time. Most of them use it whenever they want without any purpose. Consumers either drink it either for its taste or no reason.

The auditory wants to see more social media campaigns and promotion mascots according to the survey. They think that it is the best activity for the firm. Some of them answered that they want to see all possible communication techniques from the energy drink firms.

As our survey conducted the respondents also said that energy drink firms should focus to the middle age group as we can see from the statistics mostly 16-23 aged people. But interestingly despite all answers saying that the price is not important

most of the respondents think that energy drink firms should focus to the high-income people instead.

At the end all of the respondents wrote that the energy drinks harmful and that is why they do not drink it at all.

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