INFLUENCE OF ENDOGENOUS FACTORS ON THE BEHAVIOR OF CONSUMPTION AND BUYING FOR THE POPULATION OF RESITA

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Abstract
This paper aims to highlight the important goal for a modern enterprise, the consumer, not as an option, but as an objective of every enterprise, according to the company mission on the market in postmodern marketing. The historical development of the study of consumer behavior is closely related to the contribution of the humanities to develop the theories on how endogenous factors influencing the buying behavior.

The role of buyer is temporary, the personality being less involved than in a professional role, through reciprocal agreements, they leave a wider space of freedom. Moreover, every man has in his repertoire of roles the one of buyer (addicted, influential, conformist, hesitant, talkative, timid, holder, dishonest, aggressive, demanding, quick, independent, autonomous).

Key words: behavior, consumer, endogenous factors, market.

JEL classification: M31

1. Introduction
In the context of scientific and technological contemporary progress, reading and understanding the consumer behavior is a very important goal for modern enterprise, not just being an option, but becoming necessarily for any organization that operates in a competitive environment. [1]

Understanding the functionality and usefulness of the consumer behavior is closely related to mentioning the concept in literature. It starts from the point that any economic activity must satisfy the consumer needs and desires with maximum efficiency. [2]

The diversity of consumer behavior is explained by the multitude of endogenous or exogenous factors that may influence directly or indirectly the cognitive process of decision-making, which decodes and develops cognitive system, sights and even request of an offer of goods and services until being consistently faithful to a brand. [3]

I dare to share these factors into two categories:
- endogenous factors, which relate to the perception, motivation, habits, beliefs, preferences learning, affective-emotional system, degree of influence, the individual's personality, temperament, attitudes, cognitive processing style information, age, self image, and lifestyle adopted;
- exogenous factors, which are generated by the economic, social, cultural and political lives, marital status, household life cycle, the membership group, the group in question, the environment, social class, income, education, occupation, role and social status, ethnicity, religion and other factors, usually of situational, that may occur.

2. Method and results
This study aims to highlight the influence of endogenous factors on the behavior of buying and consumption among the population of the municipality of Resita.

After the type of information derived from the research, is a quantitative research, and after the venue, it is a field research.

In order to achieve an efficient study is needed for a first appointment with the establishment of the research stages and resources needed to achieve the optimal way to research and obtain the most important information needed in decision-making process.

The study was conducted in two parts, a qualitative study and the phase that ensures the representativity of the results and the formulation of conclusions, quantitative study. But as the information obtained from a non representative sample cannot be extrapolated to the entire population, the results are not only assumptions that will be validated, we considered appropriate to present in this chapter only the quantitative research.
In our case, the investigated subjects are the population of the municipality of Resita, compressed into a representative sample.

The sampling method used is the method of quotas, a rational choice of individuals seeking to obtain the sample of a structure by sex, age groups and occupation, it is identical with the structure of the population in the municipality, using for this purpose the obtained data from the overview of the population of the municipality of Resita at 01.01.2013.

The investigated organization is made up of the population of Resita. To be able to meet the higher accuracy of research, I opted for collecting information through an interview based on a questionnaire with preset questions, given by the interviewer. The sample consists of 366 persons, taking into account the probability of results of 97% in the conditions of a margin of error of 3 percent.

As a form of investigation research was used: the individual investigate based on a structured questionnaire composed of nine questions, all closed. The questionnaire contains 6 questions of content and 3 questions of identification of the surveyed person.

Further, I realized interpretation of research results:

1. Regarding the situation of buying a product, 34.59% of those surveyed felt that preference has a decisive influence in the purchase of the new products, while 5.33% choose to collect information from stores. The analysis by sex is approaching to those reported above, women strengthening the general position(36.71%),while men prefer paradoxical influences related to advertising problems (radio and TV), (36.65%).

Concerning the age, the watchword is experience, because people over 60 are based on preferences as well as those between 20-40 years (20-29 40.01% 30-39 40.01%) while those from 20-49 years and above 60 years did not focus on collecting information from store.

Regarding educational level, its influence can be seen when analyzing the results, according to the critetion of occupation. Thus, for pensioners (48.40%) and intellectuals (42.43%) the preference plays a primordial place, while pensioners (0%) consider unnecessary gathering information from stores.

2. Regarding the negative attitude towards a product formed by the own experience of buying and at the same time the need for its purchase, totally 37.50% of those asked referred not to purchase product, only to search, while only 14.08% are risking and buy the product.

Considering the criterion of sex 39.44% of the men said that the right decision is not to buy the product, while women consider equally that the decision of not buying the product is optimal (35.80%).

In terms of the criterion of age, the highest rate was recorded in the segment of 20-29 years (57.15%), not buying the product. Likewise not buying the product are the persons between 30-50 years. The lowest percentage recorded in the group 20-29 years (8.57%), they considering that the buying of the product is unspecified.

Instruction also plays an important role in interpreting the results, the workers (50%), intellectuals (42.43%), officials (47.07%), they do not want to have the product, pupils and students going even further, they are considering that buying the product is a misconception (5.88%).
3. Regarding the purchase of products that highlights the personality, in uneven percentage, but closely, the subjects considered that the accessories do not emphasize personality (45.08%) and that it is not necessary to highlight personality. 24.41% of respondents believe that different situations can also use consumption. Observing the results investigates concerning in sex, the conclusions are curious. Both men (41.35%) and women (48.63%) consider that the port of pins or pewer do not emphasize the human ego.

Age plays an important role in establishing relevant ideas. The most convincing subjects concerning the fact that accessories emphasize the personality are alike the segments between 20-29 years and 30-39 years (57.15%). In return only 8.57% believe that in certain circumstances use at certain consumptions.

The research result on the criterion of occupation notice that other occupations (53.13%) remain on the line segment 20-29 years, the lowest percentage (11.76%) was recorded for students who would use in certain circumstances accessories to highlight their personalities.

4. In increasing social and economic situation, the subjects interviewed, in their vast majority agreed that buying style has changed in a good way.

After the criterion of sex, the proportions are similar to those obtained from the analysis of the sample as a whole. Therefore, 36.74% of men believe that the act of shopping has changed for the worse, notified by women in majority proportion (50.47%).

By age, 83.34% of those aged between 40-49 believe that the standard of living has changed for the worse, while no one from those questioned between 30-35 years (0%) do not believe that the way to buy has changed for better.

Given the criterion of instruction, workers consider that the action of buying has changed for the worse (75%). The lowest percentage recorded by officials (5.88%), none said that life has changed for better.

5. Regarding the factors that most influence the behavior of buying and consumption, nearly half of the respondents concerning the sex criterion (41.31%) consider that the felt needs, tastes and preferences are decisive in influencing the behavior of buying and consumption and 24.42% believe that the position in society has a prominent influence in exercising shopping.

44.24% of men think that tastes have a decisive role in influencing the behavior of the consumer of buying and consumption, while 44.95% of women felt buying habits. In the small percentage of men have made some automation to buy (23.07%) and women see shopping as a way to assert their position in society (5.51%).

People between 30-39 years believes that habits determine buying. In contrast, the same age group, only 5.73% of respondents are buying to underline their position in society. 45.45% of intellectuals approves the idea of buying habits, like workers (40.62%). The lowest percentage was obtained from officials (11.78%) who believe that buying gives an insight into society.
6. Regarding the types of buying that are practiced, for the respondents both types of buying are for them (52.12%) while another part of the subjects (16.90%) prefer impulsive purchases.

Both men (54.94%) and women (52.40%) consider that the two types of buying characterize a person, the impulsive buying not being the strong point of shopping (17.30% male and 16.51% female).

By age, people between 30-39 buy both planned and at that moment (67.72%) and 8.57% allow spontaneity.

It is noted the fact that the other occupations prefer the both types of buying (68.75%), while only 3.13% of them are making impulsive shopping.

3. Conclusions

The individual consumer behavior differs from civil society organizations. Whatever form of organization, agents and economic organizations, professional organization of union type, fronts, leagues, associations, foundations or creative, religious, charitable organizations, apolitical media are apolitical as long as it not involves in the problems of policy power, although they can do policy, every time it defends socio-professional interests or any other of the groups they represent. The consumer behavior, strictly individual tends to be modified by the membership in these groups, being known the effect of polarization of the individual interests within the group, otherwise it would not be able to adapt, threatening to leave the site.

As concern my study case, as expected, the quantitative study validated in a large measure the hypothesis launched at the same time with doing the qualitative research. Those surveyed are in a position to buy a new product about they do not have enough knowledge consider in almost equal proportions that they are based on their preferences when they are watching advertising. That is because through the own experience of buying, the surveyed formed a negative attitude above a product they need, and they prefer not to buy that product, only to look for it.

Regarding the purchase of products that emphasize the personality manifestation those who were asked do not consider necessary manifestation of personality through the products they consume. Given the economic and social situation of the population on which was conducted the study, the style of buying and the structure of the consumption has changed for the worse, as a clear consequence of lower living standards.

However one important thing to note is the fact that most of them consider that the felt needs, tastes and preferences most influences the behavior and consumption and only few are consuming in order to highlight their position in society. Opined on this issue we can say that the majority of men consider that the needs and tastes have an essential role in influencing the behavior of buying and consumption, while the highest percentage of women are feeling the existence of habits of buying.
The surveyed aged between 30-39 years believes that buying habits determine the purchasing the products, and also intellectuals and workers believe in the existence of those habits.

It is noted that for those interviewed the characteristic types of buying are both impulsive and planned.

4. Bibliography