

# **CONSUMER BEHAVIOR BUYING, USING AND DISPOSING**

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## **INTRODUCTION**

One's buying behavior can be said to be unique because the attitude towards an object is different for each individual, this is also related to different segments with different needs. Consumer behavior is defined as the process that consumers go through in searching for, buying, using, evaluating and disposing of products after meeting their needs. Prior to this stage, there are other stages that consumers must go through, namely searching for information about the product or service they are going to buy. At the buying stage here the consumer will purchase the product, after buying the consumer will consume or use the product to fulfill their satisfaction, after using the consumer will evaluate it and the final stage the consumer will dispose of the product. Understanding consumer behavior is very important for businesses to create effective marketing strategies so that developing and building brand loyalty will be easily achieved. By analyzing consumer behavior allows businesses to understand customer needs more quickly, and carry out product development that can meet consumer needs and build strong customer relationships.

Consumer behavior is certainly influenced by several factors and the main factors that influence consumer behavior include cultural factors, social factors, psychological factors, and personal factors. Cultural factors are a set of basic values, perceptions, desires and behaviors that arise in the community environment which become a way of life that must be carried out or guidelines in their lives. Social factors include formal and informal interactions in society that are always there with similar interests and behaviors in achieving goals. Psychological factors are influenced by motivation, perception, knowledge, beliefs, and attitudes that are influenced by the environment in which he lives at the present time without forgetting past influences. Personal factors are related to the different psychological characteristics of each individual which causes relatively consistent responses to survive in the environment. These four factors can be dimensions for measuring changes in consumer behavior in purchasing. Consumer behavior in making purchases includes aspects such as determining what products to buy, when to buy, how much to buy, and how often to buy. Understanding consumer preferences for the product to be purchased can assist management in forming product production and marketing strategies. In addition, economics also emphasizes ethical factors and social sensitivity with individual interests in maximizing satisfaction.

Each stage of the product life cycle buying, using and disposing will influence consumer behavior with their respective influences. For example, at the purchasing stage, advertising has a major influence on purchases, as well as disposal, the role of environmental awareness and self-awareness are factors in choosing how to dispose of products. Each stage will affect other stages, and how consumers behave at each stage will have an impact on the success or failure of a business. By building product and service concepts that can meet consumer needs, with good service, promotion of disposal and environmentally friendly products and post-purchase consumer involvement will grow loyal customers and become profitable in the long term.

## **LITERATURE REVIEW**

### **Buying**

Buying is an important component in consumer behavior, consumer purchasing decisions are the stages through which they will buy goods or services. Buying is an amazing activity in its activities, because according to buying activities it is very rarely realized that the process that occurs in it is inseparable from routine activities that are repeated so that humans are very used to it. Factors that influence the buying behavior of an individual in buying goods or services are influenced by personal, socio-cultural, economic and psychological factors. Having buying behavior will be the key for business people to find out what factors influence buying behavior which will be useful for making future business strategies by developing the products or services they sell.

### **Using**

The use of the product occurs after the purchase of the product by the consumer, Consumer behavior at the product use stage knows how consumers use the product, how long to use it, fulfilling the benefits and problems encountered when using it. At this stage an opinion will emerge regarding quality and usability which will have an impact on subsequent purchasing decisions and will have an impact on the purchasing behavior of others through word of mouth. For businesses to understand how consumers use their products is important information for the quality of products and services that need to be improved and minimize the impact of products during and after use. More details on the use of products will make consumers evaluate satisfaction with the use of goods and have an impact on subsequent purchases that will make the company provide all possibilities that will occur.

### **Disposing**

Consumer behavior when disposing of products will have an impact on the environment they dispose of and have an impact on brand reputation, so the disposal stage is an important aspect that companies need to pay attention to in order to minimize negative environmental impacts. Product disposal includes aspects of recycling, disposal in landfills, and donating that make companies pay attention to the life cycle of their products. Consumers can make positive efforts by promoting sustainable practices, minimizing negative environmental impacts and protecting public health by knowing how to practice responsible disposal. By paying attention to product disposal, consumers will participate for a better future.

## **DISCUSSION**

### **A. Factors Affecting The Consumer's Decision-Making Process When Making A Dramatic Purchase**

#### **Situational Effects On Consumer Behavior**

Purchasing decisions are activities carried out before purchasing products, both goods and services. The purchasing decision process will bring the consumer to the final purchase decision where there is a psychological stage that plays an important role in knowing whether a consumer is serious or there is no purchase to be made. One of the consumer behavior, namely purchasing decisions, is influenced by internal factors and external factors. Internal factors include perceptions, attitudes, lifestyle, and personality, while external factors include culture, social environment, references, and situational influences or situational effects. Situational influences or also known as situational factors are factors that appear at a certain time and place with a temporary nature. Situational factors are divided into five variables, including the physical environment, social environment, time perspective, the nature of the purpose of shopping, and the mood when shopping. Situational factors carried out by consumers in carrying out purchasing activities can be different due to environmental factors such as culture and individual factors such as consumer personality. Situational factors can influence purchasing decisions. In addition to internal and external factors, there are other factors such as product factors, economic factors, psychological factors, and sociological factors which determine every consumer buying decision.

#### **Consumption Situation**

When making purchases, consumer behavior is difficult to predict. Consumer evaluation of the product of interest depends on the buying situation and individual characteristics of each. Consumers can use logical thinking and careful calculations in choosing product alternatives, but there are also those who do little or no evaluation at all. Consumers often make purchases of a product not as a routine, but purchases based on the desired situation. There are five generic situations that influence consumer shopping behavior, namely situations of obtaining information, shopping situations, purchasing situations, consumption situations, and disposal situations. This situation does not originate from within the consumer, but originates from conditions that arise suddenly which in this case influence a consumer to carry out consumption activities. The consumption situation includes several elements, including buyers, sellers, products or services, the reason a consumer buys a product, as well as the feelings felt by consumers towards the physical environment. Marketers can develop products according to the needs and environment of consumers by paying attention to three relationships, namely the product functional relationship, the product usage situation relationship, and the product & environmental situation relationship.

#### **Time Temporal Factor**

One of the factors that can influence the purchase is time. Purchase time is the period in which consumers transact against goods or services every day because of a need or desire to use or consume these goods or services. The existence of time constraints and circumstances can make consumers make purchasing decisions planned or unplanned or impulsive. Unplanned purchases made by consumers mostly occur in purchases of goods that are not needed. However, the positive impact of this purchase is felt by retailers where the profits will be higher. The Time Dimension is divided into 4 namely Social Dimensions, Temporal Orientation Dimension, Planning

Orientation Dimension, and Polychronic Orientation Dimension. Social Dimensions refers to grouping individuals according to time into “private time” and “shared time or interaction with others”. The Temporal Orientation Dimension is a picture of the relative significance given by individuals in the past, present and future. The Planning Orientation Dimension relates to different styles of time management and varies from analytical to spontaneous. Meanwhile, the Polychronic Orientation Dimension focuses on the differences between people who prefer to do one task at a time and people who tend to do multiple tasks simultaneously.

There are five dimensions of purchasing decisions, namely Product Choice, Brand Choice, Purchase Channel Selection, Purchase Amount, and Purchase Time. Purchase time is the time used to buy products available in a particular company. In making purchases, the timing of purchases can vary, such as buying every day, once a week, once every two weeks, and the like, which causes different purchasing decisions for each consumer. Some analogies about time that describe the nature and characteristics of time include Time as an Emphasis Cooker, Time as a Map, Time as a Mirror, Time as a River and Time as a Party. Time As a Cooker Emphasis means time influences the outcome of an action, Time As a Map means time is used to plan activities, Time As a Mirror means time reflects past events, Time As a River means time goes on without stopping, and Time As a Party means time provide an opportunity to celebrate or enjoy life. Consumers in deciding when to buy depends on when the product or service is needed and the availability of the costs required to obtain it .

## **B. Store Layout, Website, Or Sales Force Very Much Influence Purchase Decisions**

Along with the rapid development of the times, the challenges and journeys in the business world have also increased. Technological developments also play a role in changing lifestyles, how to sell, and how to buy. This requires business people to pay more attention to aspects that can affect the sales generated. One of them is the purchase decision. Purchasing decisions are actions taken by consumers to make choices about the product they want to buy, starting from the viewing process to making decisions about the product. The process that occurs in producing consumer decisions starts from the emergence of a need for a product which then continues with information processing, then continues with evaluation by the consumer. To help create positive purchasing decisions, it is necessary to use the right strategy so that the product can also be consumed repeatedly or continuously. Therefore it is also important to attract lots of new customers, then retain them by paying attention to important factors

One of the factors that influence the buying decision is the layout. Layout is planning for determining a particular location and setting up equipment, merchandise, and facilities in the store. This includes managing store traffic, grouping goods, and allocating space. Arrgues that in marketing, store layout is very influential, because if the store layout looks good and neat, a distinct impression will arise for consumers. A good store layout can create a good shop atmosphere too. A positive impression on consumers can arise when the atmosphere in the store provides comfort, so that consumers want to spend time longer. There are several store layout indicators namely: there is an interest in consumers to go around the store, provided entrances and exits or one wide door, product teasers, product displays, and consumers can walk around the store easily. Obtained results from descriptive analysis, that consumers pay enough attention to the layout. It can be seen that the average respondent with an opinion agrees as much as 66% and 71%.

The next factor that has an influence on purchasing decisions is the website. The development of technology is now facilitating all daily activities. One of them is internet technology that facilitates buying and selling activities, such as shopping, searching for product information, as well as other needs in a practical and fast manner. Therefore, take advantage of the development of the internet by creating a website for the products to be sold so that they can be seen faster and seen by consumers. That a website is a site containing pages with information as well as text, images, animation, sound, video, or a combination of all, which can be static or dynamic which are then linked in a series of interconnected links using a network of pages or hyperlinks. There are also many efforts in managing websites to increase traffic and sales, starting from paying attention to the uniqueness, as well as the content on the website. A unique and attractive appearance on the web can increase consumer buying interest. As for the important elements for web display, some of them are easy access, easy transaction execution, as well as clear and complete information and instructions on the web. Website quality is measured by several indicators, namely ease of navigation, aesthetics, and reliability. Based on the data obtained by journal handayani In his research through a questionnaire regarding the effect of website appearance on buying interest in one e-commerce, there is an influence between the two, which when the website appearance has increased, then buying interest has also increased.

Next, there are salespeople as influencers on consumer purchasing decisions. It is known that salespeople have a duty to influence product consumers by giving introductions or presentations of a product, selling the product, ensuring and guaranteeing that the product reaches consumers, and acting as a consultant for consumers of the product. With good salespeople in a company, it can support the increasing quality of customer service. Service quality is an effort to provide services or treatment that can meet consumer expectations, so that customer satisfaction is achieved which will affect purchasing decisions. Therefore, it is important to prepare good salespeople to deal directly with consumers. Salespeople are required to have adequate knowledge and information about the products they market. In addition, the salesperson must also have communication skills in order to be able to provide a good explanation of the product, because the salesperson is the party that directly deals with consumers in influencing purchasing decisions. On research by Amen and jonathan journal , the results of the t test show that the salesperson variable has an effect on purchasing decisions. So it can be concluded that the layout, website, and salespeople are factors that can influence consumers in purchasing decisions.

### **C. Ownership And Economic Sharing**

#### **Ownership**

The notion of ownership comes from Arabic from the root word "malaka" which means to have. In Arabic "milk" means the control of people over something in the form of goods or assets and in their hands, control over goods so that they can use them as they wish, both in real terms and in law. According to the Big Indonesian Dictionary, ownership is defined as property that has rights related to property in the form of processes, actions and ways of owning. Ownership is a process that is owned and known to control objects, goods, assets or services on the basic rights that are owned by everyone to determine how or when the goods are used. There are three types of ownership in the economy namely individual, public and state ownership. The causes of ownership are work, inheritance, the need for assets to sustain life, giving state assets to the people

and assets obtained from compensation. This ownership can be through buying, leasing, exclusive use or cooperating and taking advantage, for example we rent a house and put it to good use. In addition, it has a positive and negative impact on society. The positive impact is increased per capita income, increased employment, investment opportunities and higher consumption. While the negative impact is the high level of poverty, income inequality and economic injustice.

### **Economic Sharing**

Economic division or property rights is the process by which resources, goods and services are allocated to various parties in order to maximize efficiency and increase welfare. According to Wijono & Waris, the transfer or distribution of property rights must be done fairly. In carrying out economic distribution, the owner or manager must be in accordance with the agreement between the parties. In order for a group of people to work together in achieving common goals, apart from that, with a fair distribution, it will create an economy that can realize its desires.

## **D. Post Purchase And Disposal Satisfaction**

### **Post Purchase Satisfaction**

Buyer satisfaction is the key to success for the progress and development of an established business, currently the awareness of achieving customer satisfaction is increasing and causing the creation of great strategies. Satisfied customers will influence future repurchases due to the fulfillment of the usability expectations of the products purchased. Measuring customer satisfaction is very important to know the extent of performance and what needs to be improved, of course the company can analyze customer behavior and the feedback provided. By prioritizing satisfaction it can produce loyal and new customers who will make growth.

Post-purchase satisfaction is related to the level of satisfaction and evaluation that arises after consumers buy and use a product or service. There are factors that affect post-purchase consumer satisfaction including product or service quality, price, service convenience, and overall perceived experience. Ensuring post-purchase customer satisfaction is an important company task, companies must be able to create a pleasant customer experience throughout the purchasing process. With high satisfaction, it will increase customer loyalty, repeat business and positive word of mouth.

### **Disposal**

Businesses and marketers must know and pay attention to how consumers use and dispose of certain products. Proper disposal of products not only impacts the environment, but also reputation and business profits. Businesses that are aware of customer concerns about environmental issues will make big changes such as the use of recycled packaging and refillable products. The ultimate goal of business is to make a profit, knowing the pattern of disposal of products to consumers will help businesses achieve greater goals by increasing the innovation and design that consumers need.

There is a fairly well-known term, namely green consumer behavior where consumers take action to reduce environmental impact by choosing products or services that are environmentally friendly. Green consumer behavior actions include recycling, using energy efficient products,

reducing waste and choosing sustainable materials. Of course this is driven by several things such as awareness of the environment, social responsibility, personal values that must be maintained and ethical existence. Environmentally conscious consumers will be responsible for what they use afterwards and they will also be willing to pay more if they find a product that is good for them and the environment.

## CLOSING

Factors that influence the buying process can be influenced by internal and external factors, Internal factors include perceptions, attitudes, lifestyle, and personality, while external factors include culture, social environment, references, and situational influences or situational effects. To help create positive decisions, a strategy is needed so that the product can be consumed repeatedly. Things that influence purchasing decisions such as store layout, website and sales force. Of course it is also important to attract lots of new customers and retain them by paying attention to important factors.

Post-purchase satisfaction that appears to customers is a success for business, because by achieving satisfaction customers will buy products or services in the future. Companies must create a pleasant experience in the overall process that customers go through, for that the level of customer satisfaction will be high. After the purchase, the product will be discarded, the disposal process occurs when the consumer feels that there are no more benefits in the product. Businesses must know how the disposal process is carried out by their consumers in order to create environmentally friendly products and services and become added value to the company.

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