Consumer Behavior Knocked Intense by Mood, Communication and Product Value

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Abstract

This research study shows how the mood effect the consumer behavior when communication occur both the content and the context affect it. The product value plays an intense roll and shaped the consumer behavior. All these are interrelated for good behavior generation it shows the intensity on the behavior and all the dimensions of the variables cover up each other. The research data was collected from 100 buyers of the products. The questionnaire was distributed among buyers those were buying products in different shops. The results highlighted the importance of behavior during shopping, when the advertisement moving around the store and the media picture rising the both the content and the context which the consumer were looking .it shows at what time the behavior influenced the consumer to act. By the product value enhancement and delivery the consumer behavior waked and act. The behavior of consumers who watch and select brands, product classes, and product attributes how value each of them. In order to explore these relationships it was necessary to define what values are that made up the connection between personal values and consumer behavior. The findings of the study shows that majority of the consumer are infect make their purchase decisions when they are in good mood and the product value played a vital roll in their mood making.

Key words
Consumer mood, Product values, Consumer behavior, Communication

1. Introduction

Individuals normally try to predict each other’s moods especially when they are going to make an interaction. Mood information is very helpful in order to facilitate social and professional interactions. Mood is an indicator of one’s state it give us the judgment of what the others are now. Let suppose you have the knowledge of the boss's mood on a particular day will help out member of staff to anticipate his reactions to a request for a leave. Same here, knowledge of consumers' mood in marketing s may provide marketers with a full understanding of consumers and their reactions to marketing strategies
and tactics. The mood knowledge may be mainly appropriate for understanding consumer behavior. The mood states have direct and indirect effects on behavior, evaluation and recall Consumer behavior is also effected by the communication in which the content and the context of the communication matters a lot (Meryl Paula Gardner et al, 1996). Values are included in cognitive elements that drive the motivation for behavioral response and they live in the hierarchical structure that global values are related and tied to universal consumption-related values that are connected with product attributes.

Which has been normally accepted in consumer behavior re-search? (Donald E. Vinson, Jerome E. Scott, Lawrence M. Lamont, 1977).

**Literature Review**

(Meryl Paula Gardner et al, 1985 ) worked over the mood state the positive and the negative mood state how it effects the consumer behavior directly and indirectly second he also discuss about the communication both the content and the context e.g. the advertising the how it effects.

(Meryl P. Gardner and Ronald Paul Hill, 1989) investigated the effects of mood states on the decision-making process by looking in to its effects on inside generated thoughts. Mainly, the effects of mood states on thoughts connected with needs that are higher and lower in Maslow's hierarchy,

(Cheng Qiu and Catherine W. M. Yeung, 2008) found that mood can influence assessment of a product when measured in isolation. But it also, little is known about its influence on comparisons between a numbers of alternatives. They also look-in to how consumer react when it sees the product at first and then how made decisions.

(Donald E. Vinson, Jerome E. Scott, Lawrence M. Lamont, 1977) had argued about the values and the consumer behavior and how the global values effect the consumer behavior and there are also the domain specific values in which the beliefs relevant to economic social, religious and other activates are included and there are the attributes of the product how it effect the consumer behavior.

(Brett Martin and Robert Lawson, 1990) examined the how mood effected by the ads on the televisions commercials and the how it formulate the attitude what were the effective frame of programs that influence more the consumer

(Enneth S. et al, 2005) had looked in to the behaviors of the human especially when they were serving as doctors and nursing department how they behave and how their attitudes work for the patients.
(M Joseph Sirgy et al, 1989) had looked into the self-concept in the consumer behavior there were different theories about the self-concept the positive self-congruity and the negative self-Congruity how it affected the consumer behavior and how they were the part of consumer buying personality.

(James A. Roberts, Robert D. Straughan, 1999) had looked over the Green marketing and the effect on the consumer behavior what will be the future of the green marketing Findings point out that in spite of a significant amount of past research attention, demographic criterion were not as helpful as profiling method as psychographic criteria.

(Marios Koufaris, 2002) found that the online consumer as both a shopper and a computer user he tested constructs from information systems (Technology Acceptance Model), marketing (Consumer Behavior), and psychology (Flow and Environmental Psychology) in an integrated theoretical framework of online consumer behavior.

(Robert T. Michael, Gary S. Becker, 1973) founded about the traditional theories about the consumer behavior and about the human, they had thrown the light ton the new insights of the consumer behavior.

(Richard P. Bagozzi and Utpal Dholakia, 1999) Goals plays an important role in the building of the consumer behavior he argued about the motivations of the goals their selection and how they were modified the one purpose was to look in to the emerging of the goals and then how they were converted in to the achievability.

(Paul S. Calem Loretta J Mester, 1994) argued about the new credit card desire how one house hold can acquire the credit card if he was using already one bank card but find it difficult to issue the new one because of the policy of the banks how the behavior of the bank matter in consumer decision.

2. **Broad Problem Area**

Consumer behavior affect by the mood, communication and the product value. Previous research studies indicate that mood plays a vital role in consumer Behavior by investigating its effects on internally generated thoughts. Particularly, the effects of mood on thoughts related with needs in Maslow's hierarchy (Meryl P. Gardner, Ronald Paul Hill 199).

3. **Objectives of Study:**

The objectives of the study are as follows:
- To analyze the effect of mood, communication (context + content) and product value to shape up consumer behavior and it decision making.
- To identify the major factors of consumer behavior that has not been yet discovered.

4. Research Methodology

4.1. Sample and data collection

The study sample comprised of 150 consumers who were shopping in the different stores in Islamabad Pakistan which include men and women both. After elimination of incomplete questionnaires, 100 surveys were included in the research. Random sampling technique was used to collect data.

<table>
<thead>
<tr>
<th>Total Questioners</th>
<th>Men and Women Responded</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>150 Questions filled out</td>
<td>80 Men 20 Women</td>
<td>Below 25 are 70% Above than 25 are 30%</td>
</tr>
</tbody>
</table>

4.2. Theoretical Model

Model: Consumer Behavior Knocked Intense By Mood, Communication and Product Value

4.3. Variables Description

i. Consumer Behavior

Is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. Different characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people’s want. (Marketing By Richard L. Sandhusen 2011) Consumer Behavior is very important for retailers and it became more diverse because of cultural differences. As consumer incomes differences converge across countries (Marieke de Mooija,b, Geert Hofstede 2002).
ii.  Mood

Mood normally is thought of as a soft affective position that may pressure cognitive processes like evaluation, memory (Gardner, 1985). Mood is a relatively long lasting emotional state. Mood differ from emotions in that they are less specific, less intense, and less likely to be triggered by a particular stimulus or event. Moods may also affect other psychological variables that have the ability to affect decision-making effort (Ronald Paul Hill and James C. Ward 1989). A mood generally has either a positive or negative valence. Mood effects may also have important implication for making marketing research techniques to judge consumers’ attitudes and foresee behavior moreover Mood introduction can be closest to the service encounter, increasing the likelihood that its effects will have an impact on transactions of the consumer (Meryl Paula Gardner 1989).

iii.  Communication

Is the activity of conveying meaningful information? It requires a sender, a message, and an intended recipient, although the receiver need not be present or aware of the sender's intent to communicate at the time of communication; (Meryl Paula Gardner 1989). A communication takes place when one individual, a sender, displays, transmits or otherwise directs a set of symbols to another individual, a receiver, with the aim of changing something, either something the receiver is doing (or not doing) or changing his or her world view. This set of symbols is typically described as a message, (William Rice-Johnston, 1987).

iv.  Product Value

Values are mainly located in cognitive elements which motivate for behavioral response. They present in an interrelated chain of structure in which global values are related and connected to generalized consumption related values (Donald E. Vinson, Jerome E. Scott, Lawrence M. Lamont 1977).

Customers purchasing products from a profitable activity look for special features such as variety, class, design, and sizes and benefits such as good performance, reliability and durability.

4.4.  Hypothesis

H1: Change in mood affects the consumer behavior.

H2: The content of the communication changes the overall consumer cognition and it allow the consumer to act after the knowledge.

H3: The product values have positive relation with the consumer behavior and urge the consumer to act quickly because it attracts the consumer through soft cells.

5.  Data analysis
Reliability Analysis:

<table>
<thead>
<tr>
<th>Variable name</th>
<th>Cronbach’s Alpha</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>.810</td>
<td>7</td>
</tr>
<tr>
<td>Mood</td>
<td>.819</td>
<td>7</td>
</tr>
<tr>
<td>Consumer Behavior</td>
<td>.766</td>
<td>6</td>
</tr>
<tr>
<td>Product Value</td>
<td>.819</td>
<td>9</td>
</tr>
</tbody>
</table>

Table # 1

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It shows the consistency between the items and the acceptability such as the variable communication has the Cronbach's alpha value is 0.810 and the number of items are 7 among them the consistency is good and it is acceptable value of Cronbach’s alpha. The Mood has Cronbach's alpha value is 0.819 and the number of items are 7 the results shows consistency and the acceptability. Consumer Behavior Cronbach's alpha value is 0.766 whereas the numbers of items are 6 the Cronbach's alpha value shows there is good consistency between the items and the acceptability. The Cronbach's alpha value of Product Value is 0.819 that shows the consistency between the 9 items and acceptability.

Descriptive analysis:

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Behavior</td>
<td>2.4700</td>
<td>.88140</td>
</tr>
<tr>
<td>Communication</td>
<td>2.3600</td>
<td>.81054</td>
</tr>
<tr>
<td>Mood</td>
<td>2.3000</td>
<td>.84686</td>
</tr>
<tr>
<td>Product Value</td>
<td>2.3500</td>
<td>.88048</td>
</tr>
</tbody>
</table>

Table # 2

Table # 2 gives the mean and standard deviation for the overall sample of 100 Consumers. 5-point likert scale was used for the research. The mean of Consumer Behavior is 2.47 that show the central tendency of variable where as the Standard Deviation which is .88140 that shows how widely the data are dispersed around the mean, Communication is 2.36 which showed the central tendency and the standard Deviation which is 0.81054 that shows the dispersion of the data around the mean, Mood is had the Mean 2.3 and the Standard deviation is 0.84686 and the Product Value has the Mean 2.35 and Standard Deviation. It is observed that the highest deviation is shown by the variable consumer Behavior and the highest level of Standard Deviation.

Correlations analysis:

<table>
<thead>
<tr>
<th></th>
<th>Consumer Behavior</th>
<th>Communication</th>
<th>Mood</th>
<th>Product Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>Consumer Behavior</td>
<td>1.000</td>
<td>.496</td>
<td>.540</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Table # 3

Table # 3 shows the correlation analysis. The Pearson correlation shows that all variables have a positive relationship. The Correlations section gives the values of the specified correlation tests, in this case, Pearson's r. Each row of the table corresponds to one of the variables. Each column also corresponds to one of the variables. All the above results give the whole picture of the relationship between them.

Model Summary:

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.667(a)</td>
<td>.445</td>
<td>.428</td>
</tr>
</tbody>
</table>

Table # 4

Table # 4 shows the R SQUARE is .445, which is the explained variance is actually the square of multiple R (.667). R square measures how much of variability in the result is accounted for by the predictor. The adjusted R square in this table gives an idea how well the model generalizes. This model provides information about the regression line’s ability to account for the total variation in the dependent variable.

ANOVA:

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>34.254</td>
<td>3</td>
<td>11.418</td>
<td>25.697</td>
<td>.000(a)</td>
</tr>
<tr>
<td>Residual</td>
<td>42.656</td>
<td>96</td>
<td>.444</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>76.910</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table # 5

Table # 5 ANOVA summarizes the results of an analysis of variance. The last column shows the goodness of fit of the model. The lower this number, the better is the fit. The table reports the ANOVA
results, result is significant. This shows that what predictor we have used and what outcome is predicted.

**Coefficients:**

<table>
<thead>
<tr>
<th>Model</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td>3.377</td>
<td>.001</td>
</tr>
<tr>
<td>Communication</td>
<td>.105</td>
<td>1.021</td>
<td>.310</td>
</tr>
<tr>
<td>Mood</td>
<td>.089</td>
<td>.761</td>
<td>.448</td>
</tr>
<tr>
<td>Product V</td>
<td>.525</td>
<td>4.341</td>
<td>.000</td>
</tr>
</tbody>
</table>

Table # 6

Table # 6 shows interdependency among variables. Coefficients reveal the magnitude and direction of relationship between dependent variable and independent variables. The coefficient between Communication and consumer behavior is 1.021 at significance level of 0.310. The table gives us the t tests results (slope, intercept) Where as in multiple regression we get individual test for each predictor. We need to know that the df for each t is the same as the df for residuals in the F table above. Each t test examines the hypothesis $H_0: \beta = 0$ for the predictor used.

6. **Conclusion**

On the above results it is accomplished that the hypotheses 1, 2 and hypotheses 3 are accepted. The study shows that communication has a positive relationship with consumer behavior the result also shows the positive relation among all the defined variables. The findings also confirm the fitness of the model in addition; the study gives the evidence provides evidence that by good communication, product value offerings and mood consumer behavior changes.

To maintain a better relation with consumer the producer should look at the product value enhancement at augmented level of the product , the seller point of view it is very important to keep good communication with the consumer which ultimately effects it mood .the tests had proved the effectiveness of each. Further research needs to be done on consumer behavior and mood.

On the sound basis of the above results it is concluded that the mood and the Product value have great impact on the consumer Behavior and Reliability Statistics results shows that all the items of variables have good relations and the acceptability is high. Model Summary table shows how much of variability in the result is accounted for by the predictor. The adjusted R square tells that the model generalizes. This model provides information about the regression line’s ability to account for the total variation in the dependent variable.
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