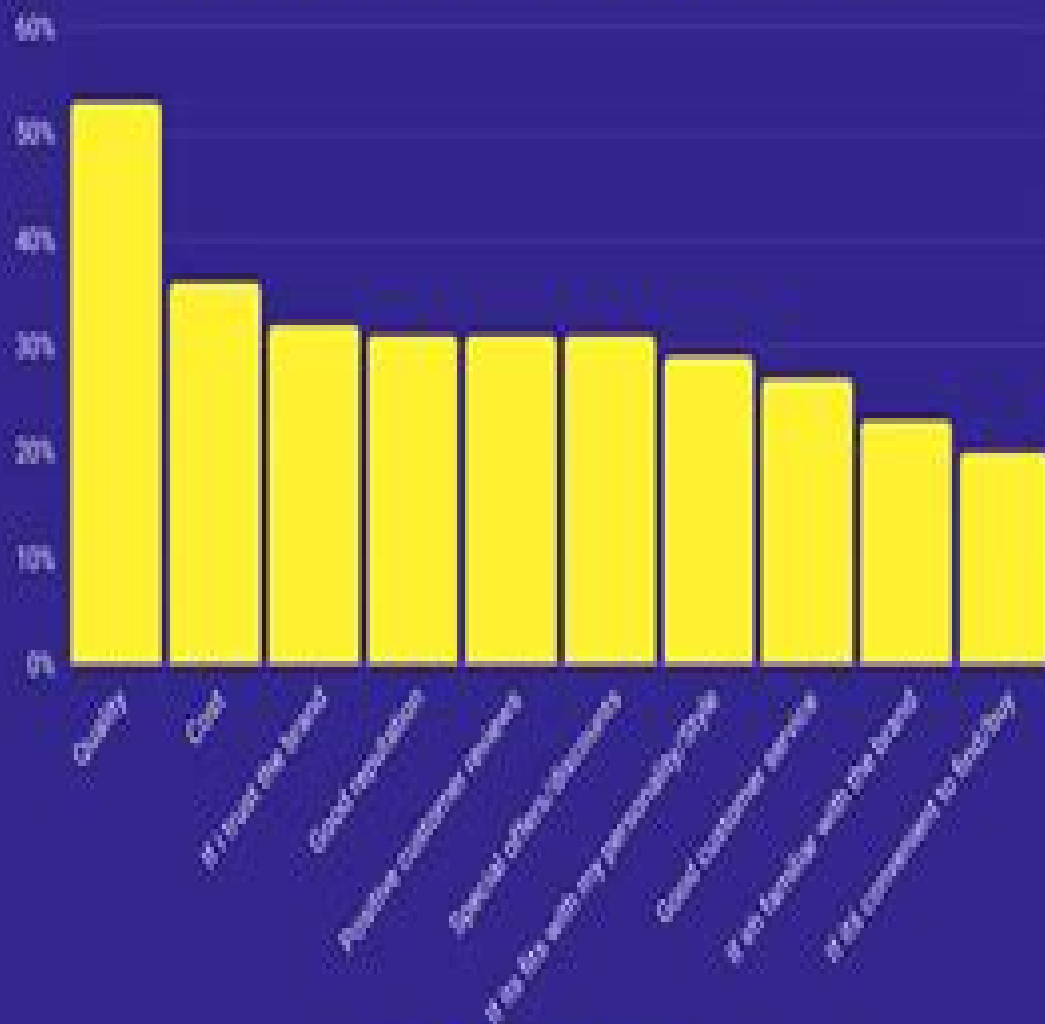


# TOP FACTORS THAT INFLUENCE CONSUMER PURCHASING DECISIONS



# Factors That Influence Consumer Purchasing Decisions Of

**Amiril Azizah, Emma Dwi Ariyani**



## **Factors That Influence Consumer Purchasing Decisions Of:**

Proceedings of the International Conference on Applied Science and Technology on Social Science 2022 (iCAST-SS 2022)

Amiril Azizah, Emma Dwi Ariyani, 2023-02-15 This is an open access book The 5th International Conference on Applied Science and Technology iCAST 2022 organized by the Indonesian Polytechnics Consortium will be held in Samarinda East Kalimantan Indonesia from 23-24 October 2022 This prestigious conference is aimed at bringing together researchers and experts in intelligent technology and social science from educational institutions R D industry government and the community to exchange and share ideas or knowledges through a discussion of a wide range of issues related to Smart

Manufacturing in Digital Transformation Industri 4.0 for Sustainable Economic Growth to Face Society 5.0 ISPsy 2023

Taufik Taufik, Elli Nur Hayati, Tri Na'imah, 2024-02-05 This proceeding is the outcome of an international seminar organized by the Faculty of Psychology Universitas Muhammadiyah Purwokerto in 2023 This international seminar was called ISPsy 6th with the theme Religiosity and Cultural Diversity for Strengthening Mental Well Being From this seminar it is hoped that preventive curative and even rehabilitative programs targeting holistic aspects of mental well being will be present providing benefits to the wider community Manuscripts accepted for ISPsy 6th 2023 amounted to 62% of the total articles collected This seminar featured several topics including Clinical Psychology Organizational Industrial Psychology Educational Psychology Social Psychology Developmental Psychology Psychometrics Islamic Studies Related to Human Behavior Social Science Education and Neuroscience The keynote speech was delivered by Prof Dr Muhadjir Effendy M A P as the Coordinating Ministry for Human Development and Cultural Affairs Speakers at this international seminar included Dr Hanan Dover as the Vice President of the International Association of Muslim Psychologists IAMP Dr Rania Awaad M D as the Director of the Stanford Muslim Mental Health Islamic Psychology Lab Dr Nor Akmar Nordin as a lecturer in the Department of Psychology School of Human Resource Development and Psychology Faculty of Social Sciences and Humanities Universiti Teknologi Malaysia and Retno Dwiyanti M Si Ph D as a lecturer at the Faculty of Psychology Universitas Muhammadiyah Purwokerto This proceeding was able to proceed smoothly thanks to the support and good communication from all parties involved We express our gratitude to all parties involved especially the organizing committee and the call for paper team of the International Seminar of the Faculty of Psychology Muhammadiyah University of Purwokerto who have worked hard We also want to thank our partners and all authors who submitted manuscripts for the ISPsy 6th 2023 international seminar proceedings Additionally we would like to thank EAI for facilitating the publication of these proceedings

**The Elgar Companion to Information Economics** Daphne R. Raban, Julia W. Odarczyk, 2024-03-14 The Elgar Companion to Information Economics dexterously navigates this interdisciplinary field of research which celebrates the crucial contribution of information to decision making market dynamics and economic well being Offering a wealth of conceptual analysis this erudite Companion embarks on an intellectual journey exploring the fundamentals of

information economics This title contains one or more Open Access chapters      **ECRM 2023 22nd European Conference on Research Methods in Business and Management** Academic Conferences and Publishing Limited,2023-09-06      **The Cambridge Handbook of Marketing and the Law** Jacob E. Gersen,Joel H. Steckel,2023-07-13 This handbook examines a wide range of current legal and policy issues at the intersection of marketing and the law Focusing on legal outcomes that depend on measurements and interpretations of consumer and firm behavior the chapters explore how consumers form preferences perceptions and beliefs and how marketers influence them Specific questions include the following How should trademark litigation be valued and patent damages assessed What are the challenges in doing so What divides certain marketing claims between fact and fiction Can a litigant establish secondary meaning without a survey How can one extract evidence on consumer behavior with the explosion of social media This unique volume at the intersection of marketing and the law brings together an international roster of scholars to answer these questions and more      The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism Saurabh Kumar Dixit,2017-04-07 Consumer behaviour is one of the most explored topics in tourism and hospitality marketing interchangeably denoted by the terms traveller behaviour tourist behaviour or guest behaviour Consumer behaviour acts as an origin for every tourism and hospitality marketing activity It offers an understanding of why people tend to choose certain products or services and what sort of factors influence them in making their decision The decision process of buying tourism products or services takes time because they are mostly intangible in nature due to which there are many risks involved in their buying process The Routledge Handbook of Consumer Behaviour in Hospitality and Tourism aims to explore and critically examine current debates critical reflections of contemporary ideas controversies and pertinent queries relating to the rapidly expanding discipline of consumer behaviour in hospitality and tourism The Handbook offers a platform for dialogue across disciplinary and national boundaries and areas of study through its diverse coverage It is divided into six parts Part I offers an overview of consumer behaviour Part II focuses on the service quality perspectives of consumer behaviour Part III deliberates on customer satisfaction and consumer behaviour linkages Part IV explores the re patronage behaviour of consumers Part V addresses the vital issues concerning online consumer behaviour and Part VI elaborates upon other emerging paradigms of consumer behaviour Although there is no dearth of empirical studies on different viewpoints of consumer behaviour there is a scarcity of literature providing conceptual information The present Handbook is organised to offer a comprehensive theoretical body of knowledge narrating consumer behaviour especially for hospitality and tourism businesses and operations It attempts to fill this research gap by offering a globalised volume comprising chapters organised using both practical and academic approaches This Handbook is essential reading for students researchers and academics of Hospitality as well as those of Tourism Marketing International Business and Consumer Behaviour      **Software Engineering Application in Systems Design** Radek Silhavy,Petr Silhavy,Zdenka Prokopova,2023-01-01 This book presents the latest research on software engineering application in

informatics The fields of software engineering informatics computer science and artificial intelligence are critical for study in the intelligent systems issue space This is the first part of the refereed proceedings of the 6th Computational Methods in Systems and Software 2022 CoMeSySo 2022 The CoMeSySo 2022 conference which is being hosted online is breaking down barriers CoMeSySo 2021 aims to provide a worldwide venue for debate of the most recent high quality research findings

*Consumer Dilemma to Purchase Hybrid Car* Kooi Chung Leng, Tooi Ai Chin, Abu Bakar A Hamid, 2020-06-30 As industrialisation continues to evolve exacerbating environmental problems such as global warming and climate change have raised the concern across the globe Road transport is primarily the most notable source of pollution in the world With the sophistication in environmental technology a variety of environmentally friendly products have been introduced in the market and hybrid vehicle is highly recommended However in Malaysia automotive market demand for hybrid vehicle is still considered very low compared to non hybrid vehicles and thus to conduct a study on consumer s adoption toward hybrid car is timely The study investigated the relationships between marketing mix 4Ps environmental concern governmental incentive and purchase intention of hybrid car in Malaysia A total of 372 valid samples were collected using convenience sampling technique The Structural Equation Modelling SEM by using Smart PLS was employed to investigate the significance of individual path correlations measurement model and overall fit of structural model The results of the study revealed that marketing mix 4Ps governmental incentive attitude subject norm and perceived behavioural control showed a significant and positive relationship with hybrid car purchase intention In addition environmental concern exhibits the moderation effect among those relationships

*ACHITS 2019* Eddy Yunus, Bachrul Amiq, Meithiana Indasari, Daniel Susilo , e would like to welcome you to the ASIAN CONFERENCE ON HUMANITIES INDUSTRY AND TECHNOLOGY FOR SOCIETY hosted by Dr Soetomo University on 30 31 July 2019 at Dr Soetomo University Surabaya East Java Indonesia The conference aims to provide all researchers with the opportunity to share their research in the areas of Social Science Industry Technology to the International community This Conference accepts all paper related to Humanities Industrial Revolution Applied Technology and Engineering for Sustainable Society and our Objectives is to promote an exchange of research ideas and knowledge among local and international researchers and alsı to provide a platform for research collaborations among local and international researchers and institutions of higher learning

**ICO-ASCNITY 2019** Hidayatul Ihsan, Eka Siskawati , Amy Fontanella, Afifah , Sariani , Robbi Rahim, 2020-04-08 As an annual event 1st International Conference on Applied Science Business and Humanity ICo ASCNITY 2019 brought the agenda to assembly together researcher academics experts and professionals in examining selected theme by applying multidisciplinary approaches In 2019 this event held in 1 2 November at Grand Inna Hotel and Convention Padang Indonesia The conference from any kind of stakeholders related with Accounting Business Art and Tourism Language and Education was refereed before being accepted for publication The double blind peer reviewed was used in the paper selection 4th International Conference on Islamic Economics, Business, Philanthropy.

and PhD Colloquium (ICIEBP) 2022 Meri Indri Hapsari, M. Bastomi Fahri Zusak, 2023-06-16 This is an open access book. The success of the 1st 2nd ICIEBP 2017 and 2018 in Universitas Pendidikan Indonesia UPI Bandung and Universitas Airlangga UNAIR Surabaya Indonesia that brought a wide range of participants did not stop the courage of us to conduct the 3rd ICIEBP virtually on 2020 adapting the pandemic situation in mind that the conference attendees gained vital insights into Islamic economics from different viewpoints. Moreover, to maintain the continuity of the Islamic Economics conference in presenting insights sharing and executing ideas presented by innovative researchers, experts and practitioners, organising these innovative discussion forums at the highest level is necessary. Therefore, the Department of Islamic Economics Faculty of Economic and Business Universitas Airlangga in collaboration with the Department of Islamic Economics Faculty of Economics and Business Education UPI proudly presents The 4th International Conference on Islamic Economics Business and Philanthropy ICIEBP that was held on 4-5 October 2022 in Surabaya Indonesia. The theme as well as the main objective of the conference is Integration of Islamic Economics Finance and Philanthropy for Sustainable Development of Cities and Communities. This conference program will elaborate on how a nation can achieve sustainable development and at the same time solve socioeconomic problems such as poverty. In addition, the Islamic perspective as a new and emergent pattern has demonstrated an unprecedented performance in terms of transforming Muslim societies and beyond.

**Decoding Consumer Choices: Advanced Strategies for Analyzing and Influencing Buying Patterns** Jewell McFarland, Unveil the intricate world of consumer behavior with this comprehensive guide. Discover advanced strategies for analyzing and influencing buying patterns. Understand the psychological, social and cultural factors that drive consumer choices, empowering you to craft effective marketing campaigns. Explore a wealth of research-backed insights including consumer segmentation techniques, predictive analytics and neuromarketing methodologies. Learn how to interpret and utilize data to identify consumer needs and preferences. With actionable strategies, you'll gain the ability to predict and shape buying decisions driving business growth. This book is an invaluable resource for marketers, business leaders and anyone seeking to understand and influence consumer choices. Its practical approach and comprehensive coverage make it an essential read for professionals looking to stay ahead in the ever-evolving landscape of consumer behavior.

**How to Avoid Negative Influences from Society with the Help of Financial Education** Digital World, 2024-09-06 Hello everyone! I'm excited to introduce you to the fascinating world of financial psychology. In this series, we'll explore how our emotions, beliefs and behaviors influence our financial decisions. We'll see how this understanding can transform our relationship with money and help us achieve our goals. Financial psychology studies the relationship between the human mind and money. It explores how psychological factors such as emotions, perceptions and beliefs influence our financial decisions. It combines concepts from psychology and economics to understand financial behavior. Financial psychology isn't just about numbers and graphs; it helps us understand why we sometimes make financial decisions that don't make rational sense. By understanding the

psychological mechanisms behind our decisions we can make more informed decisions that align with our goals Emotions such as fear greed and anxiety significantly influence our financial decisions Fear of losing money can lead to conservative decisions while greed can lead to excessive risk taking Hope for a better future can motivate us to save but it can also lead us to invest in high risk assets Emotions are like an internal GPS that guides us in our financial decisions However they can lead us down a wrong path if not managed properly By identifying and understanding our emotions we can make more rational decisions that are aligned with our long term goals Cognitive biases are mental shortcuts we use to make decisions faster but they can lead us to make mistakes Examples of biases include loss aversion confirmation bias and herd behavior How to identify and overcome these biases to make sounder financial decisions Our brains are incredible machines but they are also prone to making mistakes Cognitive biases are like optical illusions that distort our perception of reality By being aware of these biases we can take steps to counteract their effects and make more rational decisions Our financial habits are shaped by our experiences and beliefs The importance of developing healthy financial habits such as saving investing and planning for the future How to create new habits and break old financial habits Our financial habits are like paths we follow on autopilot If we want to change our financial results we need to change our paths By developing new positive financial habits we can transform our financial lives Financial psychology offers us a new perspective on money Instead of seeing money as an end in itself we can see it as a means to achieve our goals and live a more fulfilling life

#### **Factors Affecting Green**

**Purchase Decision of Consumers. A Study on Energy Saving Light Users of Barishal City** Shahinur Rahman, Imran Hossain, 2019-04-03 Master s Thesis from the year 2018 in the subject Economy Environment economics grade 4 00 out of the scale 4 00 language English abstract Climate changes and associated impacts make people think about changing their traditional consumption patterns and go for purchasing green products to make this earth livable for the future generation The study aimed at verifying the factors determining green purchase decision of energy saving light users of Barishal city A total of 200 two hundred respondents participated in the study who are only from Barishal city and use energy saving lights In this study the author employed the judgmental sampling technique to collect responses from the participants through a self administered questionnaire Structural equation modeling was employed to analyze the empirical data and test the proposed hypotheses of the study via AMOS 23 The findings of the study revealed that perceived benefits 41 have the most significant effect towards green purchase decision of energy saving light users in Barishal city Marketing factors 18 and environmental knowledge 15 have also significant effect towards green purchase decision of energy saving light users In this study peer groups are considered as insignificant determinants for the consumers of energy saving lights Marketing factors 21 have a significant effect on environmental knowledge which is the mediating variable in the study This paper will help marketers formulate effective strategies based on these results to reach target markets and contribute to the sustainable environment

Proceedings of the 4th Asia Pacific Management Research Conference (APMRC 2022) Eva Hotnaidah

Saragih,Rike Penta Sitio,Rosita Fitriyani,Dhinar Silalahi,Yeneneh Tamirat Negash,2023-02-10 This is an open access book It has been our great honor to welcome all the participants to the 4th Asia Pacific Management Research Conference was held in Surabaya Indonesia on May 18th 20th 2022 as a hybrid conference virtually conference I recalled formulating the concept and conducting this conference with the Research Center and Case Clearing House RC CCH Team back in 2017 The conference encourages fresh and impactful studies that address the latest issues and topics particularly in economics management business and accounting The forum particularly welcomes the discussion and sharing among research fellows in a semi formal academic setting As we reach the fourth conference we are confident that we will maintain a contribution to the global literature It is undeniable that the theme of the COVID 19 Pandemic is the main issue of this fourth conference but rather than focusing on the misery we look for models technologies and concepts that are beneficial for the economy and businesses to grow toward the new normal This conference received 136 abstracts of which 57 were accepted articles in Atlantis Proceeding *Language and culture in organization and consumer behaviors* Xi Li,Qingyu Zhang,Luluo Peng,Tomoki Sekiguchi,Kui Yi,2023-11-02 The Importance of New Technologies and Entrepreneurship in Business Development: In The Context of Economic Diversity in Developing Countries Bahaaeddin Alareeni,Allam Hamdan,Islam Elgedawy,2021-03-12 This book introduces the students researchers and practitioners into the subject and enabling technologies and applications pertaining to of technology entrepreneurship and business development through research articles case studies etc It is primarily intended for academic purposes for learners of computer Science management accounting and information systems disciplines economics entrepreneurship Publishing chapters in the book is new innovative idea to spread the book in the Middle East and Arab countries and make the book achieve more sales As many students in all levels graduates and undergraduates in addition to research professionals are not able to get sufficient resources because of the language concern **Alcohol Influence** Nakoa Rainfall,AI,2025-03-11 Alcohol Influence presents a compelling narrative exploring how alcohol has profoundly shaped human civilization Moving beyond its role as a mere beverage the book examines alcohol s transformative influence on cultural practices economic systems and social structures throughout history Intriguingly the text reveals how alcohol played a central role in religious rituals of ancient civilizations and served as a catalyst for economic development and trade across various societies The book adopts a multidisciplinary approach integrating historical accounts with anthropological insights and economic analyses to provide a comprehensive understanding of alcohol s impact Beginning with the basics of alcohol production and consumption it progresses through specific historical periods from ancient times to the Industrial Revolution illustrating alcohol s role in shaping trade networks and social hierarchies This approach underscores the argument that alcohol s influence extends far beyond simple consumption continuing to shape our world today The unique value of this book lies in its holistic perspective synthesizing archaeological historical and sociological evidence to offer a 360 degree view of alcohol s pervasive influence on human



societies      **Paradigm Shift in Economics and Finance—The Role of Technology and Innovation** Dr. B.B. Tiwari, Dr. S. Ranjith Kumar, Dr. Rajeena Syed, 2025-07-10 The book covers a wide range of contemporary topics exploring emerging trends challenges and innovations in these disciplines It delves into the latest advancements in economic theories financial systems management practices and technological innovations that are shaping the future of global industries With a focus on interdisciplinary approaches it aims to provide readers with a deeper understanding of the interconnectedness of these fields in today s rapidly evolving world This book offers valuable perspectives on how economic policies financial systems management strategies and technological breakthroughs can collectively contribute to the growth and sustainability of organizations and economies in the Amrit Kaal era      Deutsch-türkische Agrarforschung / Türk-Alman Tarımsal Arastırma  
Othmar P. Walz, 2006-12-21

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