



SELF-CONCEPT'S ROLE AND INFLUENCE IN UTTARAKHAND STATE MARKET IN CONSUMER BEHAVIOUR AND ITS CONSEQUENCES: A CRITICAL RESEARCH

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Abstract-Self-concept is an important yet researched aspect of business consumer behavior and understanding processes underlying consumer behavior has become an increasingly important research area, especially for businesses and marketers. Things are a central focus of the lives of consumers, and a significant portion of people's time is spent purchasing or paying for goods. Knowing customer behavior is central to Uttarakhand's effective marketing strategy. Consumer behavior was defined as the totality of consumer decisions on the acquisition, consumption and disposal of products. This process involves the consumer identifying needs, finding ways to solve these needs and then implementing the purchase decisions. To fully understand consumer behavior, it is necessary to analyze the how, what, when, where and from whom the process takes place in Uttarakhand. According to symbolic interactionism, an individual's self-concept is based on others' perceptions and responses. An interaction with others and integrating their estimated appraisals greatly influences an individual's behaviour. This article assesses the role and impact of self-concept behavior in Uttarakhand. And also study the self-behavior strongly influences consumer behaviour in Uttarakhand. Moreover, It assess the product often play a pivotal role in defining the self-concept.

Keywords: Self-concept, consumer behaviour, business, perceptions.

1. Introduction

The concept of self is how a consumer sees and feels about himself, both the real self and the ideal self he would like to become. Consumers use the products to support their self-concepts. Products and brands are an important way for consumers to reflect and shape their identities. Self-concept is a social phenomenon. It is an attitude towards oneself. Consequently, the way we

dress, the products we use, the services we need, depend on how we want to perceive ourselves. There is a relationship between a person's self-image and the product you want to buy.

Three Components of Self-concept and Some Examples

Self-concept is the individual knowledge of who he is. According to Carl Rogers, the concept of self has three components: self-image, self-esteem and the ideal self. Self-concept is active, dynamic and malleable.

- A person sees herself as an intelligent person;
- A man perceives himself as an important member of his community;
- A woman sees herself as an excellent spouse and friend;
- A person thinks of himself as a nurturing and caring person;

Consumers are first asked to evaluate their self-concept on a differential scale. Then he is asked to evaluate the brands of products on the same scales. Consumers should prefer the responses seen with brands. After combining the concept of self with the image of the brand, the individual tries to find products for their own satisfaction. If you are satisfied, self-concept is reinforced as shown in the Figure 1.1.

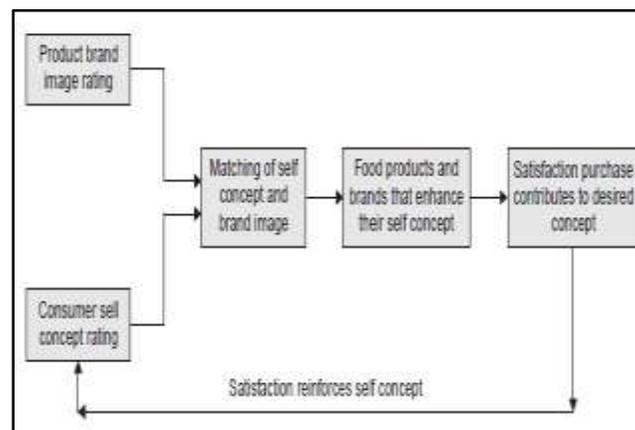


Figure 1.1: Relationship between Self-Concept and Brand Image Influences



The interaction between the product and the self-concept can be specific to the situation. In some situations, self-concept can be improved or strengthened to a lesser or greater extent. Marketing specialists use these tools as a guide for choosing products and brands.

2. Defining Consumer Behaviour

Comparatively, consumer behaviour is a modern area of research that developed only after the Second World War. The demand for sellers has vanished and the competition for buyers has grown. This culminated in a paradigm change in the emphasis of the producer from commodity to customer and concentrated primarily on consumer behaviour. The assessment of the marketing concept from the mere concept of sale to consumer-oriented marketing has contributed to an independent discipline of buyer behaviour. The evolution of consumerism and consumer law emphasises the value given to the consumer.

Heterogeneity among individuals makes it a difficult task for marketers to understand consumer behaviour. Marketers also felt the need to develop an in-depth understanding of the purchasing behaviour of customers. Finally, in order to build long-term customer relationships, this information served as an imperative tool in the hands of marketers to predict the future purchasing behaviour of customers and formulate four marketing strategies. In general, consumer behaviour is the research of individuals or organisations and the mechanisms used by consumers to find, choose, use and dispose of goods, services, experience or ideas to meet needs and their effect on consumers and society.

In identifying needs, finding ways to address their needs, making buying decisions, understanding information, making plans, and executing these plans, consumer behaviour includes the psychological processes that consumers go through. It combines elements of psychology, sociology, economics, and social anthropology. It seeks to grasp, both individually and in groups, the decision-making processes of consumers. In an effort to understand the desires of individuals, it examines the attributes of individual consumers, such as demographics and behavioural variables. It also seeks to analyse market factors from groups like family, friends,



comparison groups, and society in general. The fundamental belief of a marketing-oriented corporation is that the client is the hub in which the organisation revolves.

The market itself implies the customer, from which all marketing campaigns are built and implemented. Marketing managers use different approaches to add value to the finished product that will enter the hands of customers in order to meet competition in the marketplace. This implies that there is a increasing interest or recognition among marketers in an ever evolving marketing climate to research the customer behaviour around which all marketing activities are carried out.

The centre of marketing campaign design is understanding customer behaviour. The response of customers to this strategy determines the success or failure of an organisation. An company can succeed in this competitive environment only by providing more consumer value than rivals-the contrast between all the benefits obtained from a complete product and all the costs of obtaining those benefits. Providing superior customer satisfaction allows a company to do a better job than the rival in predicting and responding to customer needs.

Marketing strategy is simply the answer to the question: how can the business provide its target market with superior consumer value? The response to this question involves the formulation of marketing mix-strategies for product, price, location and promotion. The correct combination of these components meets the needs of consumers and provides consumer value. Studying consumer behaviour helps marketing researchers to anticipate how customers are going to react to advertising messages and to understand why they make the buying decision.

3. Types of Buying Behaviour

1.3.1 Routine Response Behavior

Routine Response Behaviour is exhibited when buying low involvement products that are purchased frequently having low cost. Since there is little “risk” involved in making the purchase, there is little need for a search and decision-making effort. Routine items are those that are purchased by consumers almost automatically. The consumers are familiar with such



products or product categories and have enough experience with purchasing it. Examples of such routine purchases include soft drinks, snacks, milk and egg.

1.3.2 Limited Decision-Making Behavior

When buying goods that are purchased rarely and not regularly, a customer shows restricted decision making. When there is a need to learn more about an unfamiliar brand in a familiar product category, he could engage in a limited search for knowledge. The method of searching will be easy, requiring a moderate amount of time for information collection. An item of clothing may be a good example. A customer may know the category of the product he/she is interested in, but may not have decided on a brand or design.

1.3.3 Extensive Decision-Making Behaviour

Products/services that are not commonly purchased and include complicated factors and high customer engagement take more time for decision-making. The more unfamiliar and costly the products/services are, the more time it will take to make the decision to purchase.

The time taken for a decision to be made is dependent on the amount of risk involved in the purchase. With regard to products like vehicles, houses, computers, and education, there may be a high degree of economic, efficiency, and/or psychological risk involved in the purchasing decision. Consumers can take as much time as they need to collect data and then make a buying decision. A comprehensive search may include going online to collect information from businesses that sell the product, talking to friends and family, visiting stores or outlets that carry the product or providing the service consumers are searching for.

1.3.4 Impulse Buying Behavior

Sometimes, with no deliberate preparation or advance thinking, customers make purchases. No time is spent making the buying decision when this occurs. Emotional buying may be impulse buying. A customer can build an emotional link with a product based on something he/she is passionate about, and a purchase can be triggered by this link.



Either in the retail outlet or at the checkout aisles, the mere sight of a product, such as candy, gum, mints, chips or other products prominently displayed, may cause consumers to purchase things they may not have expected to buy. The purchase of the same item does not necessarily evoke the same purchasing behaviour. Depending on the circumstances or condition, items may switch from one category to the next. For instance, a suit or a dress may become a high-involvement purchase if the customers buy it to wear for a wedding.

Similarly, for customers who don't go out much, going out for dinner can also entail comprehensive decision-making, but for someone who goes out regularly, it might require a minimal decision-making process. The reason for the dinner thus defines the degree of decision-making.

4. Conclusion

There are two main conclusions that can be taken from the self-concept conceptualizations outlined by earlier scholars. First, researchers need to recognise an age perspective because of the complex nature of the self, i.e. how actual age affects the creation of the self-concept of a person and the resulting attitude and actions. However, in their discussion of the self-concept, prior research primarily recognises the complex existence of the self-concept, measures only one period of the self-concept-life cycle, such as puberty or young adulthood (Marsh et al. 2006), or outlines that the role of real age in future research needs to be addressed. Although these findings provide a framework for future research into self-concept, they do not provide theoretically grounded and testable hypotheses that account for all stages of the life cycle of self-concept and its corresponding effect on attitude and actions.

Second, in order to research the self-concept, multiple lenses need to be applied, since the self is shaped by different variables that are typically studied in fields such as cognitive psychology, developmental psychology, social psychology or sociology.

This interdisciplinary hypothesis is reinforced by literature from different research fields, thus recording that the self-concept mediates the influence of different influences on the attitude and actions of individuals. Evidence suggests that factors such as a leader's behavior, academic



achievement (Trautwein et al. 2006), evaluations of significant others (O'Mara et al. 2006), global culture, life events (Park 2010), as well as cognitive and desired age influence the self-concept, which in turn influences an individual's attitude and behavior.

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