

INVESTIGATING THE ROLE OF SELF CONFIDENCE AMONGST CONSUMERS IN THE EARLY ADULTHOOD STAGE.

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ABSTRACT

In today's context consumers self-confidence and their knowledge plays a major role in their decision making process. To gain knowledge about the products features and its authenticity, information search plays a major role; it helps in increasing the self-confidence of the consumer while making satisfactory decision. This experience has contributed to the emergence of information search and information diffusion behavior is the key areas for research in the field of consumer behavior now a days. However, in the present research, researcher identified seven factors namely Customer Behavioral Consciousness, Customer Knowledge , Self-assurance of information searching, Customer Uncertain Behavior, Esteem and Attention Seeker, Buyer Confidence ,Customer Self Belief affecting the Consumer Self Confidence based on KMO Analysis and also proposed CFA Model using AMOS to confirm the extraction of consumer self-confidence with information search behavior The sample size taken for the purpose of study was 300 respondents using a convenience sampling. Results suggest that the customer uncertain behavior creates lack of confidence for purchasing and also suggest the different aspect of customers' confidence and their behavior with or without knowledge/information. The results also indicate that a seven-factor correlated model provides the best representation of the data. The present study contributes to the promising literature regarding the role of various factors that are affecting the consumer self-confidence and how consumer self-confidence is influenced by information search. The research also explore the various factors affecting the self-confidence of the consumer while making decision to purchase a product and also identified the most critical factor that is to the information search behavior.

Key Words: Self Confidence, Consumer, Purchase Decision, Knowledge, Information Search Behavior

Introduction

The consumer market is varying at such a faster rate, marketers and producers need to market their product and services competitively to their consumers. Different types of expectations and experiences consumers bring in while buying any product or services. Hence it is very important before targeting the consumers to understand their purchase decision making, buying needs and behavioral traits. It is very complex to find out what factors actually affects the consumer decision making while purchasing the product or services. We cannot treat all decisions as same, some are routine and some

are very complex type. In today's context self-confidence and knowledge plays a major role in consumer decision making while purchasing a product or the services.

Self Confidence is all about the assurance of customers with respect to decision making process and capability of choosing the product in market.(Bearden, et al. (2001)), Self-confidence, is also the part of self-regard and effectiveness of decision making process, also the trust on this confidence of personal worth (Coopersmith, 1967). Everyone needs some knowledge of the product which they are going to purchase. Consumers always try

to acquire more and more information of the same product which is provided by the different brands in the market. It helps them to identify the proper and satisfactory brand of the same product available so that they can purchase it.

Many brands offer identical product with altered qualities, prices and structures. People reach to those social groups who have already made a purchase for the same product. This is because the knowledge and experience is very much helpful to clarify the confusion in individual's mind. It is not necessary that the information provided by the person is correct because it may be possible that the experience which they carry is negative in their sense. The negative feedback of the person will lead to the negative perception for others mind and it will not help them to create such self-confidence for making the purchase decision. That's why the decision maker will always try to search the information from various social groups like friends, family, colleagues, and shopkeepers. It is also observed that the consumer visits different shops and take the knowledge of the different brands. The biasness is always made in individuals mind for the product which they have seen for the first time in any advertisement.

The confidence of customer is seen by the influence of the cultural habitable. It is most important for the marketer to know from where they belong like country, region, language, values which they follows, religion they belongs. The cultural aspects relatively influence the social nature of the customer. The customer is more likely to possess the goods on the basis of adoption criteria of the social group members. It is essential to know that consumer self-confidence derived not only from the knowledge which he possesses but also from

the self-esteem. Self-esteem is a broad term in itself but it directly reflects the confidence in the consumers. It is overall judgment of self-worth, self-value and importance. We can directly or indirectly relate self-esteem and self-confidence in terms of consumers for buying decision. Socialization also affects the purchasing decision of the consumers. A person is how much socialized with friends, family and even strangers. The suggestions made by this social group negatively or positively direct affects the purchasing decision of the consumers depends upon the quantity of information provided by these groups. There are two major reasons why these studies have done on the self-confidence (1) experiments involving the factors and attributes that are influenced by advertising and interpersonal relations and (2) a pre-happening of any event or thoughts before knowledge factors and attributed related to marketing.

Review of Literature

Various academic researches shows that consumer self confidence is positively associated with the positive experiences of the consumers while taking buying decisions in the market. Customer self confidence is key source of customer buying decision process which made of self knowledge about product.(Zubi A 2015), Before purchasing any products , motives should be clear about socialization that gives special influence to purchase the product (Arnold, 2003). Consumers' selection of product, consumption style and purchase attitude shift one generation to other (John 1999). Attitude also shows the confidence during purchasing and it comes from generation even (Moschis, 1987). Social media play an important role to collect information and generate self confidence (Sheth,1983). There are many ways to collect

the information but the customer generally using primary or personal source first like: friends, relatives etc and then they use impersonal like media or promotion etc. (Miller 2007). To collect information from any of personal or impersonal source give opportunity to the customer or confidence to purchase the product on minimum price or to negotiate (Hyuee Mee, 2007). Shopping is the activity of mutually sharing the information and spent time together, female like most this type of activity and enjoy doing shopping with sisters, mother and collect more information from market and mutually influencing in socialization kind of activity as a consumer (Minahan, 2010). Consumers show their confidence with respect to demographic variables regarding socialization; in which role of females are most influence and impactful (Barber, 2009). Shopping and sharing information about market and product is the kind of meditating activity for the Chinese customers (Cai,Y., 2012). Different determinant play different roles in shopping activity and it gives motivation to customers to taking decision in shopping (Dholakia, 1999). Determinants like situation base products want more information before purchasing and after information collection the purchasing process gives more satisfaction (Fennell, 1978). Customer information collection habit gives them more confidence but this confidence not always give same kind of outcomes because customer's confidence is not always stable and it gets changed as per the collection level and their involvement towards product (Hellen, K. 2011). Price is one of the determinants for the customer to do shopping in a pleasant way. Many customers have interest to do the hedonic shopping because of price, they collect information and get more updated with respect to price

and then enjoy the any type of shopping (Jine, B. 2003). Same time some customer have interested only utilitarian shopping as compare to hedonic but for that too they have proper knowledge and information about market and product that give more confidence in purchasing process (Lim, e. 2008). Information search behaviors gives confidence to customer for choosing store for shopping and explore the confidence in terms of taking decisions of purchasing (Davis, L., 2012). Explore the information in the market about product is having different style gender wise, females are more involved and intensive as compare to male regarding searching behavior (Barber, 2009). Females are more dependent as compare to male so they need more information before taking decision of purchasing any product (Damhorst, 2005).

Self confidence is related to consumer's psychology or we could say that it is the mind set of consumer how they perceived information from the source and how they use in the market (Sheth, 1983). Information search behavior is the motivational factor for the customers to create self confidence for taking the decision during purchasing process (Traindis, H. C., 2001). Consumer knowledge is the key source of self confidence and with the help of this knowledge they are able to motivate themselves and be the part of updated market (Park, C. 1994). Retailing practices depends upon the personal knowledge, motivation and self confidence, these determinants involve in the types relationship retailing (Paridon, T. ,2006). In any type of retailing consumer socialization is the key source of life style related decision making process (Moschis, G., 1987).

Many researchers have found the outcome of the research that identification of different behavior of

consumers could be evaluate by self-worth and on the basis of different scales of psychosomatic(Bearden, Hardesty, and Rose 2001). Self-esteem is directly related to self-confidence of an individual. Self-esteem is self-worthiness, or own worth. High self-esteem is associated with making a conscious, well planned and informed purchasing decision without involving in any form of compulsion (Desarbo and Spring 2009, Edwards 1996, Medina and Saegert 1996, Perry and Morris 2005).

Pre purchasing knowledge about the product always motivate and give confidence to the customer and they change their purchase behavior during the purchasing decision and always show their seeking behavior towards collection of information about products and specially focus on durable products. (Bennett, P.D., 1999). Information source is important part not only before purchasing the products but also hiring services. Food services need information search behavior, this was the thinking started from customer side during 2002, they had started showing pre information search behavior regarding the same and tried to identify the best restaurant services with the help of information search behavior and satisfy their mental status by using that information during decision making process (Iglesias, M.P, 2002). In the same process People started collecting information of each and every type of hospital services also before taking final decision of purchasing (Cooley, D. O., 2009). Information search behavior and self confidence is correlated and used by industry also for multichannel decision making process (Elliott, M.T., 2012). Consumer information search is the process of motivation, self confidence and to prepare for market interaction, but because of this process service provider

faced different challenges in the market ,they have to continues update their selling process and knowledge about the customer profile to convince them (Mortimer, K, 2013).

Objectives of the study

- To determine the level of confidence of respondent to the factors obtained
- To Confirm the Extraction of Consumer Self Confidence with information search behavior by Proposed (CFA) Model.

Research Methodology

The study is exploratory as well as empirical in nature. Non-probability convenience sampling Technique was chosen for this study. Sample size of 300 individuals consumers were considered for this study. The respondents were aware about information search behavior; those were considered for the study as a sample. Sample unit were considered young consumers, with medium to high income group and married and single all types of people. Data was collected from primary and secondary sources. Primary data was collected through survey method using structured questionnaire (Bearden, W. O. et. al., 2001) fit scale was adopted. Self Confidence was used as the dependent variable and Information Search Behavior as the independentvariable.Confirmatory Factor Analysis by using AMOS along with descriptive analysis of data was done.

Data Analysis and Results

The Kaiser –Meyer-Olkin(KMO) test of sample adequacy is conducted to check whether the sample collected was adequate and value of KMO was found to be 0.840 which indicates that the dataset could be used

for Factor Analysis Table 1 shows the loadings of items on different factors. As per the analysis results the number of factors included for the analysis was seven namely Customer Behavioral Consciousness CBC (5 items) ,Customer Knowledge KN (4 items) Self assurance of information searching SA (3 items), Customer Uncertain Behavior CUB (4 items), Esteem and Attention Seeker EAS(7 items), Buyer Confidence BC(4 items), Customer Self Belief SB(4 items).In an effort to further evaluate the items and their structure, confirmatory factor analysis using AMOS has performed. Examination by modification indices are done from confirmatory factor analysis and analysis suggested that several items should be deleted. These revisions then resulted in seven factors and twenty three items distributed as follows: CBC (3 items) after deleting two items ‘ I am afraid to "ask to speak to the manager ‘ and ‘I don't like to tell a salesperson something is wrong in the store.’ , BC(2 items) after deleting ‘I know when a marketer is pressuring me to buy’ and ‘I get compliments from others on my purchase decisions’, EAS (5 items) after deleting ‘I have no trouble understanding the bargaining tactics used by salespersons’ and ‘ I can see through sales gimmicks used to get consumers to buy’, CUB (4 items), KN (4 items), SA(2 items) after deleting ‘I know where to look to find the product information I need’ and SB (3 items) after deleting ‘I frequently agonize over what to buy’.

The fit Statistics for the model were chi-square values (and degrees of freedom) 336.71 (209), TLI , 0.919; and CFI, 0.933, CMIN/DF ,1.611, GFI, .907 and AGFI ,0.807 . The RMSEA for the model was 0.047.

These results then suggest that a seven-factor correlated model provides the best representation of the data.

Discussion

Customer Behavioral Consciousness (CBC) was first factor which include the behavior part or self consciousness of the customer and shows that when customer have some information about the product or services the confidence automatically comes and they always pinpoint the salesperson to their behavior and about the process,if anything wrong they observe, (Cal & Adams, 2014).Behaviorconsciousness or hesitation is also the psychological problem, generate in customer because of personal low profile or external environment of development, education level, geographical location etc. (Chelminski, & Coulter, 2007). In the present study second factor was Customer Knowledge(CK), include the overall knowledge enhancement of brand experience, shopping knowledge and confidence. Consumer self confidence generate the overall information about the brand and product also the process of purchasing. All the activities of customer knowledge is based on utilitarian motives and recreational motives which generates the extreme confidence inside the customer and they used during the purchasing process, (Bearden, et. al., 2001). Third factor consist the Self assurance of information searching, i.e. all types of assurance before taking decision of purchasing and have confidence on that data also, (Lysonski & Durvasula, 2013), comes after taking experience of products, brands and stores. Customer Uncertain Behavior is the another key factor of the study and this behavior consumer show when they do not have much knowledge about brand or about market information. Consumer mood swing behavior based on many items like, gender, income, education and

specially knowledge, all factors together show the variability of the customer confidence during purchasing process in the market, (Hellén, K., & Sääksjärvi, M., 2011). Esteem and Attention Seeker is the different aspect of customer's confidence, people sometimes feel low or low confidence during purchasing if they feel that seller is not giving attention or giving importance. Esteem is the common factor now a days because customer know they could purchase the products even from online so they are more conscious regarding esteem if they are purchasing the products from store. (Farrag, 2010). Buyer Confidence depends on the collection of information about market/product/brands. In current scenario customers are much aware about brands, offers and promotion and these information give them more self confidence and knowledgeable. (Paridon, T.J., 2008). Study found that word of mouth as compare to other medium of publicity is the strongest mode and this give full information about brands, stores offers to customers and they feel more knowledgeable and confident. Customer Self Belief is the strongest pillar among all the items because it depends to the customers' self belief and trust; which is beyond the all information and knowledge they have. CSB has focused on individual behavior and development of the customers. (Preacher, K. J., 2008), Developed the theory with comparison of different behavioral models, that self belief is the strongest pillar of any kind of confidence.

Conclusion and Implications of the Research.

The study was focused on self confidence of the customer on the basis of information search behavior. Study has impelled the seven factors, found different

directions and behavioral aspects of customer behavior. Most dominating item was customer hesitation customer uncertain behaviour; which occurs because of low information about market or product and least dominated item was how to generate the information or the process of information search behavior. So it can be concluded from the study that the customer uncertain behavior creates lack of confidence for purchasing. Study reveals the different aspect of customers' confidence and their behavior with or without knowledge/information. As study was focused on self confidence of customer on early childhood stage; i.e. more customers has information seeking behavior in young age, more they feel confident in any type of decision making stage of purchasing of products or services from the online or offline market. Study also found that self motivation increased towards shopping if customers' has information about product, (Bakir, Rose, & Shoham, 2006). Future research may be applicable on different mode and specific product or brand category so result will be give different parameters on the basis of different demographic and geographic variables. Specific category of product research will be helpful for the retailers to give proper knowledge or information about product to the customer or display right information about the product so that customer feel more confidence about product and positively take decision to purchase the product.

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Annexure

Table 1

S. NO	Factor	Statement	Factor Loadings	Mean
Q20	Customer Uncertain Behavior (CUB)	I never seem to buy the right thing for me	1.423	1.259
Q19		I often wonder if I've made the right purchase selection	1.306	
Q17		I often have doubts about the purchase decision I make	1.299	
Q21		Too often the thing I have buy are not satisfying	1.011	
Q37	Customer Behavioral Consciousness (CBC)	I am hesitant to complain when shopping	1.175	1.062
Q35		I have a hard time saying no to a salesperson	1.072	
Q33		I am afraid to "ask to speak to the manager	1.107	
Q36		I am too timid when problems arise while shopping	.946	
Q34		I don't like to tell a salesperson something is wrong in the store	1.010	
Q30	Buyer Confidence (BC)	I know when a marketer is pressuring me to buy	.782	.7215
Q32		I can separate fact from fantasy in advertising	.830	
Q28		I can tell when an offer has strings attached	.752	
Q26		I get compliments from others on my purchase decisions	.522	
Q25	Esteem and Attention Seeker (EAS)	I have the ability to give good presents	.702	0.611
Q27		I know when an offer is "too good to be true"	.647	
Q22		My friends are impressed with my ability to make satisfying purchases	.637	
Q23		I impress people with the purchases I make	.665	
Q29		I have no trouble understanding the bargaining tactics used by salespersons	.570	
Q31		I can see through sales gimmicks used to get consumers to buy	.533	
Q24		My neighbors admire my decorating ability	.524	

Q13	Customer Knowledge (KN)	I can tell which brands meet my expectation	.682	0.6035
Q16		I can focus easily on a few good brands when making a decision	.591	
Q11		I have the skills required to obtain needed information before making important purchase	.682	
Q15		I know which stores to shop	.459	
Q14	Customer Self Belief (SB)	I trust my own judgment when deciding which brands to consider	.561	0.562
Q12		I am confident in my ability to recognize a brand worth	.504	
Q10		I know the right questions to ask when shopping	.470	
Q18		I frequently agonize over what to buy	.716	
Q8	Self assurance of information searching (SA)	I know where to look to find the product information I need	.422	0.402
Q9		I am confident in my ability to research important purchases	.367	
Q7		I know where to find the information I need prior to making a purchase	.419	

