Consumerism (A literature Review)

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Abstract
This research highlighted the importance of Consumer psychology to marketers through shading the light on the literature review, as Consumer psychologists look into how the decision-making process, social persuasion, and motivation all play a role in why people buy certain goods and not others. The organization's survival in the market is linked to studying all the influences surrounding the consumer; as the consumer is the one who directs the marketing activities of the organization.
Key Words: Consumer Psychology, Consumerism, Consumer Behavior.

Introduction

The common factor among all human beings is that they are all consumers, regardless of their different locations, levels of education, Attitudes, or consumer purchasing capabilities. Such behaviors as addictive purchase, consumption, binge eating, shopping obsession, extravagance, luxury and overindulgence, Many habits and factors have helped spread these behaviors, the most important of which are flooding the market with all kinds of luxuries and advertising them through an exciting and attractive way, means of communication, clothing, cars, housing, tourism and others. As these behaviors or activities are among the basic topics of contemporary consumerism, while we describe these behaviors as subjects of activity at specific times, It is more appropriate to consider them as subjects of activation, for how many people and which of them like to satisfy their needs? Which layers appear less than you need? (vroome, 1994).

Consumer psychology is concerned with people's response to the means of commerce marketing. Each of us is a consumer at some point in time. The general foundations of psychology apply to consumer behavior. Just as we know many facts about behavior in private business situations, such as predicting the response to radio, magazines, and billboards containing prices for different images of commerce, So, consumer psychology (a branch of psychology that studies the motives and attitudes of groups' behavior in relation to the

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purchase and use of goods and services) (Anastasi, 1983), Therefore, this field is relatively narrow, limited to the study of human behavior in a limited aspect of human activity (the market square or the world of commerce), and it is also an applied field of social psychology, all the characteristics that accompany the applied aspects of science, and its roots date in the mid-twentieth century with the work of Scott (Scott, 1958) in psychological principles that can be advertised and sold (Ibrahim & lafta ,2013)

Consumer psychology provides a service to economists, social psychologists, and sociologists, providing an important element for analysis and forecasting. The most widespread application of consumer psychology is its use by marketers of consumer goods and services. Marketers have become increasingly aware of the value of consumer psychology in directing new products or developing services and defining markets, for example determining the type of person who will be more responsive to a particular product or service, as well as marketing strategies such as advertising, brand names, qualities, and prices, and choosing appropriate outlets or markets for retail sales (Rajeev & Homer, 2004)

Hence, interest in studying consumer behavior began at the end of the fifties, when market researchers realized:

1) The pointlessness of focusing on production.

2) The failure to adopt the sales concept to sell their products.

3) The success of any marketing operation depends on the possibility of locating the consumer whose desires and needs are not satisfied. He may not buy the commodity due to its unavailability in the market, or buy commodities that achieve partial satisfaction only.

In this case, he is fully prepared to transform into a commodity that achieves his total saturation, as the unsaturated consumer sectors represent the main field of marketing objectives to which consumer goods companies must direct all their marketing energies, and many companies direct their marketing research to study consumer behavior and determine their main needs. unsaturated to try to saturate them (Herabadi, 2003).

The importance and benefits of studying consumer behavior stem from the fact that it includes and benefits all parties to the reciprocal process, starting from the individual consumer to the family, a consumption unit to institutions, industrial and commercial projects, even to governments themselves. For example, consumer behavior studies benefit individuals and families in identifying all the information and data that help them in The optimal choice of the offered goods or services and according to their purchasing

capabilities, tendencies and tastes,In addition to this, the results of behavioral and consumer studies that benefit them in determining their needs and desires, according to the priorities determined by their financial resources, the environmental conditions surrounding the family, the customs and traditions of the community, and others. (Al Bakri, 2006). On the other hand, the importance and great benefit of studies of consumer behavior at the family level emerges, as it enables those who influence the purchasing decision of the family to conduct all the necessary analyzes of the strengths or weaknesses of the various available commodity or service alternatives, and to choose the alternative or brand of the commodity or service that achieves the maximum possible satisfaction. For the family, consumer behavior studies also indicate determining the best marketing periods for the family and the most desirable shopping places, according to the social class of the consumer or user (Aminath &Zubair,2016). Either in the industrial and commercial establishments, the great importance of consumption becomes clear for the establishments management to adopt the results of consumer behavior studies when planning what should be produced in quantity and quality, in a way that satisfies and fulfills the needs and desires of current consumers and according to their capabilities and tastes, In addition, the adoption of the concept of consumer behavior studies by those public or private institutions helps them determine the most appropriate elements of the commodity or service marketing mix. Consumer behavior studies also benefit all parties of the production and marketing process in challenging the priorities of profitable investment for producers and marketers on the one hand and spending priorities And the distribution of the financial resources available to those production and marketing projects on the other hand, in order to guarantee them sufficient profits that enable them to continue the work and the required expansions in light of the various environmental changes (Herabadi,et al.,2009).

Jenkins (2001) explains the reasons for the interest in studying consumer behavior in the nature of the economic process, as the economic process consists of a producer (seller) who begins to invest his money with the goal of profit, and a consumer aims to obtain goods and services, This product will not achieve its goal except by selling its commodity to that consumer, and therefore it is necessary, then, to identify what the consumer needs and constantly to meet his desires and sell to him and achieve profits, and this depends mainly on identifying and satisfying consumers' desires and thus begins by identifying the current and future needs of consumers and determining the marketing programs and products needed to satisfy These needs (Jenkins, 2001, p.24).

According to the foregoing, man daily needs many things to satisfy his needs and desires for the purpose of continuing his life, whether these things are tangible or intangible products, as his survival and existence depend on them, so they should be secured and continued It is not possible to secure these products unless psychological and social security of the person is achieved These products are in continuous development, as a result of rapid changes in human needs. There are biological products of their own, such as food, water, air, housing, clothing and sex, and there are social and psychological products related to the environment in which they live. It must be present in all societies because it is necessary for the life of the community in addition to the service and intellectual products that play their role in the life of modern man (Vroom,1994)

Schroeder & Borgerson (2002) found that a large proportion of families use debt and borrowing at high interest rates to meet their needs, and a number of people stated that the purchase decision is based on an absolute desire to buy and a tendency toward wasteful and unjustified consumption, rather than on a genuine need. The most important thing is that families that allocate high financial expenditures for consumption increase in divorce rates, family rifts and parental disagreements. The study suggested by saying that approximately (40-50%) of the expenses spent by many families in certain purchasing issues such as cars can be shortened and tourism, or their failure to practice the luxury consumer culture methods in contemporary societies (Schroeder & Borgerson, 2002). The most important fact that helps us understand the personality of contemporary society is the change that has occurred in the social personality from the early stage of the capitalist era to our present time. In the sixteenth century, the domineering saving personality had emerged and started to grow, and this social personality remained dominant in the middle class, at least until At the end of the nineteenth century, it began to merge with it and was gradually replaced by Personality Marketing, which works on the person's practice of himself as a commodity and for his value (exchange value) not (utilitarian value), As the human being has become a commodity in the (character market) and the evaluation criteria in the personals market do not differ from its theory in the commodity market, in one the goods are offered for sale and in the other the personalities are offered, and in both cases the value of the supply is its exchange value, since the usable value is a necessary condition, but not enough (vroom, 1979). Although the ratio of human skills and qualities to the total personality varies from one person to another, the (personality factor) always plays the decisive role in it, as success depends to a large extent on how the individual shows his personality and how to make the total of his personal qualities an

acceptable deal. (Joyful) (Convincing) (Intrusive) (Ambition) (Depending on it) (vroome, 1964).

Among these qualities, the position of the owner of the marketing personality is formed, as follows: Efficiency and qualification to perform work are no longer sufficient, but rather he must succeed in bargaining with others to achieve success. If making a living requires nothing but reliance on human information, experience and competence, the person's self-esteem would be directly relative to his ability, i.e. with his useful value. But since success depends to a large extent on how the person sells his personality, the person exercises himself as a commodity or rather as the seller and the commodity offered for sale together, and thus all his concern becomes to be bought and sold (Herabadi, 2003).

As a result, the owner of the marketing personality has a goal: perfect adaptation so that its owner is sought in the personal market under all circumstances, clings to it and owns it, and does not change it, but it is continually modifying this ego according to the rule (I am what you want me to be) In terms of intent, these are persons who have no other goal but to move and accomplish actions as efficiently as possible. When asked why they should move so swiftly and perform operations with the utmost level of efficiency, they don't give a persuasive answer, instead offering justifications such as (in order to create more job opportunities) (Khosla,2010)

In the phenomenon of the marketing personality, we can find a very significant answer to a perplexing question: Why do we see contemporary human beings fond of buying and consuming when they have nothing but a weak and tenuous bond with the things they buy? The answer is that the marketing personality's lack of intimate connections also applies to things, perhaps the purchases give their purchasers a kind of consideration and comfort, nothing more.

Moreover things in themselves have no real value and can be dispensed with, just as friends or loved ones can be dispensed with, as there are no deeper relationships that bind a person to any of them (vroome, 1994).

One of the studies that indicated the emergence of consumerism among the owners of marketing personalities is the study of Evans (Evans, 1963). The Edwards Personality Scale was used to compare the personal characteristics of Ford car owners with their peers who own Chevrolet cars. It was found that the owners of Ford cars are distinguished by their self-centeredness with a great tendency to tyranny, while the owners of Chevrolet cars tend to be more independent and more belonging to others, and it should be noted that such a relationship between consumer behavior and personality

may be relative and inaccurate in most cases, especially in developing countries. While Evans (Evans, 1966) found, after three years, that the correlation between demographic factors and some purchasing decisions was clear through its strong emergence as a distinguishing factor between owners of both types of cars (Ford and Chevrolet) , (Evans , 1966).

When it comes to buying a brand, the owners of marketing personalities perceive risk for a variety of reasons, including (The lack of previous experiences that illuminate the path to being new in the market as well as the possibility of having some painful experiences with the product, also as the possibility of having a low level of self-confidence in the sellers). With high levels of fear of the expected results on the physical or psychological levels, or both), the risks faced by consumers can be listed as follows:

1) The risk related to the performance of the commodity: The fear that the brand that has been consumed is as expected of it by its potential consumers, which deprives it from performing the benefits and benefits desired from it.

2) The risk related to the material aspect: in the sense that this commodity or the brand is worth the price I pay for it? Or will I lose some amount without benefiting from it?

3) The risk associated with the social aspect: Will the consumption of this commodity or brand increase my embarrassment in front of my peers or not? This is because most consumers attach importance to their social attitudes to most of what they buy and consume.

4) Psychological risk: This type of risk is related to the quantity and quality of psychological risk realized for the consumer or user behind the purchase of this brand or that?(Berden & Tell, 1989).

Consumers who perceive low levels of risk have the broadest sense, as they are more likely to make their own decisions by choosing what they want from a wide range of alternatives or brands, Their willingness to risk is less by considering a large number of alternatives in the same commodity group. The results of some field studies indicated the possibilities available to accept a new brand. It was found that individuals who have a low degree of risk often realize one type of risk, which is (financial) when buying new brands, while individuals who have a high risk often face two basic types of risks (financial and social) (Berden & Tell, 1989).

The study of Al-Jarba'a (1994) also showed that the Jordanian consumer relies on the spoken word to reduce the degree of functional, financial and social risk when buying a commodity. The results of the same study indicated that the Jordanian consumer relies

on friends, family and co-workers as sources of information when purchasing, and also relies on the brand loyalty strategy to reduce the degree of financial risk (Khoshavy &Sharafany,2019).

In another study conducted in the United States of America, it was found that the priorities of women in making a car purchase decision are the low price, ease of maintenance and safety. While men were given priorities to some characteristics such as reliability, speed and the rate of change in them, which shows the necessity of studying and understanding the behavior of women and taking this into consideration when designing the consumer strategy, According to the results of the study, it can be said that the current price may not be suitable for women (Abu Qahf,2006).

 Therefore, it was suggested to classify goods according to the type and intensity of the inherent risk, for example, television, cars, and furniture can be classified as high-risk goods because there is more than one type of risk in them (financial, social, psychological, etc.), and other goods with medium risk can be classified as clothing and goods Other low-risk stationery or razors (Engel,et al., 1989)

From this quick review of a set of studies on consumer behavior, it is clear that today we are brought up and living in a consumer society, a society dominated by money in terms of one in which one struggles after earning in order to be able to consume more and better luxury,

As this consumption movement is directed by a deliberate and programmed action, there is no doubt that money has a strong magic and attraction in the hearts of people that makes them seek it and move towards it, imagining that money will achieve all their aspirations. This perception is one of the reasons for the emergence of the consumer mentality. The consumer mentality has spread among members of contemporary societies, as a result of the state of luxury experienced by some individuals or as a result of the import of technology that made man tend to rest and surrender to a luxurious life (vroom, 1994, p. 161). The consumer mentality is most preoccupied with providing material needs and acquiring everything that is new to be displayed in the markets and on advertisement pages, and it is not satisfied with destroying or throwing away what is more than what it needs. It is also not enough to destroy or throw away the excess. How not? Why not ? when It has provided it with the means of luxury, bliss to all kinds of good things and pleasures, and all varieties of consumer goods. Therefore, the spread of the consumerist mentality in many societies and the focus on consumption and purchase is a goal in itself and linking it to the way of life leads individuals to imitate others and to be affected by market variables and the tendency to sensory pleasures and taking care of the body and appearance, and this consumerism is a prevention to the proper

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consumer upbringing and then the social development process And this ultimately leads to deep vibrations in the normal personality of the members of society (vroome, 1979, p. 162).

• Consumerism.

Consumerism is defined by:

1. vromm (from 1949).

(The tendency of the individual or society towards wasteful spending and squandering of wealth, which spreads confusion to the economy, development programs, and social and moral behaviors) (Harabi, 2003).

2.Al-Eisi (1978).

(The race to acquire various consumer products with irrational motives as a result of consumers being affected by the advertising campaigns that the producer glorifies to persuade them to buy them or in keeping with others In order to compete with them, Regardless of the extent to which they benefit from it, and such consumer behavior does not change anything for the individual's welfare or standard of living, but rather is a waste of the economic resources used in the production of those products) (Al-Eisi, 1978).

3. Portman (Borttman, 2002)

(A term used when consumption goes beyond the satisfaction of the natural needs necessary for living to the satisfaction of cultural needs, that is, desires for distinction, difference, possession and ostentation) (Borttman, 2002).

4. Herbat (Herabadi, 2003).

(That behavior that emerges by the consumer in the search for the purchase and use of goods, services or ideas that satisfy his desires or needs without conscious awareness) (Herabadi, 2003).

5. Al-Issa (2007).

(A dominant and prevailing tendency in consumer behavior over a long period of time, resulting from relieving tension resulting from conflicting Attitudes and tendencies) (Al-Issa, 2007).

Consumer Behavior

No marketing organization can succeed in achieving its goals unless it determines the consumer of those products and realizes the role he plays, especially what it requires of studying and predicting his behavior to know his opinions and suggestions for the purpose of determining his needs. It is not possible to produce the appropriate

good or service unless it is determined to whom these products are directed, so consumer behavior is the starting point that should precede production and direct it constantly, according to the marketing concept that aims to satisfy the consumer's needs and desires so that this is the main goal that the organization seeks to achieve and which they should take into account when preparing their plans (Solomon,2009).

Hence, we can define Consumer Behavior as (that person who acquires goods or buys with the aim of satisfying his material or psychological needs or for his family members) (Al Bakri, 2006,), or others define it as (emotional processes and natural activities that individuals engage in when They choose, buy and use products that satisfy their needs and desires (Abu Qahf, 2006,).

• Factors affecting consumer behavior

The consumer, like any human being, is complex in his psychological formation, as he is moved by multiple instincts and controlled by various emotions, and his behavior is affected by the tendencies that he controls and the complexities that befall him, as well as the varying physical and psychological needs of the general people. Since the consumer is the starting point The priority of any marketing strategy is that it is the engine of all the forces of economic activity, so everyone tends to satisfy him and there is no success for a project without him. Therefore, it was important for marketers to take great care in studying consumers, especially the motives for their purchase, to ensure that their needs are satisfied in the best possible way, and this is what achieves the desired goal of the product and the marketer at the same time. (Weiss, 2014).

For this reason, the marketing and production organizations put most of their attention to identifying the consumers' desires in order to satisfy them in the appropriate time, place and price. Therefore, business organizations tried to search for the best means and methods that would contribute to identifying the factors affecting it in preparation for satisfying each of the consumer's needs and desires and achieving the goals set for the organizations (Al-Janabi, 2006,) A group of factors can be identified as follows:

First: Psychological factors.

Consumer choices are affected by the following factors:

1. Motivations

We grew up learning that individuals differ in many characteristics, some may seek to provide what benefits themselves and the world around them, while others work to satisfy their primary needs only,

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and among this and that there are many individuals lost with unattainable goals, and accordingly Individuals differ in their goals and the way they spend their available time, according to their inherited or acquired characteristics. There may be a person who spends his money on things that may not be important or necessary at this time, while we see another person who may think deeply about when to spend his money, how to spend it and why, While we see others being hesitant about how to spend their money, and based on this, researchers may be interested in analyzing how individuals spend their money and what are the reasons and motivations behind this spending , Hence the importance of understanding and analyzing the drivers of the behavior of individuals regardless of their positions and abilities, because marketers cannot build or design any effective marketing strategies without a reasonable understanding of the psychology and characteristics of the consumers targeted by them, all in order to predict their purchasing and consumer behavior patterns. It achieves the objectives of the concerned institutions in terms of producing what can be marketed and with reasonable profitability that ensures its survival and continuity and the satisfaction of consumers' desires (Battman, 1979, P. 188).

Hence, we can define motives as (an internal state, physical or psychological, that provokes behavior in certain circumstances and continues until it ends with a specific goal) (Rajah, Blaa, p. 73).

• Types of motives:

A- Motives in terms of human nature, and they are divided into:

Instinctive, inherited motives such as hunger, thirst, or sex.

Acquired motives, such as feelings of guilt or desire to excel, and others (Rajah, Blaa).

B - Motives in terms of consumer behavior stages, and they are divided into:

⬜ Primary motives: It means that the consumer purchases a commodity of a certain type for the purposes of satisfying his needs of food, clothing or housing, without allocating a specific type of items. Examples of this are when the consumer decides to buy toothpaste or razors of any type or type.

⬜ Selective motives: by which we mean that the consumer chooses (selecting) a particular brand or type from among the varieties or types available in the market, for example, choosing a specific type from a group of varieties of toothpastes or razors offered in the markets (Al-Janabi, 2006, p. 191) .

Of course, moving the primary motives of consumers for a certain type of goods is done by relying on the production and marketing agencies and a promotional plan to provide those goods regardless of their types and with the aim of increasing their consumption. Also, selective motives contribute to pushing producers to distinguish their goods with names and signs that help attract the consumer, and sales and advertising methods can be adopted for this purpose (Assaf, 1977, p. 84).

▢ Dealing motives: They are the motives that affect the consumer's decisions to buy goods from a specific source, such as a specific market or a store, and so on. There are many factors that lead to dealing with a commercial establishment and not others, including:

• The priority of the goods sold by comparison with other products.

• High level of quality of goods in stores.

• The facilities provided in the sales process, such as selling in installments and the presence of discounts.

• Good reputation among commercial establishments.

• Good dealing with customers.

• The large number of merchandise exhibits that encourage the buyer and allow him more time for differentiation and selection.

• The convenience of the sites for consumers to visit.

• The services provided by the facility to consumers, such as the presence of resting places, food and drink, rest rooms and other services (Al-Maghazji, 1977).

C - Motives in terms of the nature of consumer behavior and are divided into:

▢ Mental Purchasing Motives: The consumer has many and multiple needs according to his primary motives, so his thinking seriously about the commodity he wants to obtain and exerting himself by making a balance between it and other commodities, and then making a comparison between the stores that distribute these commodities and his decision to choose the best among them, that that All of it can be called the rational (rational) motives for buying, meaning that these motives need:

• A process of thinking about the commodity to be purchased.

• The process of balancing it with other commodities.

• A comparison process between the stores that distribute them in order to choose the best one.

Emotional purchase motives: It means that the consumer buys the commodity without the need for balancing, thinking or preference, and it may be for the purposes of bragging or showing off among peers or for emotional excitement, which is worth mentioning that the more financial resources consumers dramatically increase, the greater the emotional tendency towards buying Consumer goods, it is also difficult to imagine the existence of emotional behavior when buying industrial goods (Al-Janabi, 2006, pp. 121-120).

2. Perception.

Individuals see the world around them in different ways, and their awareness of things and events takes place in different ways as well, due to their different needs, desires, tastes, and personality patterns, in addition to their experiences, goals, and situations to which they are voluntarily or compulsorily exposed. However, not everything they perceive is real for them, because of the things and events that surround them that may exceed their perceptual and material capabilities. Therefore, the subject of consumer perception and its psychological and other implications is the concern of marketers as the basic base on which marketing men build their marketing and promotional strategy, and in general the marketing strategies directed by marketers aim either to install or identify the quality of perceptions of target consumers about goods or services presented to them, or modified, If there is any need to modify or change it if those perceptions are negative towards the deep-rooted goods or services that have been proposed, so the perception is one of the central concepts that marketers cannot ignore its elements, types, implications and various implications when thinking about developing and implementing effective marketing strategies for various goods and services under changing environmental conditions (Battman, 1979, p.192).

This is why perception is defined as (the process by which the organism obtains information related to the states of its internal organs and states related to the world around it) (Power, 1977, p.32).

Or it is defined as (all the stages by which an individual selects, organizes and interprets a stimulus and puts it in a clear and meaningful form) (Schiffman & Kanut, 1978, p. 122).

• Types of Perception:

The cognitive process is classified into the following types:

 1- Sensory Perception: Sensory perception has many forms, namely:

• Tactile Perception: Tactile Perception is manifested in how to move during the process of touching or feeling something, from

distinguishing its separate signs (each sign separately) to gradually recognizing the thing as a whole, and including it in the category of things to which it belongs, for example, buying a certain type of The cloth is silk or cashmere (Mansour, 1996)

• Olfactory Perception: The sense of smell is characterized by receiving olfactory stimuli, and it is present at long distances by spreading it and by strong inhalation, as the sense of smell works without stopping, for example, passing in front of a certain restaurant and smelling food (Mansour, 1996 , p. 216).

• Visual Perception: Scientists specializing in the field of human eyesight have indicated that most of the information obtained about the outside world comes through visual perception, as the percentage of this information from the total information balance of the individual reaches (70-90%).) of it, in addition to the fact that visual perception is a dominant perception over the forms of other perceptions (Aqil, 1991, p. 113).

• Taste Perception: The threshold of taste stimulus that is classified into a first threshold is known as the threshold of perception that falls in the tongue. As for the second threshold, it is known as the alerting threshold. The first threshold is defined as the smallest amount of the substance to be tasted, which can be identified. The second threshold is defined as being less concentrated and can generate a bioelectrical phenomenon in the gastronomic future. An example of this is when a consumer drinks a certain type of soft drink. And his preference for this type (Mansour, 1996, p. 220).

• Acoustic Perception: It is the objective system or the vocal language system that determines the process of auditory perception, if it includes encoding its independent elements in complex forms in phonemic perception (Mansour, 1996, p. 230).

2- Social Perception: Social perception is called the person's awareness of the other person in the process of social interaction, because subjective judgments and responses go beyond direct sensory perception. Also, social cognition does not focus on the awareness of other people only, but also on things, because every awareness of the individual is nothing but a social cognition, and this means that the individual perceives anything within a framework of the previous information that he acquired from his culture and his intercultural feelings such as his interpersonal feelings. (Jones & Gerard, 1967, p.258).

Motion Perception: It is represented in the person perceiving the movement of things by perceiving a change in their position in the place. If a person examines the front of an advertisement for an illuminated area and notices that the lights move regularly, he will

notice that they are going from one location to another, making him aware of their movement, If the position of a thing changes in a place, the relationship between it and all other things in that place changes, which helps in perceiving movement (Najati, 1988, p. 249).

Extra Sensory Meta Perception: There are many indications showing the existence of a perceptual phenomenon that differs from the phenomenon of direct sensory perception. Perception that goes beyond the limits of sensory data received by the sense organs is called meta-sensory perception, This name was given to them because they seem to defy natural laws and their inevitability, and because they appear to be paranormal and miracles that are not explained by the available scientific knowledge and information, Perhaps among the manifestations of this realization is telepathy and prediction of what might happen in the future, and influencing and moving material things without using any tool or means (Held, 1978, p. 90).

Color Perception: This type of perception means that it is any difference or variance that can be observed between two parts present in the visual field so that it is not due to a difference in their place, time or intensity (Saleh, 1982, p. 113)

Researchers in the field of consumer behavior have worked to explain and explain cognition based on psychological and physical information at the same time, as it depends on the presence of internal motivation and the presence of an external physical stimulus such as advertising, as well as the way in which information is processed and stored in memory for later retrieval (Al-Ajji, 2000, p. 52) These activities that perception undergoes give it three characteristics:

A - Selective Perception: Individuals are exposed daily to many stimuli that surround everything that interests them in life, but they choose those stimuli that correspond to their goals, past experiences and general mood, In addition to their prevailing personal and educational patterns, the perception is individual and personal to a large extent depending on the intensity of the stimulus, so we perceptually perceive a small part of the stimuli around us that are related to goods, services or people, One recent study in the United States of America showed that the average American is exposed daily to more than (1500) advertisements and that the average consumer actually receives, willingly and consciously, about (72) advertisements every day, and that approximately (12) advertisements are the ones that cause behavior (Robertson, 1970, p.16) and (Al-Saadi, 1997, p. 62).

B - distorted perception: When the individual is exposed to one of the stimuli, he tries to include it in his designed intellectual structure, or when the stimulus conflicts with the structure, he defines the meaning and stores it in his short-term memory and searches for new

information that enables him to include this structure in a long-term memory, which results from the characteristics of the individual's personality and his interaction with the external environment. the consumer usually uses long-term memory to establish a structure of certain relationships that refer to groups of information, this structure arises from the consumer's own experience with the advertised products or brands. The consumer uses them to judge facts and information. As for indicators, they are information that summarizes or interprets other information , the brand and the country of origin are among the most important indicators used by the consumer.

3-Attitudes

When individuals are asked whether they want a good or service, they are in fact asking about their attitudes towards it. In the field of consumer behavior, studies of Attitude have been used on a large scale to clarify the various aspects related to the strategies of marketing goods and services. Behavioral researchers often resort to identifying individuals' attitudes towards goods or services by asking specific questions or inferring them, i.e., Attitude through the analysis of proven or observed behavior. For example, The behavioral researcher may notice that an individual buys relatively frequently some goods bearing the name of a particular brand, and he may advise his colleagues to buy them, and thus we can conclude that this individual has a positive attitude towards all the goods produced by the company bearing the name of this brand (Al-Omar, 2003 , p. 156).

The attitude can be defined as (a fixed group of motivational, emotional, perceptual and cognitive processes that are closely related to some aspects of the individual's world)

(Fishbein & Ajzen, 1975, p.134).

• components of the Attitude.

The prevailing belief for a long time was that the Attitude is of a simple nature, and that it is one-dimensional. However, this belief among researchers has now changed after the many studies conducted on the Attitudes, which confirmed that the Attitude consists of three basic components:

1. The emotional component: This component relates to the degree of the individual's tendency to be tempted or scorned, and the degree of preference or aversion to the subject of attitude, It is this component that gives the attitude the character of movement or thrust, for example, When the individual consumer sees a brand of one of the car manufacturers and he has a positive attitude towards this company, we will notice his immediate and quick reaction when he looks at this brand.

2. Behavioral component: It is the practical response towards the subject of the trend. The individual who holds negative beliefs about the subject of one of the brands of a type of car avoids buying this type of car and stays away from it.

3. The cognitive component: This cognitive component refers to the set of ideas, beliefs, and cognitive processes related to the subject of attitude. In other words, the cognitive component is the content of the attitude (Al-Omar, 2003, p. 158).

On this basis, these components of the attitude are affected by many different factors, some of which are related to the individual and others to the social, cultural or economic context. Although the rates of these components vary in age groups, they are related to each other, and most researchers tend to the principle of complementarity between these components (Al-Jubouri, 1995, pp. 26-33).

From what was mentioned previously, we conclude that what is meant by attitude in the field of consumer behavior (are those tendencies resulting from previous learning or experiences that make the consumer individual behave in a positive or negative manner in a relatively stable manner towards this or that thing) (Al-Janabi, 2006, p. 102).

4-Learning

There is a clear and tangible difference between psychologists about the nature of learning and its interpretation, some of them see that learning is a response to what individuals are exposed to from stimuli related to the environment around them, and some of them see that learning is a process that is the product of a complex mental cognitive process through which information is analyzed in an objective way It is also analyzed by computer, On this basis, the learning theories of marketers represent the practical guide on how individuals learn about things, people, places and others. Therefore, learning is considered as a nature and a pattern of things that are keen to understand its mechanisms and methods in order to achieve its general goal, which is to identify how individuals learn and the best methods that lead In addition to that (Abu Jadu, 2008, pp. 125-128).

Hence, we can define learning as (a relatively constant change in the behavior of the individual that occurs as a result of the experience gained from previous experiences or practices, which is supported by feedback in a certain way) (Luthans, 1973, P.362).

Moreover from the point of view of marketing, learning can be defined as (all the continuous, regular, intended and unintended procedures and processes to give or acquire individuals the knowledge and information they need when purchasing what is presented of ideas,

concepts, goods or services, In addition to modifying their thoughts, beliefs, attitudes and behavioral patterns towards this or that thing) (Al-Salami, 1971, p.115.) ,this means that learning is a basic and continuous process in which the individual learns the methods of behavior and manner. The results of learning appear in the individual through the activities he performs and the work he accomplishes. Learning is based on a number of principles, including:

1) That the individual who learns must have a specific goal.

2) The individual, when he learns, responds to a specific stimulus.

3) The actions and activities practiced by the individual in order to reach a goal are determined by three main factors, namely:

• The sum of his previous experiences and his current capabilities.

• His interpretation and realization of the possibility of achieving the goal.

• Results and effects arranged on his current behavior (Al-Janabi, 2006, p. 104).

Second: Social factors.

There are a number of social factors that influence consumer choices, including:

1. Reference groups.

Reference groups represent one of the important and influencing factors in the consumer behavior of individuals and families in all human societies, as obtaining a minimum understanding and prediction of the behavior or attitudes that individuals highlight may be through identifying the groups in which they are provoked by , whether these groups are formal or informal, Accordingly, understanding the nature of the interaction that occurs constantly between the individual and his surrounding environment helps marketers to a large extent in building their marketing and promotional strategy aimed at forming positive impressions, feelings, beliefs and trends that are actually related to the value systems of the target consumer (Hoonsopon& Puriwat,2016).

It is possible to define the reference group as (the category that the individual takes as a model in which the values, attitudes and behavior that suit this individual and every individual in the community belongs to many reference groups at the same time) (Al-Ajarmah, 2005).

Reference groups affect the individual from two angles:

• The individual's reference groups reveal new behaviors and levels of life, so they influence the individual's attitudes if this group is appropriate.

• It causes pressure on the individual to adapt, as it affects the individual's choice of the product or brand (Kotler, 2016).

Marketers pay great attention to the influence of reference groups in modifying or changing consumers' attitudes positively towards what is offered of brands or services, One of the manifestations of marketers' interest in reference groups is the design of all acceptable marketing and promotional stimuli for target consumers that encourage them to buy those brands that are most desirable to them, In order for the reference groups to be able to bring about the required change or modification in the attitudes of the target consumers, marketers carry out the following activities:

1. Providing all accurate information about the brand, with the aim of informing consumers of the benefits or profits that they can obtain if they purchase it.

2. Providing various opportunities to balance the thinking and attitudes of individuals with the familiar attitudes and behavior patterns of the group they are affected by, through targeted advertising dialogues.

3. Persuading consumers to adopt attitudes and behavioral patterns that are compatible or consistent with the values and customs of the groups to which they aspire to belong.

4. Giving legitimacy or approval to the behavioral and purchasing decisions taken by consumers by the reference groups they desire or to which they aspire to belong.

(Abu Qahf et al., 2006, pp. 223-224).

The manner in which the membership of individuals in a particular reference group affects does not depend on their commodity or service choices, but rather on the commodity category of interest, and on the social structure of the group, A study by Rook (Rook, 1987) indicates that dormitory students who live in the same section are more likely to purchase similar-branded merchandise with their colleagues in the same dormitory (Rook, 1987, PP.189-199).

2- The family.

Although the concept of the family is one of the basic concepts in sociology, it is not easy to define it because its structure and the roles it plays differ greatly from one society to another, So we see Bugardus

defines the family as (a small social group that usually consists of the father, mother and one or more children, who exchange love, share responsibility and raise children to enable them to direct and control them, so that they become people who behave in a social way) (Mirabi, et al., 2015) It is known that the family has a great influence on the behavior of its members in terms of purchasing and consumption, because the family teaches its members to consume or use what should be consumed or used of goods or services as the family provides to its members, especially in the early stages. Many values of a social, economic and other nature, which consequently constitute their value building through psychological perspectives and with social, economic and political value dimensions, which later determine their attitudes towards everything that concerns them in terms of goods, services and issues in the environment in which they live, the family provides its members with many instructions or advice regarding decisions related to the concepts of goods and services offered for circulation, so they share family members in many moral and behavioral ties that determine their consumption patterns towards the goods or services they need. Accordingly, the family is a socio-economic unit that marketers try to reach and influence its decisions through the effective and efficient use of the various available marketing and promotional methods)Hidayat, & Diwasasri,2013).

3- Opinion Leaders.

Consumers are influenced when choosing goods and services by the advice and guidance they receive directly and indirectly from the individuals around them, As one of the leading advertising agencies in the world says that the strength and importance of personal influence today has reached the point we discovered that individuals' effect on various forms of personal communication and others influenced more than (80%) of their buying decisions for goods. Therefore, opinion leadership includes all direct methods of personal and non-personal communication and through the spoken word, from which flows the flowing stream of diverse information for the surrounding individuals, opinion leaders, and for each commodity or service category (Suwaidan, ,2011)).

 The success of many commodities depends on the so-called word of mouth communication, which means the transmission of information about the advertised good or service from one consumer to another, and through the process of transmitting information through oral communication, we find that some consumers play an active role. In this field, they are called (opinion leaders), so opinion leaders can be defined as (all the actions that a person follows to informally influence the actions and attitudes of others) (Maisam, , & Mahsa, 2016)

4- Social roles and status.

Each individual in the community has an appropriate role and place, and the position he represents in the group reflects the respect and appreciation he enjoys as a result of the work he performs for the benefit of the group. Therefore, the advertising manager in the marketing department occupies a role and position more than the advertising designer, The same applies to the advertising designer and any other employee within the marketing organization, and therefore it is the responsibility of the marketing departments to study the role and position of individuals within the organizations to know the extent of their influence on others and to put this in the marketing strategies of their organizations in order to achieve the conventional selling objectives (Obaidat,2004).

Third: Cultural factors.

Culture is one of the important topics of interest to Social Anthropology, such as Margaret Mead and Ruth Bendict who studied primitive societies or primitive cultures. And their studies showed that human nature changes greatly depending on the change of civilizational conditions and according to the different cultures, standards and values. The trend that is considered normal and socially acceptable within the framework of a particular culture may be considered anomaly in another culture (Mirabi, et al., 2015). Therefore, the question of behavioral researchers and others about the reasons for what they observe or experience of behavior patterns of individuals in this direction or that can be answered by by emphasizing the impact of tangible culture on the overall attitudes and behavioral patterns demonstrated by the individuals who join it.it should be noted here that the behavioral researchers' ability to know what a culture is through the analysis and interpretation of behavioral patterns, as well as striking balances between the behavioral patterns of individuals from other cultures, or even by observing the behavioral patterns of individuals from non-cultures visiting countries with other cultures (Durmaz & Durmaz,2014).

We can define culture as (a set of values of a material and moral nature, ideas, attitudes and symbols that members of a culture show towards various aspects of their lives, which are developed and followed by members of this society, and which form their behavioral patterns that distinguish them from individuals belonging to other original or sub-cultures) (Kotler, 1997). There are those who define culture from the point of view of consumer behavior as (a set of habits, values and beliefs that govern and regulate the consumer behavior of members of a society, and these habits, values and beliefs affect the consumer in general) (Kuester, 2012)

• Sub culture.

The sub-culture is defined as (those cultures that entered and coexisted with the culture of the original community for reasons including immigration or temporary work, and whose members have values, beliefs and behavioral patterns that relatively distinguish them from members of the original culture) What is worth noting here is that over time, many members of the sub-cultures acquire many aspects and foundations from the members of the original culture with whom they live, Marketing, as the sub-culture has become of great importance to marketers because of its impact on the lifestyle, activities, performance concerns of its members on the one hand, and their purchasing and consumption patterns on the other hand (Kotler, 2016).

Practically, in order for the sub-culture owners to have a marketing value, they must meet the criteria of market segmentation in terms of the presence of a sufficient number of them in the total market, With the possibility of determining their demographic and psychological characteristics to identify their tastes and capabilities, and the possibility of reaching them with an effective marketing and promotional mix, and that dealing with them gives a sufficient return that exceeds the costs of contacting them, in addition to determining the degree of relative stability in their demographic and psychological characteristics and their tastes towards the goods or services offered for trading in the markets that they frequently visit. One of the most important factors that lead to the existence of many sub-cultures within a single society is the ethnic backgrounds of the individuals, or the geographical area from which the sub-culture owners came in general, These are the factors that make the members of the sub-cultures in a society distinct from others in comparison with their counterparts from the owners of the original cultures, in terms of behavioral and consumption patterns (Ghosh,et al.,2010).

•Social class.

Social class is defined as (a group of homogeneous individuals who have a clear affinity in many aspects of life or (that group of individuals that are similar to some characteristics such as income, way of living, values, interests and aspirations that practice patterns related behaviour) (Kotler,2015).

The social class is determined by a factor such as income, for example, or several factors such as (position, education, wealth and other variables). There are those who divide society into three social classes: the upper class, the middle class, , and the lower class. The individual may belong to a particular social class by virtue of one of the factors that characterizes him, the one who works in trade is in this case one

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belonging to the merchant class, and so on, and although members of a particular social class may not always meet directly, they often share specific values and behavioral patterns. Because their social, economic and psychological characteristics are relatively similar (Dittmar,2005).

The social class is one of the important components that marketers must deal with with full understanding and awareness because of its psychological, behavioral and consumer implications. Social class refers to the status of the head of the family and its members, and through a social class scale based on general concepts and values of society, the study of Puri (Puri, 1996) indicated that there are clear social class differences in the behavior of individuals towards different brands and in different forms and types, There are types of brands that are preferred by a certain class over other brands. The same study also confirmed that members of the upper class tend to buy from high fashion stores, while members of the lower class prefer to shop from stores that give big discounts in price, On the other hand, middle-class consumers prefer shopping from stores that focus on promoting well-known brands, even in terms of formality, such as imitation or counterfeiting of really famous brands (Puri, 1996, PP.87-113).

Fourth: Personal factors.

Consumer choices are influenced by the following factors:

1 - Age

The individual purchases many commodities during his life, and of course, the type and size of purchase is affected by the stage of life, so marketing organizations are interested in studying each stage of human life to provide the products they require with appropriate specifications ,the childhood stage, for example, needs to follow the continuous market because the child is growing rapidly, and therefore it is useful to provide products in the required quantities, noting the differences in sizes, As for the adolescence stage, it needs clothes and needs of certain types that the teenager is keen to obtain and the marketing organization should take advantage of the teenager's pressure on his family to market more products. Providing them with their needs and maintaining the relationship with them. In the stage of adults and aging, the behavior of individuals is characterized by stability and prudence in purchasing decisions. Therefore, marketing organizations are interested in providing their needs according to their thinking and the nature of their outlook on life. (Al-Janabi, 2006).

2-Job.

The job or position occupied by the individual affects the type and size of his purchases. The purchases of individuals and their needs

while they are at the beginning of the job ladder are not their purchases and needs while they are in the highest positions of different companies or institutions (such as the general manager). Therefore, marketing organizations are keen to take into account functional privacy when presenting their products in line with the needs of each of the aforementioned functional levels (Dittmar,2005).

3 - Life style.

It is the model or appearance that reflects people's lives and how they spend their time and money, and includes measuring the dimensions of activities such as (work, shopping, sports, hobbies, social events and others), On this basis, the lifestyle does not only reflect the social class of the person, but also goes to more than his personality to reflect his interaction with the environment as a whole, Therefore, marketing organizations are constantly looking at the relationship between the lifestyle of individuals and the type of products for these groups, with the aim of providing products that fit the lifestyles of each group of groups referred to (which will be mentioned later), and for this we find that consumption models constitute lifestyles that can be identified through products Purchased by the consumer (Al-Omar, 2005).

Some research has tried to put classifications of lifestyles, and showed that there are eight groups, depending on how people spend money and time, and they are:

• The Splendor: They are the rich whose income enables them to achieve self-realization.

• The satisfied: They are well-educated professionals who are open to innovation, and their incomes are high, but they are practical and follow practical values in consumption.

• The believers: they are conservatives with medium incomes who prefer the ancient national varieties and focus their lives on the family.

• Achievers: are politically conservative, successful in work and focus on work and family, and prefer the old brands that prove their worth.

• Strugglers: like achievers with fewer resources and are interested in joining a higher class.

• Experienced: The youngest group spends on clothes, fast food, new things, and more.

• Creators: they love to influence their environment and love self-satisfaction and imitation.

• fighters : they are the lowest-income people who do not turn to loyalty or loyalty to the types.

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(Al-Janabi, 2006, pp. 100-101).

• Decisions to buy or reject.

What matters in the marketing process is to research different theories or theoretical models to explain consumer behavior as the process of making a purchasing decision or refraining from buying, and how marketing activities can influence this decision and knowing the factors that affect the purchasing behavior of the individual and how the consumer makes his purchasing decisions and then Knowing who makes the purchasing decision or who is involved in the buying process and what are the stages of the buying process, It may be easy to identify the buyer for some products, especially routine consumer products, but with regard to buying some marketing products or special products, the purchase decision is usually a collective process in which more than one person participates, in this case the marketing officials should determine the role and influence of each individual From family members in a way that allows him to identify the targets of the advertising campaigns (Solomon,2009).

In order to be able to explain the behavior of the final consumer, we must first know the roles of purchase, which are different in relation to the purchase process itself. Therefore, the purchasing process is divided into roles, each has its own role in the buying process, as follows:

1) Initiator: He is the person who puts forward the idea of buying once, and it is not necessary for the initiator to be the one who makes the purchase decision. The initiator may be a husband, wife, or one of the children. The initiator varies according to the type and nature of the commodity to be purchased (such as a car, furniture, electrical appliances, etc.).

2) Influencer: It is the person or group that influences the purchase decision. The influencer may be friends, family or colleagues at work, and the influencer also varies according to the nature of the commodity.

3) Decider: It is the person or persons who make the decision to purchase a necessity or a particular brand, for example, the purchase of furniture may be the husband or wife or both together, or the decision to buy a car, for example, it may be the husband, wife and children together and Children clothes the wife may be the one who makes the purchase decision and so on.

4) Buyer: He is the one who makes the purchase and does not necessarily have to be the decision-maker himself. For example, buying clothes may influence the decision by the son, and the decision-maker is the father, but the buyer may be the mother, meaning that

the role of the buyer here is an implementation role for the decision that was taken. .

5) The consumer: is the person who will use the commodity, the father may make the decision, but the commodity may be used by all family members, as happens with the car, for example. (Al-Abdali & Al-Alaq, 1999).

Stages of Buying Decision Process.

The purchase decision is one of the decisions a person makes, and it passes through several stages, which are, respectively:

First: Feeling of Need.

At this stage, the consumer realizes through his perceptual system that he has a need or desire to satisfy it, as the individual is in a state of equilibrium (the natural state) until he is exposed to some influencing or motivating factors (such as seeing an advertisement for a product), Which affects his perceptual balance and makes him realize the existence of an unsatisfied need or desire, and the need can appear as a result of an instinctive internal motive in the individual (hunger, thirst, sex), for example, a person passing near an oven and watching hot bread and inhaling its smell can make one feel hungry or the need for food and seeks to satisfy this need, Here, the marketer must stress the factors and situations that provoke the consumer's motives, and make him recognize his need and know the motives that arouse the consumer's interest in the product through studies and quality (Toor,et al.,2017).

Second: Searching for information.

To overcome the state of imbalance, the buyer seeks information related to this need and the means and ways to meet it, and at this stage he is alert and thirsty to receive information about the products that meet his needs.

As for the intensity of the search and the amount of searching for the information that the consumer seeks to reach, it depends on:

1) Motive power of the consumer.

2) The amount of information he already has.

3) How easy it is to obtain additional information.

4) How important is it to obtain additional information and the degree of satisfaction it derives from the research.

5) Personal sources such as family, neighbors, friends.

6) Public sources such as the media, consumer associations.

7) Choices, touching the product, choosing it and using it (Jashari &Rrustemi, 2017)

Third: Evaluation Of Alternatives.

At this stage, the information gathered about the product to be purchased is evaluated and an attempt is made to balance that information and choose the most appropriate alternative by setting a standard of measurement or a priority scale, on the basis of which the purchase decision is made by choosing the appropriate commodity according to the criteria set by the consumer. Therefore, the consumer must do the following (Lautiainen, 2015):

1) Arrange the information collected.

2) Setting selection criteria.

3) Identify the different alternatives.

4) Balancing the alternatives .

There is no single method of evaluation that is used by all consumers, not even at the level of the individual consumer that applies in the various purchase cases that he makes. All that can be said is that there are a set of basic concepts that help explain the process of evaluating alternatives, namely:

1) Assuming that every consumer sees in the product a set of distinctive characteristics. In buying a camera, for example, these characteristics include the quality of the camera, the quality of the image, and ease of use.

2) The importance that the consumer attaches to the different characteristics and advantages of the product varies from another consumer to any consumer who attaches more importance to the commodity that meets his needs.

3) That the consumer develops a set of beliefs about the advantages of each option, and these beliefs associated with a particular choice represent the ideal image of the product for the consumer, but consumers' perceptions may differ from the real specifications of the product for a variety of reasons, including (weak experience, effects of the selection process, optional distortion of information and storage in memory) .

4) It is assumed that each feature or characteristic of the product has a useful work for the consumer and this useful work makes it distinctive and increases the degree of consumer satisfaction with the product, which varies according to the different levels of the advantage.

5) The consumer takes a certain position regarding the types of products, the different brands through the evaluation processes that he performs, and this position helps him in the end to make the purchase decision (Altinay, et al.,2017).

Fourth: Making a purchase decision.

The process of evaluating the alternatives ends with taking a specific position by the buyer towards a particular commodity or brand after it has been classified by the buyer and the purchase value is formed for him, but there are two main factors that affect the purchase decision here:

1) The attitude of others: it means (people who are close to the purchase decision maker or who influence the purchase decision) and they are usually family, neighbors, friends, and reference groups. Decision maker to achieve the opinions of these people and satisfy them.

2) External environmental conditions: they are the causes or unexpected objective incidents that appear that affect the translation of the intention to buy into an actual purchase, for example, the rise or fall of the individual's income, as it is not necessary that the positive evaluation and the intention to buy lead to the actual purchase (Durmaz & Durmaz,2014)

Fifth: Post-purchase evaluation.

The main reason for evaluating this stage of the purchasing decision process is that the purchase decision leads to another purchase decision, and it is also important to study the consumer's behavior after the purchase. The consumer has become an important information element about the product for others, If the consumer is pleased with the purchase and usage of the product, he is more likely to acquire it from the same (brand) in the future. When a customer is dissatisfied with a product, he expresses his initial feelings about it, and his desire to buy declines, prompting him to look for other options (Lautiainen , 2015, shirkarami et al, 2020).

These five stages that we mentioned represent the stages of making a rational, rational purchase decision, and it is not necessary for every consumer to go through these stages, and this depends on the quality of the consumer and the nature of the goods to be purchased. Leon (1975,) divides the stages of making a purchase decision into five stages:

1. Knowledge.

At this stage, the consumer is exposed to the new commodity, and this exposure is somewhat neutral, because the individual is not interested

in this commodity, so he searches for additional information about it, and Leon divides this knowledge into two types, the first: knowledge of the thing and the second: knowledge about the thing, and the first type is Just hearing about a thing or a commodity. The second type occurs when the individual has access to intimate or comprehensive knowledge about the object.

2. Interest.

When the consumer develops an interest in the commodity, he searches for information that helps him know how the commodity can benefit him, so the commodity at this stage becomes the focus of his attention more than the previous stages.

3. Evaluation.

Based on the individual's stock of information about the commodity, the individual consumer draws certain conclusions, and if the evaluation is satisfactory, the consumer will make the purchase and vice versa.

4. Trial.

Here the consumer actually uses the commodity on a specific scale, and his experience with the commodity will provide him with the information he needs to decide on the basis of which to adopt or reject the commodity.

5. Adoption.

Based on the consumer's experience of the commodity and his evaluation and interpretation of it, the consumer decides to use the commodity continuously instead of using it on a limited scale (Jashari, & Rrustemi, 2017).

Factors affecting the purchase decision

There is no agreement between writers or researchers in this field on the number of factors and the impact of each of them on the purchase decision of the consumer. Every writer or researcher gives weight to the factors that he considers influential in the purchase decision, and this weighting is based on the philosophy or school to which this writer or researcher belongs. However, there is an agreement among most of them on a number of factors, which fall into several main groups:

1. Product: The characteristics of the product affect the buying decision process, and among these characteristics are (complexity, perceived quality). Complex modern products require a complex purchase decision. Some producers offer simplified products that are familiar to the consumer who avoids the extensive search for information, and the appearance The physical packaging of the

product and the information affect the process of making the purchase decision. The packaging attracts the consumer and may make him put the product in the circle of his attention, and the product information affects the perception of its benefits and may make the consumer choose this product (Hanaysha, 2017).

2. Price: The pricing strategy affects the buying behavior of the consumer. When the consumer is looking for a low price or getting discounts, or when the consumer makes a routine purchase decision, the price will be considered very important. Rather, it may be one of the most important characteristics of the product that the consumer evaluates, and then the marketers can price the product at low prices or reduce purchase costs, and with regard to the purchase decision related to solving problems, the consumer depends on the price in making the purchase decision, as well as for luxury products as the price enters In the process of evaluating and estimating the quality of the product in the post-purchase stage (Hidayat, & Diwasasri, 2013).

3. Distribution: Distribution plays an important role in influencing the purchasing decision of the consumer. For routine purchase, the availability and availability of goods is essential in this regard, and the type of distribution channel affects the process of product perception. When the product is presented in a large store, it has a better position than its presentation. On the sidewalks or in small shops, the successful marketer will naturally choose the distribution channel that has characteristics that correspond to the needs of the consumer that he seeks to satisfy (Abu Qahf et al., 2006).

4. Promotion: The promotion strategy affects every stage of the purchasing decision. The message that the product sends reminds the consumer that he has a problem and that the product will help him solve this problem and that he will obtain a higher value as a result of purchasing this product. In fact, one of the strengths of e-marketing is that The individual is immersed in the decision-making process and searches for information that can influence him at every stage of decision-making, and when choosing and evaluating the product, the continuous interaction between the seller and the buyer leads to satisfaction and loyalty (Obaidat,2004)

Types of Buying Decisions.

We learned how the consumer's behavior is affected by a number of psychological, personal, social and cultural factors and the conditions of the purchase and consumption process, and all this means that the purchase differs from one consumer to another, according to the needs that the consumer's purchase decision meets and the mechanism of the purchase process. Therefore, purchase decisions have been classified into different types, namely :

A - Rational purchase decision. Its types are shown as:

1) Personal interest in the product (how important is the need that the product meets to the consumer)

2) The symbolic value of the product (the image that the consumer wants to give about himself by consuming the product in question).

3) Pleasure value (the pleasure that the consumer gets when consuming such products).

4) The degree of perceived risk of the negative consequences of the purchase process (the perceived risk, for example, in the case of purchasing a product to be presented as a gift, differs from the perceived risk in the case of purchasing the same product for personal use).

5) Consumer evaluation of the possibility of error in the selection (which is an individual evaluation).

(Dittmar & et.al, 1995, p. 510).

B- Routine purchase decision. When there are no new effects or variables for the purchase decision (such as the emergence of new products, lack of the brand, low quality of the brand, new information), the purchase decision can turn into a routine or usual decision, and the consumer in the case of routine decisions follows a simplified methodology of purchasing decisions (Abu Qahf and others, 2006, pp. 225-227).

C - Impulsive buying decision. Impulsive buying means a non-continuous instantaneous purchase that occurs without paying attention to its results and that it reflects many individual Attitudes such as lack of planning and thinking or impatience and others, as well as it can be the result of the influences surrounding the individual or the impulsive purchase may be the result of the consumer suddenly remembering his need and intention to buy or It is the result of some influences such as the place of sale and the attractiveness of packaging or promotion (Al Bakri, 2006).

D - Forced purchase decision. This type of purchase expresses inappropriate or extremist behavior on the part of the consumer, as it can be repetitive and a source of problems and troubles for the consumer who appears forced to consume under the weight of his desires and tendencies. A forced buyer buys not only with the intention of obtaining the benefit from the product or service purchased, but also to achieve comfort and happiness through the purchasing process itself. Compulsory buying aims to avoid a state of tension, anxiety or discomfort caused by a particular concern. The understanding of purchasing does not agree with the conscious will of

the consumer, but rather contradicts it and results from the loss of control at a certain moment and exposure to a desire that is not in place to buy a product or a brand. It differs from the impulsive purchase decision in terms of the consequences that result from each of them, as well as the fact that the latter occurs as a result of the desire for specific products and as a result of the loss of self-control in specific and at a specific moment, while the compulsive purchase occurs compulsorily and is contrary to the conscious desire of the individual (Dittmar & et al. .al , 1995, p.512)

F - The purchase decision motivated by the search for diversification and change.

 The search for diversification or change is the opposite of loyalty as it leads to a change in the product or the brand. There are several methods and points of view to analyze the search for diversification and change, including:

1) Random or unexplained factors, such as if the consumer went through a state of routine or boredom with this commodity or brand.

2) Factors that directly affect the change of (the brand), such as the consumer trying one of the new brands and finding it better than the one he was using.

3) Factors that indirectly affect the change (the brand), such as friends or relatives, such as expressing their opinion of a specific product that the consumer did not use before (Mirabi,et al.,2015)

Conclusion

Consumer psychology is the study of how our thoughts, beliefs, feelings, and perceptions affect how we buy and interact with products and services. Consumer psychologists look into how the decision-making process, social persuasion, and motivation all play a role in why people buy certain goods and not others. The study of customers and how they behave while deciding to buy a product that meets their needs is known as consumer buying behavior. It is a study of consumer behavior that leads to the purchase and use of specific products. The study of customer buying behavior is crucial for marketers because it allows them to understand what consumers expect. It aids in comprehending what motivates a customer to purchase a product. It is critical to examine the types of products that consumers want before releasing them onto the market. Marketers can learn about their customers' likes and dislikes and tailor their marketing campaigns accordingly. Consumer buying behavior research looks into things like what people buy, why they buy it, when they buy it, how often they buy it, and why they buy it, among other things.

Understanding consumer behavior is essential for a company to find success for its current products as well as new product launches. Every consumer has a different thought process and attitude towards buying a particular product. If a company fails to understand the reaction of a consumer towards a product, there are high chances of product failure.

The changes taking place in the marketing environment push the consumer to make purchasing decisions, as to the changing fashion, technology, trends, living style, disposable income, and similar other factors, consumer behavior also changes. A marketer has to understand the factors that are changing so that the marketing efforts can be aligned accordingly.

The organization's survival in the market is linked to studying all the influences surrounding the consumer ; as the consumer is the one who directs the marketing activities of the organization

Leading companies have constantly improved its existing products and focused on developing new products. by conducting market research to identify consumer behavior. And to better understand the needs of the target market.

Consumer behavior analysis has emerged as an important tool to understand the customers. By looking into consumer psychology and the forces behind customer buying behavior, companies can craft new products, marketing campaigns and increase profitability. Companies should talk to consumers, watch out for frustrations, and most importantly, identify their needs and expectations.

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