THE EFFECT OF CONSUMER PSYCHOLOGY TOWARD CONSUMER BEHAVIOR OF SAMSUNG USER

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Abstract

This study aims to determine the influence of consumer psychology factor which are motivation, perception, learning, belief and attitude toward consumer behavior of Samsung Smartphone in Manado. The method used in this research is the qualitative research methodology with narrative approach which will provide a descriptive insight about consumer psychology. The data for this research were gathered from interview, which the sample is random people with different occupation to get impulsive idea about the effect of consumer psychology. In the finding consumer psychology factor can affecting purchase decision toward Samsung Smartphone, Samsung is expected not only creating innovative product but also emotional bound with customer. Which is maintain customer loyalty.
Models of consumer behaviour. Inputs. Physical Tangible Price paid. CONSUMER BEHAVIOUR and consist of social class, lifestyle, role orientation, family life-cycle stage, perceived risk, product importance and time pressure. 9. Nicosia Model This model explains the consumer behaviour on the basis of four fields shown in the diagram. The output of field one becomes the input of field two, and so on.

Sub-field One Firm’s Attributes. Engineers look for quality and standardisation of the product. Users think of timely delivery, proper installation and after sales service. Finance people look for maximum price advantage. Thus, there are conflicting interests and view that have to be resolved.