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FACTORS INFLUENCING THE SUDANESE CONSUMER BEHAVIOR TOWARDS
PURCHASE DAILY CONSUMER GOODS AND COMMODITIES

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ABSTRACT

Research conducted to identify the factors influencing the Sudanese consumer behavior towards purchase Daily Consumer Goods and Commodities in some key markets in (Khartoum locality-Sudan). Research determined the committed relationship and influence between factors influencing consumer behavior and buying decision. Research targeted (100) respondents from each market. The Questionnaire was used for collecting the data. SPSS was used to analyze the data. Research examined that There is a "committed relationship and influence between factors influencing consumer behavior and buying decision." Such as (the associated external and internal factors, product and its quality, packaging method, age, and income). Research concluded that these factors influence individually and collectively, the consumer purchase decision-making, when he/ or she tries to buy everyday consumer goods and commodities.

Keywords: Consumer behavior, Influence, Khartoum locality, Key markets, Sudan.

I. INTRODUCTION

Consumers behavior is a discipline, in the social sciences, which deals with why consumers buy, or do not buy, products or services. Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought.

All of us are consumers. We consume things of daily use, we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values, motivation, personality, social class and many other factors that are both internal and external to us.

To understand the consumer, researches are made. Sometimes, motivational research is handy to bring out hidden attitude, uncover emotions and feelings. Many firms send questionnaire to customers to ask about their satisfaction, future needs and ideas for a new product. On the basis of the answers received a change in the marketing mix is made and advertising is also streamlined.

II. RESEARCH QUESTIONS

This study explores the answer to the following major research questions (MRQ): Is there a "committed relationship and influence between factors influencing consumer behavior and buying decision".

III. OBJECTIVES

The main purpose of the study was to identify the important factors that influence the Sudanese consumer behavior when purchasing Daily Consumer Goods and Commodities. The following specific objectives were considered:

1. To identify the related internal and external factors that influence consumer behavior.
2. To understand the different concepts about consumer behavior.
3. To identify the most effective factors that influence consumer behavior.
4. To understand about consumer behavior with reference to Sudanese public in Khartoum locality.

IV. HYPOTHESES

The first hypothesis is the basic premise of the study, which states that:

There is a "committed relationship and influence between factors influencing consumer behavior and buying decision".

The following partial hypotheses are branching from the basic premise of the study:

1. The associated external factors which include (level of education, nature of profession, degree ,culture, social class, friends, family, and neighbors), influence individually and collectively, the consumer purchase decision-making, when trying to buy everyday consumer goods and commodities.
2. The associated internal factors which include (Seller who treats consumer kindly and shows respect, stores that provide good services, discounted prices, previous experiences,satisfying the need or desire of goods), influence individually and collectively, the consumer purchase decision-making. when trying to buy everyday consumer goods and commodities.
3. The associated factors which include (product and its quality and packaging method) , influence individually and collectively, the consumer purchase decision-making. when trying to buy everyday consumer goods and commodities.
4. There is a relationship between the age of the consumer and the degree of his/her interest in consumer-related factors.
5. There is a relationship between the consumer income and his/her degree of attention to factors relating to the products.

V. CONSUMER PURCHASING PROCESS

The following steps are ways to influence the consumer decision making process:

- Problem recognition
- Information search
- Evaluation of alternatives
- Store choice and purchase
- Post-purchase activities

1. **Problem recognition:** The first step of the decision –making process occurs when the consumer notices a need or want. A gap exist between an individual’s current state and desired state. The need can be simple or complex and be influenced by many factors.
2. **Information search:** Once a problem has been recognized, the consumer begins an internal search, mentally recalling products that might satisfy the need. Often, the individual remembers how the need was met in the past. If a particular brand was chosen and the experience was positive, the consumer repeats the purchase decision and the information search ends. When a previous purchase did not work out or if the consumer wishes to try something else, a more extensive internal search may result.
3. **Evaluation of alternatives:** This stage involves the mental weighing of the potential costs and benefits associated with one or more products being considered for purchase. Attributes such as a product or brand’s price, style, prestige, brand name, performance are examples of attribute that demand consideration by the consumer. Consumers differ regarding the importance they place on each attribute.
4. **Store choice and purchase:** The store choice and purchase involves all the decisions necessary to complete a transaction, such as deciding what to buy and where to buy the product or brand. In some cases, it may involve arranging finance, deciding on the method of payment and the method of delivery.

5. **Post- purchase behavior:** This stage covers post – purchase dissonance, product use, product disposal, along with concepts of customer satisfaction, repeat purchasing behavior and customer loyalty. The term ‘dissonance’ refers to regret, doubt or anxiety about the correctness of one’s decision after a purchase has been made.

The consumer may not act in isolation in the purchase, but rather may be influenced by any of several people in various roles. The number of people involved in the buying decision increases with the level of involvement and complexity of the buying decision behavior. Consumer’s buyer behavior and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristics. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customer.

VI. FACTORS INFLUENCING CONSUMER BEHAVIOR:

Consumer’s buyer behavior is influenced by four major factors:

- 1) Cultural,
- 2) Social,
- 3) Personal,
- 4) Psychological.

These factors cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market.

- **Age**

Consumers in different age groups have very different needs and wants. People who belong to the same age group differ in many other ways, they do tend to share a set of values and common cultural experiences that they carry throughout life.

- **Gender**

Many products, from fragrances to footwear, are targeted at men or women. Differentiating by sex starts at a very early age- even nappies are sold in pink – trimmed versions for girls and blue for boys. As proof that consumers take these differences seriously, market research has revealed that many parents refuse to put baby boys in pink nappies.

- **Personality**

Personality changes from person to person, time to time and place to place. Therefore it can greatly influence the buying behavior of customers. Actually, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness, self-confidence etc which can be useful to determine the consumer behavior for particular product or service.

- **Attitudes**

An attitude is a mental position taken towards a topic, a person or an event that influences the holder’s feelings, perceptions, learning processes, and subsequent behavior. Attitudes can drive purchase decisions. A consumer holding a positive attitude towards a brand is more likely to buy it. Someone who enjoys an advertisement, and other elements of marketing communications, will be more likely to purchase the product.

- **Values**

Attitudes reflect an individual’s personal values. Values are strongly held beliefs about what is desirable. Values frame attitudes and lead to the judgments that guide personal actions. Factors that affect a person’s values include the individual’s personality, the family, work environment and culture. By appealing to basic values, marketers try to convince prospective consumers that the organization’s products align with their values.

- **Perception**

Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world. In other words, it refers to how people make sense of their world and perceptions will vary from one person to the next.

Learning and memory: Consumers must learn almost everything that is related to being a consumer: awareness of a product or a brand, its availability, its attributes so on. Learning describes changes in an individual's behavior arising from experience. It defined as any change in the content or organization of long-term memory.

- **Motivation**

Motivation is what will drive consumers to develop a purchasing behavior. It is the expression of a need is which became pressing enough to lead the consumer to want to satisfy it. It is usually working at a subconscious level and is often difficult to measure. The level of motivation also affects the buying behavior of customers.

Every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs is that, some of them are most pressing while others are least pressing. Therefore a need becomes a motive when it is more pressing to direct the person to seek satisfaction. Motivation is directly related to the need and is expressed in the same type of classification as defined in the stages of the consumer buying decision process. To increase sales and encourage consumers to purchase, brands should try to create, make conscious or reinforce a need in the consumer's mind so that he develops a purchase motivation. He will be much more interested in considering and buy their products. They must also, according to research, the type of product they sell and the consumers they target, pick out the motivation and the need to which their product respond in order to make them appear as the solution to the consumers need.

- **Occupation**

The occupation of a person has significant impact on his buying behavior.

For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes.

- **Learning**

Learning is through action. When we act, we learn. It implies a change in the behavior resulting from the experience. The learning changes the behavior of an individual as he acquires information and experience. For example, if you are sick after drinking milk, you had a negative experience, you associate the milk with this state of discomfort and you learn that you should not drink milk. Therefore, you don't buy milk anymore. Rather, if you had a good experience with the product, you will have much more desire to buy it again next time. The learning theories can be used in marketing by brands.

- **Economic Situation**

Consumer economic situation has great influence on his buying behavior. If the income and savings of a customer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

- **Lifestyle**

Lifestyle of customers is another important factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc. and shapes his whole pattern of acting and interacting in the world.

- **Family**

The family is maybe the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, acquire values. But also develop attitudes and opinions on various subjects such as politics, society, social relations or himself and his desires. Buyer behavior is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children. If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement

- **Culture**

Culture refers to the values, norms and customs shared by a society. Cultures are made up of subcultures, such as the smaller groups within cultures beliefs, values, norms and patterns of behavior set them apart from mainstream culture. Subcultures can be based on factors such as age, geography, religion and ethnicity.

- **Sub-cultures**

A society is composed of several subcultures in which people can identify. Subcultures are groups of people who share the same values based on a common experience or a similar lifestyle in general. Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions.

- **Social classes**

Social classes are defined as groups more or less homogenous and ranked against each other according to a form of social hierarchy. Even if it s very large groups, we usually find similar values, lifestyles, interests and behaviors in individuals belonging to the same social class. Every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. In this way marketing activities could be tailored according to different social classes.

- **Reference groups and membership groups**

The membership groups of an individual are social groups to which he belongs and which will influence him. The membership groups are usually related to its social origin, age, place of residence, work, hobbies, leisure,etc. Reference groups have potential in forming a person attitude or behavior. The impact of reference groups varies acrossproducts and brands. For example if the product is visible such as dress, shoes, car etc then the influence of reference groups will be high. Reference groups also include opinion leader (a person who influences other because of his special skill, knowledge or other characteristics).

More generally, reference groups are defined as those that provide to the individual some points of comparison more or less direct about his behavior, lifestyle, desires or consumer habits. They influence the image that the individual has of himself as well as his behavior. Whether it is a membership group or a non-membership group. Because the individual can also be influenced by a group to which he doesn't belong yet but wishes to be part of. This is called an aspirational group. This group will have a direct influence on the consumer who, wishing to belong to this group and look like its members, will try to buy the same products.

VII. RESEARCH METHODOLOGY

This section identified the methodological strategy. Data collection tools selected to analyze the relationships between variables. Research targeted the respondents from some key markets. Voluntary samples were selected in part size, targeting (100) respondents from each market. The aim is to identify the important factors influencing influencing the Sudanese consumer behavior towards purchase Daily Consumer Goods and Commodities. The Questionnaire was used for collecting the data.

One hundred questionnaires were dispatched to these respondents. A total of (100) filled questionnaires were received which were used for data analysis. The Questionnaire measuredthree factors : (The external factors relating to consumer- internal factors relating to consumer –and factors relating to the products). these factors can be expressed as a descriptive variable in five format options (strongly disagree - don't agree – neutral –agree – strongly agree). As graduated levels, reflecting the respondents' views about the phrases. Each option is given the numerical values (1, 2, 3, 4, 5,) respectively. As gradient levels reflecting the extent of consumer opinion on the term and giving each alternative the numerical values (1, 2, 3, 4, 5) respectively.

VIII. FIELD STUDY AND DATA COLLECTION:

Responses analyzed through the SPSS (Statistical Package for Social Sciences). (t) distribution was used to test the moral arithmetic meanof each paragraph for each axis separately andof the total phrases for each axis combined together, for the first hypothesis (the basic premise) of the study, and its sub hypotheses that are the (first, second

and third sub hypothesis). (t) moral test of simple linear correlation coefficient was used for the second and third hypothesis. And when reviewing the results, a number of observations have been taken into account as follows:

1/The study's premise is revolving around whether the arithmetic mean of the respondents in each optional phrase of the questionnaire, does not differ semantically from the arithmetic normal distribution's default for the community under study, which is equal to the arithmetic mean of the weights of the answering options which is: $(total) 3 = 5/(1 + 2 + 3 + 4 + 5)$. it is called the arithmetic mean for one phrase. Which is equaling – for each axis (3k) where (k) represents the number of words of the axis.

2/The statistical formulation of each phrase takes the following form:

$$H_0 : \mu = 3$$

$$H_1 : \mu > 3$$

Whereas The statistical formulation of each axis takes the following form:

$$H_0 : \mu = 3k$$

$$H_1 : \mu > 3k$$

For the second and third hypothesis, the statistical formulation of each hypothesis takes the following form:

$$H_0 : \rho = 0$$

$$H_1 : \rho > 0$$

Where:

arithmetic mean default (parameter) $\equiv \mu$

Simple linear correlation coefficient between variables $\equiv \rho$

$H_0 \equiv$ null hypothesis, which indicates that there is no moral difference (substantial) between the calculated arithmetic mean from the sample answers been drawn from the community and the real value.

$H_1 \equiv$ The alternative hypothesis which means that there is a moral difference between the two values.

If the value of the arithmetic mean of the respondents answers, is less than the default value which is equaling = 3 or (3k) or bigger than it, but the difference is not moral, then in this case, the null hypothesis (H_0) will be accepted and reject the hypothesis of the study (H_1) which assumes the positive impact of the phrase.

3/The allowable error that is adopted in this study is ($\alpha = 0.05$) which means that the degree of confidence in all the reports regarding the accepting or rejecting any hypothesis of the study is 95% ($1 - 0.05 = 0.95$).

4/From the analysis tables by using SPSS (Statistical Package for Social Sciences), the value of moral level (Asymp.sig), which is less than the allowable error (α) indicates the rejection of null hypothesis and accept the premise of the study.

IX. RESULTS AND DATA ANALYSIS

The first hypothesis is the basic premise of the study, states that:

There is a "committed relationship and influence between factors influencing consumer behavior and buying decision".

The first partial hypothesis states that

"The associated external factors which include (level of education, nature of profession, degree ,culture, social class, friends, family, and neighbors), influence individually and collectively, the consumer purchase decision-making, when trying to buy everyday consumer goods and commodities".

The statistical formulation of each phrase takes the following form:

$$H_0 : \mu = 3$$

$$H_1 : \mu > 3$$

Whereas The statistical formulation of total phrases for each axis takes the following form:

$$H_0 : \mu = 21$$

$$H_1 : \mu > 21$$

SPSS (Statistical Package for Social Sciences) has provided the following table:

Table no(1): One-Sample Test

	Mean	Std. Error	T	Df	Sig. (2-tailed)
The nature of profession I practice controls my purchase behavior.	3.96	.072	13.266	99	.000
My degree affects my purchasing behavior	2.48	.081	-6.419	99	.000
I buy according to the culture and traditions of all around me	4.16	.068	17.122	99	.000
The social class that I belong to govern my conduct in the purchase.	3.96	.078	12.348	99	.000
My family has a big role in my decision to buy.	4.20	.080	14.925	99	.000
My friends have a role in my decision to buy.	4.04	.072	14.372	99	.000
My neighbors have a role in my decision to buy.	3.56	.099	5.668	99	.000
Total axis of external factors relating to the consumer.	26.44	.243	22.386	99	.000

Schedule No (1): In the mathematical means column (second column), we can note that all mathematical means are greater than the default arithmetic mean which is equaling = (3) for each phrase and equaling = (21) for the total. In the last column we can note the calculated moral levels ((Sig. (2-tailed)), which are all = zero, it is smaller than the predetermined level of moral value equaling ($\alpha = 0.05$). This is an indication that there is a relationship between these variables and consumer purchase behavior. Except the variable of the degree that has given mathematical mean less than the value of the default mean by one (1) moral degree. It is an indication that the degree has no influence on consumer buying behavior, (Unlike all consumer external variables).

Looking at the last row of table (1): We can note that the arithmetic mean that is equaling = (26.44), is greater than the default value, which is considered as a moral difference value, by evidence of zero value of moral level in the last column. This will cause the researcher decide to reject the null hypothesis and accept the the first partial hypothesis of the study stating that: "The associated external factors which include (level of education, profession ,coat and friends), influence individually and collectively, the consumer purchase decision-making, when trying to buy everyday consumer goods and commodities".

The second partial hypothesis states that:

"The associated internal factors which include (The seller who treats consumer kindly and shows respect, stores that provide good services, discounted prices, previous experiences,satisfying the need or desire of goods), influence individually and collectively, the consumer purchase decision-making. when trying to buy everyday consumer goods and commodities".

The statistical formulation of each phrase takes the following form:

$$H_0 : \mu = 3$$

$$H_1 : \mu > 3$$

Whereas The statistical formulation of total phrases for each axis takes the following form:

$$H_0 : \mu = 18$$

$$H_1 : \mu > 18$$

SPSS (Statistical Package for Social Sciences) has provided the following table:

Table no(2): One-Sample Test

	Mean	Std. Error	T	Df	Sig. (2-tailed)
I buy from the seller who treat me kindly and respects consumers.	3.40	.124	3.228	99	.002
I prefer buying from stores that provide good services.	3.44	.121	3.640	99	.000
I prefer buying goods at discounted prices.	3.00	.130	.000	99	1.000
I use my previous experiences in choosing the items I purchase	3.16	.101	1.581	99	.117
I buy in order to satisfy my need or desire of goods and products.	3.60	.106	5.641	99	.000
I buy goods and products within the limited income	3.44	.103	4.280	99	.000
Total axis of internal factors relating to the consumer.	20.04	.250	8.153	99	.000

The above table No (2): When looking at the mathematical means column (the second column), we can note that the mathematical means for the first, second, fifth, and sixth phrase are greater than the default arithmetic mean which is equaling = (3) for each phrase and equaling = (18) for the total. In the last column we can note the calculated moral levels ((Sig. (2-tailed)), which are all smaller than the predetermined level of moral value equaling ($\alpha = 0.05$). This is an indication that there is a relationship between these variables and consumer purchase behavior. Except for the two phrases stating that (I prefer buying goods at discounted prices & I use my previous experiences in choosing the items I purchase), they are given mathematical mean that is equaling = the default value for the first phrase and greater than the default value by one (1) degree that is not moral. It is an indication that these two variables have no influence on consumer buying behavior, (Unlike all the other consumer internal variables).

Looking at the last row of table (2): We can note that the arithmetic mean that is equaling = (26.04), is greater than the default value, which is considered as a moral difference value, by evidence of zero value of moral level in the last column. This will cause the researcher decide to reject the null hypothesis and accept the first partial hypothesis of the study stating that: "The associated external factors which include (level of education, profession ,coat and friends), influence individually and collectively, the consumer purchase decision-making, when trying to buy everyday consumer goods and commodities".

The third partial hypothesis states that:

"The associated factors which include (product and its quality and packaging method) , influence individually and collectively, the consumer purchase decision-making. when trying to buy everyday consumer goods and commodities".

The statistical formulation of each phrase takes the following form:

$$H_0 : \mu = 3$$

$$H_1 : \mu > 3$$

Whereas The statistical formulation of total phrases for each axis takes the following form:

$$H_0 : \mu = 21$$

$$H_1 : \mu > 21$$

SPSS (Statistical Package for Social Sciences) has provided the following table:

Table no(3): One-Sample Test

	Mean	Std. Error Mean	T	Df	Sig. (2-tailed)
When purchasing I care about brand name and type of commodity brand	3.36	.110	3.283	99	.001
I take interest in the publicity and advertising for goods and products.	3.20	.121	1.658	99	.100
I care about the quality of goods and products before purchase	4.20	.075	15.955	99	.000
Before I buy I always look for the history and expiration date of the product.	3.84	.093	9.042	99	.000
I care about the form of the outer casing of the product.	3.88	.091	9.636	99	.000
The celebrity of the product encourage me to buy.	3.72	.101	7.158	99	.000
Images of famous people put on goods and products encourage me to purchase.	3.20	.142	1.407	99	.163
Total axis of factors relating to the product.	25.28	.339	12.612	99	.000

In the mathematical means column (second column), we can note that all mathematical means are greater than the default arithmetic mean which is equaling = (3) for each phrase and equaling = (21) for the total. In the last column we can note the calculated moral levels ((Sig. (2-tailed)), which are all = zero, it is smaller than the predetermined level of moral value equaling ($\alpha = 0.05$). This is an indication that there is a relationship between these variables and consumer purchase behavior. Except the variable of the degree that has given mathematical mean less than the value of the default mean by one (1) moral degree. It is an indication that the degree has no influence on consumer buying behavior, (Unlike all consumer external variables). This is an indication that there is a relationship between these variables and consumer purchase behavior. Except for these two phrases which are stating that (I take interest in the publicity and advertising for goods and products & Images of famous people put on goods and products encourage me to purchase). The two phrases have moral level that is greater than (0.05). It indicates that there is no is influence on consumer buying behavior.

Looking at the last row of table (3): We can note that the arithmetic mean that is equaling = (25.28), is greater than the default value, which is considered as a moral difference value, by evidence of zero value of moral level in the last column. This will cause the researcher decide to reject the null hypothesis and accept the third partial hypothesis of the study stating that: " The associated factors which include (product and its quality and packaging method) ,

influence individually and collectively the consumer purchase decision-making, when trying to buy everyday consumer goods and commodities.

The fourth partial hypothesis states that:

"There is a relationship between the age of the consumer and the degree of his/her interest in consumer-related factors".

The statistical formulation takes the following form:

$H_0 : \rho = 0$

$H_1 : \rho > 0$

First: for the relationship between the consumer’s age and the degree of his/her interest in the related internal factors:

SPSS (Statistical Package for Social Sciences) has provided the following table :

Link relationship between the consumer’s age and the degree of his/her interest in the related internal factors:

Table no(4): Correlations

I buy from the seller who treat me kindly and respects consumers.	Pearson Correlation	.819
	Sig. (2-tailed)	.000
I prefer buying from stores that provide good services.	Pearson Correlation	.786
	Sig. (2-tailed)	.000
I prefer buying goods at discounted prices.	Pearson Correlation	-.785
	Sig. (2-tailed)	.000
I use my previous experiences in choosing the items I purchase.	Pearson Correlation	.418
	Sig. (2-tailed)	.000
I buy in order to satisfy my need or desire of goods and products.	Pearson Correlation	.529
	Sig. (2-tailed)	.000
I buy goods and products within the limited income.	Pearson Correlation	-.071
	Sig. (2-tailed)	.481
Total axis of internal factors relating to the consumer.	Pearson Correlation	.741
	Sig. (2-tailed)	.000

The above table No (4):We can note that, through the calculated moral levels ((Sig. (2-tailed)) in the last column, which are all = zero, it is smaller than the predetermined level of moral value that is equaling ($\alpha = 0.05$).

There are statistically significant correlation relationships between the consumer age and all related internal factors. And most of these relationships are positive, reaching its maximum value, that is = (.918) in term of relation between consumer income and degree of his/her interest in buying from the seller who treats consumers kindly and respects.

As for the two phrases which are stating that (I prefer buying goods at discounted prices & I buy goods and products within the limited income), the relationship was negative, the relation factor linking with the consumer's age = ((-.785 and (-.071) respectively. Looking at corresponding values in the last column of the moral level we can note that the second relationship is not moral whereas the first relationship is moral, and it indicate that there is a correlated relationship between consumer's age and his/her degree of interest towards buying goods at discounted prices.

Thus it can be decided to reject the null hypothesis and accept the fourth partial hypothesis of the study stating that: "There is a relationship between the age of the consumer and the degree of his/her interest in consumer-related internal factors". when trying to buy everyday consumer goods and commodities.

Second: for the relationship between the consumer’s age and the degree of his/her interest in the related external factors:

Link relationship between the consumer’s age and the degree of his/her interest in the related external factors:

Table No: (5): Correlations

The nature of my the profession that I deal with controls my purchase behavior	Pearson Correlation	.266
	Sig. (2-tailed)	.007
My degree affects my purchase behavior	Pearson Correlation	.408
	Sig. (2-tailed)	.000
I buy according to the culture and traditions of all around me.	Pearson Correlation	.058
	Sig. (2-tailed)	.567
The social class that I belong to controls my purchase behavior.	Pearson Correlation	.193
	Sig. (2-tailed)	.054
My family has a big role in my decision to buy.	Pearson Correlation	.339
	Sig. (2-tailed)	.001
My friends have a role in my decision to buy.	Pearson Correlation	.028
	Sig. (2-tailed)	.780
My neighbors have a role in my decision to buy	Pearson Correlation	-.228
	Sig. (2-tailed)	.073
Total axis of external factors relating to the consumer.	Pearson Correlation	.303
	Sig. (2-tailed)	.002

The above table No (5):We can note that, through the calculated moral levels ((Sig. (2-tailed)) in the last column, which are all = zero, it is smaller than the predetermined level of moral value that is equaling ($\alpha = 0.05$), in three phrases that are related to (the nature of consumer’s profession, consumer’s scientific degree, and consumer’s family). Therefore, in these three cases, there is a statistically significant correlation relationship with consumer’s age.

As for the three phrases relating to (culture and tradition, social class, and friends), they have relational ties but not statistically significant with the consumer's age. As for the phrase that is stating: (my neighbors have a role in my decision to buy), its correlation is weak , negative and not moral, it is equaling = (.073), which is greater than the accredited value (.05). Looking at the last row (total factors), we can note that it has given a positive and moral correlation coefficient. It is an indication to accept the hypothesis of the study which is stating that: "There is a relationship between the consumer’s age and the degree of his/her interest in consumer-related external factors". when trying to buy everyday consumer’s goods and commodities.

The fifth partial hypothesis states that:

"There is a relationship between the consumer’s income and his/her degree of interest in the related factors to products":

The statistical formulation takes the following form:

$$H_0 : \rho = 0$$

$$H_1 : \rho > 0$$

SPSS (Statistical Package for Social Sciences) has provided the following table:

Link relationship between consumer’s income and his/her degree of interest in the related factors to the products:

Table no (6): Correlations

When purchasing I care about brand name and type of commodity brand.	Pearson Correlation	.598
	Sig. (2-tailed)	.000
When purchasing I care about the publicity of goods and products.	Pearson Correlation	.545
	Sig. (2-tailed)	.000
I care about the quality of goods and products before I buy.	Pearson Correlation	.658
	Sig. (2-tailed)	.000
Before I buy I look for the history of commodity and expiration date.	Pearson Correlation	.657
	Sig. (2-tailed)	.000
When I buy I look for the outer casing of the product.	Pearson Correlation	.679
	Sig. (2-tailed)	.000
The celebrity of the product encourages me to buy.	Pearson Correlation	.094
	Sig. (2-tailed)	.355
Celebrity portraits mode attract my attention to goods and products.	Pearson Correlation	-.822
	Sig. (2-tailed)	.000
Total axis of 1 factors related to products.	Pearson Correlation	.606
	Sig. (2-tailed)	.000

The above table No (6): We can note that, through the calculated moral levels, which are all = zero, it is smaller than the predetermined level of moral value that is equaling ($\alpha = 0.05$), it is an indication that there are statistically significant correlation relationship between consumer's income and all factors associated with goods, and that these relationships are all positive reaching its maximum value (.679). In term of the relationship between the consumer and the degree of his/her interest in the phrase stating that (When I buy I look for the outer casing of the product). Except for the phrase that is stating (Celebrity portraits mode attract my attention to goods and products), it has given a correlation coefficient with consumer's income equaling = (-.822). Thus it can be decided to accept the premise of the study which states that there is a link relationship between consumer's income and the related factors to products, when trying to buy daily consumer's goods and commodities.

X. RECOMMENDATIONS

- Research recommends that organizations should realize the importance of studying the consumer behavior.
- Research recommends that organizations should always think of consumer what he buys, how he buys, where and when he buys, in how much quantity he buys depending on his/ or her perception, self-concept, social and cultural background, age and family cycle.
- In future the research can be applied in different localities with other variables.

XI. CONCLUSION

Research concluded that factors including the associated external and internal factors, product and its quality, packaging method, age, and income). influence individually and collectively, the consumer purchase decision-making, when he/ or she tries to buy everyday consumer goods and commodities.

For a successful consumer oriented market service provider should work as psychologist to procure consumers. By keeping in mind affecting factors, things can be made favorable and goal of consumer satisfaction can be achieved. Study of consumer buying behavior is gate way to success in market.

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