
CONSUMER BEHAVIOUR PUBLIC SERVICE

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Abstract: The term consumer behavior refers to the behavior that manifests itself in researching consumers to purchase, use, evaluation and leaving the products and services that they expect to meet their needs. The study consumer behavior refers to how individuals make decisions about spending available resources (time, money, effort) for consumer goods or services and include studies on "why buy them?" "Why buy?" "The where buy?" "how often turn to public services? ".

Keywords: consumer, public services, market, marketing

INTRODUCTION

Narrow, consumer behavior reflects the condition of men when buying and / or consumption of goods and services, and broadly covers the whole conduct of the end user of material and intangible, including, for example, the behavior of voters patients a doctor of parishioners to the church etc [2, 5] .

The concept of consumer behavior is dynamic, constantly changing and evolving characterized [1]:

- Causes interaction between perception, feeling, behavior and environment based processes such as perception, information, attitude, motivation, behavior effectively;
- Determines the exchanges between human beings that can occur when post-transaction both operators (providers and recipients) satisfy their mutual interests.

Market meet two major types of consumers:

- Individual: buying for personal and family needs;
- Organizational: who buys and consumes what they indicate for whom the corporate body tasked to acquire.

RESULTS AND DISCUSSION

Consumer behavior has entered the sphere of marketing after 1965 - 1970, before making the subject matter of psychology. Currently, the conduct has become an interdisciplinary and multidisciplinary science, the contribution of fields such as psychology, sociology, economics, marketing, demography, ecology etc.

Interdisciplinary nature demonstrates the complex nature of the buying decision, and falls under the discipline of marketing.

In the process of buying a person can fulfill five roles:

- Initiator - a person who suggests,
- Influence - someone who influence the purchasing decision,
- Decision maker - the person who decides the purchase or use the service,
- Buyer - the person who actually performs the act of demand,
- User - person using the object.

Purchasing behavior under the influence of factors such as:

- Cultural: the main crop (macro and micro culture), secondary culture (religious viewpoint) and social class (which includes individual and family) is the most important group of factors influencing consumer behavior;

- Social: including: reference groups regarding family, religion, profession, the family is the most important factor;

- Personal: refers to the occupation, wealth, personality and self-opinion, lifestyle.

In this case the life cycle of the family is the most important factor influencing purchasing behavior (single, newly married, families with children, survivors, solitary employee, retiree, etc.).

Occupation influence consumer behavior, as well as its material situation. Lifestyle may differ from one individual to another depending on ethnicity, culture, residence, geographic region, and depending on individual personality.

- Psychological who influencing purchase decision or request to call on some public services as influential: motivation, perception, concept and attitude of the individual and the family, etc [3].

Satisfying the need for services is through consumption. Act consumption or purchase of services or the use of Services of Non-price, is an act preceded by a sequence of actions that the consumer decides to buy or to appeal to a particular service designed to satisfy the requirements properly.

Knowledge of this behavior is irrelevant because the provider offers the necessary elements to correctly assessing the application and its correlation with the offer.

Explaining consumer behavior including public service is based on a succession of acts that define content purchasing decision process:

1. awareness of the need (appearance unmet need): The first phase of the purchase decision when the consumer perceives that there is a perceptible difference large enough between how satisfied a certain need and how he would like to be satisfied.

Some very common situations that lead to the unmet needs:

- Stock depletion or wear products are currently used by the consumer;
- The emergence of imbalances between consumer products or services associated with consumption;
- Increasing existing needs, changing their appearance UNR and new needs [2].

2. - gathering information about the desired service, evaluation of alternatives, purchase or obtain, without charge, evaluate the degree of satisfaction or dissatisfaction after consuming the service.

This stage of the decision making process can be defined as activating the experience motivated stored in memory or acquisition of information from the environment [5].

In consumer behavior analysis services to consider the peculiarities of services: intangibility, inseparability, variability, perishability and of provider-consumer relationship, the customer production and consumption are performed simultaneously or sometimes assume this customer during rendering etc.

In essence, the decision to purchase the items are pre-purchase (pre-acquisitions), buying (getting free or partially free service) and post-purchase.

Knowledge of consumer behavior requires understanding of how it manifests in each of the stages mentioned above. In the first stage aims at understanding why the buyer (beneficiary) chose a named service from the multitude of supply in the second stage are targeted consumer reactions during interactive rendering, and in the last stage reasons for satisfaction or dissatisfaction of consumers.

Particularities of consumer services (including public services) refers to the concrete that is set in motion the mechanism of meeting the need and the content contained within each stage:

1. pre-purchase stage: occurs when the individual realizes a need, a desire, a problem which involves making a decision, and ends usually act with the exercise of purchase. When buying services, consumers rely more on information from personal sources, in other cases non-personal sources can not be used because many providers are

small companies with no experience in the advertising field or area of distribution of the advertising message is restricted.

Service generates intangible still in existence pre-purchase features:

- The consumer can not inspect or test the service before you buy;
- The risk is higher when buying the service, because the price would be tied to quality;
- The services are provided either directly from real people (medical, etc.) or mediated by technology (information via the Internet, etc.)
- Service consumers associate with the person or machine providing the service - hence the need for the provider to pay particular attention to how consumers are treated;

In conclusion, the main objectives for marketing services pre-purchase stage, take into account the specificities of services: emphasis on promotion, price correlation with the quality, timeliness of supply, consumer confidence in the quality of supply.

2. status of purchase (consumption). The result is phase pre-purchase decision to buy the service, which overlaps its consumption stage. This stage is complex because consumers perceive a higher risk and more intense than the material goods due to intangibility of services and that they are not standardized and are not collateralized (with some exceptions: dental services), which causes failure to replace a service with some form of guarantee in time.

Many services involve a degree of skill complex (medical services, the informatics etc.), and the recipient does not have enough knowledge or experience to appreciate their quality even after consuming them.

3. state assessment service (post-purchase) received at consumers compare service they expected to receive, subject to some degree of satisfaction or dissatisfaction. If the service is below expectations consume these is unsatisfactory, and if service performance will exceed expectations, the consumer will be happy.

Key factors influencing customer expectations:

- Oral communications (recommendations from friends, acquaintances);
- Personal needs (AAR interest rate on loans required, loan term etc.);
- Previous experience (previous level of satisfaction directly influence new expectations);
- External communications (advertising effect on the consumer);
- Price (eg. business class passenger airplane has other requirements for the ordinary traveler eg. economy class);

Consumers expect services primarily basic service provision faithful and certainly honor the provider etc. When consumers a lack of fairness in dealing with a company waives their services. Some specialists consider that consumer expectations have two levels of expression: accepted and wanted. The desired level is what the consumer expects to receive and reflect what the consumer accepted level considered adequate. Between the two levels there is a tolerance zone. The tolerance zone will be bigger consumer satisfaction will be lower [3, 4, 6]. The expected level can be influenced more easily than desired and depends on the number of alternatives that the consumer has the choice of service. When options are limited, the consumer choose what is best of what it offers.

Peculiarities service consumer behavior have implications for a number of companies providing:

- Service companies can expand areas of consumer tolerance, making efforts to win their confidence;
- Specialized personnel providing companies to be more responsive to the wishes, suggestions, complaints from customers and more sensitive to their concerns;

- Communications between client and provider must be initiated by both sides. The consumer appreciates more relations with the provider when it strives to maintain regular contact;

- Providers have a greater chance of success when their promises reflect the actual quality of the service they provide;

A supplier of success must overcome not only the accepted level but also the desired exceed consumer expectations, to surprise pleasantly.

CONCLUSIONS

Cycle of the family is the most important factor influencing purchasing behavior (single, newly married, families with children, survivors, solitary employee, retiree, etc.).

Occupation influence consumer behavior, as well as its material situation. Lifestyle may differ from one individual to another depending on ethnicity, culture, residence, geographic region, and depending on individual personality.

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