



# SNS B-SPINE

Coimbatore-35  
An Autonomous Institution



DEPARTMENT OF MANAGEMENT STUDIES

19BAE752 - AGRICULTURE MARKETING MANAGEMENT  
II YEAR III SEM

UNIT 1 - INTRODUCTION TO AGRICULTURE MARKETING

TOPIC 9 – DETERMINANTS OF CONSUMER BEHAVIOUR



# Determinants of Consumer Behavior

Consumer behavior in agriculture marketing is influenced by various factors that affect their buying decisions and preferences.

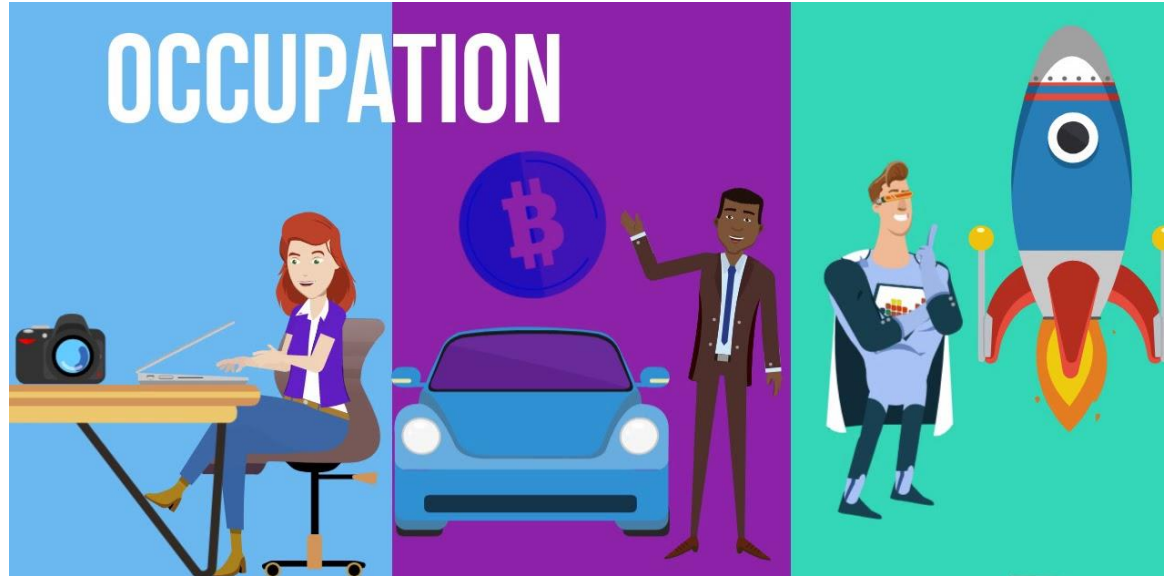
Understanding these determinants is crucial for agricultural marketers and policymakers to effectively cater to the needs and preferences of consumers.



Why to study about the influencing factors?

- Consumer behavior refers to the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and desires.
- Understanding the factors that influence consumer behavior helps marketers develop effective marketing strategies.

# Personal Factors





# Personal Factors

- Age: Different age groups may have varying preferences for agricultural products. For example, younger consumers might be more interested in convenience foods, while older individuals may prioritize traditional or homemade products.
- Gender: Gender can influence food preferences and buying behavior. For instance, women may be more involved in grocery shopping and cooking decisions in many households.



# Personal Factors

- Family Size and Life Cycle: The size and stage of a family's life cycle can impact the types and quantities of agricultural products purchased. Families with children, for example, may have different needs than single individuals.
- Income and Economic Status: Personal income and economic stability directly affect the purchasing power of consumers. Higher income individuals may have more disposable income for premium agricultural products.



# Personal Factors

- Occupation: The occupation of consumers can influence their buying behavior. For instance, farmers may have unique preferences and needs related to agricultural products compared to urban professionals.
- Education: The level of education can influence consumers' understanding of agricultural products, their nutritional value, and their willingness to try new products.

# Cultural Factors







# Culture

- Culture refers to a set of values, ideas, artifacts, and other meaningful symbols that help individuals communicate, interpret, and evaluate as members of society
- The sum total of learned beliefs, values, and customs that serve to regulate the consumer behavior of members of a particular society
- Culture offers order, direction, and guidance in all phases of human problem solving: When to eat, where to eat, what to eat for each meal, what to serve guests at a dinner party, picnic, or wedding

- Cultural Values and Beliefs: Cultural factors, including traditions, customs, and religious beliefs, can have a profound influence on the types of agricultural products consumed. For example, certain foods may be considered sacred or taboo in specific cultures.
- Cultural Norms: Cultural norms dictate what is considered acceptable or unacceptable behavior within a society. These norms can influence dietary choices and food preparation methods.
- Language and Communication: Language and communication styles can impact how agricultural products are marketed and described, as well as consumers' understanding of product attributes.

- Food Rituals and Festivals: Cultural rituals and festivals often involve specific foods and culinary practices, which can drive seasonal demand for certain agricultural products.
- Ethnicity and Regional Differences: Different ethnic groups and regions may have unique preferences for agricultural products based on their culinary traditions and historical backgrounds.
- Globalization: The influence of globalization can lead to the adoption of foods and culinary practices from other cultures, affecting consumer choices in agriculture markets.

# Social Factors





# Social Factors

- Reference Groups: People often seek validation and guidance from reference groups such as friends, family, and colleagues when making agricultural product choices. Positive recommendations or trends within these groups can impact consumer behavior.
- Social Class: Social class and status can influence the types of agricultural products that consumers prefer. Some individuals may be drawn to exclusive or premium products, while others may opt for more budget-friendly options.



# Social Factors

- Social Networks: Social media and online communities can play a significant role in shaping consumer preferences and promoting specific agricultural products or trends.
- Family and Household Influences: Family dynamics, including the roles and responsibilities of family members in food-related decisions, can impact agricultural product choices.

# Psychological Factors





Perception: Consumers' perceptions of agricultural product quality, freshness, and safety are vital. Effective marketing can shape positive perceptions.

Learning: Consumers acquire information about agricultural products through advertising, labeling, and educational campaigns.

Motivation and Needs: Consumer needs and motivations, such as dietary requirements and preferences, drive agricultural product choices.

Emotions: Emotions play a role in food choices, and marketing efforts can tap into emotional responses to promote agricultural products



# Environmental Factors





# Environmental Factors

Environmental Concerns: Growing concerns about sustainability and environmental impact can influence consumers to favor products produced using eco-friendly farming practices.

Legal and Regulatory Factors: Labeling regulations and certifications for organic or locally sourced products can affect consumer choices in agriculture markets.