Factors Influencing Consumer Purchasing Decision Behavior: A Case Study of Starbucks

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Abstract. By analyzing the influencing factors of consumer purchasing decision-making behavior, brand enterprises can gain a deeper understanding of consumers' purchasing needs, thereby better formulating and developing marketing strategies. This article defines consumer purchasing decision behavior and points out that the notification of consumer purchasing behavior under the current new situation includes strong information collection ability, personalized consumption presentation, and high consumer initiative. Taking Starbucks as a case study, the influencing factors of consumer purchasing decision behavior are analyzed. They are economic factors, social factors, organizational factors, and individual factors, and targeted marketing strategies for enterprises under the new situation are proposed, including strengthening brand image construction, improving product personality level, enhancing online marketing capabilities, and cultivating professional marketing teams.

1 Introduction

In the context of the Internet era, the Internet penetration rate is constantly improving, and various network platforms, such as online consumer malls, are constantly developing. At the same time, with the rise of Taobao, Tmall, JD, Pinduoduo, and other consumer platforms, as well as the start of short video platforms such as Tiktok, Kwai, and Little Red Book, online consumption has become the mainstream consumption channel for most consumers. Moreover, an increasing number of industries are shifting from traditional offline consumption models to a new type of consumption that combines online and offline methods. Therefore, the characteristics of consumer purchasing decision-making behavior have also shifted from traditional offline consumption models to a new type of consumption model that combines online and offline. Therefore, enterprises should actively seize the trend of online consumption, segment consumer groups, understand the consumption preferences of target consumer groups, grasp the characteristics of online consumption of target consumer groups, and truly achieve online product sales.

2 Overview of Consumer Purchase Decision Behavior

In the consumer market, consumers are the main body, but there are significant differences between them and producers and consumers. Essentially, consumers are the ultimate users of products or services, and their ultimate goal in purchasing and consuming products or services is not sales, but rather personal or family behavior. Therefore, in the consumer market, the behavior of consumers purchasing and consuming products or services is consumption behavior, but in essence, consumer purchasing decision behavior belongs to a decision-making process, which includes the entire process of consumers choosing products or services, purchasing products or services, and using products or services. In addition, consumer behavior is also a psychological behavior, and more importantly, a psychological process in which consumers generate consumption motivation due to the influence of their own needs, and ultimately produce consumption behavior.[1]

Consumer purchasing decision behavior can be seen as the result of a series of consumer behaviors. Before consumers make purchasing decisions, they must first generate purchasing needs be influenced by external and internal factors, and have a demand for a certain product or service, thus creating a psychological desire to purchase the product or service. They then collect information on various related products or services, comprehensively understand the performance, characteristics, price, reputation, etc. of the product or service, and make comprehensive comparisons with similar products or services to make the final purchasing decision. Therefore, consumer purchasing behavior is also a decision-making behavior.

3 Characteristics of Consumer Purchasing Behavior under the New Situation

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3.1 Strong Ability to Collect Information

The emergence and rise of online consumer platforms have provided consumers with a more convenient way to gather information and materials about the products they want to purchase. At the same time, with the development of the information age and the take-off of Internet technology, consumers can break the limitations of time and space when collecting information, which greatly improves the speed of consumers' information search. Moreover, the growth of the number of Internet users also enables consumers to find comments on niche products anytime and anywhere, enabling consumers to get more comprehensive product information, thus promoting the emergence of rational consumer behavior [2].

3.2 Personalized Consumption Presentation

In the context of the new situation, when consumers purchase products or services, they tend to start from their own purchasing needs and aim to find products or services that meet their current needs. At the same time, in the context of the Internet age, consumers not only compare similar products comprehensively but also compare prices on different online sales platforms, to choose products that are more cost-effective and meet their own consumption needs. In addition, with the continuous development of the economy, consumers' purchasing power has also significantly increased. More and more consumers are inclined to choose differentiated products or services and are even more willing to pay for customized products or services. Therefore, for production enterprises and merchants, more attention should be paid to researching the target consumer group, and incorporating personalized consumer needs into product design, research and development, production, and sales, so that consumers can better choose products that meet their personal needs.

3.3 High Consumer Initiative

Consumer purchasing decision behavior is not only a purchasing behavior but also a decision-making behavior, which reflects the psychological activity of consumers. Consumers make a series of purchasing actions, which are the result of a combination of decisions. For consumers, online consumption is more convenient than offline consumption, and they can better compare and choose products or services in terms of price, performance, and other aspects, thus enhancing their initiative in consumption. In addition, currently, the consumption level of consumers is constantly increasing, and they can pay for their preferences. More and more consumers are putting forward their own needs for product or service design. At the same time, more and more enterprises and businesses are also paying attention to consumers' personalized needs, which promotes consumers' enthusiasm and initiative in consumption. In addition, currently, the consumption level of consumers is constantly increasing, and they can pay for their preferences. More and more consumers are putting forward their own needs for product or service design. At the same time, more and more enterprises and businesses are also paying attention to consumers' personalized needs, which promotes consumers' enthusiasm and initiative in consumption.

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4.1 Economic Factors

The level of economic development in a region directly affects individual purchasing behavior, and the fundamental reason behind this is that the level of economic development in a region is directly related to the income level of residents. The prices of products or services that consumer groups can accept vary greatly in regions with different levels of economic development. Generally speaking, the higher the income level of consumers, the more they focus on the performance and their satisfaction when choosing products or services, rather than the price of the product or service. At the same time, many consumers also collect and compare product information and compare similar products through various channels when making purchases. In addition, the rising popularity of the Internet has also made it easier for consumers to find products or services with the highest cost performance among similar products or services. Even though consumers with different economic conditions may have varying sensitivities to prices, products or services with high cost-effectiveness remain one of the main economic factors influencing consumer purchasing decisions.[3] Starbucks coffee is a leader in the coffee industry, highly recognized by consumers, and it is a functional product. Most consumer groups are still concerned about the price of Starbucks coffee, so Starbucks' marketing promotions are particularly important.

4.2 Social Factors

When consumer purchasing decisions occur, they are influenced by various social factors, such as socio-cultural factors, social status factors, education level factors, etc., which can lead to significant differences in consumers' consumption concepts, resulting in different purchasing decision behaviors. Chinese consumers are influenced by traditional Chinese culture, such as during the New Year period, products in bright red are more popular among consumers. At the same time, China has vast territory and abundant resources, and consumers in different regions may have different purchasing decisions due to the influence of local customs, habits, and culture. In addition, differences in social status can also affect consumers' consumption habits, and have an impact on their price sensitivity towards products or services. It can also lead to different demands from consumers for products or services, resulting in significant differences in their purchasing decisions. Since Starbucks entered China, it has continuously

integrated traditional Chinese culture and launched a series of joint activities and co-branded coffee, which has promoted the localization of Starbucks coffee and made it more popular among Chinese consumer groups.

4.3 Organizational Factors

Consumers are also influenced by organizational factors when purchasing products, in other words, their purchasing decisions are closely related to corporate reputation, corporate image, corporate culture, corporate marketing strategies, and other factors. When consumers purchase products, they often compare similar products comprehensively and tend to choose products with excellent corporate image and good reputation. Moreover, corporate marketing strategies, especially promotional activities, can also have an impact on consumers. Many consumers believe that discounted product prices are more cost-effective, leading to consumption behavior. The marketing activities of Starbucks coffee are very successful, which cannot be separated from a professional marketing team. On various holidays such as Valentine's Day, Christmas, etc., Starbucks often launches various activities and allows consumers to drink coffee for free, which promotes consumers' understanding of Starbucks and consumption. At the same time, even those who do not intend to consume at Starbucks restaurants can enjoy free charging services and rest in a comfortable and quiet environment, which makes more consumer groups aware of Starbucks and willing to pay for it.

4.4 Individual Factors

Consumer purchasing decision-making behavior is easily influenced by individual factors, especially individual consumption needs. Therefore, for consumers, their own needs for products or services can directly affect their purchasing decisions. In addition, consumers' consumption habits and tendencies can affect their purchasing decision-making behavior. Consumers' preferences, understanding, and cost-effectiveness of different products will vary due to their values. Moreover, consumers' own gender, age, education level, occupation type, etc. will directly affect their purchasing tendency, thereby influencing their purchasing decision-making behavior. At the same time, from the perspective of the consumer purchasing decision-making process, the degree of personal demand of consumers will also affect their collection and comprehensive comparison of product information, and have a direct impact on consumer purchasing decision-making behavior. Moreover, consumers' consumption psychology and consumption concepts will directly affect their behavior. Due to the continuous improvement of national living standards and the gradual enhancement of national consumption power, Starbucks coffee with brand awareness has become the first choice for coffee consumers from all walks of life. Although Starbucks coffee is not cheap, most consumers have a strong willingness to purchase it, which is more due to the good reputation and industry image created by Starbucks.

5 Marketing Strategies Based on Factors Influencing Consumer Purchasing Behavior

5.1 Strengthen Brand Image Construction

Consumer purchasing decisions are influenced by brand companies, such as their overall image, public reputation, and marketing strategies. However, when consumers choose products or services, they are influenced by the increasing trend of online consumption, and they will collect more evaluations and feedback from other consumers on the product or service, to choose purchasing behaviors with good reputation and high cost-effectiveness. [4]

Brand companies, should continuously enhance themselves, improve the value-added ability of the products or services they sell as much as possible, and strive to maintain the good reputation and image of the brand company in the marketing process, so that consumers can obtain positive information when searching for relevant product or service information, thereby promoting the purchasing decision-making behavior of the target consumer group. In the process of building and establishing a brand in a brand company, it is necessary to actively respond to the government's sustainable development strategy, establish green concepts, create a circular economy, continuously improve product and service quality, segment the target audience, and continuously optimize products and services, so that consumers can feel the brand company's dedication to brand building.

5.2 Improve Product Personality Level

Consumer purchasing decision-making behavior is also influenced by individual factors such as consumer characteristics, personality traits, and preferences, which directly affect consumer purchasing decision-making behavior. With the continuous improvement of national living standards, people do not attach much importance to the price of goods or services. More and more consumers are beginning to value the personalization of products or services, and some consumers are willing to participate in the process of product research and development, production, and manufacturing.

For brand companies, when formulating brand marketing strategies, they should fully consider the personalized requirements of each consumer for products, and continuously enhance the degree of personalization of brand products or services, so that consumers can participate and promote consumer purchasing behavior. Moreover, when formulating marketing strategies, enterprises should also enhance the promotion of personalized features of products or services, and proactively send emails related to product or service research and development to target consumer

groups, so that consumer groups can participate in the development process of products or services. This not only enhances consumer stickiness but also attracts more target consumer groups to purchase.

It is worth noting that consumer purchasing decision-making behavior is also influenced by social and economic factors. Therefore, when designing and developing products or services, enterprises should fully consider local customs and habits, strengthen research on localization adaptability, and then research and develop different products or services for different consumer groups to further promote consumer purchasing decision-making behavior.

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5.3 Enhance Online Marketing Capabilities

With the rise of online shopping platforms, consumers' purchasing decisions will be influenced by online reviews and word-of-mouth. In addition, with the continuous development of online platforms, consumers can search for various information related to products or services promptly, which also enables consumers to compare and analyze similar products or services in a short period, and thus choose the product or service that best meets their needs. Therefore, enterprises, when formulating marketing strategies, should continuously improve their online marketing capabilities by placing advertisements in online shopping malls or various commonly used apps, to attract potential target consumer groups as much as possible.

If brand companies still adhere to offline marketing models and focus more on offline promotional activities, without seriously managing online advertising and marketing activities, it is easy to miss out on a large number of potential consumer groups. Therefore, enterprises should develop online sales channels as soon as possible based on their own product or service characteristics, cater to the current trend of online marketing development, continuously enhance their online marketing capabilities, explore product sales channels, and comprehensively improve their online sales rate. [5]

5.4 Cultivate a Professional Marketing Team

Brand companies should also realize that in the context of the information age, enterprises should not only cultivate professional marketing teams offline but also build professional marketing teams online, to combine online and offline marketing and comprehensively improve the professional abilities and qualities of the marketing team. Consumer purchasing decision behavior can be seen as a continuous psychological activity, and more importantly, a process in which consumers constantly weigh and make decisions before purchasing products or services. Professional marketers can grasp the subtle psychological changes in consumers' purchasing decision-making process based on their professional marketing knowledge, thus helping enterprises develop scientific and efficient marketing plans and promote the improvement of their marketing level.

6 Conclusions

In summary, consumers occupy a dominant position in the consumer market, and their purchasing decisions are influenced and influenced by economic factors, social factors, organizational factors, and individual factors, all of which directly or indirectly affect consumers' purchasing decisions. With the rise of online consumer platforms, consumer purchasing decisions will also be influenced by online reviews and word-of-mouth. In addition, consumers can quickly retrieve information about the relevant products or services they need through online platforms and can compare and analyze similar products or services. This also encourages brand companies to continuously develop and improve marketing strategies that meet current consumer needs, build professional online and offline marketing teams, improve overall marketing levels, and encourage consumers to implement purchasing decisions.

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