

## THE RESEARCH OF COGNITIVE AND AFFECTIVE BEHAVIOUR DURING SHOPPING

UDC 366.1

Igor Trandafilović<sup>1</sup>, Vesna Pašić<sup>1</sup>, Snežana Perunović<sup>2</sup>

<sup>1</sup>Faculty of Management Zaječar, Megatrend University – Belgrade

<sup>2</sup>Jagodina General Hospital

**Abstract.** *The paper deals with the field research of cognitive and affective aspects of behaviour during shopping. The sample includes 100 respondents and the data are collected by means of questionnaires with already structured responses. The results show that women prefer buying more than men, that they are more prone to affective (impulsive) behaviour when shopping, while men consider more options. Better educated respondents are more prone to cognitive behaviour in shopping than less educated. People express more cognitive behaviour as they get older. When buying more expensive and significant products cognition dominates above the affect. This paper has both practical and theoretical meaning because it can help those who do marketing, but it can also serve as a basis for further research of better understanding of consumer behaviour.*

**Key Words:** *cognition, affect, consumer behaviour, marketing.*

### 1. INTRODUCTION

This paper is based on the research of effects of cognitive and affective consumer behaviour. In relation to this, the research was conducted which will, further in the text, give answers to the results of buying a certain type of product on the basis of cognitive and affective consumer behaviour. Marketing, as a business concept, takes into account the relation between companies and the market in the broadest sense of the word. The company's marketing system is part of the market system as it functions within it and their mutual relation is a direct one. The market system, among other things, helps the company's marketing system in the allocation of goods and services. By connecting produc-

---

Received April 09, 2013 / Accepted July 01, 2013

**Corresponding author:** Igor Trandafilović

Faculty of Management, Kraljevica bb, 19000 Zaječar, Serbia

Tel: +381 19 430 802 • E-mail: igor.trandafilovic@fmz.edu.rs

tion and consumption, marketing as a social process, contributes to meeting consumers' needs and desires, increasing the quality of life and the living standard of both individual and society as a whole.

The most important part of marketing research and consequent operational activities has to rely on the analysis of consumers; therefore, data gathering is the main task marketing has in a company. Consumers are the main market element and all company's efforts are aimed precisely at them. They are the starting point of all marketing goals, strategies, plans and actions. Consumers are beings with needs and desires – and that is why the changeable needs and desires are at the core of every marketing business concept (Milisavljevic, 2002, p.9). It is therefore necessary to study the process of forming consumer needs, desires and attitudes as well as all the factors that may have an effect on consumer behaviour. When designing a marketing strategy, the company starts with the identified customer needs and requests and the behaviour they show in a complex process of purchasing (before, during and after). Marketing is everywhere around us, it is a business way of thinking oriented towards the market and society as a whole which improves quality of life generally.

Modern conditions of doing business and challenges of intensive globalisation have set new business rules, new communication systems, developed new technologies, telecommunications and transport, as well as better understanding of the relations that exist between companies and consumers (Jovanovic, Langovic, 2009, p.11).

By studying consumer behaviour it can be seen how individuals make decisions regarding the spending of their resources (money, time, energy) when buying particular products. Consumer behaviour encompasses the interaction between emotions and thinking, behaviour and events in the surroundings.

The main objective of consumer behaviour research is to grasp, i.e., anticipate consumer behaviour on the basis of knowledge one has at one's disposal. It is necessary to see what, why, how, when, where and how often consumers buy something. Marketing managers start with consumer needs looking for an adequate stimulus which 'awakens' people's needs to purchase something.

Just as engineers construct obeying the well-defined laws of physics which are developed through theoretical analyses and tested by empirical research, marketing managers rely on consumer behaviour models – the models that describe how each customer behaves during shopping (in stores, markets, boutiques) and which are developed on the theory of consumer behaviour and tested in the market afterwards (Ilic, 2010, p.5).

A consumer is a community member, a social and a cultural being who tends to satisfy his or her needs/desires by and through purchasing and using a particular product/service. A set of complex economic, social, psychological and geographical, demographic and situational factors all have their influence on consumer behaviour and motives.

The most influential psychological factors that impact the individual during shopping are the following: motivation, perception, learning and beliefs and attitudes (Kotler, Armstrong, 2008, p.143).

Positive motivation directs consumers to act while the negative one deters them from buying a particular product or service. A motive is an internal driving factor (motives can be rational and emotional).

Abraham Maslow developed the well-known Hierarchy of Needs model which differentiates between five groups of needs (from the lowest to the highest –physiological, safety,

social, esteem and self-actualization). When lower-level needs are satisfied, higher-level needs emerge, cause tension and encourage people to act (Rakic, Rakic, 2007, p.50).

Sometimes it happens that a desire turns into a need. In other words, an intensive desire which is not satisfied can in time become a need (McDaniel, Lamb, Hair, 2006, p.156). What is interesting is that sometimes there are reasons which do not allow people to behave in accordance with their desires regardless of the fact that certain products and services satisfy their goals thoroughly (situational factors, authority and the like) (Shaughnessy, 2007, p.155).

The shopping process starts when a customer recognizes a problem or a need after which he seeks information, estimates the alternatives and makes the decision whether to buy or not. There are different ways of decision-making depending on the the point of shopping. For example, different parametres are used when people buy something for themselves (functionality is the most dominant factor in this case) and when buying presents (price or brand are more considered in such situations). Sometimes shopping may be impulsive and unplanned, and sometimes all aspects and alternatives are considered carefully.

## 2. COGNITIVE AND AFFECTIVE CONSUMER BEHAVIOUR

What differentiates man from the day of his creation (which has not changed throughout his history) from other living beings is the fact that he possesses particular psychic functions (cognitive – mental, affective – emotional, connotative – motivational) which are the components of his personality. Cognitive psychic functions are products of the mind. They help man to get to know his surrounding and are a source of knowledge and self-control. Emotional psychic functions are a product of man's spirit (soul) and enable him to socialize and integrate into a wider community (sociability ability). That is why the rest of the paper will primarily deal with studying the psychogenic (mental, spiritual) functions of one's personality as this is the first step in understanding consumer behaviour when making a decision whether to actually buy something or not, which is a key theory which market management relies on. A personality is an organisation of relatively stable characteristics which are supposed to determine how a man behaves, acts, works and creates. They direct him to react relatively consistently, in an integrated way and in a manner characteristic only of him as an individual, but also determine his reactions to other people – other personalities.

### 2.1. Cognitive consumer behaviour

Cognition is a process of learning through and by help of which an individual becomes aware of his internal and external reality and gets to know it better. It encompasses a series of psychological processes such as perception, remembrance, learning, imagination, discovering, thinking, making judgements, using language etc.

The cognitive theory refers to the process of learning and developing knowledge and comprehension. In a way cognitive psychology is in opposition to behavioural orientations. It stresses the importance of the internal organisation of the psyche. By studying the way knowledge is organised in remembering structural models, cognitive psychology has offered a set of models which can be applied in management, especially in marketing management. The cognitive aspect of the psyche refers to the organisation of the whole reality in a unique

system. Various personalities' aspects take part in the development of a cognitive structure such as: knowledge, beliefs, attitudes, values, observation, noticing the facts, language and its relational systems. The characteristics of consumer cognitive behaviour are the following: understanding, thinking, experience, knowledge and studious decision-making and these characteristics are the reason why someone actually buys a particular product.

All situations in which alternative consideration, use of logic, functionality, price-quality relationship etc. affect the choice of goods/services are all examples of dominantly cognitive behaviour. A good example may be car purchase because of its cheap spare parts, small fuel consumption or service availability, although the same person can buy a beautiful sports car which is a sign of prestige. Man uses his rational thinking, knowledge, information and makes decisions after a period of studious considering and reconsidering taking into account the well being of the whole family rather than himself and his own current sentiments.

## 2.2. Affective consumer behaviour

Emotions are provoked or aroused conditions of an organism followed by body changes as well as by visible changes in one's behaviour and point to emotional conditions or processes. Compared to the cognitive/rational mind, the emotional mind is quicker since it reacts without stopping, i.e. its speed excludes analytical thinking typical of the cognitive mind. People in fact have no need for an extremely fast car to get somewhere. However, they like to enjoy the feeling of power and energy which fast cars embody (Dunne, 2005, p.9). An affect is to be understood as a type of a mental phenomenon unique for conscious experience, subjective feelings, emotions and mood. Examples of affective behaviour are the feelings of anger, fear, happiness, bewilderment, surprise, etc. Consumer affective responses to the companies' actions may be positive and negative.

'I was at Beverly Hills, walking around with no intention to buy anything, when suddenly I saw a beautiful pair of black shoes in the shop window which were screaming at me 'buy me'. I went in, tried them on and they were a match. I went to another department, but the shoes were still walking behind me. I felt as if they had been dragging me back so I finally returned and bought them.' (Rook, 1987, p.190).

This example is only one of many which illustrates that the purchase itself happens because of the consumer's strong feeling that a particular product has to be bought. The affective reaction leads directly to a certain behaviour with no previous attitude formation or pondering about the purchase and its consequences. Impulsive shopping or affective consumer behaviour as a response to sudden stimuli is characteristic of a situation in which customer's emotions dominate other possible knowledge regarding the product/service. The key features of impulsive or affective customer behaviour which differentiate it from cognitive or rational or cautious are the following:

- a sudden, spontaneous urge to buy the product;
- temporary loss of self-control;
- emotional conflict and tensions;
- reducing logic and rational evaluations;
- spending regardless of the consequences.

An impulse to buy something is hedonistic and complex. It may lead to the emotional conflict oscillating between a feeling of satisfaction and a feeling of guilt. Therefore, even very impulsive persons do not react to every spontaneous urge to buy. The factors such as

consumer's economic situation, time pressure, social status, can encourage a need to assess the buying prospect and reduce the possibility for impulsive shopping. In cases when shopping means spending a large amount of these sources, it is more difficult to materialize as it requires more consideration and planning. On the other hand, with the so-called routine shopping (buying something which is of no great importance, usually cheaper stuff), things get easier since less money and time are spent, and less physical or mental effort is made, which all increase the probability of impulsive shopping. Marketing experts do their best to make the shopping as simple as possible for consumers... Innovations such as credit cards, 'instant' cards, ATM, online and TV shopping make the process easier.

Some of the factors that influence impulsive shopping are as follows: lower prices, mass distribution, self-service, mass advertising, packages, small dimensions, how much a product weighs, how products are arranged and presented, short lifecycle products (Stern, 1962, p.60).

Coca Cola is perhaps the world's most famous brand, i.e. the brand which, in the easiest way, recognizes (and uses) the emotions and impulses which are just beneath the surface of consumers' conscious mind.

As a product of mass consumption and use, it carries a message of positive energy, youth, excitement, positive mood, satisfaction and these are precisely the agents it uses to affect consumers and the reason why it is so broadly consumed. It is enough to remember the company's slogans, the radiant red colour in the commercials and Coca Cola New Year truck with happy and smiling Santa Claus making a toast with a bottle of Coca Cola. Besides, the new promotional campaigns insist on linking the drink with family gatherings, i.e. the situations when people are most vulnerable and emotional.

It is emotional branding which is one of the most important paradigms and secrets of success of the Coca Cola Company. 'A brand has to possess human qualities and emotional values' (Gobe, 2006, p.305).

The above-mentioned facts are precisely the reasons which have an impact on affective consumer behaviour for buying this product. Coca Cola affects emotions and this is one of the company's main marketing strategy factors. The drink is consumed by people of all ages and all have the same feeling of satisfaction, laughter and positive excitement, and its dominant red colour revives youthful passion and the desire to feel exactly that way. The cunning marketing experts employed in the Company have developed and successfully carried out a strategy based on the affective consumer reactions when buying this product as a response to the stimuli and messages which provoke precisely that kind of behaviour intended by commercials, through the colours, the package and the product range. The more satisfied the consumer, the greater the probability that he or she will buy the same product again. The more repeated purchases, the greater the probability that consumer satisfaction will get bigger and bigger, which will ultimately make a loyal customer. These are the reasons why Coca Cola is a brand which deserves respect since it is one of the most successful market brands with a long history and loyal customer base.

### **2.3. Comparative review of cognitive and affective behaviour responses**

Table 1 clearly shows the difference between cognitive and affective responses. The cognitive responses are characteristic of rational thinking, experience, remembrance and

they refer to longer periods and are the outcome of our mental process of judging and concluding on the basis of the essential features of something. On the other hand, the affective responses are the result of the person's present emotional state and experienced feelings provoked by the surrounding and external characteristics that affect our senses and their readiness to respond after which the persons makes a judgement without giving much thought to a particular thing.

**Table 1** Five cognitive and five emotional responses

Five cognitive responses	
It is important	It is not important
It means a lot to me	It means nothing
It is valuable to me	It has no value for me
It is relevant for me	It is irrelevant
I need that	I don't need that
Five emotional responses	
It is interesting	It is not interesting
It is exciting	It is boring
It is attractive	It is not attractive
It is fascinating	It is ordinary
It is engaging	It is not engaging

*Source:* Arnould E., Price L., Zinkhan G., *Consumers*, McGraw Hill / Irwin, 2004, p. 287

A number of authors pay special attention to the fact that the cognitive and affective systems involve different brain hemispheres and therefore conclude that these are the two independent systems. Contrary to this, some other authors claim that these are mutually dependent systems. (Paul, Olson, 1996, p.57)

### 3. THE BASIC POSTULATES OF FIELD RESEARCH

The research whose results we will see in the following pages was carried out with the aim to find out how much influence cognitive and affective consumer behaviour has on the choice of particular products during shopping. The questionnaire was conducted in Jagodina with 100 respondents of different gender, age and education.

The research method that was used is a structured questionnaire with indirect questions. The intention was to get to the conclusions indirectly since the directly asked questions about cognitive and affective behaviour might have confused the respondents. The questionnaire had already-made answers, which made the systematisation easier. What might have cause a problem with this type of surveying is the non-existence of certian answers, but we paid attention to this.

#### 4. THE RESEARCH RESULTS

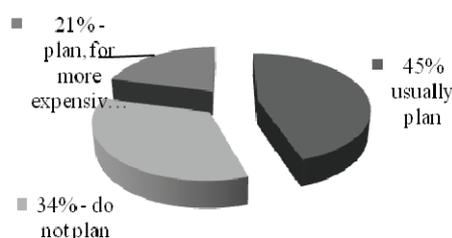
The respondents' economic structure is the following:

- Gender structure: 62% women and 38% men.
- Age structure: 15 to 25 year-olds make 21% of the sample; persons aged 26 – 35 make 24%; persons aged 36 – 45 make 32%; persons aged 46 – 55 make 18%; persons aged 56 – 70 make 5%.
- Education: 66 % finished at least secondary school; 34% are university or college graduates.
- Respondents' status: 6% – pupils; 12% – students; 67% – employed; 10% – unemployed; 5% – retired.
- Monthly salary in RSD: up to 10,000 – 8% of respondents; between 10,001 and 20,000 – 10%; between 20,001 and 35,000 – 28%; more than 35,000 – 32%; 22% of the respondents did not want to answer this question.

The results regarding the frequency of shopping (for all respondents): every day – 42%; once a week – 34%; two to three times a month – 13%; once a month – 11%. Table 2 shows that women go shopping much more often than men.

**Table 2** Frequency of shopping – according to the gender

	Women	Men
Every day	34.15%	10.52%
Once a week	32.00%	31.58%
Two to three times a month	18.23%	39.48%
Once a month	15.52%	18.42%



**Chart 1** Do customers plan to buy something?

Do they plan to buy something (all respondents included) : 45% – usually plan; 34% – do not plan; 21% – plan if more expensive products are in question (Chart 1).

Shopping is usually planned (according to the gender): women – 62%; men – 38%. This relationship is consistent with the sample's gender structure, which means that there is no significant difference between men and women.

When planning the purchase of more expensive products (according to the gender): women 69%; men 31%. Taking into account the gender structure of the sample, the difference is not significant.

The products for which buying plans are made in advance (all respondents included) – technical goods, furniture, cars – 66%; clothes, cosmetics, food - 34%.

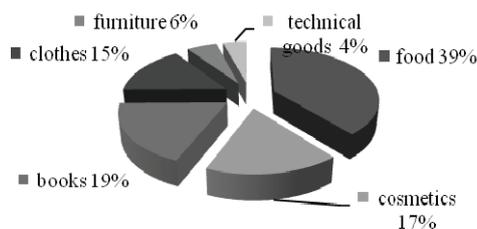
Shopping planned in advance (according to the educational profile): the respondents who have completed at least secondary school education plan in advance to buy something much more often than this is the case with university or college graduates.

When shopping is planned in advanced – according to the respondents' gender – Table 3 shows (taking into account the respondents' gender structure at the same time) that men have already made plans when it comes to buying technical goods or cars, while women, compared to men, plan more what kind of food to buy.

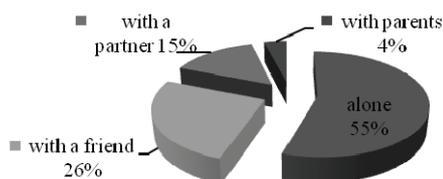
**Table 3** Shopping planned in advanced –in accordance to the respondents' gender

	Women	Men
Technical goods	36%	64%
Cars	28%	72%
Food	72%	28%

The products for which no advanced plans are made (all respondents included) - respondents chose one option: the largest number chose food, then books, cosmetics, clothes (Chart 2).



**Chart 2** Products for which no advanced plans are made

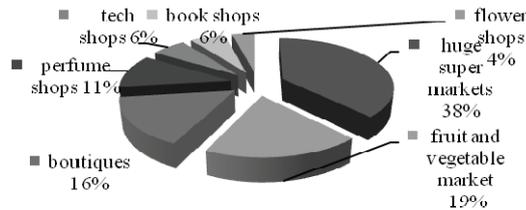


**Chart 3** Who they like to go shopping with

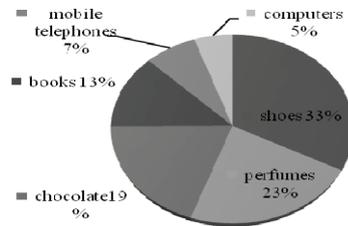
*Who they like to go shopping with (all respondents included):* alone – 55%; with a friend – 26%; with a partner/spouse –15%; with parents – 4% (Chart 3).

*Who they like to go shopping with (according to the gender):* the option 'alone' was chosen by 86% of men and 14% of women; 28% men and 72% women chose the option 'with a spouse'. Even if the gender structure is taken into account, the conclusions are the same. This means that men prefer to go shopping alone while women prefer doing this with their spouses.

*The most frequent shopping places (all respondents):* huge supermarkets occupy the first position – 38%; flowershops, bookstores and shops specialised in technical goods are visited least (Chart 4).



**Chart 4** The most frequent shopping places



**Chart 5** What people buy with the greatest pleasure

*What is bought more often (according to the gender):* From Table 4 (and taking into account the gender structure of the sample at the same time) it can be concluded that men buy technical goods more often, while women prefer clothes; when books are concerned, women buy them more often, but this difference does not reflect the gender structure of this sample, so we can say that our research shows that it is men who buy books more often than women.

**Table 4** What is bought more often – gender

	Women	Men
Tech goods	22.00%	78.00%
Clothes	83.00%	17.00%
Books	52.00%	48.00%

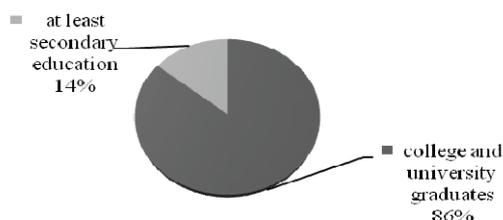
**Table 5** The products people buy with the greatest pleasure - gender

	Women	Men
Chocolate	92%	8%
Perfume	79%	21%
Computer	19%	81%
Shoes	32%	68%

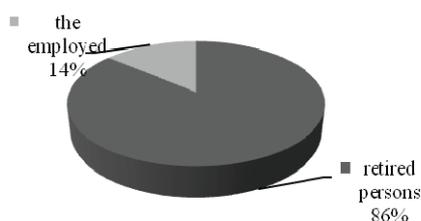
*The products people buy with the greatest pleasure (all respondents):* shoes – 33%; perfume – 23%; chocolate – 19%; books – 13%; mobile telephone – 7%; computer 5% (Chart 5).

*The products people buy with the greatest pleasure (according to the gender):* Table 5 (taking into account the gender structure of the sample) shows that men buy computers and shoes with great pleasure, while women enjoy buying chocolate and perfumes.

*Books are bought with great pleasure (according to the education):* Judging from Chart 6 (and at the same time taking into account the respondents' education) we can conclude that university and college graduates buy books with more pleasure.



**Chart 6** Consumers who buy books with great pleasure



**Chart 7** Buyers who go shopping because they have more free time

*The subjects go shopping for the following reasons (all respondents included):* have a need to shop – 71%; love shopping – 26%; shopping has become a habit – 2%; have a lot of free time – 1%.

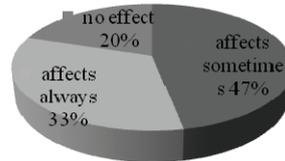
*Buyers who go shopping because they have more free time:* According to Chart 7 (and taking into account the respondents' status at the same time) it can be said that retired persons go shopping more often than the employed because they have more free time.

*The reason for going shopping – according to the gender:* According to Table 6 (and taking into account the sample's gender structure at the same time) it could be said that men usually buy when they need something while women like shopping and it has become their habit.

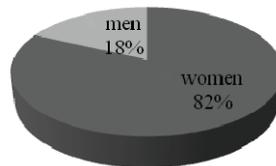
**Table 6** The reason for going shopping– according to the gender

	Women	Men
Have a need to shop	18%	82%
Love shopping	87%	13%
Shopping has become a habit	100%	0%

*Does the mood affect shopping (all respondents included):* 47% - sometimes; 33% - always; 20% - does not affect (Chart 8).



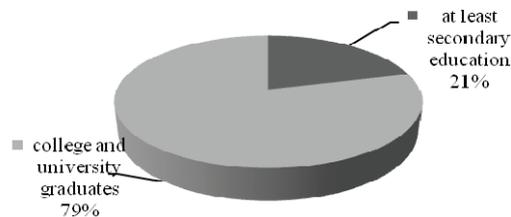
**Chart 8** The effect of the mood on shopping



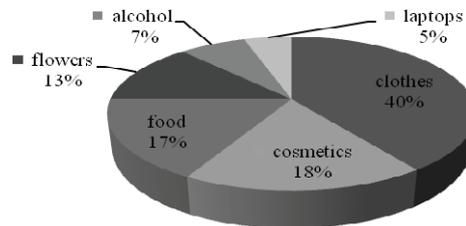
**Chart 9** Buyers who are always affected by their mood when going shopping

*The mood always affects shopping (according to the gender):* According to Chart 9 (and taking into account the respondents' gender structure at the same time) it can be said that women are far more affected by their mood when going shopping than their male counterparts.

*The mood has no effect on shopping (according to the education):* According to Chart 10 (and taking into account the respondents' education) it can be said that there is a higher percentage of college and university graduates who are not affected by their mood when they go shopping.



**Chart 10** Buyers who are not affected by their mood when going shopping



**Chart 11** Items that can cheer up consumers when they are sad

*They go shopping when they feel (according to the gender):* According to results (and taking into account the respondents' gender at the same time) it can be concluded that

there is a higher percentage of women who go shopping when they are sad or angry, unlike men who go shopping more when they are in a good mood.

*When they are sad, buying the following items can cheer them up (all respondents included):* clothes – 40%; cosmetics – 18%; food – 17%; flowers – 13%; alcohol – 7%; laptops 5%; (Chart 11).

*What cheers consumers up most (according to the gender and education):* According to Table 7 (and taking into account the respondents' gender at the same time) it can be said that there is a higher percentage of women who are cheered up after buying clothes than this is the case with their male counterparts. The situation is opposite when buying a laptop is in question. Also, college and university graduates enjoy buying clothes more (taking into account the structure of the sample).

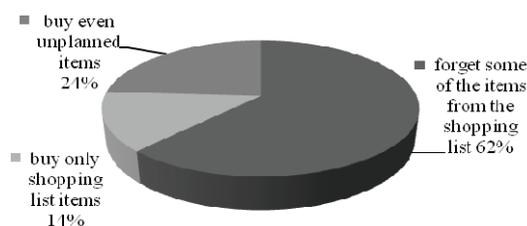
**Table 7** Consumers are most cheered up when they buy the following items (according to the gender and education)

Clothes	Women 89%	Men 11%
Clothes	at least secondary education 32%	college and university education 68%
Laptop	women 16%	men 84%

*Do they buy even unnecessary items when they are sad (all respondents included):* never – 23%; sometimes – 61%; almost always – 14%; always – 2%.

*Do they buy unnecessary items when they are sad (according to the gender):* According to results (and taking into account the gender structure of the sample at the same time) it can be said that there is a significantly higher percentage of men who do not buy unnecessary items even when they are sad.

*When they are angry, consumers go shopping (all respondents included):* forget some of the items from the shopping list - 62%; buy only the shopping list items - 14%; buy even the unplanned items - 24% (Chart 12).



**Chart 12** How consumers behave when they are angry and go shopping

**Table 8** When consumers are angry and go shopping - gender.

	Women	Men
Forget some of the intended items	76%	24%
Buy items they have		
Not planned to buy	88%	12%

*When consumers are angry and go shopping (according to the gender):* According to Table 8 (and taking into account the sample's gender structure at the same time), it may be concluded that there is a significantly higher percentage of women who, when angry, forget some of the items they have intended to buy or buy some items they have not planned to buy.

*When a product reminds them of a dear person (all included and according to the gender):* According to Table 9 (and taking into account the sample's gender structure at the same time) men more often tend to buy rationally while women buy emotionally.

*When they are happy, they buy to a dear person as a present (all included):* cosmetics – 25%; clothes – 22%; jewellery – 20%; flowers – 18%; a book – 15%.

- Among the respondents who buy *cosmetics* to dear persons when they are happy – there are more women – 84%, in comparison to men – 16%. This conclusion also goes when the sample's structure is in question;
- Among the respondents who buy *flowers* to dear persons when they are happy – there are fewer women – 9% in comparison to men – 91%. This conclusion also goes when the sample's structure is in question;
- Among the respondents who buy *jewellery* to dear persons when they are happy – the salary plays the central role – 94% of the respondents with more than RSD 35,000 belong to this group;
- Among the respondents who buy *a book* to dear persons when they are happy – the highest percentage are college and university graduates – 69%, in comparison to those who have completed secondary school at least – 31%. This conclusion also goes when the sample's structure is in question;

**Table 9** When a product reminds them of a dear person

	Total	Men	Women
Buy if it is a quality product	45%	38%	22%
Buy without thinking	25%	24%	63%
Buy if offered at a discount	16%	16%	9%
Do not buy	14%	22%	6%

**Table 10** When they are happy, they buy to a dear person as a present

Cosmetics	25%
Clothes	22%
Jewellery	20%
Flowers	18%
A book	15%

*The intended shopping related to a happy occasion may be interrupted by a bad mark or superior's criticism at work. In such situations (all respondents):* go shopping as they have already planned – 43%; go shopping but do not enjoy it – 35%; buy in a hurry or the items that attract their attention – 22%.

- There are more men among the respondents who buy according to their plan – 77%, in comparison to women – 23%. This conclusion also goes when the sample's structure is in question;
- There are fewer men among the respondents who buy according to the plan but do not enjoy the shopping – 19%, in comparison to women – 81%. This conclusion also goes when the sample's structure is in question;

*When the respondents advertise a product (all respondents):* they are calm when trying to get the information about who is responsible and when explaining the problem – 68%; do not hide their dissatisfaction and seem aggressive – 20%; they appear calm when asking who is in charge but then assume an aggressive attitude – 7%; nothing of the suggested – 5%.

- There are more women among the respondents who do not hide their dissatisfaction and assume an aggressive attitude when advertising a product – 76%, in comparison to men – 24%. This conclusion also goes when the sample's structure is in question;
- Among the respondents who appear calm when asking about the man in charge and explaining the problem there are more college and university graduates – 61%, in comparison to those who have completed at least secondary education – 39%. This conclusion also goes when the sample's structure is in question;

*Consumers love shopping because (all respondents included):* simply buy what they need – 41%; it makes them feel better – 31%; it relaxes them – 24%; it is the best fun – 4%.

- Among the respondents who simply buy what they need, there are more men – 81%, in comparison to women – 19%. This conclusion also goes when the sample's structure is in question;
- Among the respondents who love shopping because it makes them feel better there are fewer men – 14%, in comparison to women – 86%. This conclusion also goes when the sample's structure is in question.

## 5. DISCUSSION

On the basis of this survey and the sample of 100 respondents, the answers to the required questions are obtained as well as the needed data. The prevailing age structure is 36-45, most of the respondents have completed secondary schools – 56%, and 34% are college and university graduates and the majority in both groups are employed. The prevailing shopping frequency is every day - 42%; two to three times a month with university graduates and every day with those who have completed lower levels of education. Highly educated men usually go shopping once a week, and those with lower education two or three times a month. 45% of the respondents, both men and women, love to plan what they will buy. Technical goods occupy the first place in the intended shopping list of less educated respondents, while this place is taken by a car with college and university graduates (32,43%). Men mostly plan shopping when technical goods and cars are in question, while women do so for clothes and food. Food is in the last place when it comes to making shopping plans. What is also characteristic of highly educated subjects is that they plan buying cosmetics or books rarely, while such items for the less educated are clothes

and cosmetics. 54.55% of the respondents like to go shopping alone. Men prefer to go alone much more than women, while ladies prefer to be accompanied by their partners. Men finish shopping quickly and have no time for analytical or detailed conversation unlike women who like to hear the opinion of their partners, i.e. to get support and admiration especially when it comes to items of clothes. They mostly go shopping to huge supermarkets as they are supplied with a wide range of products for everyday use, and they usually buy food - 37,15%. Men buy (choose) technical goods most often, while women usually buy clothes. The respondents with a lower income spend more on food in comparison to those with higher salaries. Approximately both men and women are interested in buying books. Chocolate is especially pleasurable for women and it is known as a contributor to feelings of well-being and happiness because of serotonin – the happiness hormone - which puts back a smile on our faces. This is confirmed by yet another piece of data that even the less educated respondents enjoy buying chocolate most as it is an ideal and non-expensive cure for, probably, frequent mood changes which are the result of low income, battle for survival and everyday stress

Most respondents buy out of a need (71%). This is true especially for men. Those who love to go shopping or buy out of a habit are mostly women. The retired buy more often than the employed as they have more free time. Women are more influenced by the mood than men when shopping is in question, and the same goes for the respondents who have completed at least higher education. This means that women are under the influence of their current mood and emotional state when they go shopping, which corresponds to affective behaviour and impulse buying which are the outcome of various stimuli, unlike men who are rational, rely on experience and thinking and therefore, express cognitive behaviour.

The respondents usually go shopping when they are in the right mood (51.10%), while when they are disappointed it happens very rarely. There are more women than men who go shopping when they are sad or angry. Buying clothes is the best cure for both male and female, especially for women since if a new thing suits them, they feel happier and more satisfied, which affects the general psychological state and makes them feel better. Food is the item that cheers the respondents between the ages of 56 – 70. Quality is of primary importance when choosing a product, while discounts increase buying the products the respondents have had no intention of buying. When they are sad, 14% almost always buy what they do not need, and sometimes this goes to 61%. Men more rarely than women buy unnecessary items because they are angry or sad. Perhaps the reason for this lies in male rationality and female emotionality.

A product that reminds them of a dear person is generally bought if it is of high quality – this is true of men, while women buy such products more often without much thinking. Less educated population buys more often if there is a discount. Generally cosmetics is bought as a present, which corresponds to female attitudes, while men prefer flowers as a gift. Jewellery is bought by high-earning people. More educated people prefer to buy books as a gift.

The planned shopping cannot be interrupted by any happy event or party. Most respondents have not been promoted any products and even if they have done that, it has been done in a calm way. In such situations men have proven to be more rational than women.

The thing they love most about shopping is the thing that they first satisfy their own needs and then feel better. Among the respondents who buy out of the need there are more

men, while there are more women among those who feel better when going shopping. The retired have most fun shopping while less educated people find it relaxing.

On the basis of this research we could see the effects of consumer affective and cognitive behaviour when buying a particular type of product. The respondents are in different emotional states when they go shopping, when they are happy, sad, angry and they react differently to various stimuli, which depends on their perception, sense of hearing and taste and their surrounding and may respond by impulsive buying when they come in touch with cheaper products such as: food, flowers, cosmetics. Unlike this affective behaviour, the respondents also buy relying on their memory and experience after giving it a thought, and this is most usually the case with high prices and products that will be used in longer periods such as cars, technical goods and furniture.

The respondents' attitude was very active, they found the questionnaire interesting and actual, especially the female part, and they even added their own comments and explained their own attitudes. Although they had to do the questionnaire in writing, they expressed a wish to do it also orally, which is a sign of their great interest, not to mention the satisfaction of interviewers. The research fulfilled our expectations and was successfully completed.

## 6. POSSIBLE FURTHER RESEARCH

Every scientific paper and scientific research has certain limitations and the given conclusions are relevant for the research in question. This paper may be further developed and completed in the following way:

- It is possible to ask additional and more concrete questions in relation to consumer behaviour in specific situations;
- It is possible to analyse the data by help of statistical causality analysis instead of descriptive statistics which is used here.
- It is possible to carry out the survey with a larger number of respondents (absolutely but also according to certain demographic, economic, geographical categories), which would make the sample more representative, etc.

## 7. CONCLUSION

The results of the research show different types of behaviour of both male and female when going shopping. Women are more emotional, impulsive, they react more and faster on sudden impulses and the surrounding. The mood affects their shopping and the choice of the bought items, they often go shopping when they are sad or angry and enjoy the shopping precisely as it makes them get rid of such negative feelings. They are prone to listen to the opinion or criticism of other people, but not so much as to give up shopping. Most women show affective behaviour when buying particular types of products.

Men, on the other hand, prefer rational shopping, fast and moderate. They mostly buy more expensive products and do not pay attention to other people's opinion, suggestions or criticism so much. They rely on their own judgement and plan shopping only when more expensive products are in question. Before the actual purchase, they think and re-think, inform and decide, and this is so mostly with high-priced products when quality is crucial such as cars and technical goods.

Highly-educated respondents show more cognitive behaviour, unlike less-educated who are more prone to the affective one (react to certain stimuli) so they buy more often cheaper items relying on their memory, excitement, nice packaging, taste, colour, etc.

Pupils, students as well as the population between 15 – 35 go shopping in dependance on their mood, current impulses, emotions, while older people tend to think more, especially men, while women still react impulsively. However, when buying more expensive products they show cognitive behaviour, although not as much as men do.

If doing business is to be successful, gathering as much information as possible is necessary regarding consumer needs and motives, their behaviour in different situations and the factors which affect the process of buying, as well as the abilities of the product to arouse consumers' emotions, their curiosity and satisfy the need for knowledge.

Affective and cognitive consumer behaviour is a very important factor in the realization of the shopping process and therefore requires special attention. Part of the marketing strategy is to be so directed as to use the research and relevant data for the better understanding of consumers, their moods, knowledge and experience when choosing a particular type of product, which will ultimately boost the sales and improve the business itself.

Affective and cognitive consumer behaviour affects the quantity, type and presence of the product in the market, its supply and demand, competition and business orientation. If a company wants to have a bigger market share and be better positioned in the market, loyal and satisfied buyers have to be understood – that is, their desires, needs, possibilities. In that way the company will operate more successfully and its consumers will continue buying its products whether emotionally or rationally. i.e. showing either affective or cognitive behaviour.

#### REFERENCES

1. Arnould E., Price L., Zinkhan G.,(2004), *Consumers*, McGraw Hill / Irwin..
2. Dunne D. (2005), *Consumers don't need a thing*, Marketing, Toronto, Apr 11.
3. Gobe, M. (2006), *Emotional Branding*, Mass Media International, Belgrade
4. Ilić V.(2010), *Consumer Behavior models*, Master thesis, Faculty of Mathematics, Novi Sad, [www.dmi.rs/studije/master/primenjena\\_matematika/Vanjalic.pdf](http://www.dmi.rs/studije/master/primenjena_matematika/Vanjalic.pdf) (15/01/2013).
5. Jovanović M., Langović-Miličević A. (2009), *Intercultural Challenges of Globalisation*, Megatrend University, Beolgrade
6. Kotler P., Armstrong G. (2008), *Principles of Marketing*, 12th edition, New Jersey: Prentice Hall
7. McDaniel C., Lamb C., Hair J.(2006) *Introduction to Marketing*, eighth edition, Thompson/South Westrn, Ohio.
8. Milisavljević M.(2002), *Marketing*, Savremena administracija, Belgrade , XXI edition.
9. Paul P. J., Olson C. J.( 1996), *Consumer Behavior and Marketing Strategy*, fourth edition, McGraw Hill, New York.
10. Rakić B., Rakić M. (2007), *Consumer Behaviour*, Megatrend, Belgrade
11. Rook D.( 1987), The buying Impuls, *Journal of Consumer Research*, Volume 14, (2):189-199
12. Shaughnessy J. (1995), *Competitive Marketing: A Strategic Approach*, third edition, Routledge, London.
13. Stern H. (1962), The Significance of Impulse Buying Today, *Journal of Marketing*, Volume 26, (2):59-63.

## **ISTRAŽIVANJE KOGNITIVNOG I AFEKTIVNOG PONAŠANJA PRILIKOM KUPOVINE**

**Igor Trandafilović, Vesna Pašić, Snežana Perunović**

*Rad sadrži terensko istraživanje kognitivnih i afektivnih aspekata ponašanja prilikom kupovine. Uzorak obuhvata 100 ispitanika a podaci su prikupljeni metodom upitnika sa unapred strukturiranim odgovorima. Pokazalo se da žene više vole da kupuju od muškaraca, da su sklonije afektivnom (impulsivnom) ponašanju u kupovini dok muškarci kupuju razmatrajući više alternativa. Obrazovaniji ispitanici su skloniji kognitivnom ponašanju u kupovini od niže obrazovanih ispitanika. Sa višim brojem godina češće se javlja kognitivno ponašanje ispitanika. Prilikom kupovine skupljih i značajnijih proizvoda dominira kognicija u odnosu na afekt. Rad ima praktični i teorijski značaj jer može služiti učesnicima u praksi marketinga ali i kao baza za neka dalja istraživanja sa ciljem boljeg razumevanja potrošača.*

*Ključne reči: kognicija, afekt, ponašanje potrošača, marketing.*