

# **Buying Influence Predictor among the Business Management Students of San Antonio off-Campus Program, Nueva Ecija University of Science And Technology**

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## **Abstract**

Business customers' buying processes and behaviors were analyzed by marketing specialists, allowing them to research to understand better and retain their customers. In terms of environmental influences, organizational influences, situational influences, interpersonal influences, and individual influences, this paper determined the level of influence on the buying decision perceived by business and management students in terms of environmental influences, organizational influences, situational influences, interpersonal influences, and individual influences. The descriptive method was utilized in this paper. In this study, 120 students (71 females and 49 males) from the San Antonio Off-Campus of Nueva Ecija University of Science and Technology took a Bachelor of Science in Business Administration course.

*Keywords: buying influence, predictor, business management students*

## **Introduction**

Business customers' buying processes and behaviors were analyzed by marketing specialists, allowing them to conduct research to better understand and retain their customers. Because consumers utilize multiple criteria and traits in the decision-making process, consumer buying behavior is quite dynamic, and it can change greatly between different product categories and purchasing decisions (Sumi & Kabir, 2010). A shift from product properties to point of sale experiences is a change from buying behavior related to product acquisition to buying behavior linked to the buying scenario (Clement, 2007). The convenience store will create more engagement, customers, and recognition by maintaining a price standard, performing more tempting advertising, offering more discounts, and treating customers well, and therefore increase consumer spending intent in the same way (Andreti et al., 2013).

The company's new marketing plan should be tailored to all customers and provide a sufficient amount of product information to help them digest it, increasing the likelihood that they will make a purchase (Lin & Chen, 2006). The social influence of past customers' high-quality reviews can have a clear and beneficial impact on potential customers' decision-making (Kim & Srivastava, 2007). Consumers are changing their behavior to incorporate environmental considerations into their lifestyle choices, which include buying decisions based on how well products meet their needs and affect the natural environment, as there has been a dramatic increase in environmental awareness around the world (Barber et al., 2009). The researcher evaluated the buying influence predictors in business markets based on the above-mentioned findings. In addition, the researcher analyzed the level of influence that business and management students perceive.

## **Objectives of the Study**

This paper determined the buying influence predictors in business markets in terms of: environmental influences, organizational influences, situational influences, interpersonal influences and individual influences; and determined the level of influence to the buying decision perceived by the business and management students.

## Methodology

### Research Design

This study utilized descriptive research to determine the buying influence predictors among the respondents. This paper used descriptive method, as it is a basic approach to analysis that explores the situation as it occurs in its present state (Williams, 2007).

### Sampling Design

Individuals were chosen as samples based on the researchers' goals for their controls using the method of purposeful sampling. It is a non-scientific sampling method in which a person is chosen for inclusion in the sample because there is good evidence that he is representative of the entire community.

### Respondents

The study respondents were composed of 120 students of Nueva Ecija University of Science and Technology, San Antonio-Off Campus.

### Research Instrument

This paper used survey research to integrate scientific methods through critical analysis and evaluation of source materials, analysis and interpretation of data, and generalization and prediction (Salaria, 2012). The research instrument used was a researcher-made based on numerous literature. The instrument was subjected to content validation.

## 3. Results and Discussion

**Table 1. Environmental Influence Than Can Affect Business Market**

| <i>Supply Conditions</i>   | <i>M</i>    | <i>VI</i> |
|--|-------------|-----------|
| 1. Assurance of the supply of raw materials is very important to manufacture products.                   | 3.45        | VI        |
| 2. Ensuring continuous supply to the customers leads to  | 3.22        | MI        |
| 3. There is a need for big warehouse to store big number of supplies.                                    | 2.93        | MI        |
| <i>Competitive Developments</i>  |             |           |
| 4. Technological advancements allow a company to gain competitive advantage.                             | 2.78        | MI        |
| 5. Technical service can change the consumer preferences and shift demand in favor of the new innovation | 3.35        | VI        |
| 6. New ownership of a supplier company can become more attractive to a business customer.                | 2.85        | MI        |
| <i>Social Responsibility</i>   |             |           |
| 7. Logistics companies should deliver relief goods for free to calamity areas.                           | 3.21        | MI        |
| 8. A part of company's profit must be set aside for environment protection and community programs.       | 3.52        | VI        |
| <b>Average Mean</b>  | <b>3.19</b> | <b>MI</b> |

| <i>Legend</i> | <i>Verbal Interpretation (VI)</i> |
|---------------|-----------------------------------|
| 3.25 - 4.00   | Very Important (VI)               |
| 2.50 - 3.24   | Moderately Important (MI)         |
| 1.75 - 2.49   | Slightly Important (SI)           |
| 1.00 - 1.74   | Low Importance (LI)               |

The first table depicts the impact of the environment on the commercial market. Supply conditions, competitive advances, and social responsibilities all impact the environment. Based on the results, environmental influence received an average mean of 3.19 with a verbal interpretation of moderately important. Item 1 (M = 3.45), 5 (M = 3.35), and 7 (M = 3.52), all having verbal interpretations of very important, had the highest means under the influence of this. This means that in the business market, environmental factors such as raw material supply (supply conditions), technical service (competitive developments), and a portion of a company's profit for environmental and community programs (social responsibility) are important indicators of buying power.

| <b>Table 2. Organizational Influences Than Can Affect Business Market</b>                                     |             |           |
|---|-------------|-----------|
| <i>Objectives</i>   | <b>M</b>    | <b>VI</b> |
| 1. Buying company’s objectives influence the buying behavior of a business.                                   | 2.83        | MI        |
| <i>Policies</i>   |             |           |
| 2. A company that has a policy of buying from proven suppliers would have the edge among other companies.     | 3.07        | MI        |
| 3. Multinational companies must require their local companies to buy supplies only from accredited providers. | 2.61        | MI        |
| <i>Procedures</i>   |             |           |
| 4. Issuing purchase order can be assigned to an administrative staff.   | 3.74        | VI        |
| 5. More rigid bidding participations are required in government transactions.                                 | 3.57        | VI        |
| <i>Organizational Structures</i>  |             |           |
| 6. Understanding the perspectives and needs of each stakeholder in the company is necessary.                  | 3.47        | VI        |
| 7. A company should have a coordination map of who to seek approval from and consultation for what.           | 3.76        | VI        |
| <i>Skills</i>   |             |           |
| 8. The applicants should be proficient in English for both oral and written communications.                   | 2.28        | SI        |
| <i>System</i>   |             |           |
| 9. A company entails a more collaborative relationship with greater competencies needed from the suppliers.   | 3.40        | MI        |
| <b>Average Mean</b>   | <b>3.16</b> | <b>MI</b> |

|               |                                   |
|---------------|-----------------------------------|
| <b>Legend</b> | <b>Verbal Interpretation (VI)</b> |
| 3.25 - 4.00   | Very Important (VI)               |
| 2.50 - 3.24   | Moderately Important (MI)         |
| 1.75 - 2.49   | Slightly Important (SI)           |
| 1.00 - 1.74   | Low Importance (LI)               |

The second table depicts the impact of organizational influence on the commercial market—objectives, policies, procedures, organizational structures, skills, and systems all impact the organization. Based on the findings, organizational influence received an average mean of 3.16 with a verbal interpretation of moderately important'. In addition, it was found that items 4 (M = 3.74), 5 (M = 3.57), 6 (M = 3.47), and 7 (M = 3.77) all had verbal interpretations of very significant'. As a result, organizational influence methods and organizational structures are essential indications of buying power in the commercial market.

| <b>Table 3. Situational Influences Than Can Affect Business Market</b>                               |             |           |
|--|-------------|-----------|
| <i>Time</i>  | <b>M</b>    | <b>VI</b> |
| 1. Time is very important that it could affect losing revenue and profiting in the process.          | 2.41        | SI        |
| 2. Manpower services should guarantee on time process.   | 3.19        | MI        |
| <i>Financial Standing</i>  |             |           |
| 3. Empower higher authorities to give credit approval  | 3.12        | MI        |
| 4. Higher credit amount should be deliberated by the credit committee to attain minimal credit risk. | 2.97        | MI        |
| <i>Availability</i>  |             |           |
| 5. Availability of inventories should always be managed.   | 3.56        | VI        |
| <i>Exclusivity</i>   |             |           |
| 6. Dominant market leaders may persuade their suppliers from supplying any fast rising competition.  | 2.52        | MI        |
| <i>Special Offers</i>  |             |           |
| 7. An advertisement showing special discounts for older products is an advantage.                    | 3.18        | MI        |
| 8. Novelty is applicable for some valued clients.  | 3.44        | VI        |
| <b>Average Mean</b>  | <b>3.08</b> | <b>MI</b> |

|               |                                   |
|---------------|-----------------------------------|
| <b>Legend</b> | <b>Verbal Interpretation (VI)</b> |
| 3.25 - 4.00   | Very Important (VI)               |
| 2.50 - 3.24   | Moderately Important (MI)         |
| 1.75 - 2.49   | Slightly Important (SI)           |
| 1.00 - 1.74   | Low Importance (LI)               |

The effect of situational influence on the business market is seen in Table 3. Time, financial status, availability, exclusivity, and special offers are all factors that influence a situation. Based on the findings, environmental factors received an average mean of 3.08 with a verbal interpretation of moderately important. It went on to say that under this effect, items 5 (M = 3.54) and 8 (M = 3.44) had the highest mean values, with all of them having verbal meanings of very significance'. As a result, in the commercial market, the availability of stocks (availability) and novelty offers (special offers) have been discovered to be significant indicators of buying influence under situational influence.

**Table 4. Interpersonal Influences Than Can Affect Business Market**

| <i>Interests</i>   | <i>M</i>    | <i>VI</i> |
|--|-------------|-----------|
| 1. Interpersonal relationship is necessary for decision making in business.                                    | 3.75        | VI        |
| 2. Different departments can be created intently for the sole purpose of their interests in decision making.   | 3.07        | MI        |
| <i>Authority</i>   |             |           |
| 3. Authority level of different people can either accelerate or slow down the buying process.                  | 2.86        | MI        |
| 4. Higher ranks equate to a higher authority level of the purchasing department.                               | 3.40        | VI        |
| <i>Status</i>  |             |           |
| 5. Status of different people gives different preferences.   | 3.18        | MI        |
| 6. An established suppliers is more favorable than a new supplier.   | 3.42        | VI        |
| <i>Empathy</i>   |             |           |
| 7. Being likable, amiable, and fair is more like to generate facilitating working relationship with coworkers. | 3.65        | VI        |
| 8. Empathy affects negotiation with established suppliers.   | 3.49        | VI        |
| <i>Persuasiveness</i>  |             |           |
| 9. Well-research business case is viable for the management to continue with a planned purchase.               | 3.20        | MI        |
| 10. Persuasiveness promotes higher performance attributes to the suppliers.                                    | 3.40        | VI        |
| <b>Average Mean</b>  | <b>3.36</b> | <b>VI</b> |

|               |                                   |
|---------------|-----------------------------------|
| <b>Legend</b> | <b>Verbal Interpretation (VI)</b> |
| 3.25 - 4.00   | Very Important (VI)               |
| 2.50 - 3.24   | Moderately Important (MI)         |
| 1.75 - 2.49   | Slightly Important (SI)           |
| 1.00 - 1.74   | Low Importance (LI)               |

The impact of interpersonal interaction on the commercial market is seen in Table 4. Interests, authority, prestige, empathy, and persuasiveness, are all examples of interpersonal influence. Based on the results, interpersonal influence received an average of 3.38 with a verbal interpretation of very important. It also showed that items 1 (M = 3.77), 4 (M = 3.44), 6 (M = 3.46), 7 (M = 3.69), 8 (M = 3.53), and 10 (M = 3.44) all had verbal interpretations of very significant' and received the highest mean. Interests, authority, prestige, empathy, and persuasiveness are all highly important markers of buying influence in the corporate market under the interpersonal influence. As a result, interpersonal relationships are required, a credit committee should be formed, established suppliers should be favored, empathy and a positive personality should be displayed, and persuasiveness should be demonstrated.

**Table 5. Individual Influences Than Can Affect Business Market**

| <i>Age</i>  | <i>M</i> | <i>VI</i> |
|---|----------|-----------|
| 1. The age of the buyer is an important factor in the business buying decision.                     | 3.15     | MI        |
| 2. Younger employees tend to be more informative, analytic, and useful in making purchase.          | 3.85     | VI        |
| <i>Income</i>   |          |           |
| 3. Income level of the buyer allows access to greater opportunities.                                | 2.20     | SI        |
| 4. Attending trade shows may make the buyer more incline to follow what is already happening in the | 3.41     | VI        |

|   |             |           |
|---|-------------|-----------|
| business world.   |             |           |
| <i>Education</i>  |             |           |
| 5. A buyer with a higher degree understands an item more in depth than one who is not                     | 2.45        | SI        |
| <i>Job Position</i>   |             |           |
| 6. Recommendation of colleagues is deemed as a credible source of information that affects purchase.      | 2.31        | SI        |
| <i>Personality</i>  |             |           |
| 7. Ethical suppliers would not want to deal with a company where unethical practices happen all the time. | 2.25        | SI        |
| <i>Risk Tolerance</i>   |             |           |
| 8. The buyer may buy a known and established brand for fear of jeopardizing a promotion in the future.    | 3.65        | VI        |
| <i>Culture and Customs</i>  |             |           |
| 9. Culture is especially critical in an international supply contract.                                    | 3.20        | MI        |
| 10. Cultural differences may lead to misunderstanding in the business market.                             | 3.25        | MI        |
| <b>Average Mean</b>   | <b>2.91</b> | <b>MI</b> |

|               |                                   |
|---------------|-----------------------------------|
| <b>Legend</b> | <b>Verbal Interpretation (VI)</b> |
| 3.25 - 4.00   | Very Important (VI)               |
| 2.50 - 3.24   | Moderately Important (MI)         |
| 1.75 - 2.49   | Slightly Important (SI)           |
| 1.00 - 1.74   | Low Importance (LI)               |

Table 5 shows how individual influence can affect business market. Individual influence includes age, income, education, job position, personality, risk tolerance, and culture and customs. Based on the results, individual influence got an average mean of 2.89 with a verbal interpretation of ‘moderately important’. It further described that under this influence items 2 ( $M = 3.83$ ), 4 ( $M = 3.39$ ), and 8 ( $M = 3.63$ ) got the highest means all with verbal interpretations of ‘very important’. This recommends that under individual influence age, income, and risks tolerance are important indicators of buying influence in business market. Further, these indicators describe that younger employees are more informative and analytical, attending trade shows is necessary to keep updated, and buyer relies on a known and established brand/supplier.

| Influences     | M    | Verbal Interpretation | Level                |
|----------------|------|-----------------------|----------------------|
| Environmental  | 3.17 | Moderately Important  | Somewhat Influential |
| Organizational | 3.19 | Moderately Important  | Somewhat Influential |
| Situational    | 3.05 | Moderately Important  | Somewhat Influential |
| Interpersonal  | 3.38 | Very Important        | Very influential     |
| Individual     | 2.95 | Moderately Important  | Somewhat Influential |

|               |                                   |                           |
|---------------|-----------------------------------|---------------------------|
| <b>Legend</b> | <b>Verbal Interpretation (VI)</b> | <b>Level of Influence</b> |
| 3.25 - 4.00   | Very Important (VI)               | Very Influential          |
| 2.50 - 3.24   | Moderately Important (MI)         | Somewhat Influential      |
| 1.75 - 2.49   | Slightly Important (SI)           | Slightly Influential      |
| 1.00 - 1.74   | Low Importance (LI)               | Not at all Influential    |

Table 5 shows how individual influence can affect the business market. Individual influence includes age, income, education, job position, personality, risk tolerance, and culture and customs. Based on the results, individual influence got an average mean of 2.89 with a verbal interpretation of ‘moderately important. It further described that under this influence, items 2 ( $M = 3.83$ ), 4 ( $M = 3.39$ ), and 8 ( $M = 3.63$ ) got the highest mean, all with verbal interpretations of ‘very important’. This recommends that age, income, and risk tolerance under the individual influence are important indicators of buying influence in the business market. Further, these indicators describe that younger employees are more informative and analytical, attending trade shows is necessary to keep updated, and the buyer relies on a known and established brand/supplier.

## **Conclusion**

Based on the findings, the researcher concluded that first, indicators of buying influence in the business market perceived by the marketing students are environmental, organizational, situational, interpersonal, and individual. Second, among these indicators, interpersonal influence is the most influential in the business market. Last, specifically, indicators of buying influence focused on supply conditions, competitive developments, social responsibility, procedures, organizational structures, availability, special offers, authority, status, empathy, persuasiveness, age, income and risk tolerance.

The researcher then suggests that the company's other buying impact indicators be considered for evaluation and become their strengths. Because profitability comes from operations and how purchasing is managed in a firm to maximize the value to the stockholders, more research should be done among the various buying influences.

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