



THE PSYCHOLOGICAL FACTORS AFFECTING BEHAVIOR OF INDIVIDUAL BUYERS: A CASE STUDY IN GENERAL COMPANY FOR CENTRAL MARKETS OF IRAQ

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Article history:		Abstract:
Received:	20 th August 2024	All business companies are interested in increasing their market share by acquiring new customers, and this achieved when company able to successfully manage the behavior of individual buyers. Research identifies four psychological factors that affect the behavior of individual buyers: motivation, perception, learning, and attitudes. Research attempts to reveal the relative importance of each factor so that companies can direct their attention in a way that is appropriate to the extent of its impact on the behavior of individual buyers. It adopts a case study approach in the General Company for Central Markets of Iraq and has relied on field interviews and personal interviews of managers in company, whose number reached (52) manager, for purpose of answering the inspection lists. Research concluded that the company pays varying attention to the four psychological factors, and it recommended the necessity of achieving a state of balance and paying attention to the four factors in order to be able to reach its goals.
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INTRODUCTION

Company cares about its customers because this ensures continuity of its sales, and it is keen to study and analyze the factors that influence the actions of individual buyers and direct their behavior towards the goods and services it provides in the markets (Leoni, 2020). Environment became more complex with the great technical development in 1990s, which accompanied by the increasing dependence of individual buyers on the Internet and the emergence of new electronic applications such as Facebook, Instagram, and others. Company is trying to attract consumer attention to its products in various legal ways and means available (Murtoff, 2024). The psychological factors that affect the behavior of individual buyers are of great importance to the company because if it is able to identify them accurately, it will guarantee stimulating consumer demand for its products in the market. Researchers agree that the psychological factors affecting the behavior of individual buyers (consumers) are motivational factors, perception factors, learning factors, and attitude factors (Jassim and Ridha, 2022). Each of these four groups has a different impact and influence on individuals according to the nature of the individual himself in terms of his level of educational qualification and the number of his previous purchasing experiences. Individuals can now access large amounts of information with ease. When an individual buyer shows interest in a particular product, he becomes a potential customer and immediately becomes a target for marketers. Company tries to turn the potential customer into an actual customer and exerts its marketing efforts to the utmost in order for him to make a decision to buy its product offered for sale (Bowen, 2019).

In past, companies used to focus their marketing strategies on prices, given that the price of the product is a factor that greatly influences the decisions of individual buyers, but now they have become more complex than ever before (Mediano et al., 2019). It has become necessary for companies to change their marketing efforts to meet the changing needs of customers. Most researchers agree that psychological factors efficiently motivate the consumer purchasing decision. They also help marketers understand individual buyers better and give them the ability to attract and retain customers as part of the companies' market share (Jassim, 2022). All companies seek to maximize their profits and develop their sales by increasing their market share, as is the case in General Company for Central Markets of Iraq, whose senior management is interested in studying the market and identifying the psychological factors that affect the behavior of individual buyers for purpose of achieving its goals. General Company for Central Markets of Iraq established in (1981). Company carries out the management tasks of fifteen warehouse complexes in Baghdad and other Iraqi



cities. Company's capital amounted to (155) million Iraqi dinars. Company aims to increase resources and supply various goods and materials according to legal, financial and marketing terms and controls that guarantee the rights of the supplier and the company in a way that helps maintain the continuity of the work of the central markets in Baghdad and other cities. Company achieves its goals by providing its services to all segments of society, in addition to achieving a rapid budget for materials traded in local market. Company's Board of Directors is responsible for drawing up and establishing the administrative, financial, organizational and technical policies and plans necessary for the company's activity to run, achieving its objectives, supervising. Company works to provide all products that meet the needs of individual and corporate customers at competitive prices.

BEHAVIOR OF INDIVIDUAL BUYERS

Studying behavior of individual buyers is one of the matters that business companies and marketers are interested in, as it enables them to prepare their marketing programs and design their successful and competitive advertisements (Dember and West, 2024). It prompts them to develop or change products to suit the desires and needs of customers and to determine appropriate prices for the product based on the social classes of the individual buyers. It also pushes companies to develop different marketing strategies whose goal is to influence the customer and motivate him to buy the product and understand the behavior of individual buyers so that those in charge of marketing operations can retain the customer in a competitive environment (Jassim and Shubar, 2020). Any behavior undertaken by an individual is merely a reaction to the pressures he is exposed to in his life, which affect his psychological state. Individual buyer is the person who purchases products he needs for his personal or family use.

Behavior of the individual buyer is a term that includes two concepts: behavior and individual buyer or consumer. It is defined as a mental and physical activity undertaken by the individual. That includes process of evaluating goods and services, and comparing them with each other in order to obtain the best one for purpose of using it (Armstrong et al., 2018). Concept of the behavior of individual buyers includes studies carried out by individual consumers when they exchange something of value for a good or service that meets their needs. Therefore, it includes everything related to the individual's dealings with the good or service, from choosing, purchasing, using, and evaluating. It can be said that the behavior of an individual buyer is a set of activities carried out by a person because of certain motives and incentives (Jassim and Ridha, 2022). In addition, sequential steps that include inputs and outputs are controlled by the motives of the consuming person. Therefore, the individual buyer faces many psychological influences that control his final behavior and orientation towards buying and using a particular good or service (Wisdom and Augustina, 2019). These influences differ depending on the individual buyer (consumer) in terms of his nature, cultural and social background, and the nature of the market with which he deals. These psychological influences are divided into motivation factors, perception factors, learning factors, and attitude factors.

Motivation Factors

Important factors that help marketers succeed in marketing their products are an in-depth study of individual buyers and knowledge of their motivations in purchasing different products and brands. Knowing the reasons for buying helps marketers design the right products that meet the needs and desires of individual buyers and make the right choice of the mental position of the brand and the basis for segmenting consumer markets (Lamb et al., 2018). It also helps to know the appropriate stimuli or temptations to use in advertising products. Researchers agree that the source of motivation is needs. Need is a person's feeling of a certain deficiency, and the types of individual needs are divided into two categories: *Firstly*, innate needs, which are those psychological needs that are born with the individual and accompany him throughout his life, such as the need for food, water, air, and clothing (Jassim and Ridha, 2022). In general, human life is not stable without a minimum level of satisfaction of these basic needs. *Secondly*, acquired needs are the needs that individuals learn through the journey of life and include the need for respect, appreciation, prestige, love, control, and learning (Watercutter, 2024). These needs are often psychological as they result from the person's psychological state and his relationship with others.

Motives are an influential element in the behavior of individual buyers because they direct and control their behavior for purpose of achieving a specific goal. These motives may be innate and have existed since person created, and linked to his physiological needs or motives acquired from the surrounding environment and daily experiences (Feng et al., 2019). When an individual can clearly determine the motivation, it called emotional motivation, but if he cannot determine the motivation behind his work, it called subconscious motivation. Motives are either positive that the individual wants to do, or negative that prevents the individual from doing something. The individual buyer arranges his motivations into primary, selective, and transactional purchasing motivations (Luu, 2019). Emotion and reason also control the individual's purchasing motives and thus determine individual's need for commodity.

Psychological motives are defined as the driving force inherent in individuals that pushes them to behave in a certain direction and enables them to recognize the environment and interpret information related to this environment. Motives



can vary from one person to another, depending on the product he or she will buy, as well as person and the circumstances of purchasing a product (Kimmo et al., 2020). There are many classifications of motives, such as mental or objective motives, that push the individual buyer to buy a specific product. Such as price or quality, meaning that the purchase decision came after prior study and planning (Jassim and Ridha, 2022). The emotional motives that appear if the purchase decision made without prior study or planning, we say that it is an emotional motive. Primary motives that push an individual buyer to buy a specific product, regardless of the brand (Susman, 2024). Selective motives that push the individual buyer to prefer a particular brand or trade name to another. In addition, the motives of dealing that push the individual buyer to deal with a particular store and no other stores. Therefore, the company should conduct ongoing operations to investigate how individual buyers perceive and interpret information, as well as how situations influence their choices and behaviors (MacDonald, 2020).

Perception Factors

A person's actions based on what he perceives, and this applies to consumption process. Behavior of individual buyer linked to image he forms of product offered to him. Accordingly, purchasing decisions go through stages, which are the individual buyer's interpretation of information, his evaluation of the available products, and his choice of the product from among several available products (Cherry, 2024). Perception is process of interpreting and organizing sensory information to give meaning to the environment. It influenced by a variety of factors such as senses and emotions that shape how individual buyers perceive reality. Understanding how these factors influence individual perceptions can help marketers design effective strategies to influence behavior of individual buyers (DeRosia and Elder, 2019). Individual's senses are primary sources of information about the external environment, as they provide him with stimuli and processors to form perceptions. An individual's senses are not always accurate or reliable and can be distorted by various factors, as marketers use sensory signals to create positive associations and influence customers' preferences and choices (Grewal and Levy, 2018). As for an individual's emotions, they are the subjective feelings that arise from his evaluation of a situation or thing, and they affect how he perceives stimuli and responds to them. Emotions can enhance or impair an individual's cognition depending on their intensity, valence, and importance (Huang and Chen, 2019). Marketers can use emotional appeals to arouse specific feelings and influence individuals' attitudes and purchasing behavior. Individual's cognition is a mental process of acquiring and using knowledge, which involves aspects such as memory, attention, learning, thinking, and decision-making (Wirtz and Lovelock, 2018). Marketers can use cognitive cues to provide relevant and persuasive information and influence individual buyers' judgments.

The individual remembers some information about other products or the same product to help him in the selection process. Cognitive process goes through several steps: First, the individual receives stimuli through his five senses. Secondly, understanding the stimuli that the individual finds important to him. Third, the individual buyer understands of the surrounding environment and his perception of different situations and circumstances (Roschk and Hosseinpour, 2020). There are factors that affect the perception process, including factors related to the thing that perceived, that is, the stimulus itself, such as its size, color, location, and method of presentation. Among them are factors related to the environment that depend on the qualities and characteristics of the individual buyer, such as his needs, income level, and mood (Gentsch, 2019). Every day, individual buyers exposed to a large number of stimuli that influence their decisions, preferences, and behaviors. These stimuli can be anything from advertising, product packaging, word of mouth, social media, and reviews (Moorman et al., 2019). An individual buyer's perception is the process through which he or she forms impressions, opinions, and attitudes about products, services, brands, and organizations, based on the information they receive and their own experiences. Individuals' perception is important because it shapes their purchasing behavior, so the company should work to identify their needs and desires, and make it easier for them to search for information and evaluate and compare different options (Leung, 2023). The company should provide individual buyers with the use of the product to their satisfaction, and the company should provide the service of disposing of the product without disturbing them by understanding how these factors work and interact, marketers could design effective strategies to shape individuals' perceptions and purchasing behavior. Perception is not just the process of receiving stimuli, but it is also an active process of constructing meaning (Solimun and Fernandes, 2018). Therefore, marketers use different techniques to manipulate stimuli, context, and interpretation to generate positive perceptions of the product and achieve beneficial results for the company.

Learning Factors

Need simply means the lack of something useful, and it constitutes a state of imbalance between individual buyer's actual state and desired state. Individual buyers learn how to satisfy their needs through continuous and regular steps, intentional and unintentional (Habel et al., 2020). Learning refers to the change in habits and methods of individual buyers based on new information and experiences, as learning affects purchasing decisions and the way they shop. Learning can be conditional association, where individual buyer learns through repeated rewards and punishments. It



can also be cognitive learning, where individual buyer uses knowledge and skills to achieve satisfaction and benefits from products. Goal of learning stages is to give the individual knowledge and modify his behavior pattern or acquire other patterns (Willets, 2024). There are basic requirements for the learning process to take place: first, the motivation that determines the individual buyer's behavior and behavior towards the product. Secondly, the suggestions that linked to the marketing design of the product in a way that arouses the desires of individual buyers. Third, responding to the influences of the desire to learn and a clear attitude that increases the opportunity and speed of learning. Fourth, the individual's ability to learn and link experiences with attitudes and self-concepts (Grewal et al., 2020). Learning means the effect of subjective experience on the subsequent behavior of individual buyers.

Experience can be direct, such as trying product, or symbolic, such as reading an advertisement in a magazine. When individual buyers learn something, their behavior will change from previous behavior towards the same situation. Marketers make use of learning theory to build individual buyer loyalty toward a company's brand (Chaabane and Pez, 2020). Factors affecting the problem-solving process of the individual buyer primarily related to his ability to learn and leave a strong impact on his personal behavior. Learning characterized by changes that may be immediate or delayed, meaning that not seeing immediate evidence of learning does not mean that it has not occurred, as the individual can store learning until it needed (Jassim and Ridha, 2022). Learning process occurs over time as the individual buyer absorbs new information. There are many theories about learning, the most prominent of which is the socialization theory, which refers to the knowledge, skills, and desires that an individual acquires and affect his interaction with society. Socialization theory highlights the sources of influence that transmit cognitive and behavioral patterns to the educated individual (Oakley, 2024). In the case of individual buyers, this process occurs when the individual interacts with others in multiple social situations. Sources of influence on individual buyers can include any person, company, or information source they interact with and whose ability to educate and tell facts about the product they trust.

Attitudes Factors

Attitudes are an individual's readiness to act in a certain way towards something, an idea or a situation. Attitudes have many definitions, but the most prominent is that it is a neutral mental state of readiness to respond, regulated by experience and leaving a dynamic, directed influence on behavior of individual buyers (Kotler et al. 2018). Attitudes divided into three main components: first, cognitive component, which is what the individual knows about the product that is the focus of the attitude. Second, emotional component, which is the set of feelings and tendencies that formed in individual based on what he knows about product that is focus of the attitude. Third, behavioral component, which expresses behavior or action that individual shows towards a specific thing based on his information, knowledge, feelings or tendencies towards that thing (Abdul-Halim et al., 2018). Attitudes come because of the experiences and experiments that the individual exposed to, so they not inherited but acquired. Individual buyer needs to have information about product in order to form an attitude towards it. Attitudes grow as individual grows and his experiences increase, and they can know through his behavior (Woods, 2024). Attitudes differ from one person to another. Attitudes have three functions in the field of marketing: function of satisfying needs, which helps buyers form positive or negative attitudes towards the product (Jassim and Ridha, 2022). Function of expressing values, such as forming positive attitudes towards national products, which expressed by the term loyalty to national products. Function of knowledge, which helps acquire information about the product and the manufacturer. When buyers form a certain attitude towards a product, they collect information about it and then form a positive or negative feeling towards that product.

Behavior of buyers towards a certain product depends on their feelings towards it. If the feeling is positive, then they will buy the product, but if it is negative, they will stay away from it and not buy it (Solomon et al., 2018). There are two types of attitude change methods. Firstly, method is to changed attitudes before purchase, where marketer tries to change buyer's attitudes towards appreciating a certain feature in brand, which would change his feeling about product and his preference for it without referring to its qualities or functional characteristics (Robert et al., 2018). Alternatively, change purchase intentions by attracting buyer towards goods that he has neutral or negative attitudes towards, using sales promotion tools such as price reductions, free samples and coupons. Secondly, method is to change attitudes after purchase, which aims to confront competitive advertisements that seek to reduce the intensity of dissonance that the customer feels after purchase, such as his feeling of doubt about the validity of his decision (Nuryakin, 2018). Company should provide positive information to individual buyers after purchase to ensure that they have made a good choice, such as providing additional information and suggestions to maintain product through advertising. Providing guarantees on product to reduce doubt about it after purchase (Jassim, 2022). Emphasizing quality of service and following up on customer complaints after purchase and ensuring correct use of product and satisfaction with it.

METHODOLOGY

Research deals with one main variable, which is the behavior of individual buyers on the one hand, and on the other hand, it deals with four sub-variables: motivation factors, perception factors, learning factors, and attitudes factors. Which considered psychological factors that affect behavior of individual buyers from General Company for Central Markets of Iraq. Data required in examination form collected through direct interviews and field visits by researchers at company during first half of 2024. Analytical aspect of research relied on the use of Pi and Pareto charts, which are consider important statistical methods in the field of business administration. Research seeks to find level of each influence of four psychological factors on behavior of individuals purchasing from company. Then determine priority of each factors and direct the company towards emphasizing attention to each of them in order to achieve company's goals. Research based on a case study method that depends on the checklists that were prepared for measuring the reality of the variables discussed in General Company for Central Markets of Iraq. Paragraphs of checklists form were prepared based on the theoretical contents of each variable as prepared by researchers. Then a checklist form presented to a group of experts in business management for the purpose of arbitration and support of its paragraphs in proportion to the accurate measurement of reality of variables discussed in company in question. Researchers conducted a preliminary survey of company and interviews with some of its managers for verifying existence of individual buyers from company, and this was diagnose. Investigated variables can be illustrate at figure 1.

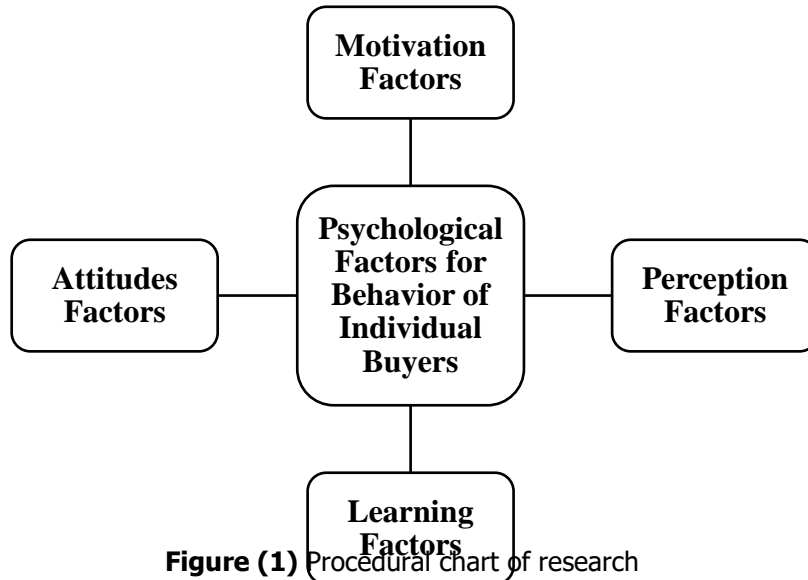


Figure (1) Procedural chart of research

RESULTS

Research used field coexistence method and the method of personal observation in determining answer to paragraphs of checklist form. After they was confirmed that General Company for Central Markets of Iraq possessed a individual buyers, For purpose of preliminary exploration of company's interest in behavior of individual buyers, a checklist was prepared and the results shown in a table 1.

Table (1) Checklists of behavior of individual buyers in General Company for Central Markets of Iraq

Behavior of Individual Buyers		Checkout
1.	Company studies and analyzes customers' reactions to its products.	✓
2.	Company identifies changes that occur in its customers' preferences on an ongoing basis.	✓
3.	Company monitors technological developments in the industry in which it operates to enhance the loyalty of its customers.	✓
4.	Company considers the satisfaction of individual buyers with its products to be a fundamental pillar of its success and excellence.	✓



5.	Company sets among its goals the satisfaction of individual buyers its products.	√
6.	Company realizes that achieving the satisfaction of individual buyers gives it an advantage over its competitors in the market.	√
7.	Company adopts a customer-oriented strategy.	√
8.	Company has capabilities that allow it to make modifications to its product according to customer demand.	×
9.	Company launches a package of free products to learn customer reactions before distributing them in the market.	×
10.	Company seeks to identify the most important factors influencing on behavior of individual buyers to its product mix.	√
Actual presence of Behavior of Individual Buyers		80%

It is note that company's level of interest in behavior of individual buyers is (80%), which indicates presence of this variable and its application in company. Accordingly, a checklist of psychological factors affecting behavior of individual buyers from a company was prepared, and results appeared as in table 2.

Table (2) Checklists of psychological factors that affect behavior of individual buyers in General Company for Central Markets of Iraq

Psychological factors for behavior of individual buyers		Checkout
Motivation Factors		
1.	Company's customers have diverse and different desires.	√
2.	Company experiences the changing needs of individual buyers over time.	√
3.	Company recorded cases of psychological pressure among customers causing negative reactions to its products.	√
4.	Company believes that the feeling of hunger among individuals can enhance the sales of its food products.	√
5.	Company suffers from poor sales when individual buyers feel fear and anxiety.	×
6.	Company is keen to provide comfort and safety in its products.	√
7.	Company's products provide its customers with social status and respect from others.	√
8.	Company's customers behave rationally when they buy its products, as they satisfy their basic needs before their secondary needs.	×
9.	Company seeks to offer its products to individual buyers what distinguishes them from others and achieves their self-concept.	√
10.	Company realizes that individual buyers stay away from products that threaten their existence and safety.	√
Actual presence of motivation factors		80%
Perception Factors		
11.	Company always motivates its customers to buy its product mix.	√
12.	Company provides customers with correct information about all of its products.	√
13.	Company promotes its product mix through extensive advertising on various social media sites.	×
14.	Company provides multiple alternatives to individual buyers.	√
15.	Company helps its clients clarify and interpret the information they receive through various media.	√
16.	Company distinguishes its products with an eye-catching exterior and packaging.	×
17.	Company exploits the five senses of individual buyers to enhance its sales.	×
18.	Company launches its promotional campaigns to suit the tastes and needs of individual buyers.	√



19.	Company owns showrooms with distinctive interior organization and decoration that attract the attention of customers.	√
20.	Company contracts with well-known marketing agencies to arouse the interest and attention of customers towards its products of goods and services.	×
Actual presence of perception factors		60%
Learning Factors		
21.	Company works to encourage individual buyers to try its products or repeat previous purchases.	√
22.	Company makes more efforts to maintain its existing customers than to acquire new ones.	×
23.	Company takes back its failed products from individual buyers.	×
24.	Company's customers have a wide and diverse range of purchasing experiences.	×
25.	Company faces requests from customers to clarify important details about some of its products in market.	√
26.	Company invests in desire of learn among individual buyers to maximize its sales.	×
27.	Company provides information about product experience through print and audio publications.	√
28.	Company's customers have a high level of purchasing awareness, which qualifies them to choose the appropriate product.	√
29.	Company adopts methods of training and educating customers to use product according to their personal capabilities and levels of academic qualification.	×
30.	Company employs skilled sales representatives who can quickly gain the trust of individual buyers.	√
Actual presence of learning factors		50%
Attitudes Factors		
31.	Company uses scientific and practical evidence to convince individual buyers of quality for its products.	×
32.	Company contributes to formation of correct judgments by individual buyers regarding its product mix through realistic advertisements without lying and deception.	√
33.	Company allows testing of its products in order to enhance the convictions of individual buyers.	×
34.	Company attracts reference customers such as athletes, artists and famous social figures.	√
35.	Company lures its customers to submit development proposals to it.	√
36.	Company's products attract the attention of the largest possible number of individual buyers in the market.	√
37.	Company asks its customers to evaluate its product in order to influence their beliefs about competitors.	√
38.	Company conducts market research on the preferences of individual buyers and determines the changes that may occur in them.	√
39.	Company's customers listen to purchasing advice provided to them by other individual buyers from the same company.	√
40.	Company places great emphasis on emotional marketing of its product mix, which increases its sales.	×
Actual presence of attitudes factors		70%

Depending on the results presented by checklists, form presented in table 2. Company relies on motivation factors by (80%), so a motivation gap is (20%). Company relies on perception factors by (60%), so a perception gap is (40%). Company relies on learning factors by (50%), so a learning gap is (50%). Company relies on attitudes factors by (70%), so an attitude gap is (30%). As shown in figure 2.

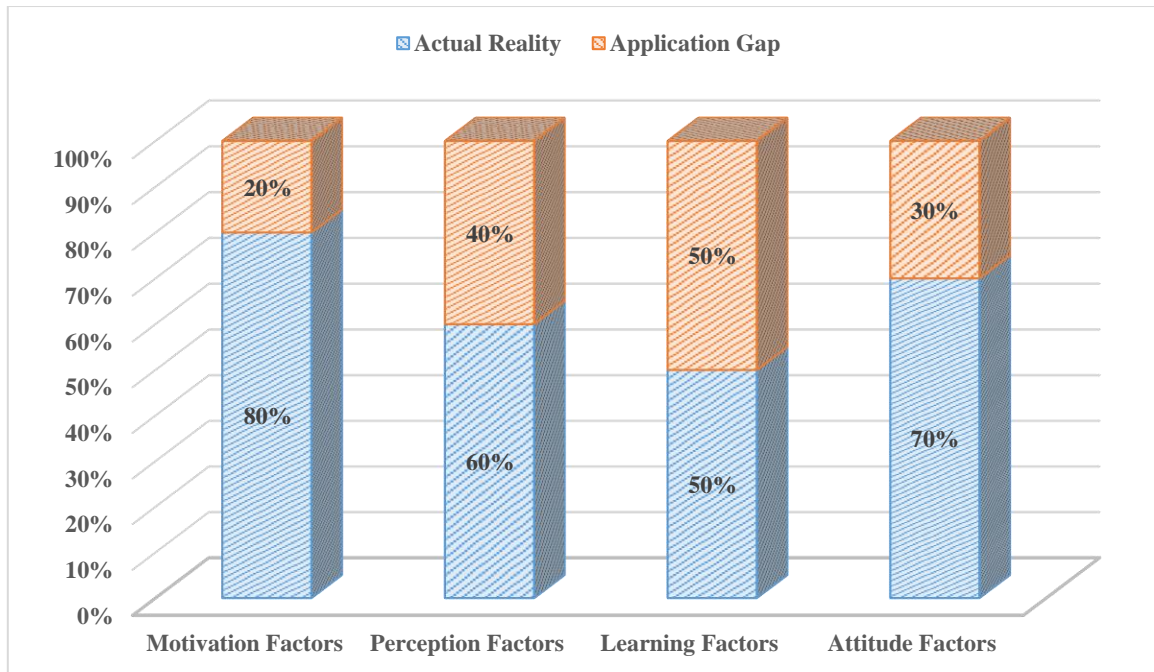


Figure (2) Pareto chart of psychological factors affecting on individual buyers in General Company for Central Markets of Iraq

DISCUSSION

It noted from the data displayed in figure 2 that the company's focus varies on the influences on the behavior of individual buyers. In order to highlight the extent of the gaps in that focus, the importance ranking of those gaps calculated in table 3. Moreover, the results presented in this table can clearly illustrated in figure 3.

Table (3) Analyze gaps at company's focus on psychological factors influencing individual buyer behavior.

Gaps	Motivation Gap	Perception Gap	Learning Gap	Attitudes Gap
Gap Ratio	20%	40%	50%	70%
Relative Importance of Gap	0.11	0.22	0.28	0.39
Gap Arrange	4	3	2	1

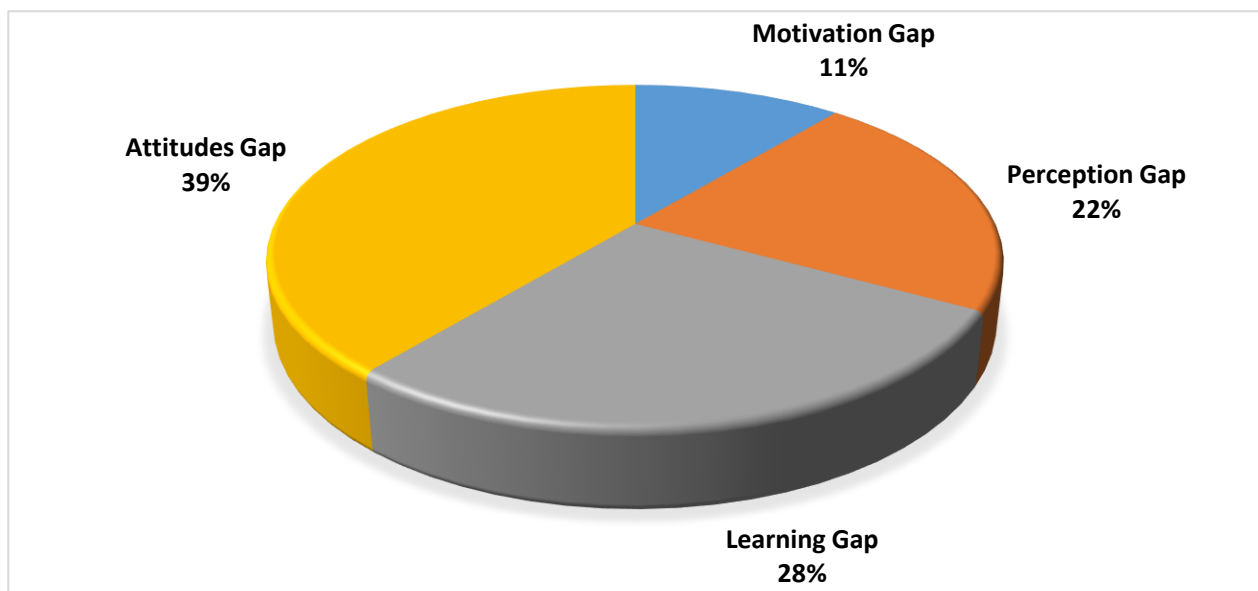




Figure (3) Pie chart of the gaps at psychological factors affecting on individual buyers in General Company for Central Markets of Iraq

It can be noted from the data presented in table 3 and figure 3 the following:

- 1- The company's *attitudes* factors had a gap in actual attention of (70%), so their relative importance was approximately (0.39) and they got *first* place in the ranking. This means that company suffers from a great weakness in attention to attitudes factors that affect behavior of individual buyers. Perhaps reason for this result in company lies in company's lack of interest in subject of customers' current impressions of company's brand. In addition, the characteristics of product that company sells, as this affects the formation of a future vision in the minds of individual buyers that directs their future behavior, whether positive or negative, towards product.
- 2- The company's *learning* factors had a gap in actual attention of (50%), so their relative importance was approximately (0.28) and they got *second* place in the ranking. This means that company suffers from weak attention to learning factors that affect behavior of individual buyers. Main reason for this result could be that company does not give its customers enough opportunities to learn about uses of product. Company does not adopt method of product test models that presented in markets in order to know the customers' reactions to company's brand and products, in addition to allowing individuals who buy from company to identify advantages and positive aspects of product through experience and learning.
- 3- The company's *perception* factors had a gap in actual attention of (40%), so their relative importance was approximately (0.22) and they got *third* place in the ranking. This means that company suffers from weak attention to perception factors that affect behavior of individual buyers. Perhaps reason for this result is company's lack of focus on visual and audio marketing methods that can influence five senses of individual buyers. Company does not use confirmatory advertising that explains advantages of purchasing its products and dealing directly with its distribution outlets. Moreover, company does not use reminder advertising that reminds individual buyers of availability of the company's products in markets and that they are available to them at any time they request them.
- 4- The company's *motivation* factors had a gap in actual attention of (20%), so their relative importance was approximately (0.11) and they got *fourth* place in the ranking. This means that company does not suffer from weak attention to motivation factors that affect behavior of individual buyers. Reason behind this result may be that company views customer as nothing more than a buyer or the other party in exchange process. Company does not conduct intensive promotional campaigns or use sales activation within its marketing programs. As it is supposed to work on adopting marketing methods that ignite enthusiasm of individual buyers and push them towards purchasing its products by generating emotional or mental motives and giving individual buyers from the company material incentives or material prizes to encourage them to purchase and repeat purchases.

CONCLUSIONS

Behavior of current buyers in markets affected by a set of psychological factors represented by motivation, perception, learning and attitudes. These psychological factors have varying influence according to nature of individual, his lifestyle and the luxury he desires for himself, so company supposed to study and analyze these factors according to a correct scientific approach. Company should adopt principle of (customer is a strategic partner), and thus marketers should move towards achieving satisfaction of buyers, which leads to maximizing company's sales and increasing its profits. Company should work to know how current buyers view to company's brand and its products available in market, and it should also move towards analyzing the market to know preferences of customers and know what competitors offer at same time. Perception of buyers to positive characteristics available in company's product and possibility of identifying them through smell, touch, sight, hearing or taste affects their purchasing behavior. Fact that individuals have strong purchasing motives resulting from their connection to product and their belief that it meets their basic needs affects their purchasing behavior. Ability of individual buyers to learn how to use the company's products in a correct and economical way and allowing them to try some of the company's products free, especially new products, in addition to company's adoption of free sample marketing method, affects the behavior of individual buyers. Company should work to form trends or at least contribute to forming them in minds of individual buyers because this has a great and direct impact on their purchasing behavior. Company should pay attention to psychological factors of individual buyers, and it should resort to contracting with consulting offices or marketing agencies that can provide it with the services it needs in this field and in a way that helps company achieve its goals.

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