

## SUSTAINABLE DEVELOPMENT AND THE ROLE OF CUSTOMER PURCHASE DECISION

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### Abstract

Effectively economic results of a company are outside, outdoors, converting them into customers products and services in cash or decision maker is out of business a company [Peter Druker, 1966]. For this reason companies spoils its customers with marketing offers and actions, using messages to position themselves in their brains. I put the question, such action is correct? It has more Information customer and the manufacturer does not? Unlikely. The following question arises: Why spend significant amounts of customer-related actions? The lure of the idea of a product or service? If he needs it, will buy. His problem is that he has more options in the purchasing decision which means that supply exceeds demand and have a choice.

**Key words:** sustainable development, consumer strategy

Since its inception, the man spends his whole time searching food for him and his family. At first stood in the cold, in the rain, face dangers, fishing, collecting various fruits, hunting for the family does not starve. Then he sought to display a cave safely and we say today that meant a progress man became a consumer of fish, meat, fruit of various agricultural plants that nature gave them no money, but had to do a thing: to make exercise and less intellectual effort in order to find the river to fish, instead of the best fruits, woods with the best game, plain plants. Step by step, step by step, generation after generation has evolved to the modern consumer XXIst century.

The economy is the engine that has provided individuals, goods and services more and more, more evolved, more expensive and cheaper ones, satisfying expectations of material and spiritual pride and social rank, ambition and uniqueness. And so the consumer has been defined client and high on level 1 in the decision making process. this phenomenon is due to studies made by the personalities of marketing science: Philip Kotler, Theodore Levitt, Michael Porter, Peter Drucker, Tom Peters [called guru, who comes from the Hindi word and means to teach and guide in spiritual matters, used here in the sense of leadership.] Jim Blythe, Cătoiu Jacob Nicolae Teodorescu, Peter Mălcome, Boier Rodica Constantin Sasu, Aurel Chiran, Elena Gandu, etc.

### MATERIALS AND METHODS

For this study, we used documentary research and exploratory research, we sought to identify and review the state of knowledge, the different approaches that refer to factors that define consumer behavior in making a purchasing decision.

### RESULTS AND DISCUSSIONS

Effectively economic results of a company are outside, outdoors, converting them into customers products and services in cash or decision maker is out of business a company [Peter Druker, 1966]. For this reason companies spoils its customers with marketing offers and actions, using messages to position themselves in their brains. I put the question, such action is correct? It has more Information customer and the manufacturer does not? Unlikely. The following question arises: Why spend significant amounts of customer-related actions? The lure of the idea of a product or service? If he needs it, will buy. His problem is that he has more options in the purchasing decision which means that supply exceeds demand and have a choice.

Successful companies listen to their customers, more effective use of feedback, perceive the market and together with visions of their own research projects incorporating new products and services innovation. But the crucial role technology plays through leading research and co significant funding, creativity, assessing future demand and consumption and to a lesser extent is involved client cannot create that product or service. Customer demands, expects, provides general ideas, but the effect is the creator of the new product but its user.

For this reason, the creative chain - production, the consumer cannot occupy the first place but 2nd. If you were to take place in January, the customer may organize productive firms and all about problems product would solve. But the client remains important in that it has money in his pocket and every producer of goods and services are struggling through various methods and techniques to attract these funds. Watch this target, marketers listen to their ideas they associate with

their vision and greets them. No more. The client is a "test polygon producers of ideas," a free lab test for comparison with competitors, guidance to new technologies.

I believe that the importance of customer overload leads to a state of captivity, stress of how to make him come to buy, offering more and more features. But selling below cost of a product or service means wasting natural raw materials, labor, etc., leading sometimes exhausted, and sometimes grant a bonus to the selling price is not beneficial. Client, or as I have respect for him, is obligated to pay at least the cost of the product, where the company could no longer justify the work. But we must be careful to watch how the purchasing client and operation of commercial goods through each manufacturer service sites that organizes them and where the client is able to record all with weaknesses during the operation and life of the product, taking measures remediation to future new products. Tracking [Tom Peters, Nancy Austin, 1985] Continuous cause us to approach a technological vision that only a professional can provide elite in partnership with civil society's expectations in its ensemble and clients on specific product groups and services. Be one unifying objective suggestive nothing should not produce and consume beyond rational of each person, to save and to combat waste. This attribute should be the meaning of sustainable development for the future and not who scatters more competition through excessive consumption stimulated within the manufacturers to increase their turnover or profits business.

The first place we producers and employees and customers, although we respect, we place them on a backseat. Customers, for they often can be wrong. They just did not expect favorable value but gives up a product or service psychiatric reasons, the human side of business, kindness to signals transmitted to humans, the environment and the future. Knows that they have to pay the actual value of the property you are buying and the non guests can wake her suspicions.

The organization of the manufacturer (hospitals, education, banks, etc.). Is based on the benefit to customers. But none of them are organized from x to y whole philosophy and logistics company, the principle first and then the outside environment inside. Enter this behavior marketing method "you can focus on the customer." Obviously not. It would mean that manufacturers are an annex customers and have a passive role, the active role returning customer. But the situation is reversed. Producers are those who offer and customers choose. Overuse role of producer and customer client harm. The manufacturer would be in constant expectation of ideas from the client and the client in his locs see his service should work continuously for the company that provides quality product without any remuneration the employee and appropriate. It is

preferable to let each to do their job well and the meeting takes place in the market.

And again we ask the question: What expertise can provide for a client spacecraft and astronauts equipment? About future technologies? The answer can be given only by the intellectual elite, bearing invitations that break current thinking patterns. Respect customer, I appreciate the power of influence and resource of ideas but from here to ensure its crucial role in economic development, is "something" exaggerated. The essence of human activities is not to consume but to create, including consumer attitudes. Selling a product or service at any cost should not be an end in itself of a company. This calls for the inappropriate environment. The aim of the manufacturer should be need, the social utility of product. Customer have to get used to a different way of eating. In nature, everything is about to end. It depends on us, but 2050 can be over 9 billion people on the planet. Of studies, particularly in literature, I think we can identify several historical periods in which the client has played a decisive role in economic development, namely:

1. during prehistoric primitive man, as consumers "buy" everything from nature, summing up them without any processing, just to identify places where there are natural products, to gather, to transport and store them. Acetate phase does not exert any influence on nature that produced the renamed property;

2. 1750 dominated by agricultural civilization with a period of extensive and intensive development of agriculture, because scientific progress and technology have appeared in specialized units made products, especially agricultural products emerged and with it the cost, market and customers products and services. The vast majority of these customers did not have enough education, not financial resources and freedom of expression in any way to influence the production of goods and services. They buy what they gave producers opting for prices. Feedback site was virtually nonexistent;

3. after 1750, with development industry through science and technology began to produce more goods and services, in some cases exceeding demand. Increased possibility of winning, living rose, the man has become free and thus freedom to choose between one or another product increased. There was competition, diversified market, manufacturers have begun to approach the idea of determining customer to buy. And so "Great to client" has become an important pawn companies. It seems a little extreme.

4. knowledge and information society, roll science and innovation is the engine of future society in which intellectual elites (3% of population) must find an adequate response to future challenges. They are the ones to determine how future resources vo be used as efficiently as natural resources are limited. They are the ones who will determine what products and services will be produced, under what conditions, to meet

expectation of tomorrow's society for the benefit of all its members and not an exclusive group.

Customers, which I respect, will have to buy what they can offer society in terms of the value chain optimum price-quality-availability in the market. The economy of the future will need to follow a development strategy based on sustainability, which will no longer be producing goods and services over the rational needs of the population in the global hers, every product will have embedded in it the minimum necessary materials and workmanship under its final destination, removing excessive consumption while stimulating ecological processes, and recycling. For these reasons, the customer will remain few options and influence purchasing decisions on technologies and products are reduced will have an insignificant role.

Essential role in the creation of new products will be based on intelligence revolutionary. Who will have such elite will dominate the market. Production schedule of the future could be like: business, intellectual elite, capital for new research, new production units, recovery of raw materials through recycling.

The new economy will have to provide goods and services fairly. Customers will waive their exclusive tastes. It can be considered an act of social justice. Can a single family of three people each have a car, for example, five seats, while oversized others live on minimum wage? So will some producers? They forget that producing excessively, unnecessarily consume natural resources incumbent and future generations. If production would fully respond to what customers want, the planet's resources will be exhausted soon. Production because of the general trend is getting a bigger profit. Therefore firms and Science Fairs people have created the concepts according to which "to sell as much" whatever damage they bring nature. The company should profit ceiling, only necessary rational development of the company in terms of sustainability and reduce pressure on the client to determine to purchase and consume just as the TAT needs rather than their real life needs. If we reduce profits all will change, For-that we have one supplier of raw materials: Earth. But the earth does not develop in physical volume, its resources are not renewable and ask ourselves: what we eat tomorrow? We bring raw materials from another planet?

Therefore consumers today have become a social consumption respecting social justice, the environment, the needs of future generations responsibility and understanding Peter rational consumption. This role in this change lies social marketing management. Forget the notion of consumer society. For example:

- ✓ aerospace, where only research, innovation and creativity are the ones who decide how to make the product, customers pay to use them because they are very expensive products or services, requires highly qualified specialists for maintenance and operation;

- ✓ industry drugs is an economic sector where only research to discover or create medicines, customers do not buy on their promotion by the manufacturer but on prescriptions;

- ✓ atomic industry leading technologies are created only by technical elite IQ (IQ) greater than 150 (Albert Einstein IQ = 160). Consumer purchaser only the final product, electricity, has no role in the improvement of technologies based on nuclear power.

- ✓ acting in bioenergy research and technical solutions to customers only buy the products they consume;

- ✓ nanotechnologies - only highly creative intellectual elite is one that will decide the future technology.

These are some economic sectors based on advanced research and require amounts important to move forward. So we ask: How can the client to influence the creation of a new satellite? Of interceptor missiles? There are areas where the client does not have what he says, as well as basic research, mathematics, philosophy, art, poetry, music, etc.. All create "products" that the customer only uses them learn, they study, but does not affect their creation. So we cannot talk about the crucial role of the customer in product innovation. But customer remains important role in consumer products (food, textiles, etc.) which generally provides the basic requirements of human existence, but as mentioned above reasonably necessary and not overly own consumption. From here it follows that the role of client and motivation but should not be exaggerated hierarchy in each economic sector after certain value criteria: concept of sustainable economic development of society; select intellectual elite technologies to design products by minimum resource consumption and maximum positive effects for society; allocation of financial resources to provide innovative products Wax does not lead to the depletion of natural resources; rational customer place after the biological and spiritual life, level of decency and fairness; strategies for recycling and recovery of raw materials after life of products, reducing pressure on natural resources.

Smothered by advertising firms marketing supported by the client, sometimes buying goods even if not necessarily need them, because after a certain period that property owner wants to get rid of him,-that produced too many and cannot recover the investment . In this case resort to price cuts.

The question is: Why has produced a larger amount? A selected customers? I think not. Some companies believe that a mass greater proportion of products brings a higher profit. AIDS! And no! Depends on the context. From the economic point of view there is a structural imbalance of the economy that needs to be corrected. Otherwise serious problems ECOM.

But, Dr. Neale Martin, Entrepreneur, Professor of Innovation Management at Kennesaw State University, Atlanta, and author of "Habit-the 95% of Consumer Behavior Marketers Ignore say at the" Business of the Brain - Customer Satisfaction or Customer Loyalty "organized by Asebus, the Center for International Business Education and Research (CIBER): "there is no correlation between the measurement of consumer satisfaction and repeat buying process since there is a large discrepancy between what people say they would do in a focus group and what they actually do. " He presented a new approach to consumer model that managers should focus, which is based model that has significant influence on the unconscious thinking habits and consumption decisions. He also proposed a new approach to marketing the focus is on "unconscious mind" - that part of the mind that controls up to 95% of consumer behavior. She explained that the purchase is influenced mainly by external signals perceived at a subconscious level, so we need to address consumer brand so promoted to become a habit and not a consumer conscious choice. In this sense, "consumer purchasing decisions are based more on their habits than rational decisions." When consumers show a new product and tell them about its benefits, participating conscious rational mind in the process. The time can be convinced that it is a superior product to what they used before and at least 85% will say they will buy, but in reality, only 3% will. Consumer purchasing decision occurs mainly in rational versus unconsciously, they unwittingly choosing the products or services you have used frequently in recent years. After a certain period of time, repetitive behavior becomes a habit, consumers always buy the same product, not because it considers to be the best, but because it simplifies their life, their need or solve the problem they had and became pure simply "custom". Hence the need for strategic thinking of marketing a product or service should aim to become a habit for consumers and not a conscious choice. [www.businessedu.ro., Habits dominate consumer behavior "Business of the Brain"]

Sigmund Freud believed that individuals are not driven by rational thought but primitive and unconscious desires and impulses. Hence, Freud's nephew, Edward Bernays, concluded that the mass is too dangerous to be allowed to govern their own lives. Consumerism (consumerism) was the solution that gave people the illusion that they were in control, while allowing the elite to control society.

Bernays invented the profession of "public relations" in the 20s and was one of the main architects of the modern techniques of advertising, describing every trick - from "stunts" PR to sexual symbols joining automobile commercials - in his Propaganda. Bernays showed American corporations they like to convince people to want things they do not really need by linking mass-produced goods and unconscious desires. The most famous success Bernays was breaking the taboo surrounding women who smoke in public, convincing them that cigarettes were a symbol of independence and freedom. But Bernays was convinced that he had found something that meant more than just a way of selling consumer goods. Satisfying their irrational desires that his uncle had discovered, Bernays realized that people could be made happy and thus more docile. It was just the beginning of universal consumer self, come to dominate today's world.

## CONCLUSION

Manufacturers must adapt to customer requirements and market in which it operates. This will be able to satisfy consumer to whom it is addressed.

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