Do Household Make Emotional or Rational Buying Decision

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Abstract: Most householders believe that the choices they make result from a rational analysis of available alternatives. In reality, however, emotions greatly influence and, in many cases, even determine our decisions. And many marketers believe that appealing to the rational mind is the best bet to get consumers to make a buying decision. Discount or a freebie along with proted price of the products is considered effective and sata supports this. Retailers are more likely to use such or similar other tactics. Consumers too feel happy about the offer and appreciate the tactics. As consumers, are we rational or emotional? In this paper, the data was collected through questionnaires. The questionnaire was designed based on emotion and rationale types and their underlying parameters. The questionnaire was administered to 50 consumers of Area of study in the Kingdom of Saudi Arabia, Al-Qassim Region, Qassim University, students of the Department of Management Information Systems (female). Google Forms platform was used for designing the questionnaire that was sent to various consumers through email, WhatsApp. And their response was recorded. SPSS was used to analyze the data. We reached a conclusion that explains do Households make an emotional or rational buying decision. The majority of the respondents described buying decisions as more emotional. Such emotionality forms the awareness stage and grabs the attention of the consumer. Most people are likely to choose a particular product over others if they find the feeling exciting and informative enough. According to the questionnaire we made, most participants have an agreement for an emotional buying decision. There is rationality behind the buying decision, but it comes next after the emotional decision. We hope this study can be helpful for marketers to understand what triggers a consumer’s intention to purchase.

Keywords: household, emotional, rational