

THESIS

Obee Xaythavone

2023

**Hungarian University of Agriculture and Life
Sciences**

Károly Róbert Faculty

**Examining Consumer Behavior in
Low-Involvement Products: The Role
of Habitual Buying Behavior.**

Supervisor Dr. Taralik Krisztina Associate Professor	Made by Obee Xaythavone Business Administration and Management Full-time education
--	--

6. Summary

The consumer behavior towards low involvement products has been a topic of interest for many researchers in recent years. Low involvement products refer to items that are inexpensive, frequently purchased, and require minimal decision-making effort. These products are often viewed as necessary purchases, and consumers tend to rely on habit and convenience when making their purchasing decisions. Groceries and personal care items are two examples of low involvement products that are commonly purchased by consumers.

To better understand how consumers respond to price increases in these products and the factors that influence their purchasing decisions, a research study was conducted. The aim of this study was to examine consumer behavior towards low involvement products, with a focus on groceries and personal care items. The research study collected data through an online survey of 116 participants, mainly university students and young adults from Hungary and Laos.

The survey revealed that the majority of respondents were aware of the increase in prices of their grocery and personal care products, and most consumers changed their buying behavior in response. When faced with price increases, 66.4% of respondents switched to cheaper products, bought smaller quantities, or shopped less frequently for groceries, while only 51.7% did so for personal care products. This finding suggests that consumers are more price-sensitive when it comes to groceries compared to personal care products.

The research study also found that stores and supermarkets are the primary destinations for consumers to purchase low involvement products. Consumer behavior is influenced by various factors such as habits, convenience, price, quality, opinions from friends and family, and previous experience with a product. Interestingly, the study revealed that respondents were neutral towards advertising and marketing in low involvement products, indicating that these factors do not play a significant role in influencing their purchasing decisions.

Furthermore, the use of a shopping list is not a universal practice among consumers, and they tend to purchase these products based on habit and need rather than conscious thought unless there is a change in the product itself, such as a price increase. This finding highlights the importance of understanding consumer behavior towards low involvement products to develop effective marketing strategies.

Notably, the research study revealed that 65.6% of respondents used the same brand of toothpaste for more than a year, indicating strong brand loyalty. This finding emphasizes the

importance of building brand loyalty in the low involvement product category, as consumers tend to stick with the same brand for an extended period.

In conclusion, the research study provides valuable insights into consumer behavior towards low involvement products, with a focus on groceries and personal care items. The study's findings suggest that consumers are price-sensitive when it comes to groceries and tend to rely on habit and convenience when making their purchasing decisions. The study also highlights the importance of building brand loyalty in the low involvement product category to develop effective marketing strategies.