

Research Title: The Role of Consumer Behavior in Marketing

Case-study Konyo-Konyo Market, Juba –South Sudan

Lam Bukeje Ayoker (PhD) - Upper Nile University- Faculty of Economics and Social Studies

Abstract:

This research paper was carried out to investigate the role of consumer behavior in marketing. Aims of the study are to find the role of consumer behavior in marketing and problems facing the consumer behavior in South Sudan. Researcher used qualitative and quantitative methods for collected data and data was analyzed by statistical package for social science (SPSS). **Key findings:** the study revealed that the consumer behavior is important in marketing, marketing making customer aware, motivation is the primary drive to purchase decision, cultural factors have strong influence on consumer buyer behavior, marketing plays an important role in economic development, consumer behavior has an important role in improving the standards of living people, respondents agreed that advertisement helps promote new products in the market. In South Sudan there is no consumer behavior protection law. **Major recommendations:** the researcher has reached to a numbers of important recommendations: government should introduce laws for protection of the consumer's right, government should increase the income of the workers to improve their living life, the government should stabilize the market prices or reduce taxes rate, and government should provide standard of quality directorate with standard lab for quality. **Conclusion:** the challenges that are facing consumer behavior in South Sudan includes of factors such as, low supply of goods and services, instability of prices and market fluctuation , low income of the consumer, lack of knowledge to meet the consumers needs and wants, lack of market research, social factors play an essential role in influencing the buying decision of consumers, the most important role of marketers in making a product successful is to meet consumer needs, Information helps in understanding the behavior of the consumers.

Background of the study:

Consumer behavior is the study of individuals, group, or organizations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behavior consists of how the consumer's emotions, attitudes and preferences affect buying behavior. Consumer behavior emerged in the 1940-1950s as a distinct sub-discipline of marketing, but has become an interdisciplinary social science that blends elements from psychology, sociology, social anthropology, ethnography, marketing and economics (especially behavioral economics). The study of consumer behavior formally investigates individual qualities such as demographics, personality, lifestyles, and behavioral variables (such as usage rate, usage occasion, loyalty, brand advocacy, and willingness to provide referrals, in an attempt to understand people's wants and consumption patterns. Consumer behavior also investigates on the influences on the consumer, from social groups such as family, friends, sports and reference groups, to society in general (brands- influencers, opinion leaders).

Solomon et al (1995) describes consumer buying behavior as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants.

According to Blackwell et al (2006) consumer buying behavior is itself is a complex, dynamic issue which cannot be defined easily and commonly.

According to (Enis, 1974, p.228) consumer buying behavior as "a process, which through inputs and their use through process and actions leads to satisfaction of needs and wants".

Consumer buying behavior "refers to the buying behavior of final consumers, both individuals and households, who buy goods and services for personal consumption" (Kumar, 2010, p.218).

Also Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy (Kotler 1994).

Importance of Consumer behavior: Better market and communications, improve customer retention, increase customer loyalty, better plan Inventory, increased sales, research Competition.

<https://www.en-m.wikipendia.org/consumerbehavior>.

Solomon, M.(1995)" Consumer Behavior"(3rd edition), New Jersey: Prentice Hall.

Blackwell, R, Miniard, p.and Engel, J. (2006)"Consumer Behavior".Mason: Thompson.

Enis, B.M. (1974) " Marketing principles: The Management Process".

Kumar, P. (2010) "Marketing of Hospitality & Tourism services "Tata McGraw-Hill Education.

Kotler , P. &Keller, K. (2011) "Marketing Management"(14th edition).

Types of consumer behavior: there are four types of consumer behavior are: complex buying behavior, buying behavior reducing Dissonance, buying behavior based on habits, Variety-seeking buying behavior.

Nature of consumer behavior: Influenced by various factors, Undergoes a constant change, Varies from region to region and country to country, Information on consumer behavior is important to marketers, leads to purchase decision. Varies from product to product, Improves standard of living, Reflects status.

Consumer behavior process: There are three phase of consumer behavior process are:

Pre-consumption, consumption and post-consumption. Marketers must understand customer needs at each stage because the level of value created at any of these stages influences the consumers opinions, feeling and actions towards the brand or product.

Consumer behavior Pattern: Place of purchase, Items purchased, Time and Frequency of purchase, methods of purchase.

Customer behavior Segmentation: Traditionally, most marketers use six primary types of behavioral segmentation. Benefits sought, occasion of timing- based, usage rate, Brand loyalty status, user status, customer Journal stage.

Factors affecting consumer behavior: Psychological factors, Personal factors, Social factors

Consumer Behavior Models: Black- box model, personal, variable model complex model.

Consumer decision- making process: information research, alternative evaluation, choice (or purchased decision), outcome evaluation (post- purchase behavior).

The ways that marketer to understand their consumers: There are two different ways which enable marketers to their consumers, Primary research (research methodology) and gather much where marketer interact with consumers directly, secondary research(relying on information collected by others at some point of time).

Marketers must also take into account of the followings; Age groups of consumers, Geographical location, Life style of consumers, and Social status of consumers.

[https:// www.businessmanagementideas.com](https://www.businessmanagementideas.com) articles shared by Radhika.

Micahael R.Solomon, 2013. Consumer behavior, Published by Pearson Australia prompt pty.ltd.

[https://www.omniconvert.com/blog/consumer behavior.](https://www.omniconvert.com/blog/consumer-behavior)

[https:// www.study.com/cademic/](https://www.study.com/cademic/) lesson updated by Tara shofield, Steven Stealia.

Gillian Hogg,Keith Gori & Wendy Hisbent, 2015. Publisher: Good fellow.

[https://www. Managementstudyguide.com.](https://www.Managementstudyguide.com)

Role of consumer Behavior in advertising;

Marketers need to understand the buying behavior of consumer which designing their advertisings for the desired impact. Advertisement plays an essential role in creating an image of a product in the minds of consumers. Advertisement must be catchy and communicate relevant information to consumers. Understanding the needs of consumers is really important when it comes to creating the right advertisement for right audience.

Problem faced by the consumers in the market are as follows:

Lack of information, Malpractices by suppliers, Irregular supply

Not heard properly, Wrong weight measures, Poor after sale- service

Problem of Duplicate Goods, Problems of Delivery of goods, Stages of consumer buying process.

Marketing is related to trade and therefore we can safely assume that, though the term marketing is likely a relatively new label, it has a long history. Scholar have attempted to trace it starting- point with some arguing that marketing is as old trade itself and has important roots in ancient civilizations such as Mesopotamia (Demirdjian,2005) and others suggesting the development of a systematic model of activities common within contemporary marketing began in Greek and Roman antiquity (Show ,2015). It is clear however that the activities now understood under the rubric of marketing have developed over a long period of time.

Marketing: Is the process of getting potential clients or customers interested in your products and services.

According to Kotler, Gary, John and Marketing Feronica (1999), Is a nodal and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Also American Marketing Association define marketing; Is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

The story of marketing: Marketing in the world has drastically changed over years.

- From 1450- 1990: printed Advertising
- 1950- 1972: marketing is Born and Grow
- 1973- 1994: The digital era Flourishes
- 1995- 2020: The Era of search Engines and social media

<https://www.managementstudyguide.com>

<https://www.findanyanswer.com/what-is-consumer.sukhwiner> chayyah-last updated 14th march2020.

Peter Ling introduction to Consumer Behavior, published by Oxford University Press.

Kolter & Keller, 2012. Marketing management. Published by prentice Hall one lakestreet, upper saddle river, New Jersey (P.5).

Kolter, Gary, John and Feronica, 1999. Principles of Marketing published by prentice Inc .A Simon& Schuster Company (P.9).

Types of marketing: there are five types of marketing are: consumer marketing, industrial marketing, service marketing, international marketing, and non- business marketing.

Three marketing philosophies: production philosophy, selling philosophy, marketing philosophy. Importance of marketing: marketing is valuable to variety of organizations: corporate for profit, Non- profit, the Military, Religious & Ethic Groups, Small Firms, Individuals marketers. Marketing Principles: there are four basic principles of marketing are:

Product, Price, Place, Promotion. The ways to promote your brand: there are six ways of promote your brand are: Advertisement, Email marketing, Sales Promotions, Search marketing, Direct marketing, Public relations. *Market: may mean a place where buying and selling take place. Or buyers and sellers come together for transaction.* Marketing system: means an exchange between two parties i.e. business activity. Marketing Management: Is the analysis, planning, implementation and control of programmes designed to create, build and maintain beneficial exchange with target buyers for the purpose of achieving organizational objectives. (Kotler, Gary, John and Feronica (1999). Marketing management involves managing demand, which in turn involves managing customer relationship. Principles of marketing management: knowledge, organization, creativity, Efficiency, Adaptability. *A marketing strategy: is all of a company's marketing goals and objectives combined into a single comprehensive plan or marketing strategy is combined of all the business's decisions and actions to increase sales and achieve a sustainable competitive advantage by understanding and fulfilling the needs and wants of the customers. This definition of marketing strategy stands on three key pillars these are (what, why, how). Importance of marketing strategy helps achieve marketing objectives, provides direction, ensures coordination, reduces wastage, and ensures better control.*

Components of marketing strategy: there are six component of marketing strategy are: target market, Business Offering, Competitive Advantage Goal, Communication strategy Key performance indicators (KPI).

Bearden Ingram Laforge, 2015. marketing principles & perspectives Forth Edition published by the Mc Graw Hill Companies. Inc. (P.6)

<https://www.cpdonline.co.uk/knowledge-base>.

<https://www.marketbusiness.com/financial-glossary/marketing-study>.

<https://www.feedough.com/marketing-strategy>. Article by Aashish Pahwa July, 27, 2021.

Kotler, Gary, John and Feronica, 1999. Principles of MARKETING Second European Edition, published by prentice Hall Inc. A Simon & Schuster company Upper Saddle River New Jersey, USA.

Statement of problem: the study is to find out the role of consumer behavior in marketing and is one of the macroeconomic problems facing Africa. It is major concern in South Sudan also is one of the challenges to South Sudan economy.

Objectives of the study:

- To analyze the role of consumer behavior in marketing.
- To identify the influences of consumer behavior.
- To find out the problems facing consumer behavior in South Sudan.

Research question:

- What is the role consumer behavior in marketing?
- What are the influences of consumer behavior?
- What are the problems of consumer behavior?

Conceptual framework

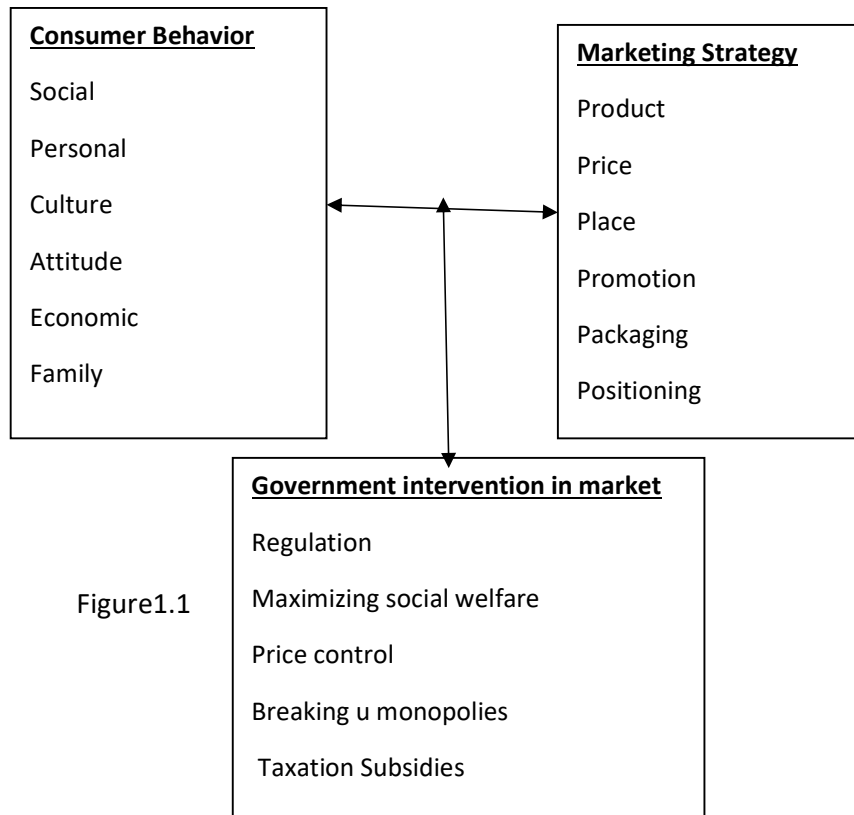


Figure1.1

The conceptual framework of this study explains the relationship between independent variable and dependent variable. Also shows the relationship between consumer behavior and marketing.

Significance of the study:

Consumer behavior is one of the most important and interested topic in the field of marketing therefore it is a concern of researchers. This study will help the managers, shareholders, business people to develop their marketing strategies and provide excellent services and products. Also the study will helps a government to control the market or prices in the market and make policies to protect consumer right in the country, also will help academicians in academic purpose.

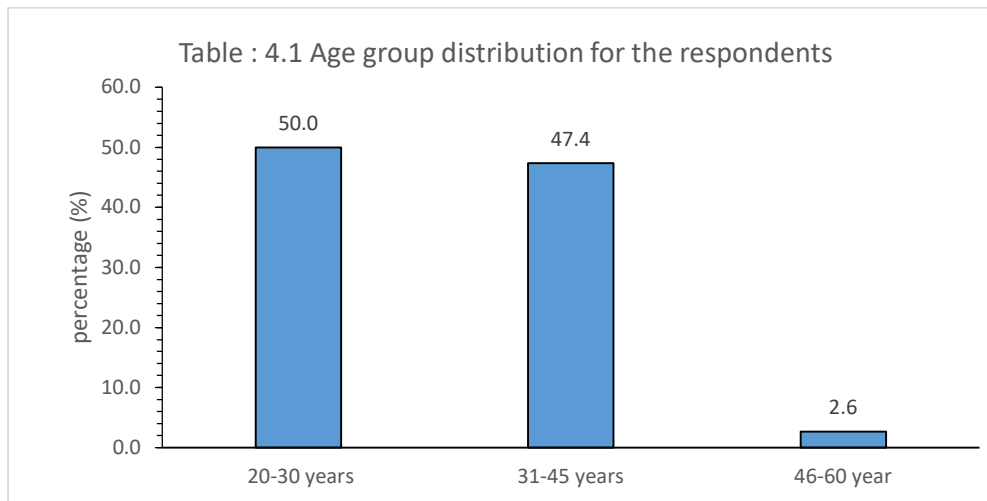
Results presentations and discussion

4.0: Introduction

This chapter will presents the demographic characteristic of the respondents; gender, age, marital status, work experience, educational level. It will also present the opinion of respondent on Consumer behavior a very important for sales promotion. Opinion the on cultural belief as one of the factors that might influence a consumer behavior for buying product and Occupation of individual plays a significance role in influencing his/her /buying decision. The results obtained will be in Tabular and chart forms followed by discussion of the results.

Table: 4.1 Age group distribution for the respondents

Age group	Frequency	Percentage
20-30 years	19	50.0
31-45 years	18	47.4
46-60 year	1	2.6
Total	38	100

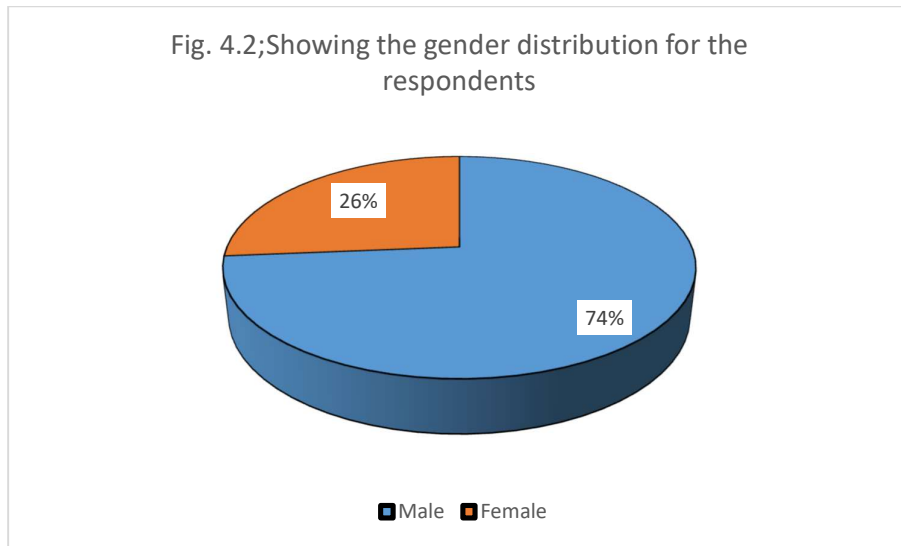


.1. Age Group

As can be noted from the Table 4.1 above, the majority of respondents (50%) were in age range of 20-30 years. This was followed by 47.4 % represent those in the age range of 31-45 years. Those in age range of 46-60 years were 2.6%. This result implies respondents more than 97% of the respondents were in their youth hood age, it means they are still economic productive.

Table 4.2: What is your gender?

Gender	Frequency	Percentage
Male	28	73.7
Female	10	26.3
Total	38	100.0

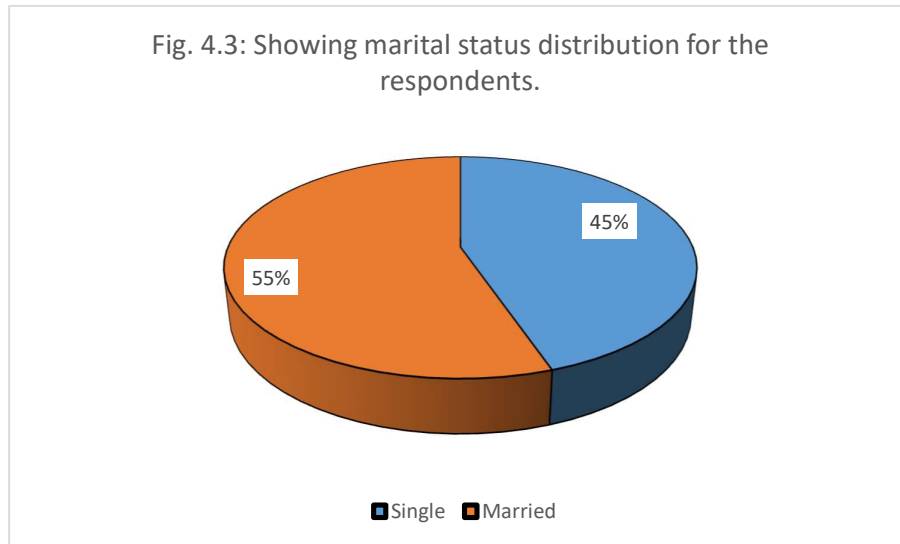


4.2: Gender of the respondents

As can be noted on the Table 4.2 above, the majority of the respondents were Male (73.7%) and the Female accounted for 26.3% only. This result implies that there disparity in gender as regard the employment and private business.

Table 4.3: Showing the marital status distribution for the respondents

Status	Frequency	Percentage
Single	17	44.7
Married	21	55.3
Total	38	100.0

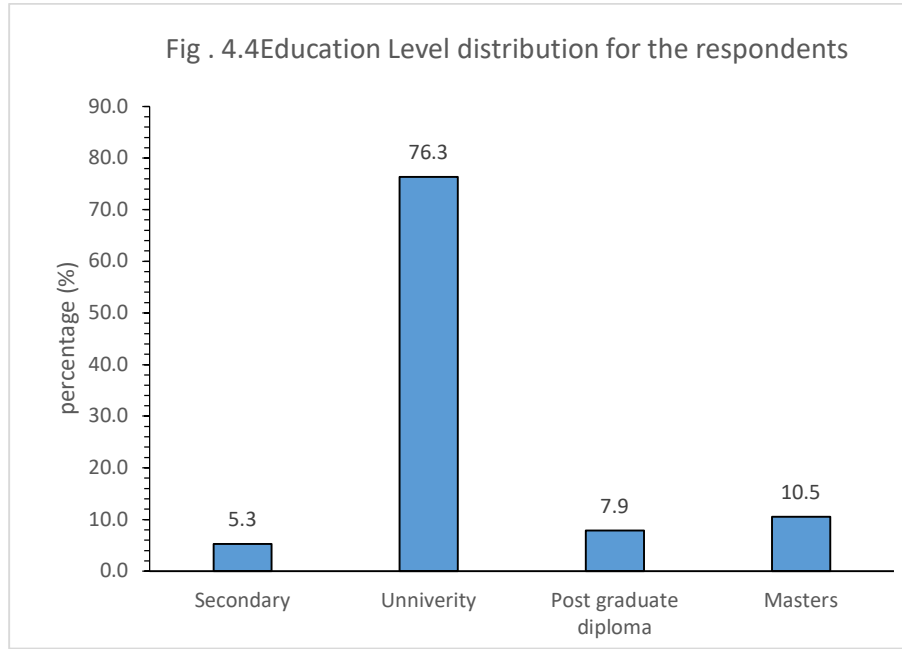


4.3. Marital status

As can be noted from the Table 4.3, the majority of the respondents were married (55.3%) and the single accounted for 44.7%. This result implies large numbers of respondents were married as most of them were young.

Table 4.4: Education Level distribution for the respondents

Level	Frequency	Percentage
Secondary	2	5.3
University	29	76.3
Post graduate diploma	3	7.9
Masters	4	10.5
Total	38	100

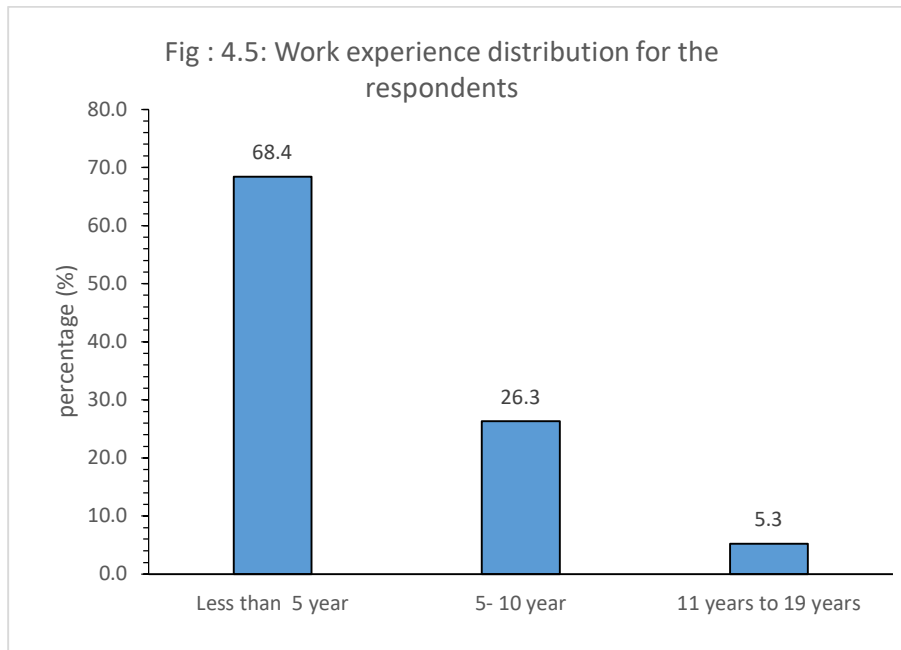


4.4. Educational Level

As can be noted on the Table 4.4, the majority of the respondents were Degree holders (76.3%) and the Master’s holders accounted for 10.5% , those of pot graduate Diploma Holders were 7.9% and lastly, those who are Secondary certificate Holders were 5.3%. This result implies that the respondents were highly educated, therefore, their response are highly credible.

Table 4.5: Work experience distribution for the respondents

Duration	Frequency	Percentage
Less than 5 year	26	68.4
5- 10 year	10	26.3
11 years to 19 years	2	5.3
Total	38	100

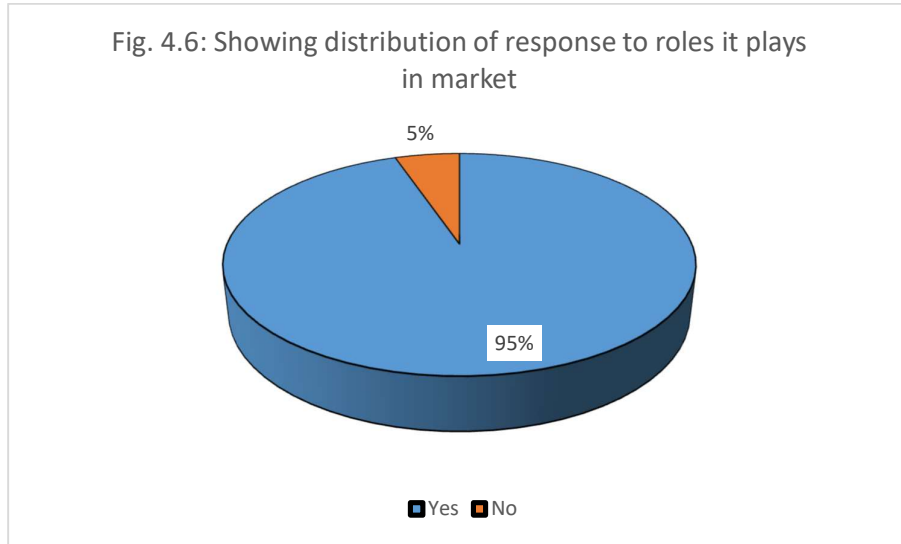


4.5. Work experience

As can be noted from the Table 4.5 above, the majority of respondents (68.4%) were in experience range of less than 5 years. This was followed by 26.3% represent those in the experience range of 5-10 years. Those in experience range of 11-19 years were 5.3%. This result implies that about 94% of respondents have experience of more than 5 to 10 years. This is a good indication that they are well informed with their jobs requirements.

Table 4.6: Consumer behavior plays a vital role in marketing

Response	Frequency	Percentage
Yes	36	94.7
No	2	5.3
Total	36	94.7



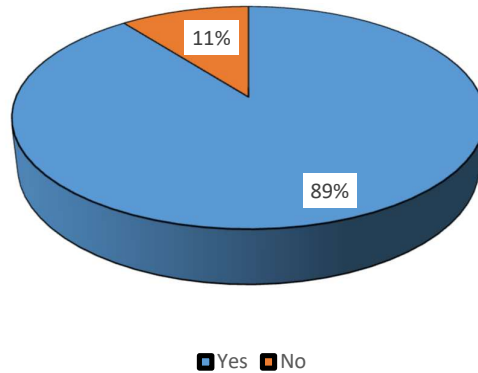
4.6; Role of customer behavior on marketing

As can be noted from Table 4.6 above, the overwhelming majority of the respondents (94.7%) said yes, Consumer behavior plays a vital role in marketing. On the other hand 5.3% of the respondents said No, Consumer behavior do not plays a vital role in marketing. This results implies that Consumer behavior is important in marketing that could be it make the marketers to understand expectation of the consumer e.g. what he he/she likes to buy.

Table 4.7: Consumer awareness is making customer aware of their rights and duties

Response	Frequency	Percentage
Yes	34	89.5
No	4	10.5
Total	38	100

Fig. 4.7: showing reponses to Consumer awareness is making customer aware of their rights and duties

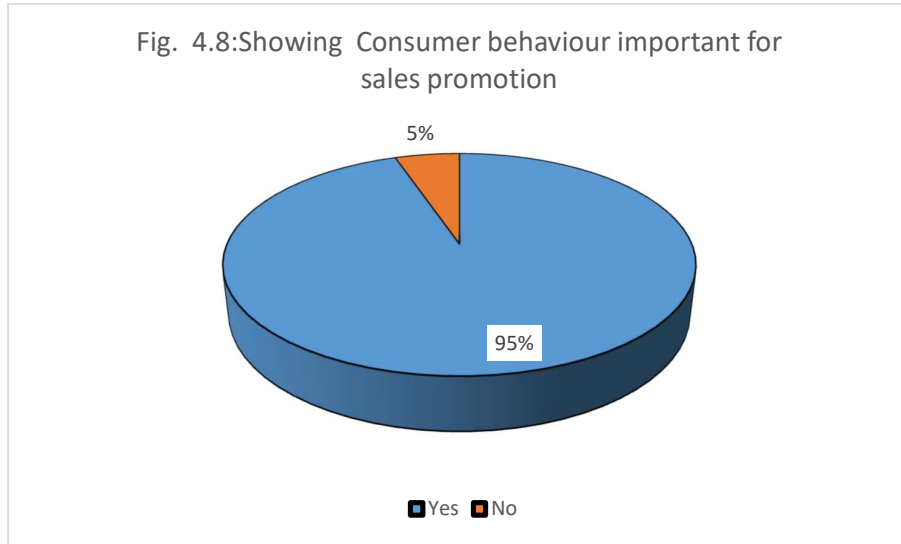


4.7: Importance of consumer Awareness

As can be noted from Table 4.7 above, the overwhelming majority of the respondents (89%) said yes, Consumer awareness is making customer aware of their rights and duties. On the other hand 11% of the respondents said No, Consumer awareness is making customer aware of their rights and duties. This results implies that Consumer awareness is very vital could be because it made customer well inform about marketing making customer aware i.e. when to buy, how to buy and what to buy.

Table 4.8: Consumer behavior important for sales promotion

Age group	Frequency	Percentage
Yes	36	94.7
No	2	5.3
Total	38	100.0

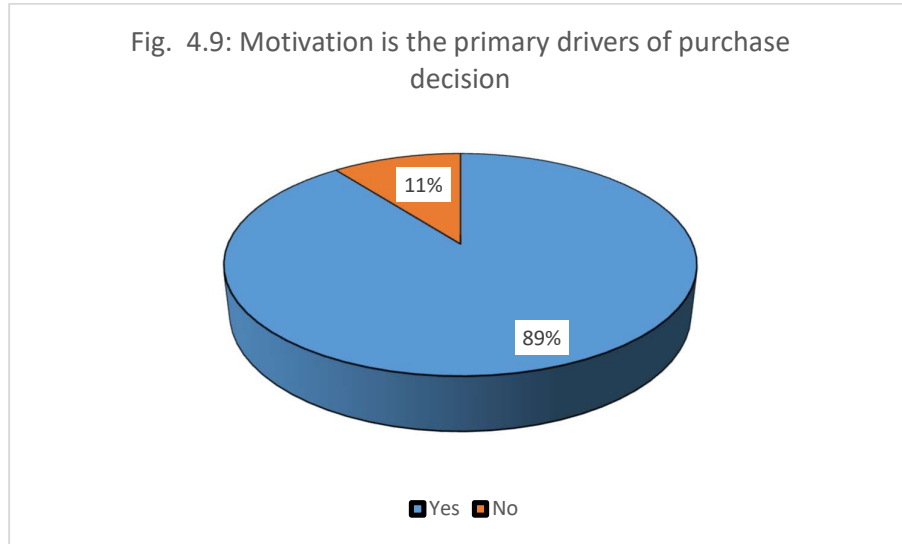


4.8: Consumer behavior and sales promotion

As can be noted from Table 4.8 above, the overwhelming majority of the respondents (95%) said yes, Consumer behavior important for sales promotion. On the other hand 5% of the respondents said No, Consumer behavior important for sales promotion. This results implies that Consumer sales promotion is very important could be because it drew the attention of the consumer towards the product and affect the attitudes of the customer consequently encourage him/her to buy, The purpose of promotion is to reach the targeted consumers and persuade them to buy

Table 4.9: Motivation is the primary drivers of purchase decision

Age group	Frequency	Percentage
Yes	34	89.5
No	4	10.5
Total	38	100.0

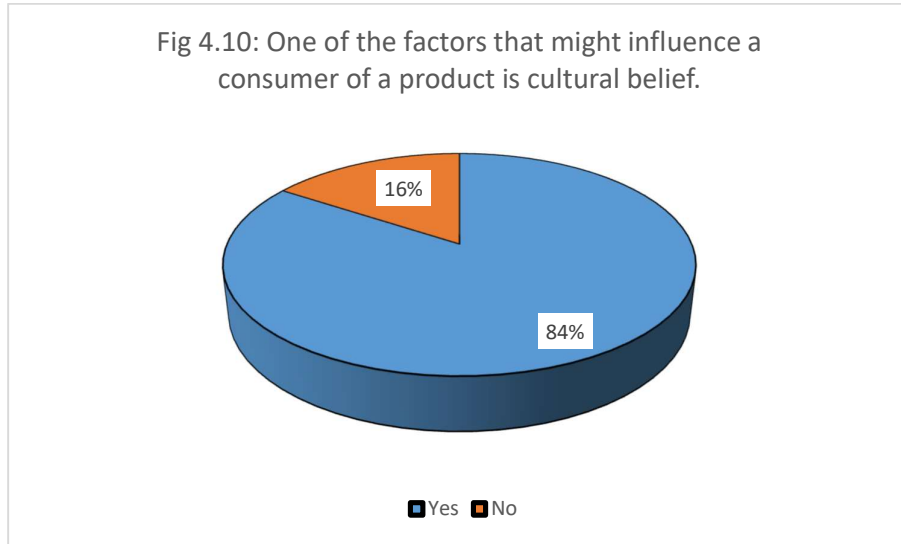


4.9: Motivation is the primary drivers of purchase decision

As can be noted from Table 4.9 above, the overwhelming majority of the respondents (89.5%) said yes, Motivation is the primary drivers of purchase decision. On the other hand 10.5% of the respondents said No, Motivation is not the primary drivers of purchase decision. This results implies that motivation is primary drive to purchase decision, this could be due the Consumer would like to enhance their status, to make a dream come true or make amends or want to feel good. Sales. Is to reach the targeted consumers and persuade them to buy.

Table 4.10: One of the factors that might influence a consumer of a product is cultural belief.

Response	Frequency	Percentage
Yes	32	84.2
No	6	15.8
Total	38	100.0

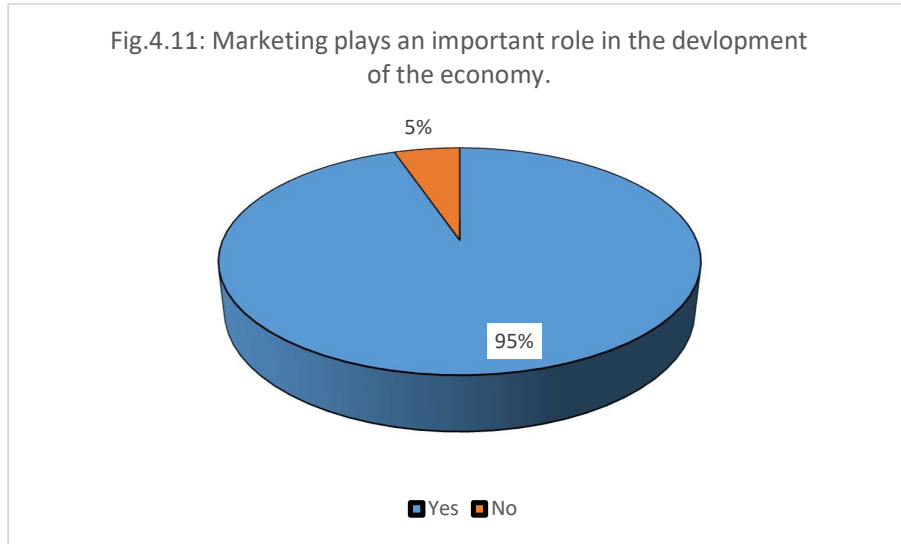


4.10: Factors that influence consumer behavior

As can be noted from Table 4.10 above, the overwhelming majority of the respondents (84.2%) said yes, one of the factors that might influence a consumer of a product is cultural belief. On the other hand 10.5% of the respondents said No, One of the factors that might influence a consumer of a product is not cultural belief. This results implies that Cultural Factors have strong influence on consumer buyer behavior could be because Cultural Factors include the basic values, needs, wants, preferences, perceptions, and behaviors that are observed and learned by a consumer from their near family members and other important people around them.

Table 4.11: Marketing plays an important role in the development of the economy.

Response	Frequency	Percentage
Yes	36	94.7
No	2	5.3
Total	38	100.0



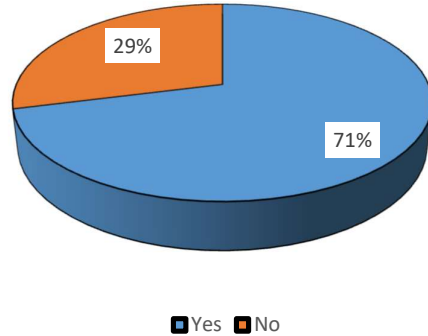
4.11: Role of marketing development

As can be noted from Table 4.11 above, the overwhelming majority of the respondents (94.7%) said yes, Marketing plays an important role in the development of the economy. On the other hand 5.3% of the respondents said No, Marketing do not plays an important role in the development of the economy. This result implies that marketing plays an important role in economic development could be because successful operation of marketing activities creates, maintains and increases the demand for goods and services in society. To meet this increased demand the companies need to increase the level of production in turn raising their income. This increase, in turn, increases the national income

Table 4.12; the purpose of marketing is to generate a revenue for a brand, organization

Response	Frequency	Percentage
Yes	27	71.1
No	11	28.9
Total	38	100.0

Fig. 4.12; Showing opinion of the respondents on statement ;The purpose of marketing is to generate a revenue for a brand , organization

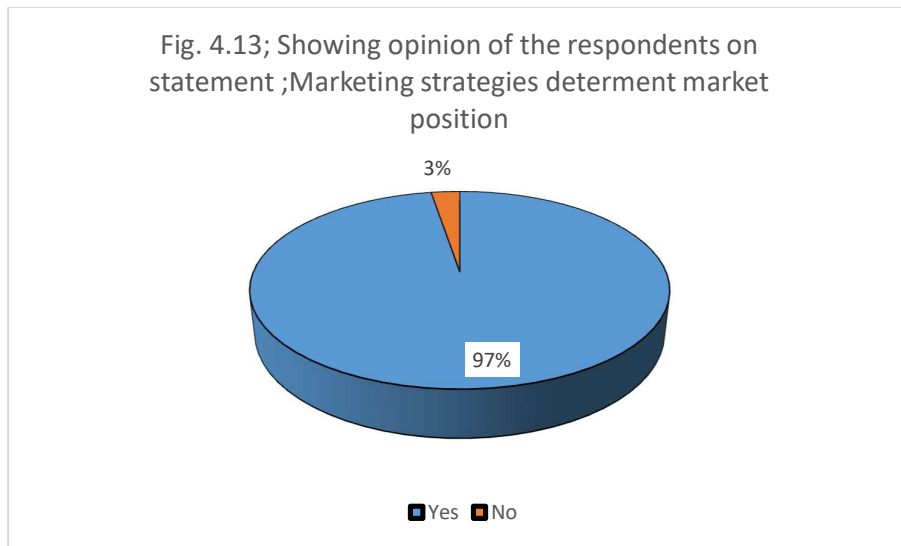


4.12: Marketing and generation of revenue:

As can be noted from Table 4.12 above, the majority of the respondents (71.1%) said yes, the purpose of marketing is to generate revenue for a brand, organization. On the other hand 28.9% of the respondents said No, The purpose of marketing is not to generate revenue for a brand, organization. This results implies that the purpose of marketing is to generate revenue for a brand, company, or organization this could be because marketing professionals and teams achieve this through the execution of strategic, qualified leads, and sales, in direct collaboration with their sales team

Table 4.13: Marketing strategies determent market position

Response	Frequency	Percentage
Yes	37	97.4
No	1	2.6
Total	38	100.0

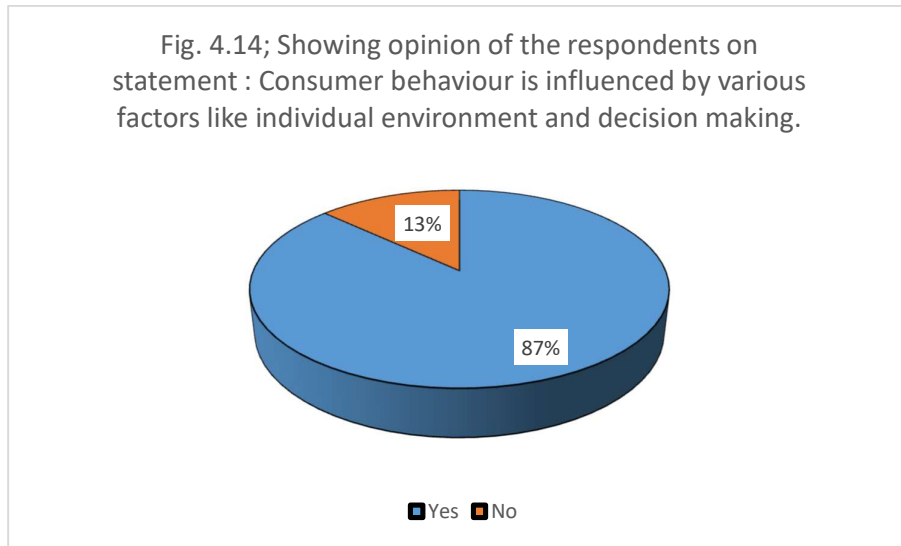


4.13: Marketing Strategies

As can be noted from Table 4.13 above, the overwhelming majority of the respondents (97.4%) said yes, marketing strategies determent market position. On the other hand 2.6% of the respondents said No, Marketing strategies do not determents market position. This results implies that market positioning is a strategic practice to establish the image of a brand or product in a consumer's mind. This could be achieved through the four Ps: promotion, price, place, and product.

Table 4.14: Consumer behavior is influenced by various factors like individual environment and decision making.

Response	Frequency	Percentage
Yes	33	86.8
No	5	13.2
Total	38	100.0

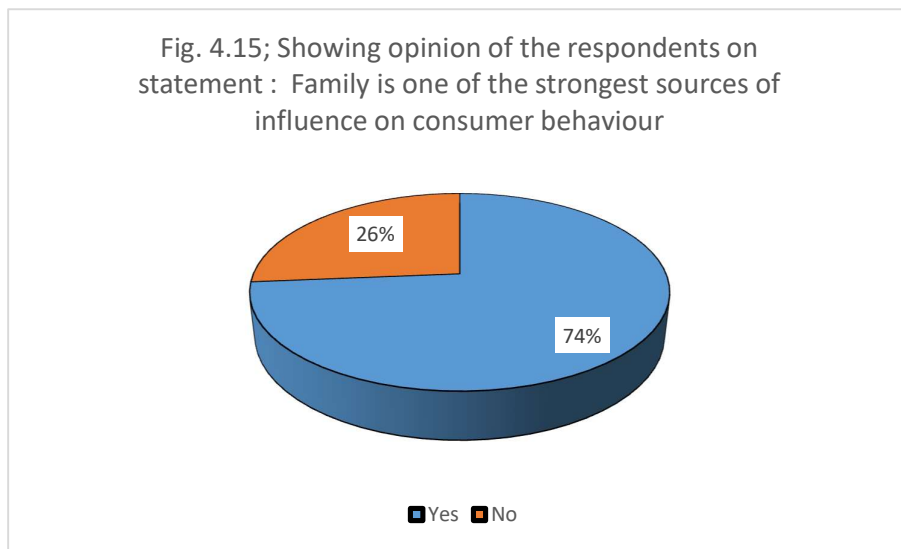


4.14: Individual environment and decision making

As can be noted from Table 4.14 above, the overwhelming majority of the respondents (86.8%) said yes, Consumer behavior is influenced by various factors like individual environment and decision making. On the other hand 13.2% of the respondents said No, Consumer behavior is influenced by various factors like individual environment and decision making. This result implies that the consumer behavior could be influenced by the individual environment or mood because it affects them about what buy and when to buy a product.

Table 4.15: Family is one of the strongest sources of influence on consumer behavior

Response	Frequency	Percentage
Yes	28	73.7
No	10	26.3
Total	38	100.0

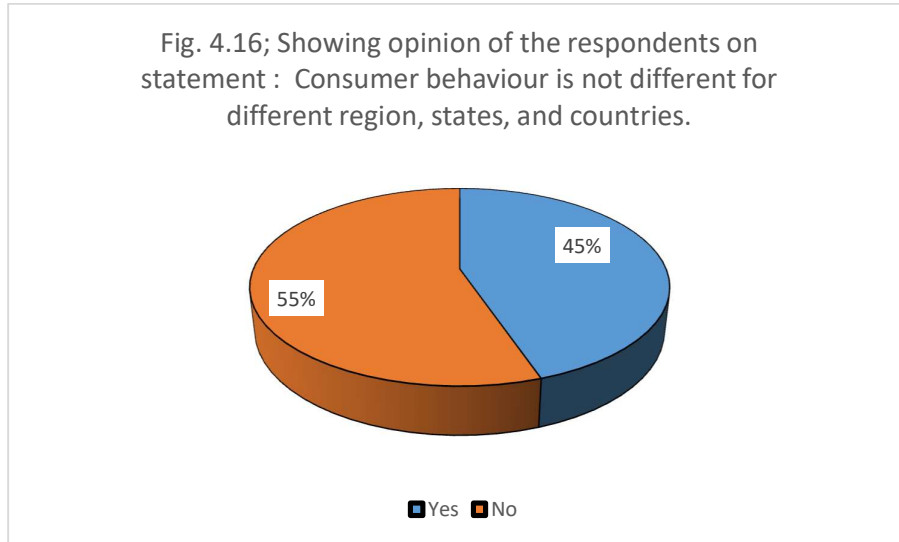


4.15: Family and consumer behavior

As can be noted from Table 4.15 above, the majority of the respondents (74.7%) said yes, Family is one of the strongest sources of influence on consumer behavior. On the other hand 26.3% of the respondents said No, Family is not one of the strongest sources of influence on consumer behavior. This result implies that family could one of the social factors that strongly affect the consumer behavior because families has norms and traditions that consumer should adhere to.

Table 4.16: Consumer behavior is not different for different region, states, and countries.

Response	Frequency	Percentage
Yes	17	44.7
No	21	55.3
Total	38	100.0

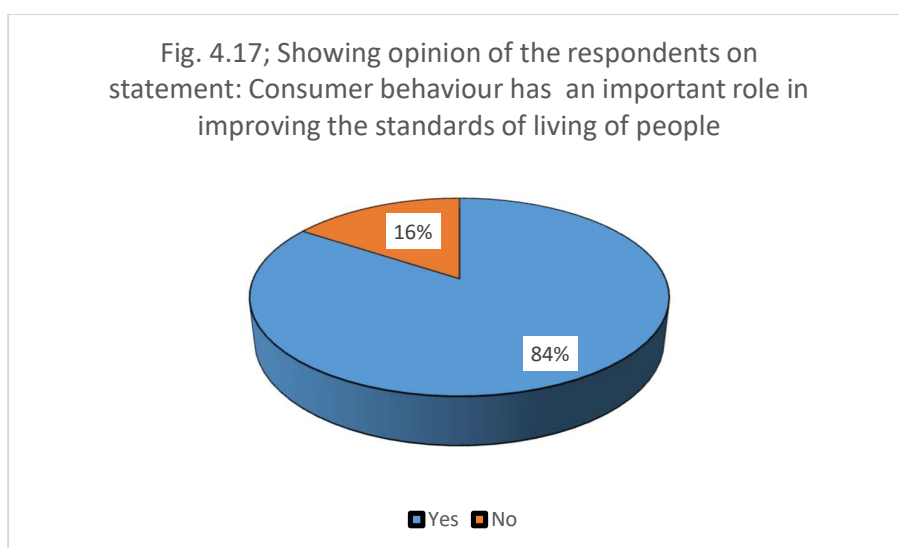


4.16: Variation of consumer behavior from region to region

As can be noted from Table 4.16 above, the majority of the respondents (55.7%) said No, Consumer behavior is different for different region, states, and countries. On the other hand 44.3% of the respondents said Yes, Consumer behavior is not different for different region, states, and countries. This result implies that consumer varies from one region to another and from one state to another, this could due different cultural beliefs, religion and culture and traditions.

Table 4.17; Consumer behavior has an important role in improving the standards of living of people

Response	Frequency	Percentage
Yes	32	84.2
No	6	15.8
Total	38	100.0

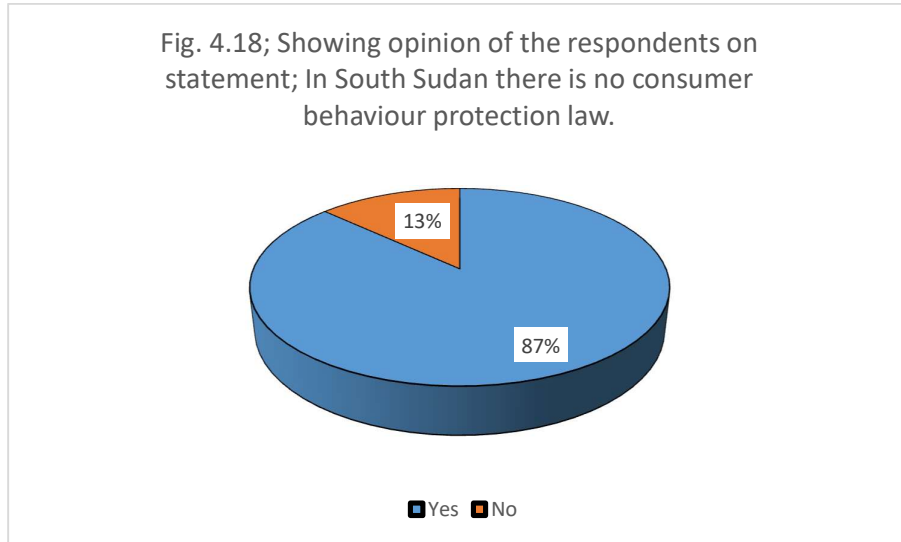


4.17: Roles of consumer behavior on standard of living

As can be noted from Table 4.17 above, the overwhelming majority of the respondents (84.2%) said Yes, Consumer behavior has an important role in improving the standards of living of people. On the other hand 15.8% of the respondents said No, Consumer behavior has an important role in improving the standards of living of people. This result implies that consumer behavior could have an important role in improving the standard of living because buying behavior will make consumers buy good things and expensive products.

Table 4.18: In South Sudan there is no consumer behaviour protection law.

Response	Frequency	Percentage
Yes	33	86.8
No	5	13.2
Total	38	100.0

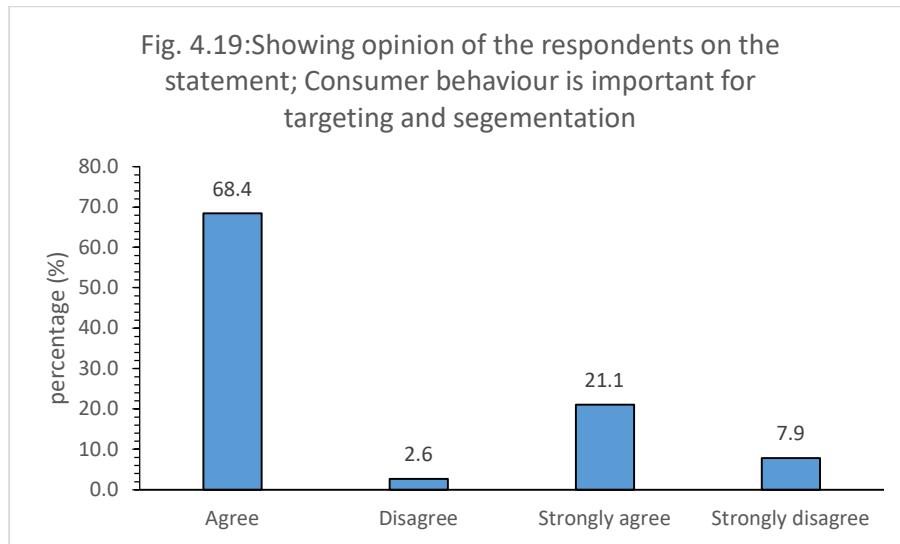


4.18: Consumer behavior protection laws in South Sudan

As can be noted from Table 4.18 above, the overwhelming majority of the respondents (86.8%) said Yes, In South Sudan there is no consumer behavior protection law. On the other hand 13.2% of the respondents said No, In South Sudan there is no consumer behavior protection law. This result implies that there is consumer protection law, this could be the market is not well organized, the import is not controlled, the quality control office at borders and in the towns are not affected.

Table 4.19: Consumer behavior is important for targeting and segmentation

Response	Frequency	Percentage
Agree	26	68.4
Disagree	1	2.6
Strongly agree	8	21.1
Strongly disagree	3	7.9
Total	38	100



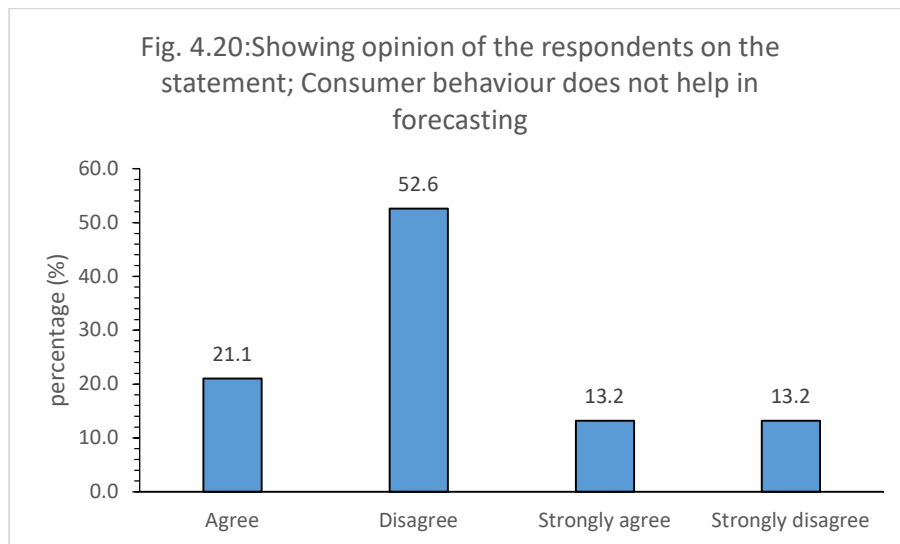
4.19: Consumer behavior is important for targeting and segmentation

As can be noted from Table 4.19 above, those who strongly agreed that consumer behavior is important for targeting and segment, were 21.1%. This was followed those who agreed that consumer behavior is important for targeting and segmentation, were 68.4%. This result show that at least 89% of the respondents agreed that Consumer behavior is important for targeting and segmentation.

On the other hand those strongly disagreed that Consumer behavior is important for targeting and segmentation, were 7.9% and those who disagreed, were 2.6%. This result shows that at least 9% of the respondents disagreed that Consumer behavior is important for targeting and segmentation. This result implies that consumer behavior is important for targeting particular group of the society or members of the society could be segmented into groups according to their ability to buy a product.

Table 20: Consumer behavior does not help in forecasting

Response	Frequency	Percentage
Agree	8	21.1
Disagree	20	52.6
Strongly agree	5	13.2
Strongly disagree	5	13.2
Total	38	100



2.20: Consumer behavior does not help in forecasting

As can be noted from Table 4.20 above, those who strongly agreed that Consumer behavior does not help in forecasting, were 13.2%. This was followed those who agreed that Consumer behavior does not help in forecasting, were 21.1%. This result show that at least 34% of the respondents agreed that Consumer behavior does not help in forecasting.

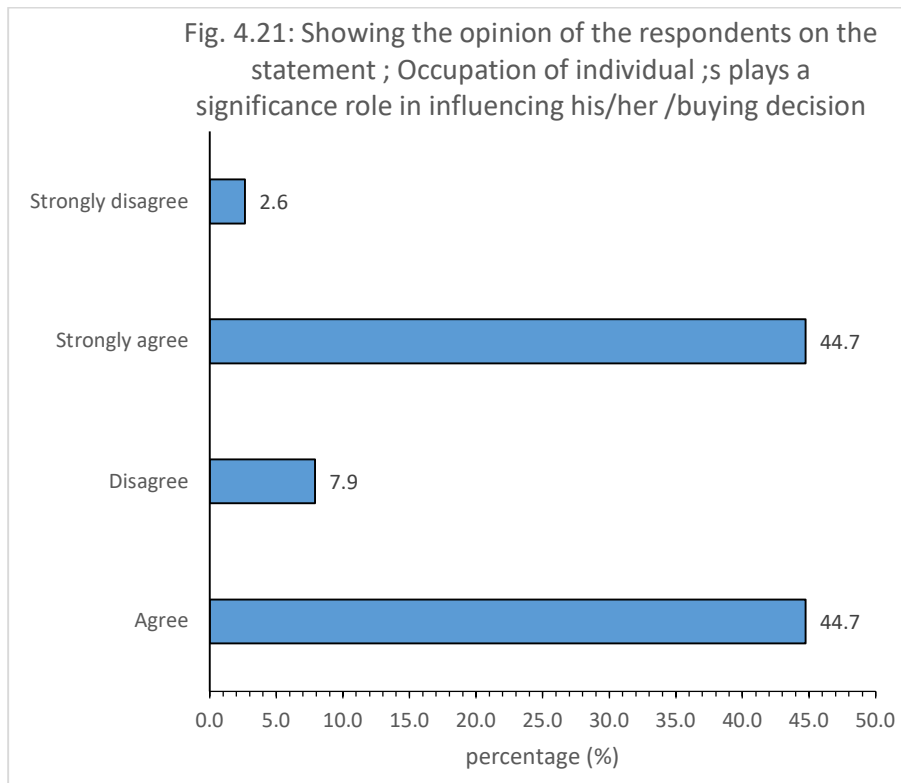
On the other hand those strongly disagreed that Consumer behavior does not help in forecasting, were 13.2% and those who disagreed, were 52.6%. This result shows that at least 65% of the respondents disagreed that Consumer behavior does not help in forecasting.

This result implies that consumer behavior helps for forecasting to the marketers ; because it enables the marketers to know which goods and services they could avail next time when

they are going to bring goods to the market, because what the costumers needs much became known to them.

Table 4.21; Occupation of individual plays a significance role in influencing his/her /buying decision

Response	Frequency	Percentage
Agree	17	44.7
Disagree	3	7.9
Strongly agree	17	44.7
Strongly disagree	1	2.6
Total	38	100



4.21: Occupation of individual influencing buying decision

As can be noted from Table 4.21 above, those who strongly agreed Occupation of individual plays a significance role in influencing his/her /buying decision, were 44.7%. This was followed those who agreed that Occupation of individual plays a significance role in

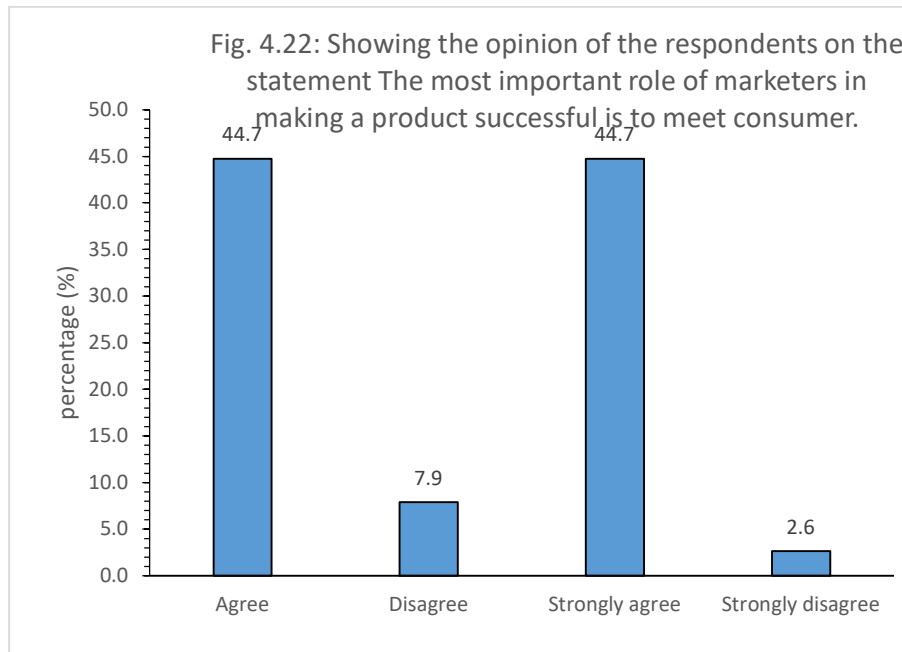
influencing his/her /buying decision, were 44.7%. This result show that at least 88% of the respondents agreed that Occupation of individual plays a significance role in influencing his/her /buying decision.

On the other hand those strongly disagreed that Occupation of individual plays a significance role in influencing his/her /buying decision, were 2.6% and those who disagreed, were 7.6%. This result shows that at least 9% of the respondents disagreed that Occupation of individual plays a significance role in influencing his/her /buying decision.

This result implies that Occupation of individual plays a significance role in influencing his/her /buying decision; these could be because an individual's nature of job has a direct influence on the products and brands he picks for himself/herself. ... An individual's designation and his nature of work influence his buying decisions.

Table 4.22: The most important role of marketers in making a product successful is to meet consumer.

Response	Frequency	Percentage
Agree	17	44.7
Disagree	3	7.9
Strongly agree	17	44.7
Strongly disagree	1	2.6
Total	38	100



4.22: The marketers’ making a product successful is to meet consumer needs.

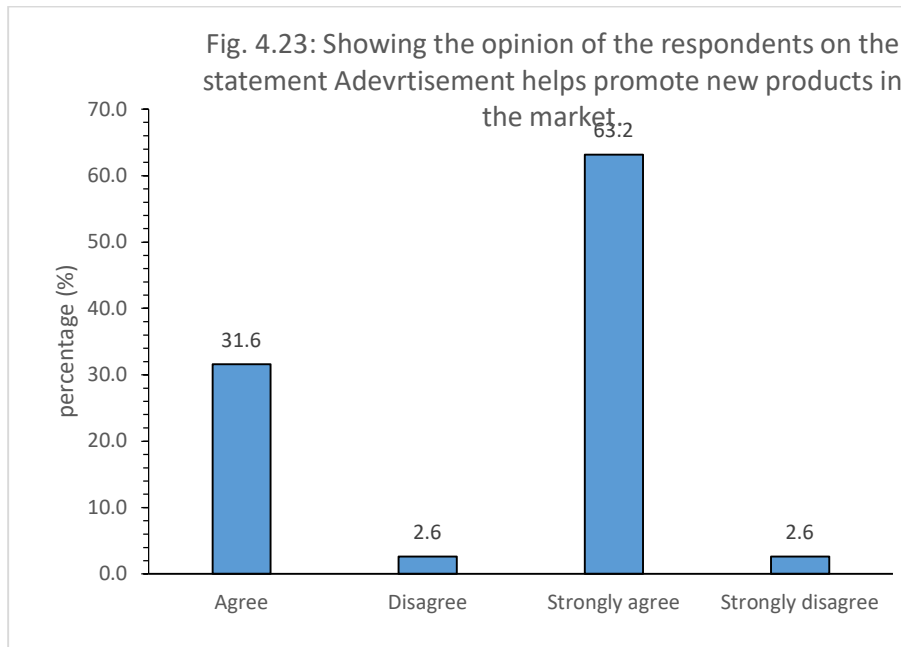
As can be noted from Table 4.22 above, those who strongly agreed that most important role of marketers in making a product successful is to meet consumer demand, were 44.7%. This was followed those who agreed that the most important role of marketers in making a product successful is to meet consumer needs, were 44.7%. This result show that at least 88% of the respondents agreed that the most important role of marketers in making a product successful is to meet consumer needs.

On the other hand those strongly disagreed that the most important role of marketers in making a product successful is to meet consumer needs, were 2.6% and those who disagreed, were 7.6%. This result shows that at least 9% of the respondents disagreed that the most important role of marketers in making a product successful is to meet consumer needs.

This result implies that the most important role of marketers in making a product successful is to meet consumer needs, these could be because they Meets consumer needs and wants, Ensures organization survival, growth and reputation, Widens market, Better product offerings.

Table 4.23: Advertisement helps promote new products in the market.

Response	Frequency	Percentage
Agree	12	31.6
Disagree	1	2.6
Strongly agree	24	63.2
Strongly disagree	1	2.6
Total	38	100



4.23: Advertisement and its role to promote new products in the market.

As can be noted from Table 4.23 above, those who strongly agreed that Advertisement helps promote new products in the market, were 63.2%. This was followed by those who agreed that Advertisement helps promote new products in the market, were 31.6%. This result show that at least 94% of the respondents agreed that Advertisement helps promote new products in the market.

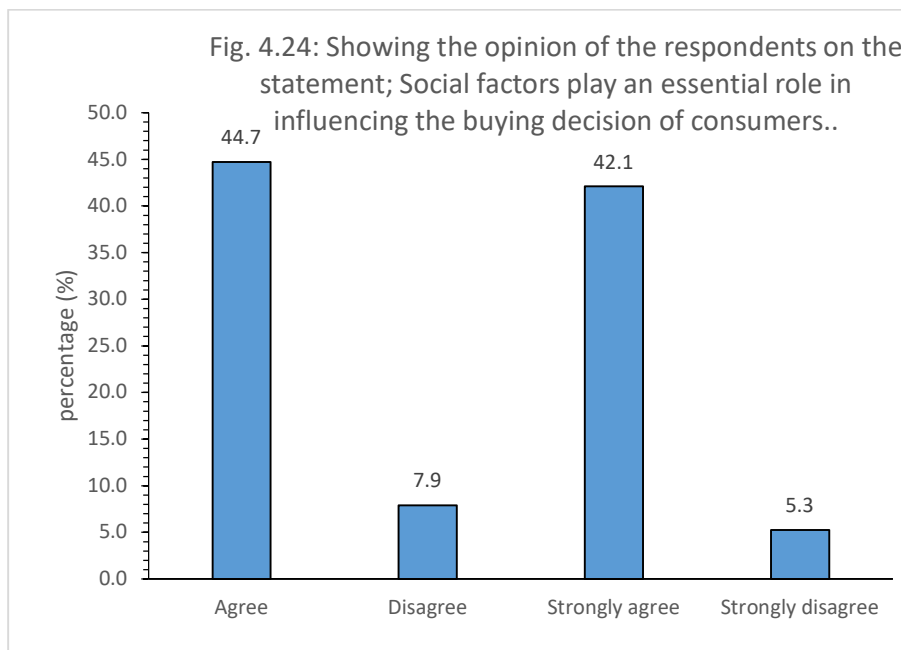
On the other hand those strongly disagreed that Advertisement helps promote new products in the market, were 2.6% and those who disagreed, were 2.6%. This result shows

that at least 4% of the respondents disagreed that Advertisement helps promote new products in the market.

This result implies that advertisement is a very important because it .helps promote new products in the market could be because marketers use mass communication tools such as advertising, sales, promotion, event marketing and PR to promote their products far and wide. Advertising product can establish organization’s identity, promote latest product, attract new customers, remind old customers of how great you are, and, of course, boost sales.

Table 4.24: Social factors play an essential role in influencing the buying decision of consumers.

Response	Frequency	Percentage
Agree	17	44.7
Disagree	3	7.9
Strongly agree	16	42.1
Strongly disagree	2	5.3
Total	38	100



4.24: Social factors and their roles in influencing the buying decision of consumers.

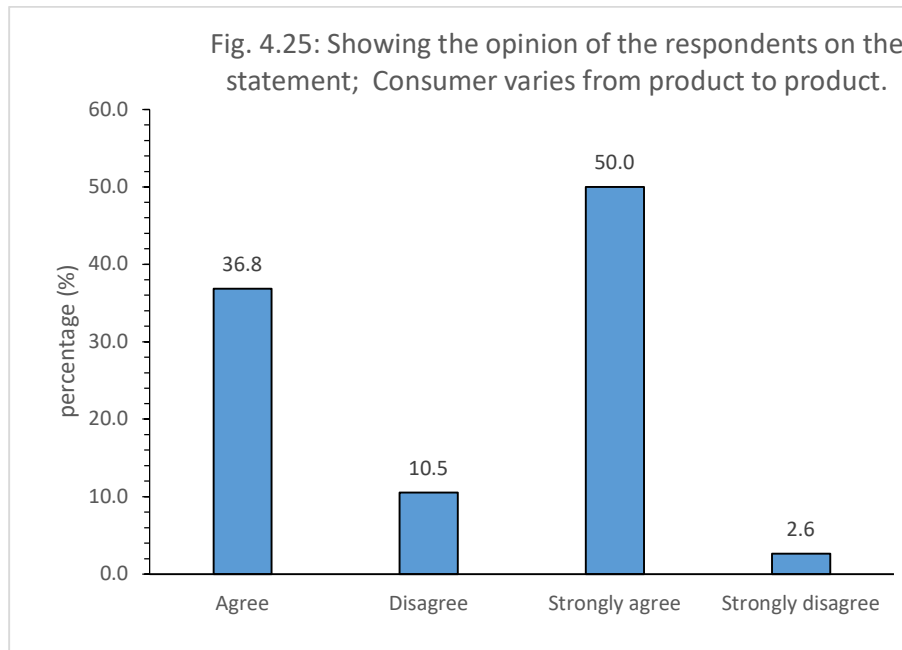
As can be noted from Table 4.24 above, those who strongly agreed Social factors play an essential role in influencing the buying decision of consumers, were 42.1%. This was followed by those who agreed that Social factors play an essential role in influencing the buying decision of consumers, were 44.7%. This result show that at least 86% of the respondents agreed that Social factors play an essential role in influencing the buying decision of consumers.

On the other hand those strongly disagreed that Social factors play an essential role in influencing the buying decision of consumers, were 5.3% and those who disagreed, were 7.9%. This result shows that at least 15% of the respondents disagreed that Social factors play an essential role in influencing the buying decision of consumers.

This result implies that Social factors play an essential role in influencing the buying decision of consumers this could be due to the family and friends plays an important role in influencing the buying decisions of individuals. A consumer who has a wife and child at home would buy for them rather than spending on himself. ... When an individual gets married and starts a family, most of his buying decisions are taken by the entire family

Table 25: Consumer behavior varies from product to product

Response	Frequency	Percentage
Agree	14	36.8
Disagree	4	10.5
Strongly agree	19	50.0
Strongly disagree	1	2.6
Total	38	100



4.25: Consumer behavior varies from product to product

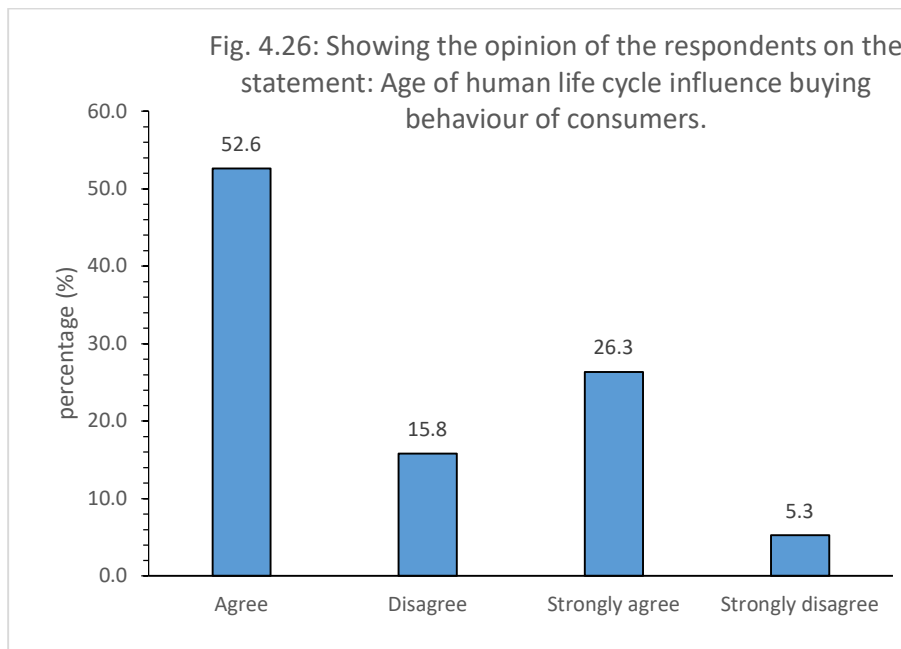
As can be noted from Table 4.25 above, those who strongly agreed Consumer behavior varies from product to product, were 50%. This was followed by those who agreed that Consumer behavior varies from product to product, were 36.8%. This result show that at least 86% of the respondents agreed that Consumer behavior varies from product to product

On the other hand those strongly disagreed that Consumer behavior varies from product to product, were 2.6% and those who disagreed, were 10.5%. This result shows that at least 12% of the respondents disagreed that Consumer behavior varies from product to product.

This result implies that Consumer behavior varies from product to product, this could be due to consumer buying behavior is determined by the level of involvement that a consumer shows towards a purchase decision. The amount of risk involved in a purchase also determines the buying behavior. Higher priced goods tend to high higher risk, thereby seeking higher involvement in buying decisions.

Table 4.26: Age of human life cycle influence buying behavior of consumers.

Response	Frequency	Percentage
Agree	20	52.6
Disagree	6	15.8
Strongly agree	10	26.3
Strongly disagree	2	5.3
Total	38	100



4.26; Age and consumer behavior

As can be noted from Table 4.26 above, those who strongly agreed Age of human life cycle influence buying behavior of consumers, were 26.3%. This was followed by those who agreed that Age of human life cycle influence buying behavior of consumers, were 52.6%. This result show that at least 78% of the respondents agreed that Age of human life cycle influence buying behavior of consumers.

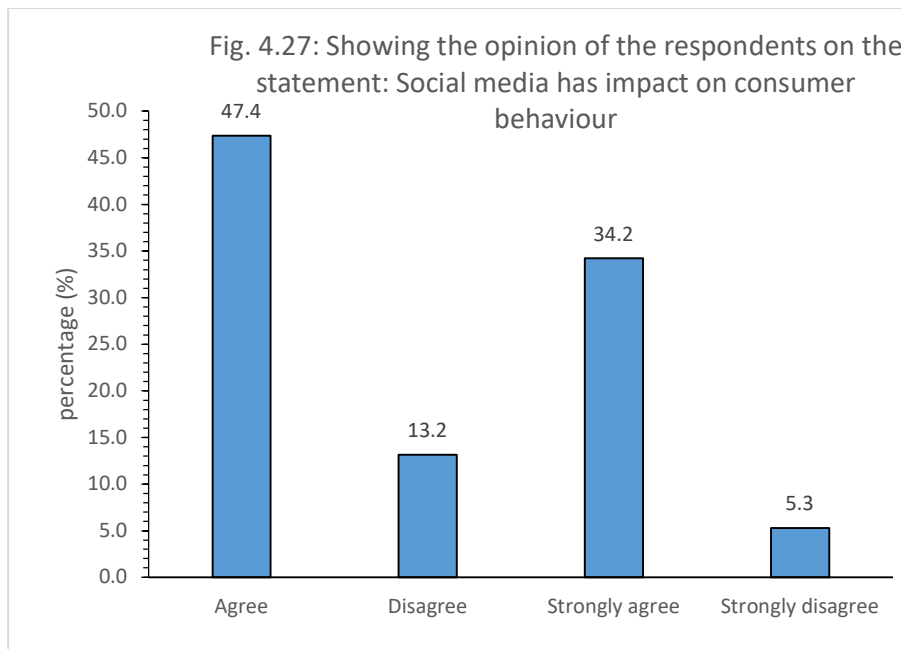
On the other hand those strongly disagreed that Age of human life cycle influence buying behavior of consumers, were 5.3% and those who disagreed, were 15.8%. This result shows

that at least 20% of the respondents disagreed that Age of human life cycle influence buying behavior of consumers.

This result implies that Age of human life cycle influence buying behavior of consumers, this could be due to Age is very important to let a person decide the way he/she wants to buy a product. The age effects the physical capabilities, wisdom, experience, spending capability and these in turn affect the buyer behavior.

Table 4.27: Social media has impact on consumer behavior

Response	Frequency	Percentage
Agree	18	47.4
Disagree	5	13.2
Strongly agree	13	34.2
Strongly disagree	2	5.3
Total	38	100



4.27; Social media has impact on consumer behavior

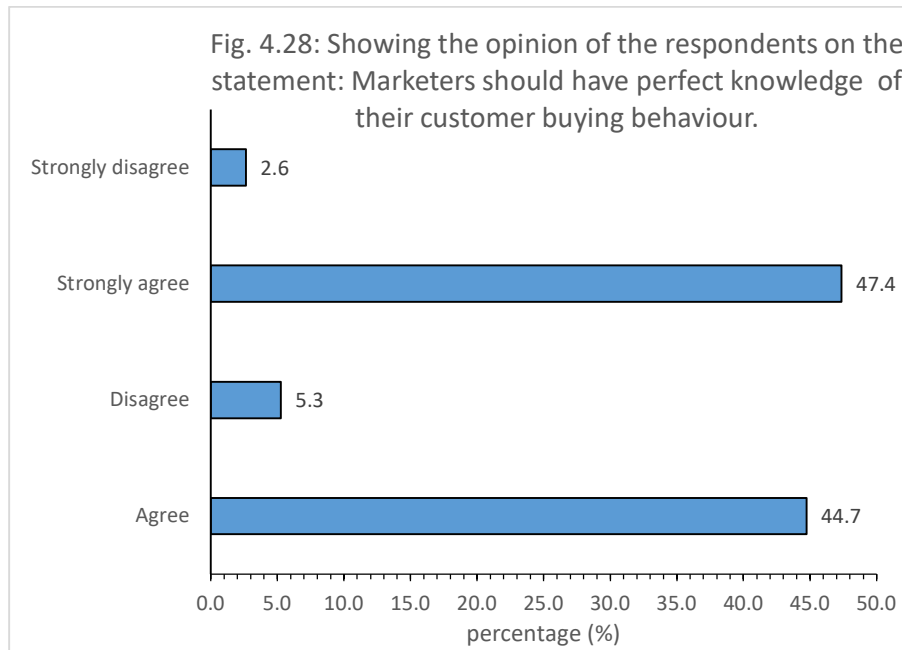
As can be noted from Table 4.26 above, those who strongly agreed Social media has impact on consumer behavior, were 34.2%. This was followed by those who agreed Social media has impact on consumer behavior, were 47.4%. This result show that at least 81% of the respondents agreed that Social media has impact on consumer behavior.

On the other hand those strongly disagreed that Social media has impact on consumer behavior, were 5.3% and those who disagreed, were 13.2%. This result shows that at least 18% of the respondents disagreed that Social media has impact on consumer behavior.

This result implies that Social media has impact on consumer behavior; this could be due to that social media have many factors that influence the use of social media for shopping. Today Companies are connecting themselves to potential and existing customers through this platform which lead to potential selling and buying. It also serves as a great platform to communicate, inform and promote the product or services.

Table 4.28: Marketers should have perfect knowledge of their customer buying behavior

response	Frequency	Percentage
Agree	17	44.7
Disagree	2	5.3
Strongly agree	18	47.4
Strongly disagree	1	2.6
Total	38	100



4.28; Marketers should have perfect knowledge of their customer buying behavior4

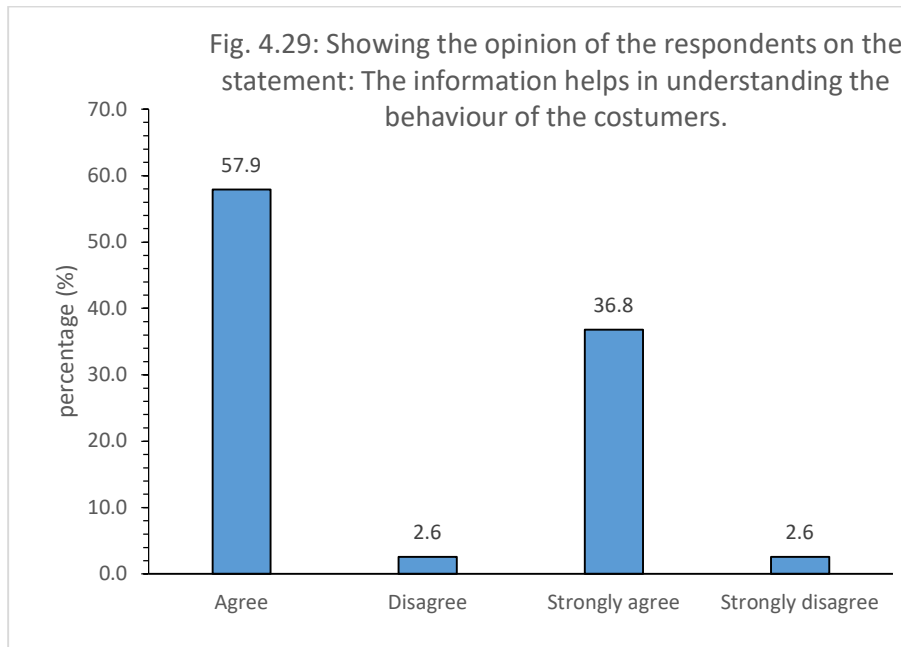
As can be noted from Table 4.28 above, those who strongly agreed that Marketers should have perfect knowledge of their customer buying behavior, were 47.4%. This was followed by those who agreed that the Marketers should have perfect knowledge customer buying behavior, were 44.7%. This result show that at least 91% of the respondents agreed that Marketers should have perfect knowledge of their customer buying behavior.

On the other hand those strongly disagreed that the Marketers should have perfect knowledge customer buying behavior, were 2.6% and those who disagreed, were 5.3%. This result shows that at least 7% of the respondents disagreed that Marketers should have perfect knowledge of their customer buying behavior.

This result implies that the Marketers should have perfect knowledge about customer buying behavior, this could be due to that studying consumer behavior is important because it helps marketers understand what influences consumers' buying decisions. By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete.

Table 4.29.: The information helps in understanding the behavior of the costumers.

Response	Frequency	Percentage
Agree	22	57.9
Disagree	1	2.6
Strongly agree	14	36.8
Strongly disagree	1	2.6
Total	38	100



4.29; the information helps in understanding the behavior of the costumers.

As can be noted from Table 4.29 above, those who strongly agreed that the information helps in understanding the behavior of the costumers, were 47.4%. This was followed by those who agreed that the information helps in understanding the behavior of the costumers, were 44.7%. This result show that at least 91% of the respondents agreed that the information helps in understanding the behavior of the costumers.

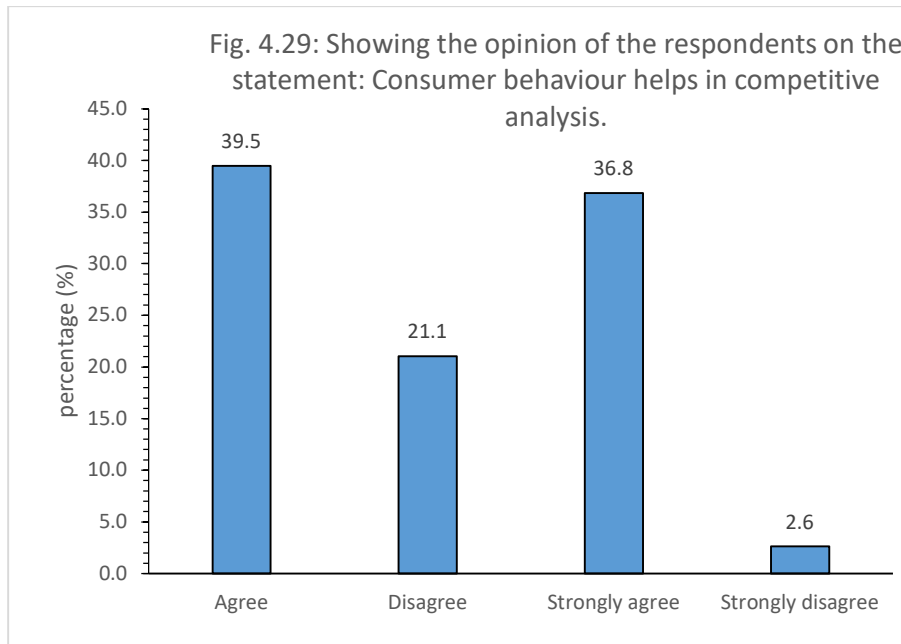
On the other hand those strongly disagreed that the Marketers should have perfect knowledge customer buying behavior, were 2.6% and those who disagreed, were 5.3%. This

result shows that at least 7% of the respondents disagreed that the information helps in understanding the behavior of the costumers.

This result implies that the information helps in understanding the behavior of the costumers, this could be due to that t is because the buying behavior of consumers differ based on the geographic, demographic and psychographic factors. Marketers often find practical benefits in using buying behavior as a separate segmentation basis in addition to factors like geographic, demographics, and psychographics.

Table 4.30: Consumer behavior helps in competitive analysis

Response	Frequency	Percentage
Agree	15	39.5
Disagree	8	21.1
Strongly agree	14	36.8
Strongly disagree	1	2.6
Total	38	100



4.29; Consumer behavior helps in competitive analysis.

As can be noted from Table 4.29 above, those who strongly agreed that Consumer behavior helps in competitive analysis, were 36.8%. This was followed by those who agreed Consumer behavior helps in competitive analysis, were 39.5 %. This result show that at least 75% of the respondents agreed that Consumer behavior helps in competitive analysis.

On the other hand those strongly disagreed that Consumer behavior helps in competitive analysis, were 2.6% and those who disagreed, were 21.1%. This result shows that at least 23% of the respondents disagreed that Consumer behavior helps in competitive analysis

This result implies that Consumer behavior helps in competitive analysis. This could be due to that of competition on goods and services Is high. Competition makes economy work. Competition about price, selection, and service. It benefits consumers by keeping prices low and the quality and choice.

Conclusion and recommendations

5.0. Introduction

In This Chapter, summary, conclusion and recommendations will be presented.

5.1. Conclusion

Based on the objective of the research, the followings were drawn;

- The challenges that are facing consumer behavior in South Sudan includes of factors such as, Low supply of goods and services, instability of prices and market fluctuation, low income of the consumer, lack of knowledge to meet the consumers' needs and wants, lack of market research, no protection law for consumers, no goods description labels to make the buyers aware of the products and Perceptions and belief or cultural factors religion or traditional beliefs.
- The information helps in understanding the behavior of the costumers, because the buying behavior of consumers differs based on the geographic, demographic and psychographic factors. Marketers often find practical benefits in using buying behavior as a separate segmentation basis in addition to factors like geographic, demographics, psychographics and lack of advertisement and lack of good quality of goods.
- Social factors play an essential role in influencing the buying decision of consumers, the family and friends plays an important role in influencing the buying decisions of individuals. A consumer who has a wife and child at home would buy for them rather than spending on himself. ... When an individual gets married and starts a family, most of his buying decisions are taken by the entire family.
- The most important role of marketers in making a product successful is to meet consumer needs, because to meets consumer needs and wants, ensures organization survival, growth and reputation, Widens market, Better product offerings.

5.2: Recommendations:

The researcher has suggested the followings as recommendations to the government of South Sudan and stakeholders.

1. The government should introduce laws for protection of the consumer's right.
2. Government should increase the income of the workers to improve their living life.
3. Centre or agency for advertisement or promotion should be established for goods and services.
4. The government should stabilize the market prices or reduces taxes rate.
5. The market should study the buying habits and cultures and provide the right goods and services.
6. Sensitization and awareness about consumer's behavior.
7. There should be good relation between marketers and the consumers.
8. The quality control authority should be reinforced be activated.
9. Regulation of goods and services movement.
10. The government should implement peace agreement to stabilize political and security situations.
11. Government should provide standard of quality directorate with standard lab for quality.
12. The marketers should be motivated by their institutions.
13. The government should monitor the market activities.

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