

To Examine the Impact of Customers Implicit and Explicit Knowledge on their Purchasing Behavior

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Abstract: Among the most important success criteria for a business-to-consumer corporation is convincing its clients to buy its products. Most consumers base their purchasing decisions on their knowledge, whether it be cognitive, emotional, tacit, or explicit information. To decide any purchasing decisions at the consumer level, a corporation must first understand the degree of information and how the knowledge dynamic acts in the customer's head while making a purchasing decision. The corporation provides certain information about its products and services, which the consumer understands. Based on this information and the customer's internal profile, which is defined by his cognitive and emotional understanding, the consumer forms an opinion about the product and makes a purchasing choice. This encounter generates product knowledge, which, when combined with additional stimuli from the firm, might lead to a repeat purchasing transaction or not. Some conditions and acts can have a significant impact on consumer behaviors, such as: 1) Promotional strategies, 2) economic circumstances, 3) One's purchasing power. Marketers are usually extremely familiar with explicit measures. They are straightforward, quick, and simple to implement. For example, they might take the form of paper and pencil surveys in which customers are questioned about how much they appreciate a certain brand, how favorably they perceive it, or if they recall seeing an advertisement for that brand. Implicit measurements are far less straightforward, attempting to quantify instinctive judgments that underpin our attitudes and beliefs. Implicit measurements, for the most part, are based on real observable behavior, such as response times in a programmed activity.

Keywords: Implicit, explicit, rational conscious, predispositions, substantial influence.

1. Introduction

Customers' knowledge plays a crucial role in their purchasing behaviors, and it can be classified into two categories: implicit and explicit. Implicit knowledge refers to the knowledge that customers possess unconsciously, such as habits and preferences, while explicit knowledge refers to the knowledge that customers possess consciously, such as product information and brand awareness. The purpose of this research paper is to examine the impact of customers' implicit and explicit knowledge on their purchasing behaviors. An implicit attitude is described as a memory that connects an item (such as a product) with sentiments or ideas about that thing. For

example, we may recall a lovely time in the park during which we occurred utilized some product. The positive sentiments linked with the park's memories might contaminate the product, causing us to establish good associations with it. Those connections may have been automatically engaged when we later saw the product, resulting in a pleasant gut reaction to it. These views are referred to as implicit since they are not voiced, as opposed to the sentiments we frequently report on questionnaires.

Explicit attitudes are those that are created consciously and are straightforward to identify. Because expressive sentiments are known to the participant and may be observed by an outsider, self-reporting and observation are the two most prevalent approaches for determining explicit actions.

Surprisingly, an attitude might exist on two separate levels. Explicit Beliefs? are aware emotions that are created purposefully and are straightforward to self-report. Implicit Attitudes, on the other hand, are unconscious attitudes that are created involuntarily and are often unknown to us. Assume you're out with your buddies when you meet somebody new. This new acquaintance is dressed in a Dallas Cowboys jersey, which happens to be your favorite team. You decide you like this individual and strike up a casual discussion. From an attitude standpoint, you deliberately observed the jersey and judged that he was a person you'd get along with. Your perspective is aware, it was established purposefully, and you may tell someone else about it.

Consider the following scenario. You're out with your buddies. You see a few folks near you but don't meet anyone. You converse with your buddies while feeling incredibly uneasy.

Perhaps your buddy sees and inquires as to what is wrong, but you have no idea. In this case, it's conceivable that one of the strangers around reminds you of someone from your past whom you despise. What makes you feel uneasy is your attitude toward this individual. It is conceivable and rather usual for an explicit attitude to contradict an implicit one. One common example is prejudice. Consider Greg, a white middle-class man who truly thinks that all races are equal and despises any form of racial bigotry. This is Greg's overt attitude. He is conscious

of his strong viewpoint and is comfortable sharing it with others. He is, nevertheless, oblivious that whenever he is in the presence of Hispanics, he acts nervously. If Greg grew up in a small town where there were significant unfavorable prejudices about Hispanic people, some of these negative notions may have impacted him without his understanding. He may be under the impression that Hispanics are hazardous. This is Greg's implicitly contradictory attitude.

2. Background

The concept of customer knowledge has been studied extensively within the field of marketing. Customer expertise is described by Kotler and Keller (2006) as "the material and comprehension that a consumer has about a product or service, as well as his or her views, attitudes, and plans toward it." Customer knowledge can be classified into two types: implicit and explicit knowledge. Implicit knowledge refers to the unconscious knowledge that customers have about a product or service, while explicit knowledge refers to the conscious knowledge that customers have about a product or service.

Implicit knowledge is often acquired through experience and is not necessarily accessible to conscious reflection. For example, a customer may have implicit knowledge about a brand of the car without being able to explain why they prefer that brand. Explicit knowledge, on the other hand, is acquired through conscious learning and can be easily verbalized and communicated. For example, a customer may have explicit knowledge about a brand of car because they have researched the brand and read reviews about it.

Purchasing behavior is the process by which customers make decisions about what to buy and where to buy it. According to Solomon *et al.* (2015), purchasing behavior is influenced by a variety of factors, including customer knowledge. Implicit and explicit knowledge can both affect purchasing behavior but in different ways. Implicit knowledge can influence purchasing behavior through emotional and unconscious processes, while explicit knowledge can influence purchasing behavior through rational and conscious processes.

3. Literature Review

Several studies have examined the impact of implicit and explicit knowledge on purchasing behavior. For example, a study by Dijkstra *et al.* (2010) found that implicit knowledge can influence purchasing behavior through emotional processes. The study found that customers who had positive implicit knowledge about a brand were more likely to purchase that brand, even if they had negative explicit knowledge about the brand. This suggests that implicit knowledge can influence purchasing behavior through emotional processes, such as brand loyalty.

Another study by Grewal *et al.* (2013) found that explicit knowledge can influence purchasing behavior through rational processes. The study found that customers who had high levels of explicit knowledge about a product were more likely to make informed purchasing decisions, even if they had low levels of implicit knowledge about the product.

This suggests that explicit knowledge can influence purchasing behavior through rational processes, such as decision-making.

Additionally, a study by Kim *et al.* (2015) found that both implicit and explicit knowledge can influence purchasing behavior. The study found that customers who had high levels of both implicit and explicit knowledge about a product were more likely to make informed purchasing decisions and had a higher likelihood of purchasing the product. This suggests that both implicit and explicit knowledge can influence purchasing behavior and that the combination of both types of knowledge can lead to the most informed purchasing decisions. Types of research

There are 3 kinds of research: descriptive, casual, and exploratory. Descriptive research is a form of research methodology used to describe or summarise a collection of facts or demographic characteristics. It is more preoccupied with data gathering and presentation than with testing theories or making causal inferences. Surveys, case studies, casual observation, and historical research are examples of descriptive research techniques. Exploratory research, on the other hand, is a form of research design used to investigate a poorly known subject or problem. When little is known about a topic, it is frequently used to obtain insights and create hypotheses that can be tested further through more rigorous study. Literature evaluations, focus groups, pilot studies, and interviews are examples of exploratory research techniques.

Examining the effect of customers' implicit and verbal knowledge on their buying behavior is a novel and complicated subject that necessitates an exploratory strategy. This is because both tacit and explicit knowledge is multifaceted notions that have not been thoroughly investigated in the context of buying behavior. The researcher can gather and evaluate a wide variety of data from various sources using an exploratory method, such as interviews, questionnaires, focus groups, and supplementary data sources. This can aid in the discovery of patterns, motifs, and connections that can aid in the development of a more complete grasp of the effect of consumers' tacit and explicit knowledge on their buying behavior.

4. Methodology

There are 3 types of methodologies: quantitative, qualitative, and mixed methods. Quantitative methods are study methods that quantify and evaluate events using numerical data. Data is collected and analyzed using statistical and mathematical strategies in these approaches. Surveys, trials, and statistical analysis of current data are examples of quantitative techniques. Qualitative methods are study techniques that describe and evaluate phenomena using non-numerical data. These methods include data collection and analysis via observation, conversations, and other methods involving the interpretation and analysis of text, pictures, or other forms of data. Case studies, fieldwork, and content analysis are examples of qualitative techniques. The researcher can gather and evaluate a wide variety of data from various sources using an exploratory method, such as interviews, questionnaires, focus groups, and supplementary data sources. This can aid in the discovery of

patterns, motifs, and connections that can aid in the development of a more complete grasp of the effect of consumers' tacit and explicit knowledge on their buying behavior.

To provide a more comprehensive grasp of a research topic, a mixed-method strategy combines quantitative and qualitative research methodologies. In this case, the quantitative approach can be used to use statistical analysis to measure the impact of customers' implicit and explicit knowledge on their purchasing behavior, whereas the qualitative approach can be used to explore customers' experiences and perceptions in greater depth through interviews or focus groups. As a result, a mixed-method strategy can provide a more comprehensive grasp of the complex relationship between customer expertise and purchasing behavior, enabling researchers to triangulate their results and make more solid conclusions.

Sampling:

Random sampling is a statistical technique for selecting a subset of people or objects from a bigger community so that each member has an equal chance of being chosen. In random picking, each person in the community has an identical chance of being selected, and each individual's selection is autonomous of the others. Random sampling is frequently used to guarantee that the sample of participants or objects chosen is representative of the community being researched. This reduces bias and increases the results' generalizability to a broader group.

Random sampling is an appropriate technology because it provides for the selection of a representative group of customers from a broader community to investigate the effect of implicit and explicit information on purchasing behavior. We guarantee that each member of the community has an identical chance of being chosen to engage in the research by using random selection, which reduces the risk of prejudice and increases the generalizability of the results. Random sampling helps to pick a subset of customers at random from the community and gather data on their buying behavior as well as implicit and verbal knowledge. The connections between these factors can then be investigated using statistical analysis.

The sample will consist of 50 customers that have recently made a purchase.

5. Data Analysis and Interpretation

The data collected from the interviews will be analyzed using thematic analysis. Thematic analysis is a method of identifying patterns in the data by coding the data into themes. The themes that emerge from the data will be used to examine the impact of customers' implicit and explicit knowledge on their purchasing behaviors.

The survey was the major source of data. There were around 30 students, and via the participants, it was simpler to identify whether customers had explicit or implicit buying habits.

As depicted in Fig. 1, from the following data there is a balance between familiarity with products and services which are purchased by the consumers. Consumers are 50% aware and 50% somewhat familiar with the products and services which are bought by the consumers in the market.

How familiar are you with the product or service you are currently purchasing?

30 responses

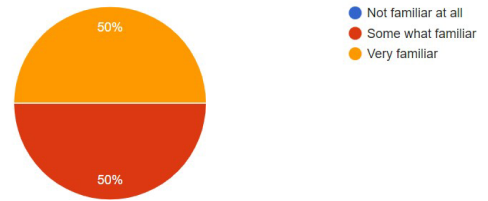


Fig. 1.

How much research have you done on the product or service before making your purchase?

30 responses

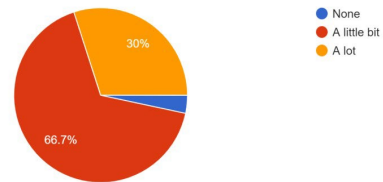


Fig. 2.

As depicted in Fig. 2 from the following data researching the product or service you purchase is important in today's time. Not all products or services can satisfy your wants and needs completely so it is important to know about the product or service you purchase and do a study about it. As the above chart indicates that 66.7% of consumers are not that keen to research the above products or services. They do a little bit of research before any purchase they make. While on the other side, around 30% of consumers do a lot of research before they purchase anything.

How much influence do advertisements or promotions have on your purchasing decisions?

30 responses

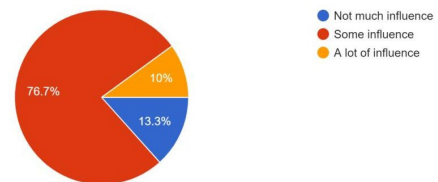


Fig. 3.

As depicted in Fig. 3, from the following data as we can see advertisements or promotions have some rate of influence to some extent on consumers which is around 76.7%.

13.3 respondents feel that advertisements and promotions are not that influential. 10% of respondents feel that advertisements or promotions have a lot of influence on consumers when they make a particular purchase of products or services.

As depicted in Fig. 4, from the following data we need to take into consideration the price that is charged for the products and services. 50% of respondents consider the price while making the purchase. Around 46.7% consider the price but only to some extent. 3.3% of respondents do not consider the price and it does not matter whether there is an increase or decrease in the price.

As depicted in Fig. 5, from the following data as we can see that 70% of the respondents make a purchase of products and

services based on recommendations that are from a social media influencer or celebrity. It is easy to attract customers to buy your products if some influencer or celebrity is promoting them. 30% of the respondents state that it is not that easy for them to get influenced by social media influencers or celebrities.

How much do you consider the price when making a purchase?
30 responses

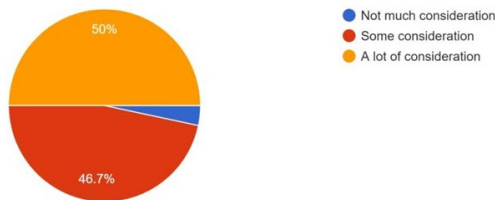


Fig. 4.

Have you ever made a purchase based on a recommendation from a social media influencer or celebrity?
30 responses

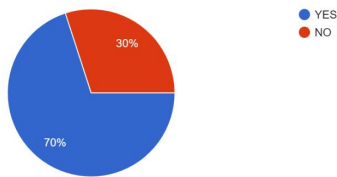


Fig. 5.

How much do you consider the environmental impact or sustainability of a product or service when making a purchase?
30 responses

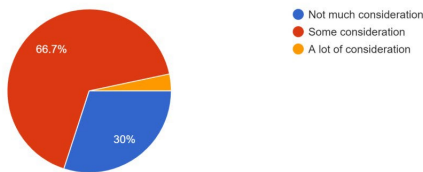


Fig. 6.

As depicted in Fig. 6, from the following data It is important to consider the factor of sustainability in mind. Around 66.7% of respondents consider the environment and keep sustainability in mind when it comes to making a purchase. Around 30% of respondents do not take much into consideration the factor of sustainability when they purchase a particular good or service. 3.3% of respondents consider this factor.

How much weight do you put on customer reviews or ratings when making a purchase?
30 responses

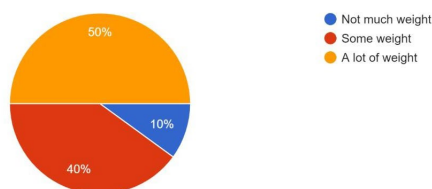


Fig. 7.

As depicted in Fig. 7, from the following data for customers, it is very important to know that around 50% of the respondents hold a lot of weight on customer reviews or ratings when they

purchase any particular products or services. 40% of the respondents hold up some weightage to the purchase they make. 10% of respondents do not put any weight on the reviews and ratings while buying the products and services.

How important is the brand name to you when making a purchase?
30 responses

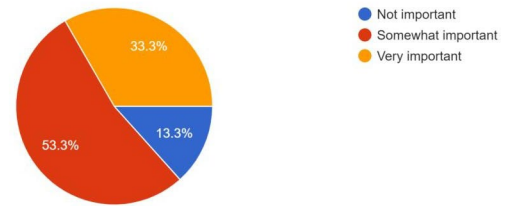


Fig. 8.

As depicted in Fig. 8, from the following data around 53.3% of respondents feel that a brand name is mutually important when they purchase as with quality and quantity comes the brand name which is important before you make any purchase. 33.3% of respondents feel that it is very important to make a purchase when a brand name is joined to that. Around 13.3% it is not that important to purchase any particular brand only and they are not loyal to any brands or the products and services they are offering.

How likely are you to make a repeat purchase of a product or service that you have previously purchased?
30 responses

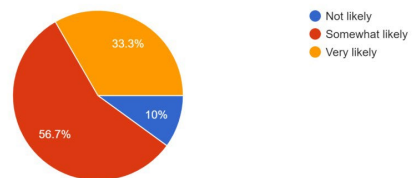


Fig. 9.

As depicted in Fig. 9, from the following data around 56.7% of respondents feel that they can somewhat make repeat purchases of the products or services they have been purchasing for a long time. 33.3% of people feel it is likely to make the purchases very likely as they made before also but would not be keen to buy it again. 10% of respondents feel that they are not likely to repeat their purchases of a product or service they made earlier.

6. Results

The results of this study will provide insights into the impact of customers' implicit and explicit knowledge on their purchasing behaviors. The findings will be discussed previous research on the topic and implications for businesses will be provided. In summary, customers are often familiar with what they purchase and what they do not acquire.

When customers purchase a certain product or service, it is sometimes simpler to determine where the familiarity lies. Trends may sometimes encourage individuals to purchase items and services. Before making any purchase, it is critical to conduct thorough research on the products and services

available, since each product or service may have its own set of pros and downsides.

A. Aim

This study aims to contribute to the existing literature on the impact of customers' knowledge on their purchasing behaviors by examining the impact of both implicit and explicit knowledge. The findings of this study will be valuable for businesses in understanding how customers' knowledge affects their purchasing decisions and how they can use this knowledge to formulate their marketing strategy. Customers' subliminal knowledge relates to their unconscious or instinctive knowledge and actions, whereas explicit knowledge refers to their conscious and purposeful understanding. Both sorts of knowledge impact clients' purchasing behavior and help shape their judgment process. Customers' emotional and intuitive responses to items are influenced by implicit information, whereas explicit knowledge influences their rational and analytical judgments. Prior experiences and brand image are also important factors in shaping a customer's purchase habit. Finally, customers' implicit and explicit knowledge, as well as previous experiences and brand image, all have a substantial influence on their purchase behavior.

The objective is to understand how different sources of knowledge shape customers' decision-making processes and impact their purchase behavior. The study's findings shed light on the need of taking both implicit and explicit information into account when developing marketing strategies and product designs to successfully target and affect customers' purchasing habits.

7. Conclusion

Advertisers and retailers might more effectively sell their items by using knowledge of consumers' evaluations and selected reference points that may affect the buying decision. Furthermore, this information may help them better store and display their items, aiding buyers in selecting reference points to create their ultimate choices. The examination of reference points in general, without establishing any differences between specific purchase scenarios on which the influence and effect of reference points should be reliant, is a shortcoming of this research. The customers whose implicit opinions diverged from their stated attitudes were the most intriguing group for our purposes. For customers with consistent attitudes, either might be used to predict brand preference.

However, for persons with contradictory views, the critical question is whether, of the two, unconscious or explicit attitude is a stronger predictor of action. As we had anticipated, a significant percentage of individuals had such erratic views. Market research combining explicit, implicit, and psychological variables will be required in the future to uncover the interrelationship between conscious and unconscious information and its influence on customer behavior. When a client lacks motivation or ability, he or she is unable to apply explicit attitudes to their conduct. As a result, because they are triggered automatically and need no capacity to lead the responses, dispositions might impact reactions to an item

because explicit attitudes occur at the conscious level, and they have a strong influence on decisions and behavior. This is why they might be classified as consciously constructed attitudes, and they are distinguished by the ease with which they self-report. Predispositions, on the other hand, arise at an unconscious level.

Appendix

Questionnaire

How familiar are you with the product or service you are currently purchasing?

- a. Not familiar at all
- b. Somewhat familiar
- c. Very familiar

How much research have you done on the product or service before making your purchase?

- a. None
- b. A little bit
- c. A lot

How much weight do you put on customer reviews or ratings when making a purchase?

- a. Not much weight
- b. Some weight
- c. A lot of weight

How important is the brand name to you when making a purchase?

- a. Not important
- b. Somewhat important
- c. Very important

How much influence do advertisements or promotions have on your purchasing decisions?

- a. Not much influence
- b. Some influence
- c. A lot of influence

Have you ever made a purchase based on a recommendation from a social media influencer or celebrity?

- a. Yes
- b. No

How much do you consider the price when making a purchase?

- a. Not much consideration
- b. Some consideration
- c. A lot of consideration

How much do you consider the environmental impact or sustainability of a product or service when making a purchase?

- a. Not much consideration
- b. Some consideration
- c. A lot of consideration

How likely are you to make a repeat purchase of a product or service that you have previously purchased?

- a. Not likely
- b. Somewhat likely
- c. Very likely.

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