

REASONS FOR BUYING A PRODUCT

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Abstract. *Buying motives range from the subjective perception of the customer depending on the competitive need or market range in the world. The client does not know how to analyze the need of buying a product or commodity. There are impulsive reasons (self-preservation instinct, spirit of imitation), emotional reasons (family life, desire for comfort, pride, prestige), rational reasons (utility, saving time, saving money, safety), reasons based on prejudice (brand, supplier diversity or trust in the supplier), tick reasons (intermediation of a product and then selling it on the market on favorable terms), subjective reasons (maintenance costs, reliability, technical level, quality) or reasons based on the customer's position to the merchandise (interim, final consumer, wholesaler, detailed, commission-agent). Based on all these reasons, the client creates certain arguments to be taken into account when purchasing a product (quality - price), utility, showcasing of the products, wish to purchase, payment terms, replacing of worn goods, prestige or even conceit, offer opportunity, savings, increase benefits, durability, space saving, ways of delivery, modernization, security, customer service, sales compensation and convenience.*

Arrangements for purchase of a commodity are based on two structures: logical assumptions and indicators. The effectiveness of the argument takes into account certain rules and consists of the ability to persuade, expressed in the intensity of the argument. If we talk about reasons and reasoning techniques, we must combine the subjective perception of the customer and the argument on the use of goods that will be purchased by completing the negotiations and signing of the contract. They must follow certain rules, from the enunciation of the plan to be considered to the final argument by signing a contract. The reasons for purchasing a product are multiple, such as: regarding the impulse motives, we have the spirit of imitation, the desire to play, learning and culture; regarding the emotional reasons we have pride and prestige, convenience and pleasure of enjoyment after the purchase; regarding the rationale motives, financial reasons, satisfying some needs and certainty; regarding the basic reasons based on the client's position, we should consider a final consumer that can be a trader, retailer, agent, with or without exclusivity. The negotiation partner can have the following arguments on the quality of the product and taking into account the manufacturing view, solidity and precision, a price that offers competition, utility and desire to buy, if it has economic power. Then, we consider the conditions under which payment is made by credit, cash, rebates, barter. We must keep in mind the company's reputation, its market quotation and season when buying the commodity, which may cause yield, productivity growth or new uses, while at the same time from an economic point of view we could have an increase of the benefits, an immediate or long-term profit, immediate or in time depreciation, workforce or some greater opportunities in sales due to price - quality, new customer groups and new possibilities of use of the product. Please take into account the delivery arrangements, transport, facilities for delivery, storage, cargo security, risk reduction for both the buyer and the seller, reducing claims, insurance premiums, risk of accidents, certain hygiene, for the customer, the staff, manufacturing process, storage. In conclusion, we can say that buying reasons and arguments concerning the purchase of a target merchandise, is related to the coordination of activities by both the purchasing company and the company that sells a product after the negotiation is finalized.

Key words: negotiation, strategy, product, price, profit

INTRODUCTION

The necessity of the buyer or of the seller to obtain a good price or to sell at a good price a merchandise essential for business continuation, price-quality → profit.

MATERIAL AND METHODS

They begin with the product's objective value, as well as with the client's subjective perception of it. They may be:

- reasons justified by impulse - the instinct of self-defense, the spirit of imitation, the desire for culture, play and learning;
 - emotional reasons - family life, the desire for comfort, relish, pride, reputation, etc.;
 - rational reasons - utility, time and money saving, fulfillment of certain needs, safety;
 - prejudiced reasons - trade mark, diversity of the offer, one's trust in the dealer;
 - reasons justified by the multi-functionality of the product - for different clients- high productivity, an economical use of the work-force, improvement in quality;
 - reasons based on a subjective estimation of the product's competitive factors - endurance, maintenance expenses, technical standard, qualitative features, paying off;
 - reasons grounded on the client's position towards the product - final consumer, wholesaler, retailer, intermediary, the person getting the commission, exclusive or non-exclusive dealer.
- According to the reasons listed above, the following arguments can be presented to the negotiation partner:
- quality (fabrication, solidity, accuracy, etc.);
 - utility - the product fulfills its purpose;
 - price - considering it by taking into account the offer of the competition, the utility of the product, as well as the client's desire for and power of buying;
 - payment conditions (credits, discounts);
 - replacement of used merchandise (eventual leasing); fame - the reputation of the firm on the market;
 - availability of the offer (according to the season, the fashion, etc.);
 - results (efficiency, rise in production, new uses);
 - savings (of money, time, energy, maintenance, the work-force, supervision, control);
 - rise in profits (immediate and long-term profits);
 - high chances of sale (great interest due to quality or price, new clients, new possibilities of
 - use, advertising campaigns, etc.);
 - ease of use (in exploitation, maintenance, repairing, training the work-force, etc.);
 - reliability (solidity, stability, etc.);
 - durability;
 - weight;
 - space saving (in storage, the product is flexible, it can be folded or decomposed, it is easy to transport, etc.);
 - delivery possibilities (on a short term, transport available, stock-delivery facilities, diversity of sorts);
 - updating of equipment (the necessity to improve, change and update it); security (reducing the risks of the buyer, his/her staff and his/her clients; reducing the complains, the insurance policies, the accident risks);
 - silent functioning (noise, vibrations);

- tidiness (for the client and his/her staff, for the fabrication process, around the factory);
- client-services (free of charge, fast, cheap, exchange facilities, supervision, maintenance,
 - technical information, use directions, support given on sale);
 - compensations (barter, counter-party operations);
 - guarantees - mending guarantees, the right to return the merchandise;
 - the possibility of further resale;
 - large area of application - removal of certain acquisitions;
 - the ease of sales (traditional relations; safety of delivery; quick phone, e-mail and fax connections; drawbacks such as formalities and authorizations are dealt with by the dealer, etc.).

Methods and techniques of argumentation

During the communication process between the to partners, the exchange of information aims at reaching a solution to a certain problem. Each partner supports his/her point of view by an exposition organized as an open, complex argumentative system.

Argumentation comes up in the communication process when someone having a certain idea in mind wants 'to build up' a persuasion pattern that would induce a certain behavior or action to a certain person.

Its final aim is not necessarily to draw a conclusion concerning certain premises, but to make the interlocutor adhere to the idea in question. The theory of argumentation is meant 'to study the discursive techniques that allow the inducement or the strengthening of the partner's adhesion to the arguments the agreement requires.'

Logical approaches in argumentation focus on the ability of the interlocutor to analyze synthesize and generalize, whereas emotional approaches appeal to the interlocutor's ability to live and imagine an event he himself/herself helped creating. Mixed approaches begin with putting the thesis forward in such a way so as to stir the interest of the partner, they go on with facts and arguments in support of the thesis and possibly with the rejection of the counter-arguments, and they end with a logical conclusion meant to ensure the emotional adhesion of the partner.

In the negotiation pattern, argumentation is the main tactical method by which the partners can support their own interests and objectives. As opposed to argumentation in general, in negotiations the focus is placed on the advantages gained by the partner. The golden rule of any argumentation lies in not supposing that the partner already knows all his/her gains from the deal

The argument consists of several statements, one of which (the conclusion) being presented as true, as it logically develops from other statements that are considered true.

The structure of an argument includes:

- support statements or premises (grounds, proofs, justifications, facts, etc.)
- logical clues (judgments, general principles, rules based on logic, etc.)
- a closing statement (assessments and possibly, doubts)
- The strength of an argument depends on two factors:
 - the credibility of the premises (the truthfulness of the facts)
 - the validity of the judgment (its accuracy)
- The effectiveness of an argumentation depends on the ability to persuade, which is expressed by someone's intensity of adhesion to the argument in question.

Rules to be observed in organizing an argumentation

Every argumentation is preceded by the draw up of a plan of argumentation, by the selection of the ideas to be presented and by their practice, all according to the partner's particularities. The starting point of any argumentation is the concept of selling ideas, not goods.

The plan should:

- include the closing statement;
- define the terms in use;
- make clear the objectives aimed at by the suggested action;
- present the grounds and the reasons, as well as their order, according to logic and to their psychological impact;
- anticipate the possible problems and objections;
- find the best solutions to these problems and objections.

The following aspects should be taken into account when organizing an argumentation:

- pertinence - all the necessary facts must be presented;
- bringing evidence in support of the validity of the arguments;
- presenting the arguments in a way that is accessible to the partner;
- building the arguments according to the personality of the partner;
- presenting the advantages of the offer from the point of view of the partner;
- limiting the arguments to a necessary minimum;
- presenting the arguments in a polite manner, avoiding to contradict the client in a rough way
- a logical and clear ordering of the arguments;
- the arguments should hold true and be likely to prove right;
- the way of presenting the arguments should avoid annoying the partner and getting him/her to show resistance;
- drawing the partner into a dialogue and observing how much attention he pays to the arguments and to what extent he accepts them;
- the argumentation should be persuasive so as to induce the partner the right opinion;
- avoiding the use of superlatives or exaggerations when talking about the merchandise, and cautiously comparing it with that of the competition after having previously been well
- informed on the matter;
- highlighting the qualities of the product not only by considering its technical features, but also by focusing on how they can best serve the partner;
- showing determination in overriding the objections raised by the partner, but without awaking his/her hostility;
- keeping the attention of the partner alert;
- inducing the partner the desire to possess the product s/he is offered, by strengthening his/her belief that this product meets all his/her specific needs;
- closing the argumentation by signing the contract.

Elements that can ensure a successful argumentation

Clarity

- a. a clear description of the product's functioning and usage mode, as well as of the advantages gained by buying it;
- b. dividing the issue in several parts which are easier to present and to follow;

- c. checking regularly whether the partner has got the right picture of the matter;
- d. inviting the partner to cooperate;
- e. always highlighting the advantages;
- f. perfect mastery of the foreign language used;
- g. supporting the presentation with samples, photos, catalogues.

Keeping the partner's attention alert

a. psychologists have proved that listeners only remember 10% of the information they hear

- b. it is easier to remember what is said in changed voice
- c. changing the speaking speed
- d. pointing out each idea with special emphasis
- e. posing after each argument so as to make it settle in the mind of the partner
- f. coming back on the points which have not been understood
- g. using short and accurate sentences so as to avoid confusion and misunderstanding

The participation of the partner

a. the partner will remember about 65% of what s/he has seen and heard and about 90% of the things s/he has seen, heard, but also participated in

b. providing the partner with the chance to take an active part in trying and using the product

Stirring the desire to buy

a. most of the partners prefer to delay the decision to buy as much as possible, for fear not to make a wrong choice

b. the partner has to be made to admit that s/he really needs that product, that it is very useful for him/her and that s/he would like to possess it; this is called the 'initial decision' - nevertheless it is of utmost importance for the dealer

c. the partner will be gradually talked into making several small steps which will further on lead to reaching the final decision

d. the discussion will then focus on quality and other kind of specifications, and eventually on commercial matters such as price

The commercial negotiator must also consider the following aspects:

a. the more s/he wants to be convincing, the fewer statements s/he should make, as they may meet with a negative response from the partner - an instance which should be avoided

b. the answer to a negative reaction from the partner should not be a counter argument but a polite question meant to get him/her to explain his/her own point of view

c. for a successful conclusion, there are also certain partial favorable results to be achieved throughout the talks

d. listen carefully to the ideas of the partner, particularly to those words or ideas that occurs several times and that are meant to express the essence of the message; certain specialists just keep on talking simply because they do not know when they should stop and listen

e. keep alert, so as to be able to get certain hints or vague ideas that can turn out of utmost importance

f. take a minimum of notes; studies show that the process of understanding is 3-4 times faster than that of speaking, thus suggesting the existence of a time reserve in favor of the person who listens. This advantage proves useful in both the process of instantly analyzing the information which is being given and of writing some of it down

g. observe silence and poses, which indicate a need for reflection, and avoid resuming the conversation in such moments

h. allow the partner to look you in the eye because the intelligence in someone's eyes creates a climate of trust and makes communication possible

i. beware of the spontaneous reactions and changes in the features of the partner, as they could influence the course and the aim of the dialog

j. the aim of the argumentation consists of the adhesion of the partner to the ideas s/he is exposed to, which means appealing both to someone's feelings and reason

k. the emotional element is present in almost every argumentation, even if reason dominates; thus it is not the lack of reason that makes the argumentation fail, but the presence of the emotional element ('you may be right but I'm not convinced of it')

l. the interest in what is presented should be stirred from the very beginning, and it depends on our ability to bring together the issue to be approached and the values acknowledged by the partner

m. from the very beginning of the talks it is necessary to identify the common points between us and the partner, as they form the starting point for reaching an agreement; an analysis of the divergent opinions is also necessary in order to establish their causes and their solutions. Usually their causes are not due to a disagreement in ideas, but to an ambiguous or an ill-formed statement that could be removed, if known.

n. an effective argumentation is partially conditioned by the image we have formed of the partner.

o. our arguments should be varied, depending on the diversity of the team receiving the message.

Behavior influencing the argumentation

Favorable behavior

- enthusiastic but realistic
- calm, reliable, cool-headed
- clarity of expression and determination
- explaining each point carefully and thoroughly
- making oneself pleasant
- displaying erudition and solid knowledge concerning the product itself, but also the world market

- making promises that are almost certain to be fulfilled
- openly supporting the satisfaction of the partner's needs

Unfavorable behavior

- touchy and unreliable
- emotional, talking in a hesitant or an excited way
- giving superficial explanations
- seeming extremely anxious to conclude the contract
- criticizing all the products of the rival firms on the market
- making exaggerate demands and promises
- selfish, only interested in fulfilling one's own interest or the interest of the company

CONCLUSIONS

The desire to buy or sell goods at a good price, with cash payment or as barter agreement.

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