

Recent shifts in consumer behaviour: understanding patterns and new attitudes

Ass. Prof. Hussain Rahimi²

Ahmed Sahib Abed²

^{1,2}University of Mohaghegh Ardabili, College of Social Sciences,
Business Management, Email: Hrk6809@gmail.com¹,
ahmeednajaf3@gmail.com².

Abstract:

The world of marketing is witnessing major shifts in consumer behavior, changing patterns and trends of purchase, consumption and interaction with brands. To understand these recent transformations, attention needs to be paid to health, fitness and a healthy diet. As well as attention to social and environmental responsibility and sustainability. And the transition to online purchase and online shopping, and the desire for personal experiences, originality and uniqueness. Rely on social media and digital content to obtain information and make decisions.

Companies and marketers can take advantage of these shifts in consumer behavior by analyzing data and information, communicating with customers personally, and providing services and products that meet their needs and align with their goals and values.

1- INTRODUCTION

When we talk about shifts in consumer behavior, we are witnessing dramatic changes in the patterns and attitudes of individuals when making purchasing decisions and choosing products and services. In this interconnected and contemporary age, consumer behavior is influenced by many factors such as technology, social media, cultural diversity, and environmental and social attitudes.

One of the major shifts in consumer behavior is the transition from ownership concern to access and experience. In the past, people focused on owning products and properties as an indicator of success and happiness. However, this view has now changed to the desire for unique and exciting experiences. Many consumers now prefer to rent products or take advantage of subscription services to meet their temporary needs, reflecting a transition from "owning" to "access."

Moreover, consumer behavior is witnessing a shift towards social and environmental orientation. Modern consumers are interested in social and environmental issues, looking for products and services that are sustainable and socially responsible. Consumers are looking to engage with companies that operate on ethical principles and contribute to philanthropy and sustainable development.

In addition, the impact of technology in transforming consumer behavior cannot be ignored. With the rapid development of technology, the digital experience and online shopping have become an integral part of consumers' lives. Many people prefer to search online for products and read ratings and reviews before making a purchase decision. The use of mobile applications and electronic payment methods is also widespread, which facilitates and saves time and effort in the purchase process.

These shifts in consumer behavior reflect changes in consumer attitudes, ideas and values. It is essential for businesses and marketers to understand and respond to these shifts to meet the expectations and needs of modern consumers.

I. Problem of study

A main problem for the study can be formulated, which is:

- a. What is the impact of new shifts (new patterns and trends) on consumer behavior?

- b. Through the content of this problem, I was able to ask sub-questions as follows:
- c. What is meant by recent shifts in consumer behavior?
- d. What are the new patterns and trends?
- e. What are the factors affecting consumer behavior?

II. hypotheses of study

In order to reach an answer to the study questions, the following hypotheses were formulated:

- a. New trends and interests are among the factors influencing consumer behaviour.
- b. Consumer interests are based on new trends that satisfy wants or needs.

III. Objective of study

The aim of this study is to understand recent shifts in consumer behavior and to explore emerging patterns and trends. We seek to answer the following key question: How has consumer behavior changed in response to developments in market dynamics and social influences?.

IV. Importance of study

The importance of studying transformations in consumer behavior stems from the fact that it includes and benefits both parties to the exchange process (institutions and consumers), so the importance of studying transformations in consumer behavior is highlighted through:

1. At level of consumer behavior:

It is useful to study consumer behavior by obtaining complete and sufficient information about the procedure that the consumer is likely to adopt towards goods or services whether they correspond to his needs of tendencies, tastes and previous results about him.

2. In terms of transformations – new patterns and trends

After the process of openness taking place in the current era at all levels, the choices and trends of consumers have changed, especially in the period of the Covid-19 pandemic, which generated new patterns of goods and new trends that can be inclined to, and this stresses the importance of studying the transformations in consumer behavior to keep pace with the changes taking place and supplement them and achieve the greatest possible results in the marketing process.

3. At the level of commercial or industrial establishments

The commercial and industrial organizations adopt the cost of the results issued by the study of transformations in consumer behavior, which they carry out on their own and benefit from their results in future planning of what must be produced quantitatively and qualitatively to meet the needs of consumers and satisfy their desires, whether they are current or future customers.

V. Previous of study

1. (Increases et al.: 2010) "Analysis of Purchasing Behavior Patterns and Trends in the Selection of Commercial Centers and Consumer Goods in Jordan"

This study focused on the factors affecting the purchase decision and consumer satisfaction when choosing the particular direction, and this study also found the following:

- The advertising medium (marketing), whether family, neighbors or friends, is one of the most influential parties on the purchasing decision in the studied area.
 - The diversity of the center's products is one of the reasons for the success of the center and the increase of consumers in it because of its fulfillment of the desires of consumers.
2. (Heptaphlon, 2013) "The phenomenon of modern commercial centers and its impact on the Algerian consumer"

This study focused on a specific area within the capital Algiers and took a sample of 120 individuals from the center's visitors and concluded the following:

- Through the consumer's reluctance to the center, he can recognize the advantages and advantages of the diversity of goods as well as the treatment of the representatives present in the center.
 - Income is a key factor over all variables, including the amount allocated for purchases and brand preferences when making a purchase.
 - The lack of national products in the mall and the lack of cleanliness of the place are negative aspects for the mall.
3. (Bakırta & Divanoğlu, 2013) "The Impact of Shopping Pleasure Motivation on Consumer Satisfaction and Loyalty".

This study focused on the relationships between Alaa satisfaction, loyalty, and shopping motivation. In this context, they made 372 questionnaires that were distributed to the students of Aksaray University in Turkey, where the results showed that the motivation of the experiment has a positive impact on both customer loyalty and satisfaction. While we note that the value of marketing motivation has no statistically significant impact. Customer loyalty is not affected by gratification.

4. (Sekhar, Keshamoni, & Hari, 2016) "Consumer Purchasing Behavior in the Mall"

This study aimed to identify and control consumer behavior in the mall, identify the strategies taken by the mall for the purpose of attracting consumers, and finally know the level of consumer satisfaction with the mall and the main factors that directly affect its purchasing decisions. This study found the following:

- The diversity of products, their prices and quality to suit all consumer incomes is an advantage that the consumer is looking for.

- Product offers have quantities and prices that are a factor affecting the purchasing behavior of the consumer.
 - The process of advertising abroad contributes to increased sales and thus more consumers.
5. (Hussain & Mazhar, 2015) "The effect of the general atmosphere of the store on the purchase intention of the consumer"

This study aimed to determine the effects of general weather variables on the consumer's purchase intention in store outlets. Cleanliness, music, color, smell, lighting, display and layout were influenced.

The results showed that the factors of cleanliness, design, temperature, presentation and lighting have a significant positive impact on the purchase intention, while for music and colors, they have little impact on the consumer's purchase intention.

The temperature in the market has no effect on the intention to buy according to the distance of the categories questioned.

The study also confirmed that the malls departments must take these factors seriously because of the necessary impact on the purchase intention of consumers in terms of displaying products comfortably to consumers to facilitate the process of discovery, as well as the level of lighting is good to be able to see the products, and that it is necessary to take into account the cleanliness and smell of the place.

2- CONCEPTUAL FRAMEWORK OF CONSUMER BEHAVIOR, NEW PATTERNS AND TRENDS

2-1 Basic concepts related to consumer behavior

Consumer behavior is a basic type of human behavior because it relates to all the activities shown by individuals to obtain goods and services, so

studying consumer behavior and knowing its historical development is very important.

2-1-1 The concept of behavior

The concept of behavior has received great controversy among the disputants, where some believe that behavior is the external activity of man, while others believe that it represents the physical and mental activities of this human being, where those who say that behavior is an external activity aim to the possibility of modifying this behavior by influencing the external environment, while those who see the mixed nature of behavior try to emphasize the centrality of this modification not the individual's control over it (Sumaida'i, 2001).

Behavior is: "intangible visible activities such as thinking, meditation and perception, or in tangible sensory activities such as waking up, eating, studying, etc., behavior includes all the internal and external activities of the organism" (Kamel Al-Maghrabi, 2010).

Behavior in general is: "the set of external and internal behaviors and changes, through which the individual seeks to achieve the process of regionalization and reconciliation between the quality and requirements of the social framework in which he lives" (Jabbari Abdel Wahab, 2006).

2-1-2 Concept of Consumer

There are many definitions and concepts that have tried to give a comprehensive concept to the consumer, which is the essence of the marketing process, and these definitions include:

- The consumer from an economic point of view: It is the person who always seeks to meet his needs and desires materially and morally. (Benaissa, 2003).

- From the social point of view: It is that person who adapts to the social class and is affected by it through his relationships through which he tries to meet his needs and desires (Said Al-Tayeb, 2003).

From here we conclude:

The consumer is the individual who seeks to acquire products for his personal use, taking into account the variables that result from him personally and external variables, as well as the characteristics of the product based on the link between the variables to make a rational purchase decision in order to choose goods or services that meet the needs and desires.

2-1-3 types of Consumer

On the basis of the concept of behavior and the importance of the study, it turns out that there is a difference in purchasing purpose and consumption, as well as in purchasing behavior, so the types of consumers can be determined according to the following bases:

- Types of consumers based on the market to which they belong and the purpose of purchase.

It is on this basis that we distinguish the following:

- **Individuals - the individual consumer:**

It is a person who buys goods and services for personal use (such as body freshener) or for family use (rice for the whole family) or possible for one person from the family, for example, children's clothing (Tariq Al-Haj et al., 2010).

- **Industrial Consumers or Organizations:**

In this case, the commodity or service is a for-profit or non-profit organization, where the purchase decision process is carried out by some individuals working in the organization, where each of them has a specific

role and represents the main motivation for the purchase process. (Benaissa, 2003).

- Types of consumers based on frequency in the purchase process: In this basis, we distinguish between the following types: (Benaissa, 2003).
- **Unlikely consumer:** It is an individual who lacks the desire and need for some of the goods or services offered, and is not expected to have a need for them in the future, such as a person with limited income does not focus on the emotional side of the purchase.
- **Potential consumer:** It is the individual who is likely to buy the products or goods offered in the future, that is, they have a weak feeling about the need for the offered products and do not have enough information about it.
- **Actual Or Regular Consumer:** It is the consumer who buys products frequently and regularly, so it must be realized that this consumer is based on specific ingredients and must maintain the satisfaction of their desires.

2-1-4 Characteristics of consumer:

Despite the different methods used in the study of the consumer, it is necessary to determine the characteristics of the consumer accurately according to different indicators. Starting from the foundations of forming marketing strategies and to ensure the success of the marketing plan, which aims mainly to reach the largest possible number of consumers. Since we pointed out that there are two types of consumers, the study showed the characteristics of each type of them as follows:

essential items	consumer properties	
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Elements of behavior	final consumer	industrial consumer
Behavior topic	Purchase of goods and services for the purpose of personal use to meet personal needs and desires	Purchase of goods and services for the purpose of use in the production process for the purpose of production
Decision and action	The purchase decision is confidential and is based on little information and from different sources according to psychological and emotional factors	The purchase decision is slow and based on previous planning
Purchase sources	The sources of purchase are multiple and according to the circumstances, places and type of commodity	The sources of purchase are semi-fixed based on the previous trade-offs of the suppliers
Price for service	Price is an important factor for the personal consumer because his resource is limited as he neglects after-sales service	The focus is on the quality of service and delivery times more than the price because it has a direct impact on the production process
Price	For individual needs, the price is not a key factor unless it is related to luxuries, so it is very necessary as the price increases in	The price is a key factor in determining the cost of products and thus the competitive price in the market, so the

	importance, but we have risen in the ladder of needs	industrial consumer policy is to go to lower prices
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Source: Mansour, 2006

Definitions of Consumer Behavior:

There are many definitions that have tried to show consumer behavior, according to the development and change of tastes of individuals and groups, in addition to developments in economic institutions, and the most important of these definitions are the following:

Consumer behavior according to (Hoyer, Macinnis, & Pieters, 2018, p. 5) reflects general consumer decisions regarding the purchase and consumption of goods, services, activities, experiences, people and ideas by decision-making units over time.

In another definition, what is meant by consumer purchasing behavior is "the actions taken by the individual as a result of exposure to a stimulus (internal or external, or all together) and linked to a good or service that satisfies his need or desire according to his purchasing capabilities" (Obeidat and Shaker, 2013, p. 8), and these behaviors vary according to the degree of interest in the product (Azzam, Hassouna, Sheikh, 2016, p. 128).

Consumer behavior is also defined as the actions taken by the consumer before, during, and after purchasing a product. Thus, behavior constitutes the positive and effective marketing framework that consumers take to obtain what meets their needs of goods and services (Al-Nisour and Tayseer Al-Shara, 2014, p. 89).

Importance of Studying Consumer Behavior:

The study of consumer behavior is an essential part of the study of general human behavior, which is developing in a new direction that includes basic

structural changes and updates shown by dynamic market forces, such as the change in the tastes and lifestyles of individuals and families that are accompanied by an incomplete knowledge of markets and customers more than ever, which contributed to adopting the concept of modern marketing on the most important elements of appreciation and understanding of the strategic position of the company's role. The consumer in relation to the survival, growth and stability of the enterprise (Khalil, 2017, p. 15).

In light of these changes, managers must update their expectations, ideas and assumptions about the desires and needs of customers, as well as collect and analyze huge amounts of data and information better than before, as this in-depth study of consumer behavior brings many benefits to the parties to the exchange process, starting from its impact on the individual consumer through the family as a consumer unit, as well as on industrial and commercial organizations, and we will mention these parties as follows:

First: consumer:

The study of individual consumer behavior is very important, as it provides this group with all the information and data that constitute an essential repertoire that helps him make successful purchasing decisions when choosing between the available goods and services that satisfy and correspond to his needs. His purchasing powers, inclinations or tastes.

In addition, the results of behavioral studies and studies help the individual consumer to determine his needs and desires according to the priorities determined by his financial resources on the one hand, and the environmental conditions surrounding him (family and society) on the other (Al-Mansour, 2006, pp. 64-65).

Second: family:

The family represents the cornerstone of building society and the basic unit in the consumer market. The importance of studying the consumption behavior of the family is highlighted, as it enables purchasing decision-makers in the latter to conduct the necessary analyzes of the strengths and weaknesses of the available alternatives to goods and choose the alternative that achieves the maximum. Possible satisfaction of the family. Studying consumer behavior in determining the best shopping times for the family financially and psychologically.

Third: Marketing to men:

Understanding what influences consumers' purchasing decisions is understandable. By understanding how consumers decide to buy any product, marketers can fill the gap and decide which product is needed and which products are outdated in the market. The study of consumer behavior is important because it enables entrepreneurs to identify consumers who want to buy their products, and a business organization can also discover the best way to advertise its products to attract relevant consumers, and it also helps marketers determine how to do this. Present their products so that they have the maximum impact on consumers.

6-1-6 Factors Affecting Consumer Behavior:

The factors affecting consumer behavior are divided into two parts, namely internal factors and external factors

First: Internal factors affecting consumer behavior:

In order to reach the point of consumer behavior and the factors affecting it, we are looking at internal influences according to which the consumer makes the decision to buy or acquire, and these influences include:

- **Needs and motives:**

Needs and motives represent the launch station for the study of consumer behavior, as the need varies from one consumer to another according to the surrounding circumstances. Motives can also be seen as a link between needs and consumer behavior, and are considered the basis for satisfying needs.

The motive for acquiring a particular product may be for some to satisfy personal needs and for the purpose of personal use, but on the other hand, it can be the acquisition for the purpose of boasting about it.

From here we know that the need is a sense of want or need for something that the consumer lacks and the consumer seeks to fill this need through acquisition, as this need changes with the change of surrounding circumstances. (Muezzin, 2002)

Motives can also be classified into the following: (Majdoub Nawal, 2017)

- a. **Motives according to directions:** positive and negative motives.
- b. **Feeling Motives:** These are conscious and unconscious motives.
- c. **Motives according to their nature:** including acquired motives and innate motives.
- d. **Motives according to consumer behavior:** primary and transitional motives.
- e. **Motives according to the stages of consumer behavior:** rational and emotional motives.

- **Perception:**

The integrated system of human behavior goes through several stages of psychological processes, foremost of which is the process of cognition, through which we receive information about the various stimuli (objects, individuals, events) in the environment around us, through the five senses. The study and understanding of human perception or events is necessary to study and explain human behavior in general, and the cognitive process has

important applications and effects in the field of consumer behavior. (Al-Madhoun, 1995)

- **Personal:**

Personality plays a prominent role in influencing the actions and behavior of consumers, which is what made marketers in enterprises attach great importance to it, and conduct various studies related to it. Allport also defined personality as "personality is the dynamic organization within an individual of those psychological and physical systems that determine their own character in their compatibility with their environment." Obeidat defined it as "I": internal psychological traits and characteristics that determine and reflect an individual's behavior and actions towards all internal or external environmental stimuli to which he is periodically or systematically exposed (Obeidat, 2013).

• **Learning:**

From a marketing point of view, learning can be defined as "all the continuous, regular, intentional, and unintentional actions and processes to give or acquire individuals the knowledge and information they need when purchasing ideas, concepts, goods, or services. In addition to modifying their thoughts, beliefs, attitudes and patterns of behavior towards this thing. Learning is also defined as the process of sensory response to stimuli and information and how to analyze and utilize them. (Mansour, 2006)

External factors affecting consumer behavior

Several factors influence the formation of shifts we are witnessing in consumer behavior. Let's look at some of the key factors that play a crucial role in shaping these transformations:

1. **Cultural diversity:** Cultural diversity is an influential factor in shaping consumer behavior. In the age of globalization, cultures interact and exchange customs, traditions and concepts. This leads to

the emergence of various trends and consumption patterns. For example, some consumers may prefer traditional and local products, while others prefer global and sophisticated products. These cultural diversities require businesses and brands to be sensitive to different consumer needs and provide relevant products and services. (Al-Mansour, 2006).

2. **Social Impacts:** Growing awareness of social and environmental issues is changing consumer behavior. These impacts result from the growing interest in sustainability, social justice, animal rights, gender equality, and other important issues. Consumers require brands and companies to be transparent about their practices and policies, and to contribute to solving social and environmental problems through their products and businesses (Al-Mansour, 2006, p. 222).
3. **Economic changes:** Economic changes play an important role in shaping consumer behavior. Purchasing and consumption decisions are influenced by changes in economic conditions such as inflation, economic recession, and income levels. During economic downturns, consumers may detract from spending and look for products at lower prices. On the other hand, demand for luxury and high-end products may increase during periods of economic prosperity. (Lounis, 2007).
4. **Psychological factors:** Psychological factors include needs, desires, knowledge, beliefs, feelings, attitudes, and personality. Consumer behavior is influenced by his personal preferences, worldview and psychological needs. For example, a consumer may have specific knowledge about a particular product and tend to buy based on their personal opinions. (Researcher).
5. **Social Media:** Social media plays a crucial role in transforming consumer behavior. Many consumers rely on social platforms to search for new products, read ratings and reviews, and interact with brands and companies. Information and recommendations are quickly exchanged between consumers, influencing purchasing decisions, tendencies and preferences. (Researcher)

Patterns of consumer purchasing behavior:

The decisions taken by the consumer directly affect the purchasing behavior of the consumer, so it is possible to distinguish between four types of purchasing behavior and according to the rate of attachment or association with the commodity, purchasing behavior is either routine, diverse, complex or slightly conflicting, as usually complex decisions include the participation of more than one person in the purchase process, and as follows an explanation of the behavioral patterns mentioned for purchase:

First - Routine Purchasing Behavior:

This behavior is one of the simplest types of purchase decisions because it expresses the loss of fundamental differences in the product to be purchased and can be purchased repeatedly, and these decisions come in the fact that the commodity is low in price, this means a little risk or be in the low psychological impact or the degree of knowledge of the individual commodity on the purchase decision, the consumer may switch the product in the event that it is not available with an alternative to the mark 'for example, the Pepsi brand and others. Considering that there is no difference between them, as well as the convergence of prices, as here the consumer does not make an effort in the process of searching for information related to the existing mark and does not need to be evaluated, as well as does not put considerations or weights on which to base future purchasing decisions (Aboul Naga, 2015, pp. 207-208).

Lack of significant emotional attachment to brand orientation marketers use the element of price and sales activation to motivate consumers to buy and experiment. However, the consumer may be exposed to deception even after trying to avoid risks because he may buy counterfeit goods that harm his health and security.

Second: diversified purchasing behavior:

Some purchase motives are characterized by not being included and included in the consumer's purchase decision, and there are fundamental differences in the product that push the consumer to switch to other products without using beliefs in the product evaluation process, and in such cases consumers change brands repeatedly without evaluation, and then this brand during consumption, and then in the period that follows it is possible for the consumer to pick up another mark from the same group, or He is experimenting with another brand, and this change in brands is for the purpose of diversity and not dissatisfaction with the products. In such types of products, the strategy adopted by the marketing leader can also vary by encouraging buying behavior as usual through frequent advertisements, prices, free samples, etc. (Kotler & Armstrong 2009, p. 324)

Third: complex purchasing behavior:

The complex behavior of consumers is formed when they face decisions about the process of choosing a product and do not have enough information about it and are strongly included in the purchase, as this is accompanied by radical differences between different brands, and this may be due to the high price of the product with non-repeat purchases and its importance for the individual, as the decision-making process is a risky process in this case, especially in the event that the right decision is not made the decision, its results will have a negative impact on its makers If this decision is based on reliable information, the lack of experience and knowledge and the ignorance of individuals on how to use the product will lead to a problem in making the appropriate and correct decision (Sumaidaie and Youssef 2007, pp. 115-116).

Due to the lack of information and previous experiences, individuals find themselves in the case of taking opinions and consulting with family members, friends and others, by trying to reach a decision based on the opinion of the group and not individually, or the purchase decision is collective, and each member of this group has a role such as presenting an idea, giving information, providing advice and consultation. This is in a way that makes everyone participate to some extent in the decision-making process, and this type of decision is mostly made when buying durable goods because they are considered non-recurring and their price is high, which requires marketers to educate customers and introduce them to the characteristics and capabilities of the goods they market. They also, through their marketing research, determine who is the decision-maker and who influences him? What are the bases on which each of them relies in making such a decision? This is the design of the content of an advertising message in a way that plays an effective and influential role in the composite purchasing decision maker.

Fourth: My buying behavior is a little dissonant:

This behavior occurs when individuals are largely involved in the process of buying a product, and expresses a situation in which the price of the commodity is high and the purchase is rare and related to potential risks, where consumers see slight differences between brands and take them all into account and can be attracted to their maximum, and instead of adopting brands as a determinant of their purchasing decision depends on other determinants such as the right price or proximity to the point of sale ... Etcetera.

5-1-2 Definition of Trends:

There are several definitions of trends, including the following:

1. Attitudes are a tendency or willingness to act in a manner that is consistent or not in keeping with a group of things (Jamal El-Din and Thabit Abdel-Rahman, 2005).
2. Attitudes are also defined as the mental or emotional state of an individual that is based on a set of preferences.
3. Attitudes are defined as "a state of mental and nervous readiness organized through experience, directing the response of individuals towards the things and situations that relate to them" (Rania Al-Majni, Narman Ammar, 2020)
4. Bougardous also defines it through a behavioral cognitive approach (a tendency to act, whether positive or negative, in the direction of the object in the direction in the environment that determines positive or negative values for this behavior) (Bougardous, 1931).

6-1-2 Characteristics of Directions:

Trends are characterized by a set of qualities: (Rania Al-Majni, Narman Ammar, 2020):

1. **Readiness:** That is, the trends are pre-formed and ready for adoption, not a spur of the moment or now, but were formed according to a previous plan or previous knowledge about a specific product in order to target it.
2. **Relatively stable over time:** In the sense that changing or modifying it is not an easy matter, as it can be changed, but not directly or quickly, but there must be an alternative or construction for another alternative direction to replace it, and this and this process will be difficult and stressful.
3. Direction can accompany behavior, whether there is concordance or not
4. **Attitude learned or acquired:** Attitude in both cases can be learned from others and gained from previous experiences that may be personal or from others.

5. **Attitude adapts to circumstances and situations:** "We have mentioned that the direction is characterized by stability and that it is difficult to change, but a person can adapt his direction and deal with what exists and be satisfied with it, regardless of how different his direction is with what really exists."

Directions Components:

In the eyes of most researchers for new trends in consumer behavior, there are three basic components of trends: the emotional component, the cognitive component and the behavioral component. They are explained below. (Mohammed Al-Serafi, 2005).

Emotional component: This component refers to the direction in which the emotion directs us (we want it or do not want it, love it or hate it, positive or negative).

Cognitive component: This component is related to individual beliefs and perceptions and information about the object of the direction, that is, what it means is the product of the thinking and rational process based on prior knowledge of the object of the direction.

Behavioral component: which is called when some writers behavioral intentions, which is the tendency to behave in a specific way towards the object in the direction, whether honestly, aggressively, supportively, and others.

Factors affecting the formation of trends:

Trends in their composition are influenced by several factors, and the following is an illustration of them (Siddiq, 2012):

1. **Family:** The family is one of the important and influencing factors in the formation and strengthening of attitudes among children. It plays

a major role in shaping attitudes, so we notice that children have similar attitudes to the family.

2. **School:** The school directly affects the trends in the long run, as after the student receives new information, whether public or private, it directly contributes to the formation of a new image of the previous trend, which contributes to changing the trend or strengthening it according to the positivity of the subject matter of the trend.
3. **Reference groups:** Reference groups influence the formation of attitudes because they have credibility for individuals
4. **Previous experience and experience:** Previous experiences are considered an important factor in shaping the individual's attitudes because they contain knowledge about the positive or negative outcome of the desired direction.

Definition of recent shifts in consumer behavior:

Recent shifts in consumer behavior refer to the changes in patterns, preferences and trends that modern-day consumers are showing. These shifts affect various factors such as technological developments, social and cultural changes, economic conditions, and evolving consumer expectations.

With the advent of technology and the widespread use of the internet and social media, consumers are becoming more capable and aware. They have access to a huge amount of information, which influences their decision-making process and purchasing behavior. In addition, social changes such as increased environmental awareness and a focus on sustainability also influence consumers' choices.

Moreover, the COVID-19 pandemic has accelerated these shifts in consumer behavior. It has led to changes in shopping habits, an increasing reliance on e-commerce, and a greater focus on health and safety considerations.

Understanding these recent shifts in consumer behavior is critical for businesses and marketers. It allows them to adapt to their strategies, products and services to meet the evolving needs and preferences of consumers. By following these changes, businesses can effectively interact with their target audience, enhance customer satisfaction, and remain competitive in the market. (Hoyer, 2018)

- **Major recent shifts in consumer behavior**

In recent years, consumer behavior has undergone radical transformations affecting how purchasing decisions are made and product and service preferences. One of the key shifts is the shift from ownership to access, where attention shifts from owning products to having quick and flexible access to products and services. This shift promotes modern lifestyle and socio-economic changes, as many consumers today prefer to rent products rather than buy them.

For example, a consumer can rent a car for a limited time instead of buying it, or subscribe to a monthly subscription for music or television instead of buying CDs or optical discs. This shift reinforces the need for flexibility and adaptation to today's consumer needs, without committing to permanent ownership of products.

In addition, consumer behavior is witnessing a shift towards social and environmental orientation. Consumers are increasingly interested in social and environmental issues and want to make purchasing decisions that are in line with their values and principles. Consumers are looking for products and services that are sustainable and socially responsible, such as organic, recyclable packaging, and companies that care about fair working conditions and workers' rights.

Consumers are also increasingly reacting to technology, influencing their behavior and choices. Many rely on e-commerce and online shopping to

purchase products and services. They use social media to get other users' recommendations and opinions about products before they decide to buy. The technology also provides interactive and personalized experiences for consumers, making them more comfortable and satisfied with the buying process.

- **Understanding new patterns and trends:**

In this step, we analyze new patterns and trends in consumer behavior. This includes studying the emerging behaviors, preferences, and expectations of modern-day consumers. By understanding these new patterns, companies can effectively customize their marketing strategies and offerings to meet the evolving needs of their target audience. (Jansson,2021)

- **Analysis of new patterns and trends in consumer behavior.**

Analysis of patterns and trends in consumer behavior plays a vital role in understanding consumer behavior and anticipating their future needs and preferences. Here are some of the new patterns and trends in consumer behavior that can currently be observed:(Huang,2020)

- **Sustainability orientation:** Many consumers are seeing an increasing interest in environmental and sustainability issues. They prefer products and services that are environmentally friendly and respect sustainable practices. Thus, many consumers may be moving towards buying from brands that express a clear vision of social and environmental responsibility.
- **Buy online:** The demand for online shopping is increasing, as consumers can easily purchase products and services through smart devices and have them delivered to their homes. These trends have been boosted by the availability of online shopping options, fast delivery, and an innovative user experience.
- **Experience & engage:** Consumers are looking for distinctive and unique consumer experiences. They prefer to buy from companies that provide fun and interactive experiences, whether through e-

commerce or physical retail. Consumers also tend to share their experiences and opinions with others via social media and product reviews.

- **Smart Purchasing:** Reliance on technology in purchasing processes is growing, as consumers prefer to use smart devices and mobile applications to help make purchasing decisions. Personal recommendations and data analysis used to provide personalized experiences can be important in attracting and retaining consumers.
- **Health & Wellness:** Interest in health and wellness is increasing, and therefore consumers are looking for products and services that help them maintain a healthy lifestyle. Consumers tend to buy organic foods, natural personal care products, sportswear, and sports equipment.

These are some of the new patterns and trends in consumer behavior that can be observed at the moment. Companies and brands must monitor these trends and adapt their strategies to meet those changes and achieve consumer satisfaction.

3- Conclusion

The marketing process, both executive and strategic, continues to occupy the greatest attention because it has a central role in satisfying the desires of customers, and the customer or consumer remains the central essence of the marketing process, so that contemporary marketing studies remain looking in the depths of the market to reach the behavior, trends and patterns of the new consumer.

The study of consumer behavior is of great importance at the scientific level, as through this study the institution can keep pace with the new trends and patterns of consumers by issuing new products that gain the confidence of consumers.

It is also possible that the study on new patterns and trends of consumer behavior due to the speed of changing the consumer's direction according to the factors affecting his behavior as well as according to the trade-offs based on the large number of products in the current market that are the difficulties of the consumer's direction from reaching the exact direction as well as changing the current trend.

Based on the above data, a number of recommendations can be given that resulted after the completion of this study, as follows:

1. Institutions must study consumer behavior effectively and accurately, as this study must take two dimensions, one is consumer behavior in the process and marketing and the other is new patterns and trends in order to determine what is in the market and what the consumer is following to keep pace with the changes in trends to reach the satisfaction of consumer desires.
2. The success and failure of the institution depends on the strength of its competition within the market through the sobriety of the marketing plan it develops and the number of studies that keep pace with the plan and current market trends.
3. Dealing with the study of shifts in consumer behavior in a weak manner results in a failure to monitor new trends, which necessarily requires that the institution deal seriously with new transformations to ensure the proper functioning of the marketing process and thus the success of the institution.

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