

# An Investigation Into The Factors Influencing The Consumer Behaviour

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## Abstract:

The study concentrated on the elements that influence customer behaviour. The study of people, groups of persons, and organisations is known as consumer behaviour. It encompasses all elements linked with the consumer, such as purchasing behaviour, consumption and disposal of products and services, as well as the emotional, mental, and social perspectives that precede or follow these actions. This study takes a qualitative approach. Secondary and primary data was collected for this investigation. Consumer behaviour is unpredictable, according to research, even for specialists in the area. It investigates how and in what context each consumer's emotions, attitudes, and preferences differ from one another. In this study, we will learn how consumers respond differently in different situations.

*Keywords* —Consumer Behaviour, People, Attitude, Preferences, Products and services, social perspectives.

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## Introduction:

Consumer behaviour is a large area of research. The customer often makes daily purchase decisions for purchasing a product, and many consumers are unaware of the variables that motivate them to make these selections on a certain product, service, or brand. Consumer behaviour is comprised of aspects that influence consumer purchasing behaviour. These components have various features that might be classified as personal, psychological, societal, or economic. (Hogg, 2006)

Understanding the elements influencing customer purchasing behaviour is quite intriguing; how a person or consumer is impacted by the things that drive him or her to purchase a certain commodity or service. Personal, social or cultural, economic, and psychological considerations for purchasing a product. According to the marketing staff's examination of consumer purchasing behaviour,

customers play three various roles, such as user, payer, and purchaser. Consumer behaviour is difficult to predict, according to studies, even for specialists in the field. (Armstrong, 1991).

## Objective:

- To learn about the consumer's decision-making process.
- To investigate the aspects that influence a consumer's purchasing choice.

This study was exploratory in character, with relevant material acquired from a variety of secondary sources such as journals, newspapers, books, websites, and Government of India publications, among others.

## Research Methodology:

The study concentrated on four elements that influence customer behaviour. The author attempted to identify the aspects that influence customer purchasing decisions for goods or

services. This research is focused with the elements that influence consumer purchasing behaviour. The goal of this research is to identify the elements that impact customer purchasing behaviour. The study took a qualitative method. This study relied on secondary and primary data. This study gathered data from a variety of books, websites, blogs, published papers, and research journal articles. The bibliography includes twelve references.

**Literature Review:**

**Narsaiah, R. Preetham, and Shashi, R. (2019),** In their research of the brand impact of apparels on consumer behaviour in the Kukatpally region, discovered that people's economic level impacts their frequency of purchasing branded apparels. In this study, purchasing behaviour is unaffected by gender. The marketing, which makes consumers aware of branded apparels, has a significant effect in consumer purchasing behaviour.

**Harish, Jadhav. Chavan and Pravin (2019),** discovered in their research that the impact of Western culture, changes in living standards, media engagement, and people's eagerness to try new and tasty foods all contribute to the growth of the bakery business. Consumer preferences are influenced by the product's packaging and accessibility.

**Thangasamy, E. Patikar, and Gautam (2014),** indicate the degree of engagement in purchasing decisions in their case study factor impacting buying behaviour. The degree of engagement in the case study pertains to the advertisement, brand preferences, and prior consumer experience in making a decision.

**H. Hemanth, A. John, and S. Franklin. Senith, S. (2014),** investigates how every individual in life plays various roles in their professional, personal, and social lives. Each of these jobs has an impact on an individual's purchasing behaviour. Because of income level inequalities, there is also a difference in viewpoint, which influences their purchasing habits and patterns.

**Ramya, N. Ali, and Mohamed, SA. (2016),** In their investigations, demonstrated that in order to procure the customer, service providers need concentrate on the psychology of the consumer. They conclude that consumer pleasure may be

reached by considering the elements that influence consumer behaviour.

**Velumani, M. (2014),** In his research of customer behaviour toward Nokia mobile in Erode district, noted that people are aware of Nokia quality, services, and pricing. The commercial is critical to success since it brings more people to Nokia mobile.

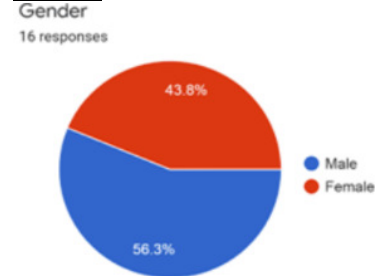
**Data Analysis:**

The following information is derived from the data of 20 people chosen at random. The following information pertains to numerous persons at various periods of their lives. This information will assist us in better understanding which participants, at what point of their lives, would be interested in certain types of items, as well as which ones they would want to avoid or limit purchasing. The following information was gathered using Google Forms.

- 1) The Bachelor Stage: A young, single man or woman under the age of 35.
- 2) Newlyweds: Young couples with no children
- 3) Full nest 1: Young married couples with a child under the age of six.
- 4) Full nest 2: Children aged 6 to 12 years old.
- 5) Full nest 3: Elderly married couples with dependent teenage children who live at home
- 6) Empty nest 1: Older married couples who do not have children and whose parents are still working.
- 7) Empty nest 2: Older married couples with no children and parents who have retired.
- 8) Solitary Survivor: The widower is still working, and they have no children.
- 9) Solitary Survivor: The widower retired and they had no children.

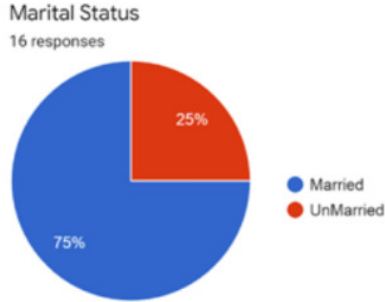
**Demographics**

**Gender**



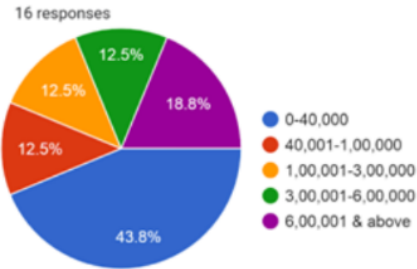
- Males outnumbered females in the gender profile.

**Marital Status**



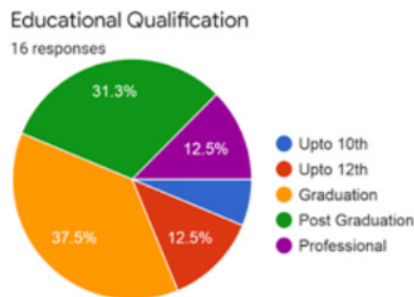
- The majority of the individuals in the chosen group were married.

**Monthly Income**



- The majority of persons earned between and (0-40000).

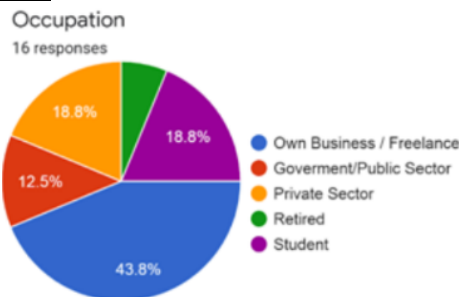
**Qualifications in Education**



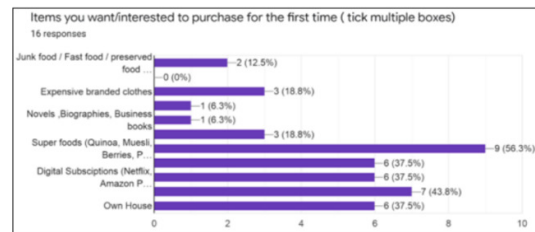
- The selected group's educational qualifications were dominated by persons who had graduated or were in the process of graduating, followed by people who had finished their post-graduation.

**The majority of participants stated that education and the luxury sector use a large percentage of their money. Both groups received the same number of replies.**

**Occupation**



- The selected group's occupation was dominated by those who ran their own businesses or freelanced.



Family Code	Stopped /Never purchasing	Want to purchase
1	Own house	Luxury Cars
2	Junk food	Quinoa seeds
7	Superfoods	Digital Subscription
3	Junk foods	Organic foods
5	novels	Muesli
1	Branded clothes	Self help books
4	Preserved food	Own house

Stage	Consumption patterns
1. Young single (Bachelor)	Outdoor sporting goods, sports cars, fashion clothing, entertainment and recreation services.
2. Young married with no children	Recreation and relaxation, insurance, home furnishings, travel, home appliances, high purchase rate of durables.
3. Young married with child	Baby food, clothing, and furniture, invests in housing insurance, washer-dryers, medical services/supplies for children, toys for children.
4. Middle aged with children at home	Children's lessons, large food purchases, dental care, higher priced furniture, auto and housing, fast-food restaurants.
5. With no children at home	Luxury products, travel, restaurants, condominiums, recreation, make gifts and contributions, high discretionary income, solid financial position.
6. Older (married or single)	Health care, home security, specialised housing, food products, recreation geared to the retired, general cash poor.
7. Solitary survivor	Money-saving products, frozen foods, rental house, child care, time-saving appliances and food, cash poor.

**Monthly Income**

### **Findings:**

The data above indicate how the participants are transitioning to a healthier, more organic lifestyle. People were interested in things that would enhance their health and lower their risk of sickness, which is why the category of "Super foods/organic products" got the highest selections. Another topic of discussion among the participants was what other items people in the average age group would spend their money on. People would quit buying "Junk Food, Fast Food, and Instant premixes," which correlate to the related goods people would like to buy. This demonstrates how people are now attempting to live a healthier and better life, and that people consider what impacts their health, therefore target items for such individuals would be healthier products such as Musli, Brown rice etc.

### **Conclusion:**

This study is focused on factors that influence customer purchasing behaviour. It may be concluded that four major factors influence consumer purchasing behaviour: personal factors (age and stages of life cycle, occupation, personality, and lifestyle), psychological factors (motivation, perception, learning, and memory), social factors, and economic factors (Personal Income, Family income, Income expectations, Savings, Consumer credit and Other economic factors). It also determined that a customer affects at various ages and phases of the life cycle. Motivation and perception also influence customer purchasing behaviour, and the consumer's surroundings have a significant part in influencing the purchasing choice. This study contributes to a better understanding of the factors that influence customer purchasing behaviour and product decisions.

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