

A Study on Consumer Behavior

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Abstract: *Consumer behavior plays a pivotal role in shaping contemporary market dynamics, influencing the strategies of businesses and marketers worldwide. This abstract explores the multifaceted aspects of consumer behavior, encompassing psychological, social, and cultural dimensions. In the digital age, where information is abundant and choices are vast, understanding how consumers make decisions is crucial for businesses aiming to thrive in competitive markets.*

The abstract delves into the psychological factors guiding consumer choices, highlighting concepts such as perception, motivation, and attitudes. It emphasizes the role of emotions and cognition in purchase decisions, shedding light on how consumers evaluate products and services based on their personal preferences and needs.

Furthermore, the abstract explores the social influences on consumer behavior, emphasizing the impact of reference groups, family, and social media. In an interconnected world, consumers are often swayed by the opinions and experiences of others, shaping their perceptions and purchase intentions. This section discusses the phenomenon of social influence and its implications for marketing strategies, including the rise of influencer marketing and social proof techniques.

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