

# **Consumer Buying Behaviour**

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**Abstract:** *Consumer buying behaviour refers to the decision-making processes and actions of individuals when purchasing goods or services. It is influenced by various factors, including psychological, social, cultural, and personal elements. Key components include the identification of a need or problem, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. External influences like marketing strategies, social trends, peer pressure, and economic conditions also shape buying behaviour. Understanding consumer behaviour is crucial for businesses to tailor their marketing efforts, improve customer satisfaction, and foster brand loyalty, ultimately driving sales and profitability.*

**Keywords:** consumer behaviour ,buying decisions process ,consumer preferences , product perception , consumer attitudes, factors influencing consumer buying behaviour