

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

I. INTRODUCTION

Consumer buying behaviour is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It explores the underlying reasons behind consumers' choices, how they select products or services, and the factors that influence these decisions. This behaviour is driven by psychological processes such as motivation, perception, learning, and attitudes, as well as external influences like family, social groups, culture, and economic conditions. Understanding consumer buying behaviour allows businesses to predict market trends, craft effective marketing strategies, and better meet consumer needs.

This concept is central to marketing because it provides insight into how consumers decide what to buy, how they react to marketing messages, and what they value most in a product or service. As consumer behaviour evolves with changes in technology, cultural shifts, and economic conditions, companies must continually adapt to remain relevant and competitive.

The study of consumer buying behaviour helps marketers understand why consumers choose one product over another, how they perceive brands, and what factors drive their loyalty. In today's fast-paced and competitive market, recognising the shifts in consumer preferences is crucial for businesses to remain competitive and meet customer demands. Therefore, analysing consumer behaviour not only aids in creating effective marketing campaigns but also in designing products and services that resonate with target audiences



Factors affecting consumer buying behaviour

Cultural Factors:

- Culture: The set of values, beliefs, and customs shared by the society shapes consumer preferences and the behaviour.
- Subculture: Smaller groups within the culture (e.g., religion, nationality, ethnic group) have distinct buying behaviours.
- Social Class: A person's social class influences their purchasing choices, often based on income, education, and occupation.

Social Factors:

- Family: In every Family, members have a strong influence, particularly on everyday purchases and preferences of buying goods and services.
- Reference Groups: Friends, colleagues, or social groups can impact a consumer's choices by providing opinions or recommendation which impacts buying of goods and services..
- Roles and Status: The roles individuals play in society (e.g., as parents, professionals) affect buying behaviour.

Personal Factors

- Age and Life Cycle Stage: Consumers' preferences change with age, life stages (e.g., single, married, retired), and evolving the personal needs of the consumers.
- Occupation: Job roles influence the types of products consumers need or in which products they are interested to buy
- Economic Situation: A consumer's financial situation directly impacts their purchasing power and the types of goods they buy.
- Lifestyle: Individual lifestyles, which include activities, interests, and opinions, play a major role in shaping product preferences.
- Personality and Self-Concept: Consumers' personalities and the way they view themselves often guide their brand and product choices.

Psychological Factors

- Motivation: The internal drive to fulfil needs (based on Maslow's hierarchy of needs, for instance) strongly influences buying behaviour.
- Perception: How a consumer perceives a product (through ads, branding, reviews) affects their buying decision.
- Learning: Past experiences with products inform future purchase behaviour, influencing brand loyalty or rejection.
- Beliefs and Attitudes: A consumer's beliefs about a product and their attitudes toward a brand or category shape their choices and loyalty.

Environmental Factors

- Marketing Stimuli: Advertising, promotions, pricing strategies, and product placements influence consumer buying behaviour.
- Economic Conditions: Broader economic factors, like inflation, interest rates, and unemployment, affect consumer confidence and spending patterns.
- Each of these factors can interact, making consumer behaviour a complex and dynamic process that requires careful analysis by marketers.

Objectives of the study

1. Understanding Consumer Needs and Preferences:

- To identify and analyse the needs, desires, and preferences that drive consumers to purchase certain products or services.
- To recognise how consumers' preferences change over time due to lifestyle, economic shifts, or evolving trends in the economy.

2. Analysing the Decision-Making Process:

- To examine how consumers make purchase decisions, from the identification of needs to the post-purchase evaluation.
- To map out the stages of decision-making, such as information search, comparison of alternatives, and factors leading to final purchase decisions.

3. Identifying Key Influencing Factors:

- To assess the impact of various internal (psychological, personal) and external (social, cultural, environmental) factors on buying behaviour.
- To determine which factors, such as motivation, perception, or social influences, most strongly affect consumer choices.

4. Improving Marketing Strategies:

- To help businesses create more effective marketing campaigns which helps to the consumer behaviour .
- To identify the best channels, messages, and promotional tactics that help with specific consumer segments.

5. Enhancing Product and Service Design:

- To assist businesses in designing products or services that helps with consumer expectations and preferences.
- To innovate or improve offerings based on consumer feedback and behavioural analysis.

6. Building Customer Loyalty:

- To understand the factors that influence customer satisfaction, leading to repeat purchases and long-term brand loyalty.
- To explore how post-purchase behaviour, including feedback and satisfaction, affects future buying decisions.

7. Predicting Future Consumer Trends:

- To use insights into consumer behaviour to anticipate shifts in market demand and preferences.
- To stay ahead of competitors by predicting how external factors (e.g., technology, cultural shifts) may alter future buying behaviour.

By achieving these objectives, businesses can optimise their products, services, and marketing efforts, leading to increased customer satisfaction and better overall performance in the marketplace.

II. METHODOLOGY

The research is based on theoretical nature. The secondary data has been collected from various websites.

III. REVIEW OF LITERATURE

The main aim of literature review is to find and review important research papers on consumer buying behaviour. The literature review mainly focuses on the important area of consumer buying behaviour. It focuses on consumer side .

Consumer buying behaviour

Consumer buying behaviour refers to processes and actions involved when individuals and groups decide to purchase, use of goods and services or the ideas. It examines the social, economic factors which influence the decisions. The study of consumer behaviour helps the marketers to understand the what drives the consumer to choose specific products and how they respond to the different marketing strategies.

Types of consumer buying behaviour

1. Complex Buying Behaviour:

This type occurs when consumers are highly involved in the purchase process and perceive significant differences among brands. This often applies to high-involvement products, such as cars, electronics, or houses.

- Characteristics:
- Extensive information search
- Evaluation of various options based on features, price, and quality
- Risk perception (financial, social, emotional)
- Example: Purchasing a car involves considerable research, test drives, and comparisons between different models and brands.

2. Dissonance-Reducing Buying Behaviour:

In this scenario, consumers are highly involved in the purchase but see little difference between brands. They often experience post-purchase dissonance, worrying about whether they made the right choice.

- Characteristics:
- Limited information search due to perceived similarities
- Potential for buyer's remorse or second-guessing after the purchase
- Example: Buying a washing machine where many brands offer similar features; consumers may question if they chose the best option after the purchase.

3. Habitual Buying Behaviour:

This behaviour is characterised by low involvement and few perceived differences between brands. Consumers often buy out of habit rather than strong preferences.

- Characteristics:
- Minimal information search and decision-making
- Brand loyalty can develop over time but is often based on convenience
- Example: Regularly purchasing household products like soap, toothpaste, or groceries where consumers may stick to familiar brands.

4. Variety-Seeking Buying Behaviour:

This occurs when consumers have low involvement but significant brand differences. Consumers may switch brands for the sake of variety rather than dissatisfaction.

- Characteristics:
- Consumers seek new experiences and options
- Marketing promotions or new product introductions can trigger purchases
- Example: Choosing different snack brands or flavours on different occasions, even if they have a preferred brand.

5. Impulsive Buying Behaviour:

Impulsive buying occurs when consumers make spontaneous purchases without pre-planning. This behaviour is often driven by emotions or external stimuli.

- Characteristics:
- Quick decisions based on immediate feelings or situations

- Triggered by promotions, discounts, or appealing displays
- Example: Buying candy at the checkout counter or picking up an item after seeing a flashy advertisement.

6. Compulsive Buying Behaviour:

Compulsive buying is characterised by a strong urge to buy regardless of the need or financial situation. This behaviour can be linked to emotional or psychological factors.

- Characteristics:
- Driven by emotional needs rather than rational decision-making
- Often leads to financial problems or regret after purchases
- Example: Continuously buying clothing or luxury items despite not being able to afford them.

IV. CONCLUSION

In conclusion, consumer buying behaviour is a vast concept that encompasses the various processes, influences, and factors that lead individuals to make purchasing decisions. By categorising consumer behaviour into different types—such as complex, dissonance-reducing, habitual, variety-seeking, impulsive, compulsive, and need-based—marketers can gain valuable insights into how consumers interact with products and brands.

Understanding these different behaviours is important for the businesses aiming to tailor their marketing strategies effectively. Recognising the level of involvement and the motivations behind consumer choices enables marketers to design targeted campaigns, create products that meet consumer needs, and build long-lasting customer relationships.

As consumer preferences evolve due to factors such as technology, societal changes, and economic conditions, businesses must continually adapt their strategies to stay relevant. By leveraging insights into consumer buying behaviour, companies can enhance customer satisfaction, foster brand loyalty, and ultimately drive sales.

Overall, studying consumer behaviour not only helps in understanding the current market landscape but also provides a basic foundation for predicting future trends and consumer needs, and ensuring sustained success in a competitive marketplace in the economy..

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