



AN ANALYSIS OF THE ELEMENTS IMPACTING CONSUMER BEHAVIOUR

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ABSTRACT:

The study of consumer behaviour is a subfield of research that investigates the activities of people, communities, and enterprises. The consumer persona comprises all characteristics of a customer, including their mental, emotional and social states, which play a part in deciding whether or not they would acquire, use, and finally dispose of a product or service. Examples of these moods include anxiety, depression, and social anxiety. To be successful in today's industry, which is defined by quick change and a high rate of change, marketing professionals need to have a thorough understanding of their consumers' objectives, requirements, ideas, work habits, and spending habits. This is necessary in order to achieve success in the modern business environment. According to the findings of a poll, even for those who are regarded as being experts in the field, the behaviour of customers may come as quite a surprise. The purpose of this research is to compare and contrast the feelings, attitudes, and preferences of a large number of consumers with regard to a range of different establishments. During the course of this inquiry, we will get an understanding of the behaviour of customers.

KEYWORDS:

PROFESSIONALS, BEHAVIOUR, INDUSTRY, BUSINESS AND CUSTOMERS.

PAPER ACCEPTED DATE:

28th August 2025

PAPER PUBLISHED DATE:

30th August 2025

PAPER DOI NO:

10.5281/zenodo.17594598

PAPER DOI LINK:

<https://zenodo.org/records/17594598>

INTRODUCTION

One of the most important aspects of any consumer behaviour study is gaining an understanding of how individuals purchase, use, and dispose of items, services, and even ways of living, such as being socially responsible and feeding themselves in a healthy manner. Due to the fact that this is a phenomena that is always evolving, we must avoid being too rigid in our definitions. There are a number of different possibilities, and each one of them brings attention to a different facet of the issue and offers a perspective that is slightly unique from the others. For marketers to be successful in today's fast-paced and constantly evolving economy, it is vital for them to have a comprehensive understanding of the demands, desires, mental processes, work styles, and habits regarding the allocation of time and money belonging to customers. In the context of the procurement of goods and services, the term "Purchasing Behaviour" refers to both the acts and the procedures that are involved. In order to have a complete understanding of consumer behaviour, it is necessary to have knowledge of both the preferences of consumers about the processing of information and the factors that impact the choices they make regarding their purchases.

For the purpose of predicting future trends, the marketing sector maintains a close watch on patterns that demonstrate how individuals arrive at their judgments. For the purpose of gaining an understanding of people's desires and consumption patterns, formal studies of consumer behaviour are the most important aspects to investigate. These studies take into account demographics and personality traits in addition to behavioural components such as use rates, usage occasion, loyalty, brand advocacy, and referral propensity. Consumer behaviour study encompasses a wide range of other facets of society, including social networks, reference groups, sports, and personal relationships, amongst many others. It is important to note that the amount of psychological influence on user behaviour is enormous (Cohen and Areni, 2011). Marketers and other marketing experts do research and analysis of consumer behaviour based on consumers' buying habits. There are three separate responsibilities that fall on the client throughout this process: user, payer, and purchaser. Research shows that even for industry insiders, it's challenging to attain customer behaviour predictability (Armstrong & Scott, 2015).

LITERATURE REVIEW

- Peter (2019) conducted an analysis of this revised text, which concentrates on customer shopping, buying, and consumption action subjects. They looked at both domestic and international theory, as well as instances. It is broken up into sections that include advertising foundations, consumer decision making, mental and sociological influences on consumer choice making, as well as particular themes that pertain to public legislation, business acquisition, and the process of conducting the study. Both for-profit and not-for-profit organizations can benefit from the principles that are presented here. A variety of situations that are suitable for the situation is also included.
- Sheth (2015) conducted a study on This research aims to demonstrate the close connection between the history of consumer behaviour in relation to study methods, substantive expertise, and the impact of external approaches, and the development of advertising philosophy. This text discusses the enduring schools, regulatory schools, and behavioural schools of advertising, as well as examines their influence on changing consumer behaviour. Lastly, it strives to predict emerging patterns in customer behaviour as a result of the evolving flexible marketing concept.
- Asiegbu (2022) conducted a study that aimed to provide several perspectives from the consumer's point of view. This examines the concept of client attitudes towards the marketing endeavors of firms. Furthermore, the study acknowledges the triad of consumer attitude, including several dimensions, and elucidates the connection between attitudes and customer behaviors. However, it acknowledges the challenges faced by businesses in directly influencing customer purchasing habits. In order to indirectly impact the behaviours of potential customers, the paper suggests that companies should provide credible evidence of the benefits of their product, address any misconceptions held by consumers, offer free samples, incorporate new innovations, and establish effective procedures for implementing and delivering new technologies. This study proposes that by adjusting the tri-components of target consumer attitudes, the behaviours of customers can be effectively converted into desired behaviour. Comprehending and using these concepts can empower a corporation to efficiently devise strategies that generate rental income.
- In their personal, social, and professional life, every single individual on our planet plays a unique and important function. Consumer habits are affected by each of these occupations. Their opinions and spending habits are different due to

the income gap, which in turn affects their purchase patterns (Kumar et.al., 2014). The most influential factors on consumer behaviour are the customer's personality, social environment, and situational tuning, as well as the consumer's objective economic position and individual economic environment.

CATEGORIES OF CONSUMER BEHAVIOUR

The four most common forms of customer behaviour are:

1. DIFFICULTY WITH BUYING PROCESSES

This sort of behaviour is shown when buyers are receiving an expensive, seldom bought item (Luna, & Gupta, 2011). They take an active role in the buying process and in the research that clients do before committing to an investment. One example of complex purchasing behaviour is the purchase of a house or a vehicle.

2. ACQUIRING ACTS THAT REDUCE DISSONANCE

Bauer (2019) the buyer has a strong emotional investment in the purchase yet struggles to tell other brands apart. "Harshness" might occur if the buyer is afraid they will come to regret their choice. Think of yourself as a buyer of a lawnmower. After making a purchase, you will want to make sure you made the right choice based on factors like price and comfort.

3. CONSISTENT PURCHASING ACTIONS

In 2003, McCort and Malhotra If a consumer buys an item or brand without really caring about it, we call it a behavioural purchase. Imagine you're out grocery shopping and you pick up a loaf of your favourite bread. What you're displaying is more of a pattern of behaviour than genuine devotion to the brand.

4. BEHAVIOUR THAT SEEKS VARIETY

Here, the buyer isn't dissatisfied with the quality of the last item but rather seeks variety, which leads to several purchases. The experience is similar to testing out several scents of shower gel.

CONSUMER PURCHASING DECISION PROCEDURE

A buyer's actions in the marketplace before to, during, and after making a purchase. The process begins with need recognition and ends with consumer behaviour after a purchase. During this phase, the buyer considers the costs and benefits.

RECOGNIZING THE ISSUE

The first stage in buying goods and services is for consumers to identify their needs and desires. A customer's order of importance is based on how pressing their requirement is. Consumers prioritize immediate needs and wants above longer-term wants and requirements when making purchases.

SEARCH FOR INFORMATION

Information search is the second of six steps that make up the Consumer Decision Process. It is highly recommended

at this point for consumers to seek knowledge, whether internally or outside, when they identify a particular issue or need. This is also the case when the consumer is trying to determine the worth of a service or product. Here, the consumer's alternatives are laid out or explained to them.

CONSIDERING OTHER OPTIONS

In order to find what they need, consumers research and compare several goods and services. The assessment process involves consumers assessing products and services according to their characteristics, practicality, perception of the brand, and after-sale services. Involvement of the customer and the nature of the circumstance dictate the evaluation criteria. Customers may also get assistance in assessing items and services from sales staff.

CHOOSING TO BUY

The assessment criteria and rating are used to ascertain the brand to be purchased once all alternatives have been considered. The customer's spending limit and the brand's accessibility are further factors. People are wary of making impulsive purchases since they can't predict how things will turn out. By providing enough information about goods and services and reducing risk factors, marketers may aid customers in making informed choices.

PURCHASE

At this point in the decision-making process, known as the "buy decision," consumers actually go ahead and make the purchase. After considering all of their alternatives and the value each one offers, consumers often make their final decision to buy a certain brand during this time.

AFTER-BUY ASSESSMENT

At all times, the customer is judging how well the product works for them. The consumer will express their level of satisfaction or dissatisfaction after the assessment. If the product lives up to its claims, buyers will buy it again. The product will be highly recommended by the customer. The other side is that customers will stop purchasing the product if it doesn't live up to their expectations. Consequently, the product will be met with negative reviews.

NUMEROUS VARIABLES IMPACT CONSUMERS' PURCHASING BEHAVIOURS.

ELEMENTS RELATING TO THE MIND

Various psychological factors significantly impact our shopping choices. Reasoning, insight, education, and conviction are all a part of it. An individual's level of drive, perspective, worth, and set of beliefs is completely unique. Personal views and ideals can have a role in shaping people's decisions. It is crucial for marketers to understand their psychological variables and adapt their responses appropriately.

INSPIRATION

A person's intrinsic drive to achieve their objectives is known as motivation. Abraham Maslow classified human

needs according to their importance: psychological, social, self-esteem, and self-actualization. It's referred to as Maslow's need hierarchy. This theory states that unfulfilled requests have an effect on consumer behaviour.

KNOWLEDGE ACQUISITION

Learning occurs when people reflect on and make sense of their past experiences; this allows their behaviour to develop and adapt. Every part of the learning process—desires, stimuli, signals, and responses—is important. In order to formulate policies, marketers need to understand how consumers learn.

EYE VIEW

Through their five senses, the information is given to the audience. In order to form meaningful experiences, our brains must first choose, organize, and interpret data. This process is called perception. The buyer considers their requirements, desires, and past experiences before making a purchase.

ELEMENT OF SOCIETY

Social considerations include the impact of people on our decision-making process. Included in this category are influential people, close friends and family, a reference group, and family.

Consumers' purchase choices are heavily impacted by social factors. People thrive in communities. In order to generate more effective solutions and ideas, we need people to converse and argue about various issues. Everyone must adhere to the laws and regulations established by the society in which they reside.

ETHICAL CONSIDERATION

When trying to figure out what people need and desire, cultural factors should be considered.

Cultures differ from one nation to another, yet they are present in every community.

CULTURE

Culture can be described as a comprehensive framework of shared values, rules, and beliefs that unite an entire society. Culture plays a major role in influencing consumer purchasing behaviour. Due to the wide range of differences in the world, marketers need to employ a range of marketing strategies in order to cater to the demands of their customers.

SUB CULTURE

Every culture has its own unique subculture, just as every system has its own distinct subsystem. A sub-culture refers to a unique subset within a larger culture, which is embraced by a specific group of individuals. Due to their experience and knowledge, the members of the group share common habits and purchasing patterns. Marketers need to align their actions with their specific needs.

SOCIAL CLASS

Consequently, every individual in society maintains an equal standing. The social class is composed of four categories: upper class, upper-middle-class, middle class,

and lower class.

Different social classes have their own preferences when it comes to purchasing certain things like clothing, automobiles, and food.

INDIVIDUAL FACTOR

Understanding customer buying patterns and behaviours is made easier with the help of consumer behaviour. Sure, some people love to buy the same products over and over again.

The field that studies consumer behaviour focuses on the reasons behind product and service purchases.

The following personal aspects greatly influence consumers' purchase decisions:

WORK FIELD

The way a person earns a living greatly influences what they choose to buy. The nature of a person's job has a direct impact on the brands and items that person picks for themselves.

AGE

The things that appeal to a person's taste tend to change as they travel through life. When it comes to food, clothes, entertainment, and other personal preferences, people of all ages are quite different.

FINANCIAL SITUATION

The buying power of a man is proportionate to his monthly salary. An individual's discretionary spending is directly proportional to his take-home pay.

ECONOMIC

A consumer's disposable income and the state of the market are two topics covered in the Economic Factors, which determine the amount of money a business makes from the sale of its products and services.

FINDINGS

A better understanding of the decision-making process that goes into product purchasing may be gained via the study of consumer behaviour. Individuals may get answers to their queries about when, how, and why they make purchases on this page. When it comes to offering any of these solutions, having a solid comprehension of the behaviour of customers is very necessary. There are several additional types of factors that have an effect on consumer behaviour, including cultural, social, psychological, and other types of impacts; the word "correct knowledge" incorporates all of these types of influences. It is essential for experts and market analysts to have a solid understanding of the preferences and purchasing habits of customers. There is only one thing that will determine whether or not the campaign is successful: the strategy that the marketers have devised,

which takes into consideration everything that might have an effect on the behaviour of your customers.

CONCLUSION

The nature of consumer behaviour makes it complex. How much variation there is in consumer choice is proportional to how much agency buyers have in making a purchase. Market service suppliers need to play the role of a psychologist in order to entice customers. A consumer-friendly market may be established by considering the elements that impact buying behaviour. In today's interconnected world, marketers need to think beyond the box and have a firm grasp of customer psychology. Marketers get crucial clues and recommendations from customer purchasing habits. If you're a marketer, following guidelines will help you succeed.

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