

Consumer Behaviour and Decision Making : Analysing Key Influences on Purchase Decisions

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ABSTRACT

This Research paper explores the extent to which How People Make Buying Decisions Every day, people make choices about what to buy whether it's food, clothes, or electronics. With so many options available, businesses need to understand why customers make certain decisions and what influences their choices. This study explores the key factors that shape consumer behaviour, including emotions, personal values, family, social circles, and digital influence. It also examines marketing strategies that brands use to attract customers and build trust.

Keywords: consumer behaviour, decision making

I. INTRODUCTION

This study explores consumer behaviour—the reasons behind what people buy and how businesses can use this knowledge to create better marketing strategies. Factors such as emotions, social influence, culture, and technology all play a role in shaping buying habits. By analysing these aspects, businesses can improve their advertising, pricing, and customer experience to match what people truly want. To understand real buying habits, a survey was conducted with 95 participants from different backgrounds. The findings reveal that people consider price, quality, brand reputation, and online reviews before making a purchase. Additionally, social media and influencer marketing play a major role in shaping consumer preferences.

The results highlight that businesses must focus on personalized experiences, ethical marketing, and strong customer relationships to succeed. By understanding how people think and feel when they shop, companies can create better products, improve advertising, and build lasting trust with their customers.

II. LITERATURE REVIEW

Why Consumer Behaviour Matters?

Studying consumer behaviour helps marketers answer key questions:

- What makes someone choose one brand over another?
- How do emotions and past experiences shape decisions?
- How much influence do family, friends, and social media have on shopping choices?
- Does price play a bigger role than brand reputation or online reviews?
- How do companies build trust and customer loyalty?

Understanding these factors allows businesses to connect better with their audience and create strategies that meet customer needs effectively.

Key Factors That Influence Buying Decisions

- **Personal Preferences & Psychology:** People often buy based on feelings rather than logic. A person's mood, values, and even self-image impact what they choose. For example:

- Someone feeling happy might buy something unnecessary as a treat.
- People choose brands that match their identity—like luxury brands for status or eco-friendly products for sustainability.
- Past experiences shape future choices; if a person liked a brand before, they will likely buy it again.
- Influence of Family and Friends: Consumer behaviour is also affected by social circles.
- Families play a major role, especially for big purchases like cars or electronics.
- Friends influence choices, especially in fashion, gadgets, and entertainment.
- Online trends and influencers can push people toward specific brands.

Role of Culture and Society

Culture shapes preferences. In India, for instance:

- Festivals boost shopping for clothes, jewellery, and gifts.
- Religious beliefs influence food choices and fashion trends.
- Urban shoppers prefer online shopping, while rural consumers rely on local stores.

Technology and Online Shopping

The digital world has transformed consumer habits.

Before buying anything, people now:

- Compare prices and reviews online.
- Watch YouTube videos to see real customer experiences.
- Follow influencers for product recommendations.

Businesses use AI and data analytics to personalize advertisements, showing people products they are likely to buy based on past searches.

Price, Quality, and Brand Trust

Price matters, especially to young and budget-conscious shoppers. However, quality and trust often play an even bigger role.

- A well-known brand with a strong reputation builds trust among customers.
- Discounts and offers make products more appealing.
- Good customer service keeps buyers loyal.

III. RESEARCH METHODOLOGY

To study consumer behaviour, a survey was conducted among 95 people from different backgrounds—students, professionals, and homemakers. The research used both:

- Primary data (direct responses from consumers via a questionnaire).
- Secondary data (existing research articles, reports, and expert studies). The results provide insights into common shopping habits and preferences.

IV. DATA ANALYSIS AND INTERPRETATION

After analysing the survey responses, the study revealed:

- Most shoppers are young adults (18-24 years), followed by professionals aged 25-34.
- Men were the majority of respondents (67%), with women making up 33%.
- Over half prefer online shopping, while others shop at brand outlets or local markets.
- The biggest reason for buying decisions is product quality (53%), followed by price (22%).
- Family and peer influence matter—nearly half of the respondents trust recommendations from friends and family.

V. RECOMMENDATIONS

To succeed, businesses must:

- Understand their target audience – Knowing customer values and habits leads to better marketing strategies.
- Make shopping simple – Whether online or in stores, convenience improves customer experience.
- Engage with social media – Active and honest social media interactions boost trust.
- Deliver quality and reliability – Customers stay loyal when businesses meet their expectations.
- Offer fair pricing and transparency – Hidden fees and misleading offers drive customers away.
- Focus on long-term connections – Building emotional engagement creates lasting customer relationships.

VI. CONCLUSION

This Study Looks at practice and realistic approach towards marketing & Consumer Behaviour. It also shows that consumer behaviour is shaped by psychology, social influence, culture, technology, and personal values. Businesses that understand these factors can improve their marketing strategies and create strong customer loyalty. By applying insights from this research, companies can make better business decisions—leading to satisfied customers and long-term success in the market. In the field of marketing, there is no universal formula that will work for every organization—what works for a specific brand may not work for another brand. However, one fact is undisputed: when you work from a strong idea and win customers over with a product that people feel is genuinely special, it is much easier to engage in larger scale, marketing, and growth opportunities. In the end, how people eventually come to shop —is still their choice. There is one thing for sure: the future is technology and as technology makes more progress, consumer experiences will become easier, more resource-friendly, and demand less effort on their part, which will create a new level of buying behaviour that you will see within a few years.

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