



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

“A Research On Various Factors Influencing Consumer Behaviour In Regards To Few Industries With Respect To Some Selected Product Category”

----A SCENARIO SHOWCASING FLUCTUATIONS IN DEMAND AS PER CHANGING SELECTIVE PARAMETERS OF CONSUMER...

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ABSTRACT :- Consumer behaviour is a complex and multifaceted field that examines the decision-making processes of individuals and groups when purchasing goods and services. This study explores the key factors influencing consumer behaviour, including psychological, personal, social, and cultural elements. The research aims to understand how these variables shape consumer preferences, perceptions, and purchasing decisions. Through a combination of literature review and empirical analysis, the study identifies significant determinants such as motivation, perception, lifestyle, social status, and cultural background. The findings provide valuable insights for marketers, businesses, and policymakers seeking to develop effective marketing strategies and enhance customer satisfaction. By understanding the underlying drivers of consumer behaviour, organizations can better anticipate market trends and align their offerings with consumer needs and expectations.

This study sought to assess the number of consumers getting influenced with various factors responsible to impact their changing demand patterns, likes, dislikes, preferences etc. A survey has been conducted regarding the same, supporting it, data has been collected and compiled, to analyse, interpret and draw certain fact based conclusions for the same.

SCOPE OF RESEACH :-

The demand pattern of the consumer in general in few industries.

The reasons of the variations in demand. (With Reason / Without an reason)

Demographic factors.

Market segmentation.

The area of research had its hands on Local retail shops & departmental stores.

OBJECTIVE:-

To analyze the various aspects of a product.

To have a detailed view on the parameters of a product, judged by a consumer.

To study and analyze various perspective, a consumer has towards a product.

INTRODUCTION:- Considering the fact that consumer always has been the KING of the market, every strategy of any business has its focus laid down on customers ultimately. There are a number of factors, giving the demand a chance to fluctuate and thereby playing with the demand statistics, making it volatile, leading to various factors responsible for influencing customer perception towards a particular product, brand or company. It has become a crucial part of business to analyze, in depth, the various arenas through which customers requirements are studied and relative steps are taken to have a positive result or response on to the product. In today's modern scenario, there are number of products with variety of functions, aesthetic, shape, size, colour, offers/schemes, other such aspects etc. each of these factor had to be surveyed, studied well and then finalised to target a particular segment of customer to get the best result out of the launch of the product and through its entire life cycle.

Understanding consumer behaviour is a critical component for businesses seeking to succeed in a competitive market. Consumer behaviour refers to the actions and decision-making processes of individuals when purchasing goods and services. It is influenced by a complex interplay of various internal and external factors, ranging from psychological motivations to cultural influences. As markets become more diverse and dynamic, studying these factors has become increasingly important for marketers, product developers, and policy makers.

The purpose of this research is to explore and analyze the key factors that influence consumer purchasing decisions. These may include personal characteristics such as age, income, and lifestyle; psychological aspects like perception, motivation, and attitudes; as well as social and cultural factors such as family, reference groups, and societal norms. By identifying and understanding these factors, businesses can better tailor their marketing strategies, enhance customer satisfaction, and build stronger brand loyalty.

This study aims to contribute to the growing body of knowledge in consumer behaviour by examining current trends and insights, particularly in the context of evolving market environments and digital transformation. The findings of this research can serve as a valuable guide for organizations aiming to align their offerings with consumer needs and preferences.

LITERATURE REVIEW:-**Narsaiah, R. Preetham, Shashi, R. 2019:**

Review of Literature The economic level of people influences the frequency of buying branded apparel, according to research of brand impact on consumer Behavior in the Kukatpally area. In this study, the purchase Behavior is unaffected by gender. The advertisement, which makes consumers aware of branded apparel, has a vital impact in consumer buying Behavior.

Thangasamy & Dr. Gautam Patikar (2022):

The consumers aim at attaining optimum consumer surplus, be it durables or non- durables, while making such purchases to satisfy their wants. For this reason, the marketers do continually rely on research studies about the dynamic consumer behaviour to position their product planning and development strategies to meet the requirements efficiently. This complex consumer buying behaviour does, therefore, necessitate a critical investigation by the researchers in every nook and corner of the world. In this paper researcher has study about buying behavior of consumer, the behavior of consumer not same for any locality. The Behavior of consumer are depend on their income, standard of living, size of family there are factors influence of consumer buying behavior.

Rakesh Kumar (December 2017):

The term consumer behaviour is defined as the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of product, services and ideas that they expect will satisfy their needs. Due to the increase in income level and easy finance being provided by all the financial institutes, the four wheelers sales have been significantly increased. This paper we analysis the buying behavior of consumer towards four wheelers Industries. And how the consumer has preferences specific brand, quality products, good services and so on.

Recent studies have provided insights of how consumer behaviour gets influenced due to a number of factors like personal preferences, imitating, Brand loyalty, habits etc;which differs from product to product, industry to industry, but there research also proves that there are numerous other factors which are some where out of reach, beyond companies research, which are considered to be pure exceptional factors affecting consumer behaviour.

METHODOLOGY:-

Descriptive research type was adopted to have the work accomplished .Demand data for four types of goods were collected with some differing criteria's and based on which conclusions were drawn.

SAMPLING:-

Prospective customers visiting D-MART store were selected as the sample audience & respondents.

HYPOTHESIS:-

Assumptions were taken based on various facts & figures & past behaviour.

NULL HYPOTHEISIS:- Customers are just price oriented, while purchasing any product, lower the price, higher is the demand.

ALTERNATE HYPOTHEISIS :- Customers are not just price oriented, while purchasing any product, others factors too play a vital role.

DATA COLLECTION:- Primary data collection method was adopted. Survey method of data collection was used as a tool to get the first hand information for proper conclusions.

General Review :- Responses & feedback from customers at D-MART was taken in regards to their product preferences, likes, dislikes, judgemental factors etc. Through this survey a overview of information was pulled ,which was an on field factual data to support the research work.

Type of data :- Primary data.

Source of data :- Observation & Survey Method.

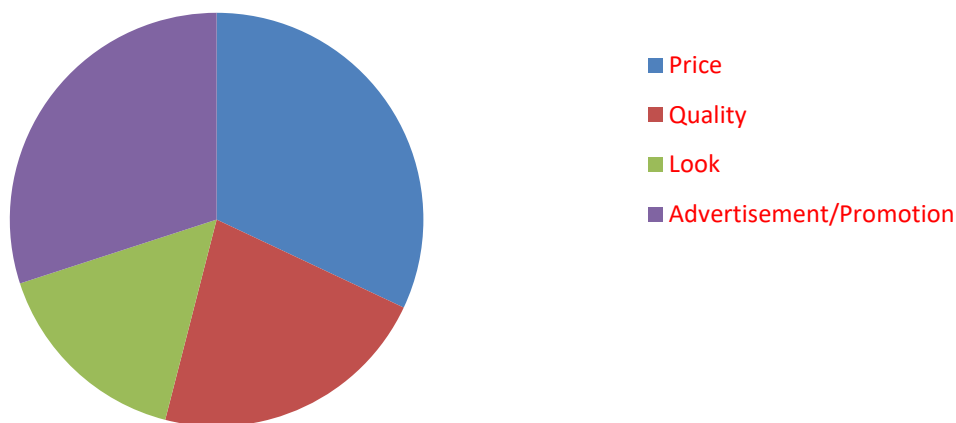
DATA ANALYSIS:- Data was analyzed on various grounds on which customers rely on to make their purchasing decisions were mainly product quality, brand, company, endorsements, packaging, offers, past experience, related products, competitors, complementary goods, word of mouth etc; as shown & highlighted below:-

- (1) Factors influencing consumer behaviour due to quality of the product**
- (2) Factors influencing consumer behaviour due to Brand name.**
- (3) Factors influencing consumer behaviour due to Packaging.**
- (4) Factors influencing consumer behaviour due to better option.**
- (5) Factors influencing consumer behaviour due to Endorsement by their favourite celebrity/Sports personality.**
- (6) Factors influencing consumer behaviour due to their own thoughts, perception etc.**
- (7) Factors influencing consumer behaviour due to past experience.**

PARAMETERS & ANALYSIS**(1) PARAMETERS - % OF FACTORS INFLUENCING CONS. BEH. IN FMCG**

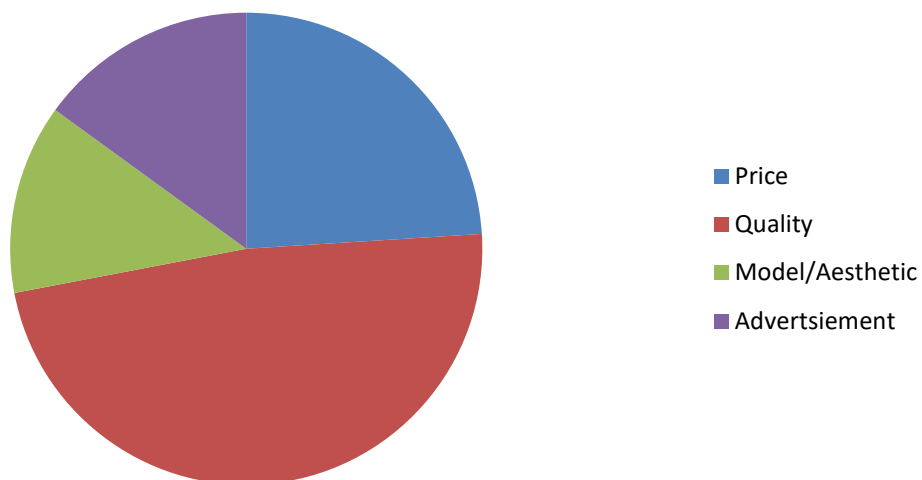
PRICE	32
QUALITY	22
LOOK	16
ADVERTISEMENT/PROMOTION	30

**% OF FACTORS INFLUENCING CONSUMER
BEHAVIOR IN FMCG**

**(2) Parameters - % OF FACTORS IN INFLUENCING IN ELECTRONIC PRODUCTS.**

PRICE	24
QUALITY	48
MODEL/AESTHETIC	13
ADVERTISEMENT	15

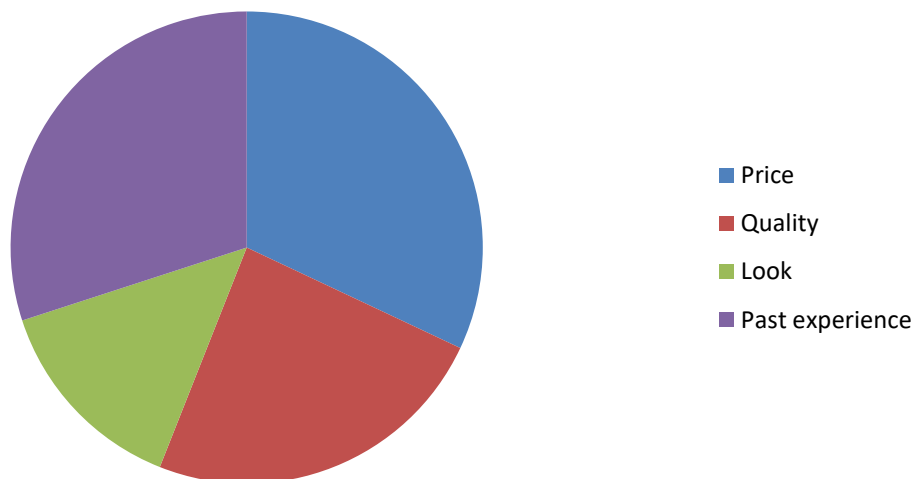
% OF FACTORS INFLUENCING CONSUMER BEHAVIOR IN ELECTRONIC PRODUCTS



(3) PARAMETERS - % OF FACTORS ENFLUENING IN DURABLE PRODUCTS

PRICE	32
QUALITY	24
LOOK	14
PAST EXPERIENCE	30

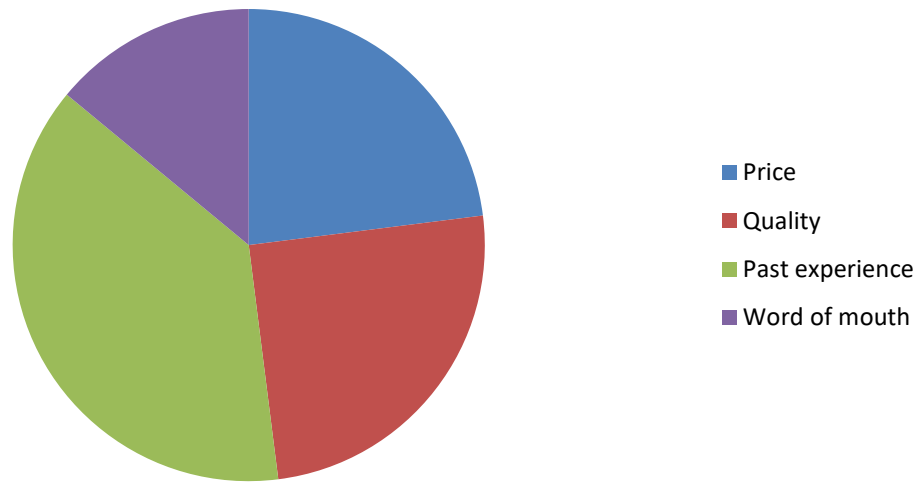
% OF FACTORS INFLUENCING CONSUMER BEHAVIOR IN DURABLE PRODUCTS



(4) PARAMETERS - % OF FACTORS INFLUENCING IN GROCERY ITEMS

PRICE	23
QUALITY	25
PAST EXPERIENCE	38
WORD OF MOUTH	14

**% OF FACTORS INFLUENCING CONSUMER
BEHAVIOR IN GROCERY ITEMS**

**FINDINGS & INTERPRETATION:-**

It is seen that a number of customers focus on a variety of parameters before or while purchasing a product. The dependency of customers on all other parameters is quite high all together, as compared to price, which is considered as the most important factor influencing demand. The other factors influencing demand are as follows:- .

Past experience, recommendations, comparisons, requirements, comforts,

customization factors, Sensitiveness, emotional touch, advertisements, publicity..

RECOMMENDATIONS

Companies should focus much more on other factors too along with its pricing strategies, as the other factors affect or provoke the prospective consumers to select a product, which they would have never thought of, if the scenario would have been other way round.

CONCLUSION

Its quite simple & easy to conclude that price of a product or service is one of the factor influencing consumer behaviour ,others are many,based on different industries & its various products.

REFERENCES & Bibliography:-

Self-Research,

Reference book of Mr.Philip Kotler &

<https://onlinelibrary.wiley.com/journal/14791838>

<https://www.ama.org/topics/consumer-behavior/>

