



Consumer Behaviour: Factors Influencing Customer Purchases In Bangalore

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Abstract:

Consumer behaviour is one among the captivating and diverse field of study which explores the numerous facets administering the way in which people make choices with regard to the purchase, use and clearance of the offerings in the market. In the everchanging and tough market, firms attempt to understand the gradations of purchaser's behaviour to modify their practices and items efficiently.

Consumer behaviour is mainly concerned with the attitudes of customers, the emotions that they undergo and their thought process whenever they make purchasing decisions. In a tech savvy developed city like Bangalore, consumer behaviour is influenced by n number of factors both rooting from the self as well as the environment and setting as well as the activities of Bangalore. Gaining a comprehension of what influences the Bangalore users to make their buying choices is a unique blend of knowledge and strategy setting for firms to excel in offering their products.

Keywords: Consumer Behaviour, Bangalore, factors influencing user conduct, price, quality, brand, marketing.

Introduction:

Consumer behaviour, primarily delves the learning of individuals, organisations, institutions or groups and the procedure that they go through when they are choosing, buying, utilizing and throwing the goods and services, the ideas or the experience to cater to their requirement and wishes. This intricate field takes pointers from mental studies, economics, business marketing and sociology to comprehend the complicated interplay of both the external and internal facets which tend to influence the purchasing choices and attitude of the buyers.

Consumer behaviour is driven by various facets both internal as well as external. The internal factors may be income, perceptions, motivation, lifestyle, attitudes etc, while the external factors may be the advertising techniques, societal norms, culture, technology, legal aspects, economic status, branding, price, quality, attributes of the offerings, mode of shopping, location, demographics like age, gender, caste etc. Also, these days sustainability plays a crucial role in shaping behaviour.

Bangalore:

Bangalore is a busy metropolitan city which was recognised as the garden city of India. It is famed as a global IT hub, and is the home for various IT HQs and has earned the name the Silicon Valley of India.

The consumers in Bangalore have a diverse pattern of needs, tastes and lifestyles. It comprises of a mix of students, professionals and families hailing from different cultures. Its geographical holding is known for its tech savvy people. A significant part of the users are tech savvy and utilise digital services and online shopping. The cultural diversity can be seen in a mosaic of fashion, food and lifestyle wants. Its well knowledgeable people, aided by the prestigious universities and colleges paves way to an informed user base who value technology and innovation. Also, there exists a growing awareness about health, diet, nutrition and sustainability trends among the users. The urban way of living, featured by the swift moving setting gives preference to convenient user services. The traffic congestion and bustling busy roads gives way to a preference for online shopping and home delivered products. The entrepreneurial spirit can be seen in the willingness of the users to embrace unique ideas, innovations, new products etc paving way to an evolving user market. Gaining comprehension of these customers of Bangalore can go a long way for marketers to achieve success.

Problem statement (dependent and Independent variable)

- Consumer behaviour is an intricate web which shifts and varies across each person, society, demography, gender and race. Firms find it difficult to tailor their products and market them to their target users in this tech savvy city of Bangalore.
- The purpose of this research is to examine the multi-disciplinary facets that affect the attitudes of the Bangalore buyers, looking interplay of the social, political, digital, economic and cultural facets to give an all-inclusive view into the dynamic forces that contribute to the decision-making procedure in the city.
- Dependent variable - Factors that influence the behaviour of users like that of pricing strategies, goodwill, marketing, CSR activities etc.
- Independent variable – Consumer behaviour, demands, tastes and needs.

Objectives of the study

- To understand the aspects that shape the choices of Bangalore purchasers.
- To comprehend the procedure of the buying choice and preferences, i.e., the stages that users go through when they acquire, use and dispose the product.
- To help firms to develop strategies that will be in line with their target market.
- To enable firms to stay competitive in the market.
- To understand the social, cultural, political, legal, technological and digital influence over the users.
- To enable firm to identify their niche market.

Review of Literature:

1. (Skwara, September 2023):

The research on the mental accounting's impact on the choices of buyers shows its considerable effect. Mental or psychological accounting, where the users divide and allocate value to cash based on psychological aspects, motivates the buying choice procedure. The findings of the paper shows that mental accounting defines the manner in which customers see, value and assign the funds for their purchases. The paper highlights the vitality of comprehending this form of accounting in advertising tactics, since it impacts the user decisions and behaviour.

2. (Li, September 2023):

The research tells that maximizing user, contributed by an aspiration for the best decisions does involve a higher conspicuous usage. Their goal of status and the self-esteem and respect gives way to obvious spending on noticeable luxurious goods. The maximiser attitude is in line with the showcase of wealth and status, since they try to show-off their prosperity to the world. This amount of conspicuous intake images the interplay amidst the user characteristics, social morals and the symbolic form of materialism in fulfilling esteem needs.

3. (Dawes, September 2023):

In this category of items, the behaviour of users shows utmost devotion signified by the recurring brand preferences. Sustained devotion is related to brand metrics like that of cautiousness, knowledge and the quality. The way of living and the communal groups also effect the choices made. Significantly, user loyalty acts as a notable hurdle to the entry for new and fresh brands. The paper underscores the requirement to understand the complex behavioural shades of users, stressing on the brand views and the experiential links as central aspects of shaping the buyer choices.

4. (Abu Bashar, 29 may 2023):

This paper is an assessment of how covid-19 impacted the behaviour of the purchasers. The discovers Accenture a hastened adoption of e-shopping, larger emphasis on healthy and hygienic products and an upscale in the online services. The study showed that users preferred safety, their convenience and online experience. The pandemic has shifted the online trading, brand loyalty and stressed upon the importance of social and ecological considerations.

5. (Yuan, 12 September 2022):

This research says that the model productively synthesises large information, unveiling the complex relations and forecasting user choices and needs with considerable accuracy. It discovers the major facets that motivate users to make buying choices, providing a granular comprehension of personal behaviour. The deep neural net probes into the latent aspects, highlighting the subtle tones that traditional practices may not notice. This practice fortifies firms and enables them to customise their advertising strategies, improve the user experience and better the offering on the basis of an inclusive knowledge of this complex and emerging setting of user behaviour.

6. (M.Kotteeswari, 4 April 2021):

The study delves on the fact of the numerous aspects that effect user behaviour during the choosing of personal care goods for their individual and family use. It concludes that people prefer those items that best suits their lifestyle and monetary stand. The people who have a higher income generally end up spending a larger sum on self care items while those with less remuneration spend a reasonable but lesser amount on self care goods.

7. (S Suresh, Jan 2021)It delves into the dominion of purchaser conduct. It explores the many-faced factors that affect the way in which clients make their buying choices, consisting of features like that of mental, sociological and traditional and ethical viewpoints. It highlights the significance of

understanding the detailed and complex dynamics that give direction to user decisions in several markets. By investigating these facets, the review provides for vital points for examiners and promoters to create tactics that align with user choices, tastes thus boosting their marketing strategies and the entire complete market prosperity.

8. (Rishi Gandhi, 2021):

The article talks of the facets that affect the buying attitudes of customers, giving prominence to the pivotal elements. The findings or discoveries of the paper stresses of the multidisciplinary nature of the decisions, consisting of mental, cultural, societal and financial aspects. The mental factors along with views and encouragement have a major play, while societal aspects of peer communication is important. The cultural facets, that are an image of the morals, duties etc also form the needs along with the economic aspects being revenue and costing. The conceptual outline highlights the interrelatedness of these aspects, offering a holistic and all-round view for promoters looking to fortify and customise their tactics with these varied contributors of purchaser behaviour.

9. (Grover., June 13 2020):

The paper explores the manner in which online feedback influences user choices. It assesses the impact of these reviews and rating on the offerings favoured and the brand choices. It throws light upon the increasing cruciality of rating system in forming the attitudes that users maintain towards brand. It gives visible points for firms, stressing upon the importance of handling and reacting to these ratings to motivate and encourage the customers to make choices in favour of their brand.

10. (Dr Kuldeep Chand Rojhe, May/June 2020):

It concentrates upon the aspects that impact user conduct. It examines a variety of elements like that of ethical, societal, psychological and individual aspects that form the manner in which purchasers undertake their decisions. The writer stress on the vitality of interpreting these features in advertising and operational themes. By reviewing the interconnection among these wide raging effects on user attitude, the research gives useful visions for industries and advertisers to evolve efficient tactics and camps that are in line with the tastes of customers and encouraging them, finally giving way to market success.

11. (Prabhu, April 2020):

This research probes into the detailed factors that have a bearing upon the way in which purchasers make choices, comprising of societal, mental and fiscal facets. The paper underlines the significance of gaining knowledge of such facets for efficacy in promotional practices. By assessing these multilingual effects of user attitude, the investigation gives major points for advertisers and firms. These points allow the advancement of pre-planned advertising methods that align with users' choices, finally paving way to the efficacy of promotional strategies and the overall success.

12. (Shankar, September 2019):

The author and his staff give an inclusive outline of user conduct in the technical ages. It examines the manner in which online technology has shifted the choices made by purchasers, the buying habits and the brand communication, it focuses on crucial topics like digital feedback, online platform effects, privacy issues and omni-channel transaction experience, The writers focus on the necessity for sustained study to comprehend the emerging cardinal platform and its effect on users. It acts as a guide for researchers and practitioners looking to explore and use the chances in the online customer conduct platform.

13. (M A Udaya Kumar, July 4 2017):

The paper talks about the developing inclinations in the behaviour of purchasers with regard to FMCG products. It delves into the aspects resulting in changes in customer choices along with the monetary, sociological and moral shifts. It highlights the vitality of interpreting these transformations

regarding the FMCG firms to adjust and evolve efficient advertising tactics that meet the dynamic consumer needs and attitudes in the market.

14. (Dey, 2017):

The paper explains that customer conduct is an intricate and irrational theme. Customer character differs from one region to the other. Also, those consumers who are not predisposed to a wide variety of choices are taken into account. From the view of the market, the customer segmentation in India has been divided based on several factors such as class, gender, status and finance. The recent trends of rural trade and sustainable development has also been highlighted. While 3/4th of the customers reside in rural regions, one third contribute to the NI. The paper emphasizes that establishing value and delivering satisfaction is the key to business success. Also with the advancing world, firms must keep up with the new technological progressions.

15. (Pawar, July 15 2016):

It talks about the aspects that have an influence over the buying behaviour of users. The research inclusively examines the several features of emotional, cultural, traditional and monetary determinants that form the thinking and purchase choices of the consumers. It explores the several themes of determinants and brand influences, advertising effects, demand and supply factors that impact their decisions. It is a valuable resource for firms and researches who are looking to expand their business and knowledge domain through effective advertising strategies.

16. (Kumar, 2016):

The paper talks about the wide-ranging aspects that have an influence over the buying behaviour of customers. It explores many key elements along with mental, societal, moral and financial facets that give shape to the manner in which the buyers make their choices when shopping. It throws light on the crucial role of interpreting such facets in advertising and functioning. By assessing the complex impacts on their attitudes, it gives useful visionaries for firms and promoters to create useful tactics that are in line with the user tastes.

17. (Dagmar Babcanovac, 2015):

This co-authored paper talks about the multi-layered effect of brand, investigating the way in which brands form customer views, conduct and buying choices. It indicates that a good brand image and standing can have a crucial role played on user preferences, creating faith and brand loyalty. By comprehending this interrelation amid brands and customer choices, the research gives crucial points for companies to create good branding techniques and policies that align with purchasers, finally creating brand victory in the market amidst competition.

18. (Banerjee, June 2012):

Jay dev explores the modern shifts in the preferences and attitudes of users in the Indian trade. It probes into the facets such as growing technological implementation; the dynamic lifestyle adoptions and the emerging brand views which effect customers. It stresses on the necessity of firms to restructure their strategies to match these priorities in order to involve and meet the needs and expectations of customers with efficacy.

19. (Venkatesh Shankar):

It provides an all-round review of the linkages amongst the mannerisms of customers and advertising. It explores crucial factors such as user choices selection procedure, the mental aspects impacting decisions and the influence of promotion techniques. It underscores the key to comprehending the purchasers' behaviour to foster efficient promotional campaigns and stress on the emerging landscape as a result of technical progress and the dynamic tastes of users. It gives vision into the dynamic interrelation between user manner and advertising, acting as a crucial source for promoters and researchers to improve their tactics and methods.

20. (Rothschild):

This paper describes the manner in which consumers receive and react to the advertising strategies. It indulges in the facets having an impact customer attitudes, along with the advertisement matter, distribution networks and individual tastes. It underlines the vitality of relevance, creditworthiness and expressive and personal plea in forming good looking and positive attitude towards the advertisements. He stresses that marketers should bring into line the ads with the customer values and tastes to boost the rendezvous and the reception. Finally, the paper highlights the requirement for promoters to adjust and devise marketing strategies and plans that echo the mindset of their clients to create positive and good perception and allow for efficient advertising results.

(Research Gap)

The study mainly explores about how the various factors influence the buying choices made by the consumers who are situated in Bangalore. This study will be primarily based on the investigation wherein the study will give a report on a survey conducted among the customers to know about how different factors play a role in influencing them to buy a product or a service.

Research Methodology

The research used two bases of sources for gathering data.

Primary data:

It refers to the data which is acquired for the first time in order to carry out particular research. In this paper, a survey was conducted by preparing a questionnaire and gathering data from 100 customers who reside in Bangalore in order to understand how the users analysed as to which factors influenced them when they were making purchases.

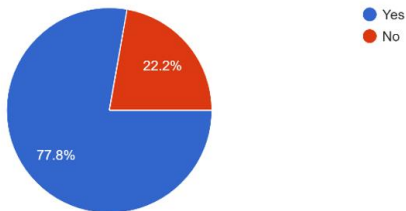
Secondary data:

This is about the information which has already been taken for conducting a particular investigation and has been published. For this paper, secondary data was gathered in order to understand the concept of consumer behaviour, the factors that influenced users, the setting in Bangalore amongst customers. The major sources from which this data was collected include Google, research papers, journal articles, newsletters and text books.

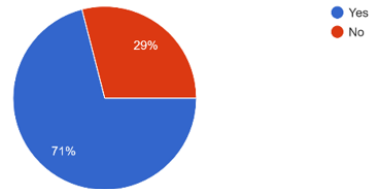
Results- Data Analysis and Interpretation

The survey was conducted in order to assess what were the various factors that affected Bangalore purchases in the market for various goods and services. A questionnaire was prepared and the responses of 100 citizens was gathered in order to understand their behaviour.

Do you feel that brand plays an important role while purchasing the product?

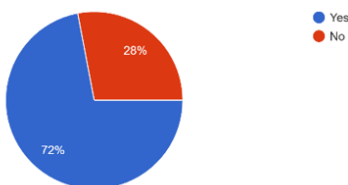


Does brand act as a display of your status or give you a sense of achievement after finally buying the premium brand?

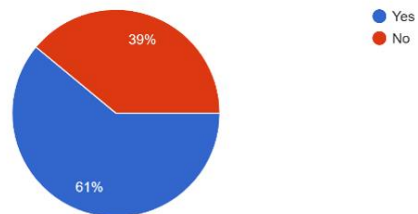


The report showed that 77.8% of the users felt that brand was pivotal in making purchases. 71% of them felt that it gave them a sense of achievement or rather displayed their status when they were able to utilise premium brands.

Have you ever been influenced to purchase a product due to the advertisement, design or packaging of the product?

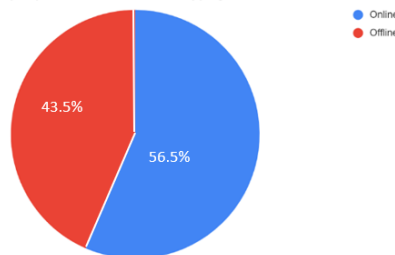


Have you bought a product because a celebrity you liked endorsed it?



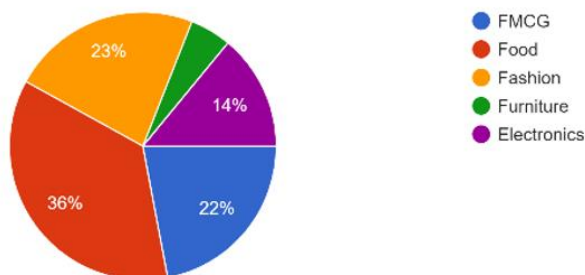
72% of the users have been influenced to buy the product due to their packaging and design and the same number holds good for influence by advertisements as well. 61% of the users have intentionally purchased the product because the celebrities that they favoured had endorsed them in ads.

Count of Do you prefer offline or online shopping?



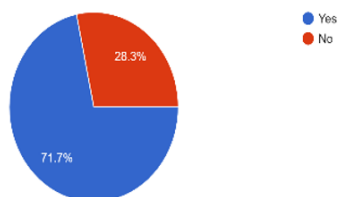
56.5% of the purchasers prefer to shop online while the rest 43.5% prefer the traditional offline mode for purchasing their products.

Which product category do you purchase the most?

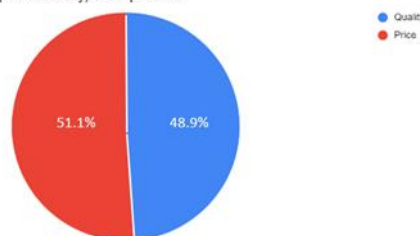


36% of the users mostly spent on purchasing food, while 23% spent on purchasing more of fashion items, 22% on FMCG goods of daily products, 14% on electronics and a small 5% on furniture.

Have you ever not been able to purchase a product due to lack of availability or location restrictions?

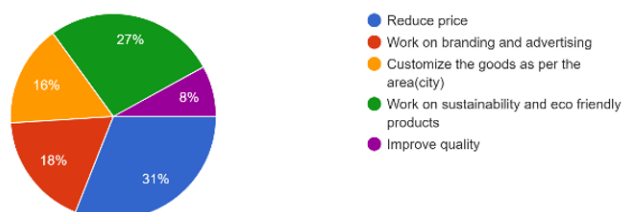


Count of Which factor matters more to you, the quality(superiority) of the product or the price(cheaper and pocket friendly) of the product?



Out of the responders, 71.7% of them have faced the issue of not being able to acquire a product due to lack of availability in their location. 51.1% of the customers leaned towards the price of the product while 48.95 looked for the quality while making purchases.

As a Bangalore resident what will you advice business?



Lastly as an advice to the advertisers and businessmen in Bangalore, 31% users felt that the businesses can focus on reducing the price of their offerings, while 27% felt that they should work more towards sustainability and green products, 18% wanted them to work on their branding and advertising, 16% felt that they needed to customize the goods as per the area’s ease and 8% felt that the firms should improve the quality of their product to better sell their offerings.

Findings:

- The survey proved that brand played a major role when people made choices for buying their goods and services. This shows that brand reputation of the firm is extremely important and promoting the firm with a good brand image can bring success to the firm. The results also indicated that brand was not just a name display of the firm, but also had emotional connection with the users since they felt that many a times brand displayed their loyalty, and also acted as a sense of pride when they were able to purchase well known premium products.
- The survey revealed that 72% of the users got mesmerised at least once by the packing, design, attractiveness and the alluring advertisements and thus made their purchases. In fact, it also revealed that many of the users actually bought off goods because their liked celebrities and influencers had either utilised or had endorsed the product and promoted it. This reveals the pivotal part played by right marketing.
- Being a tech savvy city, Bangalore's customers leaned more towards shopping on online platforms probably due to the easy availability, trends and access signifying the importance of companies going for online platforms for sale.
- Since the survey was mostly conducted by taking people of the age category of 18-50, a lot of their spendings was in the category of food items, makeup and fashion products as well as daily usable like toothbrush, soaps etc of the FMCG industry. The revelation also shows that a significant amount of this digitalised city citizens spent their income on phones, laptops and other electronics. These trends better help firms to target their niche market.
- Despite being a developed progressive city, many of the customers, at least once had faced the issue of not being able to buy a good of their wish due to its lack of availability in a particular area. This shows that location is a very important player and firms must ensure that they have distributors in place at all the places to ease the purchasing action of their customers.
- The results also showed that the users equally valued price as well as quality of the products. So the manufacturers and businesses must not only produce the best quality products that is worth the value of its price and meets users' expectations, but also should keep a reasonable price tag which is justifiable for the quality provided as well as affordable to all the demographics of users.
- When gathering information about what suggestions the users may give to the brands for bettering their services, most users leaned towards the fact that companies needed to make their products more sustainable showing that they need to not only work on their CSR activities but also must focus on meeting the rising awareness among users about eco-friendliness. Also many suggested that, being a high tech city, businesses often took the liberty of pricing at a high level which was unfair as it neither justified the quality nor was affordable for all groups, which is why they felt a need for reduction in price. Also, many felt that companies could work on their branding and advertising in order to help even small firms attract the notice of users.

Suggestions:

A few recommendations that may be given to the advertisers and firms based on the survey and findings include:

- Firms should emphasize on their branding strategies since the study revealed that brand plays an important role in the minds of customers. They should build brand loyalty by providing efficient services, properly relaying brand messages and communication of the values of the brand.
- As the people link premium brands with that of their status and a sense of achievement, firms should concentrate on underlining their value proposition and prestige of their high-quality services in marketing campaigns.
- Firms must pay attention on creating appealing and distinctive packaging. This can brighten the perception of the brand.
- Seeing the stats, firms must use effective advertising strategies in order to promote their goods. As many users get influenced by ads to make their purchases, they should ensure that it is creative,

respectful to all cultures, enticing as well as promotes their value. They must also ensure that their ads are displayed on all media including digital and press, radios etc.

- Businesses will gain hugely if they endorse celebrities and request them to promote their products. By engaging with celebs who have a good and respectful name in the society, firms can help promote their brand to be a trustful and a valued company by relaying positive messages through these celebs.
- Firms should ensure that they have a strong online presence and are present over all the online selling sites. This is because, especially in the Silicon Valley of Bangalore, users choose online mode of shopping over offline and thus it is important to ensure that they make their products and services available in both the arenas, make it user friendly and enhance their digital services.
- Firms should also make sure that their goods are available in all the parts of the country since a major complaint from the users is that in many areas there is no adequate availability of the goods and this stops them from purchasing the goods they want. So, firms must spread their product availability even in remote places.
- Companies should strike the right balance between quality and price. Being in an IT hub which is well developed, users are well aware about their rights and thus expect the best quality of goods which also has a justifiable rate. So firms should understand their target markets' requirement and price the goods accordingly while providing the best goods and services.
- With the growing awareness, companies must increasingly focus on developing sustainable goods, having environmental friendly procedures, green packaging, fulfilling their CSR activities and having a good brand image and reputation when it comes to being aware of the nature.
- As some users feel that the goods must be customised as per the area, firms can conduct surveys and market research to understand what the tastes of people are in different regions and thus tailor their products to meet these specialised needs.

Conclusion:

The research thus showed that there are various factors that include consumer behavior.

The internal factors include the perception of the users, their knowledge, lifestyle etc. in Bangalore it is seen that users consume products linking it with their status, are health conscious and are leaned towards their IT services thus preferring the digitalized world. This plays a major role in their purchasing decisions.

The external factors that influence Bangalore purchasers include their culture, their age, gender, social class, the location where they live in, reviews, the marketing and promotional strategies of the firm, the goodwill of the firm, their financial wellbeing, the legal factors like government regulations, education, technological factors, the environmental factor of sustainability which is pivotal, the cross cultural influences etc.

The research thus shows that firms must work on their marketing research and produce the premium quality goods at the best prices, ensure availability, use the best advertising strategies and promote their brand at the same time keeping in mind the sustainability aspect of the business in order to retain their users.

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