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## Examining the Consumer Buying Behaviour and its Impact on Industry

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### ABSTRACT:

Consumer purchasing behavior involves consumers' decision-making process and actions related to purchasing goods and services. Internal and external factors guide this behavior including psychological, social, cultural, and economic elements. Insights into consumer behavior enables organizations to develop effective marketing strategies, enhance customer satisfaction, and build brand loyalty. Idiosyncratic models further characterize consumer behavior, such as the Consumer Decision-Making Process and Maslow's Hierarchy of Needs, to help understand how consumers recognize needs, assess alternatives, make purchases, and reflect on purchases. In the digital world, the impact that social media, online reviews, and personalized advertising have on consumer decisions has increased. This study examines the nature of consumer behavior, indicating implications and trends for organizations in a competitive marketplace

**KEYWORDS** Consumer Decision-Making ,Purchase Intention ,Brand Loyalty, Marketing Strategies, Customer Satisfaction

### INTRODUCTION:

Consumer buying behavior encompasses the psychological, social, and economic elements that shape people's decisions to purchase goods and services. It is at the heart of defining market trends, business initiatives, and industry development. For businesses and industries, understanding consumer preferences, purchasing behavior, and decision-making processes are essential for being competitive and for meeting the current needs of consumers, who are always changing. In the digital age, factors such as online reviews, influencer advertising, and targeted advertising have substantially changed traditional consumer buying behavior. Other factors that impact consumer purchasing decisions include economic conditions, cultural influences, and technology that affect buying behavior. These changes impact not only individual businesses, but also whole industries of how products are developed, the pricing of products, and how businesses shape advertisements. This study provides insights into the key components of consumer buying behavior, such as the process of consumer decision-making, driving factors that influence purchasing decisions, and the overall impact of consumer buying behavior on an industry. As businesses analyze these factors within the context of consumer purchasing behavior, they will develop business initiatives that improve customer satisfaction, increase sales, and build business presence in a competitive market.

### PROBLEM STATEMENT:

consumer purchasing behavior poses a notable issue for various businesses or industries since it directly links to market demands, consumer product demands, and creating competitive advantages. Consumers' buying behavior and spending habits are affected by various factors, both internally and externally, including psychological motivation (self-concept, perceived risk, values, attitudes), social factors (culture, social class, group, and personal), and external factors (regional economic performances). However, consumer behavior is dynamic, influenced by massive digitalization, current consumptive preferences, and new market trends, all occurring at exponential rates of speed. Industries engage in constant adaptation to changing consumer expectations, developing purchasing habits, and increasing digitalization, whether it be e-commerce or social influence, in making purchasing decisions. Businesses and/or industries that do not transition or keep pace with change risk falling behind their competitors in terms of engagement or sales, potentially leading to decreased consumer awareness, lower market sales, and decline in overall market share. Similarly, businesses and/or industries experience difficulty staying relevant with consumer loyalty, price sensitivity, and the increased desire for personalized and sustainable consumption. This research proposal seeks to address the inquiry to the changing nature of completion around factors that influenced buying behavior and how the implications for businesses and/or industries alter in the grand scenario. Collectively, businesses can engage in discovering consumer knowledge and trends that illustrates better marketing for future engagement opportunities, while assuring consumer satisfaction of service and/or products, thus ensuring viability and continued consumer engagement in a competitive market.

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## Literature Review:

- Developed the Consumer Decision-Making Model, outlining five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This model is widely used to understand consumer buying behavior.
- Engel, Kollat, & Blackwell (1968)
- Maslow (1943) Introduced Maslow's Hierarchy of Needs, which explains that consumer purchases are influenced by their needs, ranging from basic (food, shelter) to self-actualization (status, personal growth).
- Ajzen (1991) Proposed the Theory of Planned Behavior, which suggests that consumer buying behavior is influenced by attitudes, subjective norms, and perceived control over purchasing decisions.
- Kotler & Keller (2016) Identified key factors affecting consumer behavior, including cultural, social, personal, and psychological influences. Stressed the importance of understanding these factors in marketing strategies.
- Solomon (2018) Emphasized that perception, motivation, learning, and personality traits significantly impact consumer buying decisions.
- Sheth (2020) Highlighted how economic and technological factors, such as pricing, income levels, and digital advancements, shape consumer purchasing patterns.
- Chaffey (2022) Explored the rise of e-commerce and how digital marketing strategies, online reviews, and omnichannel experiences influence modern consumer behavior.
- Aaker (1991) Focused on brand loyalty and stated that businesses must develop strong brand identities and customer relationships to sustain market competitiveness.
- Kaplan & Haenlein (2010) Discussed the role of social media marketing, emphasizing the growing impact of digital influencers and online reviews on consumer purchasing behavior.
- White, Habib, & Hardisty (2019) Analyzed the rise of sustainability and ethical consumerism, highlighting how environmentally conscious consumers drive industries to adopt sustainable practices.
- Hudson & Hudson (2013) Investigated the role of social media engagement in shaping consumer-brand relationships and influencing purchase decisions.
- Davenport et al. (2020) Examined how AI and data analytics enhance personalized marketing and improve customer experience in various industries.
- McKinsey & Company (2021) Reported on the growing impact of AI, predictive analytics, and digital transformation in shaping consumer expectations and business strategies.

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## Gaps in Existing Research and Areas for Further Studies

### 1. Limited Research on Post-Pandemic Consumer Behavior

- The COVID-19 pandemic significantly altered consumer preferences, leading to shifts in e-commerce reliance, sustainability concerns, and digital engagement. However, most studies (e.g., Chaffey, 2022; McKinsey, 2021) primarily focus on pre-pandemic trends, leaving a gap in understanding the long-term impact of the pandemic on consumer decision-making.

### 2. Insufficient Analysis of AI-Driven Consumer Behavior

- While studies by Davenport et al. (2020) and McKinsey & Company (2021) discuss AI and predictive analytics in marketing, there is limited research on how AI-powered recommendation systems, chatbots, and virtual assistants affect consumer trust, engagement, and loyalty. More empirical studies are needed on AI's psychological influence on purchasing decisions.

### 3. Gaps in Understanding Gen Z and Future Consumer Behavior

- Existing research (Kotler & Keller, 2016; Solomon, 2018) discusses consumer psychology but primarily focuses on older generations. With **Gen Z and upcoming generations** having different digital habits and brand expectations, there is a gap in studies analyzing their purchasing patterns, attention spans, and reliance on influencers.

### 4. Lack of Cross-Cultural and Emerging Market Studies

- Many studies (e.g., Ajzen, 1991; Sheth, 2020) focus on Western consumer behavior, leaving a gap in understanding **buying behavior in emerging markets** (Africa, South America, Southeast Asia). Cultural and economic differences may lead to different decision-making patterns that need further exploration.

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## HYPOTHESIS:

### Null Hypothesis (H<sub>0</sub>):

There is no significant relationship between consumer buying behavior and its impact on industry performance. Changes in consumer preferences, digital marketing strategies, and purchasing patterns do not significantly influence business growth, market trends, or industry competitiveness.

### Alternative Hypothesis (H<sub>1</sub>):

There is a significant relationship between consumer buying behavior and its impact on industry performance. Changes in consumer preferences, digital transformation, and purchasing decisions directly influence business growth, market trends, and industry competitiveness.

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## Research Methodology:

### Research design

This study adopts a **quantitative and qualitative** research approach to analyse manufacturing and inventory management practices. The primary study focuses on gathering firsthand data from industry professionals, manufacturing firms, and supply chain managers to understand current challenges and improvements in inventory management.

### Sources of data

Primary Data: Collected using surveys and questionnaires

Secondary Data: This includes literature reviews, case studies, company

reports, and academic papers related to consumer relationship and reviews management

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## Data collection method

### Population

This study's population includes persons who participate in consumer relationship management, with all roles represented such as marketing executives, managers, consumers, business owner, and practitioners which contribute to the decision-making process for analysis of consumer behavioral analysis. The sample includes a wide array of sectors and employment statuses, representing different practices of the industry.

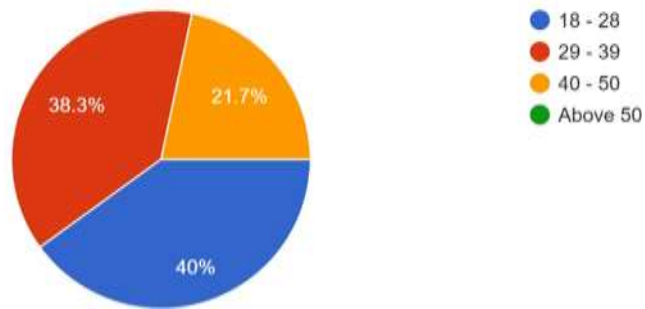
### SAMPLING METHOD

This study used two sampling strategies: Simple Random Sampling, or SRS, and Stratified Sampling. A SRS means that every person responding to the survey had an equal chance of being selected and would produce true results free of bias, although they may not produce a proportional representation of each of the subgroups. Stratified Sampling is the more appropriate methodology to employ. Stratified Sampling involved dividing the full dataset into strata that thought would be meaningful because they were based on the employment status, job roles, and the type of industry. A proportional random selection was made from each stratum to ensure appropriate representation from the different categories of the manufacturing and inventory management industries. Stratified Sampling increased the potential to capture a broader representation of perspectives while retaining or accurately representing the underlying statistical truth.

#### 1)Age:

AGE	RESPONDENTS	PERCENTAGE %
18-28	24	40
29-39	23	38.3
40-50	13	21.7
Above 50	0	0
<b>TOTAL</b>	60	100

Age (in years)  
60 responses



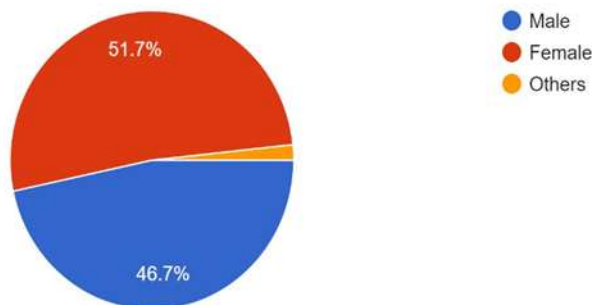
INTERPRETATION:

- Maximum response is from age group 18-28(40%) and others are 38.3% and 21.7% as shown in the above figure.

2) Gender:

AGE	RESPONDENTS	PERCENTAGE %
Male	28	46.7
Female	31	51.7
Others	1	1.7
TOTAL	60	100

Gender  
60 responses



INTERPRETATION:

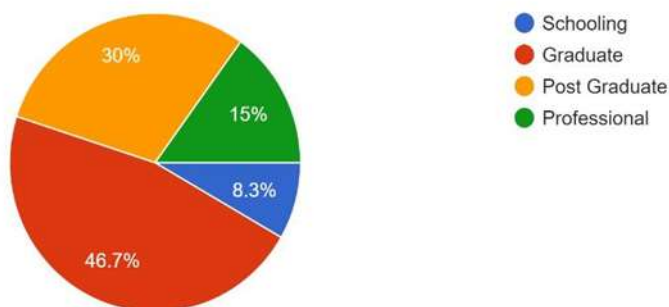
- Highest response has been received from female 51.7%, rest are male 46.7% and others 1.7%.

3) Educational Qualification:

AGE	RESPONDENTS	PERCENTAGE %
Schooling	5	8.3
Graduate	28	46.7
Post Graduate	18	30
Professional	9	15
TOTAL	60	100

## Educational Qualification

60 responses

INTERPRETATION:

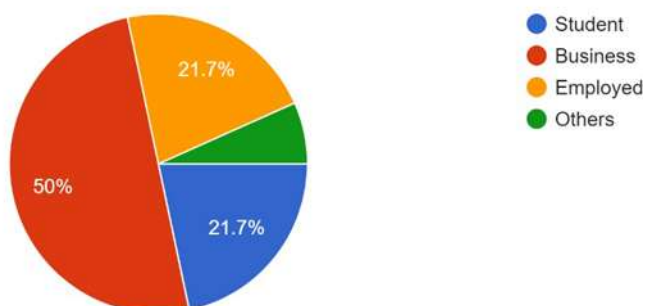
- As shown in the above-mentioned figure most of the respondents are graduate that is 46.7% and they can be seen in the figure.

## 4) Occupation:

AGE	RESPONDENTS	PERCENTAGE %
Student	13	21.7
Business	30	50
Employed	13	21.7
Others	4	6.7
TOTAL	60	100

## Occupation

60 responses

INTERPRETATION:

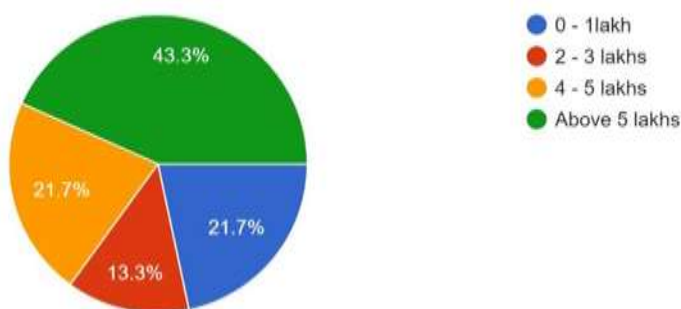
- Most of the responds are form the business than is half of the responses 50% and students and employed are 21.7% and rest response are shown in the chart.

## 5) Annual income (in rupees):

AGE	RESPONDENTS	PERCENTAGE %
0-1 lakh	13	21.7
2-3 lakhs	8	13.3
4-5 lakhs	13	21.7
Above 5 lakhs	26	43.3
TOTAL	60	100

## Annual income (in rupees)

60 responses

INTERPRETATION:

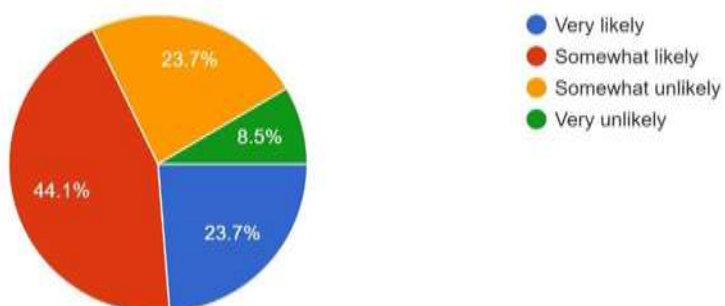
- Annual income of 43.3% respondents is above 5 lakhs others, that are 0-1 and 4-5 is 21.7%. rest are given in the chart mentioned above

## 6) How likely are you to purchase a new product from our company?

AGE	RESPONDENTS	PERCENTAGE %
Very likely	14	23.7
Somewhat likely	26	44.1
Somewhat unlikely	14	23.7
Very unlikely	5	8.5
<b>TOTAL</b>	<b>60</b>	<b>100</b>

## How likely are you to purchase a new product from our company?

59 responses

INTERPRETATION:

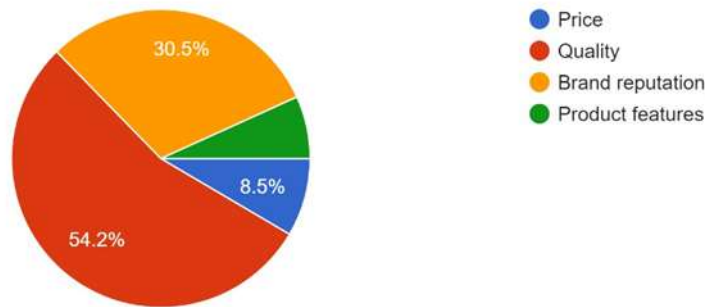
- 44.1% of people are somewhat likely to purchase a new product from the company other 23.7% are very likely and somewhat unlikely and rest are 8.5% as shown in the figure.

## 7) What factors would most influence your decision to purchase a new product?

AGE	RESPONDENTS	PERCENTAGE %
Price	5	8.5
Quality	32	54.2
Brand reputation	18	30.5
Product features	4	6.8
<b>TOTAL</b>	<b>60</b>	<b>100</b>

### What factors would most influence your decision to purchase a new product?

59 responses



#### INTERPRETATION:

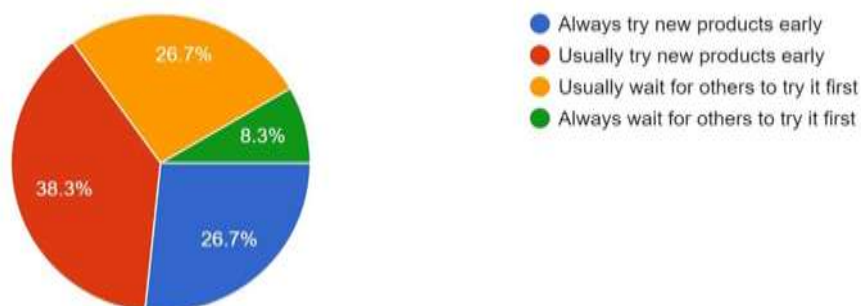
- The highest response is for quality of the product that is 54.2% the rest can be seen in the pie chart above.

#### 8) How likely are you to try a new product early or wait for others to try it first?

AGE	RESPONDENTS	PERCENTAGE %
Always try new products early	16	26.7
Usually try new products early	23	38.3
Usually wait for others to try it first	16	26.7
Always wait for others to try it first	5	8.3
TOTAL	60	100

#### How likely are you to try a new product early or wait for others to try it first?

60 responses



#### INTERPRETATION:

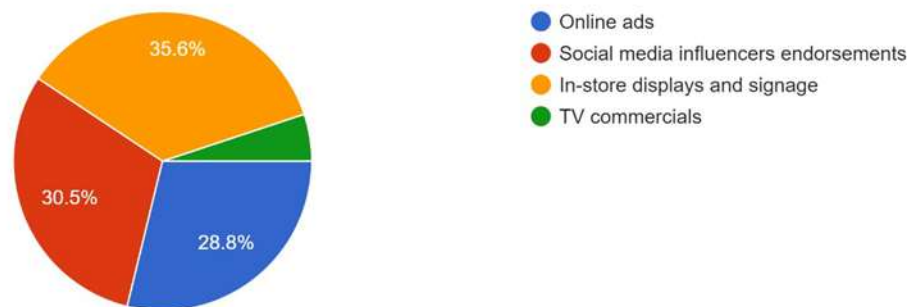
- The responses between always try and usually wait for others are equal 26.7% the rest are 38.3% and 8.3% as shown in the chart.

#### 9) What types of marketing tactics are most likely to influence your purchase decision for a new product?

GE	RESPONDENTS	PERCENTAGE %
Online ads	17	28.8
Social media influencers endorsements	18	30.5
In-store displays and signage	21	35.6
Tv commercials	3	5.1
TOTAL	60	100

### What types of marketing tactics are most likely to influence your purchase decision for a new product?

59 responses



#### INTERPRETATION:

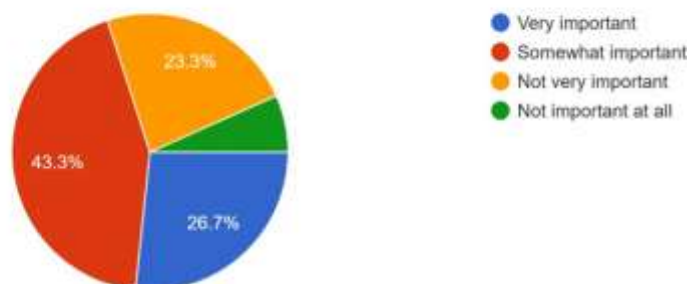
- The most likely marketing tactics according to the responses is In- store displays and signage 35.6% and average of that is for social media influencers that is 30.5%.

#### 10) How important is the product's packaging design in your purchase decision?

AGE	RESPONDENTS	PERCENTAGE %
Very important	16	26.7
Somewhat important	26	43.3
Not very important	14	23.3
Not important at all	4	6.7
TOTAL	60	100

#### How important is the product's packaging design in your purchase decision?

60 responses



#### INTERPRETATION:

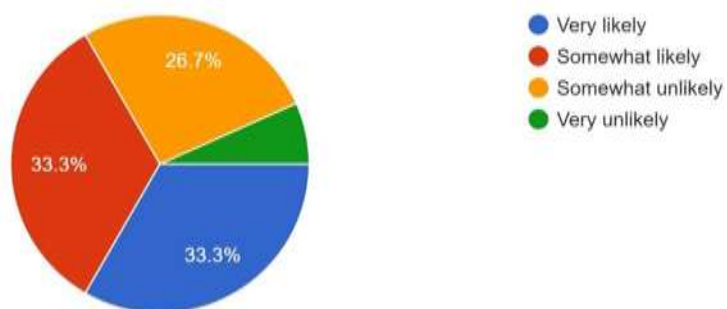
- For responders product packaging is only somewhat important 43.3% and very important for 26.7% the rest are given above.

#### 11) How likely are you to recommend a new product to others?

AGE	RESPONDENTS	PERCENTAGE %
Very likely	20	33.3
Somewhat likely	20	33.3
Somewhat unlikely	16	26.7
Very unlikely	4	6.7
TOTAL	60	100

## How likely are you to recommend a new product to others?

60 responses

INTERPRETATION:

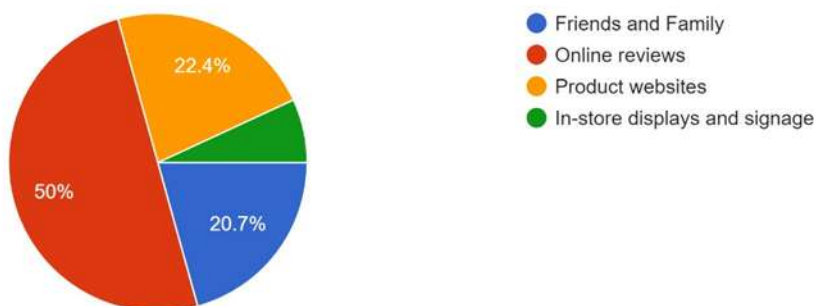
- Most of people are likely to recommend our new products to others as seen it is very likely and somewhat likely for 33.3%+33.3% of users.

12)What sources do you typically rely on for information about new products?

AGE	RESPONDENTS	PERCENTAGE %
Friends and family	12	20.7
Online reviews	29	50
Product website	13	22.4
In-store displays and signage	4	6.9
TOTAL	60	100

## What sources do you typically rely on for information about new products?

58 responses

INTERPRETATION:

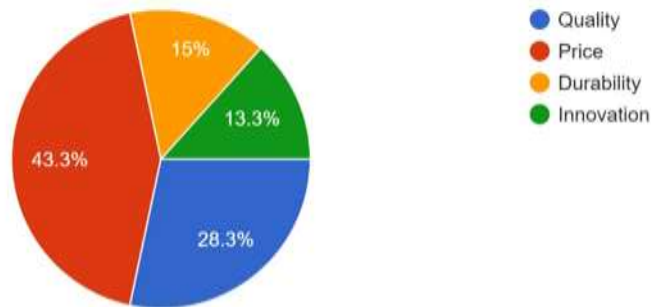
- As we can see in the chart online reviews have the highest response 50% and others are minor .

13) What do you think are the most important product featured for a new product to have?

AGE	RESPONDENTS	PERCENTAGE %
Quality	17	28.3
Price	26	43.3
Durability	9	15
Innovation	8	13.3
TOTAL	60	100

### What do you think are the most important product featured for a new product to have?

60 responses



#### INTERPRETATION:

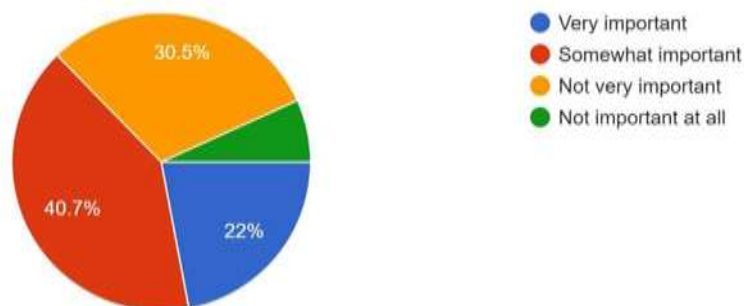
- Price is most important for the users in the product that is 43.3% and some are with quality that is 28.3%.

#### 14) How important is the quality of a new production in your purchase decision?

AGE	RESPONDENTS	PERCENTAGE %
Very important	13	22
Somewhat important	24	40.7
Not very important	18	30.5
Not important at all	4	6.8
TOTAL	60	100

### How important is the quality of a new production in your purchase decision?

59 responses



#### INTERPRETATION:

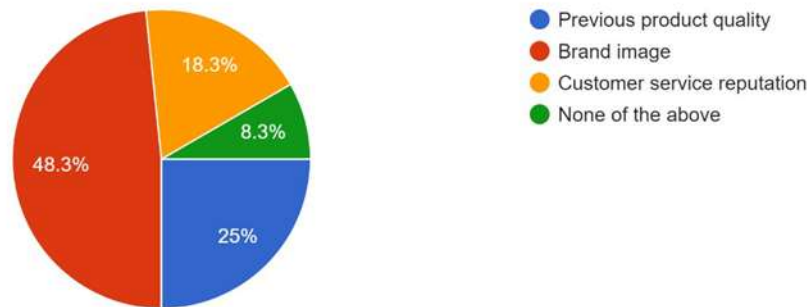
- Quality of the product is somewhat important to the customers 40.7% and very important for 22%, others we can see above in the chart.

#### 15) What factors do you consider when evaluating the reputation of a brand that is launching a new product?

AGE	RESPONDENTS	PERCENTAGE %
Previous product quality	15	25
Brand image	29	48.3
Customer service reputation	11	18.3
None of the above	5	8.3
TOTAL	60	100

What factors do you consider when evaluating the reputation of a brand that is launching a new product?

60 responses



**INTERPRETATION:**

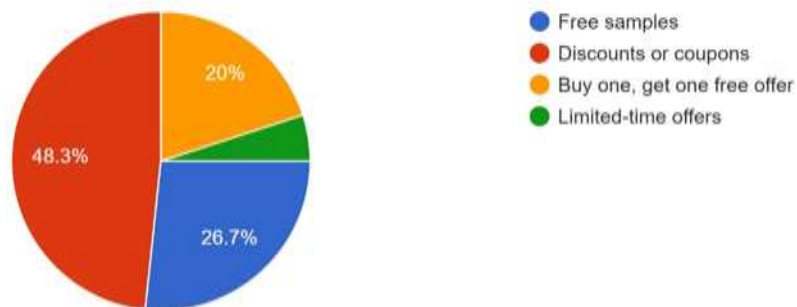
- Most users consider Brand image as a factor when evaluating the reputation that is 48.3%, rest we can see in the above figure.

16 What types of promotions or incentives would encourage you try a new product?

AGE	RESPONDENTS	PERCENTAGE %
Free samples	16	26.7
Discounts or coupons	29	48.3
Buy one, get one free offer	12	20
Limited-time offers	3	5
<b>TOTAL</b>	<b>60</b>	<b>100</b>

What types of promotions or incentives would encourage you try a new product?

60 responses



**INTERPRETATION:**

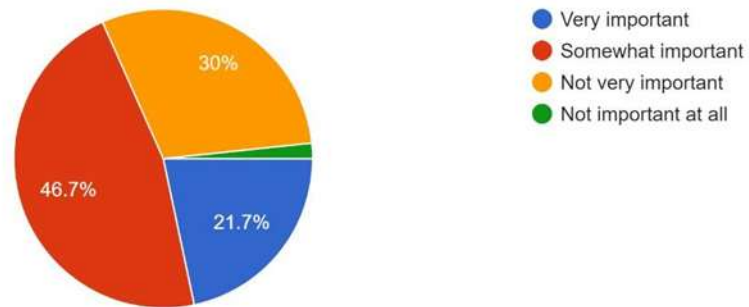
- According to the respondents Discounts or coupons would encourage them to try new product that is 48.3% and free samples for some that is 26.7%, rest we can see in the figure.

17) How important is the availability of a new product in your purchase decision?

AGE	RESPONDENTS	PERCENTAGE %
Very important	13	21.7
Somewhat important	28	46.7
Not very important	18	30
Not important at all	1	1.7
<b>TOTAL</b>	<b>60</b>	<b>100</b>

### How important is the availability of a new product in your purchase decision?

60 responses



#### INTERPRETATION:

- Availability of new product is somewhat important for 46.7% of consumers and not very important for 30% of consumers, other we can see in the chart above.

#### 18) What role do social media and online reviews play in your decision to try a new product?

AGE	RESPONDENTS	PERCENTAGE %
Major role	21	35
Some role	20	33.3
Minor role	13	21.7
No role	6	10
TOTAL	60	100

### What role do social media and online reviews play in your decision to try a new product?

60 responses

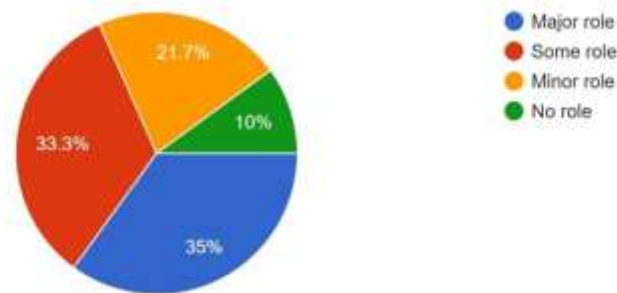


FIGURE 4.2.13

#### INTERPRETATION:

- Social media and online review does not play major role as we can see that 33.3% are respondents for Some role and 21.7% for Minor role.

#### 19) How likely are you to switch from a product you currently use to a new product in the same category?

AGE	RESPONDENTS	PERCENTAGE %
Very likely	12	20.3
Somewhat likely	31	52.5
Somewhat unlikely	13	22
Very unlikely	3	5.1
TOTAL	60	100

How likely are you to switch from a product you currently use to a new product in the same category?

59 responses

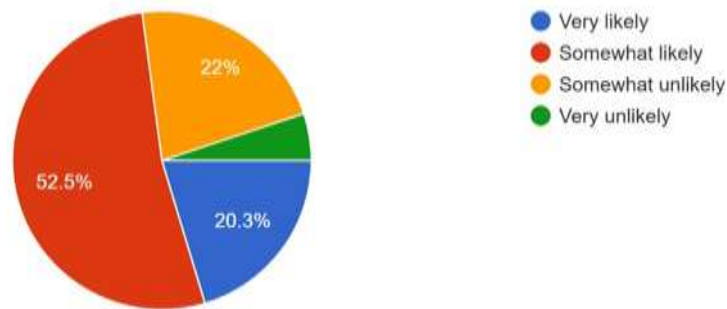


FIGURE 4.2.14

INTERPRETATION:

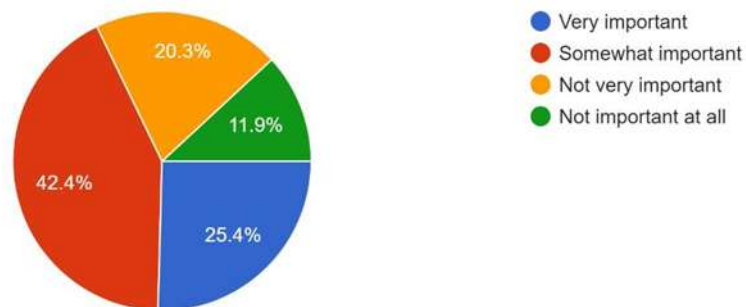
- 52.5% of people are somewhat likely to switch to another product due to the product price, rest we can see in the above figure.

20) How important is the product's brand name in your purchase decision for a new product?

AGE	RESPONDENTS	PERCENTAGE %
Very important	15	25.4
Somewhat important	25	42.4
Not very important	12	20.3
Not important at all	7	11.9
TOTAL	60	100

How important is the product's brand name in your purchase decision for a new product?

59 responses



INTERPRETATION:

- Product's brand name is Somewhat important for 42.4% of customers and very important for 25.4% and not very important for 20.3%, others we can see above in the chart.

**Findings:**

- Age:**

Maximum response is from age group 18-28(40%) and others are 38.3% and 21.7% as shown in the above figure.

- Gender:**

Highest response has been received from female 51.7%, rest are male 46.7% and others 1.7%.

- Educational Qualification:**

As shown in the above-mentioned figure most of the respondents are graduate that is 46.7% and they can be seen in the figure.

- Occupation:

Most of the responds are form the business than is half of the responses 50% and students and employed are 21.7% and rest response are shown in the chart.

- Annual income (in rupees):

Annual income of 43.3% respondents is above 5lakhs others, that are 0-1 and 4-5 is 21.7%. rest are given in the chart mentioned above.

- How likely are you to purchase a new product from our company?

44.1% of people are somewhat likely to purchase a new product from the company other 23.7% are very likely and somewhat unlikely and rest are 8.5% as shown in the figure.

- What factors would most influence your decision to purchase a new product?

The highest response is for quality of the product that is 54.2% the rest can be seen in the pie chart above

- How likely are you to try a new product early or wait for others to try it first?

The responses between always try and usually wait for others are equal 26.7% the rest are 38.3% and 8.3% as shown in the chart.

- What types of marketing tactics are most likely to influence your purchase decision for a new product?

The most likely marketing tactics according to the responses is In-store displays and signage 35.6% and average of that is for social media influencers that is 30.5%.

- How important is the product's packaging design in your purchase decision?

For responder's product packaging is only somewhat important 43.3% and very important for 26.7% the rest are given above.

- **How likely are you to recommend a new product to others?** Most of people are likely to recommend our new products to others as seen it is very likely and somewhat likely for 33.3%+33.3% of users.

- What sources do you typically rely on for information about new products?

As we can see in the chart online reviews have the highest response 50% and others are minor.

- What do you think are the most important product featured for a new product to have?

Price is most important for the users in the product that is 43.3% and some are with quality that is 28.3%.

- How important is the quality of a new production in your purchase decision?

Quality of the product is somewhat important to the customers 40.7% and very important for 22%, others we can see above in the chart.

- What factors do you consider when evaluating the reputation of a brand that is launching a new product?

Most users consider Brand image as a factor when evaluating the reputation that is 48.3%, rest we can see in the above figure.

- What types of promotions or incentives would encourage you try a new product?

According to the respondents Discounts or coupons would encourage them to try new product that is 48.3% and free samples for some that is 26.7%, rest we can see in the figure.

- How important is the availability of a new product in your purchase decision?

Availability of new product is somewhat important for 46.7% of consumers and not very important for 30% of consumers, other we can see in the chart above.

- What role do social media and online reviews play in your decision to try a new product?

Social media and online review do not play major role as we can see that 33.3% are respondents for Some role and 21.7% for Minor role.

- How likely are you to switch from a product you currently use to a new product in the same category?

52.5% of people are somewhat likely to switch to another product due to the product price, rest we can see in the above figure.

- How important is the product's brand name in your purchase decision for a new product?

Product's brand name is Somewhat important for 42.4% of customers and very important for 25.4% and not very important for 20.3%, others we can see above in the chart.

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## LIMITATIONS OF STUDY :

**Sample Bias:-** The study is primarily based on the opinions of consumers (69.1%) and very few shop floor workers (7.2%) so the data may not give a full understanding of operational issues.

• **Internal Process Management Focus:-** Issues like quality control and production cost are emphasized but there are few external factors such as market demand, supplier relationships, or global supply chain issues.

• **Limited Definition of Metrics:-** Success is only known through lead times, quality, and cost, while customer satisfaction and sustainability metrics are less prominent in the studied metrics. This limits the overall outcomes of success.

• **Technology and Automation Context:-** Many of the respondents believed that automation or AI improved processes, but there is no information in the study regarding which types, barriers to implementing technology, and ROI (Return on Investment).

• **Timeliness of Process Evaluation:-** Review times (monthly, quarterly) were identified, but if this was long-term sustainable or scalable for manufacturing and inventory management practice was not included.

• **Inventory System Variations:-** The study included manual, software, or automated inventory systems, but it doesn't measure the impact of these systems on overall efficiency or challenges for inventory management.

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## Conclusion

Consumer buying behavior plays a pivotal role in shaping industry trends, influencing business strategies, and driving market evolution. This research highlights how consumer preferences, purchasing patterns, technological advancements, and socio-economic factors collectively impact industries such as retail, FMCG, technology, fashion, and e-commerce.

Businesses that adapt to changing consumer behavior—through data-driven decision-making, personalized marketing, digital transformation, and sustainability initiatives—gain a competitive edge. Moreover, the rise of online shopping, social media influence, and economic shifts have further accelerated the need for companies to be agile and responsive.

Understanding consumer buying behavior is not just beneficial but essential for industries aiming for long-term success. By continuously analyzing market trends, leveraging consumer insights, and aligning business strategies with evolving consumer needs, industries can sustain growth, enhance customer satisfaction, and remain resilient in a dynamic marketplace.

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