

## ASTUDYONCONSUMERBEHAVIORINTERMSOFPURCHASING IS INFLUENCED BY PERCEPTION

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### ABSTRACT:

*Consumer behavior is a critical factor in the success of a business. Companies must be aware of what consumers desire, when they desire it, and where they are likely to find it. Consumer behavior can be used to forecast market trends, enabling businesses to make informed decisions about the operations of their businesses. Companies that are cognizant of consumer needs can offer more relevant products and services to their customers. That means more sales and loyalty from your loyal customers.*

*Basically, consumer behavior is affected by a bunch of different things. These things can be long-term or short-term, but all of them have an impact on consumer decisions, either individually or in combination with others. Basically, a consumer's choice can be influenced by one thing, all of them, or in combination with two or more. Here are some examples of different types of influence in the hospitality industry.*

**Keywords:** *Influence, Perception, Decision, commodities, behavior*

### INTRODUCTION

Consumer behavior is the field of research that focuses on the behavior, motivations and psychology of individuals and organizations when making purchases and supporting brands. The buying journey is made up of a multitude of consumer behaviors, each of which can be leveraged to influence the final decision-making of the consumer in the best interest of both them and the provider of the service. Consumer behavior lies at the core of the consumer's decision-making, and thus needs to be clearly identified, delineated and acted upon throughout all service interactions.

It is insufficient to merely produce a good or service and hope consumers will purchase it. You must comprehend your customers' needs and behaviors if you are an entrepreneur.

Additionally, you need to know when, how, and how much they'll pay for the goods you're selling.

A company that understands the needs of its customers will be better able to provide more relevant products and services to their customers. This can result in higher sales and increased brand loyalty among loyal customers.

If you want to run a successful business, you need to get to know your customers. You need to figure out what they're looking for, when they're looking for it, and where to find it. Knowing how consumers act can help you figure out what's going on in the market. That way, you can make better decisions about how you want to run your business. If you know what your customers want, you'll be able to give them more of what they want.

### LITERATURE REVIEW

- I. A psychological process combining vision and information processing results in consumer purchasing decisions after reading online reviews. but has provided less insight into the fundamental mechanisms influencing consumers' purchasing decisions. (Sen and Lerman, 2007; Zhang et al., 2010; Racherla and Friske, 2013).
- II. Humans recognize and interpret stimuli through perception (SITTER, 2008).
- III. A key factor in determining consumer product choice is their perception of quality. (Zenithal, 1988)
- IV. To put it another way, perception is the initial picture that people form of the world, and they choose and interpret information based on that picture. (MUNNUKKA, 2008).
- V. Aaker (2000) examines the impact of brand awareness on consumer perception, particularly when a consumer's buying habits are not well-known. Media and advertising are powerful tools

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for raising awareness of brands because they give the impression of familiarity, especially in low involvement products like soap and other everyday items.

- VI.** Nandagopal and Chinnaiyan (2003) concluding that the method of product purchase so influences buying behavior and, consequently, perception of consumption
- VII.** Vanniarajan and Kubendran (2005) explain how a change in eating habits can affect how consumers perceive and use a product. The percentage of incomes spent on consumption rises as consumer income and urbanization rise. Compared to rural consumers, urban consumers tend to favor branded products more.
- VIII.** When a brand has varying prices and perceived quality levels, the consumer must decide which option to choose based on the characteristics of the product (Nor Khasimah Alimana and Md Nor Othman, 2007)
- IX.** Sinha and Banerjee (2004) claimed that store images and customer services influence consumers' store choices, where a sparkling and location amenities have a negative effect. Additionally, consumers were discovered to be quality- and price-conscious.

### **RESEARCH METHODOLOGY**

Previous studies discussed consumer perception and buying behavior of consumers. Consumer perception is basically an angle of looking differently at different things. The main aim of the study is to determine consumer behavior toward new products, especially food items.

The study is based on primary and secondary data. The data for this study will be collected from various resources.

Methodology consists of research design, tools, instruments data specification, sampling frame and method of data. In order to analyze the consumer perception and how it affects the buying decisions, convenience sampling technique is being considered.

It is a non probability method. As the research is qualitative that's why convenience sampling is through one to one interviews.

### **DATA ANALYSIS**

The key factors to affect consumer decision making

The hospitality industry is subject to a variety of key influences on consumer behavior, which can range from personal to psychological to social and situational. These influences can be either long-term or short-term, and can influence consumer decision-making either individually or in combination with one or more other factors. This means that a consumer's decision can be influenced by a single element, all of them, or in combination with two or more. The following are examples of each type of influence.

#### **PERSONAL INFLUENCES ON CONSUMER BEHAVIOR**

Consumer behavior can be influenced by a variety of personal factors, including demographics, personal characteristics, and other factors that shape people's reactions to goods and services.

#### **PSYCHOLOGICAL INFLUENCES ON CONSUMER BEHAVIOR**

Psychological factors encompass a consumer's understanding of their requirements, their attitude towards the provider, and their opinion of the provider's services or products.

#### **SOCIAL INFLUENCES ON CONSUMER BEHAVIOR**

This encompasses social influences. This can be a current social situation or a desired social situation that the consumer desires. Examples of social influences include family, friends, co-workers, and, thanks to social media, complete strangers online.

A good example of this is when a Facebook friend shares a photo of their food and comments on how good it is. This gives the consumer both a visual and a recommendation, which will affect where they eat next time they go out to eat.

### **SITUATIONAL INFLUENCES ON CONSUMER BEHAVIOR**

Situational influences tend to be short-term in nature, but can also be long-term. For example, a consumer's location can be a situational influence. If they reside in a tourist destination, they are more likely to invite their friends and family to frequent the area. In the short-term, a consumer may be looking to escape the cold weather in their home area and travel to an exotic, beach destination. Other situational influences may include holidays, time of year and the consumer's mood.

### **FINDINGS**

If consumers make purchasing decisions based on certain criteria, understanding those criteria will give you an advantage over the competition as it will enable to target your target audience more effectively. This information can be used by successful marketers to inform their marketing approach and enhance the way in which they sell their goods and services to the target market. Consumer decision-making is also commonly referred to as the buyer's journey. The stages of consumer decision-making are the same regardless of the product or service being purchased.

Regardless, all the things consumers make depend upon the few things that consumers would seek for Awareness, Consideration on which depends on their Decision. And also pattern of Consumer behavior trends.

### **CONCLUSION**

If marketers can figure out what factors affect their potential customers' buying decisions, they'll be able to tailor their marketing campaigns to fit their needs. That way, they won't waste money on ads that don't reach potential customers, and they'll know when to switch up their tactics to reach different audiences at different times.

Once you've got a better understanding of how your customers make their buying decisions, the next step for marketers is to use that information to design their customer journey - how they interact at each touch point.

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