

# A Study on Factors Influencing On Buying Behaviour of Customers

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**ABSTRACT:** *The Consumer Behavior Study has become the current marketing scenario. The kings of markets are consumers. No business organization can run without consumers. All of the company's activities end with consumer satisfaction and consumer satisfaction. The study of customer behavior is based on consumer purchasing behavior, with the customer playing the three distinct user, payer and purchaser roles. The purchasing behaviour of consumers has become an integral part of strategic market planning. It is helpful to start by considering the factors that affect consumer buying behavior as well as the evolution of the consumer research field in order to develop a framework for the study consumer behavior.*

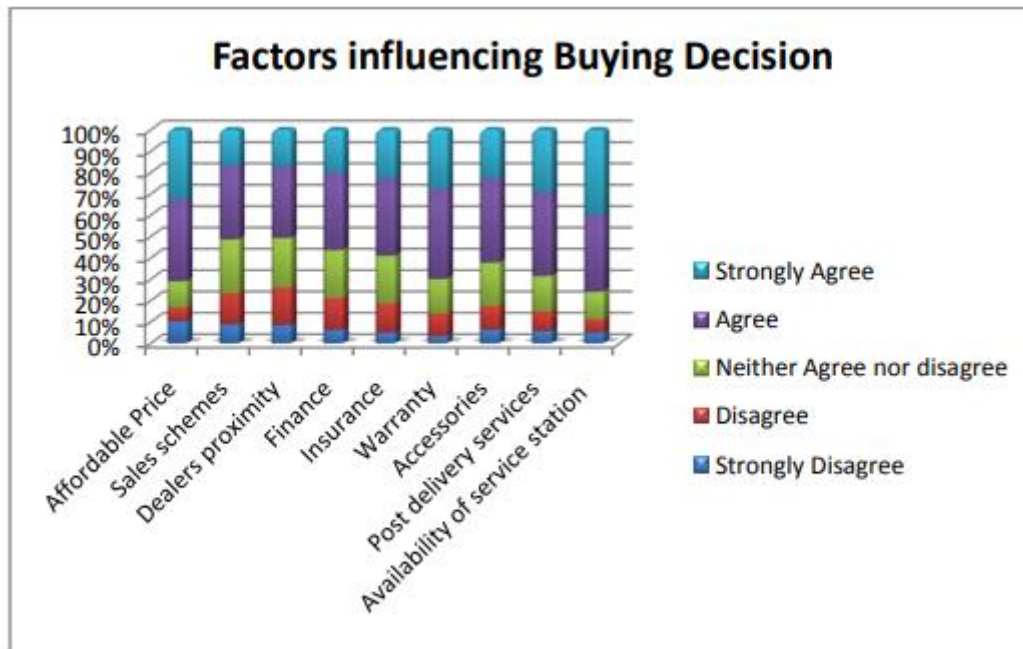
**KEYWORDS:** *Automotive industry, Consumer Behaviour, Economy, Marketing.*

## INTRODUCTION

For marketers, consumer behaviour has always been of great interest. Consumer behavior awareness helps the marketer understand how consumers think, feel and choose from alternatives such as products, brands and the like, and how their environment, reference groups, families, and salespeople, and so on, affect consumers[1], [2]. The buying behavior of a consumer is influenced by cultural, social, personal and psychological variables. Most of these factors are uncontrollable and beyond the hands of marketers, but while trying to understand the complex behavior of consumers, they have to be considered. Simple observations give limited insight into the complex nature of consumer choice[3]-[5].

- 1) Impacts on consumer activity in the personal element of family need and standing in society.
- 2) Impacts on purchasing behaviour in the external Business Picture and Price aspect.
- 3) Considerations affecting the buying choice are competitive costs, warranties, accessories, post-delivery facilities and service station availability in car-related aspects.
- 4) Price in particular plays an important role in the purchase decision, when 69% and above respondents state that price is a very important factor influencing the purchasing decision.
- 5) In the media perspective, more than seventy percent of respondents state that the Internet primarily affects purchasing behavior over any other media, led by tv ads.
- 6) Newspaper and Auto Expo are not really good.

## DISCUSSION



**Figure 1: Factors Influencing Buying Decisions Of The buyers While Finalising Decision of Buying an Automobile Product**

Few pointers to be mindful of:

- Automotive companies should remember the pattern of purchasing behavior and influence it.
- Factors when making a product's tactics.
- As Indian customers are price conscious, the pricing strategy will have a greater impact on purchasing behavior. Automotive firms should also cautiously apply pricing techniques.
- As Indian customers began to give high importance to safety features in a car, automobile companies, in particular Indian automobile companies, should focus on safety features.
- This is the age of the Internet where buying behaviour is affected a lot. Automobile companies, especially Indian automobile companies, should use social media to meet their target customers.
- Impacts on purchasing behavior by the brand factor. Automobile companies should carry out such marketing programs that place the minds of customers in a distinct position [6].

Competition conditions are hanging fast in the automotive industry as there is tough competition, and businesses that strategize and respond to these changes quickly and quickly are the most successful[7], [8]. Physical variations in goods have been attributed to technical advances, diminished. Instead of on their physical features, differentiation should be made on the meanings products bear[9], [10].

## CONCLUSION

For marketing professionals, the purchasing process of consumer behaviour is of greater importance than the consumption process. From the perspective of a practitioner, consumer research is relevant in order to allow him to understand factors affecting purchasing decisions, consumer needs, desires and motivations and thus to devise the most suitable mix for his market. The methodology of research moves beyond positivism to naturalism (ethnography, semiology, literary criticism, and historicism) in order to gain a broader understanding of the consumer impact of consumption without any specific intention of altering or influencing the process.

Although some results may be important for marketing practice, the overall objective of such research efforts is to gain a better understanding of consumer behaviour.

The study reveals the factors that influence the decision of customers to buy while buying or purchasing a car. Even customers give the brand, safety, price and product attributes factor more importance while buying the car. Suggestions for further research include the purchase of various brands of cars in the area of consumer behavior and brand equity. In specific, Indian brands need to concentrate on different fields, such as more protection features, new technologies, communication techniques that are advanced.

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