

AN APPROACH TO CONSUMER'S BUYING BEHAVIOUR IN GENERAL**A.Rajani**

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ABSTRACT

This paper gives a significant understanding about consumer buying behaviour in Chhattisgarh. Whereby, the most powerful, influencing factors are readily apparent to encourage impulsive purchasing. It is evident that there are several aspects which determine Consumer buying patterns and how they deal with unintended purchases under specific conditions. It is obvious that very little research has been done on the factors that affect the buying habits of particular customers.

Keywords-Consumer buying behaviour, customers and impulsive.

INTRODUCTION

Consumer are the beginning and end of the marketing. Understanding consumers likes and dislikes, expectation and motivation is the key to ensure customer pleasure. Consumer purchasing behaviour refers to the sequence of steps or actions taken by customers in a store before (and after) making a purchase. The attitudes, preferences, intentions, and decisions are what lead to these acts. The modern business paradigm allows for both online and offline implementation of these actions or steps.

WHAT IS CONSUMER BUYING BEHAVIOUR

Consumer Buying behaviour describes the process that customer take before making a goods and services .Search engine research participation in social media discussion, and a range of activities could be part of this process. Understanding this process is beneficial for organisations because it enable them to better match for their marketing to those that have previously been successful in persuading customer to make purchases. A study of consumer behaviour is important for controlling product consumption and preserving economic stability. Analysis of consumer behaviour and empirical studies on it help us understand how consumers behave and what they contribute to purchasing decisions.

HOW CUSTOMERS AFFECTS BUYING BEHAVIOUR.

The purchase choice is also influenced by the attitudes and opinions of the consumer. The consumer behaves a certain manner towards a product based on this mentality. Psychology

(motivation, perception, learning, beliefs, and attitudes) Personal (age and life stage, profession, economic situation, way of life, personality, and sense of self) Social (reference communities, families, roles, and status) Cultural (subculture, class system, and culture).

WHY IT IS ESSENTIAL TO STUDY BUYING BEHAVIOUR.

Studying consumer buying behaviour is important because it helps merchant to understand what impact consumer buying decisions. They can close the market gap and pinpoint the items that are required and the products that are no longer in use by knowing how consumers choose a product.

CONCLUSION

Controlling product consumption and maintaining economic stability depend on consumer behaviour. We can better understand consumer behaviour and how it influences purchase decisions by analysing consumer behaviour and conducting empirical studies on it. It aids business in comprehending factors influencing client purchasing choices. Knowing how consumers make a purchase can help them close the market gap, identify the products that are needed and those that are no longer in use. (Bharatbhai, 2020) (John, 27/7/2017) (Baji, 2015)

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