



Impacts of Different Types of Consumer and the Factors Relating to the Consumer Buying Behavior on Online Market

Ms. Ritika Chaudhary, Research Scholar, Faculty of Management, Jagan Nath University, Jhajjar.

Dr. Geeta Rani, Associate Professor & Research Supervisor, Faculty of Management, Jagan Nath University, Jhajjar.

Abstract:

Consumer buying behavior has a significant impact on the online industry, and understanding how consumers perceive and purchase fashion accessories is crucial for businesses to succeed. This study will focus on analyzing consumer buying behavior towards online shopping, specifically in Delhi NCR, a vibrant state in northern India known for its evolving fashion trends. Understanding consumer behavior aids marketers in better understanding how consumers choose among many options, including goods, brands, and the like, as well as how they are impacted by their surroundings, reference groups, families, sales people, and other factors.

Keywords:

Consumer Behaviour, Service, Product, Online, Shopping.

Introduction:

Consumer behavior is described as those behavioral patterns directly related to the acquisition, use, and disposal of economical products and services, including the decision processes which precede and influence these behaviors. The societal (culture, subculture, social status, group influence, and family), technical, governmental, economic, and individual elements (motivation, personality, identity, perception, understanding, faiths, and sentiments) all have an impact on consumer behavior. A consumer is a person or a business with the ability to pay for all of their needs and desires. The primary goal of a client is to obtain the appropriate kind of good or service that they or their company needs, giving important consideration to elements like pricing, accessibility, after-sale operations, guarantees, and warranties regarding that good or service. A consumer is a final user of product or service. Consumer is the one who actually use or consumes goods or services either purchase by his or her or not. For example, a person purchases burger for his son then consumer is his son who actually consumes it.

Types of consumers:

Consumers can be classified into different categories. Here are explanations of some common types of consumers:

- 1. Impulsive Consumers:** These consumers make spontaneous and unplanned purchasing decisions driven by immediate desires or emotional impulses. Impulsive consumers tend to prioritize immediate gratification over long-term considerations.
- 2. Price-Conscious Consumers:** Price-conscious consumers are highly sensitive to the price of products or services. They actively seek out discounts, sales, and value-for-money offerings and prioritize cost-saving measures in their purchasing decisions.
- 3. Brand-Loyal Consumers:** Brand-loyal consumers exhibit strong allegiance and repeat purchase behavior towards specific brands. They tend to have a deep emotional connection and trust in the brand, often resulting from positive experiences or perceived brand superiority.
- 4. Green Consumers:** Green consumers prioritize environmentally friendly and sustainable products. They are conscious of the ecological impact of their consumption choices and seek out products and brands that align with their environmental values.
- 5. Trendsetters/Innovators:** Trendsetters or innovators are early adopters who embrace new products, technologies, or trends before they become main stream. They often have a significant influence on shaping consumer preferences and can be opinion leaders within their social circles.

Based on Location in Consumption Chain:

(a) Final or End Consumers:

The individual or business that utilizes the finalized good or service is indeed the end consumer. End users are different from several other distribution channel middlemen because final user purchase finished goods or services for their own consumption. For example: Steel-based tools being used by architects.

(b) Intermediate or Business Consumer:

Intermediate or business consumers are those who purchase goods with the intention of turning them into a newer product and then selling it, or individuals who purchase goods with the intention of reselling them for a profit. Such consumers continually replenish rather than satisfy own consumption requirements. For example: Maruti Udyog purchases coatings, nails, screw and bolts, lights, motors, and machinery to supply various cars, such as the Swift, Wagon etc.

Based on Individual or Organization Level:**(a) Personal Consumer:**

Personal consumer refers to individual consumer who buys goods or services for himself or herself consumption or for their nuclear family to satisfy their daily requirements.

(b) Organizational Consumer:

Organizational consumers are those who buy goods or services for their institution, organization or company which helps to fulfill their requirements to operate.

Importance of Consumer:

Consumers play a crucial role in the marketplace, and their importance is widely recognized in the field of marketing and business. Here are some explanations of the importance of consumers:

- 1. Consumer Drives Economic Activity:** Consumers are the ultimate drivers of economic activity. As they purchase goods and services, they generate demand, which in turn stimulates production, job creation, and economic growth. This demand-driven cycle is essential for a thriving market economy.
- 2. Consumer Preferences Shape Market Offerings:** Understanding consumer preferences is essential for businesses to develop products and services that meet customer needs. By studying consumer behavior and preferences, companies can tailor their offerings, differentiate themselves from competitors, and create value for consumers.
- 3. Consumer Feedback and Insights:** Consumers provide valuable feedback and insights to businesses, helping them improve their products, services, and overall customer experience. Feedback from consumers through surveys, reviews, and social media platforms serves as a valuable source of information for companies to make informed decisions and enhance their offerings.
- 4. Consumer Loyalty and Advocacy:** Satisfied consumers often become loyal consumers who repeatedly choose a particular brand or company. Loyal consumers not only contribute to a company's revenue and profitability but also become brand advocates, spreading positive word-of-mouth and influencing others' purchasing decisions.
- 5. Market Segmentation and Targeting:** Understanding consumer characteristics, preferences, and behavior allows businesses to segment the market and target specific consumer groups effectively. This enables companies to develop targeted marketing strategies and deliver tailored messages that resonate with their intended audience.

Consumer Buying Behavior:

Consumer buying behavior refers to the actions and decision-making processes individuals undertake when purchasing goods or services. It involves various factors, including personal preferences, needs, and wants, as well as social, cultural, and psychological influences. Consumers may engage in information search, evaluate alternatives, make purchase decisions, and post-purchase evaluations. Their buying behavior can be influenced by factors such as product quality, price, brand reputation, marketing communications, and peer recommendations. Understanding consumer buying behavior is crucial for businesses to develop effective marketing strategies, tailor their offerings, and create positive customer experiences. By analyzing consumer motivations, attitudes, and behaviors, companies can better meet customer expectations and build long-term relationships.

Consumer buying behavior can indeed differ based on gender

Consumer buying behavior can indeed differ based on gender, as individuals often have distinct preferences, motivations, and decision-making processes influenced by their gender identities. While it's important to remember that these differences are generalizations and can vary among individuals, here are some common differentiating factors:

1. Product Preferences:

Gender can influence the types of products consumers prefer. For example, women tend to show more interest in cosmetics, fashion, home décor, and personal care products. Men, on the other hand, may have a higher preference for electronics, automotive products, sports equipment, and gadgets.

2. Shopping Habits:

Men and women often exhibit different shopping habits. Women generally spend more time browsing and comparing products, seeking advice from friends or family, and prioritizing the overall shopping experience. Men, on the other hand, often prefer a more direct and efficient approach, focusing on specific product features, price, and convenience.

3. Decision-Making Process:

Gender can influence the decision-making process when purchasing products. Women often emphasize emotional factors, considering how a product makes them feel or its impact on their personal relationships. Men tend to prioritize logical factors, such as product specifications, features, and performance.

4. Advertising and Marketing Influence:

Advertising and marketing strategies can be tailored based on gender to resonate with consumers. Advertisements targeted towards women might emphasize aesthetics, emotions, and social connections, while those targeted towards men may emphasize product features, strength, and independence. However, it's

essential to note that these gender stereotypes are evolving, and marketers should be cautious not to reinforce harmful biases.

5. Brand Loyalty:

Gender can influence brand loyalty to some extent. Women tend to exhibit higher brand loyalty and are more likely to repurchase products from brands they trust. Men, on the other hand, might be more open to switching brands based on new product offerings or technological advancements.

6. Online Shopping Behavior:

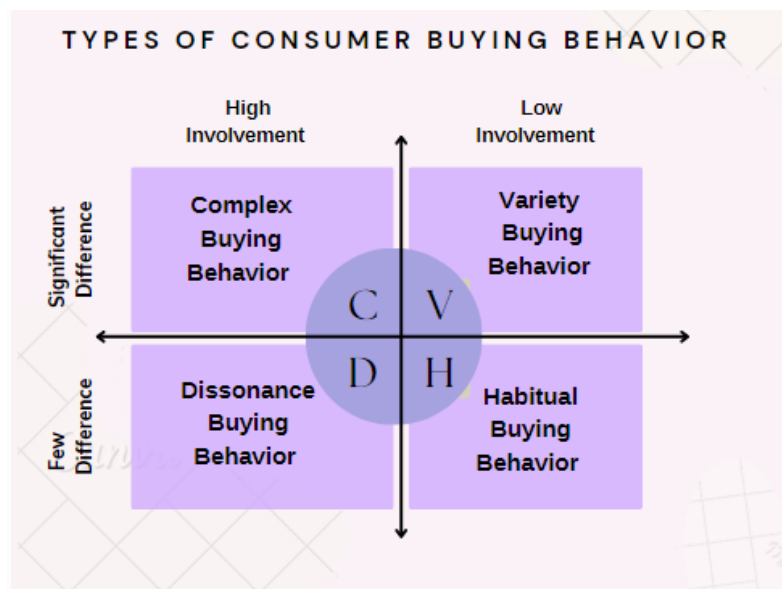
Gender differences can also manifest in online shopping behavior. Research suggests that women tend to spend more time shopping online, engaging in virtual window shopping, and seeking detailed product information. Men often prefer a more straightforward and transactional approach, focusing on quickly finding the desired product and completing the purchase.

It's important to acknowledge that these gender-based differences are not absolute and can vary significantly among individuals. Marketers and businesses should strive for inclusivity, recognizing and respecting the diverse preferences and needs of consumers across all genders.

Types of Consumer Buying Behavior

Based on brand consciousness, here are four types of consumer buying behavior:

Figure 1.1 Types of Consumer Buying Behavior



1. Complex Buying Behavior:

Complex buying behavior refers to a type of consumer behavior that occurs when consumers are highly involved in a purchase and perceive significant differences among available brands or products. In such situations, consumers engage in extensive information gathering, evaluate multiple alternatives, and carefully weigh various product attributes and factors before making a purchase decision. This behavior is commonly

observed in the purchase of high-involvement and expensive products, such as cars, houses, or medical treatments.

2. Variety-Seeking Buying Behavior:

Variety-seeking buying behavior refers to the tendency of consumers to seek new experiences and variety in their purchase decisions. Consumers exhibiting this behavior often switch between brands or products in order to satisfy their desire for novelty and variety. They may be fewer brands loyal and willing to try different options, particularly in product categories where they perceive little difference among brands. This behavior is common in industries such as fashion, food, and entertainment.

3. Dissonance-Reducing Buying Behavior:

Dissonance-reducing buying behavior occurs when consumers experience post-purchase cognitive dissonance, which is the discomfort or doubt that arises after making a purchase. To alleviate this dissonance, consumers engage in activities such as seeking reassurance, confirming their decision was right, or gathering positive information about the chosen brand or product. They may also seek social validation by discussing their purchase with others. Dissonance-reducing behavior is often observed in high-involvement purchases where the perceived risk of making the wrong decision is high, such as buying car or expensive electronics.

4. Habitual Buying Behavior:

Habitual buying behavior refers to the tendency of consumers to make routine, automatic purchase decisions with minimal information search or evaluation of alternatives. Consumers exhibiting this behavior have a strong brand loyalty or preference and often purchase the same product repeatedly without much conscious thought or consideration of alternatives. Habitual buying behavior is commonly observed in low-involvement, frequently purchased products such as everyday groceries, household items, or personal care products.

Consumer Decision Process

The consumer decision process refers to the sequence of steps or stages that individuals go through when making a purchasing decision. It encompasses the cognitive and behavioral processes involved in evaluating alternatives, making choices, and taking action to acquire a product or service. The consumer decision process typically consists of the following stages:

1) Need Recognition:

Identified wants or desires serve as the catalyst for the purchasing process. Need realization is the understanding of a want, or a purchase issue that the customers think anxious and tense about not being able to satisfy. The consumer perceives that a certain product is required to meet the new demand. Both internal and external stimuli can cause needs or wants to arise. Marketing professionals refer to stimulation as either a "symbol" or "signal." The degree or immediacy of a desire determines how quickly it should be satiated.

2) Information Search:

The need that has been identified and awakened may only be met whenever the good or service is accessible. The eagerness of the consumer to research a good or degree of satisfaction far enough demonstrates his curiosity in that product. The consumer seems to have a variety of additional sources of information, including colleagues, family, neighborhood, salespeople, vendors, commercials, packets, and most importantly, consumer organizations. Consumer attempts to obtain accurate and current information.

3) Evaluation and Intention:

Evaluation refers to the actions made by the buyer to thoroughly analyze choices in light of various parameters, alternate fixes for market-related issues, etc. The way the consumer interprets data to choose a brand is something that marketers are curious about. Buyers, or even just one consumer, do not use the same evaluation procedure for all purchase behavior. The evaluation phase is where a product or service is mentally tested. The customer gives relative importance or weightage to various items or services based on the information obtained during the evaluation stage and determines the comparative value of each product or service.

4) Purchase Decision:

A customer dedication and commitment to a product is expressed in a purchasing behavior. The last phase of the purchase decision process is where a sale is closed. When a buyer makes their initial purchase of a product, it might be considered a tryout from a behavioral perspective. Only in cases where the customer is happy with the product's performance he can make another purchase.

5) Post Purchase Reaction:

It describes a buying behavior of the customers after they have bought and used a object, it derives from their experiences using the product and is expressed as a level of satisfaction. The correlation among the customer's expectations of the service and how well it meets those assumptions will determine the degree of pleasure the customer feels after making a purchase. Repeat purchases or a decision not to make anything further purchases are indicators of this behavior. Repeat purchases only happen if the customer's interaction with the product is positive; otherwise, they won't.

It's important to note that the consumer decision process is not always linear and can be influenced by various internal and external factors. Additionally, the level of involvement and complexity can vary depending on the product category and individual consumer characteristics. Understanding the consumer decision process helps marketers develop effective strategies to influence consumer behavior at each stage and meet consumer needs and preferences.

Importance of Understanding Consumer Buying Behavior

Consumer buying behavior plays a vital role in the success of businesses. Understanding consumer preferences, needs, and decision-making processes allows companies to effectively segment their target market and develop tailored marketing strategies. It aids in product development and innovation by identifying gaps in the market and aligning offerings with consumer expectations. By analyzing consumer behavior, businesses can improve customer satisfaction, foster loyalty, gain a competitive advantage, drive sales growth, and ultimately achieve higher revenue. The study of consumer buying behavior is crucial for businesses to thrive in a dynamic and customer-centric marketplace.

1) Customer Needs Satisfaction:

A corporation should develop a marketing approach that meets the demands of the market. A consumer wants to feel satisfied with the specific good or service they purchase for such a given sum of money. As a consequence, the customer is constantly looking to receive more from the provider, which necessitates that the provider must achieve a balance between both the idealistic sale and the realistic element as in the end any additional service supplied above and beyond the standard procedure raises the price of the goods.

2) Marketing Mix Development:

The way that consumers react to marketing mix is ever-changing. An improved comprehension of the factors that affect consumers aids in the formulation of effective tactics.

3) New Market Opportunities:

Marketers can identify new business prospects by comprehending consumer behavior. Individuals who have an internet service may now purchase almost any item from anywhere between 5 and 5 lack of rupees in even less than 2 minutes. Therefore, when a local supplier is unable to provide the necessary assistance, the consumer is frequently motivated to explore for other, more accessible options.

4) Retention of Consumers:

Consumer behavior is crucial for gaining new clients, but it's also crucial for keeping hold of current ones. Whenever a buyer is pleased with a good, they usually make the same purchasing again. Hence, it is important to sell the product in a manner that encourages repeat purchases from consumers.

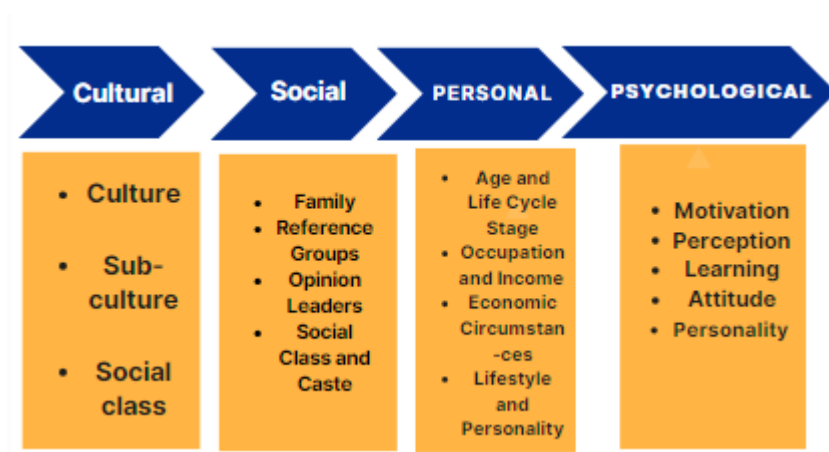
5) Efficient Resource Use:

Organizations may use marketing resources effectively by studying buying behavior. In order to carry out multiple marketing tasks as from overall organization process with more accuracy, they may concentrate the marketing efforts in a relevant way.

Factors Affecting Consumer Buying Behavior

Factors affecting consumer buying behavior refer to various influences that impact individuals' decisions and actions when making purchases. These factors include cultural, social, personal, psychological, and situational elements. Understanding these influences helps businesses comprehend why consumers make certain choices and enables them to develop effective marketing strategies that align with consumer needs and preferences. These factors can be categorized into several key dimensions:

Figure 1.2 Factors Affecting Consumer Buying Behavior



1) Cultural Factors:

Culturally speaking, a society's social tradition is meant. Due to their being so pervasive, cultural effects are challenging to recognize and analyze. Such cultural effects, therefore, can serve as a crucial foundation for segmenting the market, product creation, promotion, and other activities.

- **Culture:**

The very first aspect is culture that also refers to the shared set of opinions that each person inherits from their predecessors and which are represented in their views, practices, and consumer habits. For instance, McDonald's beef burgers were outlawed in India because of cultural prohibitions against the consumption of such meals.

- **Sub-Culture:**

A subculture is a cultural component that separates one culture from others by taking on different aspects. For instance, the Bengali, Marvadi, Brahman, and Gujarati cultures are distinct from those of Hindus which will have an impact on their eating habits, fashion choices, and other aspects of daily life.

- **Social Class:**

The separation of societal structure into the high class, working class, and underclass is represented by social class. Such as illustration upper-class individuals often purchase Rolex watches in order to stand out in society.

2) Personal Factors:

Personal factors are individual characteristics and traits that influence consumer buying behavior. These factors include:

- **Age and Life Stage:**

Whereas an industry's goods and services are segmented based on customers' generations, gender identities, and other attributes, the purchasing behavior will be influenced by the life cycle stage and ages. Different age groups have distinct preferences and buying behaviors. For example, teenagers may prioritize trendy fashion items, while older adults may focus on health-related products. Life stages, such as getting married, having children, or entering retirement, also influence consumer needs and preferences.

- **Occupation and Income Factor:**

Businesses focus mostly on demographic factor as this helps them concentrate a certain buyer's buying power since this occupation has a favorable association with incomes. As per their earnings and compensation, the occupation has an important role for a product distributor in the elements influencing customer behavior.

- **Economic circumstances:**

The state of the economy reflects the buyers' buying power. For instance, a company that sells SUVs will concentrate upon its purchasing capacity in order to optimize the market possibility. Consumer behavior is influenced by demand and availability as if a commodity is excessively expensive, less people will want to buy it. Interest rate hikes have an effect on consumer purchasing because individuals are less likely to apply for a bank loan to buy expensive products like a home or a vehicle whenever costs are rising.

- **Lifestyle and Personality:**

Consumer choices are often influenced by lifestyle and personality traits. Some individuals may have an adventurous or risk-taking personality, leading them to try new products or experiences. Lifestyle choices, such as being health-conscious or environmentally conscious, can also shape consumer preferences.

Understanding these personal factors helps businesses target specific consumer segments effectively. By considering age, occupation, income, lifestyle, personality, social background, and self-concept, marketers can develop strategies and products that resonate with consumers on a personal level, increasing the likelihood of purchase and fostering long-term customer loyalty.

3) Psychological Factors:

The psychological elements are those which discuss a person's psychology and how it influences his activities in search of fulfilment. Several significant psychological factors include:

- **Motivation:**
Motivating the buyer to purchase the goods is a primary driver. This element influences and inspires people to act often against and in support of the commodity, which increases sales of that specific item. As an illustration, a cell phone with value-added functionalities, a positive brand reputation, and a cheaper pricing will encourage customers to purchase the cell phones.
- **Perception:**
Consumers describe their sensations in order to convey the surroundings relevance through this process. As an illustration, Neutrogena represents one of the popular cosmetic brands available therefore if it launches a new item, consumers will positively react to it.
- **Learning:**
This refers to the considerably longer behavior modification brought on by personal observation. For instance, if a customer has had wonderful experiences with Apple products, such as the high-quality iPhone, he will know that there isn't any quality alternative for the Apple brand.
- **Attitude:**
With reference to individuals, locations, commodities, and objects, attitude refers to a tendency to act in a specific manner when exposed to specific stimuli. Attitudes may either be positive or negative, favourable or unfavourable. Attitude is composed of three distinct elements: cognitive, affective, and combative. It is far more challenging to alter the attitude rather than simply reinforce it. It is a switch from either a tendency to behave in line with the initial mindset to a tendency to behave against that mindset.
- **Personality:**
The ability of an individual to be liked, friendly, or charismatic is referred to as personality. Although in a formal sense, it alludes to the fundamental distinctions between people. As a result, a people's gestures, behaviors and activities are what define someone as a unique personality and set him apart from everybody else. it is a result of experiences, learnt motivations, and inborn urges. Three parts—the id, the ego, and the superego—interact to form personality. Perhaps attributes or types are used to describe a person's appearance. Aggressiveness, truthfulness, anxiousness, freedom, friendliness, and other attributes are examples of personal attributes. The general personality may be classified as either introverted or extraverted, or it may fall within the traditional categories of exterior and internal direction.

Conclusions:

This research aims to identify the factors influencing consumer buying behavior including demographics, social influences, and psychological factors, pricing, and spending patterns. By examining these elements, a comprehensive understanding of the drivers of consumer behavior can be obtained, allowing fashion businesses to tailor their marketing strategies to meet the specific needs of Delhi NCR consumers. The findings of this research will hold significance for both practitioners and academics. Researchers and scholars in consumer behavior will expand their knowledge by uncovering unique patterns and trends in this regional context. Through shedding light on consumer buying behavior in Delhi NCR, this study aims to contribute to existing knowledge and foster a mutually beneficial relationship between consumers and the online industry in the Delhi NCR.

References

- Shanthi, R., & Desti, K. (2015). Consumers' perception on online shopping. *Journal of Marketing and Consumer Research*, 13, 14-21.
- SivaKumar, A., & Gunasekaran, A. (2017). An empirical study on the factors affecting online shopping behaviour of millennial consumers. *Journal of Internet Commerce*, 16(3), 219-230.
- Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer behaviour*. Pearson Higher Education AU.
- Tandon, U., Kiran, R., & Sah, A. N. (2018). The influence of website functionality, drivers and perceived risk on customer satisfaction in online shopping: an emerging economy case. *Information Systems and e-Business Management*, 16(1), 57-91.
- Tandon, U., Kiran, R., & Sah, A. N. (2018). The influence of website functionality, drivers and perceived risk on customer satisfaction in online shopping: an emerging economy case. *Information Systems and e-Business Management*, 16(1), 57-91.
- Wu, W. Y., & Ke, C. C. (2015). An online shopping behaviour model integrating personality traits, perceived risk, and technology acceptance. *Social Behaviour and Personality: an international journal*, 43(1), 85-97.
- adav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*.
- KankamBoadu, Ama. (2019). Customer Relationship Management and Customer Retention. SSRN Electronic Journal.
- Mokhtar, Susiana & Mus, Abd & Sjahrudin, Herman. (2019). An examination of the relationships between customer relationship management quality, service quality, customer satisfaction and customer loyalty: The case of five-star hotels. 10.14738/assrj.62.6202.
- Sasikala, Devi & Devi D, Sasi. (2019). Customer Perception on Post Purchase Services of life Insurance Companies.

- Zakharova, A.P. & Vinichuk, O.Y. & Maksimova, D.A.. (2016). Analysis and forecasting of sales volumes of the regional insurance company: The Russian experience.
- Abtin, Abdolaziz & Pouramiri, Mostafa. (2016). The impact of relationship marketing on customer loyalty enhancement (Case study: Kerman Iran insurance company). Marketing and Branding Research
- Choudhuri P.S., “Identification of the Significant Factors Influencing Customers’ Awareness about the Products of Life Insurance Corporation of India”, JOMASS.
- 18. Narendar & Sampath, “Consumer awareness towards life insurance sector in India”, ABHINAV International Monthly Refereed Journal of Research in Management & Technology.