AMERICAN JOURNAL OF MANAGEMENT AND IOT MEDICAL COMPUTING
Peer Reviewed, Referred & Indexed Journal
E-ISSN: 3069-0110
Vol.5, No.2(2) (2026)
www.ajmimc.com

A COMPREHENSIVE ANALYSIS OF CUSTOMER BUYING BEHAVIOR: UNDERSTANDING DECISION-MAKING PROCESSES AND INFLUENCING FACTORS AT HERITAGE FOODS INDIA Ltd.

[1] Dr. R. Hareesh, [2] Ponnam Saritha Bhavani
[1] Professor, [2] MBA Student
Department of MBA
Sree Chaitanya College of Engineering, Karimnagar

ABSTRACT

Customer buying behaviour refers to the process through which individuals or groups select, purchase, use, and dispose of goods and services to satisfy their needs and wants. Understanding customer buying behaviour is essential for businesses as it helps them identify consumer preferences, predict purchasing patterns, and develop effective marketing strategies. Various factors such as cultural, social, personal, psychological, and economic influences play a significant role in shaping consumer decisions.

The study of customer buying behaviour enables organizations to understand how consumers evaluate products, compare alternatives, and make final purchase decisions. In today's competitive market environment, changing lifestyles, technological advancements, digital marketing, and the growing influence of social media have significantly impacted consumer behaviour. Companies that effectively analyze customer behaviour can improve customer satisfaction, enhance brand loyalty, and gain a competitive advantage.

This study examines the key factors influencing customer buying behaviour and explores how consumer preferences affect purchasing decisions. The findings provide valuable insights for marketers and business organizations to design customer-oriented products, pricing strategies, promotional activities, and distribution channels that meet the evolving needs of consumers. Understanding customer buying behaviour ultimately contributes to better marketing performance, increased sales, and long-term business success.

I. INTRODUCTION

Consumer Buying Behavior

Definition:

Consumer buying behavior refers to the actions, decisions, and processes undertaken by individuals or groups when selecting, purchasing, using, and disposing of goods and services to satisfy their needs and wants. It involves understanding how consumers make purchasing decisions, what factors influence their choices, and how they respond to marketing efforts.

According to Philip Kotler, consumer buying behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

Consumer buying behavior is influenced by various factors such as cultural values, social influences, personal characteristics, psychological factors, economic conditions, and marketing activities. Understanding consumer behavior helps businesses develop effective marketing strategies, improve customer satisfaction, and build long-term customer relationships.

Purchase decision

A purchase decision is the final stage in the consumer buying process where a customer chooses to buy a particular product or service after evaluating available alternatives. It reflects the consumer's preference and willingness to spend money to satisfy a specific need or want.

The purchase decision is influenced by factors such as product quality, price, brand image, personal preferences, recommendations from family and friends, advertising, and previous experiences. Before making a purchase, consumers usually gather information, compare different options, and assess the benefits and costs associated with each alternative.

A positive purchase decision leads to customer satisfaction and repeat purchases, while a negative experience may result in dissatisfaction and switching to competing brands. Therefore, understanding the factors that influence purchase

decisions is essential for businesses to design effective marketing strategies and attract customers.

Post Purchase Behavior

Post-purchase behavior refers to the actions, feelings, and attitudes of consumers after they have purchased and used a product or service. It is an important stage in the consumer buying process because it determines whether the customer is satisfied or dissatisfied with the purchase.

After buying a product, consumers evaluate its performance by comparing their expectations with the actual experience. If the product meets or exceeds expectations, customers are likely to be satisfied, develop brand loyalty, make repeat purchases, and recommend the product to others. On the other hand, if the product fails to meet expectations, customers may experience dissatisfaction, return the product, switch to competitors, or share negative feedback.

Post-purchase behavior is influenced by factors such as product quality, customer service, product performance, and after-sales support. Businesses that focus on customer satisfaction and maintain strong relationships with customers can improve retention rates, enhance brand reputation, and achieve long-term success.

Factors influencing the behavior of buyers.

Buyer behavior is influenced by a combination of cultural, social, personal, psychological, and economic factors. Understanding these factors helps businesses predict consumer preferences and develop effective marketing strategies.

1. Cultural Factors

Culture plays a significant role in shaping a consumer's values, beliefs, and purchasing habits. Customs, traditions, religion, and social norms influence the products and brands consumers choose.

2. Social Factors

A consumer's buying decisions are affected by family members, friends, colleagues, reference groups, and social status. Recommendations and opinions from these groups often influence purchasing behavior.

3. Personal Factors

Personal characteristics such as age, occupation, income, lifestyle, education, and personality impact consumer choices. Different individuals have different needs and preferences based on their personal circumstances.

4. Psychological Factors

Psychological elements such as motivation, perception, learning, beliefs, and attitudes influence how consumers view products and make buying decisions. Consumer perceptions often determine purchasing behavior.

5. Economic Factors

Income levels, savings, credit availability, inflation, and economic conditions affect a consumer's purchasing power. Consumers tend to adjust their spending habits according to their financial situation.

6. Product Factors

The quality, features, design, packaging, and brand image of a product can significantly influence buyer behavior. Consumers often prefer products that provide greater value and satisfaction.

7. Marketing Factors

Advertising, sales promotions, pricing strategies, distribution channels, and digital marketing efforts influence consumer awareness and purchase decisions. Effective marketing can attract and persuade customers.

8. Technological Factors

Advancements in technology, online shopping platforms, social media, and digital payment systems have changed the way consumers search for information and make purchases.

9. Situational Factors

Factors such as time availability, store atmosphere, special occasions, and immediate needs can affect buying decisions. Consumers may behave differently depending on the situation.

10. Brand and Trust Factors

Consumers are more likely to purchase products from brands they trust. Brand reputation, customer reviews, and previous experiences strongly influence buying behavior.

Understanding these factors enables organizations to better meet customer needs, improve customer satisfaction, and achieve greater success in the marketplace.

Maslow's Hierarchy of Needs

Maslow's Hierarchy of Needs is a motivational theory developed by psychologist Abraham

Maslow, which explains that human needs are arranged in a hierarchical order. According to this theory, individuals seek to satisfy lower-level needs before progressing to higher-level needs. The hierarchy consists of five levels: physiological needs (food, water, shelter, and clothing), safety needs (security, protection, and stability), social needs (love, friendship, and belongingness), esteem needs (self-respect, recognition, and achievement), and self-actualization needs (personal growth and fulfillment of potential). In the context of consumer buying behavior, consumers purchase products and services to satisfy these different levels of needs. Marketers use Maslow's theory to understand consumer motivations and design products, promotional strategies, and brand messages that effectively address customer needs and preferences. This theory remains one of the most widely used frameworks for analyzing consumer behavior and purchasing decisions.

SCOPE OF THE STUDY

The scope of the study on **Customer Buying Behaviour** focuses on understanding the factors that influence consumers' purchasing decisions and preferences. It examines the consumer decision-making process, including need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. The study analyzes the impact of cultural, social, personal, psychological, and economic factors on buying behavior. It also explores the role of marketing activities such as advertising, pricing, branding, and sales promotions in influencing consumer choices. Furthermore, the study helps identify changing consumer trends, preferences, and expectations in both traditional and digital marketplaces. The findings provide valuable insights for businesses to develop effective marketing strategies, improve customer satisfaction, enhance brand loyalty, and achieve sustainable growth in a competitive business environment.

NEED FOR THE STUDY:

The study of **Customer Buying Behaviour** is essential for understanding how consumers make purchasing decisions and what factors influence their choices. In today's highly competitive market, customer preferences and expectations are constantly changing due to technological advancements, changing lifestyles, and increased access to information. Businesses need to understand consumer behavior to develop products and services that effectively meet customer needs. The study helps organizations identify buying patterns, customer preferences, and factors affecting purchase decisions, enabling them to design effective marketing strategies. It also assists in improving customer satisfaction, building brand loyalty, increasing sales, and gaining a competitive advantage. Furthermore, understanding customer buying behaviour helps businesses respond to market changes, target the right customer segments, and make informed business decisions for long-term success.

OBJECTIVE OF THE STUDY:

1. To understand the concept and importance of customer buying behaviour.
2. To identify the factors influencing consumers' purchasing decisions.
3. To examine the consumer decision-making process before, during, and after purchase.
4. To analyze the impact of cultural, social, personal, and psychological factors on buying behaviour.
5. To study the role of price, quality, brand image, and promotional activities in influencing consumer choices.
6. To evaluate consumer preferences and purchasing patterns.
7. To assess the effect of advertising and digital marketing on customer buying decisions.
8. To understand post-purchase behaviour and customer satisfaction levels.
9. To identify factors that contribute to customer loyalty and repeat purchases.
10. To provide suggestions for improving marketing strategies and enhancing customer satisfaction.

LIMITATIONS:

1. The time period of project is 45 days.
2. Though the customers wanted to give information they could not give as it wastes their business time.

3. The accuracy of the answers depends upon the mode of interest of respondents.
4. Though the customers wanted to give information they could not, as they felt it takes away their business time.
5. The accuracy of the answers depends upon the mode of interest of respondents.
6. The opinions of the sample may or may not depict the exact opinions of the total population.

II. REVIEW OF LITERATURE

A competitor, in order to achieve the loyalty of the customers, offer an endless information flow on the products and services and thereby continuously educates the customer about the opportunities in the market. Therefore today even an ordinary person, is in possession of the large amount of data to use for the purpose of making a decision as to which products/ services he would go in for. The competitive environment is making the customer wisher day by day and he is able to take a large number of decisions on his own. The experts' advice of the olden days is being replaced by the customer's own wisdom. This is making the market place more complicated and unpredictable. The customer is getting smarter today and he is able to decide his own money's worth and therefore, organization across the board are `pursuing the customer's views to streamline their business strategies to remain customer- worthy.

People are the prime factor for any organization to maintain the effectiveness and thus develop the right focus for the people, so that each one perceives as clearly as possible his position in the cycle of growth and prosperity of the organization. Agendas will have to be drawn in such a manner and communicated so effectively that the individual is able to enjoy a meaningful life in the organization, endowed with authority and responsibility for the role he plays.

"One should be able to see for oneself the impact of the contributions one has made towards the growth and prosperity cycle of the organization. As a matter of fact the relationship between the people and the organization should be so designed that each one is here to experience the pleasure of winning and pain of losing. People alone are of no significance unless and until they have an intimate and continuous interaction with the process".

Therefore organization have to take continuous care to update their quality of the people and that of processes simultaneously so that a healthy relationship is built up and maintained making the relationship happy and healthy one. This, when done, should generate in people a sense of entrepreneurship customer ship of the organization.

"Since the customer are the main focus of any organization its structure should be so flat i.e., people fluently interact with the customer and maintain continuous feedback about the customer's moods and methods in order to shape its business portfolio and strategies".

It is very important to find whether the fundamentals of the organization are getting strong as desired. It is therefore rightly said that a well trained army with quality arms and ammunitions and with a sense of involvement can got the nations frontiers inn desirable and dependable manner similarly: people at the operation level with superior competency and capability supplied with superior products and strategies can acquire a place for an organization in the market place. Retail outlets are the contact points of the customers and therefore the image of the organization largely depends upon the quality of the people managing the interventions and transactions at the level.

The Consumer Market:

The consumer market consists of all the individuals and households who buy or acquire goods and services for personal consumption. The simplest model consumer buyer behavior is the stimulus – response model. According to this model marketing stimuli (the four Ps) and the major forces (economic, technological, political, cultural) enter the consumer's "black box" and reproduce certain responses.

Consumer Buying Behavior

Possibly the most challenging concept in marketing deals with understanding why buyers do what they do (or don't do). But such knowledge is critical for marketers since having a strong

understanding of buyer behavior will help shed light on what is important to the customer and also suggest the important influences on customer decision-making. Using this information, marketers can create marketing programs that they believe will be of interest to customers.

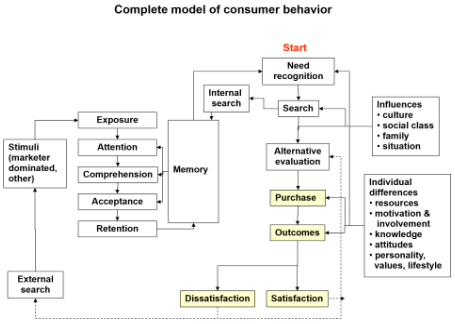
As you might guess, factors affecting how customers make decisions are extremely complex. Buyer behavior is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. Since every person in the world is different, it is impossible to have simple rules that explain how buying decisions are made. But those who have spent many years analyzing customer activity have presented us with useful "guidelines" in how someone decides whether or not to make a purchase.

In fact, pick up any textbook that examines customer behavior and each seems to approach it from a different angle. The perspective we take is to touch on just the basic concepts that appear to be commonly accepted as influencing customer behavior. We will devote two sections of the Principles of Marketing Tutorials to customer behavior. In this section we will examine the buying behavior of consumers (i.e., when people buy for personal reasons) while in the Business Buying Behavior tutorial we will examine factors that influence buyer's decisions in the business market.

How Consumers Buy

However, whether a consumer will actually carryout each step depends on the type of purchase decision that is faced. For instance, for minor re-purchases the consumer may be quite loyal to the same brand, thus the decision is a routine one (i.e., buy the same product) and little effort is involved in making a purchase decision. In cases of routine, brand loyal purchases consumers may skip several steps in the purchasing process since they know exactly what they want allowing the consumer to move quickly through the steps. But for more complex decisions, such as Major New Purchases, the purchasing process can extend for days, weeks, months or longer. So in presenting these steps marketers should realize that, depending on the circumstances surrounding the purchase, the importance of each step may vary.

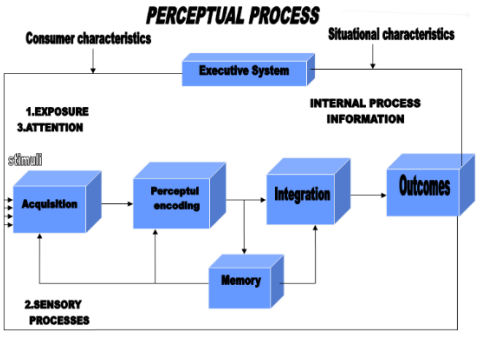
MODEL OF CONSUMER BEHAVIOR



CONSUMER PERCEPTION

Consumer perception refers to the way individuals select, organize, interpret, and respond to information about products, services, brands, or companies. It is the process through which consumers form opinions and impressions based on their experiences, beliefs, values, and exposure to marketing activities. Consumer perception influences how customers view a product's quality, value, and usefulness, ultimately affecting their purchasing decisions.

Various factors such as advertising, brand image, product quality, pricing, packaging, customer reviews, and personal experiences shape consumer perception. Positive perceptions can increase customer trust, satisfaction, and brand loyalty, while negative perceptions may discourage purchases and damage a company's reputation. Since consumers often make decisions based on their perceptions rather than objective reality, understanding consumer perception is crucial for businesses to develop effective marketing strategies, build strong brand relationships, and achieve long-term success in the marketplace.



Importance of Customer Buying Behaviour

- Helps businesses understand customer needs and expectations.
- Assists in developing customer-oriented products and services.

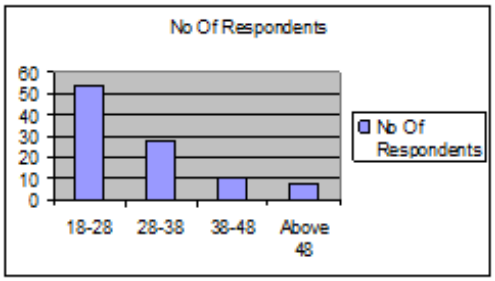
- Improves marketing and promotional strategies.
- Enhances customer satisfaction and loyalty.
- Supports market segmentation and target marketing.
- Helps predict future consumer trends and demand patterns.
- Enables organizations to gain a competitive advantage

III. DATA ANALYSIS &INTERPRETATION

AGE GROUP OF THE RESPONDENTS:

The below table shows the age group of the respondents surveyed:

AGE	No Of Respondents
18-28	54
28-38	28
38-48	10
Above 48	8
Total	100

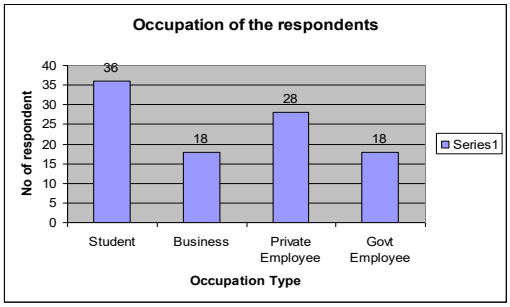


INFERENCE: From the above table, 54% of the respondents belong to the age group of 18-28 years, 28% of the respondents belong to the age group of 28-38 years, 10% of the respondents belong to the age group of 38-48 years, 8% of the respondents belong to the age group of above 48 years.

OCCUPATION OF THE RESPONDENTS:

The below table shows the type of respondents of the respondents surveyed.

Occupation	No Of Respondents
Student	36
Business	18
Private Employee	28
Govt Employee	18
Total	100

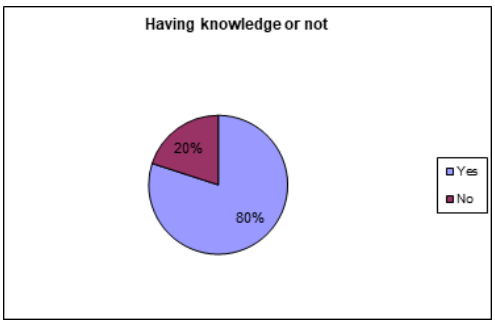


INFERENCE: From the above table 36% of the respondents are students, 18% of the respondents are businessmen, 28% of the respondents are private employee, 18% of the respondents are Govt employee.

HAVING KNOWLEDGE OR NOT:

The below table shows that whether the respondents is having a two wheeler or not

Having Knowledge or not	No of respondents
Yes	80
No	20
Total	100



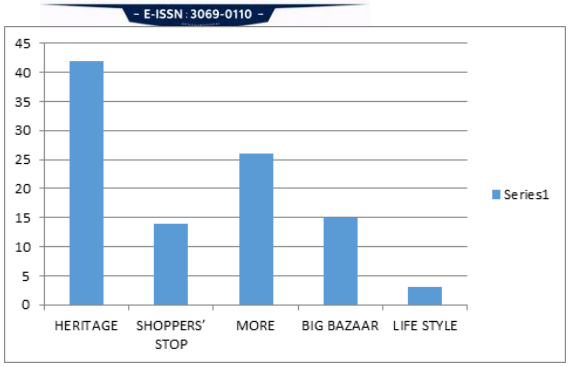
INFERENCE:

From the above table 80%of people having Knowledge Retail products And 20% are not having Knowledge Retail products.

TYPE OF FOOD PRODUCTS THAT THE RESPONDENT IS KNOWN:

The below table shows the type of food products that the respondent know.

Type of food products	No of respondents	% of respondents
HERITAGE	42	42
SHOPPERS' STOP	14	14
MORE	26	26
BIG BAZAAR	15	15
LIFE STYLE	03	3
TOTAL	100	100



INFERENCE:

From the above table 42%of the respondents are having HERITAGE food products. 14%of the respondents are having SHOPPERS' STOP. 26%of the respondents are having MORE food productss.15% of the respondents are having BIG BAZAAR food productss.3% of the respondents are having LIFE STYLE food products.

IV. FINDINGS

- 40% of the HERITAGE customers are employees and 29% of the customers are others.
- Most of the respondents belong to the age group of 18-40 years.
- HERITAGE DARI & RETAIL Products is the most preferred in the HERITAGE products.
- Most of the respondents getting information through the Media and friends before purchasing the vehicle.
- Most of the respondents are motivated by their friends and family members.
- Most of the respondents have good satisfaction with the performance of outlets.
- 64% of the respondents are satisfied with the Quality of their Products.
- Most of the respondents felt that the price is reasonable.
- Cent percent of the respondents satisfied with the response of the sales executive at first visit.
- 60% of the HERITAGE users have good satisfaction with the services given by the company.
- Most of the respondents are satisfied with the response of the company to the complaints given by the customers.
- Most of the respondents are satisfied with the fulfillment of promises by the company.

V. CONCLUSIONS

- 40% of the respondents are HERITAGE customers and hence it is most Preferred Retail products brand out of various brands.
- HERITAGE DAIRI is the most preferred out of All others
- 60% of the respondents are considering HERITAGE brand before Purchasing their retail needs.
- Most of the respondents are getting information through friends Before purchasing the retail brand products.
- Most of the respondents are having good satisfaction with Service comparing to other brands.
- Most of the respondents are giving more preference to Quality.
- 60% of the respondents are affecting by their friends and relatives.

VI. SUGGESTIONS

The food products recently introduced by HERITAGE are mostly concerned about Stylish Goods. So, they should also consider middle-class people also

- Indian market is a price sensitive market's the food products should be at Minimum price with maximum quality.
- The standard of service should be improved.
- Advertisements in Televisions, offers should be increased to attract the People.
- If HERITAGE can improve in STYLE and NEATNESS it will be the best in all the Other competition brands.

BIBILIOGRAPHY

S.No. *AUTHOR NAME*

REFERED BOOKS

1. PHILLIP KOTLER
   Principles of Marketing – 11th Edition
   Prentice Hall India.
2. PHILLIP KOTLAR
   Marketing Management – Millennium Edition.Prentice Hall India

3. V.S.RAMASWAMY & NAMAKUMARI
Marketing Management -7th Edition
Millennium India Ltd.

4. RICHARD R STILL
Sales Management -5th Edition

Prentice Hall India.

5. G.C.BERI
Marketing Research -6th Edition

Tata McGraw Hill Co.Ltd.

6. LUCK DAVID & ROBIN RONALD
Marketing Research -7th Edition
Prentice Hall India.

WEB SITES
www.heritagefoods.com
www.retailinginindia.com
wwwbirlagroup.com
www.SHOPPERS' STOP .com