

Consumer Psychology On Buying Various Products

A. Pappu Rajan

Associate Professor, Dept of Management Studies
St. Joseph's Institute of Management St. Joseph's College (Autonomous)
Affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu, India.

Abstract- Consumer psychology is an interdisciplinary field drawing from various disciplines such as social psychology, marketing, and behavioural economics to deepen the understanding of consumer behaviour. Effective marketing strategies hinge on a profound comprehension of consumer psychology and behavior, crucial for purchase fast-moving consumer goods companies striving to thrive in a competitive landscape. The central focus of this research is to elucidate how consumers evaluate and purchase fast-moving consumer goods. Understanding consumer buying patterns is paramount, as companies grapple with deciphering the psychological dynamics of their consumer base. This study offers insights into consumer cognition and behavior in selecting preferred products. This study adopted a descriptive research design, employing questionnaire and quantitative methods for data collection and analysis. Primary data will be gathered through questionnaire and observational studies conducted in collaboration with retail outlets. Secondary data will be sourced from scholarly articles, books, and reputable online databases for review of literature which are used to set the objective of the study well. The study will employ convenience sampling, targeting individuals who frequently purchase the FMCG goods, with data collection spanning from May 1, 2023, to June 29, 2023. Collected data will be processed using Statistical Package for Social Science software to derive key statistical measures such as frequency, percentage, mean, and standard deviation. Findings is presented through comprehensive tables and interpreted to draw meaningful conclusions. Overall, the research aim is to provide valuable insights about consumer behavior within the FMCG sector, offering actionable recommendations for marketers to better understand and cater to consumer preferences. The research delves into consumer decision-making processes, factors influencing their choices, and preferences for product comparison. The findings of this market research hold significance for product managers in crafting effective product management strategies. By discerning how consumers make product choices, companies can identify market gaps and adapt their product offerings to meet consumer demands effectively.

Keywords: Consumer Psychology, Consumer Behavior, Buying Behavior, Business Research

I. INTRODUCTION

Consumer Psychology is the study of human behaviour, human thinking and specially comparison on buying things, buying preferences and also it show how consumers make decisions and alternative decision on time to time on buying a product and looking on advertising. Consumer psychology is a field of study of many disciplines, including marketing, social psychology, behavioural economics and other areas to connect with consumers. Key psychological factors connecting consumer behaviour include perception, motivation, beliefs, and attitudes. Consumer psychology values are functional value, social value, emotional value, epistemic value, and conditional value. A consumer decision might be influencing by any one or all of the five consumption values (Calder, B et.al, 2021; Schwarz, 2020;). Consumer psychology plays a crucial role in shaping buying behavior, particularly in the fast-moving consumer goods sector (Kumar et.al, 2022). This article delves into the multifaceted aspects of consumer psychology, exploring how factors like perception, motivation, beliefs, and attitudes influence purchasing decisions (Spranca Mark, 1991). This article gives overview of consumer psychology and its significance in understanding buying behavior and importance of studying consumer behavior in the FMCG sector. From review of literature examination of existing studies and research on consumer psychology and buying behavior in the FMCG sector. Focusing on the FMCG sector in India, encompassing products ranging from toiletries to pharmaceuticals and consumer electronics, this study provides a comprehensive analysis of consumer psychology and buying behaviour in retail products. Methodological approach employed for conducting the research and description of research methods, including data collection techniques, sample selection, and data analysis procedures are discussed (Fredrick Ahenkora Boamah et.al, 2020; Thaichon, P, 2017). . The FMCG sector in India includes pharmaceuticals, consumer electronics, cold drinks and blended food products and chocolates. In this article analyse the overall psychology of consumer and buying behaviour of retail product in FMCG.

II. REVIEW OF LITERATURE

Consumer psychology is a practical discipline of marketing, advertising and psychology and basic psychological processes and issues related to the application of theoretical principles in the applied contexts more and more consumers decide to adopt it until it might sometimes that nearly everyone has bought or tried the innovation (Solomon and Michael,2005). The framework for understanding the factors that influence choice between these two types of products, highlighting the role of consumer psychology (Dhar, R., Wertenbroch, K. ,2000; Hoyer, MacInnis,2010) provide an in-depth analysis of consumer behavior, incorporating psychological principles into their discussion. The book covers topics such as perception, learning, memory, and decision-making, offering insights into the psychological underpinnings of consumer behavior. Belk (2010) examines the phenomenon of sharing from a consumer psychology perspective. He explores various forms of sharing, including material possessions, experiences, and information, and discusses the motivations and psychological drivers behind sharing behavior. Consumers comparison on products takes place only according to the mindset of consumers and it changes periodically. They compare products on their quality, brand, worth of money etc. and sometimes they buy both use and experience then select one according to their convenience Jansson-Boyd (2010). In this book, the psychology of the consumer deals with the practical and comprehensive understanding of why people consume certain products and services and how this affects their behavior and mental well-being. These seminal works and studies offer valuable insights into consumer psychology, enriching our understanding of the complex interplay between psychological factors and consumer behavior. They provide a foundation for further research and exploration in this fascinating field.

III. RESEARCH DESIGN

The significance of this research lies in its potential to enhance competitiveness through nuanced understanding of consumer psychology, thereby meeting customer needs more effectively. By delving into consumer behavior, marketers can glean insights crucial for distinguishing their products in a crowded marketplace D.M.R.M Dissanayake, and . C. Premaratne (2020). This study is to know the consumer psychology in the context of comparative purchasing decisions involving similar products from different brands. This research will entail close collaboration with retail establishments and supermarkets to gauge customer perceptions of product comparison and the influence of sellers on purchasing decisions. Understanding consumer psychology is pivotal for marketers as it elucidates the factors shaping

consumer choices. Such insights not only aid in identifying market gaps but also facilitate the development of tailored products and effective marketing strategies. Moreover, this study holds immense relevance for marketers seeking to comprehend consumer behaviour (Hoyer,W.D ,2020;Riak Pieters,2012) across various contexts, from product preferences to store environments. This study aims to unravel how consumers evaluate and compare products, particularly within the fast-moving consumer goods realm, aiding marketers in aligning their offerings with consumer preferences. By scrutinizing consumer decision-making processes, this research endeavours to shed light on the factors influencing product choice and purchase behavior. The research objectives are

- 1) To analyze consumer psychology concerning the comparison of identical products from different brands.
- 2) To find out how consumers think about choosing an alternative when the product they like is not available in the shop.
- 3) To compare consumer psychology across different FMCG products.
- 4) To provide an overarching analysis of consumer psychology and buying behavior within the retail FMCG sector.

This study adopts a Descriptive Research Design, employing surveys and quantitative methods for data collection and analysis. Primary data will be gathered through surveys and observational studies conducted in collaboration with retail outlets (Hackett, Paul M et.al,2016). Secondary data will be sourced from scholarly articles, books, and reputable online databases. The study will employ convenience sampling, targeting individuals who frequently purchase FMCG goods, with data collection spanning from May 1, 2023, to June 29, 2023. Collected data will be processed using SPSS software to derive key statistical measures such as frequency, percentage, mean, and standard deviation, Chi-square, T-test, and correlation analysis. Findings will be discussed and interpreted to draw meaningful conclusions. Overall, this research is intended to provide valuable insights about consumer behavior within the FMCG sector, offering actionable recommendations for marketers to better understand and cater to consumer preferences.

IV. RESEARCH DATA ANALYSIS

Table 1.0 Buying Biscuit

Response	No. of Respondents	Percentage
Buy the other one made of same concept	16	16.2
Go to the other shop to buy the one you like	60	60.6
Or else buy different product	24	23.2
Total	100	100

Primary Source

Table 1.0, which presents the responses of respondents based on their perception of selecting an alternative when buying a biscuit, they like. Here's a breakdown of the data: Buy the other one made of the same concept: 16 respondents, constituting 16.2% of the total. Go to the other shop to buy the one you like: 60 respondents, constituting 60.6% of the total. Buy a different product: 23 respondents, constituting 23.2% of the total. These percentages indicate the distribution of respondents based on their choices when faced with the scenario of wanting to buy a biscuit they like.

**Table 2.0
Preference on Tea powder**

Product	No. of Respondents	Percentage
3 Roses	48	48
AVT	16	16
Chakra Gold	10	10
Kanan Devan	6	6
Taj Mahal	20	20
Total	100	100

Primary Source

Table 2.0. These percentages represent the distribution of respondents based on their preference for each brand of tea powder listed in the table.

Hypothesis

H₀ - There is no significant difference between monthly Income of respondents and their opinion on choosing alternatives in order to buy a biscuit.

H₁ - There is significant difference between monthly Income of respondents and their opinion on choosing alternatives in order to buy a biscuit.

The provided table 3.0 presents the results of a chi-square test for buying alternatives based on monthly income when it comes to purchasing biscuits. The calculated chi-square value is 10.468. The p-value associated with the chi-square value is 0.234. With a p-value of 0.234, which is greater than the significance level of 0.05, the null hypothesis is accepted. Hence, there is no significant difference between the monthly income of respondents and their opinion on choosing alternatives when buying biscuits. In other words, monthly income does not significantly affect the choice of buying alternatives for biscuits.

V. FINDINGS AND SUGGESTIONS

A.Objective 1: To analyze consumer psychology on comparing same products in different brand.

It's evident that consumer psychology plays a crucial role in comparing similar products from different brands. Here's an analysis based on the comparison factors mentioned:

Comparison Factors for Choco Fill Biscuits (Sunfeast Dark Fantasy vs. Britannia Choco Lush):

Ad/Popularity: This factor may influence consumer perception, but it's not the top consideration.

Taste – Flavor: Majority of consumers (72.7%) prioritize taste and flavor when comparing these biscuits, indicating that sensory experience is crucial in their decision-making process.

Quantity: The quantity of the product may be a consideration for some consumers, but it's not as significant as taste or quality.

Quality: Quality is a top consideration for consumers (71.7%), suggesting that they value the overall quality and ingredients of the biscuit.

Reasonable Price: Price may play a role in decision-making, but it's not as important as taste or quality.

Comparison Factors for Tea Powder:Ad/Popularity: Similar to biscuits, brand popularity may influence consumer perception, but it's not the top consideration.

Taste – Flavor: Taste and flavor are significant factors for consumers (64.6%), showing that they prioritize sensory experience when choosing tea powder.

Quantity: The quantity of tea powder may be considered, but it's not as crucial as taste or quality.

Quality: Quality is the top consideration for consumers (68.7%) when choosing tea powder, indicating that they prioritize the overall quality and taste of the tea.

Odour: The aroma of the tea powder may influence consumer perception, but it's not as significant as taste or quality.

Reasonable Price: Price may play a role in decision-making, but it's not as important as quality for tea powder.

Overall, the analysis highlights that consumers prioritize taste, flavor, and quality when comparing similar products, whether it's biscuits or tea powder. While other factors such as brand popularity and price may influence consumer perception, they are not as crucial as sensory experience and product quality. Additionally, the shift in consumer preferences between biscuits and tea powder suggests that different products may have varying factors that influence consumer decision-making.

B. Objective 2: To find out how consumers think about choosing an alternative when the product they like is not available in the shop.

It is evident how consumers choose alternatives when the product they prefer is not available in the shop. Here's an analysis based on the scenarios described:

Biscuits:

When the preferred biscuit is not available:

First Alternative: Majority of respondents (60) choose to go to another shop to buy the biscuit they like. This indicates a strong preference for the specific product, and consumers are willing to go out of their way to purchase it.

Second Alternative: Some respondents (23) opt to buy a different product instead. This suggests a willingness to explore alternatives if their preferred product is not available, but they are not as inclined to try new products as they are with tea powder.

Tea Powder:

When the preferred tea powder is not available:

First Alternative: The majority of respondents (65) also choose to go to another shop to buy the tea powder they like. Similar to biscuits, consumers show a strong preference for their preferred product and are willing to search for it elsewhere.

Second Alternative: Some respondents choose to buy another tea powder made of the same concept (26). This indicates a preference for familiarity and sticking to what they know, even if it's not their exact preferred product.

Overall, the analysis suggests that consumers have a strong preference for their preferred product, whether it's biscuits or tea powder. When their preferred product is not available, the majority of consumers opt to go to another shop to purchase it, indicating a high level of brand loyalty and product preference. However, there is also a segment of consumers willing to explore alternatives, particularly in the case of biscuits where they may be more open to trying different products if their preferred one is not available.

C. Consumer Psychology :The provided analysis offers insights into the psychology of consumers regarding their preferences and buying behavior, particularly in the context of biscuits and tea powder. Preference for Familiar Products, when a preferred product is not available in a shop, consumers

Table 3.0 Choosing alternatives on buying Biscuits

Buying Alternatives		Monthly Income					Total	Chi Square value	P Value
		Below 5000	5001-15000	15001-25000	25001-30000	Above 30000			
Buy the other one made of same concept	No. of Respondents	5	2	1	2	6	16	10.468	0.234
	Percentage	4.1%	2.0%	1.0%	2.0%	6.1%	15.3%		
Go to the other shop to buy the one you like	No. of Respondents	6	13	11	14	16	60		
	Percentage	6.1%	13.3%	11.2%	14.3%	16.3%	61.2%		
Or else buy different product	No. of Respondents	2	7	6	1	7	23		
	Percentage	2.0%	7.1%	6.1%	1.0%	7.1%	23.5%		
Total		13	22	18	17	29	100		
		12.2%	22.4%	18.4%	17.3%	29.6%	100%		

typically seek out the same product in another shop. This indicates a strong preference for familiarity and brand loyalty. Advertising plays a significant role in increasing awareness and familiarity with a product. Consumers become more acquainted with products through ads, which in turn influences their purchasing decisions. While the majority of consumers prefer familiar products, there is still a segment of consumers who are open to trying new products based on their own perceptions and preferences. However, this group may be relatively small compared to those who prefer familiar products. Overall, the analysis highlights the complex interplay between consumer psychology, familiarity, brand loyalty, and product characteristics in influencing buying behavior in the FMCG sector, particularly in the context of biscuits and tea powder.

D.Suggestions

Enhanced Marketing Strategy:

Tea powder companies should invest in improving their marketing strategies to increase consumer awareness and familiarity with their products. This could include targeted advertising campaigns, promotions, and engaging with consumers through various channels.

Focus on Taste and Quality:

Companies should prioritize ensuring the taste and flavor, as well as the quality, of their tea powder products. This can help build trust and loyalty among consumers who value these factors highly.

Stock Management:

Shopkeepers need to ensure they have sufficient stock of tea powder products to meet customer demand. This can help improve customer satisfaction and prevent customers from seeking alternative options due to product unavailability.

Scope for the future research

Absolutely, this study provides valuable insights into consumer psychology and buying patterns, which can serve as a solid foundation for future research in the field. This study offers a comprehensive analysis of consumer behavior, including factors influencing purchasing decisions and responses to product unavailability. Researchers can use this information to delve deeper into specific aspects of consumer psychology and explore new research questions. The study provides a basis for conducting comparative analyses of products and consumer preferences. Researchers can build

upon this study to explore how different products fare in terms of consumer perceptions, preferences, and buying patterns. Overall, this study serves as a significant resource for researchers interested in exploring various aspects of consumer behaviour and buying patterns.

VI. CONCLUSION

The marketers need to effectively reach and engage with their target audience means they concentrate their consumer psychology well. Analysing consumer psychology allows marketers to gain insights into what drives consumer behavior, enabling them to develop more targeted and marketing strategies. Organizations face the challenge of ensuring that they consistently deliver quality products and services to their customers. The market requires a deep understanding of consumer expectations and preferences, as well as a commitment to meeting and exceeding those expectations. Providing quality services promotes customer satisfaction on multiple levels – psychological, physical, and emotional.

REFERENCES

- [1] Belk.R, (2010), Sharing. *Journal of Consumer Research*. 36(5),715-734.
- [2] Calder, B., Brendl, C.M., Tybout, A.M., Sternthal, B.G. (2021). Distinguishing constructs from variables in designing research. *Journal of Consumer Psychology*, 31, 188–208.
- [3] Carman, J. M. (1990). Consumer perceptions of service quality: An assessment of T. *Journal of retailing*, 66(1), 33.
- [4] Carvalho de Mesquita, J.M., &Kosteljik, E. (2021). *Marketing Analytics: Statistical Tools for Marketing and Consumer Behavior Using SPSS (1st ed.)*. Routledge. <https://doi.org/10.4324/9781003196617>
- [5] Davenport, T., and J. Harris. 2010. *Robert Morison Analytics at Work: Smarter Decisions, Better Results*. Boston: Harvard Business Press.
- [6] Dhar, R., Wertenbroch, K. (2000). Consumer Choice between Hedonic and Utilitarian Goods, *Journal of Marketing Research*, 37(1), 60-71.
- [7] D.M.R.M Dissanayake,S. C. Premaratne.(2020).Association Mining Approach for Customer Behavior Analytics, *International Journal of Computer Science Engineering*, 9(1),14-39.
- [8] Do, D.K.X., Rahman, K. and Robinson, L.J. (2020), Determinants of negative customer engagement behaviours, *Journal of Services Marketing*, Vol. 34 No. 2, pp. 117-135. <https://doi.org/10.1108/JSM-02-2019-0050>.

- [9] Farris, P.W., N. Bendle, P. Phillip, and D. Reibstein. 2010. *Marketing Metrics*, 2nd ed., New Jersey: Pearson Education, Inc.
- [10] Fredrick Ahenkora Boamah, Nana Ama AsiDanso, Jonathan Aseye Nutakor, (2020). Customer Perception and Satisfaction Towards Service Providers, *Journal of Marketing and Consumer Research*, 72.
- [11] Hackett, Paul M, Schwarzenbach, Jessica B, Jürgens, Uta Maria (2016) *Consumer Psychology: A Study Guide to Qualitative Research Methods*. Barbara Budrich Publishers. ISBN 9783847407720.
- [12] Hoyer, W. D., MacInnis, D. J. (2010). *Consumer Behavior*. Cengage Learning.
- [13] Jansson-Boyd (2010). *Consumer Psychology*. McGraw-Hill Education .
- [14] Jesus Cambra-Fierro, Iguacel Melero, F. Javier Sese (2015). Managing Complaints to Improve Customer Profitability, *Journal of Retailing*, Volume 91, Issue 1, Pp. 109-124, ISSN 0022-4359.
- [15] Karolina Ilieska, "Customer Satisfaction Index – as a Base for Strategic Marketing Management", *TEM Journal*, Vol.2, Issue 4, pp. 327-33, 2013
- [16] Kaveh Peighambari. Setayesh Sattari. Arash Kordestani. Pejvak Oghazi, *Consumer Behavior Research: A Synthesis of the Recent Literature*. SAGE Open. April 2016.
- [17] Kothari, C.R. (2004) *Research Methodology: Methods and Techniques*. 2nd Edition, New Age International Publishers, New Delhi.
- [18] MacDonald, M.H., and I. Dunbar. 2009. *Market Segmentation*. New York, NY: Elsevier.
- [19] Maria Carina Casas, Justine Chinoperekweyi (2019), *Color Psychology and Its Influence on Consumer Buying Behavior: A Case of Apparel Products*, *Saudi Journal of Business and Management Studies*, Volume 4, Issue 5, Pp. 441-456.
- [20] Paul, D., Cadle, J., Yeates, D. (2014). *Business Analysis* (3rd ed.). BCS Learning & Development Ltd.
- [21] Pappu Rajan A, Suresh, S. (2025). Application of Retail Analytics Using Association Rule Mining in Data Mining Techniques with Respect to Retail Supermarket. *International Journal of Exclusive Management Review*. Volume 5, Issue 1, Pp. 1-9.
- [22] Rik Pieters, Wayne Hoyer, Deborah J. MacInnis, (2012). *Consumer Behavior*. South-Western College Publishing.
- [23] Silvy Sondari Gadzali (2023), Determinants of Consumer Purchases in the Perspective of Business Psychology, *Apollo: Journal of Tourism and Business*, ISSN: 2985-5810, Volume 1, Issue 1 Pp. 23-28.
- [24] Smith, A. (2019). *Consumer Behaviour and Analytics* (1st ed.). Routledge. <https://doi.org/10.4324/9780429489921>
- [25] Solomon, Michael. (2005). *Consumer Psychology*. 10.1016/B0-12-657410-3/00219-1.
- [26] Schwarz Norber. (2020). Theory and Effects in Consumer Psychology, *Journal of Consumer Psychology*, 31(1), 209-213
- [27] Spranca Mark, Minsk Elisa, Baron Jonathan, (1991). Omission and Commission in Judgment and Choice, *Journal of Experimental Social Psychology*, 27 (1), 76–105.
- [28] Thaichon, P., Quach, S., Bavalur, A. S., Nair, M. (2017). Managing customer switching behavior in the banking industry. *Services Marketing Quarterly*, 38(3), 142–154.
- [29] Yingzi Xu, Robert Goedegebuure, Beatrice van der Heijden (2007). Customer Perception, Customer Satisfaction, and Customer Loyalty Within Chinese Securities Business: Towards a Mediation Model for Predicting Customer Behavior. *Journal of Relationship Marketing*. Volume 5. Issue 4. Pp. 79-104.
- [30] Zeithaml, V. A., Berry, L. L., Parasuraman, A. (1993). The nature and determinants of customer expectations of service. *Journal of the Academy of Marketing Science*, 21(1), 1–12.