

A STUDY OF CONSUMER BUYING BEHAVIOR

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ABSTRACT:

Consumer buying behaviour in the real estate sector is influenced by a wide range of economic, psychological, and social factors. This study aims to analyze the major determinants that affect consumer decision-making while purchasing residential and commercial properties. The research focuses on key variables such as price, location, brand reputation, amenities, and financial facilities. The study is based on primary data collected from 125 respondents through a structured questionnaire.

Various statistical tools such as percentage analysis, Chi-square test, ANOVA, and correlation analysis were used to interpret the data. The findings reveal that location and pricing are the most important factors influencing consumer decisions, followed by construction quality and availability of amenities. It is also observed that customers prefer properties that provide better accessibility, security, and long-term investment benefits.

The study highlights the increasing importance of digital platforms in shaping consumer behaviour. Social media, online advertisements, and customer reviews play a significant role in creating awareness and influencing purchase decisions. Many respondents indicated that they rely on online information and peer reviews before finalizing their purchase.

Additionally, financial factors such as availability of home loans, EMI options, and flexible payment methods were found to have a strong impact on buying behaviour. Consumers from middle-income groups show a higher preference for affordable housing options with easy financing facilities.

The research also identifies that customer satisfaction is directly linked to factors such as timely project completion, transparency in pricing, and quality of service. Satisfied customers are more likely to recommend the brand and consider future investments, indicating the importance of maintaining strong customer relationships.

However, certain challenges such as delays in construction, hidden costs, and lack of transparency negatively affect consumer trust. These issues highlight the need for improved project management and better communication between developers and customers.

In conclusion, the study emphasizes that real estate companies must adopt customer-centric strategies, maintain transparency, and utilize digital marketing effectively to influence consumer buying behaviour. Companies like Suncity can enhance their market position by focusing on quality, timely delivery, and strong customer engagement.

Keywords: Consumer Buying Behaviour, Real Estate, Pricing, Location, Customer Satisfaction, Digital Marketing

INTRODUCTION

1.1 Introduction

In the modern business environment, understanding consumer behaviour has become essential for organizations to survive and grow in a competitive market. Consumer buying behaviour refers to the process through which individuals identify their needs, search for information, evaluate alternatives, and make purchase decisions. In the context of real estate and electrical products, consumer decisions are influenced by various factors such as price, quality, brand image, location, and available facilities.

The real estate sector, in particular, has witnessed rapid growth in recent years due to increasing urbanization, rising income levels, and changing lifestyle patterns. Companies like Suncity are actively involved in providing residential and commercial properties that meet the expectations of modern consumers. Buyers today are more informed and cautious, as purchasing property involves a significant financial investment. Therefore, they carefully evaluate different aspects such as location advantages, amenities, construction quality, and long-term benefits before making a decision.

One of the major changes in recent years is the growing influence of digital platforms on consumer behaviour. Social media, online advertisements, and customer reviews have become powerful tools in shaping consumer perceptions. Platforms such as Instagram, Facebook, and YouTube provide easy access to information, enabling customers to compare different options and make informed choices. This digital transformation has made the buying process more transparent and interactive.

In addition to digital influence, factors such as brand reputation and customer trust also play a crucial role in consumer decision-making. A well-established brand creates confidence among buyers and reduces the perceived risk associated with purchasing property. Moreover, financial aspects such as availability of home loans, flexible payment options, and pricing strategies significantly affect consumer preferences.

Customer satisfaction is another important element that determines the success of any business. Satisfied customers are more likely to recommend the brand to others and make repeat purchases. On the other hand, issues such as delay in project completion, hidden costs, and poor service can negatively impact customer perception and trust.

This study focuses on analyzing the consumer buying behaviour towards Suncity, identifying the key factors influencing purchase decisions, and evaluating customer satisfaction levels. It also examines the role of marketing strategies, especially digital marketing, in influencing consumer choices. The findings of the study will help in understanding customer expectations and provide valuable insights for improving business performance.

1.2 STATEMENT OF THE PROBLEM

In the present competitive market environment, understanding consumer buying behaviour has become a major challenge for companies in the real estate sector. Organizations like Suncity invest heavily in marketing, infrastructure, and customer services, yet they often face difficulties in accurately identifying the factors that influence customer decisions. The buying behaviour of consumers is dynamic and is affected by various elements such as price, location, brand reputation, amenities, financial facilities, and promotional strategies.

With the rapid growth of digital media, consumers are increasingly relying on online platforms, social media, and customer reviews before making purchase decisions. However, it is not always clear how strongly these factors impact consumer preferences and whether they lead to actual purchase behaviour. Many potential customers show interest in properties but do not convert into actual buyers, which creates a gap between customer interest and sales performance.

1.3 OBJECTIVES OF THE STUDY

1. To identify the factors influencing consumer buying decisions such as price, quality, brand image, and availability.
2. To analyze the role of pricing strategies in attracting and retaining customers.
3. To evaluate the importance of brand reputation in the purchase decision.

1.4 REVIEW OF LITERATURE

The review of literature provides a theoretical foundation for understanding consumer buying behaviour and identifies key factors influencing purchase decisions. The following are important findings from previous studies related to consumer behaviour and retail marketing:

1. **Philip Kotler (2009)** emphasized that consumer buying behaviour is influenced by cultural, social, personal, and psychological factors, which shape purchasing decisions.
2. **Engel, Blackwell, and Miniard (1995)** developed a model explaining the consumer decision-making process, including problem recognition, information search, evaluation, purchase, and post-purchase behaviour.
3. **Schiffman and Kanuk (2007)** highlighted that consumer perception and attitudes play a major role in influencing buying decisions and brand preference.

4. **Solomon (2011)** stated that consumer behaviour is a continuous process influenced by emotions, motivations, and lifestyle factors.
5. **Zeithaml (1988)** found that perceived quality and value significantly affect customer satisfaction and purchase intentions.
6. **Aaker (1991)** emphasized the importance of brand equity, stating that strong brands influence customer trust and loyalty.
7. **Kotler and Keller (2012)** explained that marketing strategies such as pricing, promotion, and product positioning directly impact consumer buying behaviour.
8. **Blackwell et al. (2006)** concluded that consumer decision-making is influenced by both internal factors (needs, motives) and external factors (culture, social class, family).
9. **Loudon and Bitta (1993)** stated that demographic factors such as age, income, and education influence consumer preferences and buying patterns.
10. **Hawkins, Best, and Coney (2004)** emphasized that social influences, including family and reference groups, play a significant role in shaping consumer decisions.
11. **Peter and Olson (2008)** highlighted that consumer learning and past experiences affect future buying behaviour and brand loyalty.
12. **Schiffman et al. (2010)** pointed out that technological advancements and digital media have significantly changed consumer buying behaviour.
13. **Kotler (2016)** noted that customer satisfaction and relationship marketing are essential for retaining customers and building long-term loyalty.
14. **Armstrong and Kotler (2017)** emphasized that effective promotion and communication strategies influence consumer awareness and purchasing decisions.
15. **Recent studies (2020–2023)** indicate that online reviews, social media influence, and digital marketing play a crucial role in shaping modern consumer buying behaviour, especially among younger consumers.

1.5 RESEARCH METHODOLOGY

The present study adopts a **descriptive research design** to examine the **consumer buying behaviour towards Suncity Electricals / Properties**. Both primary and secondary data have been utilized for the purpose of analysis. Primary data was collected through a structured questionnaire distributed among respondents, while secondary data was gathered from academic journals, research articles, books, and reliable online sources.

The study focuses on understanding consumer perceptions, preferences, and decision-making processes influenced by factors such as price, location, brand reputation, amenities, and marketing strategies. It also analyzes the impact of digital platforms such as social media, online reviews, and advertisements on consumer buying behaviour. A sample size of **125 respondents** was selected using the **convenience sampling method**.

The collected data was analyzed using statistical tools such as **percentage analysis, Chi-square test, ANOVA, and correlation analysis**. The research also incorporates comparative analysis to evaluate how different factors influence consumer decisions and satisfaction levels. The findings of the study help in identifying key determinants of buying behaviour and provide valuable insights for improving marketing strategies and customer satisfaction.

KEY BENEFITS OF THE STUDY

The study on **Consumer Buying Behaviour towards Suncity Electricals / Properties** provides several important benefits for both the organization and researchers:

- Helps in understanding the **preferences and expectations of consumers**, which enables better decision-making.
- Identifies the **key factors influencing buying behaviour** such as price, location, quality, and brand reputation.
- Assists the company in improving its **marketing strategies**, especially in digital and social media platforms.
- Provides insights into **customer satisfaction levels**, helping to enhance service quality.
- Helps in recognizing the **importance of online reviews and advertisements** in influencing purchase decisions.
- Enables the company to design **better pricing and financial options** to attract more customers.
- Assists in improving **customer relationship management** and post-sale services.
- Helps in identifying **problems faced by customers**, allowing the company to take corrective actions.
- Supports better **product and service development** based on customer needs and feedback.
- Enhances the company's ability to **compete effectively in the market**.
- Provides useful information for **future research studies** in the field of consumer behaviour.
- Helps management in making **strategic decisions for business growth and expansion**.
- Contributes to building **customer trust and brand loyalty**.

1.7 DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation is an important stage in the research process, as it helps in converting raw data into meaningful information. In this study, the data collected from 125 respondents through structured questionnaires

has been systematically analyzed and interpreted to understand consumer buying behaviour towards Suncity Electricals / Properties.

The collected data was first organized, classified, and tabulated for easy understanding. Various statistical tools such as **percentage analysis, Chi-square test, ANOVA, and correlation analysis** were used to analyze the data. Tables, charts, and graphs were also used to present the data in a clear and simple manner.

Percentage analysis was used to understand the distribution of respondents based on demographic factors such as age, gender, occupation, and income. It also helped in identifying consumer preferences, awareness levels, and satisfaction levels. The Chi-square test was applied to examine the relationship between categorical variables such as income level and buying decision. ANOVA was used to analyze whether there are significant differences in buying behaviour among different groups such as age categories. Correlation analysis was used to measure the relationship between variables such as social media influence and consumer buying behaviour.

The interpretation of data helps in identifying patterns, trends, and relationships among variables. It provides meaningful insights into factors influencing consumer decisions, customer satisfaction, and the effectiveness of marketing strategies. The results of the analysis are presented in the following chapter with the help of tables and charts for better understanding.

Overall, data analysis and interpretation play a crucial role in drawing valid conclusions and providing useful recommendations for improving business performance.

2. FINDINGS

Based on the analysis of data collected from **125 respondents**, the following findings are observed:

1. Majority of the respondents belong to the **25–35 age group**, indicating active participation of young adults in property buying decisions.
2. A significant portion of respondents are **salaried employees**, showing financial stability among buyers.
3. Most respondents fall under the **middle-income group (₹25,000–₹50,000)**, highlighting affordability as a key concern.
4. Majority of respondents are **aware of Suncity projects**, indicating good brand visibility.
5. **Word of mouth and social media** are the major sources of awareness among customers.
6. **Apartments** are the most preferred type of property among respondents.
7. The main purpose of purchase for most respondents is **personal use**, followed by investment.
8. **Location** is identified as the most important factor influencing buying decisions.
9. **Amenities** such as security, parking, and recreational facilities are considered highly important.
10. Most respondents perceive Suncity pricing as **reasonable**, indicating moderate affordability.

11. **Bank loans** are the most preferred mode of payment among customers.
12. Availability of **home loans significantly influences** purchase decisions.
13. **Social media and online platforms** have a strong impact on consumer awareness and interest.
14. **Online reviews and ratings** significantly influence buying behaviour.
15. Majority of respondents show **trust in the Suncity brand**, indicating a positive brand image.
16. Most customers are **satisfied with Suncity properties**, reflecting good performance.
17. A large number of respondents have **not faced major issues after purchase**, indicating satisfactory service.
18. Many respondents are **willing to recommend Suncity** to others, showing customer loyalty.
19. A considerable number of respondents are **interested in reinvesting** in Suncity projects.
20. Factors such as **delays in construction and hidden costs** are the major concerns among some customers.

2.1 SUGGESTIONS OF THE STUDY

Based on the findings of the study, the following suggestions are recommended to improve consumer buying behaviour and customer satisfaction towards Suncity Electricals / Properties:

1. The company should ensure **timely completion and delivery of projects** to build customer trust and satisfaction.
2. Suncity should strengthen its **digital marketing strategies**, especially on social media platforms like Instagram, Facebook, and YouTube.
3. The organization should focus on maintaining **transparency in pricing** to avoid confusion regarding hidden costs.
4. More emphasis should be given to **customer relationship management** to improve communication and support.
5. The company should provide **flexible payment options** such as EMI, installments, and easy home loan facilities.
6. Suncity should enhance the **quality of construction and materials** to meet customer expectations.
7. The company should increase **customer awareness campaigns** through advertisements and promotional activities.
8. More attention should be given to developing **modern amenities** like security systems, parks, and recreational facilities.
9. Suncity should encourage **customer reviews and feedback** to improve credibility and trust.
10. The company should focus on **after-sales services** to ensure long-term customer satisfaction.
11. Proper measures should be taken to reduce **construction delays and project uncertainties**.
12. The organization should adopt **competitive pricing strategies** to attract middle-income customers.
13. The company should conduct **regular market research** to understand changing consumer preferences.
14. Suncity should improve its **brand image and reputation** through consistent quality and service.

15. The company should implement **effective grievance handling systems** to address customer complaints quickly and efficiently.

2.2 OVERVIEW OF THE STUDY

Future studies can include respondents from different geographical regions to obtain more diverse and generalized results regarding consumer buying behaviour towards Suncity properties. Researchers can compare the buying behaviour of consumers in urban and rural areas to understand variations in preferences and decision-making patterns. Further research can focus on specific factors such as location, pricing, or amenities to analyze their individual impact in greater detail. The role of digital marketing and social media platforms such as Instagram and YouTube can also be studied separately to evaluate their effectiveness in influencing property purchase decisions.

Future studies can analyze the long-term impact of brand reputation and customer satisfaction on repeat purchase and customer loyalty. Researchers can include additional variables such as education level, lifestyle, occupation, and financial stability to gain deeper insights into consumer behaviour. Comparative studies between different real estate companies can be conducted to identify competitive advantages and market positioning.

The effectiveness of different marketing strategies such as advertisements, word of mouth, and online reviews can be further examined. Researchers can also explore the psychological factors that influence consumer decision-making, such as perception, motivation, and attitude. The impact of customer engagement and relationship management on brand trust can also be studied in future research.

Further research can focus on the influence of negative experiences such as construction delays, hidden costs, and service issues on customer satisfaction and purchase decisions. Studies can also be conducted to analyze the role of financial factors such as home loans, EMI options, and affordability in influencing buying behaviour.

Finally, longitudinal studies can be undertaken to observe changes in consumer preferences and behaviour over time. Such studies will help in understanding market trends and assist companies like Suncity in developing effective strategies for long-term growth and customer satisfaction.

5.3 CONCLUSION OF THE STUDY

The study concludes that consumer buying behaviour towards Suncity properties is influenced by factors such as price, location, quality, and brand reputation.

Most consumers belong to the young and middle-income group and rely on both traditional and digital sources of information.

Social media, online reviews, and financial facilities like home loans play a significant role in purchase decisions.

Overall, customers have a positive perception of Suncity, with satisfactory levels of trust and willingness to recommend.

However, improvements in timely delivery, transparency, and customer service are essential for long-term success.

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