

A Study on Consumer Psychological and Influencing on Buying Behaviour in Mysore City Pattern

Harsha N.S

Gmail: nsharsha3@gmail.com

[Department Name: Master Of Business Administration], [University/Institution Name: Vidya Vikas institute of engineering & technology],

Corresponding Author

Dr. Vasanthi Reena Williams

Affiliation: [master of business administration, Vidya vikas institute of engineering & technology , mysore, Karnataka , india]

E-mail: [dr.vrw.mba@gmail.com]

Complete Postal Address: [#127-128, Mysuru- Bannur Road Alanahalli post, Mysuru-570028, Karnataka, India]

Abstract

Consumer behaviour is increasingly shaped by psychological rather than purely economic considerations, making it essential for businesses to understand the internal drivers of purchase decisions. This study examines how psychological factors — motivation, perception, learning, beliefs, and attitudes — influence consumer buying patterns. A descriptive research design was adopted, and primary data were collected from 400 respondents using a structured questionnaire distributed through Google Forms and direct interaction, with respondents selected through convenience sampling. The collected data were analysed using percentage analysis, Pearson correlation, multiple linear regression, and the Chi-square test. Results show that all ten psychological and social variables tested were positively and significantly correlated with buying behaviour (r ranging from 0.46 to 0.62, $p < 0.05$), with celebrity endorsements, advertisements, and social status showing the strongest associations. Multiple regression ($R = 0.78$, $R^2 = 0.61$) confirmed that brand image, discounts and promotions, peer recommendations, trust in ratings, mood, and impulse buying significantly predict buying behaviour, while brand loyalty was not a significant predictor. The Chi-square test further confirmed that consumer perception and attitude are significantly associated with purchasing decisions, particularly for product quality, price, design, and information availability, whereas value-for-money and customer-service perceptions were not significant. The findings suggest that marketers should prioritise emotionally resonant advertising, promotional pricing, brand image building, and trust-building through reviews to influence consumer purchase behaviour effectively.

Keywords: Consumer Behaviour; Psychological Factors; Buying Pattern; Perception; Motivation; Brand Loyalty

1. Introduction

Consumer behaviour is one of the most significant aspects of modern marketing. It refers to the study of individuals or groups and the processes they use to select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires. In a competitive marketplace, understanding consumer behaviour has become essential for organisations seeking to design effective marketing strategies.

Psychological factors — perception, motivation, learning, beliefs, attitudes, personality, and lifestyle — play a crucial role in shaping consumer buying decisions. These factors often operate subconsciously, yet they significantly determine how consumers perceive products, evaluate alternatives, and ultimately decide what to purchase. In today's technology-

driven environment, consumers are exposed to an overwhelming variety of products, brands, and marketing messages, and their decisions are increasingly influenced by emotional and psychological elements rather than economic considerations alone.

The buying pattern of a consumer refers to the manner in which purchase decisions are made — including frequency of purchase, brand preference, product choice, and the channels used. Because these decisions are so often driven by internal thoughts, emotions, and perceptions, businesses that fail to understand consumer psychology risk designing marketing strategies that do not resonate with their target audience. This study investigates the relationship between psychological behaviour and consumer buying patterns, with the aim of helping marketers design more effective, consumer-centric strategies.

1.1 Statement of the Problem

Many organisations struggle to accurately identify the psychological influences that shape consumer purchase behaviour, which often results in poorly targeted marketing strategies and reduced customer satisfaction. This study addresses this gap by empirically analysing how specific psychological factors affect buying patterns.

1.2 Objectives of the Study

(1) To identify the psychological factors influencing consumer buying behaviour; (2) To analyse the impact of psychological factors on consumer buying patterns; and (3) To examine how consumer perceptions and attitudes influence purchasing decisions.

2. Literature Review

Consumer behaviour has been widely studied to understand how psychological factors influence buying patterns. Prajapati and Uraon [1] examined the factors influencing consumer buying behaviour and emphasised that it is a complex process involving decision-making, purchase, usage, and post-purchase evaluation. Similarly, Sandhya, Roopesh, and Salvi [2] found that internal mental processes such as emotion, perception, motivation, and attitude shape purchasing decisions across demographic groups.

Ramya and Mohamed Ali [3] identified multiple factors — cultural, social, personal, and psychological — that jointly affect consumer buying behaviour. Joshi and Rahman [4] modelled the impact of psychological factors on sustainable purchase behaviour, concluding that motivation, perception, learning, and attitude operate dynamically to shape purchase intention. Kumar and Pandey [5] explored psychological pricing strategies and found that price perception strongly influences buying behaviour.

Gupta, Chaudhry, and Kamal [6] linked demographic factors with buying behaviour toward cause-based marketing, noting that decisions are rarely purely rational but are instead shaped by psychological and emotional considerations. Jagtap and Deshmukh [7] and Saluja, Kumar, and Kanchan [8] reached similar conclusions in their respective reviews of Indian consumer behaviour, highlighting motivation, perception, and learning as recurring themes.

More recent studies extend these findings to digital contexts. Kumar and Kaushal [9] and Kumar [10] examined psychological drivers of durable-goods and general consumer purchases, while Suresh and Biswas [11] linked psychological and demographic variables to compulsive buying behaviour. Sunitha et al. [12] and Bansal et al. [13] studied online shopping and electric-vehicle adoption respectively, both finding that attitude and perception significantly shape purchase intention in digital and emerging-technology markets.

Studies from 2023–2025 confirm that these psychological mechanisms persist in contemporary and digitally mediated markets. Mistry and Lakhani [15], Kumar and Kanwa [16], and Rajan [17] each found that motivation, perception, and social influence strongly shape online and rural buying behaviour, while Vardhan, Kumaraguru, and Garimella [18], Sharma [19], and Jadhav et al. [20] extended this to digital influence, financial behaviour, and food-delivery consumption respectively. Collectively, the literature confirms that psychological behaviour is a consistent and significant determinant of consumer buying patterns across product categories, income groups, and market contexts, though most studies call for continued research as digital marketing and social media reshape consumer psychology.

3. Research Methodology

This study adopts a descriptive research design intended to describe and analyse the psychological behaviour of consumers and its influence on their buying patterns. Both primary and secondary data were used. Primary data were collected through a structured questionnaire covering demographic details and Likert-scale statements (Strongly Agree to Strongly Disagree) related to motivation, perception, learning, beliefs, and attitudes. Secondary data were drawn from books, academic journals, and online databases.

A convenience sampling method was used to select 400 respondents from varying age groups, occupations, and income levels. The questionnaire was distributed through Google Forms and direct interaction. Collected data were analysed using percentage analysis and, for the inferential objectives, Pearson correlation, multiple linear regression, and the Chi-square test of association.

3.1 Hypotheses

H₀: Psychological factors do not significantly influence consumer buying behaviour. H₁: Psychological factors significantly influence consumer buying behaviour. This overarching hypothesis was tested separately for each of the study's three objectives, as reported in Section 4.

3.2 Research Variables

The independent variables comprised the psychological factors — motivation, perception, learning, beliefs, and attitudes — while the dependent variable was consumer buying pattern.

4. Results and Discussion

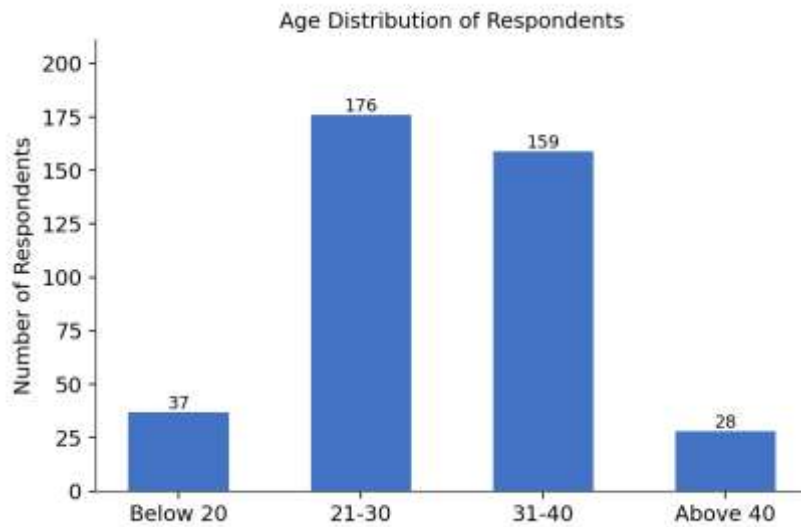
4.1 Demographic Profile

Table 1 summarises the demographic characteristics of the 400 respondents. The majority (44.00%) belonged to the 21–30 age group, followed by 31–40 (39.75%), indicating that the sample predominantly reflects young and middle-aged, economically active consumers. Male respondents (56.00%) slightly outnumbered female respondents (44.00%). Employees formed the largest occupational group (52.75%), followed by business owners (24.75%) and students (17.00%). Most respondents reported a monthly income between ₹20,000 and ₹60,000 (67.50% combined), suggesting the sample largely represents middle-income consumers.

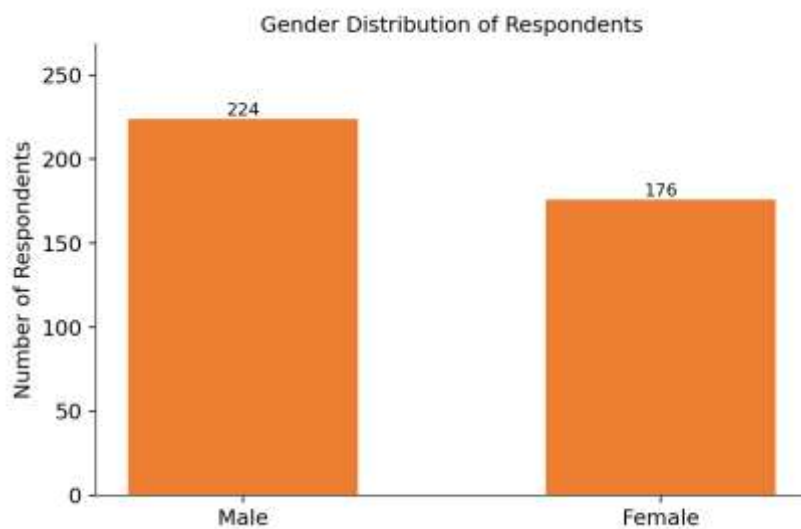
Table 1. Demographic Profile of Respondents (N = 400)

Category	Group	Respondents	Percentage
Age	Below 20	37	9.25%
Age	21–30	176	44.00%
Age	31–40	159	39.75%
Age	Above 40	28	7.00%
Gender	Male	224	56.00%
Gender	Female	176	44.00%
Occupation	Employee	211	52.75%
Occupation	Business	99	24.75%
Occupation	Student	68	17.00%
Occupation	Homemaker	22	5.50%
Monthly Income	Below ₹20,000	93	23.25%
Monthly Income	₹20,000–₹40,000	128	32.00%
Monthly Income	₹40,000–₹60,000	142	35.50%
Monthly Income	Above ₹60,000	37	9.25%

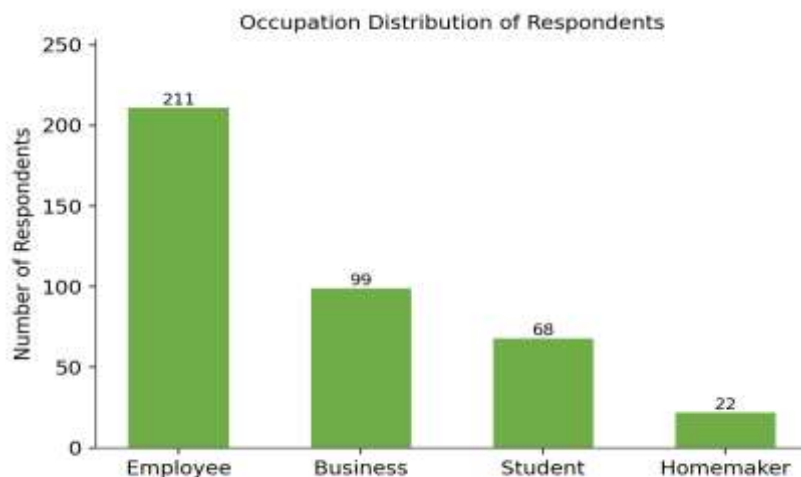
Source: Primary data (field survey).

Figure 1. Age Distribution of Respondents

Source: Primary data (field survey).

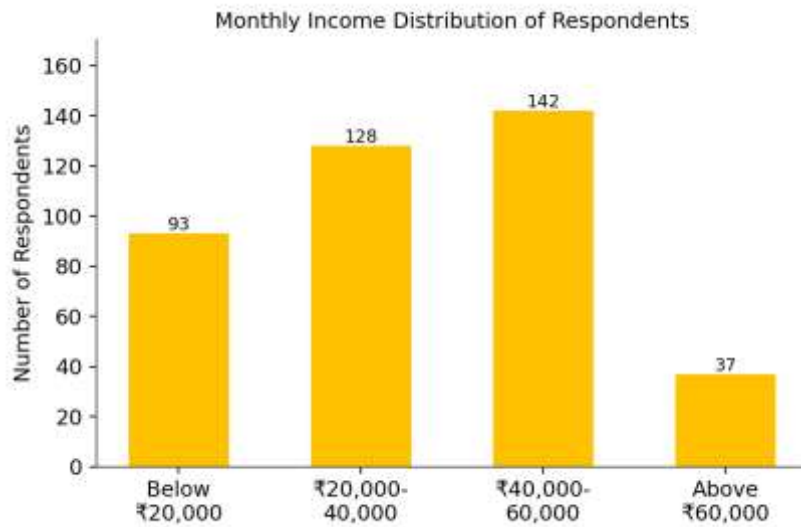
Figure 2. Gender Distribution of Respondents

Source: Primary data (field survey).

Figure 3. Occupation Distribution of Respondents

Source: Primary data (field survey).

Figure 4. Monthly Income Distribution of Respondents



Source: Primary data (field survey).

4.2 Psychological Factors Influencing Buying Behaviour (Objective 1)

A Pearson correlation analysis was conducted between ten psychological and social variables and consumer buying behaviour (Table 2, Table 3). All variables showed a positive and statistically significant correlation ($r = 0.46$ to 0.62 , $p < 0.05$), leading to rejection of the null hypothesis in every case. Celebrity endorsements ($r = 0.62$), advertisements ($r = 0.60$), and preference for social status ($r = 0.58$) showed the strongest associations, indicating that promotional and social-influence factors play a dominant role in shaping purchase decisions. Moderate associations were found for product reviews ($r = 0.55$), post-advertisement curiosity ($r = 0.57$), and personal needs ($r = 0.52$), while product packaging ($r = 0.46$) and brand perception ($r = 0.48$) — though comparatively weaker — remained statistically meaningful.

Table 2. Correlation Model Summary

Particulars	Value
Type of Test	Pearson Correlation
Number of Variables	10
Sample Size (N)	400
Level of Significance (α)	0.05
Table Value (r-critical)	0.098
Range of Correlation (r)	0.46 to 0.62
Nature of Relationship	Positive Correlation

Source: Computed from primary data using Pearson correlation.

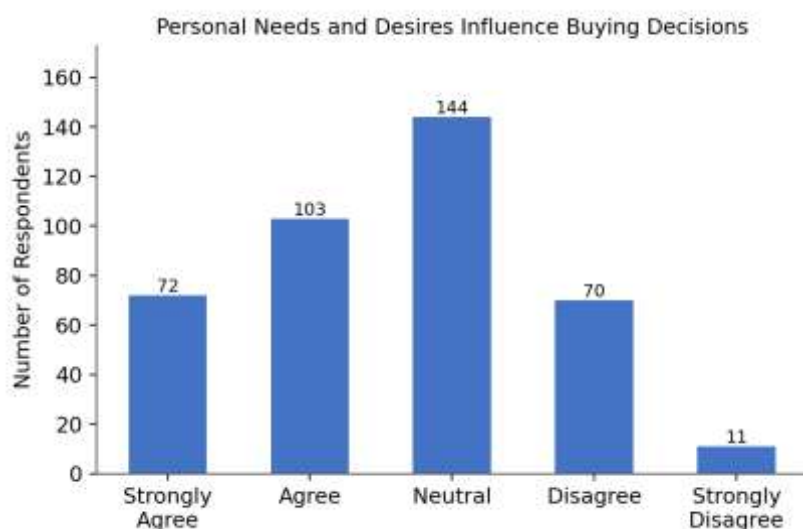
Table 3. Correlation Between Psychological Factors and Buying Behaviour

Variable	r (Calculated)	r (Table)	Sig.	Result
Personal needs & desires	0.52	0.098	0.001	Significant
Brand perception	0.48	0.098	0.003	Significant
Advertisements	0.60	0.098	0.000	Significant
Product reviews/ratings	0.55	0.098	0.002	Significant
Social media promotions	0.50	0.098	0.004	Significant
Social status/image	0.58	0.098	0.001	Significant
Product packaging	0.46	0.098	0.005	Significant

Variable	r (Calculated)	r (Table)	Sig.	Result
Celebrity endorsements	0.62	0.098	0.000	Significant
Positive experience → repeat purchase	0.49	0.098	0.003	Significant
Curiosity after advertisements	0.57	0.098	0.001	Significant

Source: Computed from primary data using Pearson correlation.

Figure 5. Personal Needs and Desires Influence on Buying Decisions



Source: Primary data (field survey).

Figure 6. Brand Perception Influence on Buying Behaviour



Source: Primary data (field survey).

4.3 Impact of Psychological Factors on Buying Patterns (Objective 2)

A multiple regression analysis was performed with seven predictors — brand image, friends'/family's recommendation, discounts and promotions, trust in highly-rated products, brand loyalty, mood-based purchase, and impulse buying — against buying behaviour as the dependent variable (Table 4, Table 5). The model produced $R = 0.78$ and $R^2 = 0.61$, indicating that 61% of the variance in buying behaviour is explained by these psychological and social predictors, with an adjusted R^2 of 0.60 confirming the model's reliability.

Discounts and promotional offers emerged as the strongest predictor ($\beta = 0.35$), followed by brand image ($\beta = 0.32$) and mood-based purchasing ($\beta = 0.30$), underscoring the combined role of pricing strategy, brand perception, and emotional state in driving purchase behaviour. Peer recommendations ($\beta = 0.28$), impulse buying ($\beta = 0.27$), and trust in ratings ($\beta = 0.22$) were also significant. Notably, brand loyalty ($\beta = 0.10$, $t = 1.20$, $p = 0.230$) was not a significant predictor, suggesting that consumers in this sample are more responsive to situational incentives — offers, recommendations, and mood — than to sustained loyalty toward a single brand.

Table 4. Multiple Regression Model Summary

Particulars	Value
Type of Analysis	Multiple Regression
Sample Size (N)	400
Number of Predictors	7
R (Correlation Coefficient)	0.78
R Square (R^2)	0.61
Adjusted R Square	0.60
Std. Error of Estimate	0.52

Source: Computed from primary data using multiple regression.

Table 5. Regression Coefficients

Variable	β	t (Calc.)	t (Table)	Sig.	Result
Brand image	0.32	3.45	1.96	0.001	Significant
Friends/family recommendation	0.28	2.98	1.96	0.004	Significant
Discounts & promotions	0.35	3.80	1.96	0.000	Significant
Trust in highly-rated products	0.22	2.40	1.96	0.018	Significant
Brand loyalty	0.10	1.20	1.96	0.230	Not Significant
Mood-based purchase	0.30	3.10	1.96	0.002	Significant
Impulse buying (happy/excited)	0.27	2.85	1.96	0.005	Significant

Source: Computed from primary data using multiple regression.

Figure 7. Advertisements Influence on Buying Decisions



Source: Primary data (field survey).

Figure 8. Impulsive Buying When Feeling Excited or Happy



Source: Primary data (field survey).

4.4 Influence of Perception and Attitude on Purchasing Decisions (Objective 3)

A Chi-square test of association was applied to ten perception- and attitude-related statements (Table 6, Table 7). Most variables showed a significant association with buying behaviour, exceeding the critical value of 9.488 at $df = 4$ and $\alpha = 0.05$. Availability of product information ($\chi^2 = 20.10$), perception of product quality ($\chi^2 = 18.45$), and perception of price ($\chi^2 = 15.60$) showed the strongest associations, indicating that functional attributes and information availability weigh heavily on consumer decisions. Product appearance/design, ease of use, positive brand attitude, warranties/guarantees, and avoidance of negatively perceived brands were also significant.

However, preference for value-for-money ($\chi^2 = 6.20$, $p = 0.184$) and positive customer service ($\chi^2 = 7.90$, $p = 0.095$) were not statistically significant in this sample, suggesting that while these factors may matter to individual consumers, they do not show a consistent, sample-wide association with purchase decisions to the same degree as quality, price, and information factors.

Table 6. Chi-Square Test Summary

Particulars	Value
Test Used	Pearson Chi-Square
Number of Statements	10
Degrees of Freedom (df)	4
Level of Significance (α)	0.05
Table Value (χ^2 critical)	9.488

Source: Computed from primary data using Pearson Chi-Square test.

Table 7. Chi-Square Results by Statement

Statement	χ^2 (Calc.)	χ^2 (Table)	Sig.	Result
Perception of product quality	18.45	9.488	0.001	Significant
Positive attitude towards brand	12.30	9.488	0.015	Significant
Avoid negatively perceived brands	9.85	9.488	0.043	Significant
Good value for money	6.20	9.488	0.184	Not Significant
Perception of price	15.60	9.488	0.004	Significant

Statement	χ^2 (Calc.)	χ^2 (Table)	Sig.	Result
Product appearance/design	11.75	9.488	0.019	Significant
Positive customer service	7.90	9.488	0.095	Not Significant
Availability of product information	20.10	9.488	0.000	Significant
Ease of use	13.55	9.488	0.009	Significant
Warranties/guarantees	10.25	9.488	0.036	Significant

Source: Computed from primary data using Pearson Chi-Square test.

Table 8. Summary of Hypothesis Testing Across Objectives

Objective	Statistical Test	Key Result	Decision
1. Psychological factors & buying behaviour	Pearson Correlation	$r = 0.46-0.62$, all $p < 0.05$	H_0 rejected
2. Impact of psychological factors	Multiple Regression	$R^2 = 0.61$; brand loyalty not significant	H_0 rejected (mostly)
3. Perception, attitude & purchase decisions	Chi-Square	8 of 10 statements significant	H_0 rejected (mostly)

Source: Compiled by the author from Tables 2–7.

5. Findings and Conclusion

The study confirms that psychological behaviour exerts a significant, measurable influence on consumer buying patterns. Correlation analysis showed all ten psychological and social variables positively and significantly related to buying behaviour, with promotional and social-influence factors (celebrity endorsement, advertising, social status) showing the strongest effects. Regression analysis explained 61% of the variance in buying behaviour, identifying discounts, brand image, and mood as the leading predictors, while brand loyalty showed no significant effect — suggesting today's consumers are more driven by situational and emotional triggers than long-term brand attachment. The Chi-square test confirmed that consumer perception of product quality, price, design, and information availability are significantly associated with purchase decisions, whereas value-for-money and customer-service perceptions were not significant predictors in this sample.

Overall, the findings position consumer buying behaviour as a function of interacting psychological (needs, curiosity, mood), social (status, endorsements, peer recommendation), and marketing (advertising, promotions, reviews) forces. Businesses that integrate emotional and psychological insight into their marketing strategy — rather than relying on price or product attributes alone — are better positioned to influence purchase decisions and build sustained engagement.

5.1 Suggestions

Based on the findings, businesses are advised to: build a strong, consistent brand image; use emotionally engaging and creative advertising; invest in social media marketing given its measurable influence on buying behaviour; ensure clear product information, reviews, and ratings are readily available to build consumer trust; design attractive packaging and product appearance; maintain high product quality to avoid negative perception; use discount and promotional strategies, which showed the strongest regression effect on buying behaviour; and conduct regular market research to track evolving consumer psychology, particularly as digital and social media channels continue to reshape purchase decision-making.

5.2 Limitations

The study is based on a convenience sample of 400 respondents, which may limit generalisability. Responses depend on participants' self-reported honesty and understanding, and the study focuses primarily on psychological factors without incorporating all external (cultural, economic, situational) influences on consumer behaviour.

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