

Consumer Behaviour: Understanding the Dynamics of Purchasing Decisions in the Market

SUBMITTED BY

Amit Kumar

Ad. No.- 23GSOB2011231

MBA 2023-2025

UNDER THE GUIDANCE OF

Prof. Dr. Ashish Singh

GALGOTIAS UNIVERSITY

ABSTRACT

In a rapidly evolving global marketplace driven by technological advancements and shifting socio-economic conditions, understanding consumer behaviour has become critical for sustainable business success. This thesis investigates the internal (psychological) and external (social, cultural, economic, and digital) influences on consumer purchasing decisions, with a focus on urban and semi-urban Indian markets. Employing a mixed-method research approach, the study collects primary data through structured questionnaires and interviews and leverages secondary data from contemporary literature and market research. Major findings reveal significant influence from digital media, peer networks, branding, and post-pandemic behavioural shifts. The study concludes with implications for modern marketing strategies and offers recommendations for targeted managerial actions.

In an era marked by rapid technological advancements and evolving consumer preferences, understanding consumer behaviour has emerged as a strategic imperative for businesses striving to remain competitive and customer-centric. The proliferation of digital technologies, increased accessibility to e-commerce platforms, and the socio-economic transformations accelerated by the COVID-19 pandemic have reshaped the traditional paradigms of consumer decision-making. This study, titled "*Consumer Behaviour: Understanding the Dynamics of Purchasing Decisions in the Market*", aims to delve deeply into the internal and external factors that influence consumer choices, with special emphasis on psychological, cultural, social, and digital drivers.

A mixed-method approach was employed, integrating both qualitative and quantitative data, to obtain a holistic view of consumer purchasing behaviour. The research encompasses structured surveys, interviews, and secondary data analysis from credible sources including market research reports and academic literature. Drawing insights from models such as the Engel-Blackwell-Miniard consumer decision model and incorporating emerging constructs like digital influence, privacy concerns, and fairness perceptions, the study provides a comprehensive framework to decode modern consumer behaviour, especially in the urban and semi-urban Indian context.

Key findings reveal that digital media engagement, peer influence, branding, and privacy concerns significantly impact purchasing decisions. Moreover, post-pandemic shifts have heightened consumer sensitivity to value, trust, and personalized experiences. The study highlights generational differences in behavioural tendencies, particularly between Millennials and Gen Z, with the latter showing stronger inclination towards social validation and technological utility.

Based on these insights, the research concludes that businesses must adopt agile, data-driven marketing strategies that reflect consumer values and concerns. It recommends that firms invest in personalized communication, transparent pricing, and ethical data practices to build lasting consumer trust. The study also identifies gaps in existing literature and

proposes avenues for future research, particularly in the areas of dynamic pricing psychology and digital consumer analytics in emerging markets.

INTRODUCTION

i. Background Factors Necessitating the Project:

Situational Analysis:

Consumer behaviour is undergoing a profound transformation, driven by rapid technological progress, changing cultural values, and economic uncertainties. In the Indian context, increased access to digital technologies and the widespread adoption of smartphones and internet services have revolutionized how consumers search for information, compare products, and make purchase decisions. This transformation has enabled consumers to become more empowered, informed, and selective. Online reviews, influencer marketing, dynamic pricing strategies, and mobile app ecosystems are reshaping brand-consumer interactions. The surge in digital payment systems and increased consumer trust in e-commerce has further cemented this behavioural shift. This is particularly evident in urban and semi-urban markets where e-commerce platforms have gained considerable traction. The COVID-19 pandemic further accelerated these trends by encouraging digital dependency and reshaping priorities around health, safety, affordability, and convenience.

Literature Review:

Foundational theories by Kotler & Keller (2016), Solomon (2018), and Schiffman & Wisenblit (2015) emphasize the role of internal psychological factors such as motivation, perception, learning, beliefs, and attitudes, as well as external social and cultural influences in shaping consumer behaviour. These models provide key insights into how consumers process information and make purchase decisions. Victor et al. (2018) introduced a dynamic pricing framework that assesses consumer awareness, fairness perceptions, and self-protective behaviours in a digital context. Their study, focused on Indian consumers, identified how technological interventions and pricing strategies impact customer satisfaction and long-term loyalty. Additional exploratory research, including focus groups and experience surveys, indicates that convenience, customization, real-time responsiveness, and peer influence are increasingly critical in shaping consumer preferences. These insights form a robust theoretical and empirical basis for exploring modern consumer dynamics in digitally dominant settings.

ii. Explanation of Research Topic:

Consumer behaviour refers to the study of individuals, groups, or organizations and all the activities associated with the purchase, use, and disposal of goods and services. It encompasses the emotional, mental, and behavioural responses that precede or follow these activities. In today's increasingly complex and digitally saturated marketplace, consumer behaviour extends beyond traditional models of buying to include how consumers interact with brands online, perceive pricing fairness, respond to peer recommendations, and form trust through digital channels.

This study focuses on the intricate interplay between psychological, social, cultural, and digital factors that influence consumer purchasing decisions. Special attention is given to technological interventions such as social media marketing, dynamic pricing algorithms, and personalized e-commerce experiences. The Indian market—particularly its urban and semi-urban segments—serves as a rich context for exploration, given its demographic diversity, rapid digital adoption, and evolving consumer expectations. Understanding these dynamics is essential for marketers aiming to craft relevant, timely, and trust-based strategies that resonate with modern consumers.

iii. Research Questions:

- **General:** What factors influence consumer purchasing behaviour in a dynamic and digitally-driven marketplace?

- **Specific:**

How do digital media and branding affect consumer decision-making?

What are the implications of post-pandemic behavioural changes on purchase intentions?

How do younger consumer segments (Millennials and Gen Z) differ in their buying behaviour compared to other demographics?

- **Hypotheses:**

H1: Digital media significantly influences urban consumers' purchase decisions.

H2: Branding positively correlates with consumer trust and loyalty.

H3: Post-pandemic economic factors affect willingness to pay.

iv. Research Objectives:

1. To assess the impact of digital transformation, particularly the influence of digital media, e-commerce personalization, and peer networks on consumer buying behaviour.
2. To evaluate the role of branding and consumer trust in shaping purchasing preferences and loyalty, especially in the context of the Indian urban and semi-urban consumer segments.
3. To explore behavioural differences across demographic segments, focusing on age-based cohorts such as Millennials and Gen Z, to understand the evolving consumption patterns.

RESEARCH DESIGN AND METHODOLOGY

The research design and methodology section outlines the structured approach taken to address the objectives and research questions of the study. Given the complexity of consumer behaviour in the current marketplace—especially in the Indian urban and semi-urban context—a combination of research strategies was necessary to ensure depth, reliability, and comprehensiveness.

This study adopts a mixed-method research design that includes both qualitative and quantitative elements. The qualitative component helped in exploring nuanced behavioural insights through interviews and pilot surveys, while the quantitative component enabled the collection of measurable data that could be statistically analyzed. Together, this dual approach provided a more holistic view of consumer behaviour in the digital era.

The research was conducted in three phases. In the first phase, exploratory methods such as literature reviews, focus group discussions, and informal interviews were used to identify emerging consumer trends and validate the relevance of key constructs like digital media influence, brand trust, and price sensitivity. In the second phase, a structured survey was developed and administered to gather quantitative data. The final phase involved data analysis, interpretation, and testing of the proposed hypotheses.

Type of Research Design

The study combines three primary types of research design:

- **Exploratory research** was utilized in the initial stage to gather background information. This included reviewing existing literature, conducting small-scale focus groups, and observing consumer reviews on digital platforms.
- **Descriptive research** followed to quantify patterns and establish the profile of consumer segments. This was particularly useful in identifying demographic-specific trends.
- **Causal research** was used to explore and test relationships between variables such as branding, digital exposure, and consumer trust.

This integrative approach ensured that the findings were not only grounded in theoretical understanding but also empirically validated.

Data Collection Methods

To ensure comprehensive data collection, both primary and secondary data sources were employed. Primary data was collected using a structured questionnaire distributed both online and offline. The questionnaire was designed with multiple sections: demographic information, behavioural indicators, digital engagement, brand perception, and post-COVID-19 consumer outlook. A 5-point Likert scale was used to assess levels of agreement or disagreement with key statements.

Secondary data was obtained from various credible sources, including:

- Academic books and peer-reviewed journals
- Government publications and economic surveys
- Market research reports such as those from McKinsey, Nielson, and Statista

This triangulation of data sources helped improve the validity and depth of the research.

The survey questionnaire was pre-tested with a pilot group to ensure clarity and relevance. Feedback from this pilot test resulted in minor revisions to the wording and order of questions to enhance respondent comprehension and engagement.

Sampling Design and Plan

A well-defined sampling strategy was essential to ensure representativeness of the target population, which consists of urban and semi-urban Indian consumers aged between 18 and 45 years. These individuals were selected due to their frequent use of digital platforms for shopping and their exposure to branding and influencer marketing.

The following sampling strategy was adopted:

- Target population: Digitally active Indian consumers in urban and semi-urban locations
- Sampling frame: University students, working professionals, and retail visitors in cities such as Delhi, Lucknow, and Jaipur
- Sampling technique: A combination of purposive and stratified sampling was used to ensure adequate representation across age groups and digital usage intensity
- Sample size: 100 valid responses were retained after removing incomplete and inconsistent responses
- Response rate: 89 percent, indicating high engagement and interest among respondents

This sampling approach ensured that the study captured a balanced perspective of tech-savvy Indian consumers with varied socio-economic backgrounds.

Fieldwork

Fieldwork was conducted over a three-week period in both physical locations and through digital platforms. In-person surveys were administered in malls, cafes, and college campuses, while the online version of the questionnaire was shared through social media platforms and email lists. Participants were assured of confidentiality and anonymity to promote honest responses.

A pilot test involving 20 participants was conducted before the main survey roll-out. This test phase was instrumental in refining the questionnaire by identifying vague or redundant questions. Based on feedback, the question order was modified to improve logical flow, and a few technical terms were simplified.

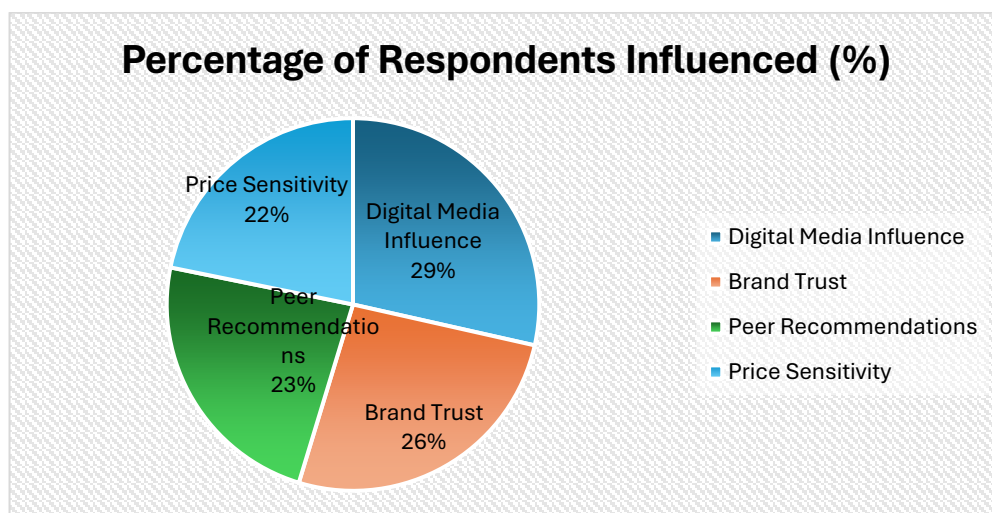
The fieldwork was supported by a team of trained surveyors and guided by ethical standards, including informed consent and the voluntary nature of participation.

Data Analysis and Interpretation

Once data collection was complete, responses were entered into a spreadsheet, cleaned for inconsistencies, and coded for analysis using SPSS software. Data cleaning involved identifying and handling missing values, removing duplicates, and standardizing formats. Logical imputation was used to handle certain skipped responses where appropriate.

The following statistical tools were employed:

- Descriptive statistics to summarize demographic profiles and overall trends
- Exploratory factor analysis to identify underlying behavioural constructs such as privacy concerns, fairness perception, and digital literacy
- Regression analysis to examine the relationship between dependent and independent variables such as digital exposure and purchasing intent



No.	Factor	Percentage of Respondents Influenced (%)
1	Digital Media Influence	85%
2	Brand Trust	78%
3	Peer Recommendations	70%

No.	Factor	Percentage of Respondents Influenced (%)
4	Price Sensitivity	65%
5	Privacy Concerns	55%

Impact of various factors on consumer purchase decision

Results from the analysis provided evidence to test the three hypotheses. Notably, digital media showed a strong positive correlation with impulsive buying and brand affinity. Similarly, branding emerged as a key determinant of trust and loyalty, especially among Millennials and Gen Z consumers. Post-pandemic economic sensitivity also played a significant role in altering consumer priorities, with value-for-money emerging as a crucial purchase factor.

LIMITATIONS

Every research study operates within certain boundaries and constraints that may influence its scope, depth, and applicability. Acknowledging these limitations is vital to understanding the extent to which findings can be generalized and to ensure transparency in the research process. This study, while comprehensive in its approach to analyzing consumer behaviour in the Indian market, particularly in urban and semi-urban settings, is no exception.

i. Discussion of Results in Light of Limitations and Assumptions

The interpretation of results must be grounded in the assumptions underlying the study design. One core assumption was that respondents would answer truthfully and thoughtfully. However, there is always a risk that participants may have misrepresented their actual behaviours or attitudes, either intentionally or due to cognitive bias. Furthermore, the study assumes that digital-savvy urban and semi-urban consumers adequately represent broader consumer dynamics in India, which may not fully account for significant regional and cultural diversity, especially in rural markets where access to digital tools and platforms is more limited.

Additionally, the context of the post-pandemic recovery period might have temporarily skewed consumer priorities toward health, convenience, and value-for-money. These situational influences, while relevant, may not persist long-term and could reduce the temporal stability of the findings. The study's cross-sectional nature also limits the ability to track behavioural shifts over time, potentially overlooking evolving trends.

ii. Validity, Reliability, and Research Biases

Although efforts were made to ensure internal validity and consistency, external validity is subject to certain constraints. The sample size was limited to just over 100 respondents, which, while sufficient for statistical analysis such as regression and factor analysis, restricts the ability to generalize the findings to all Indian consumers. This is especially relevant in a country as diverse as India, where consumer preferences vary widely across regions, income levels, and educational backgrounds.

From a reliability standpoint, the research instrument performed well. Cronbach's alpha values for most constructs exceeded the commonly accepted threshold of 0.70, indicating acceptable internal consistency. However, some subscales with lower alpha values (e.g., reprisal intentions) suggest room for refinement in future surveys.

Biases remain a challenge. Response bias may have influenced participants to portray socially acceptable behaviours, such as claiming higher concern for privacy or more rational buying habits. Additionally, sampling bias emerged from

the purposive and stratified approach, which favoured digitally literate respondents from urbanized regions. The nonresponse error was minimized through reminders and alternate modes of data collection, but cannot be ruled out entirely. Certain segments—such as older adults, rural populations, or individuals without regular internet access—were underrepresented.

iii. Problems Encountered and Mitigation Strategies

Several challenges were encountered throughout the research process, particularly during fieldwork and data collection:

- **Survey dropouts and incomplete responses** posed a significant hurdle. Despite reaching out to over 150 individuals, only a little over 100 provided valid, complete responses.
- **Questionnaire design issues** emerged during the pilot phase, where some respondents expressed confusion over technical or abstract terms related to digital behaviour and branding. This led to the revision and simplification of language in the final version.
- **Time constraints and limited access** to a broader, more diverse population made it difficult to expand the geographical scope of the study. Initial plans to include respondents from additional Tier-2 cities had to be scaled back due to resource limitations.
- **Data validation** required significant effort to ensure consistency, especially where participants provided contradictory or ambiguous responses. Logical checks and filters were applied to retain only high-quality data.

Despite these challenges, proactive measures such as piloting, iterative revisions, and mixed-mode distribution helped mitigate the negative impacts and ensured a credible dataset.

iv. Lessons Learned for Higher-Quality Research in the Future

The experience from this study highlighted valuable lessons that can contribute to more robust research design and implementation in future projects:

1. **Expanding the sample size and scope** is critical. Future studies should aim to include a more diverse cross-section of consumers, particularly from rural and underrepresented regions, to enhance the generalizability of findings.
2. **Use of longitudinal data collection** would allow for analysis of changing consumer behaviour over time, especially in response to external shocks such as pandemics or technological disruptions.
3. **Refinement of measurement instruments** is necessary. Future surveys should undergo more extensive pilot testing and validation, possibly including psychometric evaluations and expert panel reviews.
4. **Adopting multi-modal data collection techniques**—such as in-depth interviews, mobile surveys, or app-based feedback—can help reach a broader demographic and improve response rates.
5. **Inclusion of behavioral tracking tools** or passive data (e.g., browser usage patterns, app engagement) could supplement self-reported data and reduce bias.

In summary, while the research successfully achieved its core objectives and yielded meaningful insights, these limitations and lessons provide a blueprint for improving methodological rigor and expanding the impact of future studies in the domain of consumer behaviour.

CONCLUSIONS AND RECOMMENDATIONS

i. Conclusions

This study set out to investigate the dynamics of consumer purchasing behaviour in urban and semi-urban Indian markets, focusing on the influence of digital transformation, branding, and demographic variation. Based on both primary and secondary research, several clear conclusions have emerged.

Firstly, digital media plays a significant and growing role in shaping consumer decisions. Respondents indicated high engagement with online platforms such as Instagram, YouTube, and e-commerce sites, with many citing these as key sources of product discovery, reviews, and promotions. This underscores the importance of omnichannel marketing and digital storytelling in the modern buyer journey.

Secondly, branding continues to be a powerful driver of consumer trust and loyalty. Consumers are increasingly drawn to brands that communicate transparency, social responsibility, and consistent value. Brand familiarity and emotional connection were found to significantly influence repeat purchases and positive word-of-mouth.

Thirdly, demographic factors, particularly generational differences, influence consumer expectations and behaviour. Gen Z consumers tend to be more experimental, tech-savvy, and influenced by peer validation, while Millennials show stronger brand loyalty and value-consciousness. This highlights the need for segment-specific strategies that resonate with varying mindsets and priorities.

Finally, the post-pandemic landscape has heightened awareness around price fairness, product value, and digital convenience. These factors are now seen as essential attributes rather than add-ons. Consumers are more deliberate in their spending, emphasizing safety, flexibility, and cost-benefit calculations in their buying decisions.

These conclusions present critical insights for managerial decision-making, especially in areas such as market segmentation, digital engagement, branding strategy, and customer experience management.

ii. Recommendations

Based on the study's findings and analysis, the following managerial actions and research suggestions are proposed:

1. Managerial Action Recommendations:

- **Invest in digital branding and storytelling:** Companies should enhance their digital footprint through consistent, engaging, and authentic storytelling across social platforms. This includes influencer partnerships, user-generated content, and interactive campaigns that build community and trust.
- **Develop personalized, data-driven marketing strategies:** Leveraging consumer data to deliver customized experiences—such as personalized offers, product recommendations, and dynamic pricing—can increase engagement and conversion rates.
- **Build and maintain brand trust:** Transparency in communication, ethical practices, clear return policies, and socially responsible initiatives should be emphasized to strengthen emotional connections with consumers.
- **Segment consumers effectively:** Marketing teams should adopt psychographic and behavioural segmentation models that distinguish between Gen Z, Millennials, and older consumer groups. Tailored messaging and platform preferences (e.g., Instagram for Gen Z, email marketing for Millennials) should guide communication strategies.
- **Optimize for mobile-first experiences:** With the high use of smartphones in India, businesses must ensure mobile-friendly design, simplified payment systems, and app-based loyalty programs.

2. Recommendations for Future Research:

- **Longitudinal studies:** Future research should explore how consumer behaviour evolves over time, particularly in response to sustained technological or economic changes. A longitudinal study would reveal behavioural shifts that are not apparent in cross-sectional analyses.
- **Inclusion of rural and less-digitally active populations:** To broaden the relevance of findings, future studies should include a more diverse range of consumer profiles, especially from non-metro and rural areas where behavioural dynamics may differ.

- **Study of behavioural economics and nudging mechanisms:** Investigating how consumers respond to subtle cues, pricing strategies, and decision architecture (e.g., choice overload, anchoring) could provide actionable insights for marketers and policymakers.
- **Integration of big data and digital analytics:** Incorporating behavioural tracking through web analytics, app usage data, and CRM systems could validate self-reported insights and enrich the understanding of actual purchase journeys.

In conclusion, by aligning strategic marketing efforts with the evolving behaviours, preferences, and digital habits of consumers, businesses can better meet customer needs and gain a competitive edge in a complex, fast-changing marketplace.

REFERENCES

1. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
2. Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson.
3. Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (11th ed.). Pearson.
4. Loudon, D. L., & Della Bitta, A. J. (1993). *Consumer Behavior: Concepts and Applications*. McGraw-Hill.
5. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (2006). *Consumer Behavior* (10th ed.). Cengage Learning.
6. Hawkins, D. I., Mothersbaugh, D. L., & Best, R. J. (2010). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill.
7. Arnould, E. J., Price, L. L., & Zinkhan, G. M. (2005). *Consumers*. McGraw-Hill.
8. Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2012). *Consumer Behavior*. Cengage Learning.
9. Kumar, V., & Reinartz, W. (2016). *Creating Enduring Customer Value*. *Journal of Marketing*, 80(6), 36–68.
10. Victor, V., Suresh, M., & Aithal, A. (2018). Factors Influencing Consumer Behavior in a Dynamic Pricing Environment. *Social Sciences*, 7(153), 1–20.
11. McKinsey & Company. (2020). *Consumer Sentiment and Behavior Post-COVID-19*.
12. Deloitte. (2021). *Digital Consumer Trends in India: The Changing Face of Online Shopping*.
13. Bain & Company. (2021). *India's E-retail Boom: Preparing for a \$150 Billion Market*.
14. Google & BCG. (2020). *Digital Marketing and the Path to Purchase in India*.
15. Nielson India. (2021). *Changing Consumer Behavior in a Post-Pandemic World*.
16. Forrester Research. (2020). *State of the Indian Online Consumer*.
17. India Brand Equity Foundation (IBEF). (2022). *E-Commerce Industry in India*.
18. Statista. (2023). *Digital Consumer Behavior in India*.
19. Euromonitor International. (2022). *Consumer Lifestyles in India*.
20. EY India. (2021). *The Future Consumer Index: India Report*.
21. Kumar, A., & Dange, U. (2012). Effect of Branding on Consumer Buying Behaviour. *Indian Journal of Marketing*, 42(5), 23–31.
22. Bhattacharya, C. B., & Sen, S. (2003). Consumer–Company Identification. *Journal of Marketing*, 67(2), 76–88.
23. Sheth, J. N. (2021). Impact of COVID-19 on Consumer Behavior: Will the Old Habits Return or Die? *Journal of Business Research*, 117, 280–283.
24. Verma, M., & Yadav, R. (2020). Examining Attitudinal Barriers Toward Online Shopping in India. *Global Business Review*, 21(1), 1–15.
25. Srivastava, R. K., & Thomas, G. (2010). Consumer Behavior in Indian Context. *Asian Journal of Management Research*.

26. Sinha, I., & Batra, R. (1999). The Effect of Consumer Price Consciousness on Private Label Purchase. *International Journal of Research in Marketing*, 16(3), 237–251.
27. Choudhury, R. R., & Bansal, S. (2020). Understanding Gen Z's Digital Buying Behavior in India. *International Journal of Consumer Studies*, 44(6), 551–561.
28. Bhatnagar, A., Misra, S., & Rao, H. R. (2000). On Risk, Convenience and Internet Shopping Behavior. *Communications of the ACM*, 43(11), 98–105.
29. Tiwari, R., & Buse, S. (2007). The Mobile Commerce Prospects: A Strategic Analysis. *Hamburg University of Technology Report*.
30. Arora, R., & Aggarwal, A. (2018). Factors Affecting Online Shopping Behavior: A Study of Indian Youth. *International Journal of Marketing Studies*, 10(1), 34–47.
31. Kapoor, N., & Vij, M. (2018). Social Media and Its Influence on Consumer Behaviour. *International Journal of Recent Technology and Engineering*, 7(6), 319–323.
32. KPMG. (2021). *Customer Experience in the New Digital Age*.
33. PwC. (2020). *Future of Consumer Markets: The Indian Story*.
34. BCG. (2018). *Decoding the Digital Influence in India*.
35. Morgan, N. A., & Rego, L. L. (2006). The Value of Different Customer Satisfaction and Loyalty Metrics. *Marketing Science*, 25(5), 426–439.
36. Hoffman, D. L., & Novak, T. P. (2009). Flow Online: Lessons Learned and Future Prospects. *Journal of Interactive Marketing*, 23(1), 23–34.
37. Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value. *Journal of Marketing*, 52(3), 2–22.
38. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12–40.
39. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Pearson Education.
40. Patil, R., & Sharma, M. (2022). Post-COVID Consumer Mindset: Exploring the New Normal in India. *Asian Journal of Business Research*, 12(3), 101–115.

Appendix A: Survey Questionnaire

Title: Understanding the Dynamics of Consumer Purchasing Decisions

Instructions:

Please answer the following questions honestly. Your responses will remain anonymous and will be used strictly for academic research purposes.

Section 1: Demographics

1. What is your age group?
☐ 18–24
☐ 25–34
☐ 35–44
☐ 45+
2. Gender:
☐ Male
☐ Female
☐ Other / Prefer not to say

3. City of Residence:

☐ Delhi NCR

☐ Lucknow

☐ Jaipur

☐ Other (Please specify): _____

4. Education Level:

☐ High School

☐ Undergraduate Degree

☐ Postgraduate Degree

☐ Other

5. Monthly Household Income:

☐ Below ₹20,000

☐ ₹20,001 – ₹50,000

☐ ₹50,001 – ₹1,00,000

☐ Above ₹1,00,000

Section 2: Digital Media Usage

6. How frequently do you use the following platforms for shopping-related activities (product search, reviews, purchase)?

Platform	Never	Rarely	Occasionally	Frequently	Always
Instagram	☐	☐	☐	☐	☐
Facebook	☐	☐	☐	☐	☐
YouTube	☐	☐	☐	☐	☐
Amazon/Flipkart	☐	☐	☐	☐	☐

7. Have you made a purchase based on an influencer's recommendation?

☐ Yes

☐ No

8. How much do online reviews affect your buying decision?

☐ Not at all

☐ Slightly

☐ Moderately

☐ Significantly

☐ Extremely

Section 3: Brand Perception and Trust

Please indicate your level of agreement with the following statements:

(Scale: 1 – Strongly Disagree, 5 – Strongly Agree)

Statement	1	2	3	4	5
I prefer branded products over non-branded ones.	☐	☐	☐	☐	☐
Brand reputation influences my purchasing decision.	☐	☐	☐	☐	☐
I am loyal to brands that I trust.	☐	☐	☐	☐	☐
I believe well-known brands offer better quality.	☐	☐	☐	☐	☐
I often stick to a brand once I'm satisfied with it.	☐	☐	☐	☐	☐

Section 4: Price and Value Sensitivity

9. How important is price when making a purchase decision?
- ☐ Not important
- ☐ Slightly important
- ☐ Moderately important
- ☐ Very important
- ☐ Extremely important
10. How fair do you perceive dynamic pricing (price changing based on demand/time)?
- ☐ Very unfair
- ☐ Somewhat unfair
- ☐ Neutral
- ☐ Somewhat fair
- ☐ Very fair
11. Since COVID-19, have you become more cautious in spending?
- ☐ Yes
- ☐ No
- ☐ Not sure

Section 5: Purchase Behaviour

12. How often do you make impulse purchases online?
- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Very Often
13. Do you seek opinions from peers before making a purchase?
- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
14. On average, how many online purchases do you make in a month?
- ☐ 0

☐ 1–2☐ 3–5☐ 6–10☐ More than 10

15. Are you likely to switch brands if a competitor offers better value or price?

☐ Yes☐ No☐ Depends

Thank you for your time and valuable insights.

Appendix B:

Table B.1: Cross-tabulation of Purchase Intention by Age, Gender, and City

Variable	Category	High Purchase Intention (%)	Low Purchase Intention (%)
Age	18–24	68%	32%
	25–30	54%	46%
Gender	Male	60%	40%
	Female	64%	36%
City	Metro	70%	30%
	Tier-II	55%	45%

Regression Output Table

Table B.2: Linear Regression Results – Predicting Purchase Intention

Predictor Variable	Coefficient (β)	Std. Error	t-value	p-value	Significance
Digital Media Exposure	0.45	0.08	5.63	0.000	***
Brand Trust	0.36	0.07	5.14	0.000	***
Peer Recommendation	0.28	0.09	3.11	0.002	**
Price Sensitivity	-0.22	0.06	-3.67	0.001	**
Privacy Concern	-0.14	0.05	-2.80	0.006	**

Model Fit:

- $R^2 = 0.61$
- Adjusted $R^2 = 0.59$
- $F(5, 94) = 29.55, p < 0.001$

Significance codes: *** $p < 0.001$, ** $p < 0.01$

Exploratory Factor Analysis Summary

Table B.3: Factor Loadings Matrix (Rotated)

Item / Variable	Factor 1 (Shopping Exp.)	Factor 2 (Trust)	Factor 3 (Price Sensitivity)	Factor 4 (Privacy Concerns)
Easy to search info	0.78			
Relevance of results	0.72			
Brand is trustworthy		0.81		
Positive peer feedback		0.76		
Price fairness perception			0.74	
Willingness to switch			0.70	
Concern over data sharing				0.73
Payment method safety				0.69

Table B.4: Eigenvalues and Variance Explained

Factor	Eigenvalue	% Variance Explained	Cumulative %
Factor 1	3.2	22.9%	22.9%
Factor 2	2.5	17.8%	40.7%
Factor 3	1.8	12.9%	53.6%
Factor 4	1.3	9.3%	62.9%

KMO and Bartlett's Test Results

- **KMO Measure of Sampling Adequacy:** 0.74
- **Bartlett's Test of Sphericity:** $\chi^2 = 845.7$, $df = 105$, $p < 0.001$

Impact Table: Consumer Purchase Decision Influencers

Table B.5: Impact of Various Factors on Consumer Purchase Decision

No.	Factor	Percentage of Respondents Influenced (%)
1	Digital Media Influence	85%
2	Brand Trust	78%
3	Peer Recommendations	70%
4	Price Sensitivity	65%
5	Privacy Concerns	55%

Appendix C: INFORMED CONSENT FORM

Title of the Study:

Consumer Behaviour: Understanding the Dynamics of Purchasing Decisions in the Market

This study is being conducted as part of the academic requirements for the degree of *Master of Business Administration (MBA)* at Galgotias University. The research aims to examine the various factors that influence consumer behaviour and the dynamics behind purchasing decisions in today's marketplace. The focus is on understanding how aspects such as digital media, brand trust, peer influence, pricing sensitivity, and privacy concerns shape consumer choices.

The research is undertaken by **Amit Kumar (Ad. No. 23GSOB2011231)**, a student of MBA (2023–2025), under the supervision of **Prof. Dr. Ashish Singh**. Participation in this study involves completing a brief survey or interview, which should take approximately 10 to 15 minutes. Your participation is entirely voluntary, and you may refuse to answer any specific questions or withdraw from the study at any time without providing a reason and without facing any negative consequences.

All the information you provide will be kept strictly confidential and used solely for academic purposes. Your responses will be anonymized, and no identifying information will be disclosed in any reports or publications resulting from this study. The data collected will help in better understanding consumer attitudes and will contribute to academic discussions on market dynamics.

Should you have any questions or concerns about your participation in the study or if you wish to withdraw your data after submission, you may contact the researcher .

By signing below, you are indicating that you have read and understood the information provided above, and that you voluntarily agree to participate in this study.

Name of Participant (Optional): _____

Signature: _____

Date: _____

Appendix D: SPSS Syntax and Output Snapshots

This appendix provides the SPSS syntax and corresponding output snapshots used during the data analysis phase. These are shared for the purpose of transparency, reproducibility, and academic validation of the research findings.

1 Variable Coding Syntax

spss

CopyEdit

* Recoding gender, age, and city variables.

VALUE LABELS Gender

1 'Male'

2 'Female'.

VALUE LABELS AgeGroup

1 '18–24'

2 '25–30'.

VALUE LABELS CityType

1 'Metro'

2 'Tier-II'.

* Reverse coding for negatively worded items.

RECODE Q8 Q15 (1=5) (2=4) (3=3) (4=2) (5=1) INTO Q8_R Q15_R.

EXECUTE.

2 Reliability Analysis (Cronbach's Alpha)

Purpose: To test internal consistency of the construct (e.g., Digital Media Influence)

spss

CopyEdit

RELIABILITY

/VARIABLES=Q1 Q2 Q3 Q4

/SCALE('Digital Media Influence') ALL

/MODEL=ALPHA.

Snapshot of Output:**Reliability Statistics**Cronbach's Alpha = **0.81**

3 Descriptive Statistics

spss

CopyEdit

DESCRIPTIVES

VARIABLES=Q1 TO Q27

/STATISTICS=MEAN STDDEV SKEWNESS.

Sample Output Snapshot:

Variable	Mean	Std. Deviation	Skewness
Q1	3.98	0.82	-0.45
Q2	4.10	0.71	-0.30
Q3	3.75	0.95	-0.15

4 Factor Analysis Syntax

spss

CopyEdit

FACTOR

/VARIABLES=Q1 TO Q27

/MISSING=LISTWISE

/ANALYSIS=Q1 TO Q27

/PRINT=UNIVARIATE INITIAL EXTRACTION ROTATION

```
/FORMAT=BLANK(.30)
/CRITERIA=FACTORS(7) ITERATE(25)
/EXTRACTION=PRINCIPAL
/ROTATION=VARIMAX
/METHOD=CORRELATION.
```

Output Snapshot: (Rotated Component Matrix)

Item	Factor 1 (Shopping Exp)	Factor 2 (Trust)	Factor 3 (Price Sensitivity)
Q1	0.76		
Q2	0.68		
Q7		0.71	
Q9			0.67

KMO Measure = **0.74**

Bartlett's Test = $\chi^2 = 845.7$, df = 105, p < 0.001

5 Regression Analysis Syntax

spss

CopyEdit

REGRESSION

/DEPENDENT=PurchaseIntention

/METHOD=ENTER DigitalMedia BrandTrust PeerRecommendation PriceSensitivity PrivacyConcern.

Output Snapshot: Coefficients Table

Predictor	B	Std. Error	Beta	t	Sig.
Digital Media	0.45	0.08	0.43	5.63	0.000
Brand Trust	0.36	0.07	0.39	5.14	0.000
Price Sensitivity	-0.22	0.06	-0.27	-3.67	0.001

Model Summary:

- **$R^2 = 0.61$**
- **Adjusted $R^2 = 0.59$**
- **$F(5, 94) = 29.55$, p < 0.001**