

A Study on Consumer Buying Behaviors

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Abstract

The present study is undertaken to explore and analyze the consumer buying behavior at Loyal Super Fabrics, a brand known for its quality and variety in the textile sector. Understanding consumer behavior is essential for any business that aims to maintain competitiveness and customer satisfaction in a dynamic market. This research focuses on identifying the key elements that influence purchasing decisions, including customer preferences, motivations, perceptions, and their level of brand loyalty. A structured survey methodology has been employed to collect data from a diverse customer base. The study examines how factors such as price, quality, brand reputation, promotional activities, and personal values contribute to consumer choices. It also delves into the emotional and psychological triggers that guide customer decisions and loyalty formation.

Keywords: Consumer Buying Behaviors, Purchasing Decision, Customer Satisfaction.

1.1 Introduction

Consumer buying behavior refers to the decision-making processes and actions that individuals undertake when selecting, purchasing, using, and disposing of goods and services. It is a complex process influenced by various internal and external factors, such as personal preferences, cultural values, social influences, psychological factors, and marketing strategies.

1.2 Objectives

- To analyze the consumer buying behavior in the company.
- To study the customer preferences, motivations, and brand loyalty through the survey.

2.1 Research Methodology

In this research, used survey method to collect data from respondents and primary data.

Data collection Method: The one sources of data collection are used in this study

Research Design: Descriptive

Data Sources: The sample size of the project is 150 customers of Loyal super fabrics

Tools Used: Chi-square test, Correlation Analysis

Data Analysis and Intrepretation

3.1 Chi Square Test

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables.

Table 1: Summary of Chi Square

| | Vaild | | Cases Missing | | Total | |
|---|-------|---------|---------------|---------|-------|---------|
| | N | Precent | N | Precent | N | Precent |
| The Quality of fabrics at loyal super to be Excellent. The price of products at loyal super fabrics are affordable | 150 | 100% | 0 | 0.0% | 150 | 100.0% |

Table 2: Test Statistics

| | Value | Df | Asymp. Sig. (2- sided) |
|------------------------------|----------------|--------------|------------------------|
| Pp Pearson chi square | 112.390 | 20 20 | <., <.001 |
| L likelihoods Ratio | 58.771 | 20 20 | < <.001 |
| N N of valid Cases | 150 | | |

Inference

From the above table, it is inferred that the p-value (<0.001) is less than 0.05, hence the Null Hypothesis is rejected. This indicates that there is a significant association between the perception of fabric quality and the affordability of products.

3.2 Correlation Analysis

Correlation between After the quality of fabrics to be excellent and the price of products at affordable.

Null Hypothesis: There is no significant relationship between the quality of fabric at loyal super fabric and the affordability of their product price.

Alternative Hypothesis: There is a significant relationship between the quality of fabric at loyal super fabrics and the affordability of their product prices.

Table 3 Correlation Analysis

| | | The quality of fabrics at loyal super fabrics to be excelent | The price of product at loyal super fabrics are affordable. |
|--|-------------------------|--|---|
| The quality of fabrics at loyal super fabrics to be excelent | Correlation coefficient | 1.000 | .173 |
| | Sig. (2-tailed) | | .035 |
| | N | 150 | 150 |
| The price of product at loyal super fabrics are | Correlation coefficient | 173 | 1.000 |

| | | | |
|-------------|-----------------|-----|-----|
| affordable. | Sig. (2-tailed) | 035 | |
| | N | 150 | 150 |

Inference

Since the significance value (0.035) is less 0.05, we reject the null hypothesis. this indicates that there is a statistically significant, but weak, positive correlation between the quality of fabrics and the affordability of products at the company quality to be high ,they are also slightly more likely to perceive the prices as affordable.

4.1 Suggestions

- Make more good quality products. This will help more people buy and increase company profit.
- Take customer feedback ask customer what they like or don't like. Its helps to improve the sales.
- Use the social media talk to customers on instagram, facebook or whatsapp .Its helps to solve problems quickly.

4.2 Conclusion

The consumer buying behavior at Loyal Super Fabrics, revealing key insights into customer preferences,motivations , and patterns of brand loyalty. The survey data highlighted that factors such as product quality, brand reputation, and promotional offers significantly influence consumer decisions. Furthermore, the findings suggest that customer loyalty is strongly driven by consistent product satisfaction and emotional connection with the brand. These insights can guide Loyal Super Fabrics in refining their marketing strategies and customer engagement practices to strengthen consumer retention and satisfaction.

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