



# Consumer Buying Behavior and Factors Influencing Purchase Decisions

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## How to Cite this Article:

Zodge, S. S. (2026). Consumer Buying Behavior and Factors Influencing Purchase Decisions. International Journal of Creative and Open Research in Engineering and Management, <i>02</i>(04).  
<https://doi.org/10.55041/ijcope.v2i4.707>

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<https://doi.org/10.55041/ijcope.v2i4.707>

## Abstract—

This study investigates consumer buying behaviour and the factors influencing purchase decisions in the cosmetics and wellness sector, with special reference to Navami Wellness. The research aims to understand how consumers select products and what key elements affect their decision-making process. A descriptive research design was adopted, and both primary and secondary data were used. Primary data was collected through structured questionnaires administered to respondents in Pune city, while secondary data was obtained from journals, websites, and previous studies.

The study identifies several important factors influencing consumer purchase decisions, including product quality, price, brand image, packaging, promotional offers, social media influence, and customer reviews. Among these, product quality and price emerged as the most significant determinants. The findings also highlight the growing impact of digital platforms, where social media promotions, influencer marketing, and online reviews strongly shape consumer preferences, especially among young customers.

Furthermore, the study emphasizes the role of customer satisfaction and brand trust in encouraging repeat purchases and building long-term customer relationships. The increasing preference for herbal and natural products was also observed. Overall, the research provides valuable insights into consumer behaviour and offers practical recommendations for improving marketing

strategies, enhancing brand positioning, and increasing customer retention in the cosmetics and wellness industry.

## Keywords-

Consumer Buying Behaviour, Purchase Decision, Cosmetics Industry, Wellness Products, Product Quality, Price Sensitivity, Brand Image, Packaging, Social Media Influence, Customer Reviews, Digital Marketing, Customer Satisfaction, Brand Loyalty



## I. INTRODUCTION

In recent years, the rapid growth of digital technologies has significantly transformed the way organizations collect, process, and utilize data. Business analytics has emerged as a critical tool that enables organizations to convert large volumes of data into meaningful insights for effective decision-making. With increasing competition and data availability, organizations are relying more on analytics-driven approaches to enhance performance, improve efficiency, and gain a competitive advantage. Artificial Intelligence (AI) has further strengthened the capabilities of business analytics by enabling advanced data processing, pattern recognition, and predictive modeling. Among recent developments, Generative AI has gained significant attention due to its ability to generate content such as reports, summaries, and analytical insights based on existing data. These capabilities allow professionals to automate routine tasks, reduce manual effort, and focus on strategic decision-making.

Despite its growing adoption, the practical implementation of Generative AI in business analytics is still evolving. Organizations face several challenges, including data privacy concerns, reliability of AI-generated outputs, and lack of technical expertise. Moreover, there is limited empirical research examining how Generative AI influences managerial decision-making and productivity in real-world organizational settings.

This study aims to examine the adoption of Generative AI in business analytics and analyze its impact on decision-making efficiency, productivity, and operational performance. The research focuses on identifying usage patterns, benefits, and challenges associated with Generative AI tools. The findings of this study contribute to a better understanding of the role of Generative AI in modern business environments and provide insights for organizations seeking to adopt AI-driven analytics solutions.

## II. LITERATURE REVIEW

In today's dynamic and rather aggressive business environment, information customer behavior has become an essential thing in advertising management. Organizations, especially in the cosmetics and wellness industries, rely heavily on buyer preferences, expectations, and pride for their increase and sustainability. Consumers have a primary position in determining the fulfillment of products because their choices simultaneously affect the market call and emblem performance.

Consumer buying behavior refers to the way people select their wants, search for statistics, explore to have options, make purchase choices, and explore satisfaction by spending and buying. This process is stimulated with the help of a combination of internal and external elements, including non-public opportunities, lifestyle, social influence, price sensitivity, product quality, brand image, and advertising strategies. In the cosmetics quadrant, these choices are often formed with each rational element (including prominence and payment) and emotional factors (consisting of brand concept and self-image).

The cosmetics and wellness industry has witnessed widespread growth in recent years due to increasing recognition around personal grooming, skincare, and general wellness. Consumers no longer buy products entirely for useful functions, but also to enhance self-confidence, appearance and lifestyle. With the rapid expansion of virtual systems, customers have ended up extra informed and selective. They actively compare products, check online critiques, and try to find suggestions from influencers and peers before making purchasing decisions.

In this context, companies should adjust their advertising strategies to align with transformative patron behaviors. Digital advertising, social media advertising.



### III. METHODOLOGY

The current look at adopts a descriptive research design to examine consumer shopping for behavior and the elements that influence purchase choice within the cosmetics and wellness quadrant. The studies are both descriptive and analytical in nature, as they no longer best describe buyer preferences and behaviors, but also analyze the relationship between various influential elements that include price, product high quality, logo image, packaging, promotional sports and social media influence. The take a look at is primarily based on each primary and secondary statistical field. Primary information is collected via a based questionnaire such as close-ended questions that were administered to the consumers to acquire statistics regarding their shopping for behavior, choice and decision-making elements. Secondary records were obtained from journals, research articles, websites and other applicable literature related to buyer behavior and marketing.

A convenience sampling method was used to select respondents primarily based on their accessibility and willingness to participate inside the observation. The sample length included about 50 to one hundred respondents, showing a common perception of customer reviews. The scope of examine is limited to Pune city, focused on consumers who actively purchase beauty and health products. In this observation, independent variables include factors such as product pleasantness, payment, logo image, packaging, promotional offers, social media influence, and customer criticism, including whether the established variable is the purchase choice of the buyer.

The collected information is analyzed using percentage estimation, tabular description, and graphical techniques consisting of bar charts and pie charts for ease of interpretation. The survey instrument used for information collection becomes an established questionnaire specifically designed to meet the goals of the study. Overall, the technology provides a scientific framework for understanding shopper behavior, identifying key influencing elements, and gaining important insights applicable to advertising strategies in the cosmetics and wellness industries.

**Fig 1: Analysis Pipeline**



### IV. RESULTS AND DISCUSSION

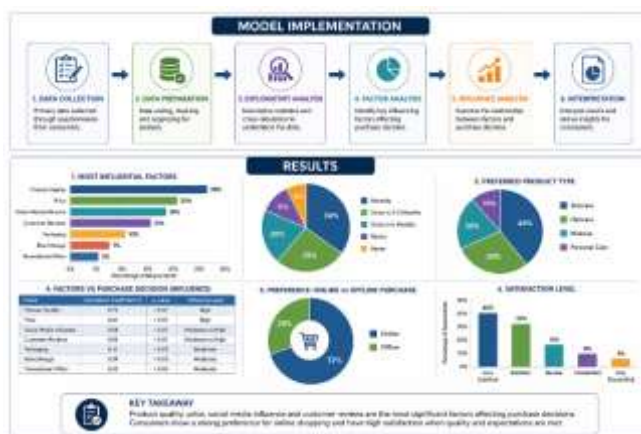
The analysis of customer buying behavior and identity of influencing factors are carried out use of scientific and reasoned approach. After collecting number one statistics via questionnaire, the responses are coded and prepared in tabular form for analysis. Data cleaning is done to eliminate incomplete and inconsistent responses, ensure the reliability of the dataset. Descriptive statistical equipment along with percentage analysis and frequency distribution had been used to summarize customer responses and identify trendy trends related to buying styles, product preferences, and choice-making elements. Cross tables became available to assess responses across different demographic companies, even when graphical representations along with bar charts and pie charts had been used to enhance the interpretation and visualization of the information.

The study aimed to analyze key variables that include product cool, price, brand image, packaging, advertisers,



social media influence and buyer reviews when it comes to the very last purchase decision. The results of the evaluation imply that product nice is the most complete issue influencing consumer purchase choices, as customers prioritize efficiency, substance, and convenience. Price was confirmed as any other essential aspect, especially among students and middle-income institutions who prefer low-cost products. Social media systems and influencer advertising have been shown to have a significant impact on customer choice, especially among more youthful customers. In addition, customer critiques and scores play a vital function in building consensus with and guiding purchase choices. Attractive packaging is positioned to influence impulse buying for behavior, while emblem image promotes customer self-assurance and repeat purchase. The look at also discovered a growing selection of herbal and herbal products, reflecting multifold focus on safe and chemical-free cosmetics. Moreover, on line shopping changed to located to be more preferred due to comfort, higher quotes, and easy evaluation. Overall, the findings suggest that consumer buy-in for behavior is stimulated via a combination of targeted factors along with fines and interest, alongside mental and social factors that include brand perception, social media influence, and consumer comments.

**Fig 2:** Model Implementation



The figure provides a mixed assessment of model implementation and research effect for studying consumer buying behaviour. The top phase describes the model implementation method, which shows a sequential process with the flow starting from statistical series, followed by means of information preparation, survey evaluation, parliamentary analysis, have an impact on evaluation, and sooner or later interpretation.

This reflects a systematic technique for processing and exploring customer data.

The bottom phase summarizes the results of the use of visual maps and graphs. It highlights that product quality and price are the most influential elements, followed through social media influence and consumer criticism. The figures also show customer preferences, which are frequent monthly purchases, a greater inclination towards skincare products, and a strong preference for online purchases. Additionally, customer satisfaction scores are usually high, suggesting fantastic user experiences.

Overall, the diagram visually explains how data is processed and how key insights about user behavior and influencing factors are derived.

## V. CONCLUSION

The study concludes that consumer shopping for behavior in the cosmetics and wellness sector is influenced by the use of a mixture of more than one interrelated element, with product first class and payment emerging as the most significant determinants of purchase choice. Consumers generally tend to choose products that are powerful, safe and suit their preferences even as extras offer value for cash. The research highlights that leading buyers, especially younger segments, are rather knowledgeable and stimulated with digital structures, with social media, influencer advertisements and online opinions playing a pivotal position in shaping their preferences and all recent choices. The findings also show that factors consisting of logo image, appealing packaging, and promotional offers contribute to grow a favorable perception and encourage purchase behavior. The growing choice of natural and herbal products shows a shift towards fitness-conscious and environmentally conscious consumption patterns. Furthermore, the evolving approach to on line shopping emphasizes the importance of digital presence and e-commerce strategies for businesses in this sector.

Overall, there is little indication that consumer behavior is pressured using every rational element, such as exceptionalism and payment, and emotional or social factors, including emblem believe and peer influence. For companies like Navami Wellness, a focus on product excellence, aggressive pricing, powerful digital advertising, and strong patron relationships can significantly increase patron delight, brand loyalty, and long-term business growth



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