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Interpreting Consumer Behaviour

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Abstract

Consumer behaviour refers to the processes through which individuals or groups recognize needs, search for information, evaluate alternatives, make purchasing decisions, and assess their experiences after consumption. Understanding consumer behaviour is essential for businesses because consumer choices are influenced by a combination of psychological, social, cultural, economic, and situational factors. This study focuses on interpreting consumer behaviour by examining the underlying factors that shape purchasing decisions and preferences in a changing marketplace. Particular attention is given to motivation, perception, attitudes, personality, lifestyle, social influence, income, brand image, and digital exposure. The increasing use of social media, e-commerce platforms, online reviews, and personalized marketing has further transformed the way consumers gather information and interact with brands. Consumer behaviour is therefore not limited to the final purchase decision but encompasses the complete decision-making process and post-purchase response. The study highlights the importance of analysing both rational and emotional dimensions of consumption to understand changing market trends and customer expectations. A deeper interpretation of consumer behaviour can help organizations develop appropriate products, effective communication strategies, customer-oriented services, and sustainable marketing practices. The study concludes that continuous analysis of consumer preferences and behavioural patterns is necessary for organizations seeking to build meaningful customer relationships and respond effectively to dynamic market conditions.

Keywords: Consumer Behaviour, Consumer Decision-Making, Purchasing Decisions, Consumer Psychology, Brand Preference, Digital Marketing, Customer Satisfaction, Marketing Strategy.

