

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

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Abstract: *In today's fast-paced and digitally connected environment, consumer behaviour has emerged as a critical area of study for marketers and businesses. This paper examines the diverse internal and external factors that influence purchasing decisions, including psychological motivators, cultural influences, peer opinions, and the growing impact of digital platforms. Using a mixed-method research approach, data was gathered from 45 respondents across different demographics. Findings indicate that modern consumers prioritize brand trust, online reviews, and social media presence when making purchases. The study highlights how companies can realign their strategies to meet shifting consumer expectations, especially in the post-pandemic era.*

Keywords: Consumer Behaviour, Digital Influence, Purchase Decisions, Branding, Customer Satisfaction

