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The Circular Economy and Elements of Consumer Behaviour using the SPSS Method

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Abstract: Consumer behaviour encompasses a myriad of factors that influence individuals, groups or companies their requirements and fulfilment of preferences materials, services or acquisition of experiences, using and relating to disposal how decisions are made. This multifaceted phenomenon is shaped by various elements, including psychological factors like perception, motivation, and attitudes. Additionally, socio-economic factors, Income, Education and Social status etc. purchasing power and in determining options play a significant role. Cultural influences, including values, norms, and traditions, further impact consumer choices. Moreover, technological advancements and the rise of digital platforms have transformed how consumers gather information and interact with products. Understanding these elements is crucial for businesses aiming to tailor their marketing strategies effectively and create products or services that resonate with their target audience. Research on consumer behaviours is of paramount significance in both academia and practical business applications. This understanding is instrumental for businesses in crafting effective marketing strategies, developing products that resonate with their target audience, and maintaining competitive advantages. The market involves categorizing and dividing consumers based on various criteria. This process helps businesses comprehend consumer behaviours, enabling them to efficiently target specific groups distinct groups with similar preferences and behaviours, companies can tailor their products, services, and marketing strategies to target specific segments, thereby increasing the likelihood of success. Product Development and Innovation Consumer behaviour research assists in determining optimal Pricing strategies. Consumers how they perceive value and price and between quality how to trade that they undertake understanding, consumers as per expectations Set prices allowing businesses. Consumer behaviour research market segment niche plays a role, businesses Specific consumer groups Identify and target Allows you to keep tailored offerings. Moreover, it provides insights into consumer preferences, enabling businesses to adapt to changing market trends and consumer demands. This research is invaluable for mitigating risks associated with consumer reactions to changes in products, pricing, or marketing tactics. Ultimately, a deep understanding of consumer behaviour is an essential tool for businesses seeking to thrive and innovate in today's dynamic and competitive business landscape. Emotions and Mood, Time and Convenience, Technology and Digital Influence, Social Media and Online Communities, Cultural Shifts and Trends, Privacy Concerns and Data Security and Crisis and External Events. the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .744 which indicates 74% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

Keywords: Emotions and Mood, Time and Convenience, Technology and Digital Influence, Social Media and Online Communities, Cultural Shifts and Trends.

1. INTRODUCTION

Consumer behavior refers to the choices and actions individuals or households undertake when they decide to acquire, utilize, and a product or discard the service. How about the consumer market communicating in designing that various Psychology, Sociology and cultural components work. This process is troubleshooting, data collection, Exploring options, purchasing decision making and evaluating experience in many stages including includes. These levels across, consumers personal beliefs, Social Norms, Marketing Efforts, product attributes can be affected by factors such as environmental circumstances [1]. Comprehending consumer behavior holds paramount importance for businesses Effective marketing developing strategies and the customer for needs and wants according to the products and Provision of Services intended to emerging trends identify, anticipate demand, Product development, pricing, Promotion and Distribution related information consumers make decisions behavioural data marketers are meticulous analyze to explain. Every company strives to cater to specific market segments, even if it operates across

diverse industries. It is imperative to target potential buyers within each segment [2]. A profound understanding of one's customer base facilitates more meaningful conversations, significantly enhancing the likelihood of successful transactions. By recognizing the demographics and preferences of their clientele, companies can accurately define their objectives within the market. This, in turn, ensures that their inventory is stocked with offerings tailored to the requirements of their potential buyers. Rather than adopting a haphazard approach and attempting to sell to anyone, acquiring insights into customer preferences empowers companies to make more informed decisions. This strategic approach is far more likely to yield successful sales outcomes [3]. Consumer behavior involves investigating the myriad factors that impact individuals' choices when making purchases, encompassing environmental, psychological, and social influences. Utilizing data allows for a deeper comprehension of how consumers make decisions about products or services, shedding light on the cognitive and emotional processes that drive their choices, as well as the underlying motivations. This knowledge empowers marketers to craft finely-tuned advertising campaigns designed to captivate their target audience [4]. For instance, fashion retailer H&M strategically approached its digital marketing endeavours by collaborating with model Ella Weldon and fashion blogger Julie Sarinana to showcase its apparel on Instagram. This highly successful campaign was geared towards leveraging consumers' inclination to trust experts. Recognising that an internet ambassador campaign would resonate with millennials and Generation Z, H&M sought to appeal to them. The vitamin company Nature Mate profited from consumers' propensity for "herd behaviour" in a campaign for its gummy vitamins [5]. Alongside prominently featuring the advertisement for a business shows one of its micronutrients being held among a child's first and second fingers and displays the United States the pharmacist's manual (USP) seal, signifying a validation for its pure contents. The tagline is brief but powerful: "[Our vitamins'] purity and efficacy are something we claim, but an unaffiliated party has already existed." This approach not only resonated with viewers, but the targeted messaging effectively bolstered product sales [6]. Marketers who delve into consumer behavior patterns often discover that this information is instrumental not only in attracting new customers, but also in retaining existing ones. Consequently, for success Marketing specialists in this industry need to have a thorough awareness of the variables that affect customer behaviour, including the psychological, personal, and societal aspects that affect buying decisions. Understanding consumer behaviour marketers must initially fathom the motivations underpinning their purchasing choices. For instance, studies indicate that family-related considerations, such as buying for children, can impact the acquisition of consumer goods [7].

Additionally, an individual's perception of a brand and the significance of owning a high-value item, like a Rolex watch, in shaping their self-identity, can sway purchasing decisions. Age and gender also play pivotal roles in influencing how and why individuals make purchases. A consumer's preference for a brand significantly influences their purchasing decisions. For instance, some individuals opt to invest in brand-name apparel and items like belts by Versace and bags from Louis Vuitton. Customers in this specific category are lured to the distinctiveness of high-end, luxury goods because they are seen as markers of status. Limited-edition trends have been skilfully used by brands like Kanye West's Zeezy trainers to create a sense of scarcity and bolster sales [8]. Another facet of brand perception revolves around the perceived quality of a good or service in relation to its rivals. If someone thinks Apple laptops are the best on the market, they're more likely to buy a Mac when they need a new computer. Macintosh is the most valuable business on the entire planet, according to Forbes, largely as a result of an elevated degree of consumer happiness and an intense feeling of brand loyalty. Emotions and rational considerations come into play in consumer decision-making. For instance, if Anne and Jane find themselves working late, they may opt for takeout for their evening meal. While hunger is the primary motivating factor, their perception of menu options can influence their choice [9]. Anne might select a basic salad, considering it a healthier option, whereas Jane might opt for grilled chicken and vegetables based on her perception of an ideal healthy meal. Consumers belonging to different age brackets tend to gravitate towards distinct kinds of goods. For instance, those who are parenting a child in their early twenties are likely to choose different baby items than parents nursing a child in their early 40s. Marketers who are aware of their target demographic group can develop products and advertising campaigns tailored to each demographic. Additionally, the age of the consumer can dictate whether advertising efforts are best directed towards traditional mediums like print ads or more modern platforms like influencer campaigns on social media [10]. Recent studies highlight that, in many households, women hold primary decision-making authority regarding purchases. Among couples, women typically assume the role of the primary shopper and make the majority (70% to 80%) of purchase decisions, as reported by Inc. Marketers can emphasize according to the age group the company is targeting, which is different components of a product. For example, according to the Houston Chronicle, men often focus on specific attributes of an object, while women consider broader qualities. Nevertheless, some marketers adopt a more inclusive approach to gender parameters, appealing to the preferences of younger generations without relying on stereotypes [11]. Savvy marketers recognize the impact of factors such as nationality, religion, and cultural values on consumer behavior. For instance, in certain countries like China and Japan, people prioritize purchases that benefit their family or social group. Conversely, in the United States, purchasing choices tend to be more individually driven, aligning with consumers' personal preferences [12]. Every consumer possesses buying habits rooted in their interests, and it is imperative for marketers to understand the target audience for their product or

service. For example, a manufacturer of waterproof, versatile backpacks may find greater success by targeting outdoor enthusiasts who enjoy activities like hiking and fishing, rather than marketing to stay-at-home moms. Experts concur that there are four primary categories of consumer behavior: intricate purchasing behavior, conflict-alleviating buying behavior, routine purchasing behavior, and curiosity-driven purchasing behavior [13]. Analysing these behaviours aids marketers in comprehending the factors that sway a purchasing decision and those that do not. For instance, individuals seeking to purchase a high-value item like a boat will be influenced by different considerations compared to those in the market for a lower-cost item like a hair dryer. Grasping the determinants that prompt a consumer to make a positive choice proves valuable in tailoring precise marketing strategies [14]. Intricate purchasing behavior materializes when an individual acquires a costly and infrequent item, such as a car, a new residence, or exercise equipment. Consumers tend to be deeply engrossed in this type of purchase and devote time to scrutinize the notable distinctions between various brands. Such intricate acquisitions often entail a profound sense of commitment based on the associated expenses. Dissatisfied purchasing behavior emerges when consumers are so immersed in procuring a product that discerning differences between brands becomes challenging [15].

For example, if an individual aims to purchase a flat-screen TV and encounters models with identical screen resolutions, they might experience substantial conflict or tension. "Aversion" manifests when a consumer fears making an erroneous choice and regrets their decision. This form of conflict-alleviating behavior may also arise with other purchases, like lawnmowers or engagement rings. Routine buying behavior unfolds when consumers make recurring purchases, yet harbour no emotional attachment to a specific brand. This behavior is exemplified by routine acquisitions of staples like bread, milk, eggs, and gasoline. Curiosity-driven purchasing behavior materializes when individuals opt for different products within the same product line, not out of dissatisfaction with their initial choice, but out of a desire to explore something new. Instances include consumers trying out a new brand of toothpaste, or experimenting with a fresh cologne or hair styling product [16].

Despite their distinctions, these four types of buying behavior share common traits. When a consumer identifies a need, whether it pertains to groceries, an appliance, or a vehicle, the purchasing process is typically set in motion. Other factors influencing buyer behavior encompass the location of purchase and the mode of payment. The point of sale, whether through online platforms like Amazon or physical stores, exerts a significant influence on buyer behavior. For instance, Amazon utilizes its product recommendation algorithm to suggest various items based on users' browsing history [17]. Conversely, the impact of targeted sales in brick-and-mortar stores may not always be as enduring. The demand for online purchasing options has witnessed a surge, with e-commerce transactions in the U.S. surging to \$601.8 billion in 2019, a 15% increase from the previous year. A study from March 2019 published in the *Journal of Retail and Consumer Services* highlights that payment methods such as debit and credit cards lead to heightened consumer spending. The speed and ease of payment play a role. For instance, a 2018 study by IPSOS discovered that consumers are 54% more inclined to make a purchase when businesses offer online payment options like PayPal [18]. Conversely, those who prefer cash transactions tend to exercise greater control over their spending. Psychologically, each purchase linked to physical money serves as a tangible separation, influencing a more considered approach to spending. A consumer behavior model serves as a theoretical framework that elucidates the reasons and mechanisms behind consumers' purchasing decisions. The aim of these models is to provide a structured roadmap of customer decision-making leading to conversion, guiding businesses through each phase of the buyer's journey [19]. While consumer behavior models may initially appear intricate, they are essentially a means to construct a narrative of "buyer behavior" that can be utilized to refine and enhance the customer experience. In essence, buyer behavior encompasses an individual's purchasing patterns influenced by factors such as their background, education, personal convictions, aspirations, needs, and more. Businesses seek to comprehend buyer behavior through an analysis of customer behavior, involving both qualitative and quantitative assessments of their target market. While this data may reveal preferences for specific brands or products, its true value lies in uncovering the underlying reasons behind these choices. This is where consumer behavior models step in, providing context to the findings of customer behavior analyses and delving into the rationale behind purchasing decisions [20]. These models are instrumental in gaining a deeper understanding of a distinct customer base, enabling businesses to effectively attract, engage, and retain them. These models can be either traditional or contemporary. At the foundational level of this hierarchy are fundamental needs, with subsequent tiers representing acquired Consumers might achieve an impression of self-fulfilment by satisfying their requirements or secondary desires. The method of learning states that consumers first make decisions to satisfy their basic requirements before treating learned needs. For instance, someone who is starving will put meeting their nutritional needs first, considering the learned need for fashionable attire [21]. For businesses that offer a diverse range of products catering to various levels of customer needs, this model proves highly relevant. Consider the example of Target, a U.S.-based department store offering a wide array of products. In the case of Super Targets, which are larger versions of standard grocery chains, customers typically begin with products meeting their basic needs, particularly in the grocery section. These items, seen as vital for sustenance, take precedence. Subsequently, customers explore other aisles to fulfil their acquired needs, which may involve purchasing favourite snacks, clothing items, or beauty products [22].

2. MATERIALS AND METHOD

Emotions and Mood: Consumer behavior is profoundly influenced by emotions and mood. Positive emotions, such as happiness or excitement, can lead to impulsive buying decisions, while negative emotions, like stress or frustration, may result in more cautious and deliberate choices. Understanding and catering to these emotional states can be pivotal in creating marketing strategies that resonate with consumers on a deeper, emotional level.

Time and Convenience: In today's fast-paced world, time and convenience are paramount in consumer decision-making. Products or services that offer time-saving benefits or easy accessibility are highly valued. Consumers often lean towards options that streamline their lives, making it imperative for businesses to prioritize convenience in their offerings.

Technology and Digital Influence: With the ubiquity of technology, consumer behavior has been significantly impacted. The rise of e-commerce, social media, and online advertising has transformed how consumers research, engage with, and purchase products. Online reviews, influencer recommendations, and social media interactions now play a crucial role in shaping consumer choices.

Social Media and Online Communities: Social media platforms and online communities have become powerful influencers of consumer behavior. These platforms serve as spaces where consumers share experiences, opinions, and recommendations. The sway of these virtual communities on purchasing decisions is substantial, making it essential for businesses to maintain a strong online presence and engage with their audience effectively.

Cultural Shifts and Trends: Consumer behavior is subject to shifts in cultural values and trends. Evolving societal values, whether related to sustainability, health and wellness, or ethical sourcing, can significantly impact consumer preferences. Staying attuned to these shifts allows businesses to align their offerings with the changing needs and values of their target audience.

Privacy Concerns and Data Security: As awareness of data privacy grows, consumers are increasingly cautious about sharing personal information. Concerns about data security can influence online shopping behavior and impact trust in businesses. Ensuring robust data protection measures and transparent privacy policies is crucial for maintaining consumer trust and confidence.

Crisis and External Events: External events, such as economic crises, natural disasters, or significant societal shifts, can disrupt consumer behavior patterns. These events can lead to changes in spending habits, priorities, and preferences. Adapting marketing strategies in response to such external factors is crucial for businesses to remain agile and responsive to evolving consumer needs.

Method: SPSS Statistics is an advanced statistical analysis, multivariate analytics, business intelligence, and data analysis software package developed by IBM. Originally created by SPSS Inc., it was acquired by IBM in 2009. In current versions, particularly those released after 2015, it is branded as "IBM SPSS Statistics." The software's name, Statistical Package for Social Sciences (SPSS), reflects its initial focus on the social sciences, but over time, it has evolved into a comprehensive tool used across various industries. SPSS is widely recognized and utilized for statistical analysis in social science research. It employs a syntax-based approach for programming. The software offers user-friendly interfaces for both guided and exploratory data analysis workflows. SPSS Statistics incorporates an internal data management system that enforces specific rules regarding data types, processing procedures, and documentation, streamlining the programming process. Data in SPSS datasets are typically organized in a two-dimensional format, with rows representing individual events (such as individuals or households) and columns containing variables like age, gender, or income. There are two primary types of variables: numeric and string (textual content). All statistical computations are carried out within the dataset. Additionally, SPSS allows for the merging of files on a one-to-one or one-to-many basis. While many of these case variables do not alter the dataset's format, they can be processed separately in a matrix session, enabling the manipulation of data using matrix and linear algebra operations

3. RESULTS AND DISCUSSION

Table 1 shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard deviation Emotions and Mood, Time and Convenience, Technology and Digital Influence, social media and Online

Communities, Cultural Shifts and Trends, Privacy Concerns and Data Security and Crisis and External Events this also using.

TABLE 1. Descriptive Statistics

	N	Range	Minimum	Maximum	Mean	Std. Deviation
Emotions and Mood	30	4	1	5	.202	1.106
Time and Convenience	30	4	1	5	.230	1.259
Technology and Digital Influence	30	4	1	5	.233	1.278
Social Media and Online Communities	30	4	1	5	.209	1.143
Cultural Shifts and Trends	30	4	1	5	.276	1.512
Privacy Concerns and Data Security	30	4	1	5	.248	1.357
Crisis and External Events	30	4	1	5	.247	1.351
Valid N (list wise)	30					

TABLE 2. Frequency Statistics

		Emotions and Mood	Time and Convenience	Technology and Digital Influence	Social Media and Online Communities	Cultural Shifts and Trends	Privacy Concerns and Data Security	Crisis and External Events
N	Valid	86	86	86	86	86	86	86
	Missing	0	0	0	0	0	0	0
Mean		3.30	3.12	3.52	3.41	3.56	3.70	3.26
Std. Error of Mean		.112	.144	.133	.129	.168	.147	.136
Median		3.00	3.00	3.00	3.00	4.00	4.00	3.00
Mode		3	3	3	3	5	5	3
Std. Deviation		1.041	1.332	1.234	1.192	1.554	1.364	1.257
Variance		1.084	1.775	1.523	1.421	2.414	1.860	1.581
Skewness		-.320	.302	-.247	-.329	-.458	-.457	-.209
Std. Error of Skewness		.260	.260	.260	.260	.260	.260	.260
Kurtosis		.254	-1.168	-.809	-.457	-1.362	-1.146	-.794
Std. Error of Kurtosis		.514	.514	.514	.514	.514	.514	.514
Range		4	4	4	4	4	4	4
Minimum		1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5
Sum		284	268	303	293	306	318	280

Table 2 Show the Frequency Statistics in Elements of consumer behaviour is Emotions and Mood, Time and Convenience, Technology and Digital Influence, social media and Online Communities, Cultural Shifts and Trends, Privacy Concerns and Data Security and Crisis and External Events curve values are given.

TABLE 3. Reliability Statistics

Cronbach's Alpha Based on Standardized Items	N of Items
.744	7

Table 3 shows the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .744 which indicates 74% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

TABLE 4. Reliability Statistic individual

	Cronbach's Alpha if Item Deleted
Emotions and Mood	.710
Time and Convenience	.758
Technology and Digital Influence	.704
Social Media and Online Communities	.721
Cultural Shifts and Trends	.695
Privacy Concerns and Data Security	.712
Crisis and External Events	.685

Table 4 Shows the Reliability Statistic individual parameter Cronbach's Alpha Reliability results. The Cronbach's Alpha value for Emotions and Mood .710, Time and Convenience .758, Technology and Digital Influence .704, social media and Online Communities .721, Cultural Shifts and Trends .695, Privacy Concerns and Data Security .712 and Crisis and External Events .685 this indicates all the parameter can be considered for analysis.

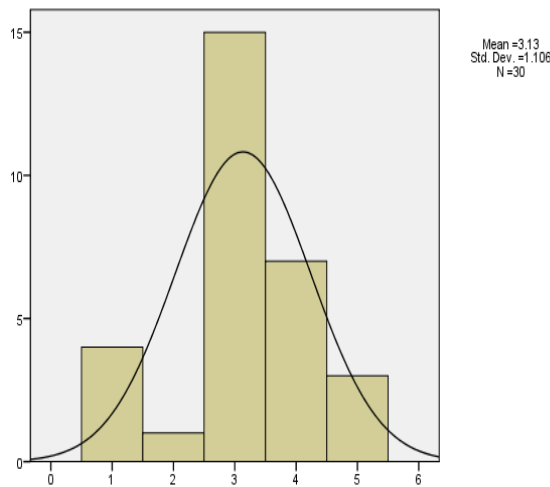


FIGURE 1. Emotions and Mood

Figure 1 From the figure shows histogram plot for emotions and mood, it can be clearly seen that the data is slightly skewed to the left due to selection of high respondent All values are under the normal curve except value 2 for 3 emotions and mood the samples are significant. Following regular delivery.

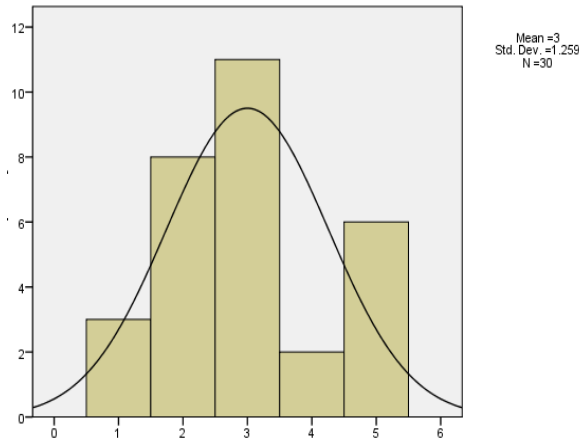


FIGURE 2. Time and Convenience

Figure 2 From the figure shows the histogram plot for time and convenience, it can be clearly seen that the data is slightly skewed to the left due to the high respondent selected for time and convenience 3 All the values are under the normal curve except the value 2 the views sample is significant. Following regular delivery.

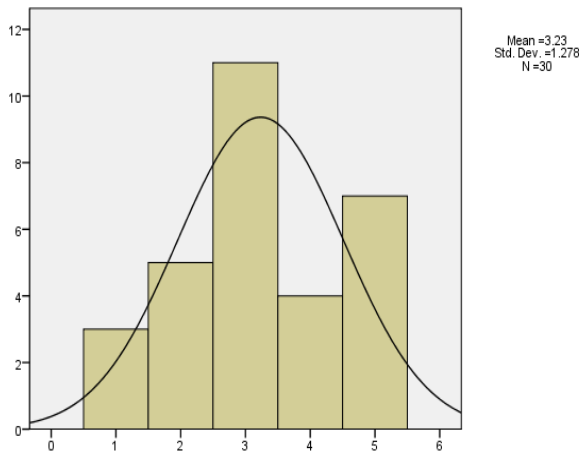


FIGURE 3. Technology and Digital Influence

Figure 3 From the figure shows the histogram plot for Technology and Digital Influence, it can be clearly seen that the data is slightly skewed by the 3 selected high respondents for Technology and Digital Influence. substantially follows a normal distribution.

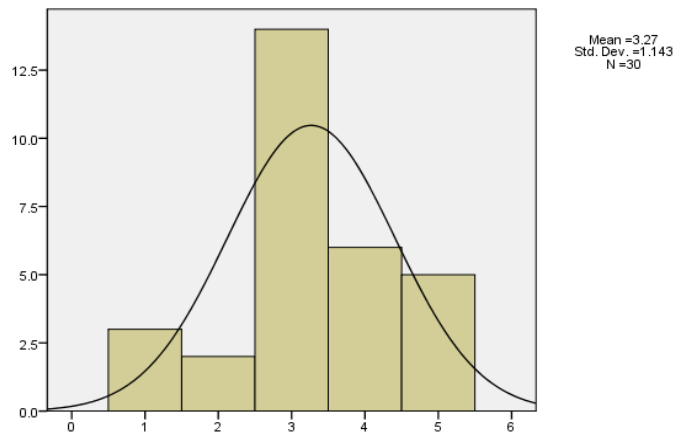


FIGURE 4. Social Media and Online Communities

Figure 4 shows a histogram plot for social media and online communities, clearly showing that the data is slightly skewed as 3 people are selected for social media and online communities, with all values below value 2. A normal curve shows that the model follows a normal distribution.

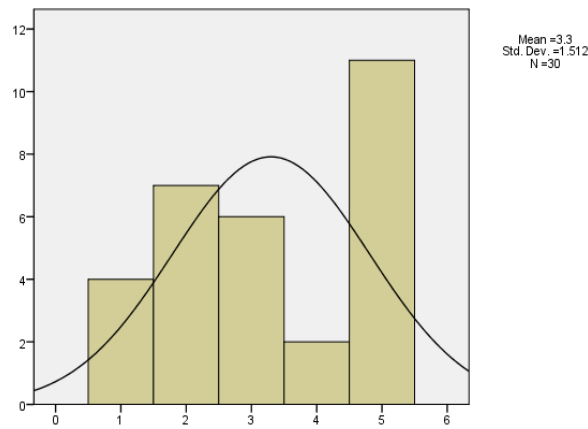


FIGURE 5. Cultural Shifts and Trends

Figure 5 shows the histogram plot for cultural changes and trends, all values except value 2 are under the normal curve, it can be clearly seen from the figure that the data is slightly skewed due to the 5 selected high respondents for cultural changes and trends. It shows that the sample follows a normal distribution.

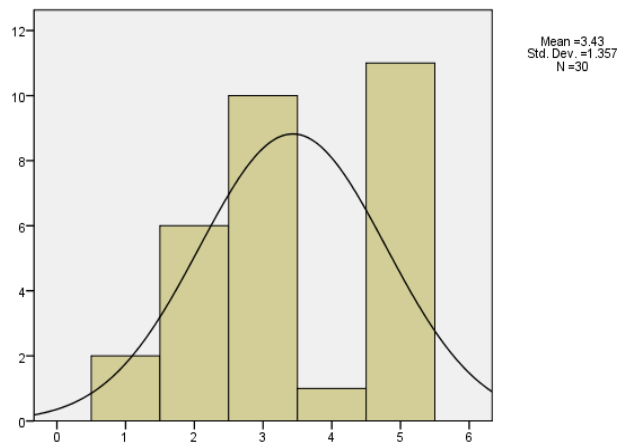


FIGURE 6. Privacy Concerns and Data Security

Figure 6 shows the histogram plot for privacy concerns and data security, and it can be clearly seen that the data is slightly skewed due to respondent selection and the skew pattern shows that it follows a normal distribution.

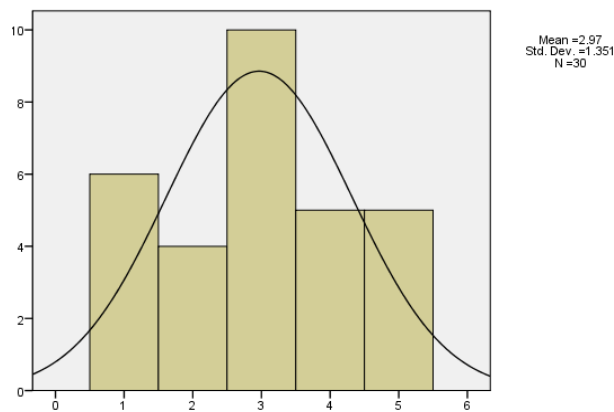


FIGURE 7. Crisis and External Events

Figure 7 shows the histogram plot for crisis and external events. From the figure, it can be clearly seen that the data is slightly right-skewed as the high responder is selected for crisis and external events and all values except value 2 are under the normal curve. It shows that the sample follows a normal distribution.

TABLE 5. Correlations

	Emotions and Mood	Time and Convenience	Technology and Digital Influence	Social Media and Online Communities	Cultural Shifts and Trends	Privacy Concerns and Data Security	Crisis and External Events
Emotions and Mood	1	.149	.368*	.407*	.264	.305	.372*
Time and Convenience	.149	1	.214	.096	.290	.020	.203
Technology and Digital Influence	.368*	.214	1	.499**	.319	.198	.344
Social Media and Online Communities	.407*	.096	.499**	1	.172	.212	.296
Cultural Shifts and Trends	.264	.290	.319	.172	1	.506**	.427*
Privacy Concerns and Data Security	.305	.020	.198	.212	.506**	1	.497**
Crisis and External Events	.372*	.203	.344	.296	.427*	.497**	1

Table 5 shows the correlation between motivational parameters for emotions and mood. Social media and online communities have more to do with time and convenience and less interaction. Next is the relationship between the incentive parameters of time and convenience. Cultural changes and trends have more to do with privacy concerns and data security and less to do with them. Next is the relationship between technology and motivational parameters for digital influence. Social media and online communities have high correlation with social media and online communities and low correlation. Next is the relationship between motivational parameters for social media and online communities. Technology and digital influence have the highest correlation and the lowest correlation with time and convenience. Next is the relationship between motivational parameters for cultural changes and trends. Privacy concerns and data protection have the highest correlation with social media and online communities and the lowest correlation. Next is the relationship between privacy concerns and incentive parameters for data protection. Cultural changes and trends have more to do with time and convenience and less to do with time. Next is the relationship between the stimulus parameters for crisis and external events. Privacy concerns and data security have the highest correlation with time and convenience and the lowest correlation.

4. CONCLUSION

Consumer behaviour encompasses a myriad of factors that influence individuals, groups or companies their requirements and fulfillment of preferences materials to make, services or acquisition of experiences, using and relating to disposal how decisions are made. This multifaceted phenomenon is shaped by various elements, including psychological factors like perception, motivation, and attitudes. Additionally, socio-economic factors, income, education and social status etc. purchasing power and in determining options play a significant role. Cultural influences, including values, norms, and traditions, further impact consumer choices. Moreover, technological advancements and the rise of digital platforms have transformed how consumers gather information and interact with products. Understanding these elements is crucial for businesses aiming to tailor their marketing strategies effectively and create products or services that resonate with their target audience. Research on consumer behaviours is of paramount significance in both academia and practical business applications. This understanding is instrumental for businesses in crafting effective marketing strategies, developing products that resonate with their target audience, and maintaining competitive advantages. The market involves categorizing and dividing consumers based on various criteria. This process helps businesses comprehend consumer behaviours, enabling them to efficiently target specific groups distinct groups with similar preferences and behaviours, companies can tailor their products, services, and marketing strategies to target specific segments, thereby increasing the likelihood of success. product development and innovation: consumer insights provide valuable input for product development. Knowing what consumers need,

want, and value allows businesses to create products or services that are more likely to meet those needs and stand out in the market. Effective Marketing Communication and Knowledge of consumer behaviour helps in crafting messages and campaigns that resonate with the target audience. Consumer behaviour refers to the choices and actions individuals or households undertake when they decide to acquire, utilize, and a product or discard the service. How about the consumer market communicating in designing that various Psychology, Sociology and cultural components work. This process is troubleshooting, data collection, Exploring options, purchasing decision making and evaluating experience in many stages. These levels across, consumers personal beliefs, Social Norms, Marketing Efforts, product attributes can be affected by factors such as environmental circumstances. Comprehending consumer behaviour holds paramount importance for businesses Effective marketing developing strategies and the customer for needs and wants according to the products and Provision of Services intended to emerging trends identify, anticipate demand, Product development, pricing, Promotion and Distribution related information consumers make decisions behavioural data marketers are meticulous analyse to explain. Every company strives to cater to specific market segments, even if it operates across diverse industries. It is imperative to target potential buyers within each segment. the Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .744 which indicates 74% reliability. From the literature review, the above 50% Cronbach's Alpha value model can be considered for analysis.

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