

**FACTORS AFFECTING BUYING BEHAVIOUR IN BHATBHATENI  
SUPER STORE IN KATHMANDU VALLEY**

A dissertation submitted to the office of the dean faculty of management in partial  
fulfillment of the requirements for the Master's Degree

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## **CERTIFICATION OF AUTHORSHIP**

I hereby corroborate that I have researched and submitted the final draft of dissertation entitled “Factors Affecting Buying Behaviour in Bhatbhateni Super Store in Kathmandu Valley”. The work of this dissertation has not been submitted previously for the purpose of conferral of any degrees nor it has been proposed and presented as part of requirement for any academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all sources and literature used are cited in the reference section of the dissertation.

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## REPORT OF RESEARCH COMMITTEE

Ms. Preeti Byanjankar has defended research proposal entitled “Factors Affecting Buying Behaviour in Bhatbhateni Super Store in Kathmandu Valley” successfully. The research committee has registered the dissertation for further progress. It is recommended to carry out the work as per suggestions and guidance of supervisor Dr. Binita Manandhar and submit the dissertation for evaluation and viva voce examination.

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## ABBREVIATIONS

%	: Percentage
AF	: Advertisement Factors
AMA	: American Marketing Association
BF	: Brand Factors
CBB	: Consumer Buying Behavior
Co.	: Company
IT	: Information Technology
Ltd.	: Limited
MKT	: Marketing
PF	: Price Factors
PLB	: Private Label Brands
PWYW	: Pay-what-you-want
QF	: Quality Factors
SCA	: Sustainable Competitive Advantage
SEM	: Structural Equation Model
T.U.	: Tribhuvan University

## ABSTRACT

This study is conducted to analyze which factor influences consumers to purchase products from Bhat-bhateni supermarket. The main objective of the study was to assess the influence of price factor, quality factor, brand factor, advertisement factor on consumer buying behavior in Bhatbhateni supermarket in Kathmandu Valley. The study used price, quality, brand and advertisement as the independent variable while consumer buying behavior was the dependent variable. The collected data were analyzed by employing regression model using statistical package SPSS software. The relationship analysis showed that price, quality, brand and advertisement have significant positive relationship with the consumers' buying behavior which means that these factors influences the consumer buying decision in the Bhatbhateni Super Store. The effect analysis in the study found that price and quality of the products are most important factors for consumers buying behavior although brand and advertisement seems are significant factor and it greatly helps in promoting the products value. Therefore, it can be said that every selling action depends heavily on the purchasing habits of the customer. The reason for this is because in order to boost sales growth, the corporation must prioritize its customers.

**Keywords:** Price factor, Quality factor, Brand factor, Advertisement factor, Consumer Buying Behavior

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Consumer behavior is the study of how people choose to spend their time, money, and effort on things that are connected to consuming. The purchasing process consists of both mental and physical tasks that culminate in a real purchase nearly every day (reference). Studying the relationship between "what we purchase" and "why we buy it" is therefore intriguing. In this situation, brands are crucial in influencing consumer choices. Buying a goods requires both mental and physical effort. These actions are referred to as behavior, and the outcome is a mix of several types that are determined by the relationship within the customer type (Kumar et al., 2014).

Three different roles are played by the customer: payer, buyer, and user. The study of customer behavior is focused on consumer purchasing behavior. Even for industry specialists, it can be challenging to forecast customer behavior, according to research. The psychological processes that consumers go through when they identify their needs, look for solutions to meet those needs, decide whether to buy a product and, if so, which brand and where to buy it, analyze information, create plans, and carry them out (e.g., by comparison shopping or actually buying a product) are all included in consumer behavior. Research on consumer behavior makes it possible to better understand and predict not only the topic of purchases but also their frequency and motivations (Kumar & Kaushal, 2017).

Consumer incentives include the four Ps: product, price, place, and promotion. Changes in the economy, technology, politics, and society are other significant elements that impact consumers' purchasing impulses. The combination of these many stimuli is referred to as "the buyer's black box" (Louden & Delia, 2009), and it is likely to produce discernible outcomes in the buyer's behaviors, such as product selection, quantity, and timing of purchase. The process and actions individuals take to choose, look for, purchase, use, assess, and discard goods or services that meet their requirements and wants are often referred to as consumer behavior. Numerous things are made possible by consumer behavior, including the ability to estimate demand, measures social

behavior, provides a comprehensive insight of how brands act, identifies the most effective way for the business to satisfy its anticipated clientele, and it serves as the foundation for individual spending (Macinnis & Folkes, 2009).

These days, businesses are increasingly focused on the behavior of individual customers. It assists them in gathering data on the thoughts, emotions, and product selections of their customers. Every person is a consumer. The study of how individuals or groups choose, pay for, utilize, or discard goods, services, concepts, or experiences in order to fulfill wants and desires is known as consumer behavior. In addition to studying why and what customers purchase, the expanded perspective of consumers also looks at how marketers affect consumers and how they utilize goods and services (Macinnis & Folkes, 2009).

Consumers are in a difficult situation. People are exposed to a wide range of items and information; the abundance of options and choices in the marketplace influences their decision to buy. Individual differences in interpretation and decision-making, however, are also impacted by external variables (family roles, peer influence, and group influence) as well as internal consumer behavior (perception, attitude, and motivation).

The process and actions people take to find, choose, buy, use, assess, and discard goods and services in order to fulfill their needs and wants are referred to as consumer behavior. Behavior can be done for oneself, in a group setting, or for an organization. Consumer behavior includes both the study of how items are bought and how they are used and disposed of. Because it may affect how a product is best positioned or how we may promote more consumption, product use is frequently of significant interest to marketers (Schiffman & Kanuk, 2012).

Numerous sociological, psychological, and marketing factors impact consumer decision-making and are employed to examine buying patterns. It was proposed that consumer decision-making varies depending on how strongly a customer feels about the brands that are accessible; this is mostly determined by the consumer's familiarity and understanding of the product class. Consumer purchasing behavior encompasses more than simply a person's product selection. As a result, marketing initiatives also concentrate on the actions, thoughts, and service consumption of consumers. It

describes the series of choices a customer takes while making a purchase. To maintain a strong competitive edge, it is critical to understand how consumers respond to various goods, their features, costs, and advertising strategies (Guo & Hong, 2018).

One of the most intriguing research areas is the supermarket, where characteristics of customer behavior are readily apparent. Emphasizing food items that customers require on a daily basis gives the perception that they are not as thoughtful about their purchases as they are about other items like clothing, cell phones, and automobiles. Consumers are nevertheless presented with a wide range of food product kinds that differ in terms of cost, quality, packaging, and dimensions (Kumar & Kaushal, 2017).

On a normal Sunday morning, a person goes shopping with a basket in hand, searches the area for a cereal box, picks one up, carefully inspects it, and returns it to the shelf; after two seconds, he or she picks up the other box that is lying next to it. What, then, influences consumers to choose food items at random or on purpose? What influences their decision to purchase or not? Consumer behavior research will aid in the explanation of this kind of purchasing behavior. It does not only reflect the interaction between buyers and producers at the time of purchase. Additionally, buyer and consumer behavior is a continuous process that encompasses various stages of the consumption process, including pre-, during-, and post-purchase issues (Macinnis & Folkes, 2009).

Researching consumer behavior has become crucial in today's marketing environment. The rulers of markets are the consumers. No company organization can function without customers. Consumers and their pleasure are at the center of every corporate activity. The three different roles of user, payer, and buyer are all played by the customer in the study of consumer purchasing behavior. Strategic market planning now heavily considers consumer purchasing patterns (Pawar & Naranje, 2016).

The whole of a customer's views, interests, intents, and choices about how to behave in the marketplace while making a purchase of a good or service is known as consumer buying behavior. The area of consumer behavior is widely researched. It enables businesses to comprehend how customers choose to purchase their goods or services. In order to create more effective communication and advertising campaigns regarding

their goods and services, marketing managers are constantly curious to learn more about the behavior of their customers (Ramya & Ali, 2018).

People who purchase goods or services for their own consumption are known as consumers. Since businesses cannot offer value without customers, these end users are the ones who decide whether a company succeeds or fails. They are the ones who pay for the products and/or services that a vendor produces. It is a person who purchases goods or services for their own consumption rather than for production or resale. A consumer is a person who has the power to decide whether or not to buy anything from the business and who is susceptible to being swayed by promotions and marketing. A consumer makes that choice every time they visit a store to buy a toy, clothes, drink, or anything else (Singh, 2012).

Knowing how customers behave is essential to business organizations' success. In order to forecast future trends, marketing professionals are always examining patterns of consumer behavior and purchasing decisions. Consumer behavior is the study of how, when, what, and why people make purchases. According to Kumar et al. (2014), consumer behavior may be defined as the decision-making and physical actions people do while assessing, purchasing, utilizing, or discarding products and services. These days, the following activities people engage in when acquiring, using, and discarding goods and services can also be used to highlight this issue (Imoleayo, 2017).

Because it helps marketers comprehend and forecast customer purchasing patterns in the marketplace, consumer behavior research is crucial (Ujwala, 2012). The mental and physical acts that household and corporate customers take to decide how much to pay for, buy, and utilize goods and services are referred to as consumer behavior (Sheth, 2014). Due to the large number of variables and their propensity to interact and impact one another, it is extremely complicated. Both basic and sophisticated mental processes are involved in buyer behavior. Consumer behavior is defined by the American Marketing Association (AMA) as the dynamic interplay of behavior, cognition, and environmental events through which people carry out the exchange part of their life. Search, appraisal, purchase, consumption, and post-purchase are all included in the study of consumer behavior (Ujwala, 2012).

Because people are so different from one another, marketers find it difficult to understand customer behavior. Since customers are the primary source of income and the lifeblood of every business, it is crucial to monitor them. By determining their requirements and meeting them, businesses have made billions of dollars because customers will buy what they believe they will need (Sheth, 2014).

In the current globalized business environment, retailers are using a variety of marketing and promotional strategies to draw in customers. It has been noted that customers are more demanding and challenging than in the past, and that they are more complex and change their behavior more frequently. Customers are also more aware of what a product is offering these days, and they respond to it with greater vigor (Singh, 2012).

Ramya and Ali (2018) state that consumers consider commodity pricing when deciding which commodities to purchase and whether to consume them. Customers may need to be reminded to buy a certain product over a competitor's, to buy more rather than less, and to buy now rather than later. There are two types of sales promotion strategies: price-based and non-price-based. Typically, price-based promotions have an effect on the purchasing habits of customers. Price-based promotions include rebates, coupons, reimbursements, and short-term price reductions.

Since these kinds of promotions have been shown to have a direct impact on consumer purchasing behavior and encourage impulsive decisions to purchase more than necessary, marketers are increasingly allocating their promotional budgets to consumer and trade promotions rather than mass media promotion. Nowadays, retailers spend the majority of their marketing money on "sales promotion" as it helps them reach short-term goals since its effects are immediate.

significant technical advancement caused a discernible cultural shift, which in turn led to more development in the retail industry, including new retail channels and significant growth in e-commerce and digital marketing. Because of the shift in consumer behavior brought about by the digital transformation, brick and mortar businesses were eventually forced to close and switch to online shopping. The psychological aspect of consumer behavior pertains to the personalities and purchasing habits of the customers.

Customers' purchasing habits and methods for choosing goods and merchants are influenced by their own purchasing patterns. Significantly more new and current consumers were drawn to the recently established online retail solutions and alternatives as the number of services and possibilities supplied by online channels rose (Rita et al., 2019).

The retail industry was significantly impacted by the Covid-19 pandemic since it led to the emergence of a new pattern of consumer behavior (Laato et al., 2020). It was evident that clients had unexpectedly shifted to internet platforms out of need. The observed rise in societal awareness linked to stress and anxiety prompted the development of new preventative measures and laws (Hassan & Soliman, 2021). The pandemic was the catalyst for a shift in consumer behavior toward a new, hardly used method of buying. However, future customer behavior toward certain alterations and adjustments is influenced by the current purchasing experience (Rita et al., 2019). The internet commerce industry is undergoing constant change and growth. The most recent was brought on by the unexpected worldwide Covid-19 epidemic (Zhao & Bacao, 2021).

At the moment, Bhatbhateni Super Store is the most well-known retail chain in Nepal. Mr. Min Bahadur Gurung is the proprietor of this superstore. It had just one room when it was founded in 1984 A.D. There are 4,500 employees working today. With over 50,000 clients per day, daily revenues surpass NRs 5.5 crore. For the past five years running, it has been the retail sector's largest taxpayer. A comprehensive selection of 150,000 goods from 1000 domestic and foreign vendors are available at this superstore. Bhatbhateni's explosive expansion has demonstrated the company's resilience. Nepal's retail sector is expanding, which presents prospects. Bhatbhateni group must pursue business diversification in order to sustain its expansion as a corporate entity. Additionally, they are targeting farmers' cooperatives and agro-business. There are currently no intentions by Bhatbhateni in international nations in the foreseeable future, and the legal restriction has prevented foreign players from entering Nepal.

In wealthy nations, consumer behavior has been extensively researched. However, in underdeveloped nations like Nepal, it is not given as much emphasis, and study on the subject is not conducted because of the expense. The availability of trustworthy

research firms, which is extremely limited, is another factor contributing to it. No particular study on the variables impacting customer behavior at Bhatbhateni Super Store has been conducted in Nepal. An insight into how customers respond to Super Store items may be gained from the analysis of influencing elements on Bhatbhateni Super Store. No company organization can function without customers. Consumers and their pleasure are at the center of every corporate activity.

## **1.2 Problem Statement**

The importance of the advertising medium is growing every day these days. The business needs research and determine which kind of advertising media are effective in influencing the target market's purchasing decisions because merely understanding the attitudes and opinions of consumers regarding the goods and services does not help to boost sales. Many businesses spend a significant portion of their overall budget without fully understanding the media's efficacy (Imoleayo, 2017).

Despite the fact that businessmen are always observing cost-benefit analyses, it is important to gauge the effectiveness of advertising. However, choosing the right media to communicate about goods and services in order to reach the target customer group is a challenge for both large and small businesses (Salamin & Hassan, 2016). Therefore, advertising can only be effective when the advertiser is aware of the real-world issues that consumers face. Advertising is useless if it does not reach the product coverage market and does not address the issue of the customer (Wangari & Wagoki, 2018).

In general, a number of studies have been carried out by different individuals about advertising in relation to consumer opinions and attitude tests; however, no studies have been carried out on the subject of media study concerning electronic and non-electronic media (Reddy & Naresh, 2016).

Some brands may not sell because retail outlets are crowded with identical items of various brands, pricing, features, quality, and packaging. To create a successful and efficient marketing plan, Super Store must identify the elements influencing consumers' purchasing decisions. The following research questions are identified with the utmost consideration:

- What are the factors affecting of buying behavior of the costumers in Bhatbhateni Super Store?
- What is the relationship between buying behavior of customers and price, quality, brand and advertisement in Bhatbhateni Super Store?
- How do price, quality, brand and advertisement influence on buying behavior of customers in Bhatbhateni Super Store?

### **1.3 Objectives of the Study**

The objectives this study are as follows:

- To assess the factors affecting of buying behavior of the costumers in Bhatbhateni Super Store.
- To examine the relationship of price, quality, brand and advertisement with buying behavior of costumers in Bhatbhateni Super Store.
- To analyze the influence of price, quality, brand and advertisement on buying behavior of customers in Bhatbhateni Super Store.

### **1.4 Rationale of the Study**

This study examines the factors that impact customers' decisions to buy goods from Bhatbhateni Super Store. To determine which influencing element is most important, this study analyzes a variety of them.

Price, quality, brand, and packaging are just a few of the variables that might influence a consumer's purchasing decisions. Therefore, this study focuses on elements that have a big impact and has a notion of which one should be prioritized, which leads to increased sales. The study's conclusions may be shared with Super Store, which will assist them understand how customers currently feel about their offerings.

This study offers insights on consumer perceptions of items and the variables that consumers prioritize when making purchases, which might help companies sell their goods by highlighting a more important feature.

### **1.5 Limitation of the Study**

The limitations of the study are as follows;

- This study concentrates on factors affecting buying behavior in Bhatbhateni Super Store in Kathmandu Valley.
- The study is based on primary data.
- Bhatbhateni Super Store inside Kathmandu Valley and the customers of the store are taken for the study.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Conceptual Review**

The conceptual review provides the basic notion for the study of consumer purchasing behavior and the factors impacting consumer purchasing decisions.

##### **2.1.1 Consumers' Buying Behavior**

The term "customer buying behavior" mainly describes the actions that customers take both before to and throughout the purchasing process, which encompasses the selection and acquisition of goods. When making purchases, customers go through a number of steps, including shopping and purchasing. Customers target and purchase the appropriate goods directly to satisfy a demand when they are already aware of it. Shopping, on the other hand, is the term used to characterize the joy and desire a customers' experiences when looking for something they do not need. However, customers differ in their personalities, opinions, and level of trust. The experiences that customers have while buying online and in real places differ. Future customer behavior therefore changes and adjusts to the existing shopping experience (Rita et al., 2019).

Marketers are becoming increasingly interested in the use of user-generated content, which is created by consumers in response to certain brands and influences the opinions of other consumers. One of the elements influencing brand perception and buying intention is social media posts that present other people's viewpoints (Cui et al., 2016).

Nowadays, consumer purchasing behavior and the different factors influencing it are the focus of a lot of study and scientific publications. Kumar et al. (2019) and Lawan and Zanna (2013) distinguished between external and internal factors that influence customer decisions. While psychological and sociodemographic characteristics generally represent internal components, product or service variables mostly represent external elements.

Given their importance in influencing customers' purchasing decisions, Ostrovskiy et al. (2019) focused on the influence of psychological and sociodemographic variables.

Since every individual is different in their personality and personal characteristics, it is crucial to take into account each consumer's personal characteristics (Mashao & Sukdeo, 2018). The fact that many of the factors influencing consumer purchasing behavior are psychological in character must be acknowledged in order to fully understand this behavior. These characteristics aid in defining an individual and influence their worldview, decision-making procedures, and even their purchasing decisions (Ashraf et al., 2017).

Because each person is unique and has unique personal characteristics, psychological and sociodemographic factors—like age, annual income, work status, economic conditions, or lifestyle—have a significant influence on what consumers decide to buy. Several research have shown that marketing strategies are directly impacted by social, cultural, psychological, and personal characteristics (Mashao & Sukdeo, 2018). Durmaz (2014) asserts that in order to assist businesses in achieving their goals, marketing starts with the needs, wants, and desires of the consumer and concludes with their fulfillment.

Voramontri and Klieb (2019) examined the impact of social media on consumer behavior and came to the conclusion that social media users found decision-making easier and more pleasurable than those who rely on more conventional information sources, such as radio, television, newspapers, etc. Social media has made it possible for marketers to instantaneously and continually track consumer sentiment by listening to and participating in online conversations.

Providing high-quality, consumer-relevant content that is more focused on building relationships between companies and their clients is the goal of social networking site marketing. The accessibility and availability of relevant information provided by social media marketing has significantly helped customers. Social media influences the attitudes and intentions of customers to make purchases. Social networking sites showcase a variety of products, including recently launched brands. They also provide details on the different product brands. Social media networks offer a wealth of opinions and comments about the desired things. As a result, customers get the knowledge they want on the products offered by the different firms (Arekar, 2019).

Verma (2018) looked at the impact of social media on the buying decisions of Indian customers. She concludes that consumers want businesses to care for both them and society at large. Customers also value direct replies from companies, and social media makes this possible. Businesses should be well-known in digital media to offer customer service and support, as consumers nowadays mostly rely on social media platforms for this purpose.

Singh (2012) concluded that social media is an essential tool for consumers. Without a question, companies of all kinds have embraced social media to find and interact with their target audience. The best way to execute effective digital marketing campaigns is through a social media platform. Even if social, psychological, and individual factors continue to impact consumer behavior, the advent of social media has changed it. Since businesses have access to nearly infinite amounts of data at any given time, they must seize every opportunity to connect with their target consumers.

The sort and category of goods and services being supplied has greatly increased, thus the shift in consumer behavior from physical stores to online channels is not the sole change in consumer behavior (Peng & Chen, 2021). The study found that COVID-19 was a direct cause of unfavorable financial conditions, which were exacerbated by unemployment and growing product prices. As a result, the global consumer base began to emphasize fundamental and essential products and services over luxuries. Lawan and Zanna (2013) claim that because jewelry and cars are costly and mostly useless, there has been a steady drop in their sales globally.

On the other hand, more people were buying basic items like food, toilet paper, and sanitization materials. E-commerce platforms, however, faced certain difficulties as a result of this change in behavior as the supply was configured in the pre-COVID-19 context, making it difficult to satisfy the significantly increased needs. It was so challenging to adapt to the new setting since the supply of items was constrained by the small number of suppliers. Khan et al. (2019) claim that this also forced Amazon to temporarily halt the sale of a few products.

Unexpectedly serious effects on the economy and public health resulted from the global catastrophe known as the Covid-19 pandemic in 2020 (Taqi et al., 2020). The

consequences of COVID-19 forced people to change how they used to work, learn, amuse, and shop, among many other elements of daily life. All customers throughout the world experienced anxiety and tension as a result of COVID-19, which led to the identification of novel and surprising consumer behavior. There was a significant worldwide scarcity of food at the beginning of the pandemic, which suggested that the disease was influencing consumer behavior to move toward a new stage of purchasing that had not yet been experienced (Dudu & Agwu, 2018).

Consumers have recently started to use digital internet channels for most of their needs and wants, especially in countries that have had lockdowns and other severe restrictions (Alaimo et al., 2020). Consumers' overall consumption and behavior changed during the COVID-19 pandemic, and more people started using online channels to satisfy their needs (Alaimo et al., 2020). The pandemic has, however, led to a broad change in people's views and actions as a result of the new regulations, which has resulted in a noticeable change in social awareness, trust, and integration (Hassan & Soliman, 2021).

Marketers need to understand the intricacies of the consumer decision-making process. Even though the method and internal and external elements impacting decision making may vary for individuals and within the same individual from situation to circumstance, the goal of studying consumer behavior is to draw certain generalizations. The main options available to a customer are what he buys (things and services), how much he buys (amount), where he buys (location), when he buys (time), and how he buys (payment terms). A decision is made when one chooses from among the few or many options available. Prasad and Jha (2014) define decision-making as the process of choosing one alternative from a small pool of available possibilities.

Griskevicius and Kenrick (2013) investigated fundamental reasons, particularly the role that evolutionary needs play in shaping consumer behavior. Deeply ingrained evolutionary drives influence many modern behaviors, even if they are not always obvious or conscious. These fundamental motives include avoiding physical harm, avoiding disease, making friends, rising in social standing, finding and keeping a relationship, and caring for family. As was noted in the explanation of how, why, and when these motives effect behavior, many consumer choices ultimately aim to meet one or more of these evolutionary needs. The fundamental premise of this paradigm is

that people's decisions, behaviors, and choices fluctuate predictably according to the underlying goal that is being pursued at the moment. We discuss how considering evolutionary explanations presents a wide field of potential for future consumer research, as well as how it fosters links between evolution, buying habits, and other social sciences (Imoleayo, 2017).

The study of how individuals or groups select, purchase, use, or discard products, services, ideas, or experiences to satisfy their needs and desires is known as consumer psychology (Solomon, 2013). Purchase decisions are influenced by cultural, social, psychological, and personal factors. Furthermore, customers' preferences, age, wealth, and educational attainment may all influence how they use goods and services (Kotler, 2018).

Consumers automatically assign subjective ratings to packages based on their basic content, color, and form. Many package elements therefore have real-world implications for customers. Furthermore, a number of demographic characteristics, including gender, age group, level of education, and professional involvement, affect the response in packaging. The packaging of the product affects the buyer's choice, opinion, and propensity to buy again. It influences consumers' reactions to the products, leads to rash purchases, and distinguishes the brand (Rai et al., 2012). Purchase time, brand marketing, and brand communication are all impacted by packaging strategies. Customers who are feeling good are encouraged to explore more areas and aisles of the store and to bring referenced groups of people (friends, peers, and family) with them when they go shopping in order to increase their level of excitement and elation and to react more favorably to the environment and product evaluation stimulus exposure (Laato et al., 2020).

The process by which individuals or groups choose, acquire, utilize, or discard products, services, concepts, or experiences to satisfy their needs and desires is known as consumer buying behavior (Solomon, 2013). The process by which consumers search for, acquire, use, evaluate, and reject products and services that they think will satisfy their needs (Schiffman & Kanuk, 2012). It combines three social science fields: individual psychology, societal psychology, and cultural anthropology. Research on a theory that answers the what, why, how, when, and where of a person's purchases is

particularly important since it aids companies in creating and carrying out more effective business plans. Schiffman and Kanuk (2012) state that the following elements are crucial to customer behavior:

- **Customers and Consumers**

A client is an individual or group that purchases goods or services from another company. Consumers are defined by Cui et al. (2016) as individuals or groups that want to purchase, buy, or use acquired commodities, products, or services primarily for personal, social, family, home, and similar needs that are not directly related to business or entrepreneurial activity.

- **The Decision Process**

We should also pay particular attention to how our idea defines "behavior." In other words, it is thought that consumer behavior is influenced by both mental and physical decision-making processes. A series of mental and physical processes occur over time, and the act of purchasing is only one among them. Some of these actions take place before to the purchase, while others follow. The purchasing behavior of consumers may be divided into two major categories. Rai et al. (2012) claim that it includes both purchasing strategy and consumer impression.

- **The Ultimate Consumer**

The term "ultimate consumer" typically refers to a person who actively uses the product, such as a housewife or the customer who actually buys it (Prasad & Jha, 2014).

### **2.1.2 Consumer Perception**

Consumer perception is the way that customers see a product based on their thoughts, feelings, or findings. It differs from individual to person. Customer perception may be shaped in a number of ways, including by the customer's own experiences or by the surroundings. Through consumer perception, the concept of sensory perception is used to marketing and advertising. While sensory perception focuses on how people receive and interpret sensory inputs through their five senses, consumer perception is concerned with how people form opinions about companies and the goods they offer. Businesses utilize consumer perception theory to learn how their customers see them. Furthermore,

they use consumer perception theory to develop marketing and advertising strategies meant to attract new customers and retain current ones (Reddy & Naresh, 2016).

In psychology, perception is the ability to infer a sense of reality from the sensory information we get from the environment. Depending on a number of factors, our perception might change (Reddy & Naresh, 2016). For example, after being exposed to a certain stimulus type frequently, we may become both desensitized and too sensitive to it. Furthermore, the amount of attention we give something may change how we perceive it. The consumer's perception is important when evaluating marketing and advertising. Consumer perception is used by businesses and marketing departments to assess them and find out how their target audience feels about their products. It is a technique for creating strategies to retain current or leaving customers and attract new ones (Narwal & Nayak, 2020).

Perception is the process by which individuals perceive and make sense of their environment. It concerns how each individual selects, organizes, and interprets inputs. We pick, categorize, and interpret external inputs to form a coherent image of the world around us. Two persons exposed to the same situations and stimuli will react differently based on their own interpretations and perceptions of the stimulus. This is due to the fact that people's methods of choosing, classifying, and interpreting information are based on and controlled by their own unique requirements, expectations, and values (Schiffman & Kanuk, 2012).

Kotler (2018) defines perception as the process by which people choose, organize, and evaluate information to produce a meaningful picture of the external environment. Therefore, a customer's perception of a product influences their choice to buy it. A number of circumstances might cause the impression to change in particular ways.

- **Peer Influence**

Previous research indicates that throughout the past 50 years, peer pressure has replaced adult influence as the main source of values and behavioral impact among teenagers. Peer pressure is one of the most significant factors that affects a product's persuasiveness and is unavoidable. Peer pressure, often referred to as social pressure,

occurs when peers actively affect others or when someone is convinced to follow their lead by changing their values, beliefs, or behavior to conform to the group or person that is influencing them (Meena, 2018).

This might have a positive or bad effect, or both. Groups of people, where membership is undefined, and membership groups, where individuals are "formally" participants (such political parties, labor unions, and schools) are examples of impacted social groupings. One does not need to actively seek membership in a group or be a member of one in order to be affected by peer pressure. Peer pressure has the power to erode one's self-esteem. By examining how peer influence affects customer perception, businesses can comprehend why it affects consumers' views when they make purchasing decisions (Kumar et al., 2019).

- **Customer Service Quality**

The promptness, reliability, and trustworthiness of the business are all components of outstanding customer service. While meeting or beyond customer expectations, a business that provides exceptional service quality will remain economically competitive. Higher service quality increases long-term economic competitiveness and profitability, according to empirical studies. The quality of services may be improved by improving operating procedures, identifying problems quickly and systematically, creating reliable and accurate service performance measures, and monitoring customer happiness and other accomplishments (Singh, 2012).

- **Product Quality**

The characteristics of a product that affect its ability to satisfy explicit or implicit criteria are referred to as product quality. Quality is the ability of a product or service to consistently meet or beyond the demands or expectations of the customer. Since different customers will have different expectations, a working definition of quality may vary depending on the specific client. When discussing quality, consideration must be given to design, manufacturing, and service. Ultimately, it begins with a detailed examination of customer preferences, which are subsequently translated into technical specifications that goods and services need to fulfill. The criteria serve as a reference for the design of products and services, manufacturing, post-sale or post-delivery

services, and process design. Customers are often worried about the quality of the products when they buy them (Prasad & Jha, 2014).

- **Promotion**

Promotion is one of the four elements that make up the marketing mix. Promotion may attract customers and disseminate information about products and services. The term "promotion," which is frequently used in marketing, is one of the elements of the market mix. It has to do with raising sales, fostering customer loyalty, and drawing attention to a brand or product. It is one of the four essential elements of the market mix, along with the four Ps: price, product, promotion, and location. Promotion is another name for one of the five elements of the promotional mix or strategy. These consist of advertising, sales promotion, direct marketing, publicity, and personal selling. A promotional mix specifies how much money should be allocated and how much focus should be placed on each of the five elements. The communication tactics a marketer use to spread knowledge about their product are all included in promotion. Information may be conveyed both orally and visually. Research on customer opinion can help businesses better understand the goal of promotional initiatives to impact the opinion of customers (Verma, 2018).

- **Brand Perception**

The customer's emotional response and brand perception are linked to higher levels of confidence, loyalty preference, and usage, as well as improved product differentiation (Guthrie & Kim, 2009). The peculiarities of the market and the company's degree of experience are some factors that help choose a strategy for creating and improving the customer's perception of a particular brand. Consumers, not businesses, are in charge of how consumers view brands. Regardless of your messaging, what people are saying and thinking about your brand is your brand. Focus groups and surveys can be included to any strategy for evaluating and improving brand perception (Mashao & Sukdeo, 2018).

- **Price Perception**

Price is important to marketers because it represents their assessment of the value that customers see in an item or service and are willing to pay for. Depending on the price

elasticity of the product, price adjustments often impact demand and sales in addition to having a major impact on marketing strategy. Pricing affects how customers view a product or service. Price impressions have a significant influence on whether or not customers are satisfied with their purchases and if they intend to make more purchases from you. Many companies are cutting their prices in an effort to make themselves seem more important to consumers (Taqi et al., 2020).

- **Benefit perception**

The customer's perspective is influenced by the food's nutritional worth. Foods with artificially added high nutritional content are rejected by consumers since they are typically viewed as harmful. Consumers want more precise information about the food they purchase. The decision to buy is influenced by more than just the deals or discounts that the marketplaces provide. Customers' purchasing decisions are also influenced by the state of the economy (Rojanadilok, 2011). The nation's socioeconomic status has changed as a result of higher-paying occupations, increased exposure to and understanding of western lifestyles and beauty trends, and more. Another consequence of the market's growth is a change in socioeconomic status, especially among the middle class. The middle class's high levels of disposable income alter consumer behavior and purchasing of products (Rai et al., 2012).

### **2.1.3 Determinants of Consumers Buying Behavior**

#### **2.1.3.1 Pricing**

The price is the last payment made when buying an item or service. It can be stated that pricing strategies are a means for different firms to determine prices for the goods and services they offer when they enter a market and when they are already established in one. This is because pricing strategies are described as the value or significance associated to a good or service (Dudu & Agwu, 2018).

Pricing is one element that significantly affects an organization's performance. For a business to flourish, the four elements of the marketing mix—product, pricing, place, and promotion—must be properly examined. Nonetheless, many businesses give the promotion component top priority while neglecting price (The Economic Times, 2021). However, a company's ability to thrive depends heavily on its pricing strategy, and a

badly chosen price can negatively impact the product as well as the company's profitability (Dudu & Agwu, 2018). Since customers commonly utilize a product's price to determine the perceived quality of the offering, careful thought must be given to the approach to pricing and how things are priced (Njeru, 2017).

According to marketing theory, price is one of the five Ps (Product, Positioning, Place, Promotion, and Price) that comprise the marketing mix. The goal of this mix is to draw in potential customers, motivate them, and influence them to buy products or services (The Economic Times, 2021).

Businesses utilize price strategies as a means of positioning their products in a competitive market. A pricing strategy takes into account a number of factors, including market conditions, competition, input costs, trade margins, segmentation, and financial capacity. It addresses both the designated clientele and competitors (Imoleayo, 2017).

Pricing is an essential part of the marketing mix and has frequently been one of the most difficult decisions in marketing because of increased competition, gray market dynamics (Nyaga & Muema, 2017), counter-trade restrictions, regional trading blocks (Cui et al., 2016), intra-market categorize emergencies (Wangari & Wagoki, 2018), and changing exchange rates (Safiullin, 2015). Prices have an impact on how customers view the products. Setting prices for consumers may be difficult, mostly because a high price may make them feel awful about the goods, while a low price may be misleading about other features, including quality.

Imoleayo (2017) asserts that pricing strategies, including non-intergraded reasonable rates, are based on a company's marketing strategy (Dudu & Agwu, 2018). demonstrated that a few solutions that consider the financial, psychological, and commercial factors serve as a guide for various pricing strategies. Deonir et al. (2017) state that competitors' prices can be seen in the marketplace and utilized as a reference for setting one's own rates, but this needs to be done cautiously and transparently after a rigorous examination of the financial standing of the goods and services.

According to Agbaeze et al. (2020), competitive pricing is a pricing strategy that bases one's own rates on the prices of competitors. Whether your prices are marginally higher,

marginally lower, or the same as those of your rivals will depend on your pricing strategy.

According to Al-Salamin et al. (2015), the price of products with well-known brands negatively affects the decision to buy. Young people are a big market for brand names, but even if they are enthusiastic about purchasing brand products, their limited financial resources prevent them from doing so.

Private label products are frequently less expensive than major brands. Due to their price sensitivity, private brand customers are erratic and will switch brands if a lower price is available. Schiffman and Kanuk (2012) assert that PLB purchase intention is significantly influenced by price perception. However, if a customer has concerns about the quality of the goods, their purchase behavior is less impacted.

Perceived category risk and the unfairness of national brands' prices in that category have a big impact on consumers' price sensitivity. One of the main reasons why customers buy private label brands (PLBs) more in some categories than others is the difference in price concern across categories. Additionally, we show that perceived price–quality correlations have a considerable influence on private label purchasing in hazardous categories (Salamin & Hassan, 2016).

Customers are likely to experience psychological harm if they think the shop is not fair with its prices. Potential customers are hesitant to buy from a business where they anticipate a price reduction in the near future or if they have concerns about the authenticity of the claimed bargain pricing. The psychological effects of misleading pricing are minimized by ethical retailers. Gaining the trust of clients is positively impacted over time by fair pricing. There is a correlation between price and quality; low quality is linked to low prices, and excellent quality to high prices. In an attempt to get the greatest bargain, most consumers choose "value pricing" (Zhao & Bacao, 2021).

### **2.1.3.2 Quality**

The study examined the direct and indirect effects of participation and values on purchase intentions. The study focused on sport shoes, and a survey questionnaire was used. The sample consisted of 197 students who responded to an anonymous survey.

The findings supported four of the five tested hypotheses. While involvement had an indirect effect on intentions through both overall satisfaction and perceived quality, purchase intentions were impacted by perceived quality both directly and indirectly (through overall satisfaction). There are several theoretical and practical implications of the study's findings (Sucala & Sava, 2015).

The investigation's primary emphasis is the market for a product that can be produced at many quality levels. All clients prefer higher quality over lower quality, even though their willingness to pay for it may differ. Better quality is more expensive to manufacture, even if producers are allowed to develop any quality they desire. While some information on a firm's product quality may reach potential customers even if they do not actively seek it out, this market's information is flawed since only the company itself is aware of the exact quality that was selected (Taqi et al., 2020).

Two inferences may be drawn from this paradigm. Initially, prices may serve as markers to accurately differentiate between the different quality levels. Stated differently, each price represents a unique quality level at a satisfied expectations equilibrium. Second, the price signals are not arbitrary. Each price signal exceeds the lowest cost of producing the quality it represents. This sort of markup is determined by the type of product-specific information that clients get; the more inaccurate the information, the higher the markup (Pawar & Naranje, 2016).

### **2.1.3.3 Brand**

A company's brand is an important intangible asset that is critical to its expansion, claim Cui et al. (2016). Like equity, a brand is a concept that is continuously created and accumulated over time. Over the past 10 years, managers at many organizations have given brand development top priority since brands are the most significant intangible asset that a company may have. It exhibits the company's personality (invisible) as well as the outward (visible) components of a brand. A corporation may charge more for the same product since customers are familiar with the brand name, which increases growth, profit margins, and the company's value to net sales ratio. A popular brand may also make the product easier for customers to recognize right away, increasing the possibility of a sale as compared to a general product (Yi, 2012).

There are several reasons why consumers could change brands. It might be disinterest in a current product or a want to test a new brand. When consumers want to test different products, they are engaging in variety seeking. This happens especially when people are feeling positive or when the environment is less stimulating. Better features, quality, selection, or price may be the driving forces for brand switching. If a customer switches brands because it's less expensive and the product doesn't meet their expectations, they won't stay with that brand for very long. But every time they go to a store, customers usually buy the same brand (Rita et al., 2019).

As said before, consumers may buy a brand out of habit since it may be chosen with little to no effort. It is also easy to buy another product in some situations, such when the first one is sold out. Customers just require a strong argument to quickly switch brands. However, a client may also be brand loyal and often buy from a brand if they had a positive experience with it and have chosen to buy it. Regular purchases will eventually result from this brand-loyalty-based decision (Solomon, 2013).

Marketers spend a lot of time making decisions about their brands. They need to position their trademarks so that customers will remember them. Marketers may do it by using three tiers of placement. The most straightforward method of brand positioning is through product attributes. Coffee brands could, for example, provide eco-friendly packaging or dark roast. Despite the effectiveness of universal positioning based on qualities, competitors may swiftly copy these attributes, making their use useless (Reddy & Naresh, 2016).

Thankfully, clients care more about what these qualities can do for them than the qualities themselves. Adding appealing qualities to a brand's name is a better way to position it. For instance, Volvo is known for safety, Nike for performance, and Maserati for quality. Consumers might psychologically associate a brand name with its benefits without even seeing any tangible items. The most effective brand positioning goes beyond benefits and features. It's related to firmly held beliefs and ideals. Brands appeal to the emotional states of their customers by creating a passion and affection for their products (Kotler, 2018).

The increasing interest in valuation of brands among accounting practitioners and researchers has led to the development of several valuation procedures; nevertheless, a careful analysis shows that these methods are not objective. According to Sucala and Sava (2015), brand performance is essential as it is one of the eight elements of marketing performance, which also includes placement, pricing, product, financial, customer, market, brand, and promotion performance.

Every company aspires to build and maintain a base of loyal clients. One of the company's most important and valuable assets is thought to be brand loyalty. Brand loyalty may help firms save money on marketing as devoted customers are more inclined to buy from the same company again. This is due to the fact that keeping current clients is less costly for the company than finding new ones (Ashraf et al., 2017).

#### **2.1.3.4 Advertisement**

According to Meena (2018), we begin to favor one product or service over another from a young age because we are exposed to a range of commercial signals that affect our judgments. Nowadays, one of the best methods to change consumers' opinions and significantly impact their purchasing decisions is through sales promotions (Khan et al., 2019). Advertising has a strong potential to persuade and sway people; even the most innocuous commercials have the power to change consumer behavior and affect their purchasing decisions.

The many ways that advertising influences customers may be examined. Nonetheless, they usually have an effect on global businesses due to their influence on brand equity and image. Furthermore, there is an inverse relationship between an individual's age and how they perceive a brand, which impacts both domestic and foreign businesses. Together, these elements affect how a brand is portrayed, which in turn affects customer preferences. The clients are targeted using well-planned, well-progressed, and appealing mass media that emphasizes their requirements, wants, requests, and emotions. According to study, companies and marketers invest a significant amount of money in customer research to properly understand the key elements that influence consumers' decision-making (Schultz, 2020).

On the other hand, by discussing the promotional mix, marketers may concentrate on producing effective ads that will resonate with the intended audience. This means that via the preparation of any advertisement, which is particularly eye-catching and persuasive for their emotions and ideas related with the commodity or service, marketers are concentrating on and trying to attract and influence the consumers. The selection of home items by the populace is greatly influenced by advertisements (Kim et al., 2018).

Karthik (2013) studied the impact of advertisements on social media and how much information they spread. These websites are used as advertising tools because of their large audience reach, affordability, customized advertising, and the amount of time people spend online. Advertisers may target adverts directly to customers by using the profile demographic data that social networks give them. It is one of the most straightforward methods for sharing content, and consumers may easily connect with it. Businesses are viewed as reliable on social networks when more recommendations lead to purchases. Social networks are seen as a potential for target marketing.

Rai et al. (2012) focused on examining how advertising influences customers' choice to buy and how advertising influences their attitude formation. It was shown that, not just in India but also worldwide, commercials influence consumer behavior and opinions. Because studies have shown that advertisements motivate consumers to acquire durable items, they are a form of incentive for consumers. Customers are greatly impacted by advertisements that emphasize both price and quality. The attitudes and behaviors of customers during the purchasing process are influenced by the numerous advertisements that address brand awareness and product evaluation.

## **2.2 Theoretical Review**

### **2.2.1 Utility Theory (Rational Choice Theory)**

Based on their preferences and financial restrictions, customers maximize their utility (satisfaction) while making purchases, according to Utility Theory, a fundamental component of Rational Choice Theory (Becker, 1976). According to this view, customers are logical beings who weigh their alternatives and choose the one that provides the most value for the money spent. Customers compare comparable items (like cereal brands) in a supermarket and select the one that offers the best deal. Due to

their tight budgets, shoppers aim to purchase as many items as possible or feel as satisfied as possible after doing so (Mankiw, 2021). According to this hypothesis, purchasing in bulk frequently results in higher utility per unit price, which leads customers to choose larger packages when they are reasonably priced.

### **2.2.2 Habitual Buying Behavior**

When individuals buy things based on habit rather than deep brand devotion or careful consideration, this is known as habitual buying behavior. There is little emotional attachment to the product and little customer engagement in this kind of activity (Kotler & Keller, 2018). Because it is simple and takes little work to choose, consumers frequently purchase the same brands or goods. Unless there is a compelling cause (such as a promotion or stockout) to switch, consumers at supermarkets tend to remain with well-known brands (Assael, 1998). Cheap supermarket items that are bought regularly have a higher chance of becoming a habit. Customers may develop new habits or momentarily become more active in the decision-making process when their routines are disturbed (Hoyer et al., 2013).

### **2.2.3 Stimulus-Response (S-R) Theory**

According to the behavioral psychology-based Stimulus-Response (S-R) Theory, consumer behavior is a direct response to environmental cues. According to the hypothesis, customer reactions are triggered by marketing cues including price, promotions, packaging, and ads, frequently without requiring much cognitive processing (Kotler & Armstrong, 2018). Instead, then emphasizing the inner ideas or feelings that underlie an action, this model focuses on how inputs result in observable behavior. Customers made impulsive purchases at supermarkets due to sales promotions, packaging, and in-store displays (reaction).

### **2.2.4 Cognitive Dissonance Theory**

According to Festinger's (1957) Cognitive Dissonance Theory, people who simultaneously hold two or more opposing views, attitudes, or values suffer psychological discomfort, or dissonance. Dissonance frequently arises in the context of consumer behavior when a customer questions if they made the proper choice following a purchase. By altering their mindsets, looking for certainty, or justifying their decisions, consumers are encouraged to lessen this discomfort (Solomon, 2017). Post-

purchase uncertainty arises in supermarkets when a client purchases an expensive organic product and then questions if the purchase was worthwhile. Customers may, however, frequently purchase the same brand in order to feel consistent with their previous decisions and prevent future dissonance.

### **2.3 Empirical Review**

Putra et al. (2017) analyzed the relationship between perceptions of product quality, perception of service quality, perception of customer loyalty program on retail customer behavior. This objective of this study was to examine the relationship between consumers' loyalty and product quality and service quality among three different cement brands. This study used descriptive statistics, Structural Equation Model (SEM) and ANOVA to analyze the data. It was found that the perception of the product quality influences the attitudes of retail customers. The study concluded that the perception of product quality also affects sale volume significantly, the greater the perception of the quality of cement products, the greater the volume of sales generated by the retail customer.

Kumar and Kaushal (2017) analyzed on examining factors affecting consumers' attitude and purchase intention with special reference to electronic durable goods. The objective of this study was to identify and explore the main factors that influence and determine consumers' attitude and subsequent intention to purchase electronic durable goods. In this study descriptive statistics, correlation coefficient and multiple regression were used for the data analysis. It was found that perceived price, perceived quality, perceived risk and perceived brand image were found to have a significant influence on attitude as well as purchase intention whereas advertisement was found to have no significant influence on either attitude or purchase intention. This study conclude that attitude and purchase intention influenced by various demographic variables such as gender, marital status, education, etc.

Imelia and Ruswanti (2017) investigated the factors influencing the buying intention of electronic household goods in Indonesia. The objective of this study was to analyze respondents at one home electronics outlet in Indonesia. This study used descriptive statistics and Structural Equation Modeling (SEM) approach for the data analysis. It was found that demographics influence buying intentions for the age as well as income

levels indicators. This study concluded that demographic factors in this study impact customer purchase intentions for domestic electrical equipment in Indonesia.

Mashao and Sukdeo (2018) investigated the elements that impact customer behavior while purchasing durable household items. The objective of this study was to determine the primary elements influencing customer purchasing behavior for durable household items. This study used correlation coefficient and t-test to analyze the data. It was found that product quality, product features, and cost pricing are the most prevalent predictors of consumer purchasing behavior. The data also showed that gender has no major impact on their purchasing habits. The study concluded that quality, features and price are the important elements effecting the purchase decision of customers.

Wangari and Wagoki (2018) examined the influence of product pricing strategies on competitiveness of airtel company voice network service provider in Kenya. The objective of this study was to analyze the pricing strategies and competitiveness in Kenya. This study used descriptive statistics to analyze the data. It was found that version pricing strategy was commonly used in industries that offer technical services and products where the same identified product is sold in more than two structures or conformations. The study concluded that the loss leader pricing strategy where you see the service or product in order to attract a large number of customer to do purchases who when in the customer basket are willing to buy the prices products which in the long run leads to increase of profit.

Rachmawati et al. (2019) investigated the factors impacting customers' purchasing decisions for housing in Selangor, Malaysia. The objective of this study was to look at the elements that influence customers' purchasing decisions for residential properties. This study used descriptive statistics and multiple regression for the data analysis. It was found that quality, price, location, advertising, and company image had a favorable and significant impact on client purchasing decisions. The study concluded that location was the most significant element, followed by price, quality, corporate image, and marketing, which had the least impact on customers' buy intentions.

Kumar and Kumar (2019) investigated the influence of several demographic characteristics on customer behavior: an empirical research of electronic devices in

rural Himachal (India). The objective this study was to determine the influence of various demographic characteristics on customer behavior. This study used descriptive statistics for the data analysis. It was found that makers of electronic items must understand customer behavior. This study concluded that sellers should boost sales and get the majority of the market share.

Azzam and Ali (2019) investigated the association between product mix factors and customer buying behavior in Jordan. The objective of this study was to investigate the association between product mix factors and consumer buying patterns in Amman City. This study used descriptive statistics as mean and standard deviation to analyze the data. It was found that the quality of the goods, information, brand name, and package all had a large beneficial impact on customers' purchasing behavior, with product information and quality having the most influence. This study concluded that product mix as quality, brand, package and specification of the products significantly effect on the buying behavior of customers.

Bulsara and Vaghela (2020) investigated online purchasing intentions for consumer electronics items. The objective of this research was to discover the factors that influence online buying intentions in India. This study used descriptive statistics, correlation coefficient and multiple regression for the data analyze. It was found that perceived utility, perceived ease of use, perceived behavioral control, service quality, trust, perceived danger, and subjective norms are the most important elements influencing online purchase intentions for consumer electronics devices. The study concluded that utility, quality, ease of use and behavior have important influence on online shops looking to improve their client acquisition efforts.

Corsini (2020) conducted a review of consumers' circular behaviors regarding the purchase, extension of life, and end-of-life handling of electrical and electronic devices. The objective of this study was to examine and synthesize studies on behaviors associated with purchasing, extending the usable life, and managing the end life span of electrical and electronic products. This study used correlation coefficient and t-test for the data analysis. It was found that there was no clear pattern between sociodemographic characteristics and circular consumer behavior in terms of purchasing, extending the life of, and managing the end of life of electronic and

electrical devices. This study concluded that demographic factors have no important role for the purchase intention of the customers.

Hanaysha et al. (2021) evaluated the impact of marketing mix variables on customer purchasing decisions in the retail industry. The objective of this study was to determine the links among marketing mix elements and customer purchasing decisions in Malaysia's retail business. This study used descriptive statistics, correlation coefficient and multiple regression for the data analyze. It was found that advertising have a favorable and statistically significant influence on consumer purchasing decisions. Similarly, the data revealed that distribution strength has a negative impact on buy decisions, although pricing plays a critical role in influencing customer purchase decisions. This study concluded that business appearance and location had a substantial beneficial relationship with purchasing decisions.

Inaolaji and Narci (2022) looked at the impact of marketing mix variables (4p) on customer purchase decisions in Oyo state, Nigeria: a case study of soda brands. The objective of this study was to evaluate how marketing mix variables influence customer purchase decisions. This study used Cronbach Alpha, correlation coefficient and multiple regression for the data analysis. It was found that product strategies, pricing strategies, location, and marketing tactics all had a beneficial link and influence on consumer purchase decisions. Similarly, numerous marketing mix variables influence customers' ability to purchase soda. The study concluded that organizations must spend in various ways to boost sales, market performance, and market share, depending on the market sector.

Cahyanaputra et al. (2022) studied the factors influencing purchasing intention and behavior for electronic items (home appliances) in online transactions. The objective of this study was to investigate the effects of e-WOM, social media marketing, perceived risk, and online convenience on buy intention, which, in turn, promotes purchase behavior. This study used correlation coefficient and t-test for the data analysis. It was found that purchase intention characteristics were found to have a substantial impact on purchase behavior. Similarly, increased buying intention can lead to increased consumer purchasing activity, such as online purchases. This study concluded that there

was potential to boost a consumer's behavior of making purchases online, hence increasing their shopping behavior/habits.

K.C. and Tamang (2022) examined the factors influencing impulsive buying behavior of women in supermarkets of Nepal. The main objective of this study was to examine the factors influencing Nepalese women's impulsive buying behavior in supermarkets. This study used descriptive statistics, correlation coefficient and multiple regression for the data analysis. It was found that women's impulsive purchasing behavior in supermarkets was highly influenced by their financial independence and the store environment. This study concluded that women are more inclined to shop when they have the financial means to pay for their items by themselves, while the store environment influences women to adjust their inflexible shopping lists

Khanal and Sapkota (2022) analyzed the customer satisfaction of supermarkets in Rupandehi. The main objective of this study was to analyze the customer satisfaction of supermarkets in Rupandehi district with the major defining variables service delivery, other facilities, product variety and product price. This study used multiple regression for the data analysis. It was found that customers were satisfied with service delivery, product variety and other facilities, while they were not satisfied with product price. The study concluded that most preferred factor for customer to visit supermarket was product variety and availability.

Lin and Shen (2023) investigated users' purchase intentions on a community e-commerce platform using the SOR model: a case study of China's "Xiaohongshu" App. The objective of this research was to create a SOR model to investigate the characteristics of this platform's marketing strategy, which would then be used to undertake an empirical investigation of the elements influencing customer buy intention on a social e-commerce platform. This study used structural equation model for the data analysis. It was found that product characteristics, content advertising, and community elements all had a favorable effect on perceived value, prompting users to make a purchase. This study concluded that purchase intentions on a community e-commerce platform was significantly influenced by advertisement, specification and perceived value of the products.

Wang et al. (2023) investigated the impact of customer perception on purchase intention using data from cross-border E-commerce platforms. The objective of this study was to investigate the mechanisms by which diverse factors impact customers' buying intentions. This study used descriptive statistics, correlation coefficient and multiple regression for the data analyze. It was found that improving customers' perceived value and subjective display intention had a beneficial impact on their buy intent. When the amount of shopping risk rises, individuals' buying intentions tend to fall. Similarly, customer trust and attitude play important mediating roles in the link between independent and dependent variables. This study concluded that decline in these elements reduces customers' willingness to buy and when the danger of shopping is lowered, customers' inclination to buy increases.

Mahato et al. (2023) investigated the customers' satisfaction on buying goods at bhatbhateni supermarket in Nepal: evidence from structural equation modelling. The main objective of this study was to analyze the satisfaction of customers on buying goods at BBSM. This study used descriptive statistics and structural equation model for data analysis. It was found that respondents considered supermarket as a single roof to purchase goods and services; results indicate BBSM customer's increasing as of accessibility of product variety and accessibility; they were satisfied buying goods at BBSM. This study concluded that customer service, product promotion and product presentation were significant where shopping convenience, understanding customer expectation and increased competition were major challenges related to improving customer satisfaction at BBSM.

Manandhar and Kafle (2023) evaluated the factors influencing consumers' choice of shopping destination: a study of Bhatbhateni Supermarket, Bharatpur, Nepal. The main objective of this study was to evaluate factors influencing consumers' choice of shopping destination, focusing on Bhatbhateni Supermarket. This study used cross-tabulation and chi-square test for data analysis. It was found that the choice of shopping destination is notably linked to demographic factors such as age, caste, place of residence, educational attainment, and income source, while factors such as gender and marital status did not emerge as significant indicators. This study concluded that age, caste, place of residence, educational attainment, and income significantly influenced the choice of shopping decision.

Qadri (2024) examined the factors affecting consumers' impulsive buying behavior in selected supermarkets of Saudi Arabia. The main objective of this study was to examine the factors that affect consumers' impulsive buying behavior. In this study simple linear regression was used to analyze the data. The study found that promotional offer, window display, mannequin display, and store atmosphere trigger consumers' impulsive buying. This study concluded that buying behavior of customers was influenced by promotion, display and atmosphere of the supermarket.

Table 1

*Summary of Empirical Review*

S.N.	Author(s)	Objective	Methodology	Major Findings
1	Putra et al. (2017)	To examine the relationship between consumers' loyalty and product quality and service quality.	i. descriptive statistics, Structural Equation Model (SEM) and ANOVA.	i. The perception of the product quality influences the attitudes of retail customers. ii. The perception of product quality also affects sale volume significantly
2	Kumar and Kaushal (2017)	To identify the factors that influence consumers' attitude and intention to purchase electronic durable goods.	i. Descriptive statistics analysis, correlation coefficient and multiple regression.	i. Perceived price, perceived quality, perceived risk and perceived brand image were found to have a significant influence on attitude as well as purchase intention. ii. Advertisement was found to have no significant influence on either attitude or purchase intention.
3	Imelia and Ruswanti (2017)	To analyze respondents at one home electronics outlet in Indonesia.	i. Descriptive statistics and Structural Equation Modeling (SEM).	i. Demographics influence buying intentions for the age as well as income levels indicators in Indonesia.
4	Mashao and Sukdeo (2018)	To determine the primary elements influencing customer purchasing behavior for durable household items.	i. Correlation coefficient and t-test.	i. Product quality, product features, and cost pricing are the most prevalent predictors of consumer purchasing behavior.
5	Wangari and Wagoki (2018)	To analyze the pricing strategies and competitiveness in Kenya.	i. Descriptive statistics.	i. Pricing strategy was commonly used in industries that offer technical services and products where the same identified product is sold in

6	Rachma wati et al. (2019)	To look at the elements that influence customers' purchasing decisions for residential properties.	i. Descriptive statistics and multiple regression.	more than two structures or conformations. i. Quality, price, location, advertising, and company image had a favorable and significant impact on client purchasing decisions.
7	Kumar and Kumar (2019)	To determine the influence of various demographic characteristics on customer behavior.	i. Descriptive statistics.	i. Makers of electronic items must understand customer behavior.
8	Azzam and Ali (2019)	To investigate the association between product mix factors and consumer buying patterns in Amman City.	i. Descriptive statistics.	i. Quality of the goods, information, brand name, and package all had a large beneficial impact on customers' purchasing behavior. ii. Product information and quality having the most influence.
9	Bulsara and Vaghela (2020)	To discover the factors that influence online buying intentions in India.	i. Descriptive statistics, correlation coefficient and multiple regression.	i. Perceived utility, perceived ease of use, perceived behavioral control, service quality, trust, perceived danger, and subjective norms are the most important elements influencing purchase intentions for consumer.
10	Corsini (2020)	To examine purchasing, extending the usable life, and managing the end life span of electrical and electronic products.	i. Correlation coefficient and t-test.	i. There was no clear pattern between sociodemographic characteristics and circular consumer behavior in terms of purchasing, extending the life of, and managing the end of life of electronic and electrical devices.
11	Hanaysha et al. (2021)	To determine the links among marketing mix elements and customer purchasing decisions in Malaysia's retail business.	i. Descriptive statistics, correlation coefficient and multiple regression.	i. Advertising have a favorable and statistically significant influence on consumer purchasing decisions.

12	Inaolaji and Narci (2022)	To evaluate how marketing mix variables influence customer purchase decisions.	i. Cronbach Alpha, correlation coefficient and multiple regression.	i. Product strategies, pricing strategies, location, and marketing tactics all had a beneficial link and influence on consumer purchase decisions.
13	Cahyana putra et al. (2022)	To investigate the effects of e-WOM, social media marketing, perceived risk, and online convenience on buy intention, which, in turn, promotes purchase behavior.	i. Correlation coefficient and t-test.	i. Purchase intention characteristics were found to have a substantial impact on purchase behavior. ii. Buying intention can lead to increased consumer purchasing activity, such as online purchases.
14	K.C. and Tamang (2022)	To examine the factors influencing Nepalese women's impulsive buying behavior in supermarkets.	i. Correlation coefficient and multiple regression.	i. Women's impulsive purchasing behavior in supermarkets was highly influenced by their financial independence and the store environment.
15	Khanal and Sapkota (2022)	To analyze the customer satisfaction of supermarkets in Rupandehi district.	i. Multiple regression.	i. Customers were satisfied with service delivery, product variety and other facilities, while they were not satisfied with product price.
16	Lin and Shen (2023)	To create a SOR model to investigate the characteristics of this platform's marketing strategy	i. Structural equation model.	i. Product characteristics, content advertising, and community elements all had a favorable effect on perceived value, prompting users to make a purchase.
17	Wang et al. (2023)	To investigate the mechanisms by which diverse factors impact customers' buying intentions.	i. Descriptive statistics, correlation coefficient and multiple regression.	i. Improving customers' perceived value and subjective display intention had a beneficial impact on their buy intent. ii. Customers' trust and attitude play important mediating roles.
18	Mahato et al. (2023)	To analyze the satisfaction of customers on buying goods at Bhat Bhatani Supermarket.	i. Structural equation model and descriptive statistics.	i. Respondents considered supermarket as a single roof to purchase goods and services. ii. BBSM customer's increasing as of accessibility of product variety and accessibility; they were

19	Manandhar and Kafle (2023)	To evaluate factors influencing consumers' choice of shopping destination, focusing on Bhatbhateni Supermarket.	i. Cross-tabulation and chi-square test.	satisfied buying goods at BBSM. i. The choice of shopping destination is notably linked to demographic factors such as age, caste, place of residence, educational attainment, and income source. ii. Gender and marital status did not emerge as significant indicators.
20	Qadri (2024)	To examine the factors that affect consumers' impulsive buying behavior.	i. Simple linear regression.	i. Promotional offer, window display, mannequin display, and store atmosphere trigger consumers' impulsive buying.

## 2.4 Research Gap

Nepal is a rising economy, which presents a very high potential for supermarkets. Few comparable studies have been conducted in the Nepalese setting, despite the fact that there have been several in the west and developing markets. The review of pertinent material has helped to improve the basic knowledge and comprehension needed to give this research significance and purpose. Numerous studies have examined how psychological and sociodemographic factors affect consumers' purchasing decisions, how social media affects consumer behavior, the problems and difficulties associated with social media and its impact on consumer purchasing behavior, and the internal and external factors that affect consumer choices.

The link between price, brand, quality, and advertising and customer purchasing behavior was not explicable by the previous researcher. However, the results of the earlier research are not consistent. Furthermore, it is not possible to extrapolate the empirical findings from the other nation to Nepal. This study is therefore intended to encourage more literature in this area. By examining the factors impacting customers' purchasing decisions for items at Bhatbhateni Super Store, this study closed the gap. This study aimed to investigate how price, quality, brand, and advertising affect consumers' decisions to purchase goods from Bhatbhateni Super Store.

No study that employed the indicators, price, quality, brand, and advertisement, was discovered while looking through earlier studies. Therefore, by examining the connections between consumer purchasing behavior and price, quality, brand, and advertising, this study closed the gap. Therefore, it is crucial to consider demographic aspects that influence consumers' intentions to purchase supermarket products, such as age, income, gender, and educational attainment.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

Research method is the process of obtaining data and information for use in business decision-making. Research techniques including surveys, interviews, and publication analysis may be used, in addition to both historical and current data.

#### **3.1 Research Design**

This study uses a descriptive and causal research design. It serves as the guide for gathering, evaluating, and characterizing data. For this investigation, the quantitative approach using a survey design was selected. This quantitative methodology's objective is to ascertain how customer purchasing behavior relates to other independent variables, such as price, quality, brand, and advertising. With the use of suitable statistical or financial instruments, an analytical research design is employed to accomplish the study's objectives. The features of the sample over the time are described using descriptive statistics such the mean, standard deviations, and the lowest and maximum values of the variables. To determine the link between the variables utilized in the study, causal research is employed.

#### **3.2 Population and Sample and Sampling Design**

For the purposes of data collection and analysis, a population is a distinct group of individuals, animals, or objects that can be recognized by at least one shared trait. All Bhatbhateni Super Store customers in the Kathmandu Valley are included in the study's entire population in order to determine which factors, price, quality, brand, and advertising, have an impact on customers' purchasing decisions. Customers are given 430 structured questionnaires to complete for this survey, and 400 of those questionnaires may be returned with replies that serve as a sample for the research.

Convenience sampling is the sample strategy used in this study. The convenience sampling method was chosen due to the enormous number of customers that buy products from the Super Store and the difficulty of gathering all the information from each customer. Therefore, the sample may be gathered in accordance with convenience sampling. Because convenience sampling is less expensive than other sample methods,

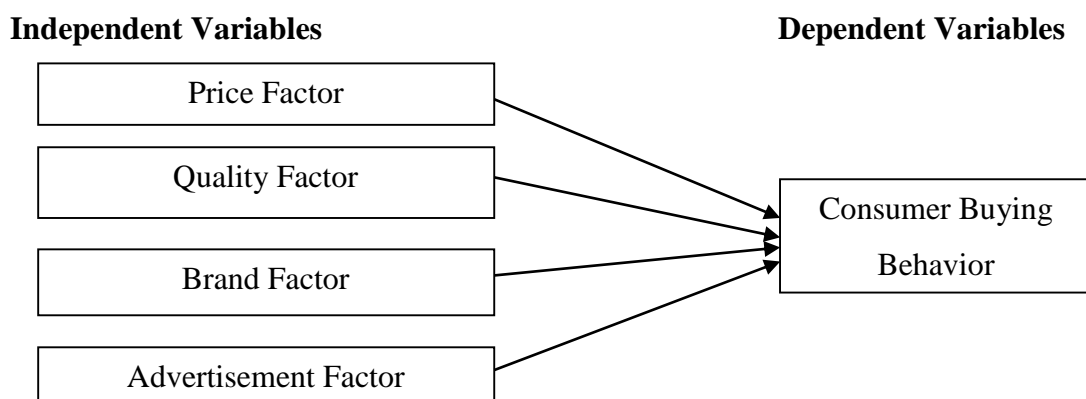
it is relatively easy to get information or samples, and volunteers are readily available. However, this sample might not be able to extrapolate the survey's findings to the entire population; there may be under- or over-representation, and, finally, a biased outcome.

### 3.3 Nature and Sources of Data

Primary and secondary data are the two types of sources of information used in research. For this investigation, only primary data are used. Because of their higher validity compared to other data sources, they are regarded as more reliable. The researcher gathers the data, which improves the accuracy and dependability of the findings. For this study, questionnaires are the main method of gathering data. Primary data may be gathered using a variety of techniques, such as interviews and observation. Among these, using a questionnaire to communicate with respondents and obtain organized data is appropriate.

### 3.4 Research Framework and Definition of Variables

The following theoretical framework for this study is supported by the empirical literature reviews associated with it. The following elements are examined as determinants of customer purchasing patterns in the Kathmandu Valley's Bhatbhateni Super Store.



*Figure 1.* Research Framework

Source: Mashao & Sukdeo (2018) and Khan et al. (2019) and Qadri (2024)

## **Definition of Variables**

### **Consumer Buying Behavior**

Understanding that many of the elements driving consumer purchasing behavior are psychological in nature is essential to comprehending consumer purchasing behavior. A person is shaped by these traits, which also affect how they see the environment and how they make decisions, including what to buy. Given that every individual is different and has distinct personal traits, psychological and sociodemographic factors such as age, yearly income, economic conditions, employment, or lifestyle, among many others, have a big impact on consumer purchasing decisions. Numerous studies have demonstrated that social, cultural, psychological, and personal traits have a direct impact on marketing strategy (Mashao & Sukdeo, 2018).

### **Price Factor**

The final payment when purchasing an item or service is its price. This is defined as the value or significance attached to a good or service, so we can say that pricing strategies are a way for various businesses to set prices for the goods and services they offer when they are entering a market and when they are already established in one (Khan et al., 2019).

### **Quality Factor**

The provision of quality in markets where consumers are only partially informed. The market for a product that can be produced at various quality levels is the focus of the investigation. Although consumers' willingness to pay for quality may differ, they all prefer higher quality over lower quality. Producers may make goods of any grade, but higher-quality manufacturing is more expensive (Ujwala, 2012).

### **Brand Factor**

Customers' familiarity with the brand name gives a company the ability to charge more for the same product, which boosts profit margins, growth, and the firm's value to net sales ratio. When compared to a generic product, a well-known brand may also help consumers instantly recognize the product, improving the likelihood of a sale (Mashao & Sukdeo, 2018).

### **Advertisement Factor**

Sales promotions are now one of the most effective ways to alter consumers' perceptions and have a big influence on their choice to buy (Khan et al., 2019). Advertising has a powerful ability to persuade and influence people, and even harmless advertisements may alter behavior and impact a consumer's desire to buy (Kumar & Kaushal, 2017).

### **3.5 Methods of Analysis**

The process of examining data to draw conclusions and aid in decision-making is known as data analysis. Descriptive analysis, correlation analysis, and multiple regression analysis are therefore performed for this study using the SPSSV.23.0 (2021) program, and the significance of the findings is tested using the t-test and f-test. Questionnaires are used to collect all of the data. Four independent variables, price, quality, brand, and advertisement, and one dependent variable, consumer purchasing behavior, are used in this study. Price, quality, brand, advertising, and customer purchasing behavior are the five elements that make up the research. A Likert scale is designed for these variables in order to test the hypothesis and provide the desired outcomes. Five items make up the consumer buying behavior scale, while five sub-questions each make up the price and quality scales, and four sub-questions each make up the brand and advertising scales. A 5-point rating system serves as its foundation.

### **Reliability Test**

The degree to which an evaluation instrument yields consistent and reliable findings is known as reliability analysis. Cronbach's Alpha ( $\alpha$ ) was considered for the reliability study in order to evaluate the dependability of the variables. The following standards were developed by George and Mallery (2002) to evaluate the dependability of the variables: For  $\alpha > 0.9$ , it is excellent; for  $\alpha > 0.7$ , it is good; for  $\alpha > 0.6$ , it is questionable; for  $\alpha > 0.5$ , it is poor; and for  $\alpha < 0.5$ , it is unacceptable. The reliability of each of the five variables' data collection questions has been evaluated using Cronbach's alpha. No questions with an alpha value below 0.5 were included in the study.

Table 2

*Reliability Analysis*

Variable	No of Items	Cronbach alpha	Level of Reliability
Consumers Buying Behavior	7	0.758	Good
Price Factor	5	0.770	Good
Quality Factor	5	0.702	Good
Brand Factor	4	0.710	Good
Advertisement Factor	4	0.756	Good

Source: Calculation form SPSS

Table 2 shows the Cronbach's Alpha for each variables used in this study. Generally, a Cronbach's alpha of 0.70 or above is considered good and it can be concluded that the questionnaire created for the study is reliable because each Cronbach alpha for all the variables are more than 0.70 showing high levels of dependability were demonstrated by the used measurement scales, meaning that the results above may be trusted. The dependability of the used measurement scales was good.

### **Arithmetic Mean**

The average is the core value that embodies the properties of the whole distribution or the values that all of the distribution's components tend to cluster around. One of the key statistical measures of average is the arithmetic mean, sometimes known as the arithmetic average. A given set of observations' arithmetic mean is calculated by dividing its sum by its total number of observations.

### **Percentage**

One of the best tools for comparing two amounts or variables is a percentage. The word "percentage" simply means "per hundred." Stated otherwise, a fraction that has 100 as its denominator is called a percent, and its numerator is called a rate of percent.

### **Correlation coefficient**

The relationship between an independent variable and another independent variable is known as the correlation coefficient. It is a technique for figuring out how these two variables relate to one another. The two variables are said to have a correlation coefficient if they are so closely associated that a change in the independent variable's value results in a change in the dependent variable's value.

$$\text{Correlation Coefficient (r)} = \frac{n\Sigma XY - \Sigma X\Sigma Y}{\sqrt{n\Sigma X^2 - (\Sigma X)^2}\sqrt{n\Sigma Y^2 - (\Sigma Y)^2}}$$

### **Regression Analysis**

Regression analysis is a collection of statistical procedures used in statistical modeling to estimate the connections between variables. The link between a dependent variable (customer purchasing behavior) and independent factors (price, quality, brand, and advertisement) is examined in this study using a multiple regression model. More precisely, when one of the independent variables is changed while the other independent variables remain constant, the regression analysis explains how the dependent variable's (also known as the "criterion variable") typical value varies. The regression model for the study is as below;

$$CB = a + b_1PF + b_2QF + b_3BF + b_4AF + e$$

Where,

CB = Consumer behavior

a = Intercept

b<sub>1</sub> = Coefficient of Price factor

b<sub>2</sub> = Coefficient of Quality factor

b<sub>3</sub> = Coefficient of Brand factor

b<sub>4</sub> = Coefficient of Advertisement factor

PF = Price factor

QF = Quality factor

BF = Brand factor

AF = Advertisement factor

e = error term of the regression model

## CHAPTER - IV

### RESULTS AND DISCUSSION

This chapter presents and analyzes data gathered from primary sources using descriptive statistics, regression analysis, and correlation analysis. The results are addressed in connection to earlier research, which is provided in two sections: results and comments.

#### 4.1 Results

The variables influencing the purchasing decisions of customers at Bhatbhateni Super Store have been examined as part of this data analysis effort, and this section provides a description of the study's participants.

##### 4.1.1 Respondent's Profile

The data for this project is collected from the total of 400 respondents. So, the profile of the respondents regarding their age, gender, education level, marital status and income level is mentioned in the following table.

Table 3

*Age Distribution Frequency*

Age	Frequency	Percent
15-20 years	26	6.50
21-25 years	175	43.80
26-30 years	199	49.80
Total	400	100

Source: Field Survey 2025

Table 3 shows the age distribution frequency of respondents involved in the study. There are 26 persons (6.50%) have the age of 15-20 years, 175 persons (43.80%) have the age of 21-25 years and 199 persons (49.80%) have the age of 26-30 years. It is found that most of the respondents involved in this study are from 26-30 years' age group.

Table 4

*Gender Frequency*

Gender	Frequency	Percent
Male	124	31.00
Female	268	67.00
Others	8	2.00
Total	400	100

Source: Field Survey 2025

Table 4 shows the gender wise frequency of respondents involved in this study. There are 124 male respondents which comprises 31.00% of the total respondents, 268 female respondents which comprises 67.00% of the total respondents and out of total respondents 8 have declared that they are neither male nor female. It is clear that majority of respondents are female in this study.

Table 5

*Educational Level Frequency*

Education Level	Frequency	Percent
SLC Level	45	11.30
+2 Level	111	27.80
Bachelors Level	116	29.00
Masters Level	105	26.30
Above masters Level	23	5.80
Total	400	100

Source: Field Survey 2025

Table 5 shows the education level wise distribution of respondents who are involved in this study. There are 45 persons (11.30%) who have achieved SLC level education, 111 respondents (27.80%) have achieved +2 level education, 116 (29.00%) have completed bachelors level, 105 (26.30%) have got the masters level education and only 23 (5.80%) have achieved above masters' level education who have participated in this survey. It is clear that majority of the respondents have achieved bachelors or above level education in this survey.

Table 6

*Marital Status Frequency*

Marital Status	Frequency	Percent
Married	211	52.80
Unmarried	181	45.30
Divorced	8	2.00
Total	400	100

Source: Field Survey 2025

Table 6 shows the marital status wise frequency of total respondents who are involved in this study. There are 211 married persons which comprises 52.80% of the total respondents, 181 persons are unmarried which comprises 45.30% of the total respondents and 8 respondents i.e. 2.00% are divorced. It is clear that majority of respondents are married.

Table 7

*Income Level Frequency*

Income Level (Rs. monthly)	Frequency	Percent
0-10000	24	6.00
10000-20000	257	64.30
Above 20000	119	29.80
Total	400	100

Source: Field Survey 2025

Table 7 shows the income level wise frequency of respondents who are involved in this study. There are 25 persons who have monthly income that lies between 0 - 10000 which comprises 6.00% of the total respondents, 257 persons have income that lies between 10000 – 20000 per month which comprises 64.30% of the total respondents and 119 persons have income above 20000 per month which comprises 29.80% of the total respondents. It can be seen that most of the respondents have more than 10000 monthly incomes.

#### 4.1.2 Descriptive Analysis

The detail responses of individuals regarding their buying behavior related question and price, quality, brand and advertisement related factors of Bhatbhateni Super Store are collected in the 5 point Likert scale (i.e. strongly disagree, disagree, neutral, agree and strongly agree) and average the responses are analyzed.

Table 8

*Summary of Response on Consumers Buying Behavior*

Consumers Buying Behavior	Mean	SD
1. I often purchase products from Bhatbhateni supermarket.	3.548	1.149
2. I feel happy with the services of Bhatbhateni supermarket.	3.168	1.108
3. The products are easily available.	4.038	0.862
4. I usually prefer this supermarket rather than other retail chains.	3.565	1.227
5. Store hours are appropriate for my shopping needs.	3.195	1.025
6. The employees are very helpful in this supermarket.	3.588	0.851
7. The space or layout of supermarket is comfortable.	3.405	1.198

Source: Appendix- II

Table 8 presents the descriptive analysis on the individual's response on consumers buying behavior in Bhatbhatani Super Store. It is clear that all of the respondents are satisfied shopping in Bhatbhateni Super Store. On average all respondents' opinion on consumer buying behavior is more than 3 which indicates that consumers agreed that their shopping experience in Bhatbhateni Super Store is quite satisfactory. Consumers strongly agreed that products are easily available in Bhatbhateni Super Store since there is highest mean value on the statement i.e. 4.038. Similarly, there is more consistent response on the statement that the employees are very helpful in this supermarket since the standard deviation on the statement is lowest i.e. 0.851.

Table 9

*Summary of Response on Price Factors*

Price Factors	Mean	SD
1. The prices of product in this supermarket are favorable.	3.548	1.149
2. I am price sensitive when it comes to the purchase of products in this supermarket.	3.168	1.108
3. I would pay more for the known product even if the price is high.	4.038	0.862
4. The supermarket provides discounts on special occasions.	2.173	0.748
5. The supermarket does not charge extra cost for the services provided.	2.990	0.934

Source: Appendix- II

Table 9 represents the descriptive analysis on the individual's response on price factors of products in Bhatbhateni Super Store. It is clear that all of the respondents are satisfied with the price and offer of products in Bhatbhateni Super Store. On average all respondents' opinion on price factors is more than 3 which indicates that consumers agreed that their experience on price and offer provided by Bhatbhateni Super Store is quite satisfactory. There is highest mean value for the statement that I would pay more for the known product even if the price is high i.e. 4.038 indicating that customer purchase the products even in the prices are high if they are familiar with the product. Similarly, there is more consistent response on the statement that the supermarket provides discounts on special occasions since the standard deviation on the statement is lowest i.e. 0.748.

Table 10

*Summary of Response on Quality Factors*

Quality Factors	Mean	SD
1. The products of Bhatbhateni are of high as well as low quality.	3.888	0.664
2. The products are updated from time to time.	3.860	1.041
3. The quality of products matches with the price.	3.260	1.140
4. There are varieties of products inside the supermarket.	3.160	1.031
5. I purchase products from this supermarket because quality of its competitors is not comparable.	3.213	1.039

Source: Appendix- II

Table 10 shows the descriptive analysis on the individual's response on quality factors of products in Bhatbhateni Super Store. It is clear that all of the respondents are satisfied with the quality of products in Bhatbhateni Super Store. On average all respondents' opinion on price factors is more than 3 which indicates that consumers agreed that their experience on price and offer provided by Bhatbhateni Super Store is quite satisfactory. There is highest mean value for the statement that the products of Bhatbhateni are of high as well as low quality i.e. 3.888 indicating that customer are aware of the quality of the products in the store. Similarly, there is more consistent response on the statement about the quality of the products in the supermarket since the standard deviation on the statement is lowest i.e. 0.664.

Table 11

*Summary of Response on Brand Factors*

Brand Factor	Mean	SD
1. I often purchase products of same brand.	3.070	1.323
2. I am price sensitive rather than committed to one brand.	3.030	0.944
3. I am very familiar to all popular brands.	2.593	1.127
4. I would stick to the same product even if the competitor's brand is good.	3.725	1.047

Source: Appendix- II

Table 11 depicts the descriptive analysis on the individual's response on brand factors of products in Bhatbhateni Super Store. It is clear that all of the respondents are neutral about the brand of products in Bhatbhateni Super Store. On average all respondents' opinion on brand factors is higher than 3 except for the statement I am very familiar to all popular brands which indicates that consumers are aware of the branded products in Bhatbhateni Super Store. There is highest mean value for the statement that I would stick to the same product even if the competitor's brand is good i.e. 3.725 indicating that customer are aware of the brand they prefer in the store. Similarly, there is more consistent response on the statement about the price sensitiveness rather than committed to one brand since the standard deviation on the statement is lowest i.e. 0.944.

Table 12

*Summary of Response on Advertisement Factors*

Advertisement Factors	Mean	SD
1. Advertisements provide important information about goods and services.	3.485	1.174
2. Advertisements influences me the most to buy the products.	3.505	0.876
3. I pay very good attention to online advertisements.	3.205	1.125
4. The advertisements are understandable & the benefits described in it are believable to me.	3.103	0.774

Source: Appendix- II

Table 12 shows the descriptive analysis on the individual's response on advertisement factors of products in Bhatbhateni Super Store. It is clear that all of the respondents are cautious about the advertisements of Bhatbhateni Super Store. On average all respondents' opinion on advertisement factors is more than 3 which indicates that consumers are curious and agreed about the advertisement and the influence of advertisement for shopping in Bhatbhateni Super Store is quite satisfactory. There is highest mean value for the statement that advertisements influence me the most to buy the products i.e. 3.505 indicating that customer are influenced by the advertisements. Similarly, there is more consistent response on the statement that the advertisements are understandable & the benefits described in it are believable to me since the standard deviation on the statement is lowest i.e. 0.774.

Table 13

*Descriptive Summary*

Factors	Mean	SD
Consumers Buying Behavior	3.501	0.452
Price Factor	3.183	0.517
Quality Factor	3.476	0.426
Brand Factor	3.104	0.638
Advertisement Factor	3.324	0.478

Source: Appendix- II

Table 13 presents the descriptive summary of responses received for the variables from five point Likert survey, which indicate that consumers' buying behavior in the Bhatbhateni super store is a highly influence by price, quality, brand and advertisement factors with a mean score of 3.502. It demonstrates that every component of customer buying behavior, which ranges from 3.104 to 3.476, is at a high level. Quality factor has the highest mean score among four factors 3.476, which suggests that quality factors is the most important factor to influence customers to purchase products form the store. Meanwhile, advertisement factors, price factor and advertisement factors got an overall mean score of 3.324, 3.183 and 3.104 respectively, which also indicated that consumers are aware of these factors to make their buying decisions.

#### 4.1.3 Correlation Analysis

A statistical method called correlation analysis is used to ascertain the degree of link between two variables in order to explain the direction of a variable in the event that the original data changes or stays the same. The results of the computation of the Pearson correlations are shown below. In contrast to a weak correlation, which indicates that the variables are barely connected, a strong correlation, or high correlation, indicates that two or more variables have a significant association with one another.

Table 14

#### *Correlation Analysis*

Variables	CBB	PF	QF	BF	AF
CBB	1				
PF	.769**	1			
QF	.381**	.254**	1		
BF	.514**	.520**	.249**	1	
AF	.512**	.519**	.281**	.569**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Appendix- III

Table 14 shows the correlation analysis table between consumers buying behavior and price, quality, brand and advertisement factors. The correlation between consumer buying behavior and price factor is 0.769 which is high degree positive and significant

at 1 percent level of significance. Similarly, the correlation between consumer buying behavior and quality is 0.381 and the correlation is less than 0.5, there is weak positive relationship between consumer buying behavior and quality factor the correlation is significant at 1 percent level of significance. Likewise, the correlation between consumer buying behavior and brand factor is 0.514 which is higher than 0.5, meaning that there is high degree positive relationship between consumer buying behavior and brand factor which is significant at 1 percent level of significance. Further, the correlation between consumer buying behavior and advertisement factor is 0.512 which is higher than 0.5 and there is high degree positive relationship between consumer buying behavior and advertisement factor which is significant at 1 percent level of significance. It is clear that price, quality, brand and advertisement all factors have significant positive relation with consumer buying behavior.

#### 4.1.4 Regression Analysis

In the subsequent investigation, a multivariate model was used to determine the impact of customers' purchasing decisions for products at Kathmandu Valley's Bhatbhateni Super Market. The model that was employed was linear regression. when the link between one or more independent variables and a dependent variable is the main emphasis. More precisely, it clarifies how changing any one of the independent variables affects the dependent variable's usual value.

Table 15

##### *Model Summary*

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.802	0.643	0.639	0.27142

Source: Appendix- IV

Table 15 shows model summary of regression analysis result for dependent variables consumer buying behavior and independent variables price, quality, brand and advertisement factors. The R Square value of the regression model is 0.643, which means 64.30 percent of the variation in consumer buying behavior in Bhatbhateni Super Store is explained by the price, quality, brand and advertisement factors.

Table 16

*ANOVA Table*

Statistics	Sum of Squares	df	Mean Square	F	Sig.
Regression	52.393	4	13.098	177.794	0.000
Residual	29.100	395	0.074		
Total	81.493	399			

Source: Appendix- IV

Table 16 shows the significant test of the regression model using ANOVA analysis. The significance test for F statistics of the model shows that the model is fit for analysis since the F value of the model is 177.794 and significance statistics is less than 0.05 i.e. 0.000, which indicates that the regression model is fit for the analysis.

Table 17

*Coefficient Table*

	Beta coefficients	Std. Error	t	Sig.	Tolerance	VIF
(Constant)	0.634	0.133	4.764	0.000		
PF	0.554	0.033	16.955	0.000	0.649	1.541
QF	0.184	0.034	5.473	0.000	0.900	1.111
BF	0.068	0.027	2.491	0.013	0.603	1.658
AF	0.076	0.037	2.057	0.040	0.597	1.676

Source: Appendix- IV

Table 17 shows the coefficients for each independent variables of the regression model. The beta coefficient of price factor is 0.554 with significance level 0.000 and t value is 16.955, which means that price factors have significant positive effect on consumer buying behavior in Bhatbhateni Super Store. It also showed that 1-unit increase in price factors increases consumers buying behavior by 0.554 units. Similarly, the beta coefficient of quality factor is 0.184 with significance level 0.000 and t value is 5.473, which means that quality factors have significant positive effect on consumer buying behavior in Bhatbhateni Super Store. It also showed that 1-unit increase in quality factors increases consumers buying behavior by 0.184 units. Likewise, the beta

coefficient of brand factor is 0.068 with significance level 0.013 and t value is 2.492, which means that brand factors have significant positive effect on consumer buying behavior in Bhatbhateni Super Store. It also showed that 1-unit increase in brand factors increases consumers buying behavior by 0.068 units. Moreover, the beta coefficient of advertisement factor is 0.076 with significance level 0.040 and t value is 2.057, which means that advertisement factors have significant positive effect on consumer buying behavior in Bhatbhateni Super Store. It also showed that 1-unit increase in advertisement factors increases consumers buying behavior by 0.076 units.

#### **4.2 Discussion**

The survey summary and analysis of five point Likert data analysis in the study reveals that consumers' buying behavior in the Bhatbhateni Super Store is a highly influence by price, quality, brand and advertisement factors. Among four factors quality factor has the higher mean score, meaning that quality factors are the most considered factor to influence customers to purchase products form the store.

The relationship analysis among the influencing factors and consumers' buying behavior found that price factor has significant positive association with consumers' buying behavior meaning that price change and consumers' buying behavior goes in the same direction. The positive relation between price factors and buying behavior is consistent with the finding of Khanal and Sapkota (2022) who have found that the price of the products influences the purchasing decion of the customers. Similarly, quality factor has significant positive association with consumers' buying behavior meaning that quality of products in the store and consumers' buying behavior goes in the same direction. The positive relation between quality factors and buying behavior is in line with the finding of Mashao and Sukdeo (2018) who found that the quality products in the store motivates customers to make buying decision.

Likewise, brand factor has significant positive association with consumers' buying behavior meaning that branded products in the store and consumers' buying behavior on those products goes in the same direction. The positive relation between brand factors and buying behavior is in line with the finding of Kumar and Kaushal (2017) who found that the branded products in the store motivates customers to make buying decision. Further, advertisement factor has significant positive association with

consumers' buying behavior meaning that advertisement about the products in the store and consumers' buying behavior on those products goes in the same direction. The positive relation between advertisement factors and buying behavior is in line with the findings of Kumar and Kaushal (2017) and Mashao and Sukdeo (2018) who have found that the highly advertised products in the store were liked by customers.

The effect analysis of the four influencing factors price, quality, brand and advertisement on consumers' buying behavior in this study revealed that price, quality, brand and advertisement have significant joint effect on consumers' buying behavior. It is found that price factor has significant positive effect on consumers' buying behavior and this finding is consistent with the findings of Kumar and Kaushal (2017), Mashao and Sukdeo (2018), Hanaysha et al. (2021), Khanal and Sapkota (2022) and Inaolaji and Narci (2022) who have stated that price of the products highly influences the buying behavior of the customers in supermarkets.

Similarly, quality factor has significant positive effect on consumers' buying behavior and this finding is consistent with the findings of Kumar and Kaushal (2017), Mashao and Sukdeo (2018) and Lin and Shen (2023) who have stated that price of the products highly influences the buying behavior of the customers in supermarkets. Likewise, brand factor has significant positive effect on consumers' buying behavior and this finding is consistent with the findings of Kumar and Kaushal (2017) and Qadri (2024) who have stated that brand image of the products highly influences the buying behavior of the customers in supermarkets.

In the same way, advertisement factor has significant positive effect on consumers' buying behavior and this finding is consistent with the findings of Kumar and Kaushal (2017), Mashao and Sukdeo (2018), Hanaysha et al. (2021), Lin and Shen (2023) and Mahato et al. (2023) who have stated that advertisement of the products highly influences the buying behavior of the customers in supermarkets.

## **CHAPTER - V**

### **SUMMARY AND CONCLUSION**

Within this chapter, the study's summary, results, and practical implications for store executives and other stakeholders are all given.

#### **5.1 Summary**

The phrase "customer buying behavior" primarily refers to the purchasing behaviors of consumers both before to and throughout the purchase process, which includes the process of choosing and purchasing products. These days, businesses are increasingly focused on the behavior of individual customers. Information on how customers feel, think, and select items is useful. The purpose of this study was to identify the factors impacting Bhatbhateni Super Store customers' goods purchasing decisions. This study's primary goal is to examine Bhatbhateni Super Store customers' purchasing patterns. The specific objectives of study are to assess the factors affecting of buying behavior of the costumers in Bhatbhateni Super Store, to examine the relationship of price, quality, brand and advertisement with buying behavior of costumers in Bhatbhateni Super Store and to analyze the influence of price, quality, brand and advertisement on buying behavior of customers in Bhatbhateni Super Store.

This study employed a descriptive and causal research approach. The features of the sample over the time have been described using descriptive statistics, including mean, standard deviations, and the lowest and maximum values of the variables. To determine the link between the variables included in the study, causal research has been employed. 400 respondents make up the sample size for this study, from which the data is gathered and examined. The information was gathered using a standardized questionnaire. A questionnaire with 25 questions on a Likert scale was created, and it was used to gather all of the data. After organizing the gathered raw data in an Excel worksheet, the results were examined using regression, correlation, and descriptive analysis. The independent sample t-test was then computed. The study's dependent variable was customer purchasing behavior, while its independent variables were price, quality, brand, and advertising. The statistical tool SPSS software was used to evaluate the gathered data using a regression model.

The majority of the responders were adults, based on the demographic data the researchers gathered. The vast majority of respondents to this study were female. The majority of survey participants hold a bachelor's degree or above. It is evident that the vast majority of responders are married and earn above Rs. 10,000 each month. Because respondents' opinions on consumer buying behavior show that customers agreed that their shopping experience at Bhatbhateni Super Store is pretty satisfying, the descriptive analysis concluded that respondents are happy with their shopping experience. Consumers strongly agreed that products are easily available in Bhatbhateni Super Store which indicates that consumers agreed that their experience on price and offer provided by Bhatbhateni Super Store is quite satisfactory. Consumers agreed that their experience on price and offer provided by Bhatbhateni Super Store is quite satisfactory. Similarly, consumers are not decided to give their response about branded products in Bhatbhateni Super Store that their experience on branded products in Bhatbhateni Super Store is quite satisfactory. It is found that respondents are cautious about the advertisements of Bhatbhateni Super Store, consumers are curious and agreed about the advertisement and the influence of advertisement for shopping in Bhatbhateni Super Store is quite satisfactory.

The relationship analysis found that correlation between consumer buying behavior and price is high degree positive. Again, correlation between consumer buying behavior and quality has weak positive relationship. Similarly, the correlation between consumer buying behavior and brand has high degree positive. In the same way, there is high degree positive relationship between consumer buying behavior and advertisement factor. It is clear that all independent variables i.e. price, quality brand and advertisement factors have significant positive relation with consumers' buying behavior.

The joint effect of price, quality, brand and advertisement factors on consumer buying behavior is found to be significant positive. The price factor has significant positive effect on consumer buying behavior in Bhatbhateni Super Store. Similarly, the quality factor has significant positive effect on consumer buying behavior in Bhatbhateni Super Store. Likewise, the brand factor has significant positive effect on consumer buying behavior in Bhatbhateni Super Store. In the same way, the advertisement factor has significant positive effect on consumer buying behavior in Bhatbhateni Super Store.

## **5.2 Conclusion**

The whole of a buyer's attitudes, preferences, intents, and choices made while making a purchase of a certain good or service is known as consumer buying behavior. A business may more readily meet the demands of its customers and market its goods and services by having a better understanding of their purchasing habits. Successful marketing results from an understanding of consumer behavior. The study of how people or groups choose, acquire, use, or discard goods, services, concepts, or experiences to fulfill wants and desires is the broad scope of the area of consumer behavior. Consumer behavior is determined by the choices people make when they spend their own money to acquire consumption-related goods.

Price, quality, brand, and advertising all had a strong positive correlation with customers' purchasing behavior, according to the relationship analysis, indicating that these elements had an impact on consumers' decisions to purchase at the Bhatbhateni Super Store. Therefore, better product price, greater perceived product quality, better product brand, and more effective product advertising will all result in favorable consumer reactions and more sales, demonstrating a positive association.

The effect analysis in the study found that price and quality of the products are most important factors for consumers buying behavior although brand and advertisement seems are significant factor and it greatly helps in promoting the products value but it does have any visible impact in this case. Hence, it can be concluded that consumer buying behavior is very important in every selling activity. It is because consumers are the first priority that the company must focus on in order to increase the sales growth. Price and quality have a favorable association with customer purchasing behavior, according to the full study project, its findings, and its analysis. This suggests that consumers purchase goods from supermarkets because of their superior quality, which is what draws them in the most.

## **5.3 Implications**

The end result of the entire investigation is implications. Based on the aforementioned conclusion, the supermarket might be presented with a variety of action plans aimed at improving each element that affects customer purchasing decisions.

- According to the aforementioned research, people's purchasing decisions on supermarket goods are mostly influenced by price and quality. The supermarket should thus use caution to preserve their quality while fostering excellence in other areas and keeping a competitive advantage.
- Customers can learn what other customers are looking for in a product. By approaching potential customers based on their attitudes about the goods and adding value, the supermarket may boost sales. This will have a favorable influence on both parties in the near future and benefit both the business and the customer.
- By emphasizing the superior quality of each product on the market, the store may persuade people. They may be able to alter consumers' perceptions of product prices by doing this. Few participants in this study are worried with the brand of the goods. Therefore, individuals who are brand loyal to Bhatbhateni Super Store items should also receive particular consideration.
- Only four factors; price, quality, brand, and advertisement; are taken into account in this study to analyze customers' purchasing behavior, which may not always be successful. In addition, more research may be done taking into account factors like seasonal variations, festival deals, coupon and lottery schemes, etc., which could lead to more useful outcomes down the road.

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## PAPER NAME

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