Unveiling the Tapestry: Understanding the Interplay of Psychological and Sociological Factors in Indian Consumer Buying Behaviour

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Abstract
Consumer behaviour in the Indian retail sector is shaped by intricate psychological and sociological factors, influenced by demographic characteristics symbolically representing the concept of tapestry. This study aims to understand the correlation between these factors and demographic factors, providing an overall understanding of consumer buying behaviour. Data were collected from 428 retail consumers in Pune, India, including 193 males (45.1%) and 235 females (54.9%), using a structured questionnaire. Statistical tools, including correlation, ANOVA, Chi-Square, Mann-Whitney U, and Kruskal-Wallis tests, were employed for data analysis. Results indicate significant differences in attitude and belief (F=1.779, P=0.03), learning (F=3.882, P=0.04) among income groups, and in motivation (F=16.52, P=0.04) and reference group (F=2.12, P=0.04) concerning age groups. Furthermore, perception (P=0.006) and learning (P=0.01) show significant variations with gender. The findings highlight the critical role of demographic factors in shaping consumer decisions, emphasizing the necessity for tailored marketing strategies. This study underscores the importance of integrating psychological and sociological perspectives to develop effective, demographic-specific strategies in the evolving Indian retail landscape.

Keywords consumer behaviour, demographics, buying decisions, retail sector, Pune City, India.
JEL Classification: D91, M31, L67, L68

1. Introduction

The dynamic nature of the Indian retail sector presents an intricate picture influenced by rapid modernization, increasing consumer awareness, and the growth of digital platforms. Understanding consumer behaviour within this sector is important for businesses aiming to remain competitive and relevant in the market. Consumer buying behaviour represents a multifaceted phenomenon shaped by an intricate interplay of diverse psychological and sociological factors (Bhattacharya & Mitra, 2007; Subadra et al., 2010). Consumer behaviour research has experienced substantial development in recent years, emphasising the importance of taking into account not only individual psychological factors but also wider society impacts (Cruz-Cárdenas et al., 2021). Psychologically, several elements such as perception, motivation, attitudes, beliefs, and personality traits have a significant impact on consumer preferences and decision-making (Di Crosta et al., 2021). Consumer behaviour is significantly influenced by society and cultural norms, family, reference groups, and roles and status. Interpersonal relationships and group dynamics play a crucial role in moulding individuals' spending patterns. Social elements including social comparison, compliance, and socialisation are the methods via which this influence occurs (Peña-García et al., 2020; Xiang et al., 2022).

The studies suggest that consumer decisions are not merely individual choices but are deeply rooted in psychological and sociological dimensions shaped by demographic factors. The scientific problem lies in the insufficient exploration of how these factors affect in the context of an emerging economy like India. While developed countries have extensively analyzed these factors and their impact, the diversity and unique socio-economic aspects of the Indian retail market necessitate a focused examination. Addressing this gap is crucial to advancing theoretical frameworks and practical strategies that cater to the evolving needs and preferences of Indian consumers.

2. Literature Review

Consumer buying behaviour is a complex phenomenon influenced by psychological and sociological factors, as well as demographic characteristics. This review consolidates literatures highlighting these elements,

emphasizing their role in shaping consumer buying behaviour. The insights from this synthesis inform strategies to address gaps in understanding consumer behaviour, particularly in the context of the Indian retail sector. Consumer buying behaviour is a multilayered occurrence that is shaped by numerous psychological and sociological aspects (Hosaini & Rojhe, 2020; Ramya & Ali, 2018).

Solomon, (2018) stress the importance of psychological elements in shaping consumers' purchasing decisions, including product features, brand image, and personal beliefs. Researchers like as (Billore & Billore, 2020) have studied how cognitive processes, like information processing and decision-making heuristics, influence consumer behaviour. Sociological aspects analyse how social and cultural elements, such as family dynamics, reference groups, social status, and cultural standards, affect consumer behaviour. (Hendar et al., 2020; Wardhana et al., 2023) emphasise how social identity and group affiliations influence consumer preferences and buying decisions. (Bond, 2002) research emphasises how cultural aspects impact consumer behaviour in various societies. The research highlights the intricate relationship between psychological and societal elements in influencing customer behaviour, stressing the importance for marketers to take these diverse effects into account when creating marketing strategies.

The study further dissects the factors into minor variables post consideration of varied literatures the factors are motivation (Kapferer, 1998; Ki et al., 2017; Maslow, 1943; Shukla & Purani, 2012), perception (Eastman et al., 2018; Gil et al., 2017; Kauppinen-Räisänen et al., 2018; Saran et al., 2016), attitude and belief (Ajzen and Fishbein, n.d.; Dekhil et al., 2017; Dubois et al., 2005; Salehzadeh and Pool, 2017), and learning (Kemp, 1998; Makkar & Yap, 2018; Ting et al., 2019) in case of psychological factors. The sociological factors are divided into three elements namely family (Brown & Reingen, 1987; Khalifa & Shukla, 2017; Lee et al., 2018), Reference group (Brown & Reingen, 1987; Hung et al., 2011; Soh et al., 2017; Van Knippenberg & Ellemers, 1990) and Roles and status of the consumers (Cheah et al., 2015; Shao et al., 2019; Soh et al., 2017; Tuu et al., 2017; Vahdat et al., 2021)

Psychological determinants on consumer purchasing behaviour

Perception is crucial in affecting customer behaviour as it has the power to influence how individuals interpret and comprehend marketing stimuli (Al-Sharafi et al., 2023). Studies indicate that customers' evaluations of product characteristics, brand reputation, and promotional communications have a substantial influence on their buying choices study revealed that customers' perceptions of brand quality have a direct impact on their brand choices and intentions to make a purchase (Al-Sharafi et al., 2023; Omar et al., 2021; Subadra et al., 2010; Wang et al., 2021).

Motivation, which arises from individuals' needs and aspirations, is a vital psychological factor that influences consumer behaviour (Croes & Bartels, 2021). The notion of Maslow's hierarchy of requirements suggests that individuals are driven to satisfy several levels of wants, which span from basic physiological demands to the highest level of self-actualization(Maslow, 1943). Marketers exploit this comprehension by strategically presenting their products or services as remedies that address consumers' distinct needs and motives(Chua et al., 2021; Taylor, 2022).

Consumer attitudes and beliefs significantly influence their purchase behaviour, including their preferences for items, brands, and purchasing experiences (Miao et al., 2020). The Theory of Reasoned Action, developed by (Ajzen and Fishbein, 2000), (KAYLENE et al., 2010)states that an individual's intention to engage in a behaviour is influenced by their attitudes towards that behaviour and subjective norms(Ajzen and Fishbein, 2000). Hence, comprehending consumers' attitudes and perceptions regarding a product or brand is vital for marketers to design efficacious communication methods.

Learning is crucial to consumer behaviour and influences buying decisions. Scholars have extensively examined how consumer learning affects purchase behaviour across businesses and environments. (Bhattacharya & Mitra, 2007) (Kaur et al., 2023)state that customer learning through experience, observation, and education influences product and service evaluation and selection. This technique helps us understand how consumers shop and make decisions. also stress the importance of customer learning in determining brand preferences and loyalty(Ting et al., 2019). Consumers' buying habits change as they learn about items and brands through marketing, social media, and personal experience. also found that social media and online reviews are increasingly influencing consumer learning and purchase decisions(Lan et al., 2021; Makkar & Yap, 2018).

Sociological factors that influence consumer buying behaviour

Social networks, encompassing familial, friendly, and peer connections, wield substantial sway over consumer behaviour by means of social influence mechanisms like social comparison and social learning (Hosta & Zabkar, 2021). Brown & Reingen, (1987) conducted research that showed how individuals' purchase decisions are impacted by the opinions and suggestions of their social networks.

Reference groups, consisting of individuals or groups that customers use as a basis for comparison or strive to imitate, have a significant impact on consumer preferences and buying choices(Chen & Antonelli, 2020; Hung et al., 2011). Consumers frequently strive to align their buying choices with the norms and values of their reference groups in order to increase their social identity (Ming et al., 2021) and sense of belonging, as suggested by (Guha et al., 2021; Hogg & Turner, 1987). Comprehending the motives of young adults for

following social influencers might assist marketers in efficiently utilising influencer marketing to engage this audience and stimulate online purchasing behaviour (Croes & Bartels, 2021; Ming et al., 2021).

Social class, characterised by people' socioeconomic standing and corresponding cultural norms, exerts diverse effects on consumer behaviour(Al-Sharafi et al., 2023). Studies indicate that individuals belonging to various social strata demonstrate discernible consuming behaviours and preferences(Shao et al., 2019). Persons belonging to higher social strata may exhibit a greater inclination towards luxury commodities as a means of signalling their social standing, whilst persons from lower social levels may prioritise practical features and cost-effectiveness(Vahdat et al., 2021). Cultural norms, which include commonly held views, values, and conventions within a society, influence the choices, attitudes, and behaviours of consumers(Cheah et al., 2015). Gaining insight into the impact of social capital and social interaction on information sharing and purchase intention is essential for maximising customer involvement in social commerce platforms (Ghahtarani et al., 2020).

Zhao et al., (2020)emphasises the significance of information quality and social psychological distance in influencing consumer trust and buy intentions. It also offers valuable insights for businesses to strengthen their electronic word-of-mouth campaigns and promote customer engagement on social e-commerce platforms.

The recent Panic buying behaviours during the COVID-19 pandemic are influenced by scarcity messaging and perceived arousal, with social media having a crucial role in regulating these behaviours (Islam et al., 2021). Panic buying behaviour during the COVID-19 pandemic is highly influenced by psychological elements such as uncertainty, perceptions of severity, fear, and the lack of critical commodities (Garner, 2022; Omar et al., 2021). Considering the recent change in the ways of consumer beahviour it is essential to understand new trends which is impacting the consumer behaviours (Roopesh, 2020).

The study considers three elements as a demographic representation for the analysis. Firstly gender (Dekhil et al., 2017; Eisend et al., 2017; Estelami, 2020; Roux et al., 2017) studies have emphasised that the gender of the consumers is one of the crucial elements which plays a role in the cognitive process of buying. Secondly age (Gurzki & Woisetschläger, 2017; Schultz & Jain, 2018) the studies have highlighted that the age factor plays a major role in the behaviour of the consumer hence it is considered for the study. Furthermore, we consider yearly income (Dubois & Duquesne, 1993; Kemp, 1998; Truong et al., 2010) of the consumers in order to understand the role it plays in the buying process.

The mentioned literatures highlight the interaction between psychological and sociological factors in influencing consumer behaviour. Psychological factors, including motivation, perception, attitudes, and learning, profoundly affect individual decision-making, whereas sociological variables such as family, reference groups, and social position shape group dynamics and cultural norms. These observations underscore the crucial element for marketers to account for these varied factors and their interrelations when formulating efficient marketing strategies. This study aims to empirically examine the relationship between psychological and sociological factors affecting consumer buying behaviour in the Indian retail sector, while also analysing the influence of demographic variables such as gender, age, and income on these relationships as stated in figure I.
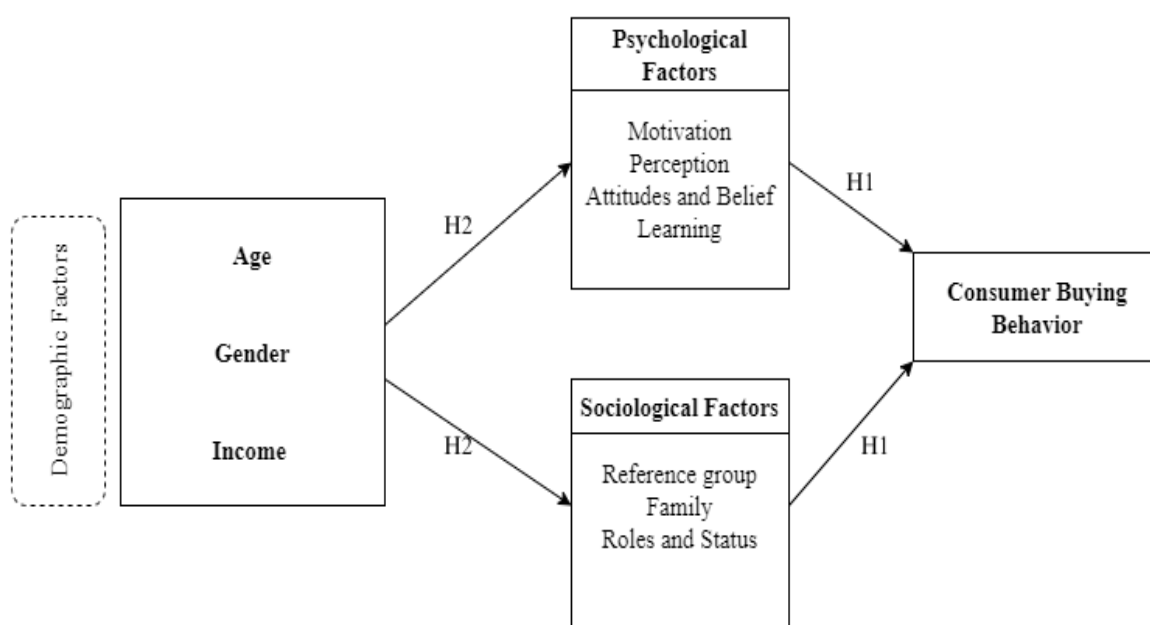
Figure I: Conceptual framework of variables

Hypotheses for the study

H$_1$: There is a significant relationship between psychological and social factors which determine consumer behaviour

H$_2$: There is a significant difference concerning psychological and social factors with respect to demographic factors

3. Methods

Research Design

This study adopts a quantitative research approach to investigate the influence of psychological and sociological factors on consumer buying behaviour, moderated by demographic variables as explained in figure I. The research design is structured to collect, analyze, and interpret data systematically to validate the proposed hypotheses.

Sampling methods

The analysis is based on the population of Pune city. The selection of sample units will be based on the stratified random sampling approach. The study collected sample of 428 retail consumers. The study studied the population dwelling in different locations of Pune City, categorised according to the strata of gender, age, and income.

Demographic Statistics of the study

Table 1: Demographic statistics of respondents

		Frequency	Percent
Gender	Male	193	45.1
	Female	235	54.9
Age	20-30	228	53.3
	30-40	105	24.5
	40-50	55	12.9
	50-60	27	6.3
	60 And above	13	3.0
Income	Below Rs.240000	75	17.5
	Rs.240000 to Rs.360000	148	34.6
	Rs.360001 to Rs.480000	82	19.2
	Rs.480001 to 600000	28	6.5
	Above Rs.600000	95	22.2

The table data provides a thorough overview of the surveyed population's demographics and characteristics. The sample chosen are the consumers of retail products from varied department stores, big box stores and discount retailers. The data indicates a fairly equitable distribution of genders, with a little higher number of female responses compared to males. A significant proportion of participants belong to the age bracket of 20-30, suggesting a predominantly young demographic. A considerable proportion of individuals are involved in salaried employment, with a noteworthy number of self-employed individuals and professionals. The respondents' income distribution encompasses a range of groups, with a significant proportion falling between Rs. 240,000 and Rs.360,000 each year. Overall, the data depicts a heterogeneous and vibrant population, consisting mostly of young adults involved in different professions, and with variable levels of education and wealth.

Data collection

Primary data were collected using a structured questionnaire. The questionnaire was designed to measure psychological factors (motivation, perception, attitudes, beliefs, and learning), sociological factors (family dynamics, reference groups, and social status), and demographic variables (age, gender, and income). The survey targeted retail consumers in Pune, India, representing diverse age groups, income levels, and gender distributions.

Reliability test for latent variables

Table 2: Reliability test for the response questions

Particulars	No. of elements	Cronbach's Alpha
Motivation (M)	5	0.705
Perception (P)	6	0.699
Attitude and Belief (AB)	11	0.896
Learning (L)	5	0.833
Reference group (RG)	7	0.838
Family (F)	4	0.797
Roles and status (RS)	5	0.645

Tools for analysis

Table 3: Statistical analysis tools used for the study

Dimension/Factors/variables under study	Methodology: Hypothesis based or not	Statistical & non-statistical tests used	Remark	
Psychological factors and Sociological factors	Yes	Karl Pearsons Correlation	In order to understand the relation between psychological and sociological factors	
Psychological factors/ Sociological factors and Gender	Yes	Mann-Whitney U Test	In order to formulate a strategy that takes into account gender differences and inequalities	
Psychological factors/ Sociological factors and Age	Yes	Kruskal-Wallis test	To formulate a strategy based on age demographics	
Psychological factors/ Sociological factors and Income	Yes	ANOVA	To develop an income-based strategy	
Psychological factors/ Sociological factors and Demographic factors	Yes	Chi-Square	In order to formulate a tailored approach	

4. Results

Table 4: Karl Pearsons Correlation to analyze the relationship between psychological and sociological factors

	M	P	AB	L	RG	F	RS
M	1	.532**	.424**	.421**	.310**	.352**	.367**
P	-	1	.457**	.463**	.431**	.445**	.482**
AB	-	-	1	.687**	.692**	.425**	.479**
L	-	-	-	1	.643**	.482**	.467**
RG	-	-	-	-	1	.348**	.481**
F	-	-	-	-	-	1	.497**
RS	-	-	-	-	-	-	1

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

H_1: There is a significant relation between the psychological and sociological factors.

The study found a positive correlation between psychological and sociological elements affecting consumer purchasing behavior. The strongest association was found between attitude and beliefs and reference group impact (47.8%), followed by 47.19%% between attitude and beliefs and learning. Motivation and perception

were also linked, with a 28.31% correlation. The results also find strong relationship between Learning and reference group to the extent of 41.34%

The study reveals that the strength of relationship between learning and family is 23.23% and with roles and status is 21.81%. Perception is influenced by attitude & belief (20.88%), learning (21.43%), reference group (18.57%), family (19.8.%), and roles & status (23.23%). A significant correlation of 24.7% was found between family and roles & status, with motivation and reference groups showing the lowest bonding levels.

Table 5: Mann-Whitney U test to analyze the impact of gender on psychological factors

Psychological Factors	Mean rank		Z value	Mann-Whitney U	P-Value
	Male	Female			
M	222.92	207.6	-1.28	21053.6	0.202
P	232.78	199.5	-2.78	19150.6	0.006**
AB	226.78	204.4	-1.86	20308.4	0.064
L	240.5	193.2	-3.95	17663	0.001**

H2a: There is a significant difference between the mean rank of gender with respect to psychological factors influencing CBB

The study found a significant disparity in perception and learning between male and female respondents regarding psychological factors affecting consumer purchasing behavior. However, there was no statistically significant difference in the average rank between male and female respondents in relation to motivation and attitude and belief. The findings suggest that each individual has unique psychological characteristics, which are influenced by factors such as motivation, perception, attitudes, beliefs, and learning. In the Indian context, female customers prioritize quality over brands, while male consumers focus on brand consciousness. The analysis also revealed that motivation and learning variables are positively correlated with both genders, suggesting that marketers' stimuli, such as promotions and advertising, have a comparable influence on both genders.

Table 6: Mann-Whitney U test to analyze the impact of gender on sociological factors

Sociologicalfactors	Mean Rank		Z value	Mann-Whitney U	P-Value
	Male	Female			
RG	223.33	207.3	-1.34	20975.51	0.18
F	214.8	214.4	0.04	22630.00	0.98
RS	220.6	209.5	-0.92	21508.50	0.36

H2b**:** There is a significant difference between the mean rank of gender with respect to social factors influencing CBB.

The study examines how sociocultural factors influence consumer purchasing behaviour, with a specific focus on male and female participants. Results indicate that sociocultural influences have an equal impact on both genders since there is no significant difference in mean ranks. The findings can be ascribed to the strong relationships within families and reference groups. Indicating that the genders think in the same direction. The study emphasizes the movement towards social awareness in modern society, where both genders adhere to cultural norms to belong or be acknowledged by reference groups.

Table 7: Kruskal Wallis test to analyze the impact of age on the psychological factors

	20-30	30-40	40-50	50-60	60 & Above	Chi-Square	P-value
M	210.9	246.91	210.4	156.1	155.6	16.52	0.002**
P	206.6	229.41	223.1	224.9	175.6	4.22	0.38
AB	206.2	222.93	237.2	198.5	229.3	4.03	0.41
L	196.5	244.80	234.3	208.7	213.4	12.64	0.013**

H2c: There is a significant difference between the mean rank of age group and psychological factors influencing CBB

The study investigates how psychological factors affect customers' buying behaviour in various age demographics. The results indicate a notable variation between motivation and learning, as evidenced by the mean rank given by respondents of varying ages. The P-value for perception and attitude & belief is greater than 0.05, suggesting that there is no significant difference in average rank. Youth are influenced by current trends, while older individuals prioritize product offerings and quality. Perception, attitude, and beliefs have a uniform impact on all age groups, necessitating marketers to exert additional efforts to utilize them effectively.

Table 8: Kruskal Wallis test to analyze the impact of age on the sociological factors						
	20-30	30-40	40-50	50-60	60 & Above	Chi-Square	P-Value
RG	207.3	222.1	228.9	230.3	187.31	3.01	0.551
F	201.9	229.6	234.7	225.6	205.4	5.74	0.230
RS	204.1	228.7	229.5	221.7	204.4	4.00	0.41

H_{2d}: There is a significant difference between the mean rank of the age and sociological factors influencing CBB

The Kruskal-Walli's test was utilized to assess whether there was a notable variation in the mean rank of social factors impacting consumer purchasing behaviour across various age brackets. All variables had p-values more than 0.05%, leading to the rejection of the alternative hypothesis. The study revealed that sociological factors affect consumers of all age groups similarly, regardless of the effect of various social circles and tight-knit communities as individuals grow older.

ANOVA

Table 9: To study the impact of impact of income on the psychological factors on the CBB						
	Below 240,000	**240,001-360,000**	**360,001-480,000**	**480,001-600,000**	**Above 600,001**	Chi-Square	P-Value
M	15.23	15.81	15.81	16.39	15.72	0.447	0.776
	4.42	4.88	4.60	4.57	4.92		
P	19.52	19.58	18.81	21.14	19.7	1.262	0.286
	4.71	5.31	5.12	4.71	4.89		
AB	33.69(a)	37.44(a)	36.88(ab)	36.36(b)	35.47(b)	1.779	0.03*
	10.81	10.15	11.08	10.13	9.61		
L	15.11(a)	17.21(ab)	16.52(b)	17.21(b)	18.23(b)	3.882	0.004**
	5.36	5.14	5.58	4.42	4.72		

H2e: There is a significant difference among income and psychological factors influencing the CBB

The study investigates the variation among respondents of different income groups in relation to attitudes, beliefs, and learning across various socioeconomic brackets. The Duncan multiple range test (DMRT) indicates that persons with lower monthly incomes have different attitudes and views compared to those in higher income categories, who display distinct behaviour and viewpoints. At a 1% significance level, the null hypothesis is rejected, suggesting a notable distinction among income groups regarding learning. The p-value for motivation and perception is greater than 0.05, suggesting that there is no statistically significant variation among different income levels. Income has a huge influence on psychological factors, since higher income tends to encourage consumers to make more purchases. Marketers must effectively evaluate changing income levels and consumers' attitudes and belief in order to adjust marketing techniques accordingly. There is a distinct opinion between persons with lower incomes sharing common attitudes and belief, and those in middle- and higher-income categories also having similar views. Middle-income persons frequently incorporate buying habits from both low-income and high-income groups, which are impacted by their financial means at the time of the purchase.

Table 10: To study the impact of impact of income on the sociological factors on the CBB						
Sociological factors	**Below 240,000**	**240,001-360,000**	**360,001-480,000**	**480,001-600,000**	**Above 600,001**	F Value	P-value
RG	19.42(a)	21.93(a)	19.99(ab)	20.99(b)	21.3(b)	2.120	0.04*
	6.89	7.21	6.99	6.19	6.48		
F	13.39	13.16	13.43	14.02	14.14	1.062	0.389
	3.99	3.99	4.56	4.29	3.84		
RS	14.72	14.27	14.51	15.13	14.39	0.287	0.91
	3.98	4.52	4.42	4.42	3.99		

H2f: There is a significant difference among income and sociological factors influencing the CBB.

The survey revealed a notable disparity in viewpoints on the impact of reference group elements across various income brackets. Participants earning more than Rs. 480,000 per month had similar views, whilst those earning

less than Rs. 360,000 per month have contrasting views. There is no notable disparity in view about Family and Roles & status. The study indicates that income significantly influences an individual's social group or stratum, and consumers choose to align themselves with reference groups of comparable income levels. Educational attainment, job traits, and cultural preferences are other elements that affect social stratum.

Chi-Square test

Table 11: Chi-Square test to analyze the association between demographic factors and level of influence on psychological factors		Chi-Square	P-Value	Significance
Association		Chi-Square	P-Value	Significance
Age	M	19.788	0.011*	Significant
	AB	7.207	0.515	Not significant
	L	17.969	0.021*	Significant
	P	8.796	0.36	Not significant
Income	M	6.16	0.04*	Significant
	AB	3.229	0.685	Not significant
	L	4.32	0.07	Not significant
	P	28.63	0.001**	Significant
Gender	M	2.007	0.367	Not significant
	AB	10.73	0.217	Not significant
	L	23.20	0.003**	Significant
	P	27.099	0.000**	Significant

H_{2g}: There is significant association between demographic factors and psychological factors influencing the CBB

The study revealed notable correlations among age, wealth, and motivation, learning, perception, gender, attitudes, and belief. There were notable variations in age and motivation, although learning patterns differed across several demographic groups. Perceptions were considerably influenced by income levels, while learning tendencies were significantly influenced by gender. Gender had an impact on perception, although income and motivation had a less pronounced correlation. The absence of a substantial correlation between age and income suggests that attitudes and beliefs may not exert a strong influence. Perception, attitudes, and beliefs exhibited a rather high degree of independence from one another. These findings offer valuable understanding of the relationship between demographic parameters and psychological constructs.

Table 11: Chi-Square test to analyze the association between demographic factors and level of influence on sociological factors		Chi-Square	P-Value	Significance
Association		Chi-Square	P-Value	Significance
Age	RG	13.404	0.049*	Significant
	F	4.392	0.356	Not significant
	RS	13.849	0.046*	Significant
Income	RG	2.413	0.493	Not significant
	F	8.086	0.259	Not significant
	RS	1.493	0.782	Not significant
Gender	RG	1.786	0.410	Not significant
	F	22.918	0.003**	Significant
	RS	21.918	0.003**	Significant

H_{2h}: There is significant association between demographic factors and sociological factors influencing the CBB

The study identified strong correlations between age, income, and gender in regards to roles/status, family dynamics, and identification with reference groups. Age was determined to have a substantial influence on roles and status; however, income levels did not exert a significant effect on family dynamics. Gender exerted a notable influence on both family arrangements and societal responsibilities and prestige. The study revealed that age had a notable correlation with the reference group, however income levels had little impact on gender distribution or societal roles/status. These findings offer valuable understanding of how demographic characteristics are connected to social structures and the process of identifying oneself within society.

5. Discussion

A consumer is not characterised by asceticism and resides in a culture that exerts influence on their choices, and conversely, is influenced by them. Sociological influences exert significant influence on an individual's psychological behaviour (Ifeanyichukwu, 2016). The study reveals a correlation between the Learning and Reference group and attitude and Beliefs similar to that of the study by Brown & Reingen, (1987) who states

that the purchase decisions get influenced by the social group of the consumer. However, this study goes beyond previous work by demonstrating how the combined influence of psychological and sociological factors forms a cohesive framework that directly impacts consumer behaviour. This implies that consumers' Attitudes and Beliefs are influenced by their experiences, acquired knowledge, and the primary and secondary groups they are associated with or aspire to be a part of. The investigation reveals (Table 4) a favourable correlation between characteristics such as motivation, perception, attitudes and beliefs, learning, reference group, family, roles, and status, which all influence consumer buying behaviour which is agreeing to the arguments made by Al-Sharafi et al., (2023); Croes & Bartels, (2021); Hendar et al., (2020); Khalifa & Shukla, (2017); Maslow, (1943) however these studies does not consider the collective impact of these variables.

The study demonstrates that sociological influences exert a substantial influence on the psychological conduct of individuals. Table 4 shows that the correlation between attitudes and beliefs and the learning and reference group is evident, as these attitudes and beliefs are shaped by the individual's experience, gained information, and their affiliation with inmate and secondary groups.

The psychological characteristics of each person vary, and these differences mostly stem from variances in the degree of impact exerted by factors such as motivation, perception, attitudes and beliefs, and learning (Liu et al., 2020; Yuen et al., 2020). Table 5 highlights the significance difference of perception and learning between the genders, stating the fact that each marketing efforts made by the retail brands perceived based on the gender. Sociological factors exert a comparable influence on all age cohorts of customers, but with variations in the reference group and their impact. Previously, marketers had to employ diverse strategies to target various age demographics Aaker, (1997), the current study table 8 states that there is no impact of sociological factors on the buying behaviour among the different age group. This shift could reflect the evolving Indian retail landscape where younger and older consumers increasingly align in their responses to social influences, driven by widespread digitalization and marketing homogenization. Implying that the field of marketing for consumer durables is undergoing a move towards a more generalized approach rather than targeting specific age groups. Table 7 states that the motivational and the learning factors has significant influence on the buying behaviours of consumers considering the age factors. Age group and the extent of influence of the reference group on consumer buying behaviour are significant elements to take into account stated by Kaylene et al., (2010) does not hold good in terms of the current study. The socio-economic diversity of Indian consumers and rapid digitalization may explain these findings.

The study table 9 states that the income exerts a substantial impact on the psychological aspects of persons in the element such as attitudes & belief and learning on buying behvaiour. Hence as income levels change, attitudes and beliefs also tend to differ, posing a problem for marketers to accurately assess the fluctuating income levels and the corresponding attitudes and beliefs of consumers. This makes it difficult to develop marketing strategies that effectively fit with these changes. Individuals with lower income tend to exhibit comparable attitudes and belief systems, but those in the medium and upper income brackets tend to share similar conceptions with (Furaiji et al., 2012).

The study assesses that the psychological and sociological factors further create a path known as psychometric and sociometric journey towards the decision making involving the psychological elements like cognitive journey (Kimiagari & Asadi Malafe, 2021), wisdom cycle which will the result of consumers overall market experience over the years impacted highly by the demographic elements. Sociological elements include social tapestry and family mosaic which shape tastes, values, and purchase decisions. Social tapestry shapes people's opinions on products through influence from the reference groups, and culture. Consumer behaviour is influenced by family mosaics, which reflect a range of backgrounds and values and span generations. Consumers decisions are influenced by these ever-changing, interrelated environments. Recognizing these factors as products of consumers' social and familial environments enables marketers to establish a connection with their target audience.

The research indicates that demographic variables, including income, age, and gender, substantially affect consumer behaviour in India. Variations in attitude, belief, motivation, perception, and learning were noted among different groups, stating that consumer behaviour is influenced by a complex interaction of psychological and sociological factors. Affluent income groups have distinct motives arising from financial flexibility, although gender disparities in perception and learning may be ascribed to conventional roles or differing marketing exposure. Variations in motivation associated with age probably indicate distinct life phases and priorities. These findings correspond with psychological motivation theories and sociological group influence ideas.

The varied composition of the Indian population and its socio-economic framework are the major contributors to these outcomes. Future study may investigate additional demographic variables such as education or geographic location and undertake studies to monitor changes in consumer behaviour, particularly as the retail market transforms. Examining the effects of technological improvements and social media on various demographic groups will provide significant insights. Extending the research to several locations of India may assist organisations in formulating more sophisticated marketing strategies customised for distinct client segments.

6. Conclusion

The purpose of this study was to explore the interplay between psychological and sociological factors influencing consumer buying behaviour in the Indian retail sector. By examining key demographic elements such as age, gender, and income, the research sought to uncover significant relationships and differences in these determinants. The results reveal that psychological factors like motivation, perception, attitudes, and learning are strongly interlinked with sociological elements such as reference groups, family, and roles/status. Demographic variables, particularly income and age, were found to significantly influence these interactions, shaping diverse consumer behaviours and preferences. For example, higher-income groups exhibited distinct attitudes and learning patterns, while younger consumers prioritized trends over traditional product characteristics. From these findings, it can be concluded that understanding the dynamic relationship between consumer psychology and sociology is critical for developing targeted and effective marketing strategies. Businesses should consider demographic-specific preferences and behaviours when crafting their approaches to meet the needs of a diverse customer base. This research underscores the importance of tailoring marketing efforts to align with the multifaceted factors driving consumer decisions in a rapidly evolving marketplace.

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