A case study on consumer buying behaviour and sensory marketing role

[1]Dr. Ganesh Appasaheb Jagtap
[1,] Assistant Professor, KT Patil College of MBA Osmanabad, Maharashtra, India
DOI: https://doi.org/10.33545/26648792.2022.v4.i2a.89

Abstract
Incorporating sensory marketing into product promotion has the potential to boost sales. More and more people are forgoing home-cooked meals in favour of grabbing a bite to eat at a restaurant or fast food chain on their way home after work. Marketing that appeals to customers' emotions is becoming more crucial as businesses compete in an increasingly competitive environment. The article talks about how sensory information influences the evaluation and purchases made by customers. The goal of this study is to develop a theory that may predict consumers' preferences when it comes to purchasing musical instruments. Three hundred and fifty Chinese students are surveyed using a battery of closed-ended questions. We take into consideration a variety of factors that influence consumer tastes while purchasing pre-owned items. The suggested method predicts how individuals will utilize various instruments using least squares regression analysis. The results show that customers' decisions to either not buy at all or purchase remanufactured products are influenced by low prices, solid reliability, and product promotion.

Keywords: Consumer behaviour analysis, sensory marketing, least square regression method, China

1. Introduction
In order to appeal to consumers, marketers have devised strategies centered on their senses. Understanding consumer behaviour is crucial in the FMCG industry. This pattern of behaviour has several causes. In this era of globalization, consumers' wants and needs are constantly shifting [1]. The rapid expansion of the FMCG market in India is a major factor in the country's rising GDP. Therefore, it is crucial to monitor the shifts in demand for fast-moving consumer goods throughout time. The company might boost its earnings by prioritizing the expansion of its sales. The company's major problem [2] of recruiting new customers and retaining them as dedicated patrons would be resolved in this way. There is no explanation why Season Blue, a brand of really excellent anti-dandruff shampoo, shouldn't grow the favored option of customers in the market if these techniques are effectively performed. The corporation may also benefit from studies showing that Season Blue is more successful than other brands [3]. Customers' trust in the firm will increase, and they will be more inclined to buy the product again. Research on consumer spending and its aftermath is not limited to the United States [4]. Similar models have been used to examine cooperative behavior, but the findings have been mostly overlooked. This may be because, until the money is collected, many individuals just pay word-of-mouth marketing lip service [5]. Because of how people shop now and the ease with which they can do it thanks to technology, a new kind of store has sprung up in their neighborhoods. Everything worked out in the end because of the widespread availability of handheld gadgets and the internet. Online sales of veggies were on the rise throughout India, from the largest cities to the smallest [6]. The growth of online enterprises and the increasing prevalence of internet connection and smartphone use in underdeveloped regions have been the primary forces propelling the e-commerce industry. One definition of "online shopping" is the act of making purchases and/or sales through the Internet. It's essentially a virtual mall where one may browse products and buy them with no effort. It's a new platform that's influencing a sea change in how online retailers operate. Traditional marketing emphasizes that products are made with the sole aim of being sold to customers, but modern marketing focuses on establishing client desires before starting the manufacturing process.

The purpose is to boost company output by learning what customers value most. In today's increasingly competitive market, when many different companies offer essentially the same goods under different names, There is a large choice of products available to consumers, and many factors go into their ultimate decision. India's growing middle class spurred rapid expansion in the country's organized retail sector, which in turn fueled explosive development in the country's budding e-commerce sector [7].

Literature Review: The research shows that customers value their whole sensory experience before making a purchase. The research employs Mind Genomics, a branch of consumer psychology. Twenty-four different

supermarket descriptions were generated, and participants scored them. The key factors described included the store's food (fruit, meat, and drinks) and ambiance. Based on this description, respondents rated their degree of interest in making a purchase. The data not only showed the weight that each element (descriptive word) had on sales but also shed light on previously undisclosed mindsets, such as the fact that Slovaks react differently to identical products. This study displays the specialist's understanding of the sensory elements of products that are most significant to Slovak customers and on which the marketer should focus their efforts to win folks over [8].

The goal of this piece is to look at the factors that impact customer choice when it becomes FMCG. After gathering data through questionnaire, the outcomes of this survey-based study are presented in a speculative manner. Place, product, pricing, and marketing, as well as physiological and psychological aspects, are shown to have significant impacts on customer behaviour. However, the impact of these characteristics varies between products [9].

The Selsun Blue shampoo brand was chosen as a case study to investigate the link between consumer psychology and marketing strategies. Journal articles and annual reports, both examples of secondary materials, were consulted. SPSS 24 was used for the data analysis. Customer surveys should dive into the mental and emotional processes that drive purchasing decisions. Personal factors, as well as those of perception, attitude, motivation, and culture, all play a part. Consumer choice is also influenced by a variety of psychographic and demographic factors. With these considerations in mind, Selsun Blue has to improve its consumer requirements analysis and categorize its client base appropriately to attract the most profitable customers. After careful consideration, it was determined that the firm may benefit from a rebranding effort that included reduced prices and new packaging. Advertisements for fast-moving consumer goods (FMCG) may be noticed by shoppers as they peruse the aisles of a grocery store, thus it's important that the packaging provides concise details about the product's major qualities [10].

The researchers set out to examine the effects of marketing strategies, including word of referral, on consumers' purchasing decisions. Research Descriptive surveys are the principal mode of data collecting and have an applied practical aim. A questionnaire determined by a 7-point Likert scale was used to compile the data. The learners were given an arbitrary number between one and four hundred (200 for every brand). Just choose one. Linear regression and Correlation approaches were used to test hypotheses. It has all been done. SPSS is a statistical package utilized in calculations and analysis. Size's correlation with an enhanced buyer behaviour model was one of the study's five tenets. Sernovitz What Iranian Consumers Think of the Brand Putting everywhere presumptions regarding the connection between activity involvement, resources, and The premise that global tracking will help consumers make better purchasing decisions than word-of-mouth advertising did not hold up [11].

Consumer preferences, which have a major impact on purchasing decisions, were analyzed in this descriptive research. The objective of this research is to determine the factors that influence Berhampur residents' decisions to buy dairy products. Price, product popularity, ingredients, quality, flavor, Packaging, availability, etc. are all examples of such factors. It also shows the respondents' preferences and satisfaction with their use of dairy products [12].

The intent of this research was to evaluate the effect of psychological factors on the purchasing behaviour of small and medium-sized enterprise (SME) goods in Zimbabwe. The primary goal of this research was to identify the factors preventing small and medium-sized enterprises (SMEs) from gaining traction in the marketplace. Further, it had been noted that in comparison to foreign-made goods, SMEs' products aren't given nearly as much space for shelves in most supermarkets in Zimbabwe. Nearly every nation now aims to have their goods sold in Zimbabwean grocery stores, making that country an important import target. The goals of this research were to analyze the influence of consumers' personalities on the way they shop of small and medium-sized enterprise (SME) goods in Zimbabwe, as well as to analyze the effect of customers' views and opinions on SME goods. One hundred clients & advocates for policy were chosen for this study's sample. Customers who purchase from SMEs were selected using a random stratification method, whereas policymakers were selected using an intentional sampling approach [13].

The investigation examines the features that drive people to make vegetable purchases online. The findings revealed that features like education, money, and others had a significant role in the decision to buy veggies online. The sample population consisted mostly of middle-aged women (ages 20-30) who had completed college & were now working as professionals or in business. Respondents from nuclear families with two staff members shopped when it was most convenient for them and spent more over one thousand rupees each month [14].

The current research aimed to determine what factors influence Amazon buyers to purchase products frequently and precisely. This was done by comparing the demographics of Amazon customers and analyzing their perceptions. The author of the study used Rotated Components Matrix (a kind of Factor Analyses) to analyze the influence of many psychological aspects on consumers' attitudes regarding online retailers. Amazon. When an aspiring or marketing is trying to decide how to best break into an existing market, factor analyses are performed to identify the most and least influential aspects. The investigator gathered 100 samples from the population of Kolkata, the state capital of West Bengal, India, and drawn an advantageous outcome based on the consumers' perspective, preferences, and demographic data. The findings will be a substantial input to the Decision Support Systems [15] and will be used by online marketers to shape their plans, ideas, and choices in relation to Amazon India.

1. Consumer buying behavior strategy

Individuals' decisions and behaviours in making purchases for their own use constitute consumer purchasing behavior. As a result, consumer behavior draws on the insights of disciplines as diverse as chemistry, biology, economics, and psychology. Methods of shopping (rather than demographics of shoppers) are also a part of consumer behavior. Among the many things it considers are:

- Consumers' shopping rate
- Consumers' products first choice
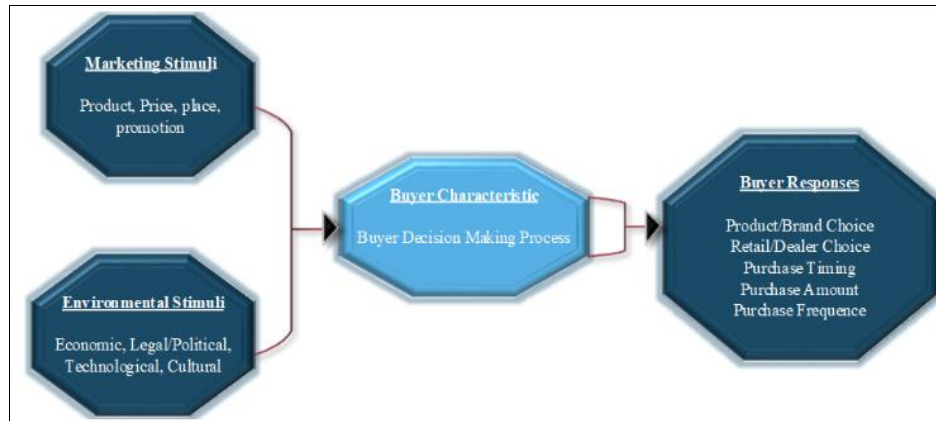- Consumers' opinion on advertising, purchasing, and support services

Fig 1: Consumer Behavior Strategies

Fig 1 and 2 illustrates the consumer behavior strategies for different elements. There are five stages a customer goes through before making a purchase:
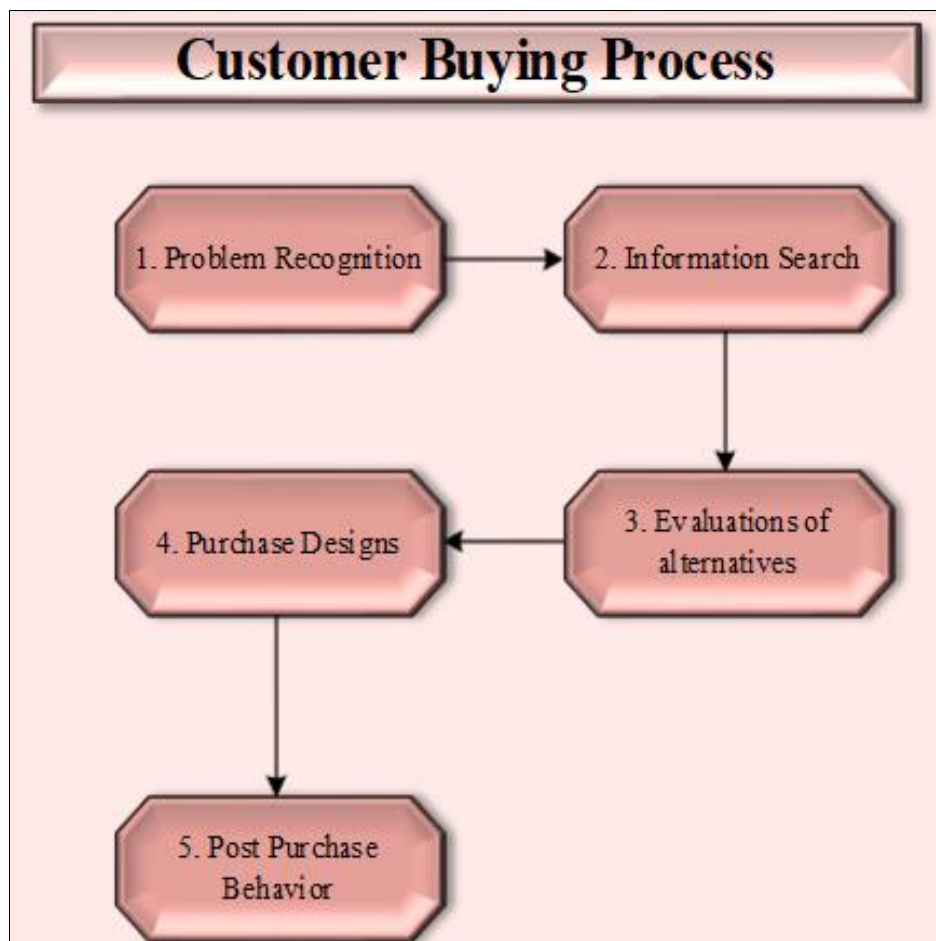

Fig 2: Customer-Buying Process

Fig 2 illustrates the consumer buying process. An examination of client behavior throughout these stages reveals useful information. There are three aspects of the market that are considered:

- Attitude, perception, motivation, learning and Beliefs all fall under the umbrella of "psychological factors".
- Social issues: social class, friends, education, celebrity, income, family, etc.
- Personal issues: gender, opinions, culture, age, background, interests, etc.

4 Types of Customer Buying Behavior: Varieties of customer habits analyze the shopping experience as a whole. They cover broader ground than consumer kinds, which are limited to discussing customers' characteristics, alone. It's helpful to understand clients' purchasing habits and character traits. Both will help you better understand your adversary and how to interact with them. Fig 3 shows the 4 types of consumer buying behavior.
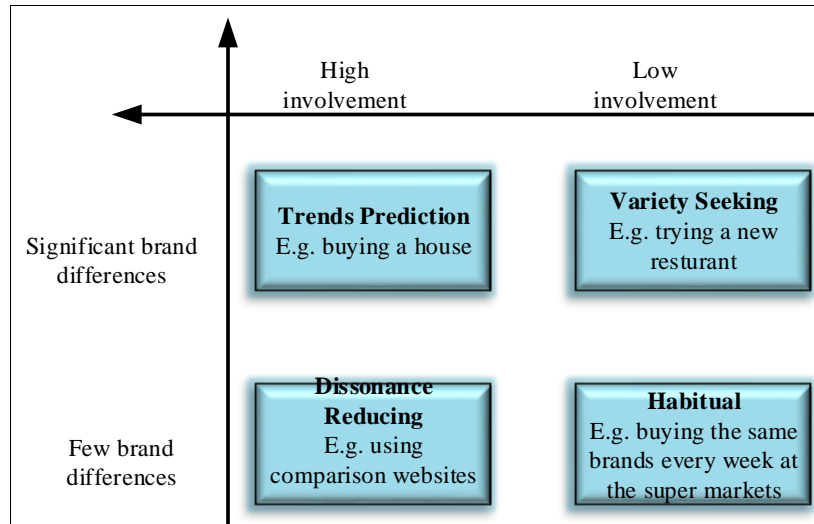

Fig 3: 4 Types of Customer Buying Behavior

- **Habitual Buying Behavior**

The customer has a little role in the decision-making process. They're likely picking it out of custom rather than any deep analysis. Normal purchasing of food is one example. Customer is more likely to purchase a brand they are familiar with or one that is less expensive.

- **Complex Buying Behavior**

The consumer has a significant role in every stage of the transaction. They examine, evaluate and investigate everything. They should check if their large investment is in the appropriate direction. Example: paying a lot of money for anything. Unlikely to be found on store shelves, like automobiles or condominiums.

- **Dissonance-Reducing Buying Behavior**

In order to avoid wasting money on something they won't use, consumers play an active role in the purchasing process. But they have trouble telling the distinction between competing brands of identical item. Because of this, individuals feel discord in their minds. So they choose what's more practical or inexpensive. The contradiction prompts them to look for evidence to back up their choice. Example: looking for a rather pricey goods or services, like a new cell phone. It's expensive & available in a wide range of styles. That's a snag for customers without technical expertise.

- **Variety Seeking Behavior**

People want options; therefore, businesses need to provide them. The primary motivation, therefore, is exploration rather than disappointment with previous purchases. Examples include scented perfumes or colored denim. Thus, yet again, the importance of the key elements that determine behaviour. Your customers' purchasing choices will be affected by all of these factors. Find out what motivates your consumers so you can provide better service & sales. You'll require techniques for analyzing consumer preferences in order to do this.

2. Sensory branding and sensory signature for marketing

Consumers' views & the actions they make based on those perceptions are heavily influenced by the senses. Brand messaging have been attempted, though usually partially, to include the senses. Using all five senses & evoking feelings in consumers, sensory advertising has become more important in modern advertising.
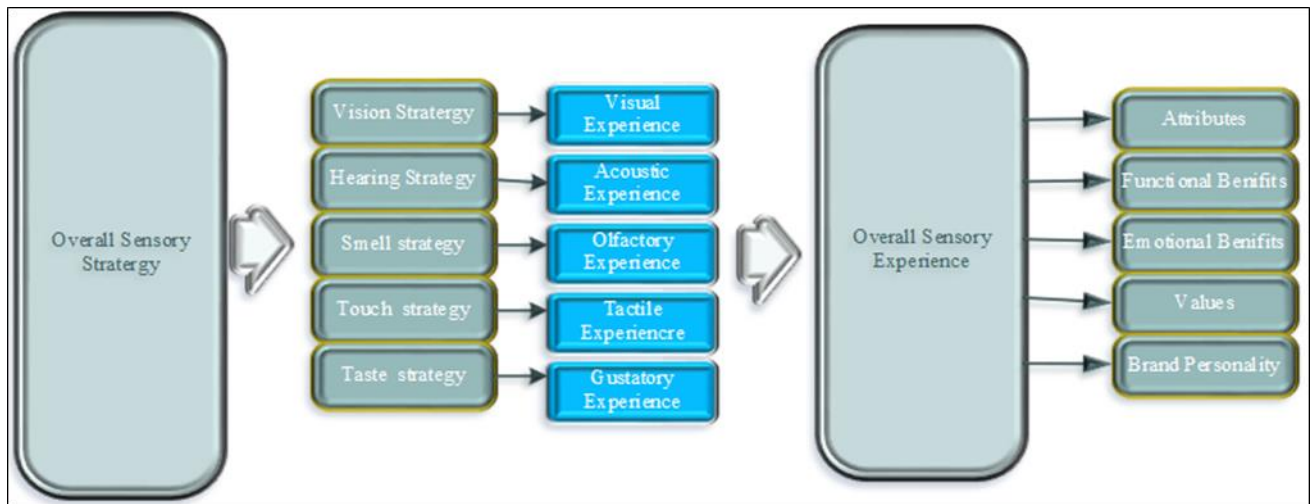
Fig 4: Overall Sensory Strategy with Sensory Experience

Fig 4 discusses the overall sensory strategy with sensory experience. The marketing mix includes the item itself (packaging, brand, formula, name, etc.), the message (sales arguments, promotions, advertising, etc.) as well the environment (merchandising, location, etc.) at the location of sale, all of which contribute to the development of the brand's sensory approach.

A major goal for many companies is to provide the ideal method of purchasing their products. Creating a lifelong memory may strengthen customer loyalty, boost satisfaction, and shape consumer preferences and actions. The customer's propensity to shop increases as he or she spends a longer period in the retail establishment and is therefore exposed to more products across additional groups. Initiating this procedure boosts the company's reputation as well.

Sensory advertising may produce endures for consumers at all phases of the buying process, from desire activation to product or service awareness to comparison shopping to purchase to evaluation after purchase of use or consumerism. Before, after, and during a purchase as well usage, consumers interact with a brand in different ways, and 360-degree sensory advertising helps to characterize those moments.
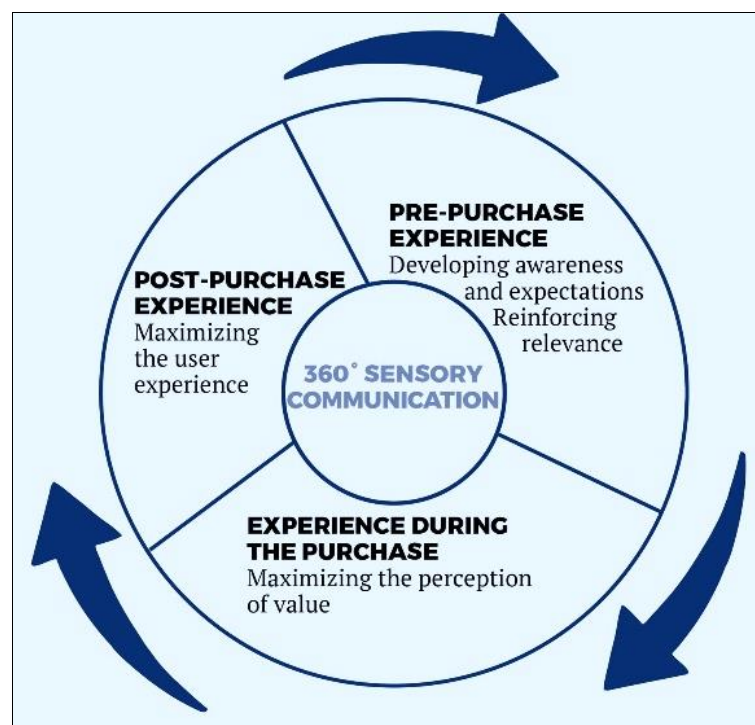

Fig 5: Post and Pre-Purchase Experience

Fig 5 describes the purchase experience cycle. Strategically speaking, the primary goal of tactile advertising is to convey a brand's identity. The purpose of this is to convey the product's significance to the customer and aid in communicating its brand identity through the use of the sensations, while also communicating the product's variations value for a particular category of consumers in a market that is becoming more competitive. To create

sensory branding, one must first create a sensory strategy that defines the messages as well as experiences to be generated by each sense and decides what senses will be employed in the transmission of the picture and how they will be linked to the customer. Creating a sensory signature for a brand, which is the primary impression people get of a product or service, is an important component of sensory branding. The sensory signature is what sets the product apart from competitors and communicates the key message that sellers want buyers to hear.

An item's sensory fingerprint is shorthand for its market niche and unique selling proposition. Therefore, the choice of this signature is crucial for every company's image. A sensory signature has merely to meet two criteria: (1) the sense chosen should be effective in conveying a group to a specific customer group, and (2) the characteristic should convey the brand's distinctive selling point. Any sense may serve as a sensory fingerprint so long as those conditions are satisfied.

3. Materials and Methods

The method used in the research is a crucial part since it explains the study's scientific achievements. Respondents' analytical components such as wants, evidence, evaluations, comprehension of reality, and private opinions might be utilized to identify the way they approach.

Research Design

The major emphasis of this research is on the behavioral and emotional responses to a responders' individual experiences. Collective peer feedback and data aggregation may also boost business effectiveness in the marketplace and influence consumer preferences, resulting in a plethora of problems being solved. Research on shoppers' patterns of behavior may use a "co-"comparison- or "oriented" approach. These two factors are emphasized in the study for behavioral psychology. The study's focus is on how pricing and packaging changes influence consumers' final buying choices. The Least Squares Regression technique is utilized to examine customer behavior and carry out sensor advertising in this research. Concurrently, happiness acts as a moderator between the two factors. Quantitative data was gathered using questionnaires that were self-administered.

In artificial intelligence, Least Squares Regression is a typical statistical technique for data analysis and modeling. Finding the line of most fitting among the variables that are independent & the one that is dependent that decreases the total number of the squared residuals is the goal.

Using least squares, one may estimate the unresolved variables in a regression analysis framework for a way that minimizes the total of squared mistakes among the information collected and the projected data.

It constitutes a single of the most used techniques for fitting curves, and it achieves its results by striving for the smallest feasible sum of square errors. It assists in finding the optimal line of regression for your data.

Finding the Line of Best Fit Using Least Square Regression

The distinction of greatest precision is a straight path drawn among the scatter points in a scatter diagram that best represents the connection among any given set of pairs or values. Getting back to our original straight line equation, then, we have:

$$Y = mX + c \tag{1}$$

Where,
Y: Variable that is Dependent
M: Slope
X: Variable that is Independent
C: y-interception

In order to get the contents of the variable that is dependent Y, we need to know the values of the independent variable X & the y-intercept as well as the slope of the line. Given 'n' data points, the following terrifying equation may be used to get the slope:

$$m = \frac{\sum (x-\bar{x})(y-\bar{y})}{\sum (x-\bar{x})^2} \tag{2}$$

After that, the formula for finding the y-intercept is used:

$$c = \bar{y} - m^* \bar{x} \tag{3}$$

Once we have these numbers, we can plug them into the final equation, Y=mX+c. Seems really straightforward. Let's use these formulae to get the line of greatest fit in a real-world situation.

Step 1: The slope, denoted by "m," may be determined using the following formula:

$$m = \frac{\sum (x-\bar{x})(y-\bar{y})}{\sum (x-\bar{x})^2} \tag{4}$$

When the numbers are plugged into the formula, we get an approximation of m=4.70.

Step 2: The y-intercept 'c' is found by plugging the values into the equation (ymean -m * xmean). This yields a rough estimate of c=6.67.

$$c = \bar{y} - m * \bar{x}$$ (5)

Step 3: Since we have every the variables and their corresponding values, we can solve the problem

$$Y = mX + c$$

By reducing the difference among the remainder & the line of trend, the least squares regression approach establishes the most reliable connection among the dependent and independent variables. This method results in a small erroneous (residual) sum of squares.

Study Population
Pupils from a variety of Chinese institutions make up the research's sample. Recent studies of product price and consumer buying habits have mostly focused on college-aged individuals, which is why this cohort was selected. This study's demographic was chosen with impartiality in mind by focusing on a topic of particular interest & significance. Various online as well as offline resources were mined for analytical information. We sent out 500 surveys to students and got responses from 370 of them (for an acceptance rate of 73%). Only 350 of the initial 370 responses were usable for further analysis; 20 were barred owing to insufficient data. Convenience sampling was employed to acquire information related to this investigation.

Instrument
Likert scale goes from highly consent to highly disagree; this study made minor tweaks to this scale to better measure product pricing. In order to ensure the ranking met the criteria for this study, it was further validated via analysis. Both packaging for goods & consumer happiness were evaluated using the measurement instruments. The measuring scale is utilized, with some adjustments made to match the scale for breadth as well as widen the perspective of this study, to examine customers' behavior in relation to purchasing choices. Higher numerical values indicated greater fulfillment across all established models/scales.

Data Analysis and Results
Statistical programs like SPSS were used to examine the data. Table 1 displays the outcomes of the reliability analysis. Customers' purchase habits are the focus of the study, while item prices and product information serve as separate variables. There are two separate variables as well as one dependent factor in this research, and satisfaction acts as a mediator among them. The alpha values for all of the variables are satisfactory.

Table 1: Reliability analysis

Items	Variables	Cronbach's Alpha value
12	Product pricing	0.70
7	Product packaging	0.72
7	Satisfaction	0.76
7	Consumer buying behavior	0.73

The descriptive data are shown in Table 2. Product price, product information, customer happiness, and consumer purchasing behavior all average out to 3, 4, and 3, 8, respectively.

Table 2: Mean and Standard Deviation Analysis

Variables	Mean	Std. deviation	N
Product pricing	3.40	0.96	350
Product packaging	3.90	0.88	350
Customer satisfaction	3.60	0.79	350
Consumer buying behavior	3.80	0.66	350

Table 3: Factor loading of items

Factor loadings	Scale reliability	Scale	Items
0.71	0.70	pricing Product	While I appreciate fair prices, I place equal importance on the standard of the goods I buy.
0.74			When grocery shopping, I compare prices across many brands to get the most bang for my buck.
0.64			When making a purchase, I always look for the best possible value.
0.70			I want to know that I am not wasting my money when I make a purchase.
0.78			When I make a purchase, even if it's at a discount, it still has to fulfill certain quality standards.
0.66			While grocery shopping, I often examine "price per ounce" data for products I frequently purchase.
0.69			To get the most out of my money, I routinely compare pricing at the grocery shop.

| 0.65			I won't make an attempt to shop around and locate better deals.
0.74			To get the best deals, I often go food shopping at many different stores.
0.70			Finding discounts is seldom worth the time and effort it saves.
0.78			Never in my life have I shopped at many stores in search of sale items.
0.66			It's not worth your time to shop around for a good deal.
0.74	0.72	packaging Product	My purchasing habits are affected by the container color.
0.80			For my purposes, the packaging label is crucial.
0.82			I care a lot about how well something is packaged.
0.61			I am influenced by the packaging while making a buy.
0.68			My decision to buy this product was informed by the details shown on the packaging.
0.63			When making a purchase, I pay close attention to the packing and, specifically, the language employed there.
0.76			The product's simplicity has won me over completely.
0.83	0.76	satisfaction of Customer	The data offered by this item has exceeded my expectations.
0.76			The product's ability to be tailored to my specific needs is a major selling point for me.
0.74			This product has exceeded my expectations.
0.71			This product's packaging is excellent, in my opinion.
0.66			My requirements are met by this product.
0.76			I was able to make a more informed purchase thanks to the details provided on the box.
0.87			Before making a purchase, I often consult internet evaluations of the item in question.
0.83	0.73	Buyer decision-making and consumer purchasing behavior	It's crucial to talk to a salesman face-to-face and ask questions before making a purchase
0.76			Having the ability to try things on or see how they look in person is crucial to the buying experience.
0.54			Blogs provide valuable information about various goods and services.
0.71			My opinion of the items has been shaped by viral content (videos, articles, etc.).
0.83			Before purchasing a major purchase, I often seek advice from those closest to me.
0.76			Before making a major purchase, I like to read reviews written by industry professionals online.
0.71			While I appreciate fair prices, I place equal importance on the standard of the goods I buy.
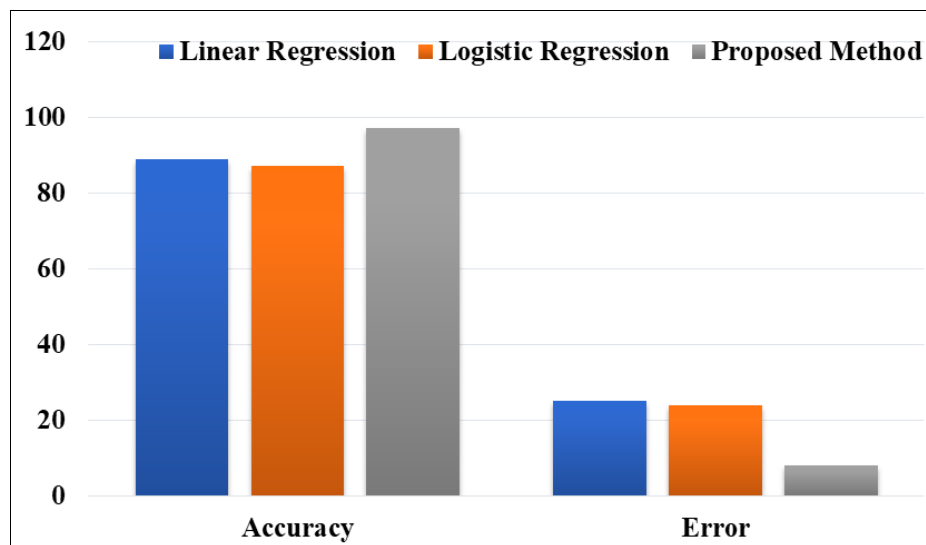
Fig 6: Accuracy and Error for Comparison

The performance of accuracy and error are illustrated in Fig 6. According to a 95% confidence interval shown in Table 4, the P-values for Hypotheses 1, 3, and 5 are all less than 0.05, making them statistically noteworthy. Two factors, one of which acts as an intermediary while another of which is reliant, are pronounced to be autonomous by the path analyses.

Table 4: Results of indirect effects

P-value	Hypothesis	Causal path	Upper bound	Lower bound	Standardized estimation
0.00	H1	Pricing of goods Consumer purchasing patterns	0.09	−0.16	0.23
0.05	H3	Consumers' Purchasing Habits Product Presentation	0.03	−0.18	0.17
0.03	H5	Consumer Behavior Satisfaction	0.04	−0.13	0.39

5. Conclusion
Price and presentation of a product were shown to be statistically important factors in the final purchase decision. While total mediation is shown in the instance of the item price, partial mediation is seen in the instance of the packaging of the product after pleasure is included. Despite the fact that the two factors are linked to consumers' spending habits, understanding the management consequences is crucial. If we were to create and advertise these results to other businesses, we could tell them to prioritize pricing tactics for an improved customer reaction in order to decrease operating expenses without sacrificing quality of goods. Improvements in customer purchasing behavior may be attributed to efforts put into the item's package design procedure, packaging supplies, or data provided on the packaging. The impact, however, is less than that of price. Managers are encouraged to pay attention to both product price and packaging alternatives in order to better connect with the customers they are targeting. The cost of goods options, however, need to be prioritized when they can afford just one alternative from the standpoint of operating costs. It is important to remember that the results presented here apply only to the people whose names appear in the acknowledgements section of the study. Alternate geographical, demographic, & psychological samples might improve its accuracy. When such information is collected, results may vary. Multiple studies are needed to generate more precise and trustworthy findings, which are necessary for ensuring more long-lasting & reproducible company results. This research may be repeated at any time by categorizing the refurbished goods into different markets. The features and advantages customers anticipate from different lines of products may vary by demographic. It's possible, too, that customers' opinions on reconditioned products might vary depending on which categories those goods fall under. Therefore, future research may provide different findings depending on the industry or the item in question. Furthermore, customer characteristics may have a role in the final purchase verdict. Therefore, future research that emphasizes similar characteristics may also yield positive outcomes.

6. References

1. Octavia J, Witono A, Kurniawan D. The effect of product innovation towards brand image and its implication on consumer buying behavior (A case of Toshiba television in Jakarta). 2021.
2. Jacinto JX, Pintado JS, Ibañez LJ, Dagohoy RG, Buladaco MM. Social Media Marketing Towards Consumer Buying Behavior: A Case in Panabo City. 2021.
3. Setiani D, Sarmini S, Sakinah S, Adinugraha HH, Gunawan A. Buying Behavior Patterns Between Traders and Buyers Reviewing From Islamic Business Ethics (Case Study in Wiradesa Market, Pakalongan Regency). Ekobis Syariah. 2022.
4. Khan S. Drivers of Celebrity Endorsement and Its Effect on Consumer's Buying Behavior: A Case Study of FMCGs in Peshawar. 2017.
5. Rahmiati F. The Impact of Fast Fashion Elements on Female Consumer Buying Behavior (A Study Case of H&M Grand Indonesia Shopping Town). Journal of Marketing and Consumer Research. 2016;23:38-45.
6. Shahzad K, Bhatti A, Islam T, Javaid A, Raza Naqvi S. Impact of Sales Promotion on Consumer Buying Behavior: A Case of Garments Industry of Pakistan. HEN: Consumer Behavior (Topic). 2020.
7. Chauhan RS, Fauzy HM. The Influence Of Brand Trust In Mediating Consumer Online Behavior Against Buying Interest in Online Stores (Case Study of Hypermart Online Shop in Indonesia). 2020.
8. Harizi A. Sensory Marketing Role on Consumer Behaviour on the Market of Selected Food Products, Case Study Slovakia – Mind Genomics. International Scientific Days 2022: Efficient, Sustainable and Resilient Agriculture and Food Systems – the Interface of Science, Politics and Practice. Proceedings of reviewed articles of international scientific conference. 2022.
9. Tyagi A, Pandey VK. A Case Study on Consumer Buying Behavior towards Selected FMCG Products. International Journal of scientific research and management, 2014, 2.
10. Channa AA. Impact of Consumer Buying Behavior Behavior and Marketing Psychology: A Case study of Selsun Blue shampoo. 2019.
11. Zaafaranlou AH, Saeedi S, Zamani M. Examining the Effects of Word of Mouth marketing on Consumer Buying Behavior: A Case Study of electrical appliance industry in Iran. 2013.
12. Patra AK. A study on consumer decision towards purchase of dairy products: A case study of berhampur. Indian journal of applied research, 2018, 7.
13. Karedza G, Sikwila MN, Bhebhe T. The Impact of Psychological Influences on Consumer Buying Behavior of SMEs' Products: A Case Study of the Manufacturing Sector in Zimbabwe. 2017.
14. Yogesh A, Uma K. Consumer Buying Behavior of Selected Vegetables through Online Purchase – A Case Study. 2018.
15. Ghosal I. Consumer buying behaviour on e-marketing and its operations: A case study on amazon, India. 2018.