

GROWING AND CHANGING TRENDS IN CONSUMER BEHAVIOUR

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ABSTRACT

The new age is a digital marketplace revolution that makes distinct types of goods, Promotional messages and programs than older marketing methods. Digital marketing would allow businesses to collect and analyse data about purchasing habits and personal characteristics of customers. This paper explores the effect of 'Make in India on evolving consumer behaviour. Since they can use several different intelligent agents, such as social media, internet, friends, etc., customers would be more knowledgeable than even before. They can easily find the best product or service price, bid on various discount schemes by going through different outlets and shopping around the world for products. Brands have the ability to build a plan, a marketing message (Unique Value Proposition) and multiple ads in line by defining and recognizing the factors that impact their consumers, which will provide the customers with different ways of thinking. The products will be prepared for the customer according to their needs and wishes.

Keywords: Consumer behavior, Markets, Products, Consumers, Trends.

INTRODUCTION

The paper focuses on Indian attitudes, purchasing behaviour, and customer satisfaction. Hey, market. Consumer behaviour is the analysis of people, groups or organizations and the mechanisms they use to pick, secure and dispose of goods, services, experiences or ideas to meet the needs and effects of these processes on the consumer and society. In an effort to understand people's desires, the paper will concentrate primarily on the characteristics of individual consumers and various intentions such as re-purchase intent, brand loyalty, willingness to provide input. It also seeks to impact the user as a family, friends, sports, reference groups, and overall society. Both aspects of purchasing and consumption activity as well as all individuals involved in purchasing and consumption practices are concerned in the study of consumer behaviour.

REVIEW OF LITERATURE

Sharma Sunanda & Dr. Kashmiri Lal (2017) It notes that we live in a modern age and thus need to keep up with current social media trends. The Internet has been the first tool in history to allow complex interaction between people's networks. The challenge of changing consumer behaviour can be addressed by a high degree of study, serious hard work related to understanding consumer behaviour, sensitive analysis of trends in consumer behaviour and competitor behaviour.

George J. (2016) It says it must be the slogan of any micro or macro style entrepreneur and business and company. The demand for sellers has turned into a market for buyers. Thus, advertisers need to adapt and must be in line with the needs and desires of the customer. The rising shift in customer behaviour is an un-ending phase. An increased global viewpoint would facilitate a wider understanding of the complexities of cultural differences.

Rani Pinky (2016) He said that a good consumer-oriented business service provider should work to gain customers as a psychologist. By taking into account determining variables, things can be made constructive and the objective of customer satisfaction can be achieved. The study of customer purchasing behaviour is the path to business success.

RESEARCH METHODOLOGY

The research paper is focused primarily on secondary data. Data is obtained from linked data Journals, journals & books. Data will primarily be analysed to learn about the evolving behaviour of consumers in society.

OBJECTIVES

- To know various customer types engage appropriately to understand the different trends.

- To know the factors that affects their buying behavior.

TRENDS THAT WILL DECIDE THE CONSUMER BEHAVIOUR.

➤ **Multiplicity**

We have several options to improve our desire to do more than connect with all our sensors. There is a growing desire for multiplicity and it is expected that past experiences will give us more. It is no longer time to immerse the audience in an encounter, and because of the notion of passive gazing, people hesitate.

➤ **The New Industrial Revolution**

For industry, the new revolution is nice. But it is also good for all of us to use the right technologies to build new ways that contribute to a new understanding of digital as a beauty thing. The use of science is not just for specialists anymore. Coding has gone absolutely main stream, and a new age for the industry is being celebrated with the advent of 3d printing.

➤ **Escape**

We have many desires to choose and indulge in the childlike freedom of joy in this world of austerity and obligation. From every form of experience, people are demanding more. Individuals are searching for opportunities that allow them to let go of all duties and inhibitions, and embrace outlandish hedonism

➤ **Mindfulness**

People are searching for more depth and relevance in a world of buzz. They crave time away from the Internet stimulus, make their leisure time all about self-improvement and take seriously their own ethical obligation.

FINDINGS

Many other studies indicate that social media has a significant impact on purchase decisions across various types of goods. If we talk about social media or internet access, the social media recommended 26 percent of the product. Smart phones would also be smarter than basic phones, which has been very positive for both the business and the user. It will be simpler for customers to share their views on the product and services via smart phone. This form of discussion would be very useful for the organization. According to that organization, their goods will be prepared. Many businesses, such as LEGO, Pepsi, Unilever, Procter & Gamble, are now using crowd sourcing to test their new products. Businesses do not continue to neglect these debates. They should consider investing in ways of listening to and creating social media buzz, just as importantly. Many businesses, such as LEGO, Pepsi, and Unilever, use crowd sourcing in one way or another to produce and test new products, to name a few. Companies must fulfill the growing needs of customers to be able to order what they want, when and how they want it, which means delivering a seamless experience with the Omni channel. They must ensure that customers, whether via online or offline platforms, have every opportunity to engage with the brand.

CONCLUSION

The study tells us that customers are more aware of evolving patterns in the digital market from 5-6 years old. The customer will be aware in many different forms, such as social networking sites, new experiences, more sophisticated technologies that will easily allow the customer to know the exact price of the product that will cause huge problems for businesses. Changing trends will always be beneficial to the customer because the trends will lead to more market competition that will give the customer extra benefit. For example, at very cheapest prices, Reliance Jio will launch 4G that will alter consumer patterns for the telecom, internet industry. The type offered by many companies has problems competing with the Dependency Jio bid. The answer lies in responding to change with analytical ability, an adaptive mindset for the market organization's good condition.

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