

Consumer Behaviour in the Emerging Business Environment

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Abstract: Customer satisfaction is a key factor of a highly valuable perspective of a new emerging business environment. Engagement of customers is enriched with the supply of better quality and quantity of products in the market. The business activity always tries to provide upgraded products to its customers at low prices. Consumer behaviour is needed for specific business operations to engage more customers and other stakeholders in the workplace. As a result, the business activity can easily maintain smooth work processes and strategies during working hours to enhance the rate of production significantly. However, the behaviour of consumers are affected by various factors in today's emerging environment and it has become important for businesses to understand these changing behaviour to function effectively. This article has provided an in-depth discussion into the changing consumer behaviour with the help of secondary sources of information. Peer-reviewed journals and online articles have been used to provide the required discussion in form of multiple themes to help understand the consumer behaviour in the emerging market. There are various factors that are influencing the behaviour of consumers in the present market and all of them have effectively been identified in the article. Technology is one of the most important factor that is influencing the behaviour of the consumer. Hence, a complete discussion into the various aspects related to consumer behaviour has been provided in the article.

Keywords: Emerging business environment, consumers' behaviour, customer satisfaction, and globalisation

1. Introduction

Business environment refers to an organisation's external and internal environment that includes manufacturing aspects, supply and demands, customers, and other selective conditions. Considering the market trends and increased competition in the global business market has an influential impact on the business environment of an organisation. Following the trends, an emerging new business environment is equally essential for maintaining the sustainability of business in the global market. The highly valuable perspective of a new emerging business environment is customer satisfaction. According to customers' demand, business organisations are prioritising the emerging new business environment that can add a competitive advantage to the company's profile (Sołoducho-Pelc and Sulich, 2020). Considering the purchasing preference of consumers, there are four types of consumer behaviour that help to frame the new business environment such as "habitual buying behaviour", "variety-seeking behaviour", "dissonance-reducing buying behaviour", and "complex buying behaviour".

Depending on the customers' behavioural approach, a business organisation can identify the actual needs of the customers and their preferences regarding the brands of products. Habitual customer behaviour indicates the regular needs of customers that have to be bought without any articulation. On the other hand, the variety-seeking behavioural approach of customers prioritises the experimental attitude with no specific reason (Caracciolo *et al.* 2022). In this case, customers are not dissatisfied with the existing products but have the urge to use new products. Similarly, the dissonance-reducing buying behaviour of customers highlights their high desire to purchase a product; however, they have confusion and worry to buy the right products. Complex buying behaviour is the most critical approach of customers that is hard to evaluate. These types of consumers are highly involved in purchasing expensive products such as cars, homes and other equipment.

The rare and infrequent purchasing behaviour of customers is hard to understand for an organisation along with convincing the consumers it is also hard for the company to make purchase decisions (Xhema, 2019). It is quite time-consuming behaviour of customers and all of this consumer behaviour helps an organisation to emerge in the business

environment. Increased market competition and digitalisation of business are highlighting the importance of emerging new trends in the business environment to better the customers' experience. Easy accessibility and availability of products along with a variety of products can change consumer purchasing behaviour at any moment. Customer retention and satisfaction are the most important factors for a business to emerge in a new business environment following the trends of the market.

Different industries have different aspects for enlarging a new business environment to meet customer satisfaction on the basis of their behaviour categorization such as innovation should be the prior concern for the variety-seeking buying behaviour consumers. Similarly, following the shopping preference of consumers, the marketing strategy also should be formulated by the organisations under the new business environment. The digitalisation of business operations can be considered the most effective business trend that has to emerge in the business environment (Kraus and Kraus, 2021). Online shopping trends consumers can be fulfilled by the digitalisation of business marketing. The purchasing behaviour of consumers also has been impacted by digitised business operations. On-time delivery of products is another major factor that can drive the customer's behaviour. Therefore, effective supply chain management is also an emerging factor for the business environment considering consumers' behaviour.

There are different contributing factors that drive the purchasing behaviour of consumers and emphasise the needs of the emerging business environment such as psychological factors, and social and personal factors of consumers. Brand perception and exclusivity of the products create a psychological influence on the consumers that motivates the customers thinking ability to purchase the products. On the other hand, the demographic background of the customers such as gender, age, sexual orientation, culture, habits, interests and lifestyles are the co-indicator for the business to influence consumers purchasing behaviour (Garai-Fodore et al. 2022). Social factors are also playing a vital role in inspiring consumers' behaviour for purchasing a product such as income level and family dynamic of consumers. Community driven environment is also an influential social factor for the consumers that determines the purchasing decision of the customers towards a product or service. Day by day, innovation and technological implantation in business highly impact consumers' purchasing behaviour.

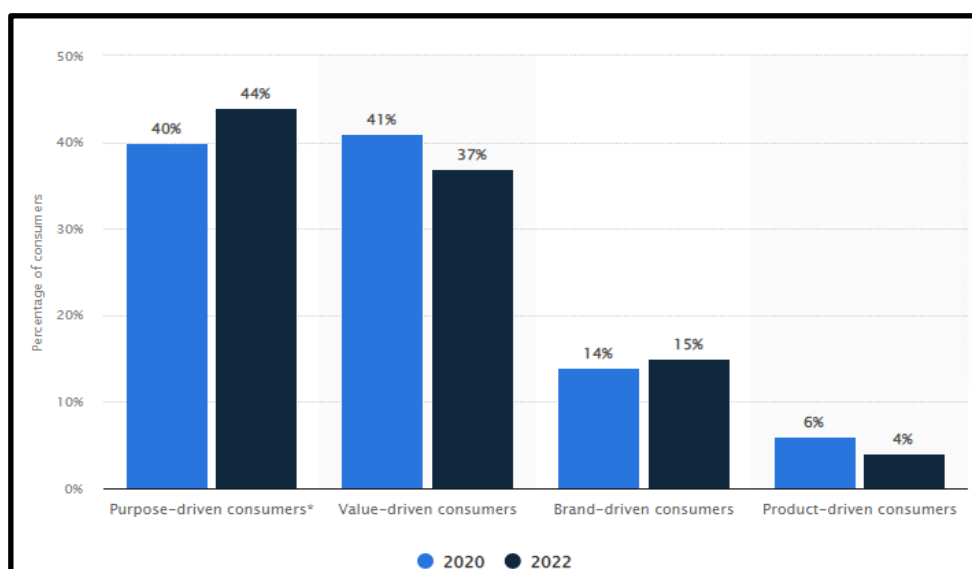


Figure 1: Value-based consumer's behaviour

(Source: Tighe, 2022)

The technological advancement and innovation potential of a business environment also can impact the consumers' behaviour. Following the customers' expectations and needs, the business environment plays an effective role to maintain an exclusive business presence in the global business market. The increased competition in the business market enhances the probability of quick switching of consumers' preferences from one brand to another due to the

price-efficient substitute products. According to the statistics, 44% of consumers are influenced by the purpose of their purchasing (Tighe, 2022). However, reformation of the marketing strategies following the market trends has to have emerged in the business environment to retain consumers purchasing behaviour. More effort and potential have to be included in the business environment to ensure the incensement of trust and loyalty of consumers towards the business.

Depending on the consumers' preference the business environment has been considered in an organisation to select the relevant environment such as economic environment, technological environment or socio-culture environment or other environments. Most companies are focusing on understanding the consumers' purchasing behaviour along with strategizing the business environment to meet the needs of the customers that ensure the increased demand for the products. Following the enhanced demand and supply, an organisation can leverage the economic benefits for the company (Kristoffersen *et al.* 2021). Similarly, the positive impact of the consumers' behaviour also helps to create a strong brand reputation for an organisation that also makes a sustainable business environment in the organisation. Consumers' behaviour also determines the expansion of business all over the world which helps to create an international brand presence for an organisation. Considering the consequences of the subject of the study, the objectives of the research is

- To evaluate the impact of consumer behaviour in a business.
- To investigate the factors that influences the consumers' behaviour for purchasing a product.
- To understand the importance of the emerging business environment considering consumer satisfaction.
- To analyse the advantages of consumers' behaviour and business environment for organisational performance and profit.

2. Methods

Research design indicates the strategies for selecting the components of the study in a logical manner that helps to address the problem. The design also can be considered the scientific blueprint for data collection, assessing and analysing the data. In this study, a “**cross-sectional research design**” has been used by the researcher among all the research designs. Cross-sectional research design helps in comparing various variables of a study at the same time (Spector, 2019). The observational cross-sectional research design ensures the assessment of the outcomes of the study to expose the insights of the research. The components of consumer behaviours can be compared at the same time using the cross-sectional research design. The factors that influence the consumers' behaviour also impacted the business environment. Depending on the consistency of the research, the researcher of the study has selected the research design with a positive mindset for better exposure to the subject of the study.

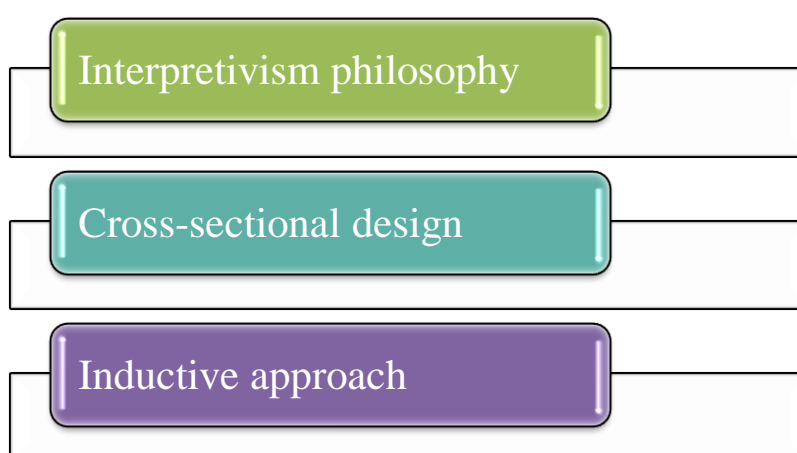


Figure 2: Used methods for data interpretation

(Source: Self-developed)

For a concrete and relevant result, the researcher has selected the **inductive research approach** to collect, analyse and interpret the data. In the inductive approach, a specific conclusion has been drawn by the researcher on the basis of

general observations (Walter and Ophir, 2019). It helps to identify the pattern of collected data to form theories and hypotheses. General observations have played a vital role in this study as consumer behaviour can be analysed through social perspectives. General perceptions of the real world ensure a deep understanding of the consumers' behaviour and emphasised the final conclusion regarding the impact of consumers' behaviour on the business environment. The “inductive research approach” has been justifiably selected by the researcher for the further execution of the study.

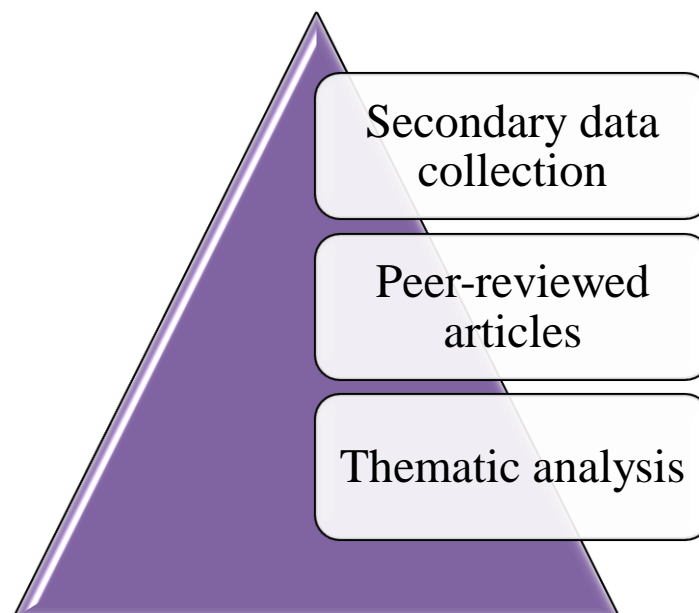


Figure 3: Used processes for data collection and analysis

(Source: Self-developed)

The data collection and data analysis of the study is the most influential methodological part of the research that helps to collect evidence for the justification of the study along with the logical derivation of the data. Primary and secondary are the two kinds of methods that are used for gathering information in research papers. In this research, a “*secondary data collection procedure*” has been conducted by the researcher to collect evidential information. The data source that has been used for the secondary data collection process is the peer-reviewed journals published after the year 2019. The existing information in the journals enhances the authenticity of the study and also can be considered a time-saving and less expensive method for data collection (Moon, 2019). Depending on the secondary collected data, *thematic data analysis* has been used in this study to interpret the evidential data for the justification of the study. In the thematic data collection procedure, themes have been developed considering the realistic observation of the researcher along with the help of existing information from “peer-reviewed journals”. The flexible and independent approach of the thematic analysis accelerates the probability of research justification.

3. Results

3.1 Impact of consumer behaviour on Business performance

Globalised companies are prioritising consumer behaviour for the further extension of business in the wider demographic belt. The innovation approach of a business also has been driven by the consumer's behaviour. Customer satisfaction is the reflection of consumers' behaviour regarding products or services. Business sustainability in the global market of an organisation also has been determined by customer satisfaction (Özkanet *al.* 2020). Increased competition creates difficulties for organisations to convenience existing customers and engages more customers in the business. Therefore, business organisations are also focusing on the emerging new business environment according to the market trends that reflect on the consumers' behaviour.

Business organisations can be able to identify their target audience along with understanding the actual needs of the customers which can help the organisations to offer innovative products to influence the consumers purchasing

behaviour. Effective business strategies also have been developed considering the consumers purchasing behaviour. The brand reputation of organisations also to some extent depends on the consumers' behaviour that indicates customer satisfaction regarding the product or service (Chopra *et al.* 2021). On the other hand, consumers' negative approach to the business can affect the brand presence of the company in the global business market. Consumers' behaviour also impacts the business strategy to modify the product features according to the consumers' demand and recent trends in the market. Continuous observation of customers' behaviour also helps a business to frame new and lucrative offers for consumers on the basis of their actual needs.

Business profit is also a significant perspective that has been regulated by the consumers' behaviour as the more customer satisfaction increases the more product demand. The high demand for the products eventually enhances the profit of the business. Consumers' behaviour also helps a business to understand the emotional response of the customers depending on their reaction to using the product or services (Sang and Han, 2023). On the other hand, consumer behaviour also symbolises the trust and loyalty aspects of the customers towards the product or brand along with the companies. Consumers are also considered the economic driver of the business which helps to enhance the economic growth of the company. The confident and optimistic approach of customers has the tendency to spend more in purchasing which helps in increasing the demand for the products.

Similarly, the cautious approach of consumers slows down the economic growth of the business. Increased demand and supply of an organisation can be considered the competitive advantage of the company and consumers' behaviour partially help the business to enhance the demand for the product in an innovative manner. In this digital era, the business environment becomes more efficient and significant to observe the consumers' behaviour for the further strategic execution plan of the business. Digital communication approaches of businesses help in developing strong communication with the consumers on a regular basis that can provide a deep understanding of the consumers' needs and business environment and can draw out business plans to motivate customers to make purchasing behaviour (Kurdi *et al.* 2022). Marketing protocols of business also have been influenced by the consumers' behaviour considering psychological, personal and social factors.

3.2 Advantages of consumers' behaviour and business environment for organisational performance and profit

Consumer behaviour plays a significant role to enhance organisational performance and profit in the global market. Every business operation always tries to expand its business activity in different marketplaces. The company management team has a duty to understand the domestic market and customer demands. Consequently, the organisation can easily earn high profits from the market by fulfilling local market and customers' demands successfully. It is immensely important to understand consumer behaviour to achieve the goal of the business. There are different importance of consumer behaviour for organisational performance and profitability. **Production policy** is an important advantage by which the needs, tastes, choices, and preferences of consumers are known to the organisation (Na *et al.* 2019). It can enable the business to implement and plan for different products as per the requirements of customers. Every business activity always tries to maintain a strong relationship with customers to understand change behaviours of customers on a daily basis.

The business activity has a responsibility to make necessary changes in outcomes on time. A significant advantage of consumer behaviour is **price policy**. Customers have an intensity to purchase low-priced products from the market. These individuals always try to grab better quality products at low prices. Consequently, the business activity has an aim to provide distinctive features products at low price in the global market. Organisation performance and profitability are improved with the help of consumer behaviour. An economical **distribution channel** is needed to increase sales and revenue of business activity globally. Distribution channel provides different products in different marketplaces as per their requirements in the global market. Consequently, the business activity can boost the rate of profits significantly and these channels play a significant role to supply different types of products based on consumer behaviour. The **sales promotion** is improved through the application of consumer behaviour (Varadarajan, 2020). Sale promotion can motivate and encourage customers to make a purchase decision significantly. **Promotional campaigns** play an essential role to awaken the desire to purchase the product.

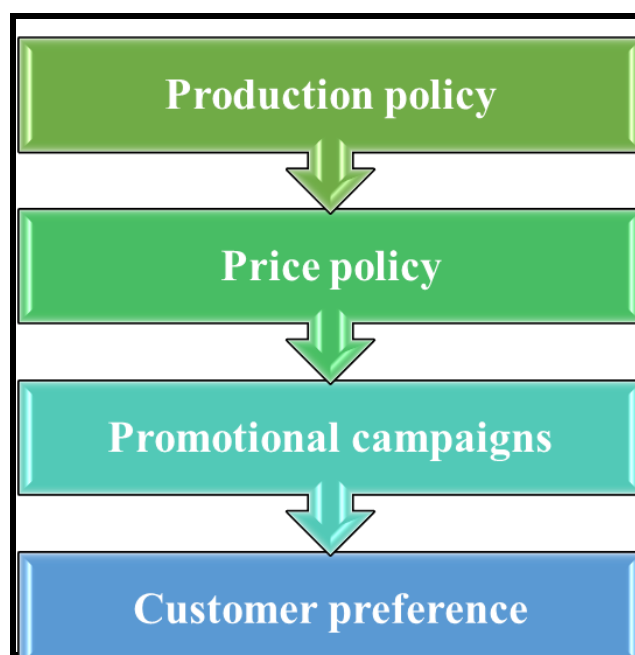


Figure 4: Advantages of consumers' behaviour

(Source: Self-developed)

Marketing opportunities are gained by the business activity to improve its market value and market share. Consumer behaviour can identify the needs, desires, and wants of customers. Marketers can easily understand issues and challenges of consumers. This information and knowledge are valuable to exploit market opportunities consistently. These individuals can meet the challenges of the market and it is applicable to improve opportunities and performance of the organisation. Customers always try to gather low price products with modern features. These individuals provide less value to money; hence they give more attention to superior features of products in the global market. **Customer preference** changes on a daily basis and the business activity has a duty to identify changes in consumers' preferences (NasifogluElidemiret *al.* 2020). Customers change their preferences due to the unavailability of choices and consumer behaviour is helpful to understand their change behaviours in a consistent manner. A business operation can provide various products in the market as per the requirements of customers. Consequently, retaining and sustaining customers are boosted through consumer behaviour.

3.3 Impact of business environment on consumer purchasing behaviour

The emerging business environment is valuable for business activity to enhance consumer satisfaction significantly. The emerging business environment can improve its rate of production and usage of modern technology in the workplace. It is valuable to satisfy the demands of customers and markets globally. The emerging business environment can identify business opportunities, assists in planning; improve the overall performance, and growth of the business. There are four types of emerging business environments in the global market such as: economic environment", "socio-culture environment, technological environment and "political-legal environment" (Xu *et al.* 2020). The economic environment of the business activity is valuable for the industrial policy, privatisation policy, trade policy, labour policy, and foreign direct investment-related policy. These policies play a significant role to improve basic values of the society. Socio-economic culture mainly focuses on attitudes, beliefs, education, language, and demographic factors of customers globally. These factors play a significant role to improve organisational performance and decisions in a successive manner.

The business environment creates a positive impact on the performance of employees in the workplace. Consequently, these individuals provide their best performance to improve the profitability and productivity of the business activity. Organisational performance and position of business operations are improved through the performance of employees in the global market. The company management team always tries to engage experienced and talented employees in the

workplace, as a result, the rate of production and profits of business activity increases daily. These individuals can easily use modern machines and technologies in the workplace. These machines can boost the profitability and productivity of a particular business activity (Gu *et al.* 2021). Consequently, consumers are easily attracted by business activity globally. Consumer purchasing behaviour is also improved through a positive business environment. There are three factors that influence consumer purchasing behaviour such as: social factors, situational factors, and psychological factors within a business operation. The business activity always tries to provide better quality and quantity of products in the market as per the requirements of consumers. On-time delivery process, online partner, quality, efficiency, delightful services, and best values of the business activities are valuable to improve customer satisfaction in a consistent manner.

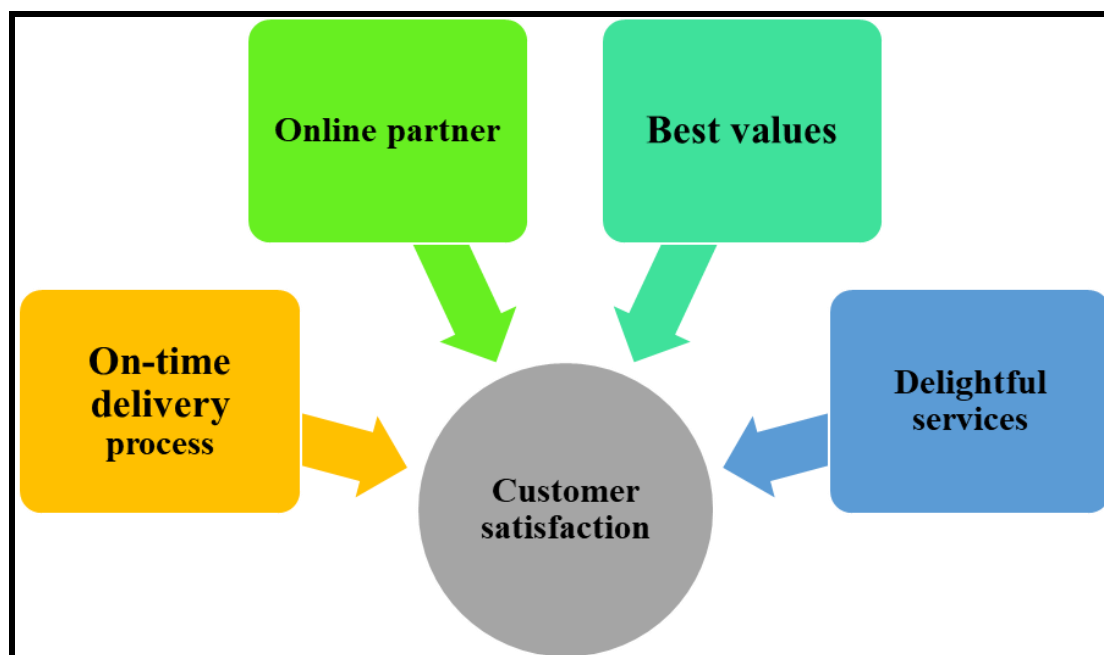


Figure 5: Different factors of customer satisfaction

(Source: Self-developed)

Customers always provide their valuable feedback for a particular product globally. These opinions play an essential role to attract more customers. Customers try to research market opportunities before purchasing a product from the market (Rausch and Kopplin, 2021). In case an individual provides a better opinion about a specific product, customers always try to grab this particular product from the global market. The business value of the organisation is improved with the help purchasing behaviours of customers. Every business activity has an aim to improve its position globally. The business goals and objectives are gained by the business operations with the help of consumer purchasing behaviour.

3.4 An overview of different factors that influences consumers' behaviour

Different customers have different types of demands in the global market. All customers are unique to make purchase decisions of products according to various factors influencing consumer behaviour. It is important for the business operation to understand different factors. There are four categories to influence consumers' behaviour such as: *personal factor, economic factor, psychological factor, social and cultural factors* (Novita and Husna, 2020). These factors play a significant role to refine emerging business operations successfully. *Age, occupation, lifestyle, lifecycle stage, and self-concept* are included in personal factors. Different age groups of customers have different demands and needs in the market. The business always tries to fulfil the demands of these individuals. Various occupation-related individuals have different attitudes to purchase their necessary products from the market. Businessmen always try to grab better quality products at low prices. Salaried workers accept their necessary products to maintain a smooth and happy life successfully. Sometimes experimental individuals try different types of the same products from different companies.

Business activity can easily enhance its rate of production with the help of experimental personality factors in the global market. Conservative individuals can grab any product from the market as per their requirements and aggressive mentality creates a negative impact on the work processes of the business operations. **Personal income, family income, standard of living, and consumer credits** are included in the economic factors of consumers' behaviour (Iraniet *al.* 2021). In case personal income of an individual is effectively high, this individual can purchase better quality and quantity of products from the market. Family income plays a significant role in buying more. The basic needs and luxurious lifestyles of these individuals are improved with the help of high family income in the market. It is valuable for emerging business activities to earn high profits. High earners have a tendency to purchase more luxurious products and fulfil their own demands in a successive manner.

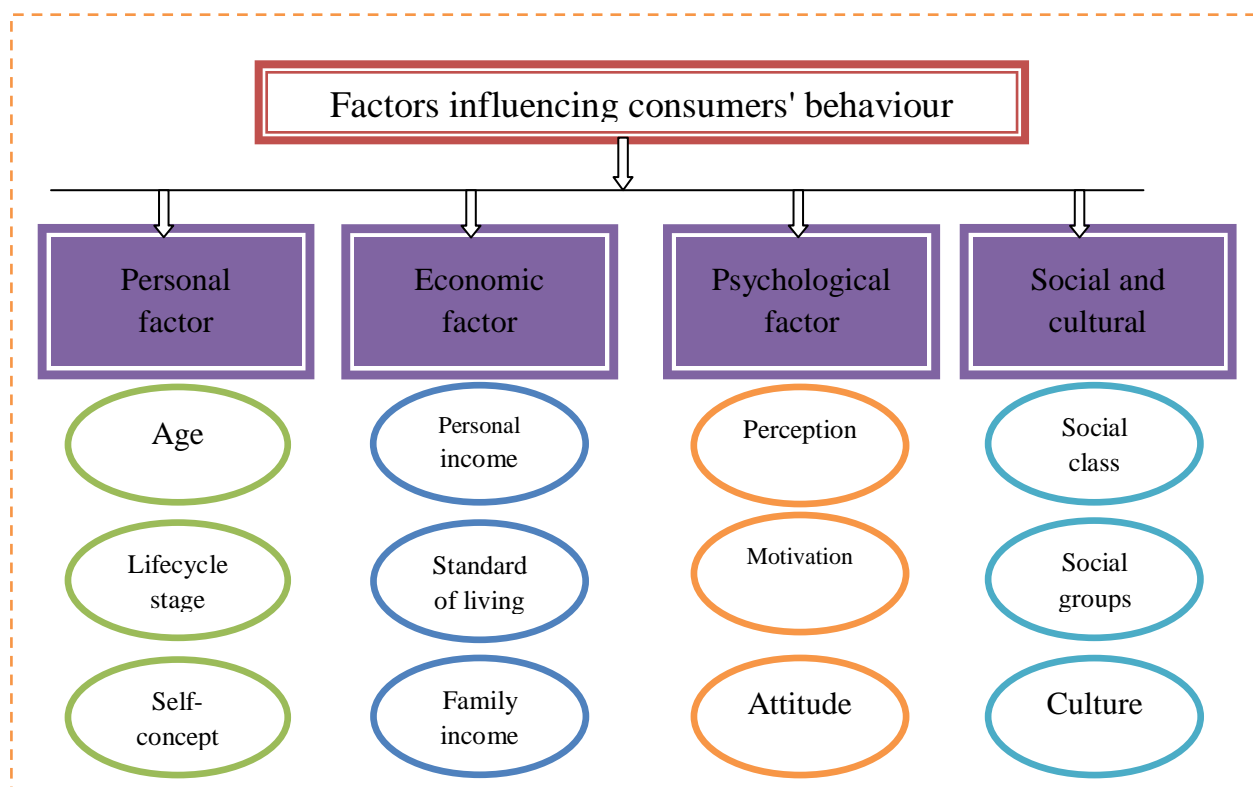


Figure 6: Factors influencing consumers' behaviour

(Source: Self-developed)

Standard of living is also an essential factor by which customers can purchase their necessary products from the market. The individuals, who earn huge amounts on a monthly basis, are valuable for the business activities to enhance its rate of profits successfully. Business value is also refined with the help of standard of living factors that are beneficial to develop consumer behaviours successfully. Psychological factors refer to **perception, learning, motivation, attitude, and beliefs** (Loxton *et al.* 2020). An individual has different types of needs in the global market such as: esteem needs, security needs, self-actualization needs, basic needs, and social needs. Social and basic needs are on top of all needs for improving customer purchasing behaviours. Basic needs and social needs have the power to motivate customers to purchase different types of upgraded products.

Social and cultural factors play a significant role to refine the business value of the emerging business in the global market. **Culture, subculture, social class, and social groups** are included in the particular factors (White *et al.* 2019). Social groups provide various kinds of products to poor children and individuals in the market. These groups always purchase various kinds of products as a result; the business operation can improve its brand value in a consistent manner. The emerging business environment is improved with the help of consumer behaviour and it is efficient to boost market value and market share of a specific business activity. The business activity can improve its brand equity in an organised manner through all these factors of consumer behaviour.

3.5 Influence of globalisation on consumer behaviour in emerging markets

Marketing globalisation is an essential term that indicates the marketing strategies of the emerging business environment in the global market. Consequently, organisations get an opportunity to sell their products in large amounts to earn high profits. In recent times, international business trading has increased successfully throughout the world. Globalisation creates a positive impact on the profitability of the business activity in the global market and it is efficient to supply high-quality goods globally. The competitive market increases on a daily basis in the market and globalisation is helpful to control the competition market in a consistent manner. Capital inflow is developed through the application of different factors in business activity (Weimin and Zubair Chishti, 2021). The global economic condition of business operations is refined with the influence of globalisation. Marketing globalisation plays a significant role to improve the size of the client base globally. As a result, the reputation of products is also enriched successfully.

Marketing globalisation is helpful for emerging business environments to maintain competitive advantages. Competitive advantages are divided into two parts: comparative advantages and differential advantages. The business activity can produce better quality of products which is valuable to greater profit margins. Differential advantages are helpful to produce unique and higher-quality products than their competitors in the global market. Customers are easily attracted by the specific business activity to enhance its profits in a successive manner. Globalisation creates a positive impact on maintaining competitive and differential advantages (Cruz-Cárdenas *et al.* 2019). It is essential to strengthen the quality of emerging businesses. Sustainability and CSR activities of the business activities are enriched through differential and comparative advantages of the emerging business activity. Social media is an essential marketing strategy to reach people from all corners of the world. As a result, many individuals can easily know the features and benefits of the business environment through social media marketing strategies throughout the globe.

Globalisation helps business activity to engage new talented employees in the workplace and the company management team has a duty to different cultures and backgrounds of employees. Consequently, these individuals have different new ideas and thoughts related to the work process. The companies are allowed to find new, specialised talent current market status. A great deal from globalisation is gained by emerging business activities including diverse revenue streams, and new customers. Globalisation can provide innovative and flexible ways by which business activity can easily grow its operations in a successive manner (Isroilovich, 2020). A global employer of record (EoR) is an essential factor to employ different types of employees in other countries quickly and compliantly.

The necessity of foreign entities is immensely low in the market to expand overseas throughout the World. Globalisation can attract foreign direct investments within a nation to grab foreign currency significantly. Consequently, the financial growth of a nation is improved through globalisation. The standard of living quality among consumers is enriched through the globalisation process (Zeiboteet *et al.* 2019). High earners purchase flexible and luxurious products from the market. These individuals always maintain a luxurious lifestyle on a daily basis to boost the rate of production. Globalisation helps business activities to engage different cultural employees in the workplace and the company can easily earn high profits from the market.

3.6 Role of technology in changing consumer behaviour in the emerging business environment

There are various kinds of advantages of technology in the emerging business environment. The business operation can maintain easier, more effective, and faster communication processes among employees, customers, and other stakeholders with the help of modern technology. New and modern work processes and strategies are gained by business activity in the emerging business environment. Modern manufacturing processes are maintained by the organisation in the workplace through the application of modern technology. Artificial intelligence (AI), machine learning, and Internet of Things (IoT) are used by different business activities to understand the changing behaviour of consumers in a consistent manner (Banmairuoyet *et al.* 2022). These modern technologies are valuable to interact with their employees successfully. Different types of sustainable, recyclable, and reusable raw materials are used by the company to produce sustainable products. In case the organisation maintains its sustainability and CSR activities in the workplace, customers are easily attracted by the company in the global market.

Technological up gradation helps companies to reduce waste in the workplace as a result the business activity can easily improve its performance and position in the market. Wastage reduction plays a significant role to boost the financial condition of a business activity. Stock management and procurement processes are immensely essential to refresh the brand value of the business activity. Upgraded technology can easily manage the procurement process and stock

management successfully in the workplace (Tien and Ngoc, 2019). Different new approaches and strategies are developed through the application of modern technology during working hours. Every business activity has a duty to implement different types of modern technology and machines in the workplace. Hence all employees are not capable enough to use these machines successfully and these individuals may not be able to provide their best performance. As the work process is hampered due to a lack of experience and talented employees. Therefore the business activities do not provide better quality and quantity of products and services in the market.

The profitability and the rate of production are disturbed and the business activity is not capable enough to understand the change behaviours of customers significantly. Marketing campaigns and promotions are needed for the business activity to expand its activity in different marketplaces. Different types of marketing strategies are valuable for business activities to earn high profits from the global market. Among all marketing strategies social media marketing strategies are immensely beneficial to interact with employees, consumer's suppliers, and other stakeholders during working hours. The company management team has a duty to provide discounts and offers to their customers by which these individuals can easily gather their necessary products as per their requirements. The sales of revenue of the business operation are improved through the usage of modern technology and machines. Globalisation is also valuable to use adequate technologies in the workplace.

4. Discussion

Every globalised company has a responsibility to enhance its business activity in different marketplaces in the wider demographic belt. Consumer performance and behaviour are essential tools for companies to improve their performance successfully. Emerging businesses can improve their market value with the help of consumer behaviour globally. Innovative and creative approaches are beneficial to attract customers and other stakeholders. Consumer behaviours are improved with the help of customer satisfaction regarding products or services. Customer satisfaction is the key factor to improve business sustainability in the global market (Özkanet *et al.* 2020). In recent society, the competition market increases on a daily basis and it is effectively difficult for the organisations to engage more customers and convenience existing consumers in business activity. Hence all business operations try to focus on the emerging new business environment as per the market trends, customer satisfaction, and consumer behaviour.

Business value and business performance are increased through customer satisfaction. Business operations always try to identify its target market and audience by which the organisation can understand the actual needs of customers in a different marketplace. Therefore the business activity can supply innovative products to influence the consumers purchasing behaviour. Effective business strategies are helpful for the organisation to improve its rate of production and these strategies are developed through consumers purchasing behaviour. The brand reputation of the organisation is improved with the help of customer satisfaction (Chopra *et al.* 2021). It is effectively essential to improve business processes and strategies successfully. Every business activity always tries to grab positive and proper feedback about its product and services from customers. Sometimes, negative feedback from customers can hamper the overall strategy of the business activity.

Different types of modern featured products are provided by the company to its customers and customer feedback is valuable to modify features of products as per the requirements of consumers. Customer satisfaction has been driven by high business profitability as more customer satisfaction can boost the demand for products. The emotional responses of these individuals are known to business performance through customer behaviours throughout the globe (Sang and Han, 2023). Loyalty and trust factors of customers are improved with the help of consumer behaviour and these individuals consider economic drivers of the business activity. As a result, economic growth of business activity is boosted significantly through the application of economic drivers. Digital communication approach is helpful for business operations to interact with its customers on a regular basis. It is valuable to improve the brand reputation of the business activity globally.

Different business operations have aims and objectives related to profitability and rate of production in the global market. Customer behaviour and satisfaction are helpful to achieve business goals and objectives successfully in the global market. Local market and customer demands are known to the business operations by engaging local employees in the workplace. It is efficient for organisations to improve business operations successfully. Production policy is a significant factor to refine organisational profit and performance (Na *et al.* 2019). A business operation gets an opportunity to supply products as per the requirements of customers. It is important to preserve stable relationships with

their customers to understand the changing behaviours of consumers in a consistent manner. Necessary steps are taken by business operations to amend the outcomes of organisations. Production policy plays a significant role to upgrade business operations and employees of organisations can easily understand their responsibilities and these individuals can provide their best performance in the workplace.

The price policy is a significant advantage to improve business value and brand value significantly. Every business activity has an aim to maintain all advantages of consumer behaviour in the workplace; hence the industry can improve its business strategy and process in an organised manner. Different types of customer satisfaction factors are valuable to identify the target market and customers. Loyal customers always try to grab their necessary products from the same company (NasifogluElidemiret *al.* 2020). The online delivery process, delightful services, best values, and online partners are included in customer satisfaction factors. Various kinds of technology and machines are used by business activity to maintain an easier, faster, and more efficient communication process with the consumers, suppliers, and others. Different new approaches are implemented by the company management team in the workplace to produce better quality products successfully. Customers always try to research marketing opportunities before purchasing a product from the market (Rausch and Kopplin, 2021). Business goals and objectives are gained by business operations with the help of technological up gradation and globalisation process.

Various kinds of influential factors are personal, psychological, economic, social, and cultural factors to boost profitability and production rate significantly. Among these factors, personal and social factors are on the top of influential factors, and the global economic condition of a nation is refreshed with the help of these influential factors of consumer behaviour. Globalisation is valuable to maintain capital inflow and outflow in an organised manner (Weimin and Zubair Chishti, 2021). Competitive advantages are gained by the business activity through the application of globalisation and modern technologies. Modern technologies play a significant role in interacting with all employees, customers, and others significantly.

5. Conclusion

The entire study has interpreted the significant importance of consumer behaviour in a business environment. The different perceptions and various categorisations of consumer behaviour have been vastly described in this study to derive insights into the research. The “habitual buying behaviour”, “variety-seeking behaviour”, “dissonance-reducing buying behaviour”, and “complex buying behaviour” are the most specific behavioural structure of the consumers that have been interpreted in this study. The different factors that influence consumers' purchasing behaviour also have been highlighted in this study. Following the objectives of the research, “interpretivism research philosophy” has been used in this study to justify the research. Similarly, a cross-sectional research design and inductive approach have been applied by the researcher to execute the study. A “secondary data collection procedure” has been used conducted in this study on the basis of existing information from “peer-reviewed journals” that enhance the quality of the research. The results of the study have highlighted the impact of consumer behaviour on the business.

Business activity gets an opportunity to improve its activity and processes with the help of modern technology, and machines in the market. Different types of marketing strategies are improved with the help of the globalisation process. Social media marketing strategies and promotional campaigns play a significant role to enrich the brand value of business activity. Different types of factors are available for the business activity to improve their brand equity successfully. Production policy, price policy, sales promotion, and consumer preferences are essential factors of customer behaviour. These factors create a positive impact on the performance and profitability of the business activity. Consequently, the business activity can easily enrich its business success factor. Every business activity has an aim to maintain sustainability and other activities in the workplace. As a result, customers are easily attracted by the business operations in a successive manner. Technological up gradation is a major factor in business activities to supply various kinds of products in the global market. Capital inflow and outflow of the organisation are improved successfully through the application of globalisation and modern technologies and machines.

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