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**CRITICAL STUDY OVER CONSUMER BEHAVIOR AND STRATEGIC MARKETING  
APPROACHES FOR REVEALING TRENDS AND INSIGHTS****Dr. Vineet Jain****Associate Professor in Commerce****S.A.Jain(PG ) College, Ambala City****Abstract**

In this research, the researcher takes a look back at 12 years' worth of studies on consumer behavior from the five top worldwide publications in the subject. Understanding the development of a field through time may be gleaned by examining the scholarly contributions made to it during that time. The strategy consisted of a short introduction to gratified examination and its use trendy academic works reviews. Approach castoffnow entails categorizing subjects in order to assess major developments in the arena of consumer behavior investigation. The research methodology & analytic methods categorization, a rating of published themes, and a classification of published papers are all included. Each journal's and the field's most-cited papers are also analyzed. This paper has the potential to contribute to the field of consumer behavior investigation by clarifying development of consumer behavior works throughout the time historical under study via a systematic literature review.

**Keywords** - trends, content analysis, marketing approaches, studies of consumer behavior

**Introduction**

Understanding market trends and developing efficient marketing plans may be greatly aided by a thorough examination of customer behavior and strategic marketing tactics. Combining market research methods, strategic marketing concepts, and theories of consumer behavior, this kind of study helps organizations better understand their customers and develop effective marketing strategies. A basic outline for such a research is as follows:

1. Comprehending Purchaser Habits The buyer's journey, Maslow's requirements hierarchy, and the idea of gradual innovation adoption are just a few of the important consumer behavior explanation models and theories you should investigate first. Examine how demographics (age, lifestyle, income) and psychographics (motivation, perception, attitude) interact to shape consumer behavior.

Look at different survey, focus group, interview, and observational techniques used in market research. Analyze each method for getting information on consumers' tastes, purchasing patterns, and mindsets, and be honest about its advantages and disadvantages.

Third, analyze trends by reading up on current publications, research, and industry analysis to spot shifts in customer preferences. Changes in consumer tastes, the introduction of innovative technology, and changes in cultural norms are all examples. Find trends in the data and separate them from random occurrences.

4. The Effect of Digital and Social Media: Consider the Role of Digital and Social Media on Consumer Behavior. To do this, researchers may analyze the impact of social media ads, influencer marketing, and online reviews. Figure out whether there is a correlation between online engagement and increased sales and brand loyalty.

5. Individualization and Customer Satisfaction Examine how customized advertising is changing the way people shop. Examine how personalized marketing is achieved with the use of data analytics and AI-driven insights. Describe the importance of a smooth and pleasant client experience in influencing final purchases.

6. Moral and cultural factors: Discuss the moral implications of consumer choices including misleading advertising, data privacy, and green purchasing. Examine the impact of cultural norms and societal differences on purchasing decisions and advertising approaches.

7. Strategic Methods of Advertising:

Analyze the efficacy of the promotion combination in conjunction with other strategic marketing tactics such as market segmentation, targeting, and positioning. Discuss how organizations' tactics evolve to accommodate changing market conditions and customer preferences.

8. Real-World Examples and Case Studies: Give examples of companies that have effectively (or poorly) modified their advertising tactics to reflect changes in customer behavior. Give some examples of how businesses have used customer feedback to their benefit.

### Literature Review

Buboltz, Miller, and Williams (1999) claim that a review of a journal's articles provides insight into the most pressing problems facing their field. Content analysis of scholarly journal articles provides insight into the kind of issues that are fundamental to the study of a certain subject (Cokley et al., 2001). Work evaluations in the fields of consumer revisions, marketing exploration, & additional areas of commercial may offer light on the contributions of individual journals and the works they have published (Sattari, 2012). This may then be used to sketch out the evolution of thought within a particular field (Pasadeos et al., 1998). In order to evaluate the "forest" of knowledge, rather than just the "trees" within it, academics might benefit from doing a full gratified examination of peer-reviewed periodical papers in a certain topic (Williams & Plouffe, 2007).

According to articles in scholarly periodicals, this kind of research has been done across many different fields. Two studies that show the effects of advertising on academics at various times are Pasadeos et al. (1998) and West (2007). Similar psychological research has been provided by Buboltz et al. (1999) and Cokley et al. (2001). Although other researchers, such as Kassarjian (1977) and Helgeson, Kluge, Mager, and Taylor (1984), have focused on consumer behavior, there has been no recent overview of the topic. Because of this, it is necessary to do a thorough literature review of more recent contributions to the field of consumer behavior research.

Article delivers an overview of the organization & development of consumer behavior investigation topics across commercial fields. A goal of this worksanalysis is to examine the studies conducted on consumer behavior over the last 12 years and published in the five most influential journals in the area. When studies from throughout this field are analyzed together in this way, trends and changes may be tracked over time. Here, researcherdeliver the findings of a 12-year gratifiedexamination of studies on consumer behavior. The evaluation, that analyzed not less than a thousand articles from five major periodicals, deliversaexpressive snapshot of the current state of consumer behavior investigation, together with the maximum prominent areas of study according to the framework developed by Helgeson et al. (1984), as well as statistics on the frequency with which the reviewed consumer behavior articles have been cited.

### Objectives of the research

- The persistence of this research is to inspect the development of consumer behavior as a field of study.
- The purpose of study just classifying and assessing patterns among the research's findings.

### Method

First, a content analysis was conducted on consumer behavior publications in order to investigate the topics covered, see how they changed over time, and determine which schools of thought emerged as leaders in the field. In 1984, Helgeson et al. gathered 12 years of research on consumer behavior published in academic publications and conferences. They set out to remedy the apparent lack of a systematic assessment and categorization of consumer behavior themes in the works by tracking the field's development from 1950 to 1981. Since no comparable study has been conducted since 1981, this study updates the paradigm given by Berthon, Pitt, Ewing, and Carr (2002) to include years 1998-2009. In circumstances where an article may be filed under more than one subject, the writers conferred and reached agreement on the closest topic to which the article related in order to guarantee uniform categorization of multitopic articles. Then,

qualitative, quantitative, or mixed methods articles were distinguished from one another. Next, the citation counts for each paper were compiled using Google Scholar.

Articles were further sorted into categories based on the research techniques used. Survey, Experiment, Discussion, and Other were the four procedures used by Helgeson et al. (1984). Additional taxonomies for the articles' methodology and analytic approaches were developed using inductive processes. The authors did this by first reading the substance of articles allocated to them alone, and then getting together to talk about their collective thoughts of the journal as a whole. Case studies and structural equation modeling (SEM) are two new subcategories that emerged as a direct outcome of the inductive approaches.

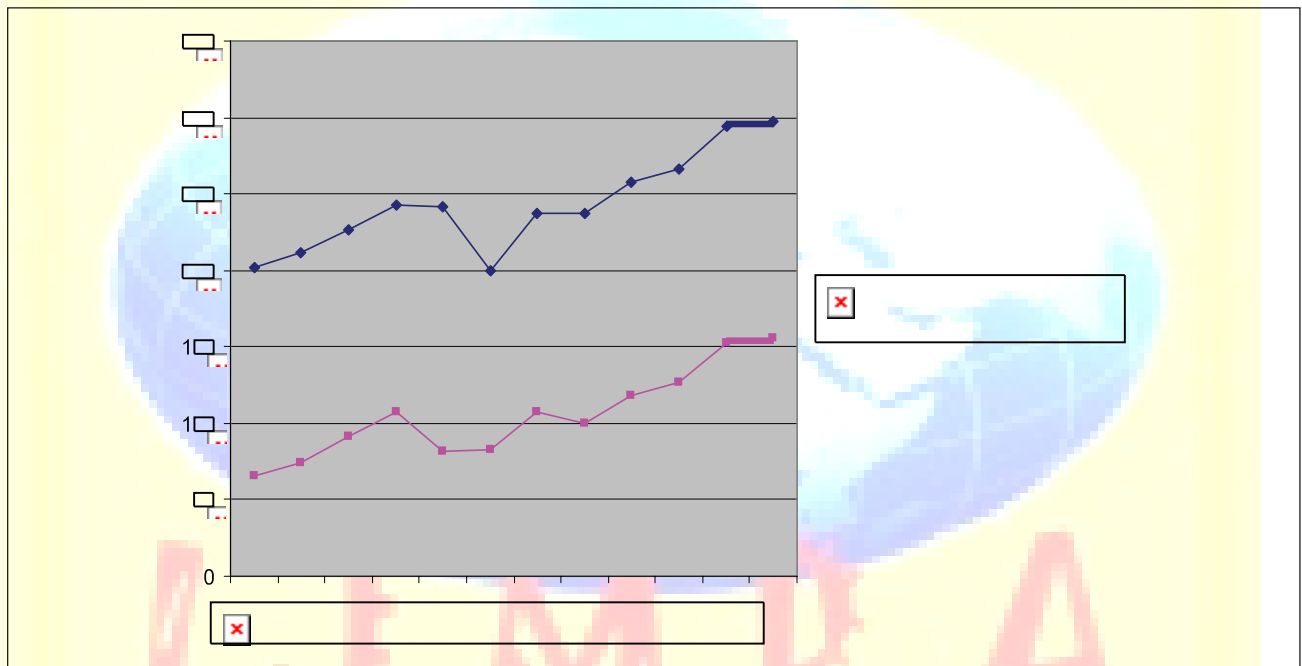


Figure 1. Consumer behavior and overall article trends.

### Results and analysis

From 1998-2009, there were an average of 66 publications published year on consumer behavior (Table 1). Figure 1 shows these figures as a share of the entire research published in the works by periodicals. When the proportion of publications on consumer behavior broken down by four categories was shown over time (Figure 2), at least three distinct life-cycle patterns emerged. The first trend is shown by the External region, which, while being mentioned often in the literature, has fewer articles than the other three categories. The distribution of External subjects follows a negative skew with periodic peaks. Internal subjects, which are still developing but exhibiting promising signs of future appeal, have a second pattern. There are no discernible periodic peaks in the pattern's positive skewness over time. A third, favorably skewed pattern emerged in the Purchase Process section, although it includes periodic and substantial peaks at different times.

Even if the peaks have been flattening off, articles on the Purchase Process continue to be published, and their significance is expanding.

In comparison to the examined papers in consumer behavior domains, the proportion and frequency with which each primary area of subjects was addressed in these publications. Articles on 37 different aspects of consumer behavior were chosen and organized into the four categories already indicated. Table 3 displays the frequency with which each category appears in the evaluated consumer behavior articles. Perception was found to be the most researched issue among consumer behavior papers across all five journals, accounting for 12% of all such studies. Attitudes came in second (11.5%), followed by Brand awareness/loyalty (6.2%), each of which was almost half as large as the first two topics.

Articles were categorized in this study according to the research kind, methodology, and data analysis methods they used. The majority of the publications on consumer behavior that were examined were found to be quantitative studies (76%). To go even further into the issue, we compared the results of qualitative and quantitative investigations in terms of the four broad subject areas.

In addition, trials and reviews were the furthestmost prevalent tools for consumer behavior investigation, as shown by the research technique. That's just the way things are when it comes to monitoring and watching customer behavior. One of the aforementioned 10 analytical methods was also used to categorize the articles. How often different kinds of investigation approaches and statistical approaches were used in publications under evaluation.

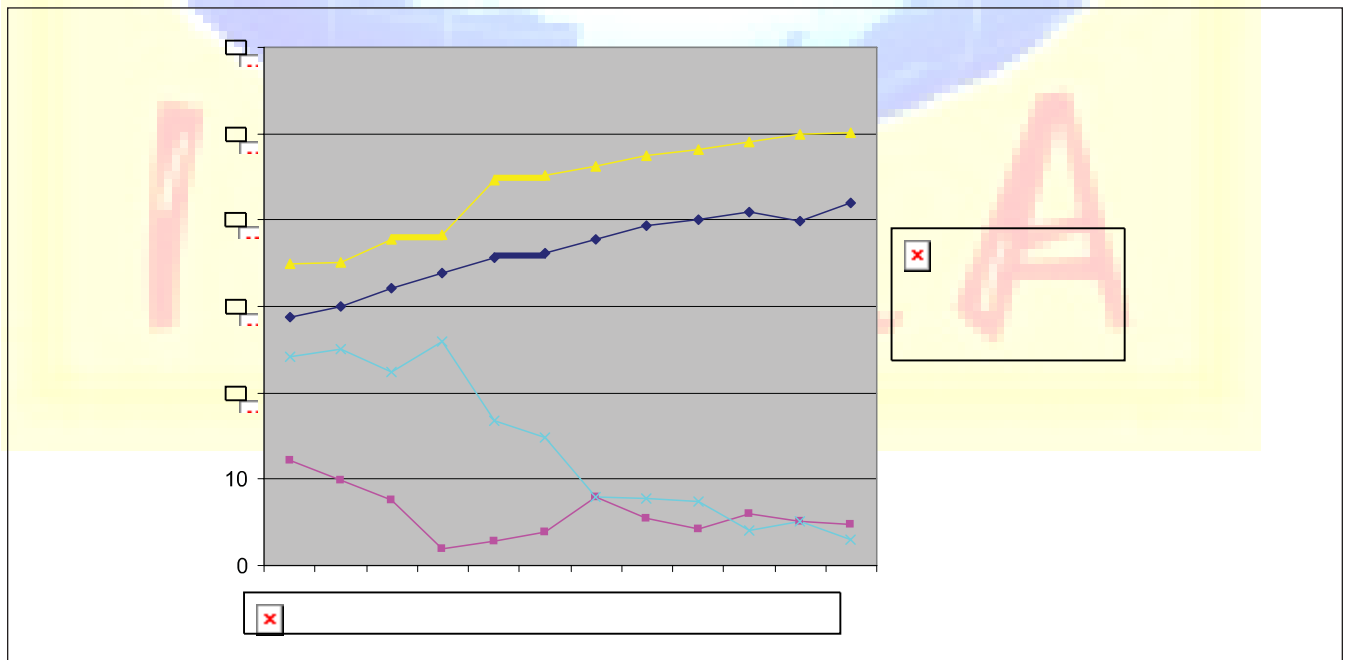


Figure 2. Distribution (in percentage terms) across time of four broad categories of consumer behavior themes.

Table 2. Distribution of Articles by Type and Volume.

Major category	Number of articles	%
Inner	457	43
Purchase Procedure	284	26
Exterior	451	23
Mixed	73	8

In addition, we calculated the annual percentage change in the total number of articles covering consumer behavior throughout the course of the 12 years we analyzed. The use of sophisticated statistical methods like SEM has expanded greatly since the 1984 research by Helgeson et al. This might be because the software and packages needed for these methods were not available in 1984. The data analysis also revealed the most-cited important publications from each journal, totaling 15. Most cited articles from all journals, totaling 15.

### Conclusion

Many implications for future study, journals, editors, reviewers, and practitioners in the arena of customer behavior investigation are suggested by findings provided here. This article not only provides an overview of the organization and growth of consumer behavior literature, but it also makes some predictions regarding its future course. The purpose of this article is to serve as a roadmap for academics interested in consumer behavior by pointing them in the right path as they plan their future studies. Researchers interested in consumer behavior will benefit from this article's findings since they provide a clear overview of the literature by highlighting prominent themes, approaches, and methodologies. Based on the frequency of citations, this research identifies the most significant areas of customer performance and the most significant works in the arena. During the 12 years covered by this article, the number of studies on various aspects of consumer behavior increased dramatically and found certain commonalities. Authors with journal publication goals will benefit from knowing how consumer behavior research has evolved during the time period analyzed by this study. Authors, researchers, and readers with an interest in the topic may utilize the data offered here to gauge the state of the industry. This study's results as well deliver periodical publishing supervisor and assessors a more comprehensive picture of the prevailing subjects, methodologies, and statistical analyses in the arena of customer performance investigation. This exploration will help practitioners choose which publications are best to consult for information on various themes. Companies are shifting their

emphasis from maximizing profits to cultivating customer relationships in an effort to win their customers' undying devotion. This seems to be consistent with the development of consumers' tastes, suggesting that academics publishing in these journals have detected a shift and are now looking into it.

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