

MKT05

ANALYSIS OF KEY VARIABLES TO UNDERSTAND INFLUENCING FACTORS IN CUSTOMER PURCHASE BEHAVIOR

Nibriti Poudel¹, Mehryar Parsi¹, Wen Cheng²

¹University of the West, Rosemead, CA, USA. ²Cal Poly Pomona, Pomona, CA, USA

Abstract

Understanding customer purchase behavior is critical for firms to succeed in today's competitive market. This article explores the factors that influence customer purchasing behaviors, such as demographics, purchase frequency, and the impact of promotional activities. The study uses Kaggle's "Customer Purchases Behavior Dataset" and advanced data analysis tools to find major trends in consumer decision-making and segmentation. This study employs analytical tools such as linear regression, clustering, association rule mining, and decision tree analysis to gain insight into the relationships between factors such as income, loyalty status, and product categories, as well as their influence on purchasing behavior. The findings show that income and promotional involvement are powerful determinants of spending. These insights allow retail businesses to improve their marketing tactics, increase customer loyalty, and apply personalized, data-driven strategies to optimize consumer pleasure and organizational profitability. This paper contributes to the area by giving a thorough analysis framework for studying consumer behavior, which will assist organizations in transitioning from reactive to proactive market strategies.

Conference Track

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