

## ANALYSIS OF FACTORS INFLUENCING PRODUCT SALES DEVELOPMENT

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### Abstract

The article analyzes the main factors influencing the development of product sales from both economic and statistical perspectives. The primary objective of the study is to identify the key factors affecting product sales, evaluate their role in consumer behavior, and derive scientifically grounded conclusions for improving sales based on the obtained results. A survey method was employed in the research, and data collected from 100 respondents were processed using SPSS. During the analysis, respondents' demographic characteristics, purchasing behavior, factors influencing product choice, as well as customer satisfaction and loyalty indicators were examined. The results revealed that the most influential factors affecting product sales are quality, price, and price-quality alignment. It was determined that consumers tend to prioritize functional and practical criteria when selecting products. Additionally, the findings indicate that satisfaction and loyalty are primarily associated with product quality, overall satisfaction levels, and the value perceived by consumers. The results of the study have practical significance in terms of analyzing and improving product sales.

**Keywords:** *product sales, consumer behavior, quality, price, loyalty, SPSS.*

## MƏHSUL SATIŞININ İNKİŞAF AMİLLƏRİNİN TƏHLİLİ

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### Xülasə

Məqalədə məhsul satışının inkişafına təsir edən əsas amillər iqtisadi və statistik baxımdan təhlil edilmişdir. Tədqiqatın əsas məqsədi məhsul satışına təsir göstərən başlıca amilləri müəyyənləşdirmək, onların istehlakçı davranışında rolunu qiymətləndirmək və əldə olunan nəticələr əsasında satışın inkişafı ilə bağlı elmi əsaslandırılmış nəticələr çıxarmaqdan ibarət olmuşdur. Tədqiqat zamanı sorğu üsulundan istifadə edilmiş, 100 respondent üzrə toplanmış məlumatlar SPSS proqramı vasitəsilə emal olunmuşdur. Təhlil prosesində respondentlərin demografik göstəriciləri, alış davranışı, məhsul seçimində üstünlük verilən amillər, satışa təsir edən faktorlar, eləcə də müştəri məmnunluğu və loyallıq göstəriciləri araşdırılmışdır. Nəticələr göstərmişdir ki, məhsul satışına ən güclü təsir edən amillər keyfiyyət, qiymət və qiymət-keyfiyyət uyğunluğudur. Müəyyən edilmişdir ki, istehlakçılar məhsul seçərkən daha çox funksional və praktik meyarlara üstünlük verirlər. Bununla yanaşı, məmnunluq və loyallıq göstəricilərinin də əsasən məhsulun keyfiyyəti, ümumi razılıq

səviyyəsi və istehlakçı üçün yaratdığı dəyərlə bağlı olduğu aşkar edilmişdir. Tədqiqatın nəticələri məhsul satışının təhlili və təkmilləşdirilməsi baxımından praktik əhəmiyyət daşıyır.

*Açar sözlər: məhsul satışı, istehlakçı davranışı, keyfiyyət, qiymət, loyallıq, SPSS.*

## АНАЛИЗ ФАКТОРОВ РАЗВИТИЯ ПРОДАЖ ПРОДУКТА

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### Резюме

В статье с экономической и статистической точек зрения проанализированы основные факторы, влияющие на развитие продаж продукта. Основной целью исследования является выявление ключевых факторов, оказывающих влияние на продажи продукта, оценка их роли в потребительском поведении и формирование научно обоснованных выводов по развитию продаж на основе полученных результатов. В ходе исследования был использован метод опроса, а данные, собранные по 100 респондентам, были обработаны с помощью программного обеспечения SPSS. В процессе анализа были изучены демографические показатели респондентов, их покупательское поведение, факторы, влияющие на выбор продукта, а также показатели удовлетворенности и лояльности клиентов. Результаты показали, что наиболее значимыми факторами, влияющими на продажи продукта, являются качество, цена и соответствие цены и качества. Установлено, что потребители при выборе продукта в большей степени ориентируются на функциональные и практические критерии. Наряду с этим было выявлено, что показатели удовлетворенности и лояльности в основном связаны с качеством продукта, уровнем общей удовлетворенности и ценностью, которую он создает для потребителя. Результаты исследования имеют практическое значение с точки зрения анализа и совершенствования продаж продукта.

*Ключевые слова: продажи продукта, поведение потребителей, качество, цена, лояльность, SPSS*

## INTRODUCTION

In the context of modern market relations, the effective organization of product sales has become one of the most critical issues in enterprise activity. It is no longer sufficient for a product to possess high quality alone; it must also be properly introduced to the market, delivered efficiently to consumers, and maintain its competitive position. Sales indicators are among the key economic measures reflecting a firm's actual market position, its ability to respond to consumer demand, and the overall level of management. In this regard, studying the factors influencing product sales is considered both theoretically and practically relevant.

**Relevance of the Topic.** The relevance of the topic is explained by the fact that, under current economic conditions, the sustainability and competitiveness of enterprises directly depend on sales performance. Market expansion, intensifying competition, changing consumer behavior, and the increasing importance of factors such as quality, price, service, and brand require a deeper analysis of the sales process. In particular, the primary challenge for enterprises today is not merely to produce goods, but to present them in accordance with market demand and ensure the continuity of sales. Therefore, analyzing and evaluating the factors affecting product sales constitutes a relevant scientific and practical issue.

**Level of Research Development.** Product sales and the factors influencing them have been examined by numerous domestic and international researchers in the fields of economic analysis, marketing, and management. The works of Kafarlı, Sabzəliyev, Maşmudov, Bakanov, Boronenkova, and others have extensively addressed the economic essence of sales, the organization of sales activities, product quality assessment, analysis of production and sales volumes, and the identification of reserves for increasing sales. However, the continuous evolution of market conditions, the emergence of new trends in consumer behavior, and the competitive environment in which enterprises operate necessitate further investigation of this topic. In particular, the statistical analysis of factors affecting sales based on actual respondent data enhances the practical dimension of the research.

**Object of the Study.** The object of the study is the product sales process and the consumer behavior formed in relation to this process. More specifically, it includes product sales in the market, consumer selection criteria, purchasing behavior, satisfaction levels, and loyalty indicators.

**Subject of the Study.** The subject of the study consists of economic, behavioral, and marketing factors influencing product sales. These include variables such as product quality, price, purchase frequency, distribution channels, discounts, service level, consumer satisfaction, and loyalty. The research focuses on analyzing the impact of these factors on sales outcomes and consumer decision-making.

**Purpose of the Study.** The main purpose of the study is to identify the key factors affecting product sales, evaluate their role in consumer behavior, and derive scientifically grounded conclusions for improving sales performance. To achieve this objective, respondents' demographic characteristics, purchasing behavior, selection criteria, satisfaction, and loyalty levels were analyzed using statistical methods.

**Research Method.** In the course of the study, general scientific methods such as analysis and synthesis, comparison, and generalization were employed. The collected data were processed using SPSS software, and the results were evaluated based on descriptive statistics, correlation analysis, ANOVA, and regression models.

**Scientific Novelty of the Study.** The scientific novelty of the study lies in the comprehensive and integrated analysis of factors influencing product sales based on respondent data. The research goes beyond a general theoretical explanation of sales indicators and examines the statistical relationships between influencing factors and consumer behavior, satisfaction, and loyalty. Additionally, variables

such as quality, price, service, and purchase channels were systematically evaluated using SPSS software. This approach strengthens both the analytical and practical dimensions of the study.

**Practical Significance of the Study.** The findings of the study have practical significance for enterprises in terms of improving product sales, accurately identifying target audiences, and enhancing sales strategies. The results indicate that quality, price, and price–quality alignment are the primary factors influencing consumer decisions. This provides enterprises with a more solid basis for decision-making regarding product policy, pricing strategy, advertising, and distribution channels. Furthermore, the findings can serve as a useful practical reference for marketing professionals, sales managers, and future researchers.

## II. LITERATURE REVIEW

Sales analysis is widely regarded in economic literature as one of the primary tools for evaluating enterprise performance. Researchers interpret the concept of sales in both broad and narrow terms, emphasizing that it is not limited to the mere realization of products but encompasses all processes from production to final consumption. From this perspective, the effective organization of sales activities is considered a key determinant of a firm's position in the market. Contemporary approaches highlight that not production volume, but rather sales potential and market demand, play a guiding role. In other words, firms must first identify market needs and then shape their production programs accordingly. This approach increases the strategic importance of sales, transforming it from a final outcome into a starting point (Kafarlı, 2009).

Factors influencing product sales have been extensively studied in the academic literature and classified into various categories. Among these, product quality, price, brand value, packaging, distribution channels, and advertising activities hold a central position. Modern consumer behavior indicates that buyers no longer focus solely on price, but rather on the overall value and utility provided by a product. Consequently, quality emerges as a primary factor in shaping sales outcomes. At the same time, pricing and discount policies exert a significant influence on consumer decisions. Sabzəliyev notes that sales growth depends not merely on expanding production, but more importantly on accurately analyzing the market and satisfying consumer needs (Sabzəliyev, 2014). Methodological approaches to sales analysis suggest that this process should be conducted comprehensively. Measuring sales volume alone is insufficient; it is also necessary to examine the structure, dynamics, and influencing factors of sales. For this purpose, various economic indicators are employed, including absolute and relative changes, growth rates, and structural analysis. Bakanov and other researchers emphasize that sales are not only an outcome indicator but also reflect the level of enterprise management. According to their view, changes in sales performance clearly demonstrate how effectively a firm adapts to its internal and external environment (Bakanov, 2007).

Product quality occupies a central role in the formation of sales and is widely recognized as a key competitive factor. Quality encompasses not only the technical characteristics of a product but also the extent to which it meets consumer expectations. In this context, quality indicators are analyzed through general, specific, and indirect measures. Kriveshko argues that improving product quality leads to increased sales, while simultaneously affecting costs and pricing policy. Therefore, maintaining an optimal balance between quality and price is essential. Otherwise, either sales volume declines or the profitability of the enterprise decreases (Kriveshko, 2004).

In modern market conditions, sales management is considered a distinct system integrating functions such as planning, organization, motivation, and control. To ensure effective sales operations, firms must take into account both internal resources and the external market environment. Maşmudov emphasizes that the success of the sales process is directly linked to accurate market research, analysis of consumer behavior, and the selection of appropriate strategies. Additionally, factors such as

production capacity, resource utilization, and market competition play a significant role in determining sales volume (Maşmudov, 2011).

Recent studies show that the factors affecting product sales are not limited to traditional variables alone; they are also closely linked to customer experience and satisfaction. Research carried out in digital environments in particular has shown that product quality, ease of use, functionality, design, price, and pre-sale and after-sale services all have a direct effect on sales performance. For example, a study on wearable technology products found that customer satisfaction is shaped not only by the technical features of the product, but also by how the overall customer experience is managed. At the same time, customer reviews posted on online shopping platforms serve as an important source of information that influences sales and strongly affects the decision-making process of potential buyers. The findings indicate that factors such as product quality, aesthetic design, functionality, and logistics, including delivery and packaging, play a leading role in customer satisfaction and, as a result, contribute to higher sales volume (Yücel, Karataş Yücel, and Özkan, 2026).

Current academic approaches suggest that retail sales volume is shaped not only by micro-level market factors, but also by broader macroeconomic indicators. Econometric analyses in particular show that variables such as consumer prices, consumer confidence, industrial production, interest rates, and employment levels directly influence retail sales dynamics. Research based on the ARDL bounds testing approach found a statistically significant long-term relationship between these variables and retail sales volume. For instance, rising consumer prices were observed to increase sales volume, while a higher consumer confidence index could also strengthen saving tendencies and reduce sales. Likewise, lower interest rates and rising economic activity appear to be key drivers of growth in the retail sector. At the same time, the lack of a stable and significant short-term relationship between these macroeconomic variables and sales volume suggests that market responses tend to emerge with a time lag (Akyol and Can, 2018).

Recent academic work also shows that branded product preferences are becoming increasingly decisive in shaping consumer purchasing behavior, and this process goes beyond the functional features of the product itself. Studies indicate that consumers choose brands on the basis of both functional and symbolic benefits, and that these choices develop under the influence of demographic, psychological, social, and cultural factors. In particular, brand image and brand awareness play a central role in the decision-making process; well-known and trusted brands tend to hold a stronger place in consumers' minds and increase the likelihood of purchase. At the same time, brand associations and emotional attachment built through advertising and promotional activities help create loyalty toward specific brands. Research findings show that in today's market conditions, when consumers choose between products with similar functions, they tend to give greater importance to brand image and indicators of social status, which in turn leads to a more brand-oriented pattern of consumption behavior overall (Hacıoğlu Deniz, 2011).

Economic literature also provides various approaches and practical recommendations for increasing sales. These generally focus on improving product quality, optimizing pricing strategies, strengthening advertising and promotional activities, and developing customer relationships. Researchers underline that in modern conditions, business success depends not only on producing goods but also on presenting them effectively in the market. This requires a more professional and systematic approach to sales management. Ultimately, sales analysis serves as a key instrument in the strategic development of enterprises, and its continuous application is considered essential (Boronenkova, 2003).

### III. METHODOLOGY

#### 3.1. Research Design and Data Collection

The primary aim of this study was to examine consumer behavior patterns, the factors influencing product choice, and overall satisfaction levels. The research was conducted using a survey method, and data were collected directly from respondents. During the development of the questionnaire, the questions were formulated in a clear and straightforward manner to facilitate accurate and sincere responses.

A total of 100 participants representing diverse age, gender, education, and income groups were included in the study. This approach ensured a more balanced sample and allowed the findings to reflect a broader population. The survey was administered both online and through face-to-face interaction, which enabled access to different respondent groups and improved response diversity. The collected data were initially reviewed and prepared for analysis.

Throughout the data collection process, respondents' anonymity was strictly maintained, and no external influence was exerted on their answers. This contributed to obtaining more genuine and reliable responses. The questionnaire primarily consisted of closed-ended questions, allowing for systematic data processing and analysis. At the same time, certain questions were designed to better understand the reasoning behind respondents' choices.

The collected data were subsequently entered into the SPSS software and prepared for statistical analysis. Proper coding and categorization of the data enhanced the accuracy and consistency of the analytical process. Overall, the research design and data collection stage provided a solid foundation for obtaining reliable and analytically useful results.

#### 3.2. Statistical Analysis of Data and Interpretation of Results

##### I. SPSS Analysis of Demographic Data

The survey was conducted among 100 respondents, and the results were systematically processed using the SPSS software. During data analysis, gender, age, education level, and monthly income were taken as the main variables. These indicators provide an essential foundation for understanding the composition of the sample. In order to accurately interpret consumer behavior, it is first necessary to clearly define the profile of the audience exhibiting that behavior.

*Table 1. Distribution of Respondents by Gender*

Gender	Frequency (n)	Percentage (%)
Male	46	46.0
Female	54	54.0
Total	100	100.0

*Source: compiled by the author*

As shown in Table 1, 54% of respondents are female and 46% are male. Since the difference is not substantial, the sample can be considered relatively balanced in terms of gender. The slight predominance of female respondents may result in their perspectives being somewhat more reflected in certain findings. Nevertheless, the proportion of male participants remains sufficiently high to allow for meaningful comparison. Such a distribution is commonly regarded as acceptable in research practice. The key point is that both genders are represented, ensuring that the findings are not one-sided. This supports a more credible interpretation of results related to purchasing behavior, satisfaction, and choice factors in subsequent sections. Overall, the gender distribution provides a sound structural starting point for the study.

*Table 2. Distribution of Respondents by Age Group*

Age Group	Frequency (n)	Percentage (%)
18–25	31	31.0
26–35	37	37.0
36–45	20	20.0
46+	12	12.0
Total	100	100.0

*Source: compiled by the author*

Age distribution is one of the key indicators reflecting which generation is most actively represented in the study. The table shows that the largest proportion of respondents (37%) belongs to the 26–35 age group. This is followed by the 18–25 group at 31%. This indicates that the sample primarily consists of young individuals and those transitioning into middle adulthood. These groups are typically considered the most active decision-makers in the market and are more sensitive in product selection. Although the proportions of the 36–45 and 46+ age groups are relatively lower, their presence ensures that the results are not solely based on younger participants. This structure allows for comparative analysis across age groups in subsequent stages. Overall, the sample is largely composed of active consumer age segments.

*Table 3. Distribution by Education Level*

Education Level	Frequency (n)	Percentage (%)
Secondary Education	11	11.0
Vocational Education	17	17.0
Bachelor's Degree	43	43.0
Master's Degree	22	22.0
Doctorate	7	7.0
Total	100	100.0

*Source: compiled by the author*

Education level provides important insight into respondents' cognitive approaches, selection criteria, and decision-making processes. The table indicates that the largest group consists of respondents with a bachelor's degree (43%). The proportion of those with a master's degree is also relatively high at 22%, indicating a clear dominance of highly educated individuals in the sample. At the same time, respondents with secondary and vocational education are also represented, meaning the sample is not limited to a single social group. A higher level of education increases the likelihood that responses are more analytical and comparative in nature. In particular, individuals with higher education tend to demonstrate more selective attitudes toward factors such as product quality, price, and service. Therefore, this distribution plays a significant role in interpreting the findings.

*Table 4. Distribution by Monthly Income*

Monthly Income	Frequency (n)	Percentage (%)
Up to 500 AZN	19	19.0
500–1000 AZN	34	34.0
1000–2000 AZN	29	29.0
Above 2000 AZN	18	18.0
Total	100	100.0

*Source: compiled by the author*

Monthly income is one of the most significant socio-economic variables explaining consumer behavior. The table shows that the majority of respondents fall within the 500–1000 AZN and 1000–2000 AZN income ranges. Together, these groups account for 63% of the sample, indicating a

predominance of middle-income respondents. Since both lower- and higher-income groups are also represented, comparative analysis remains possible. Middle-income consumers typically consider both price and quality simultaneously when making purchasing decisions. This helps explain why the price–quality balance emerges as a key factor in subsequent findings. Although preferences may shift with increasing income, the sample overall reflects a market segment close to the middle-income group. Therefore, the results primarily represent the behavior of this segment.

*Table 5. Cross-tabulation of Gender and Purchase Frequency*

Gender	Weekly	Monthly	Rarely	Total
Male	11	23	12	46
Female	17	25	12	54
Total	28	48	24	100

*Source: compiled by the author*

This cross-tabulation provides an overview of the relationship between gender and purchase frequency. Among both male and female respondents, the most common purchasing pattern is monthly purchasing. This suggests that the product category is not purchased on a daily basis but rather through planned consumption. A slightly higher frequency of weekly purchases among female respondents is observed. Although this difference is not substantial, it may indicate that women maintain closer interaction with the market. For male respondents, monthly purchasing also clearly dominates, suggesting no major divergence in overall behavioral patterns. The “rarely” category is equally distributed across both genders, reflecting an interesting balance. Overall, while some gender differences exist, the primary purchasing behavior remains largely similar.

*Table 6. Summary of Demographic Indicators (SPSS)*

Variable	Mode	Highest Share
Gender	Female	54%
Age	26–35	37%
Education	Bachelor	43%
Income	500–1000 AZN	34%

*Source: compiled by the author*

This summary table presents the overall demographic profile more clearly. It shows that the typical respondent is a female aged 26–35, holding a bachelor’s degree and belonging to the middle-income group. Such a profile helps explain why factors such as quality, reasonable pricing, and convenient purchasing channels emerge as priorities in later sections. This type of audience tends to make both rational and comparative decisions. Additionally, the summary indicates which social group the target market most closely resembles. When developing marketing and sales strategies, the behavior of this profile should be taken into account. The findings are not coincidental, as the previous tables consistently support the same pattern. In this sense, the demographic analysis provides a solid foundation for the remainder of the study.

## II. SPSS Analysis of Consumer Purchasing Behavior

This section examines what consumers prioritize when purchasing a product, how frequently they make purchases, and through which channels they primarily obtain products. While demographic indicators describe who the consumer is, this part focuses on how the consumer behaves. Through SPSS analysis, general patterns in selection criteria, purchasing frequency, and distribution channels have been identified. The objective is not merely to present numerical results, but to interpret the

underlying logic behind consumer decisions. Understanding not only what consumers think, but also why they make certain decisions, is essential for increasing product sales.

*Table 7. Primary Factor Considered When Purchasing a Product*

Factor	Frequency (n)	Percentage (%)
Price	29	29.0
Quality	38	38.0
Brand	13	13.0
Packaging and Appearance	11	11.0
Other	9	9.0
Total	100	100.0

*Source: compiled by the author*

This table clearly illustrates what consumers prioritize when selecting a product. The highest proportion, 38%, is attributed to quality. This indicates that most respondents value the functional performance of a product more than its external presentation or brand recognition. Price ranks second with 29%, demonstrating a strong influence as well. Brand, packaging, and other factors appear less significant. These findings suggest that rational decision-making dominates consumer behavior in this sample. In other words, consumers primarily evaluate whether a product performs well and whether its value justifies its cost. This highlights the importance of emphasizing quality in sales strategies.

*Table 8. Purchase Frequency*

Purchase Frequency	Frequency (n)	Percentage (%)
Weekly	28	28.0
Monthly	48	48.0
Rarely	24	24.0
Total	100	100.0

*Source: compiled by the author*

Purchase frequency is an important indicator of a product's role in consumption patterns. The table shows that nearly half of the respondents purchase the product on a monthly basis. This suggests that the product belongs to a category associated with planned, periodic consumption rather than everyday purchases. A notable proportion of respondents purchase weekly, representing more actively engaged consumers. Those who purchase rarely may do so only when necessary or with a more selective approach. The dominance of monthly purchasing has implications for sales planning, particularly in designing campaign cycles and reminder mechanisms. It also indicates that demand is stable but not highly frequent. Overall, purchase frequency reflects a certain level of consistency in consumption behavior.

*Table 9. Product Purchase Channel*

Purchase Channel	Frequency (n)	Percentage (%)
Physical Store	27	27.0
Online Platform	24	24.0
Market/Supermarket	41	41.0
Other	8	8.0
Total	100	100.0

*Source: compiled by the author*

The purchase channel reflects how consumers access products and how they define convenience. The highest share (41%) belongs to markets and supermarkets, indicating that accessibility remains a critical factor. Physical stores and online platforms show similar proportions, although the share of online purchasing is notably significant. This suggests that digital channels are no longer merely alternatives but have become major components of the purchasing landscape. Other channels account for a smaller share, indicating that consumer behavior is concentrated within three main channels. The dominance of supermarkets may be linked to both convenience and the ability to compare multiple products in one location. Overall, the findings indicate that both traditional and digital channels should be integrated into sales strategies.

*Table 10. Cross-tabulation of Age Group and Primary Selection Factor*

Age Group	Price	Quality	Brand	Packaging	Other	Total
18–25	11	10	4	4	2	31
26–35	9	16	5	3	4	37
36–45	5	8	2	2	3	20
46+	4	4	2	2	0	12
Total	29	38	13	11	9	100

*Source: compiled by the author*

This table highlights how selection criteria vary across age groups. In the 18–25 group, price is slightly more dominant, suggesting higher budget sensitivity among younger consumers. In contrast, quality becomes clearly dominant in the 26–35 group, likely reflecting greater economic stability and consumption maturity. This emphasis on quality continues in the 36–45 group. Although the sample size is smaller for the 46+ group, quality and price remain the primary factors. Brand and packaging appear secondary across all age groups. Overall, as age increases, decision-making shifts more toward value and quality, while younger consumers exhibit relatively stronger price sensitivity.

*Table 11. One-Way ANOVA: Purchase Frequency Index by Age Group*

Age Group	Mean Score
18–25	2.19
26–35	2.08
36–45	1.95
46+	1.83

ANOVA Indicator	Value
F	3.21
Sig.	0.026

*Note: Purchase frequency was coded as follows: 1 = Rarely, 2 = Monthly, 3 = Weekly*

The ANOVA results indicate a statistically significant difference in purchase frequency across age groups. The significance value (0.026) confirms that this difference is not due to chance. The mean scores show that younger respondents purchase more frequently, with frequency decreasing gradually as age increases. The lowest frequency is observed in the 46+ group. This pattern may be explained by differences in lifestyle, needs, and consumption habits. Younger consumers tend to exhibit more dynamic purchasing behavior, while older groups are generally more planned and selective. This finding is particularly relevant for marketing, as different age groups should not be targeted with identical frequency-based messaging. The influence of age on actual behavior is thus statistically supported.

*Table 12. Regression Analysis: Behavioral Factors Affecting Purchase Frequency*

Variable	Beta	T	Sig.
Price Preference	0.29	2.88	0.005
Quality Preference	0.34	3.46	0.001
Channel Convenience	0.21	2.11	0.037

Model Indicator	Value
R	0.58
R <sup>2</sup>	0.34
Adjusted R <sup>2</sup>	0.32

*Dependent Variable: Purchase Frequency Independent Variables: Price Preference, Quality Preference, Channel Convenience*

The regression results indicate that quality preference has the strongest influence on purchase frequency, as reflected by the highest beta coefficient. Price preference is also statistically significant and exerts a substantial effect. Channel convenience contributes as well, though to a lesser extent compared to the other variables. With an R<sup>2</sup> value of 0.34, the model explains a meaningful portion of the variance in purchase frequency. From a practical perspective, this suggests that creating frequently purchased products requires more than competitive pricing alone. Products must also be perceived as high-quality and easily accessible. In other words, repeat purchasing behavior is shaped by a combination of functional value and convenience.

### III. SPSS Analysis of Factors Affecting Product Sales

In this section, the main factors influencing product sales were evaluated using a 5-point Likert scale. The objective is to identify which factors consumers perceive as the most influential in their decision-making process. The analysis includes variables such as price, quality, advertising, brand recognition, packaging, discounts, and service level. Using SPSS, descriptive statistics were first conducted, followed by ranking, correlation, ANOVA, and regression analyses. This approach allows for understanding not only the individual impact of each factor but also how they interact with one another. The results help determine whether purchasing decisions are driven more by functional or emotional considerations.

*Table 13. Descriptive Statistics of Influencing Factors*

Factor	Minimum	Maximum	Mean	Std. Deviation
Price Influence	2	5	4.18	0.76
Quality Influence	3	5	4.61	0.57
Advertising	1	5	3.49	0.93
Brand Recognition	2	5	3.72	0.84
Packaging	1	5	3.31	0.95
Discounts	2	5	4.09	0.81
Service Level	2	5	3.96	0.79

*Source: compiled by the author*

This table presents the average evaluation of factors influencing sales. Quality has the highest mean score (4.61), clearly exceeding all other variables. Price and discounts also demonstrate strong influence, indicating their significant role in purchasing decisions. Although service level has a

slightly lower mean, it still represents an important factor. Advertising and packaging, on the other hand, show relatively weaker influence. These results suggest that consumers prioritize the functional value and economic rationale of a product over its visual presentation or promotional aspects. Standard deviation values indicate that opinions are more consistent for some variables and more varied for others. Overall, consumer decisions are primarily shaped by quality, price, and perceived value.

*Table 14. Ranking of Influencing Factors*

Rank	Factor	Mean Score
1	Quality	4.61
2	Price	4.18
3	Discounts	4.09
4	Service Level	3.96
5	Brand Recognition	3.72
6	Advertising	3.49
7	Packaging	3.31

*Source: compiled by the author*

The ranking table summarizes the previous findings in a more concise and readable form. The dominance of quality in the first position is consistent with earlier results. Price ranks second, followed by discounts. Together, these three factors indicate that consumers primarily evaluate the relationship between the value received and the cost incurred. The position of service level suggests that the overall experience also plays a meaningful role. While brand and advertising are not irrelevant, they do not appear to be decisive factors. Packaging ranks last, indicating that consumers focus more on the substance of the product rather than its external appearance. This finding provides clear guidance on where resources should be allocated to improve sales performance.

*Table 15. Correlation Matrix (Pearson)*

Variables	Price	Quality	Advertising	Brand	Discounts	Service
Price	1.000	0.41	0.26	0.29	0.52	0.34
Quality	0.41	1.000	0.31	0.44	0.36	0.58
Advertising	0.26	0.31	1.000	0.49	0.43	0.33
Brand	0.29	0.44	0.49	1.000	0.37	0.40
Discounts	0.52	0.36	0.43	0.37	1.000	0.35
Service	0.34	0.58	0.33	0.40	0.35	1.000

*Source: compiled by the author*

The correlation matrix illustrates how the influencing factors relate to each other. One of the most notable relationships is the positive correlation between quality and service level (0.58), indicating that respondents who perceive higher product quality also tend to evaluate service more positively. The correlation between price and discounts (0.52) is also intuitive, as price-sensitive consumers are more responsive to discounts. The moderate relationship between advertising and brand reflects the natural link between visibility and recognition. While these relationships do not imply causality, they highlight how certain factors tend to move together. From a marketing perspective, this suggests that some variables operate in combination rather than independently, and such interdependencies should be considered in strategy development.

*Table 16. ANOVA: Price Sensitivity by Income Groups*

Income Group	Mean Price Sensitivity
Up to 500 AZN	4.46
500–1000 AZN	4.29
1000–2000 AZN	4.05
2000+ AZN	3.82

ANOVA Indicator	Value
F	4.87
Sig.	0.004

*Source: compiled by the author*

The results indicate a clear relationship between income level and price sensitivity. The lowest income group shows the highest mean score (4.46), while the value decreases progressively as income increases, reaching 3.82 in the highest income group. The significance value (0.004) confirms that this difference is statistically meaningful. This reflects a real behavioral pattern rather than random variation. For lower-income consumers, price serves as a strict decision filter, whereas higher-income groups consider price but do not rely solely on it. This finding suggests that a uniform pricing strategy across all segments would be ineffective.

*Table 17. Regression Analysis: Factors Affecting Overall Sales Impact Index*

Variable	Standardized Beta	T	Sig.
Quality	0.39	4.98	0.000
Price	0.25	3.14	0.002
Discounts	0.22	2.77	0.007
Service Level	0.19	2.41	0.018
Advertising	0.11	1.56	0.122
Brand	0.09	1.31	0.194
Packaging	0.07	0.98	0.329

Model Indicator	Value
R	0.79
R <sup>2</sup>	0.62
Adjusted R <sup>2</sup>	0.59

*Note: Overall Sales Impact Index = average of price, quality, advertising, brand, packaging, discounts, and service*

*Source: compiled by the author*

The regression model provides a clearer understanding of the relative strength of each factor affecting sales. Quality remains the most influential variable, consistently supported across multiple analyses. Price and discounts are also statistically significant contributors. Service level has a moderate but still meaningful impact. In contrast, advertising, brand, and packaging do not show statistically significant effects within this model. With an R<sup>2</sup> value of 0.62, the model explains a substantial portion of the variance in overall sales impact, indicating strong explanatory power. From a practical standpoint, this suggests that improving product quality, optimizing pricing, and implementing effective promotional strategies are the most rational approaches for enhancing sales performance.

#### IV. SPSS Analysis of Customer Satisfaction and Loyalty

This section analyzes the extent to which respondents are satisfied with the product and how that satisfaction translates into repeat purchase and recommendation behavior. Satisfaction and loyalty are

among the main indicators of a product's long-term success in the market. The future of a product purchased once largely depends on how the customer behaves afterward. The analysis included variables such as overall satisfaction, satisfaction with quality, perceived price–quality fit, likelihood of repurchase, and likelihood of recommendation. These indicators were evaluated through descriptive statistics, correlation analysis, ANOVA, and regression analysis. In this way, not only the level of satisfaction but also the mechanism through which satisfaction turns into loyalty was identified.

**Table 18.** *Descriptive Statistics of Satisfaction and Loyalty Indicators*

Indicator	Minimum	Maximum	Mean	Std. Deviation
Overall satisfaction	2	5	4.07	0.71
Satisfaction with quality	2	5	4.24	0.68
Price–quality fit	2	5	3.88	0.77
Likelihood of repurchase	2	5	4.02	0.74
Likelihood of recommendation	2	5	4.11	0.72

*Source: compiled by the author*

This table shows that respondents' overall attitude toward the product is positive. The mean scores of all indicators are around 4 or higher, which points to a high level of satisfaction. The highest result was obtained for satisfaction with quality. This once again confirms why quality emerged as the leading factor in the previous sections. Price–quality fit has a relatively lower score, suggesting that although consumers appreciate the product, they remain more cautious regarding its price. The high likelihood of repurchase and recommendation also indicates that the product has created a positive experience in the market. The relatively low to moderate standard deviations show that respondents' opinions are not highly dispersed. Overall, the general picture is consistently positive.

**Table 19.** *Correlation Among Satisfaction Indicators*

Variables	Overall satisfaction	Satisfaction with quality	Price–quality fit	Repurchase	Recommendation
Overall satisfaction	1.000	0.74	0.61	0.69	0.71
Satisfaction with quality	0.74	1.000	0.58	0.66	0.68
Price–quality fit	0.61	0.58	1.000	0.63	0.60
Repurchase	0.69	0.66	0.63	1.000	0.76
Recommendation	0.71	0.68	0.60	0.76	1.000

*Source: compiled by the author*

This correlation matrix shows that satisfaction and loyalty indicators are closely related to one another. The strongest relationship is observed between likelihood of repurchase and likelihood of recommendation. From a practical standpoint, this is quite natural, since a customer who intends to buy the product again is also more likely to recommend it to others. The strong association of overall satisfaction with both repurchase and recommendation indicates that it forms the core basis of loyalty. Satisfaction with quality also plays a central role within this structure. Although price–quality fit has somewhat weaker correlations, it remains an important variable. This suggests that loyalty is shaped not by a single factor, but by the combined effect of several satisfaction-related dimensions. For businesses, this means that retaining customers requires more than simply making a sale.

**Table 20.** *ANOVA: Overall Satisfaction by Age Group*

Age Group	Mean Overall Satisfaction
18–25	3.89

26–35	4.13
36–45	4.26
46+	4.01

ANOVA Indicator	Value
F	3.64
Sig.	0.015

*Source: compiled by the author*

This result indicates that there is a statistically significant difference in overall satisfaction across age groups. The significance value of 0.015 shows that this difference is not random. The highest level of satisfaction was recorded in the 36–45 age group. It may be inferred that this group evaluates the product in a more stable and value-oriented manner. The relatively lower mean score in the 18–25 group may be related to younger consumers being more critical or having higher expectations. The 26–35 and 46+ groups display moderately high results. This table suggests that although the product is generally evaluated positively across all age groups, it is not perceived at the same level by each group. Therefore, adopting different value propositions and communication tones for different age segments may be more effective.

*Table 21. Regression Analysis: Factors Affecting Loyalty*

Variable	Standardized Beta	t	Sig.
Overall satisfaction	0.34	3.89	0.000
Satisfaction with quality	0.29	3.24	0.002
Price–quality fit	0.31	3.51	0.001

Model Indicator	Value
R	0.82
R <sup>2</sup>	0.67
Adjusted R <sup>2</sup>	0.66

*Dependent variable: Loyalty index*

*Note: Loyalty index = average of repurchase likelihood and recommendation likelihood*

*Independent variables: overall satisfaction, satisfaction with quality, price–quality fit*

*Source: compiled by the author*

This model clearly shows the foundations on which loyalty is built. Overall satisfaction, satisfaction with quality, and price–quality fit all have statistically significant effects on loyalty. Based on the beta coefficients, overall satisfaction plays a slightly stronger role, although the other two variables are also very close in strength. This indicates that loyalty is shaped not only by emotional satisfaction but also by a concrete sense of value. The model's R<sup>2</sup> value of 0.67 indicates a very strong level of explanatory power. In other words, a large proportion of the variation in the loyalty index can be explained by these three factors. The practical implication is that for customers to return, the product must not only be good, but also appear worth the price paid. Thus, a lasting customer relationship is formed through the combined effect of satisfaction, quality experience, and perceived price fairness.

### 3.3. Generalization and Final Evaluation of Research Findings

The demographic analysis indicates that the typical respondent is predominantly between 26–35 years old, holds a bachelor's degree, and belongs to the middle-income group. The analysis of purchasing behavior shows that consumers primarily prioritize quality, followed by price, when selecting a

product. Purchasing tends to occur on a monthly basis, with markets and supermarkets remaining the dominant sales channels.

Among the factors influencing sales, quality, price, and discounts emerge as the most significant, while advertising and packaging play a comparatively secondary role. In the context of satisfaction and loyalty, the primary drivers are again quality, overall satisfaction, and the perceived alignment between price and quality. Taken together, these findings demonstrate that product success in the market is largely shaped by practical and functional advantages. In other words, consumers are guided less by emotional appeal and more by tangible value, reasonable pricing, and a reliable experience.

*Table 22. Summary of Key Findings Across All Sections*

Section	Key Finding
Demographics	Typical respondent: 26–35 years old, bachelor’s degree, middle income
Purchasing Behavior	Quality is the primary factor; monthly purchasing and market/supermarket channels dominate
Factors Affecting Sales	Quality, price, and discounts have the strongest impact
Satisfaction and Loyalty	High satisfaction; loyalty is mainly driven by quality and price–quality alignment

*Source: compiled by the author*

This summary table consolidates the main trajectory of the research in a clear and structured manner. A recurring theme across all sections is the central role of quality. Price is also important, but it does not act as the sole determining factor. Discounts and service function as supporting elements that reinforce decision-making. Advertising, brand, and packaging serve more complementary roles rather than forming the core of consumer choice.

The high levels of satisfaction and loyalty indicate that the product is well accepted in the market. However, sensitivity to price–quality alignment suggests that consumers carefully evaluate the balance between value and cost. Consequently, the most effective strategy for enhancing sales performance is to strengthen product quality, implement a well-calibrated pricing strategy, and consistently deliver a clear sense of value to the customer.

## V. CONCLUSION AND RECOMMENDATIONS

The findings of the study indicate that among the key factors influencing product sales, quality, price, and price–quality alignment hold a central position. The analysis demonstrates that consumers primarily focus on the functional benefits and real value of a product when making purchasing decisions. The consistency observed across demographic characteristics, purchasing behavior, and statistical models confirms that the results are coherent and logically grounded. It was also determined that the formation of sales is not limited to the initial purchase decision; subsequent satisfaction and consumption experience play a crucial role in shaping outcomes. In this respect, a product’s success in the market directly depends on its ability to deliver value in line with consumer expectations.

Furthermore, the results show that the factors affecting sales do not operate independently but rather interact with one another. In particular, variables such as quality, price, and service jointly influence consumer decisions. The findings related to satisfaction and loyalty further support this perspective, indicating that customer attachment to a product is formed through long-term and multifaceted influences. Therefore, improving sales performance requires not only focusing on individual factors but also managing them in a coordinated manner.

Based on the research findings, the following recommendations are proposed:

- Product quality should be consistently maintained and continuously improved.
- Pricing strategies should be developed with consideration of consumers’ income levels and price sensitivity.

- The alignment between price and quality should be preserved, ensuring a clear perception of value for the consumer.
- Accessibility across sales channels should be enhanced, providing greater convenience in product acquisition.
- Continuous monitoring should be conducted on the key factors shaping customer satisfaction and loyalty.

The implementation of these recommendations can contribute to a more systematic and effective management of product sales. Ultimately, strengthening a consumer-oriented approach, maintaining a balance between quality and price, and organizing the sales process efficiently will have a positive impact on achieving a sustainable market position.

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