

CONSUMER PURCHASING BEHAVIOR ON DAILY CONSUMABLES IN CHENNAI CITY

Dr. N. Chithra

M.Com, M.Phil, M.ED, M.B.A, Ph.D, Assistant Professor, Anna Adarsh College for Women

Abstract

Consumer behavior is the study of how people buy, what they buy, when and why they buy. The study of consumer behavior is very important to the marketers because it enables them to understand and predict buying behavior of consumers in the marketplace; it is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it and how often they buy it and also how they consume it and dispose it. Consumer research is the methodology used to study consumer behavior; it takes place at every phase of the consumption process: before the purchase, during the purchase and after the purchase. Research shows that two different buyers buying the same product may have done it for different reasons; paid different prices, used in different ways, have different emotional attachments towards the things and so on. The purpose of a business is to create and keep customers. Customers are created and maintained through marketing strategies. And the quality of marketing strategies depends on knowing, serving and influencing consumers. This study aims at examining perceptions of the consumers mainly in terms of the information gathered, sources of information, location where the purchase is made and the ultimate purchase decision.

Introduction

Consumer behavior studies the characteristics of individual consumer such as demographics, psychographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumers from groups such as family, friends, reference groups and society in general. It is the act of individuals in obtaining and using goods and services, including the decision process that precede and determine these acts. Consumer behavior influences purchase decision process and the act of purchasing is one of the acts in the process. In order to understand consumer's behavior clearly, one must understand the events that precede and follow from purchase act.

Review of Literature

Uzma Khan and Ravi Dhar (2008), in their study "Licensing effect in consumer choice" analyzed options between luxuries and necessities. 108 under graduate students were selected randomly and they were asked to express their opinion to the questions in the controlled conditions. ANOVA was used and the researcher concluded that the relative preference for a luxury option will be higher if people's prior decisions helped boost their relevant self concepts.

Statement of the Problem

The study of behavioral aspects of consumers is of great importance for marketers and this knowledge is applied to find out the consumers wants and needs. The changing concept of retail business into 'retail in detail', emergence of giant sized retail business in the name of malls and the government's policy to allow foreign direct investment in retail business also change the life style and the buying patterns and preferences of the consumers in India. In this context the consumer is confronted with a complex set of alternatives in many purchase situations. He has to choose the products and product classes from varieties worth his money and efforts. Again from each product category he has to make selection from different sizes, colors, models and brands. The consumer has also to take decision about when and where to buy the products that he needs or wants, how much he wants to spend on it, or how much he can afford to and how he will pay for it. To solve the problems of consumers and marketer, there must be continuous studies in the field of consumer buying behavior. Hence this study is undertaken to provide solutions to solve the problems of consumers and marketers and fill the gaps in the existing literature relating to daily consumables.

Scope of the Study

The study aims at analyzing consumer behavior relating to daily consumables. The study has been limited to certain buying behavioral aspects of purchase decision process, namely information search, product awareness, interest, product evaluation process, brand preference, factors of motivation, price and quality consciousness etc.

Product Selected for the Study

The product selected for the study is non durables ie daily consumables. Daily consumables include groceries etc.

Research Methodology

Sample selected for the study covers different areas of Chennai city. 120 consumers are selected on simple random sampling method. A questionnaire with five point scale is used for data collection. One sample t-test is used to find out the factors influencing purchase decision process of consumers on daily consumables.

Objectives

1. To study the factors influencing the purchase decision process of consumers of daily consumables.
2. To offer suggestions to marketers to maximize the convenience to consumers at the shopping place.

Analysis

Table 1 Test for Basis of Purchase

Basis of Purchase	t	df	Sig. (2tailed)	Mean Differnece	Lower	Upper
Cash	54.692	499	.000	1.70	1.64	1.77
Credit cards	-12.277	499	.000	-.76	-.89	-.64
Instalment purchase	-14.680	499	.000	-.89	-1.01	-.77

Table 2 Selling Outlets

Variables	t	df	Sig. (2 tailed)	Mean Difference	95%Confidence Interval of the difference	
					Lower	Upper
Retailer	24.744	499	.000	1.15	1.06	1.24
Super market	8.738	499	.000	0.45	.35	0.55
Showroom	-6.164	496	.000	-.38	-.50	-.26
Wholesaler	-3.876	499	.000	-.22	-.33	-1.11
Representatives	-16.655	499	.000	-.91	-1.02	-.80

Table 3 Test for Sources of Information

Variables	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Advertisements	14.647	493	.000	.77	.66	.87
Friends/Relatives	12.356	499	.000	.54	.46	.63
Colleagues/Neighbours	8.105	499	.000	.34	.26	.42
Dealers	-8.663	496	.000	-.47	-.57	-.36
Representatives	-13.374	499	.000	-.78	-.89	-.66

Table 4 Test for Promotional Offers

Variables	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Cash Discount	8.902	496	.000	.47	.37	.57
Exchange offer	-1.895	499	.059	-.11	-.22	.00
Free gifts	4.087	496	.000	.21	.11	.32
Yrs of Guarantee	3.316	493	.001	.19	.08	.30
Cash back offer	-6.516	499	.000	-.38	-.49	-.26
Seasonal price redn	1.922	496	.055	.10	.00	.21
Prize schemes	-2.528	499	.012	-.14	-.26	-.03

Table 5 Advertisement Media and Communication Mix

Variables	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Television	18.073	496	.000	.96	.86	1.06
Radio	1.191	499	.234	.07	-.04	.18
Newspaper	17.973	496	.000	.80	.71	.88
Magazines	4.799	499	.000	.23	.14	.33
Hoardings	-2.601	499	.010	-.13	-.24	-.03
Mails	-10.093	499	.000	-.60	-.72	-.49
Representatives	-9.090	499	.000	-.50	-.61	-.40

Table 6 Article Evaluation Process

Variables	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Convenience	17.625	499	.000	.67	.60	.74
Dealer Display	18.038	499	.000	.75	.66	.83
Financial options	19.434	499	.000	.72	.65	.79
Availability	19.032	499	.000	.66	.59	.73
Nature of maintenance	15.078	499	.000	.48	.42	.54
Social status	14.016	499	.000	.50	.43	.57
Perceived prestige	13.803	499	.000	.48	.41	.54

Table 7 Gathering Information

Variables	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Product	26.395	499	.000	.95	.88	1.03
Shop	16.638	499	.000	.61	.54	.68
Competitors	7.387	499	.000	.25	.18	.32
Brand	14.859	499	.000	.53	.46	.60
Shops Dealers	20.625	499	.000	.82	.74	.90

Table 8 Elements of Price Consciousness/ Value for Money

Variables	t	df	Sig. (2-tailed)	Mean difference	95% Confidence Interval of the Difference	
					Lower	Upper
Sale price	14.746	499	.000	.61	.53	.69
Lowest price	-2.096	499	.037	-.11	-.21	-.01
Best value	28.933	499	.000	1.17	1.09	1.25

Table 9 Impulsiveness/ Carelessness

Variables	t	df	Sig. (2-tailed)	Mean difference	95% Confidence Interval of the Difference	
					Lower	Upper
Plan shopping	9.427	499	.000	.42	.33	.51
Impulsive buying	5.118	499	.000	.20	.12	.27
Careless purchase	.557	499	.577	.03	-.07	.12
Take time to buy	13.156	499	.000	.61	.52	.70
Watch expenditure	14.452	499	.000	.68	.59	.77

Table 10 Confusion by over choice

Variables	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Brands	4.340	499	.000	.20	.11	.28
Stores	1.292	499	.197	.06	-.03	.16
Best products	1.929	499	.054	.09	.00	.19
Additional information	-3.585	499	.000	-.17	-.27	-.08

Table 11 Habitual Buying /Brand Loyalty

Variables	t	df	Sig. (2-tailed)	Mean difference	95% Confidence interval of the difference	
					Lower	Upper
Favourite brands	20.724	499	.000	.84	.76	.92
Likeable brands	13.060	499	.000	.64	.54	.74
Stores loyalty	8.839	499	.000	.38	.30	.47
Change brands	-5.857	499	.000	-.23	-.30	-.15

Table 12 Perfection / High Quality Consciousness

Variables	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Good quality	36.127	499	.000	1.22	1.15	1.28
Perfection	29.351	499	.000	.93	.87	.99
Overall quality	30.017	499	.000	.97	.91	1.03
Very best	23.664	499	.000	.91	.83	.99
Don't care	-4.613	499	.000	-.24	-.34	-.14
Standarts	18.160	499	.000	.66	.59	.74
First choice	.347	499	.729	.02	-.07	.11

Table 13 Brand Consciousness/ Price Equal Quality

Variables	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
National	13.093	499	.000	.56	.48	.65
Expensive	-.746	499	.456	-.03	-.12	.06
Quality	6.324	499	.000	.31	.21	.40
Specialty	16.854	499	.000	.55	.49	.62
Best sellin brand	14.469	499	.000	.52	.45	.59
Most advertised brand	-5.190	499	.000	-.25	-.35	-.16

Findings**Shopping outlets**

Most of the consumers often purchase their daily consumables from retail outlets rather than from supermarket, wholesaler or from representative.

Basis of Purchase

The consumers rarely use credit cards and always purchase on cash basis.

Sources of Information

While purchasing daily consumables the respondents always consider advertisements, and information from friends / colleagues. Rarely get information from representatives.

Influence of Promotional Offers

Consumers avail seasonal price reduction, cash discount and free gifts while purchasing daily consumables.

Influence of Ad Media / Communication Mix

Advertisement through TV/Newspaper is often considered as effective media by the consumers.

Article Evaluation Process

The consumers are often influenced by the display of products and financial considerations compared to convenience and availability.

Gathering Information

The test indicates that majority of consumers make a comparison of price in different shops and purchases the products.

Price Conscious /Value for Money

From the study it is ascertained that, majority of the consumers look carefully to find the best value for money .Only least number of people agree on the choice of high priced products.

Impulsiveness / Carelessness

Consumers are often watching how much they spend and make plans; before buying their daily consumables.

Perfection and High Quality Consciousness

From the analysis it is known that the consumers are quality conscious and are perfectionist while buying their products.

Brand Consciousness

As far as daily consumables are concerned the consumers prefer to buy popular brands and from specialty stores.

Novelty and Fashion Consciousness

The analysis shows that most of the consumers buy from branded stores.

Recreation and Shopping Consciousnes

Majority of consumers consider that shopping is an enjoyable activity. Only negligible percentage of consumers express their opinion that the shopping is not a pleasant activity and feel that shopping is a waste of time

Suggestion to Marketers/Manufacturers

Globalization, privatization and Liberalization bring about remarkable changes in the retail business - selling daily consumables. Prominent and giant companies like Reliance have entered into retail trade. The Government allows foreign direct investment in the retail business.

Multinationals like wall mart has entered into retail trade in India. The concept of retail business has changed into retail in detail. The above mentioned factors pose a great challenge to the existing marketers/dealers of daily consumables. In order to face the stiff competition and to retain the customer base the following suggestions are offered to marketers.

The marketers may try to sell everything under one roof. They should create better in store atmosphere like air conditioning, attractive display of goods etc. They should offer free door delivery and make themselves easy accessible to the consumers.

Sufficient sales personnel may be appointed to assist the customers in the selection of goods. The goods must be made available to the customers in safe and attractive packing and packaging.

They should provide good quality goods at reduced price. The customers may be provided with facilities like car parking, children's play area etc.

Conclusion

Previously consumers chose small retail outlets for purchasing their daily consumables. They use to visit different shopping outlets for buying their daily requirements. They were money conscious and not quality conscious. Presently the consumers have an opportunity to purchase all their daily consumables under one roof where everything is available. Consumers have become quality conscious since the quality of life or life style has changed. The consumers have become recreation conscious. This is because the in store atmosphere makes the consumers enjoy the shopping with their family members.

Reference

1. Abhigyan Sarjar (2008), "Latest trends in consumer buying behavior in life style centers worldwide", The ICFAI Journal of Management Research, Vol.vii,no.6, P. 70 -82.
2. Henry Assael, "consumer behavior and marketing action " Singapore, 2001, P.No.285
3. Hawkins, Best and Coney, "Consumer Behaviour ", Mc Graw Hill Publishing Co. Ltd., New Delhi, P.No.173