

A Study on Consumer Behaviour towards Durable Products Purchase Behaviour Changes in India

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Introduction

The field of consumer behavior was rooted in the marketing concept which was a marketing strategy evolved in the late 1950s after marketers passed through a service at marketing approaches like production concept, product concept and selling concept. Consumer oriented marketing approach come to know as marketing concept which focused on the needs and preferences of the target consumers. The firms most therefore concentrate on the needs and wants to specific target market in order to be successful and produce those products that target consumers would buy.

Thus the marketers had designed their offering on recognition of consumer need found a ready market for their products because they were able to fulfill the consumer needs. On the other hand ,those companies that did not recognition consumer needs and failed. The adoption of the marketing concept provided the way for the emergence consumer behavior. It was found that consumer segments different highly. Therefore, it is necessary for the marketers to have clear understanding of the consumers behavior on purchasing.

Operational Definition Of Concept

The are several concept and definition especially applicable to the consumer behaviour in online shopping. Which need to be understood before we make analysis. the concept were collected from the book.

Consumer

The term consumer denotes people in families and other kinds of households who buy and use products and services in order to satisfied their personal needs and wants. consumer is person who buy not for resale but for own consumption. It is the consumer on whose decision demand of any product or service is dependent.

Consumer purchases behaviour

Consumer purchases behaviour refers to the buying behaviour of ultimate consumer, those persons who purchases product for personal or household use.

Buying behaviour

Buying behaviour is the decision processes and act of people involved in buying and using products.

Influence of consumer behaviour

The behaviour of the consumer is influenced by numerous controllable and uncontrollable factors such as product ,price, promotion and distribution, economic, psychological and social factors influence of the consumer behaviours in the own ways.

Need for the Study

In our day –to day living many times many ways or situation everyone plays the role of consumer. In other words, when we clean our teeth, when we eat food or drink milk, when we go to a retail store for shopping to buy television set or radio set, washing machine or computer, when we come back home after shopping, we confront a myriad of consumer decision every day every hours, or even every minute. Being consumer or buyer, everyone is faced with an array of buying decision, ranging from simple to complex. Such as to buy, when to buy, where to buy, at what price or price range as what brand of tooth paste or brush to buy, what brand colour television to family entertainment. What model and what brand of car to buy, what promotional offer are available in the market, what sources are available to collect information, how to make the payment, who is buying, who is not buying, why is not buying, why there are buying, why there are buying, what are the purpose of buying, whether the have need or not and so forth. A marketers needs an understanding of various aspect of how different types of consumers buy and why they do not how they use it and so on these various situations may be exhibits the scope of buyer behavior in the simple sense.. moreover ,the area of buying behavior seems to affect, not only the marketing functions but also every part of buyers life situation.

One of the purpose of business is to provide goods and services so as to fulfill the consumer’s needs. The objective of marketing campaign could be acquisition of the new customers or retention of existing customers. Business firm supply the products in market or at the store or stores. Individually, consumers buy and use them irrespective of the fact whether they belong to urban or rural, male or female, young or old, rich or poor, literate or illiterate, believer or nonbeliever and what so ever. To attain the objective of business and marketing campaign. It is essential to have clear understanding about the customer by understanding the consumer and the environment, marketers have recognized that their marketing efforts could satisfy effectively and efficiently the needs and requirements of consumers who would become customers when they feel satisfaction.

Ultimately, every business has the objective to earn profit. In the competitive environment, the business firm, while stabilizing their survival and maximizing their profits, should also see how and how much they are able to satisfy their customers towards this end. The firm will have to needs and wants of the customers. The interest is to identify difference that guide behavior, besides, how consumer react to various situation that different from one another. Therefore, there is a need. On part of the marketers, to understand the consumers and their behavior in the terms of buying using or consuming the products, in order to stratify consumer and thus maximize their sales and in turn the revenue the profitability.

Consumer behavior is one of the fast growing disciplines. It is a complex and multi dimensional process reflecting the totality of myriad of consumers decision with respect to acquisition. Consumption and disposal activities. On the other hand. Consumer individually exhibit significant

difference in their buying behavior, playing an important role in local, regional and national economic environment one of the important aspects as said earlier, is that ever one of as seems to be a consumer in one way or other, using or consuming the products, available in the market in out daily life to fulfill our needs. This explains the need for the marketers to collect the marketing information through research so as to understanding and interpreting. Clearly the consumer needs and wants seems to be easier said than done because for instance, marketing executives may face some importance issues at the time of introducing the products into the market.

What do consumers think about the product and services and those of competitors?

What do they thinks of possible improvements in their product?

How do they actually use their product?

What are their attitudes towards the products and promotional offers?

What do they feel about their hopes and dreams for themselves and their families?

Under these circumstance the marketing managers cannot take the business for granted that is why understanding and learning to anticipate the consumer behavior are very much essential for planning and managing the business in ever changing environment. Besides, consumer behavior is complex and multi dimensional process as said earlier. The marketing practices, Designed to influence consumer behavior in the firm of desirable consumer buying decisions may influence the firms. The individual and the society at large. Therefore, the complex nature of consumer behavior required better understanding and deeper knowledge about the consumer and his behavior at different circumstances that may facilitate the marketing executive of achieving the organizational objectives. It is therefore more appropriate to know about consumer and his behavior related to marketing activities in the view of the changing scenario in the market.

Relevance of the Study

Understanding behavior of the end consumers who are the cause for the business has always been intriguing. There are bundle of the needs. They need products and services that may be support their live hood the manner in which theses needs are met by a nation generally describes. Its economic peoples needs are met either by the government or people or group of people who wish to undertake the provision of any of the various needs. Thus the latter is termed collectively, the business. Business involves risk and profit providing satisfaction obviously involves some risk and the firm who undertakes the risk merits a reward. The profit that furthers provides incentives for a person to continuous his risk taking venture. The process of providing satisfaction in return for profit is called business. Thus was born the businessman institution the business process by providing the products and services which may be fulfill the consumer need where by the later devices satisfaction while business get the reward the profit, thus, it is important of the study the consumer behavior, so as to understand what is needs and how the business would satisfy these needs to earn the reward and more.

Justification for the Study

Change is the order of the day. The change may be in the attitudes and aptitudes of the consumer different categories. Such change may call for drastic shift from past to present strategies suitable to the contemporary customers, if not, dissatisfaction may be result. Customer dissatisfaction ma damage the business because to takes a dozen positive contacts to dispel one negative incident.

From the business point, business implies not only to earn the profit but also to earn more and more. As such, profitability of the business firms depend upon the ability of the firm attract, sell, satisfy and thus to retain the consumers which is possible only through application of appropriate marketing strategy. For the formulation of appropriate marketing strategies, the marketing firms

need to know what types of product, pricing, Promotion and placement strategies expected by the consumers. So that the customers would be satisfied. Therefore, it is highly necessary to understand the consumers as well as the factors influencing them towards purchase decision. This could be achieved by making the study on the consumer behavior to unearth the ramifications of the results to be used as guiding principle in the formulation of the appropriate strategies.

Indian Economy and the Consumer

The goal of the consumer is to bridge the gap between the rich and poor. The government has been take up it self to provide the people with product and services. Though, Indian industry was on the road to progress, the disinclination by the government to allow global competition did not open the way for the customer reach the market since he has still remained poor. The socialist code of restrained dictated much of independent Indian consumer psych until the late seventies and eighties during which per capital income grew by only one percent per annum.

The liberalization of Indian economy and globalization of the business as a whole Indian marketers face a different challenges. The consumer in this information, communication, connectivity and entertainment. The age is different in terms of behavior and values. The Indian consumer driven by the fact that he uses the internet, cell phone and entertainment oriented which is growing silently shaping a new consumer market in india. The main changes of person television, telephone and internet. The tools of special television attractive to woman ,children and middle income group.

Changing Scenario of Consumer Behaviour

The successful business emerges from perspective responding to the target consumer needs and wants, at the same time consumer changing life style. The country developed innovative and energetic climate for commercial enterprises. The marketers and customer are constantly changes.

The changes have became constant, the existing consumer needs and aspirations would also be changing the world of business has now became a global village. Today developed advanced technology and communication. The people changes our life mobile phone and connection have completely transformed the complexion of communication and have the enter activities of business, social. Economic and procedural processes where the speed is he name of the game. The social, economic, demographic and psychographics profile of the Indian consumers are under transaction, being forced to change themselves by the clutches of external and international people in India are picking up the new culture, value and life style from the western media the present developed satellite and touch with the current trends of the intelligent professional.

Indian Cultures Changes

India is multi-cultures people. It is long history of many years. The Indian politician is different rulers. India was under the British rule .the different rulers had different of governance and social practices. the north and south Indian culture change because consumer behavior is changes. The olden days very poor transport and communication large numbers of languages, systems and habits.

Profile of the Indian Consumer

The Indian consumers here are naturally scattered over a vast territory. The Indian market by large diversity in climate, language, religion ,literacy, customs lifestyle and economic. The consumer present a complex group. the population of india 2001 stood 1027 million 742 million rural area 285 million urban areas. the Indian average literacy 65,4%. The highest concentration of illiterates in the world. india has a strong pool of engineers, scientists and technically education persons. India has been displaying in strength clearly in present years.

Consumption Scenario of Consumer Durable Products

The middle class people is now consumption community of the country. The middle class people good educated and better exposed to global life style. The expenditure of people on non food items continuously on the increase. Toiletries and cosmetics, coffee soft, drinks find a place on the daily menu. The consumer durable products furniture, fans, stereo music system, TV, Refrigerators, mixers, grinders, washing machines, dishwashers and vacuum cleaners are gaining a rapid entry in to homes of this class.

The economic factors, social-cultural and life style factors have contributed to the shift the consumptions pattern of the middle class people. The first growth of urban areas, the durable product developed factors small family, woman employment, new life style, the growth of lifestyle requires several time saving conveniences. the economic improvement and lifestyle change have collectively brought about the shift in their consumer durable product. the income from the employed wife has made it possible for the family to buy a verity of house-hold product. the consumer durable product developed today change lifestyle in the middle class people. The Indian people large buys consumption products food, music system., comfort products, scooter, motor-bikers, cosmetic products, health care products and other lifestyle products.

Conclusion

The Indian consumer is not a single homogenous entity and is not possible to draw a generalized characteristic of Indian consumer. The Indian population has different religious groups. The religions subset large caste has its own culture and customs and given rise in different consumer behaviors towards consumer durable products, use and purchase. The culture and sub culture different region to region. The north Indian culture very different from south Indian culture because the Indian social marketing different place to place and region to region. The manufacture cannot make single marketing planning and strategy for Indian consumers but will make change in marketing in the marketing planning depending upon the consumer characteristics based on the geographic and religions. The consumer behavior and attitude change towards consumer durable products.

End Notes

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