
FACTORS DETERMINING BUYER BEHAVIOUR IN SHOPPING GOODS WITH REFERENCE TO BRANDED PRODUCTS

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ABSTRACT

The consumers market now, turning into more complex and competitive in post LPG era. As customer is the focal point for any marketer, studying their behaviour becoming vital. Now-a-days consumers are very much conscious about their choices and preferences and attracted towards those products which can give them maximum value with social recognition. So, it is obvious that the consumers purchasing decision will be influenced by a lot of factors like buyers personal factors, cultural factors, psychological differences, product related factors etc. Today consumers have handful of alternatives to choose among. So it is becoming difficult for marketers to understand consumers' black box and formulate strategy according to that. This study focuses on investigating the awareness of consumers on various brands and to examine their behaviour in market. This is an empirical study aim to analyse the consumer behaviour in the state capital of Odisha. Primary data collected from 100 samples through a structured questionnaire. Hypotheses are formulated and tested applying various statistical tests. The result derived by testing of hypothesis is very useful which says that the buyers are basically affected by their demographic characteristics like age, gender, family structure, income, occupation and other brand related benefits.

Key Words: competitive, black box, strategy, choices and preferences

INTRODUCTION

Indian market today categorized as ever increasing market for consumption of goods and services as essential which are considered as luxury until yesterday. The demand is growing at high pace for every kind of product, whether it is FMCG or fashionable. It is not only people who are changing but all factors related to demographics and psychographics contributing a lot towards consumption trend. Today, we can find co-existence of at least three generations in a single family

and shifts in lifestyle. For understanding consumer behaviour, mind of all consumers to be studied differently on the basis their age group, income group etc. for example: a marketer should not treat two individuals in same way where one belongs to post independence era and another born after liberalization. The marketer needs to do one thing i.e. he has to diagnose the consumers mind to study how and why consumers having all experience with the products and services. He needs to study

it from every aspect. Studying only few aspects may not be helpful for building a complete strategy.

The buyer is remained as an enigma although marketers focusing on understanding buyer behaviour. The marketers provide stimuli but he is not certain about the buyer's response. This is why the buyer's mind is termed as a black box. Consumers decision influenced by hundred of reasons and today, consumers are mostly influenced by technological advancements, media i.e. news media as well as social media and consumer choices also affected by acute competition among various products and services. So, in this competitive & complex market situation, it is very difficult and sometimes impossible to predict their behavior.

It is even more difficult to understand buyer behaviour towards branded products in consumer durable segment as there are a handful of national and multinational brands are available. Most of the urban customers are aware about brands where rural market is in emerging trend. Today, Information technology helping consumers extensively in comparing Prices of brands and their features. In India consumers are greatly influenced by the suggestions and reviews of their near and dear ones for taking purchasing decision.. So, it is important to examine consumers perception towards a particular brand or product. Moreover, the choice and decision of consumers about a specific brand over the time is determined on the basis of the benefits sought i.e. quality,

guarantee and price especially from branded products. And it becomes the important factor when it comes to the durable and shopping goods.

Literature Review

A number of research studies on this area has been reviewed which have been carried out for examining various factors and stimuli affecting the consumers. Some of the important research studies are presented here.

Miss Rupali Khanna (2015) has made a study entitled "Customer Perception towards Brands: A study on Patanjali". The study was conducted with objectives to study the perception of customers about the brand 'Patanjali', to find out the perceived benefit in the minds of customers at the time of buying the particular brand and to analyse the satisfaction level of customers and past purchasing experience. The study conducted by examining 100 samples in the area of Punjab through questionnaire method. The study revealed that out of total sample 2/3rd are in between the age group of 20-40 and female users are more interested to buy 'Patanjali' products than male users. There are various factors like Income, Price, advertisement etc. are affecting the brand choice. Income has a negative but insignificant effect on the purchase decision where as it is positively correlated with the quality. Quality of the product trusted not by advertising but after using only.

Syed Tabrez Hassan, Bilal H Hurrah and Amit Lanja (2014) were made a study

entitled “A Study of Customer Perception of Youth towards Branded Fashion Apparels in Jalandhar City”. The main objective was to study the youth of Jalandhar city and find out their brand preferences for apparels. Another aim was identifying the factors determining the buying behaviour of that particular group. A sample of 200 respondents was selected by random sampling technique. The survey reveals that most of the people choose to wear branded apparels just for maintaining status and they mainly influenced by trend of fashion, price offers, suggestions of friends and family. For this group of customers price is not a big deal as they are determined to wear branded clothes and believe costly products means brands providing high quality products. But, in this case people change their brand preferences time to time and not loyal to a particular brand.

Manish Kumar Rai & Dr.R.Gopal studied ‘The Consumer buying behavior on branded ethnic apparel’ by collecting data from 100 respondents from Navi Mumbai. The main objectives of the study were to identify the target consumers having high value towards ethnic wear and analyse to what extent they are affected by their demographic characteristics and economic condition. They found that the buying behavior of consumers has no association with gender, income level and region to which they belong. But the occupation and age affect the buying of ethnic apparel. According to the findings of the study the perception and preference of customers

for ethnic apparel do not vary on the basis of income level but on the basis of occupation. Professionals and job holders liking it more while students are less interested.

Research Objectives

The study has been conducted to identify the customers awareness, preferences and attitudes towards buying of shopping goods in the capital city of Odisha. The main objectives are:

- To examine consumer awareness about various brands in shopping goods
- To identify various factors influencing buyer behaviour
- To study the buyer behaviour on the basis of their demographic differences

Research Methodology

Data have been collected both from primary and secondary sources. A research survey was conducted for primary data in the capital city Bhubaneswar, Odisha. The survey based on primary data which was obtained through a structured questionnaire. The questionnaire was administered to the consumers purchasing shopping goods of various brands to the sampling unit classified on the basis of age, gender, income, occupation, educational qualification and monthly income. Stratified simple random sampling techniques are used in the study comprising 100 samples. Various statistical tools and t test analysis are used to study the significance of demographic factors of age, income, occupation and status towards the

perception of respondent on shopping goods.

Hypothesis

For studying buyer behaviour some hypotheses are formulated and tested. Those hypotheses are as below:

H₀: There is no difference between the gender of the respondents and repurchase of the brand which the respondents are using

H₀ – There is no significant difference between the family structure and repurchase of the brand which the respondents are using.

H₀: There is no significant difference between male and female to prefer buying of branded goods in terms of guaranteed after sales services

H₀: There is no significant difference between Nuclear and Joint family in buying the branded goods in terms of guaranteed after sales services

Concept of Buyer Behaviour

The field of consumer behavior is definitely not a narrow concept. It covers a lot of ground to be studied. Consumer behavior is the process and activities people engage in at the time of searching, selecting, purchasing and using for the fulfillment of their wants and desires. Buyer behavior is defined as “all psychological, social and physical behavior of potential customers as they become aware of, evaluate, purchase, consume and tell others about products and services. According to

marketing theories a customer goes through various stages or has a life cycle for a particular product or firm.

- First stage is that time period when the buyer has not yet bought a firm's product brand. At this stage customer seek awareness and marketer try to induce purchase. These customers are called prospects means potential customer in target market.
- Once the customer decides to purchase, he enters into second stage and try out the product. After using for the first time, buyer evaluates the firm, product and whole total experience he got. Here marketer needs to promote to retain the customer not affecting the brand image.
- Some customers who are satisfied enter into third stage and make a repeat purchase. But they cannot be called as loyal customers because they may shift brand by getting superior service from competitor firms.
- Those customers do not shift to other brands become core customers and they are very precious to the firms. Generally there are about 2-3% of these type customers exist in most companies.
- There are some customers who have rejected the firm's offerings called defectors. The cause of such defection is to be analysed and corrective steps should be taken.

Determinants of Buyer Behaviour

People choose a product to buy after going through a process of identifying needs and

preferences, selecting out of various alternatives and analyzing the utility in comparison to price. Customers can be various types who purchase different types of goods for them like: Shopping goods, consumable goods, specialty goods or industrial goods. A person's buying decision related to what should he buy, how should he buy, when and from where should he buy etc. backed by many factors like his perception, self concept, his social and cultural environment, peer groups, his age and personality, his family and many other. Further the selection and purchase of any branded product by a customer probably influenced by several factors including his perception towards that particular brand, all total information and experience he has with the brand and his attitude which determines the repeat buying behaviour. Some of the factors are discussed below:

Cultural background of a person can be treated as the basic factor which determines a buyer's wants and preferences. Generally different set of values of different cultures, their traditions, beliefs influence the customers' preferences and behaviours. Some of the behaviours have been learned by individuals throughout the life. Further People belong to different culture, sub-culture and social class have different characteristics which lead to distinct product and brand preferences. Culture influences communication and language, dress and appearance, food and eating habits, work habits and practices of customers.

In addition to cultural factors, a consumer's society has the broadest influence on consumer's choice. Those societal factors constitute all the people around him who are called as reference groups include his family, friends, relatives, neighbors, colleagues and his class in the society. These people have a direct as well as indirect effect on consumers thinking and decision and ultimately affect the buying behaviour. This factor can have more influence because of regular interaction and meeting.

The buyer's decision is also determined by his personal characteristics. These include the particular buyer's age, gender, stage in the life cycle i.e. childhood, youth stage and old age, his occupation, financial background, lifestyle. In this point of view, we have child market, youth market, adult market etc. In spite of these factors physiological differences between men and women create different demand of health and beauty products and their needs backed by their distinct roles played by them. Instead of gender differences, age has the great influence of purchase decision. People choose clothes, furniture and recreation etc. according to their stages in the life cycle. Moreover, the personality difference affects the buying decision between persons.

There are four major psychological factors that affect the purchasing behaviour of consumers i.e. motivation, perception, attitudes and beliefs. First thing is the level of motivation. Generally different needs of different consumers and the nature of

requirement motivated towards shopping a selected product with specific features. However there are some perceptual processes. Moreover the marketers can also change the beliefs and attitudes of customers with special campaigns.

Buyer not only behaves differently according to product differences and determinants but sometimes the situation differs. In the absence of some factors, differentiation in two buying situation occurs. Those are: (a) awareness about competing brands in a product group (b) customer has a decision criteria (c) customer is able to evaluate and decide on his choice.

Analysis and Interpretation

In this study, an attempt has been made to study the consumer characteristics such as

demographics and behavioural variables in the purchase of shopping goods by using the data collected from the respondents through administering the questionnaire. The demographical characteristics of the sample respondents and behavioural variables in the purchase of shopping goods have been analysed by using popular statistical tools and statistical tests like Chi square Test and t test for testing of the hypothesis.

Analysis of Profile of the respondents:

The profile of the respondents includes all the demographic details like gender, age, income, occupation, family structure etc. In this study Respondents are studied on the basis of gender, income and family structure.

Frequency and percentage of respondents w.r.t gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	67	67.0	67.0	67.0
	Female	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Source: self compiled

Out of 100 respondents 67 % of male respondents, 33% of female respondents have participated in this study.

Frequency and percentage of respondents w.r.t family structure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nuclear	66	66.0	66.0	66.0
	Joint	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Source: self compiled

The above table show the Type of Family respondents were Nuclear whereas 34% distribution. It shows that 66% of of respondents were from Joint family.

Frequency and percentage of respondents w.r.t Income

TABLE- 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 10000	14	14.0	14.0	14.0
	10000 to 50000	59	59.0	59.0	73.0
	50000 to 75000	15	15.0	15.0	88.0
	75000 to 100000	6	6.0	6.0	94.0
	above 100000	6	6.0	6.0	100.0
Total		100	100.0	100.0	

Source: selfcompiled

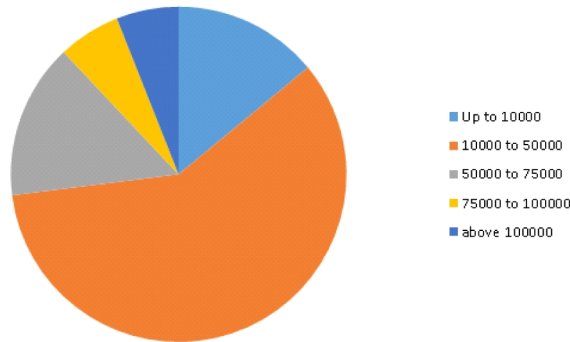


Fig 2 Graphical Presentation of respondents w.r.t Income

The table no.3 shows the income distributions of respondents, 14% respondents were Rs. Upto-10,000, 59% respondents were Rs.10,000-50,000 and 15% respondents were Rs. 50,000-75,000 income group. The maximum participated in the research study from the income group were between Rs. 10,000 to 50,000.

Frequency and percentage of respondents Aware about various brands

TABLE – 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	93.0	93.0	93.0
	No	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Source: self compiled

The table 4 shows the distribution of the respondents about their awareness on the different brands of shopping goods. It shows that 93% of respondents were known about the different brands available in the market whereas only 7% of respondents were unknown about it.

Purchase behaviour of the respondents: This analysis depicts the buyer behaviour at the market place i.e their frequency of shopping, their choice of brands, the benefits they aspire from any brand and the how is the behaviour differs gender to gender, one income group to another and one family structure to another.

Frequency of Shopping made by respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once	10	10.0	10.0	10.0
	Twice	13	13.0	13.0	23.0
	three times	9	9.0	9.0	32.0
	four times	10	10.0	10.0	42.0
	more than four times	58	58.0	58.0	100.0
	Total	100	100.0	100.0	

The table no 5 presents the frequency of shopping. It is revealed that maximum participated in the research study had

visited more than four times for shopping which is around 68 percent of the total respondents of the study.

Factors given emphasis for the purchase of a shopping product

	Price as factor	Quality as factor	Fashion as factor	Influence of family	Advertisement	Technology as factor	Promotion schemes
Yes	57	75	18	12	35	16	09
No	43	25	82	88	65	84	91

The above table presents the distribution of various factors that was given emphasis at the time of purchasing shopping goods. The respondents were given emphasis to

price and quality and were not given emphasis to technology, influence of family, advertisement, sales promotion schemes and fashion.

H₀: There is no difference between the gender of the respondents and repurchase of the brand which the respondents are using-

GENDER	N	Mean	Std. Deviation	T	Df	Sig. (2-tailed)
Male	66	1.3939	.49237	-6.946	99	.000
Female	34	1.2059	.41043			

Source: Self Compiled

According to the table, which indicates that Mean & S.D of Male Vs Female on repurchase of the brand which the respondents are using i.e. Male group are 1.39 ± 0.49 , Female group are 1.20 ± 0.41 . As per the table the p value is less than significant level at .05. Hence null hypothesis is rejected. It means alternative

hypothesis is accepted. There is some difference between male and female on repurchasing the brands they are using.

H₀ – There is no significant difference between the family structure and repurchase of the brand which the respondents are using.

Type of family	N	Mean	Std. Deviation	T	Df	Sig. (2-tailed)
Nuclear	66	1.3333	.47502	-6.865	99	.000
Joint	34	1.3824	.49327			

Source: Self Compiled

According to table No.8, which indicates that Mean & S.D of Nuclear Vs Joint family on repurchase of the brand which the respondents are using i.e. Nuclear group are 1.33 ± 0.47 , Joint group are 1.38 ± 0.49 . As per the table the p value was statistically significant at .05 level of confidence. Hence null hypothesis is

rejected. It reveals that alternative hypothesis is accepted. There are some difference exist between nuclear and joint family for the repurchase decision.

H₀: There is no significant difference between male and female to prefer buying of branded goods in terms of guaranteed after sales services

GENDER	N	Mean	Std. Deviation	t-test value
Male	67	3.3284	1.15978	638
Female	33	3.4848	1.14895	

According to table No.9 which indicates that Mean & S.D of Male vs Female on the brand that is preferred to buy in terms of guaranteed after sales services i.e. Male group are 3.32 ± 1.15 , Female group are 3.48 ± 1.15 . As per the table the t-test were statistically insignificant as the obtained value (1.03) is less than the tabulated

value (1.97) required for t-test to be significant at .05 level of confidence. Hence null hypothesis is accepted.

H₀: There is no significant difference between Nuclear and Joint family in buying the branded goods in terms of guaranteed after sales services

Type of family	N	Mean	Std. Deviation	T-test value
Nuclear	35	3.5714	1.14496	1.22
Joint	65	3.2769	1.15255	

Source: Self Compiled

According to the above table, which indicates that Mean & S.D of Nuclear Vs Joint family on the brand that is preferred to buy in terms of guaranteed after sales services i.e. nuclear group are 3.57 ± 1.14 , Joint group are 3.27 ± 1.15 . As per the table the t-test were statistically insignificant as the obtained value (1.22) is less than the tabulated value (1.97) required for t-test to be significant at .05 level of confidence. Hence null hypothesis is accepted.

Findings and Conclusion

The present study is an empirical study on consumer buying behaviour regarding shopping goods. The customers' decision is influenced by personal factors as well as environmental factors. In this study the behaviour of consumers is analysed according to their demographic characteristics. The hypothesis are tested and the result can be concluded that

decision towards repeat purchasing of a brand differs among male and female whereas there is no difference in perception exist towards guaranteed after sales services. The behaviour of buyers on the basis of family structure also been studied and the result showing that there is some difference exist among nuclear and joint family in repurchasing a product. The null hypothesis formed for studying the perception on after sales services holds true and there is no difference between nuclear and joint family in taking decision considering the after sales services provided by various brands. The branding is not the only influencer on the buying decision of the customers. There are many other determinants of buyer behaviour. Buyer selects a product through a process. He searches for various alternative products which can fulfill his need, and then he compares them and chooses the best product for him. Therefore, proper

formulation of marketing strategy requires an overall study and understanding of psychological factors that influences behavioral pattern of consumers. Thus, the marketer who understands consumers mind and make strategy for fulfilling their need will definitely have advantage over other competitors.

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