

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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## A STUDY ON CONSUMER'S PURCHASING BEHAVIOUR WITH SPECIAL REFERENCE TO NON-DURABLE GOODS IN COIMBATORE CITY

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### ABSTRACT

*All the purchases made by a consumer follow a certain decision making process. The Character, Behaviour and attitude of consumer are the important dimensions in the decision making process. No sale can be effective, unless a favourable decision is made by a buyer towards a particular product of a company. Non-Durable goods like grocery, vegetables, fruits, cosmetics, toiletry, clothes, etc are the basic products used by the consumers frequently. In the competitive market, the prospective buyer is prepared to choose the right brand based on their needs. An understanding of purchase behaviour is essential as it reflects the influence of brands, buyer & customer type on the purchase of a particular brand, etc. The success of the market or its failure depends on the purchase behaviour of consumers. Hence the present has been undertaken to find out the answers for the factors influencing Consumer's Purchase Behaviour. A total of 125 respondents residing in Coimbatore city form the sample. Convenience sampling method is used for data collection. The study is based on both primary and secondary data. The statistical tools used are simple percentage, Weighted scaling and Factor ranking techniques. Based on the analysis, findings and necessary suggestions were given. To conclude, the modern market is highly competitive and transitional. Thus, the role played by consumer is very prominent and the marketer should consider the behaviour and attitude of the consumers before introducing the product into the market.*

### KEYWORDS

Consumer, Decision, Market, Non durable goods and purchase behaviour.

### INTRODUCTION

Consumer is a pivot, around which the whole marketing system revolves. Consumer behaviour & decision making process determines the fate of the producers. Thus market success depends on the consumer behaviour & thus it is necessary for every marketer to study the factors determining consumer behaviour.

The process whereby individuals decide whether what, when, how, & from whom to purchase goods & services can be termed as consumer behaviour. Consumer behaviour provides a sound basis for identifying & understanding consumer needs. Therefore, the study of consumer behaviour for consumer non-durables is of vital importance in shaping the fortunes of the decision process.

A study of consumer behaviour is significant for regulating consumption of goods & thereby maintaining economic stability. Analysis of & empirical studies on consumer behaviour reveals the extent to which consumer behaves & their role in purchase decision. When the buyer decides to make purchase, then there are many problems as what to purchase, because the needs are numerous, which leads to ranking the needs in terms of priority.

There are many underlying influences, both internal and external, from the environment. The combination of these inputs and internal factors can never be a complex indeed. Yet, the tools of market research can assess the behaviour with considerable accuracy.

All the purchases made by a consumer follow a certain decision making process. The character, Behaviour and attitude of consumer are the important dimensions in the decision making process. No sale can be effective, unless a favourable decision is made by a buyer towards a particular product of a company.

### STATEMENT OF THE PROBLEM

Non-Durable goods like grocery, vegetables, fruits, cosmetics, toiletry, clothes, etc are the basic products used by the consumers frequently. They need these goods to satisfy their Physiological needs. The companies are trying to make their products more popular and thereby, try to be successful. In the competitive market, the prospective buyer is prepared to choose the right brand based on their needs. An understanding of purchase behaviour is essential as it reflects the influence of brands, buyer & customer type on the purchase of a particular brand, etc. The success of the market or the failure depends on the purchase behaviour of the consumers.

Hence the present has been undertaken to find out the answers for the following questions

1. What are the socio-economic characteristics of the respondent's family?
2. What are the factors influencing Consumer's Purchase Behaviour?
3. What is the mode of payment & the mode of carrying goods?

This study is an attempt to find out answers to the above & related questions.

### SCOPE OF THE STUDY

Though the main objective of the study is to analyse the consumer's purchase behaviour, the scope of the study extends to the following related aspects viz, socio-economic characteristics of the respondents, factors influencing purchase behaviour, mod of payment and mode of carrying goods.

### OBJECTIVES OF THE STUDY

The objectives of the study are:

1. To study the purchasing behaviour of the consumers & their purchase tendency.
2. To find out the purchase frequency.
3. To analyse the factors influencing consumers purchase behaviour.
4. To examine consumers awareness towards various quality marks.
5. To analyse the mode of purchase & the mode of carrying goods preferred by the consumers.

6. To find out the consumers reaction towards dissatisfied products.

**RESEARCH METHODOLOGY**

**AREA OF THE STUDY**

The study covers only Coimbatore city. The area selected by taking in to account the time & cost factor.

**SAMPLE SIZE**

A total of 125 respondents residing in Coimbatore city were selected for the study. Convenience sampling method has been followed for collecting response from the respondents. The data has been collected from the customers who have visited the departmental stores, grocery shops, super markets, hyper markets, etc.

**SOURCES OF DATA**

The study is based on both primary and secondary data. The primary data has been collected by using Questionnaires and the secondary data has been collected from books, magazines, manuals and internet.

**TOOLS FOR COLLECTION OF DATA**

Questionnaire is the major tool administered for collecting primary data from the respondents.

**TOOLS FOR ANALYSIS**

The statistical tool used for the analysis of this study is simple percentage technique. Weighted scaling technique, Chi-square and Factor ranking technique were also used to analyse the factors determining the level of satisfaction and the factors influencing the purchase behaviour of the consumers.

**ANALYSIS & INTERPRETATION**

Analysis & Interpretation of the statements refers to the process of determining the significant operation & characteristics from the collective data with a view to get an insight into the activities of an enterprise.

The objective of analysis is to study the relationship among the various terms of collective detail & the interpretation will be given for the explanation of real fact in the study.

**SIMPLE PERCENTAGE ANALYSIS**

**TABLE 1: FREQUENCY LEVEL OF PURCHASE**

Sl No	Purchase Frequency Level	No. of Respondents	Percentage
1	Everyday	17	14
2	Weekly	50	40
3	As & when I feel	55	44
4	Monthly	3	2
	<b>Total</b>	<b>125</b>	<b>100</b>

Source: Primary Data

The above table shows that, 14% of the respondents prefer to purchase everyday, 40% of the respondents prefer once in a week, 44% of the respondents do their purchase as and when they like and 2% of the respondents do purchase once in a month. Observation reveals that most of the respondents do purchase as and when they like.

**TABLE 2: SHOP PREFERENCE**

Sl No	Shop Preference	No. of Respondents	Percentage
1	Department Store	83	66
2	Grocery Shop	7	6
3	Vendors	8	7
4	Super Market	23	18
5	Others Specify	4	3
	<b>Total</b>	<b>125</b>	<b>100</b>

Source: Primary Data

It is clear from the above table that 66 % of the respondents prefer to purchase from departmental stores, 6% of the respondents preferred grocery shops, 7% of the respondents prefer street vendors for purchasing, 18% of the respondents prefer super market for the purchasing and 3% of the respondents prefer other type of shops.

**TABLE 3: FACTORS INFLUENCING PURCHASE BEHAVIOUR**

Sl No	Influencing Factors	No of Respondents	Percentage
1	Convenience	13	10
2	Quality	89	71
3	Quantity	3	2
4	Cost	5	4
5	Service	7	6
6	Customer relation	1	1
7	Brand	7	6
	<b>Total</b>	<b>125</b>	<b>100</b>

Source: Primary Data

The above table indicates that the factor which influenced 10% of the respondents purchase behavior was convenience, 71% of the respondents were influenced by quality, 2% of the respondents were influence by the quantity, 4% of the respondents were influenced by the cost, 6% of the respondents were influenced by the service, 1% of the respondents were influenced the shopkeepers customer care ship and 6% of the respondents were influenced by the loyalty to the brand. Thus, majority of the respondents purchase behavior influenced by the quality of the product and only very little were influenced by the factor shopkeepers customer relation.

**TABLE 4: AWARENESS TOWARDS QUALITY MARKS**

SL.No	Awareness	No. of Respondents	Percentage
1	Always	69	56
2	Sometimes	51	42
3	Rare	2	2
	<b>Total</b>	<b>122</b>	<b>100</b>

Source: Primary Data

The above table reveals that, 122 respondents give importance to date of manufacture, expiry date, ISI etc. While purchasing and 3 respondents do not give any consideration for quality marks while purchase. Out of 122 respondents, 56% of the respondents always lookout such quality marks, 42% of them look for the quality marks sometimes and 2% of the respondents do rarely give importance to the quality marks.

**TABLE 5: MODE OF CARRYING GOODS**

Sl.No	Mode of Carrying Goods	No of Respondents	Percentage
1	Own vehicle	55	44
2	Rented vehicle	6	5
3	Door delivery	30	24
4	Bus	34	27
	<b>Total</b>	<b>125</b>	<b>100</b>

Source: Primary Data

It is clearly understood that, 44% of the respondents carry their goods in their own vehicle, 5% of the respondents carry the goods in their rented vehicles, 24% of respondents avail the benefit of door delivery and 27% of the respondents carry the goods by bus. Majority of the respondents are carrying the products to their home with the help of their two-wheelers.

**TABLE 6: MODE OF PAYMENT**

Sl.No	Mode of Payment	No of Respondents	Percentage
1	Cash payment	123	98
2	Credit payment	2	2
	<b>TOTAL</b>	<b>125</b>	<b>100</b>

Source: Primary Data

It was found that, 99% of the respondents prefer to pay ready case for their purchase and only 2% of the respondents expect credit facility for their purchase. It is observed that majority of the respondent prefer ready cash payment to credit payment for the purchase.

**TABLE 7: TYPES OF PROBLEMS FACED BY CONSUMER DURING PURCHASE**

SL No	Types of Patterns During Purchase	No. of Respondents	Percentage
1	Unavailability	15	12
2	Poor quality	33	27
3	Harassment	39	31
4	Mal practice in quantity	12	10
5	Adulteration	23	18
6	Others_ Specify	3	2
	<b>TOTAL</b>	<b>125</b>	<b>100</b>

Source: Primary Data

The table reveals that during purchase, 12% of the respondents face problem of unavailability of products, 27% of the respondents feel that some products are of poor quality, 31% face the problem of harassment, 10% of the respondents suspect malpractice in quantity, 18% face the problem of product adulteration and only 2% of the respondents face the problem of lack of customer care.

**TABLE 8: REACTION TOWARDS DISSATISFIED PRODUCTS**

Sl No	Reaction	No of Respondents	Percentage
1	Will return the goods	49	34
2	Not to buy it again	68	54
3	Dispose the product	5	4
4	Remake it	3	3
	<b>Total</b>	<b>125</b>	<b>100</b>

Source: Primary Data

It is observed that, 39% of the respondents return the products if they are not satisfied with the product purchased, 54% of the respondents will not buy it again in future, 4% of the respondents dispose the product and only 3% of the respondents are interested to remake the product and use it for other purpose. Majority of the respondents feel not to buy faulty product again in future.

**WEIGHTED AVERAGE SCORE ANALYSIS**

Weighted Average technique was used to find out the weighted average for each category of respondents, over several study factors to know their level of satisfaction towards the quality, Price, Availability, Service, Size & Design of the products. For this purpose the quantitative information was converted into numerical term using five point scaling technique.

In using five point scales, score 5 was given to highly satisfied, 4 was given to satisfied, 3 was given to moderate, 2 was given to dissatisfied & 1 was given to highly dissatisfied.

**TABLE 9: AGE & FACTORS CONSIDERD FOR PRODUCT SATISFACTION**

Sl. No	Age	18-30 Years	31-40 Years	41-50 years	Above 50 Years
1	Quality	4.45	4.37	3.94	5.00
2	Price	3.90	3.79	3.61	4.00
3	Availability	3.87	4.00	3.78	4.00
4	Service rendered	3.91	3.84	3.83	4.00
5	Size	3.73	3.21	3.28	4.00
6	Design	3.97	3.95	3.94	4.00

Source: Primary Data

From the above table, it is clear that irrespective of age most the respondents are highly satisfied with Quality and satisfied with other factors.

**TABLE 10: EDUCATIONAL QUALIFICATION & FACTORS CONSIDERD FOR PRODUCT SATISFACTION**

Sl. No	Qualification	School level	Graduate	Post Graduate	Diploma	Others
1	Quality	4.19	4.46	4.18	4.75	4.00
2	Price	3.57	3.92	3.45	3.75	4.17
3	Availability	3.90	3.92	3.55	4.00	3.83
4	Service rendered	3.57	3.93	3.73	4.75	4.17
5	Size	3.43	3.69	4.27	3.75	3.17
6	Design	3.86	4.00	4.00	3.75	4.17

Source: Primary Data

From the above table, it is clear that irrespective of educational qualification most of the respondents are highly satisfied with Quality and satisfied with other factors.

**TABLE 11: OCCUPATION & FACTORS CONSIDERED FOR PRODUCT SATISFACTION**

Sl No	Occupation	Professional	Business	Employed	Agriculturist	Others
1	Quality	3.83	4.42	4.33	4.42	4.43
2	Price	3.83	4.04	3.74	3.83	3.80
3	Availability	3.67	3.75	4.00	3.75	3.93
4	Service rendered	3.50	3.88	3.70	3.75	4.05
5	Size	3.67	3.54	3.67	3.42	3.75
6	Design	3.33	4.13	4.00	3.67	4.04

Source: Primary Data

It is clear that all the respondents are highly satisfied with Product quality and majority of the students are highly satisfied & satisfied with service, design, availability, price & size.

**TABLE 12: MARITAL STATUS & FACTORS CONSIDERED FOR PRODUCT SATISFACTION**

Sl. No	Marital Status	Married	Single
1	Quality	4.31	4.42
2	Price	3.79	3.87
3	Availability	3.83	3.91
4	Service rendered	3.88	3.90
5	Size	3.63	4.48
6	Design	3.92	4.01

Source: Primary Data

Majority of the respondents are highly satisfied with product quality irrespective of their marital status.

**TABLE 13: FAMILY INCOME & FACTORS CONSIDERED FOR PRODUCT SATISFACTION**

Sl. No	Quality	Below Rs. 5000	Rs. 5001-Rs. 10,000	Rs. 10,001-Rs. 15,000	Above Rs. 15000
1	Quality	4.38	4.38	4.17	4.71
2	Price	3.90	3.87	3.50	3.71
3	Availability	3.90	3.80	3.92	4.14
4	Service rendered	3.69	4.38	3.83	4.43
5	Size	3.61	3.64	3.92	4.00
6	Design	3.92	3.84	3.83	4.43

Source: Primary Data

Most of the respondents belonging to various income level are highly satisfied with the product quality.

**TABLE 14: NATURE OF FAMILY & FACTORS CONSIDERED FOR PRODUCT SATISFACTION**

Sl. No	Nature of Family	Nuclear	Joint
1	Quality	4.40	4.32
2	Price	3.79	3.95
3	Availability	3.88	3.88
4	Service rendered	4.08	3.49
5	Size	3.61	3.80
6	Design	3.98	3.98

Source: Primary Data

Irrespective of the nature of family, most of the respondents are highly satisfied with product quality.

**FACTOR RANKING ANALYSIS**

Factors considered by the respondents were analysed by ranking method. For this purpose, respondents were asked to assign the rank to the factors. **As per this technique, the number of respondents multiplies the rank assigned by the respondents.** The preference is taken as total score assigned to a factor. The factor scoring the least value is the most important rank and was determined with ascending order. By using this technique, it was decided to analyse the factors by ranking for some preference.

**TABLE 15: RANKING ANALYSIS FOR AGE GROUP WITH ORDER OF PREFERENCE FOR PURCHASE**

Particulars	18-30 Years		31-40 Years		41-50 Years		Above 50 years	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	3.51	1	4.21	1	4.22	1	4.50	1
Quantity	3.31	11	3.00	11	2.39	V	1.50	V
Cost	2.91	111	2.89	1V	2.50	111	4.00	11
Service rendered	2.63	V	2.00	V	2.44	1V	2.00	1V
Brand	2.78	1V	2.95	111	2.83	11	3.00	111

Source: Primary Data

It is inferred from the table that the first rank is given to the product quality under age groups-18-30 years, 31-40 years, 41-50 years and above 50 years. Last rank is given to the service rendered under the age groups-18-30 years and 31-40 years. Respondent's belongings to the age group of 41-50 years and above 50 years had given the last rank to quantity of the product.

**TABLE 16: RANKING ANALYSIS FOR EDUCATIONAL QUALIFICATION WITH ORDER OF PREFERENCE FOR PURCHASE**

Particulars	School level		Graduates		Post Graduates		Diploma		Others	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	4.38	1	3.59	1	3.54	1	4.00	1	3.67	1
Quantity	2.90	111	3.05	11	3.18	111	3.75	11	3.33	11
Cost	2.43	1V	3.00	111	2.73	1V	3.00	111	2.67	1V
Service Rendered	2.28	V	2.60	V	2.18	V	2.25	1V	2.17	V
Brand	2.95	11	2.76	11	3.27	11	2.00	V	2.8	111

Source: Primary Data

It is clear from the above table that the first rank is given to the product quality by all age groups. Last rank is given to service rendered by graduates, post graduated, professionals and school level respondents; diploma holders have given the last rank to product brand

**TABLE 17: RANKING ANALYSIS FOR OCCUPATION WITH ORDER OF PREFERENCE FOR PURCHASE**

Particulars	Professionals		Business		Employed		Agriculturist		Others	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	3.67	1	3.83	1	3.89	1	4.00	1	3.57	1
Quantity	2.67	1V	3.17	11	3.15	111	2.58	1V	3.22	11
Cost	2.50	V	2.58	1V	3.37	11	2.42	V	2.88	1V
Service rendered	2.83	111	2.42	V	2.52	1V	3.17	11	2.31	V
Brand	3.00	11	3.04	111	2.33	V	2.83	111	2.93	111

Source: Primary Data

It is inferred from the table that first rank is given to the product quality under various occupational status and last rank is given to the product cost by professionals and agriculturists; last rank was given to the brand by employed respondents and last rank was given to the service by the businessmen, students and home makers.

**TABLE 18: RANKING ANALYSIS FOR FAMILY INCOME WITH ORDER OF PREFERENCE FOR PURCHASE**

Particulars	Below Rs.5000		Rs.5001-Rs.10,000		Rs.10,001-Rs.15,000		Above Rs.15,000	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	3.90	1	3.40	11	4.08	1	3.86	1
Quantity	3.02	11	3.42	1	2.75	111	2.43	V
Cost	2.83	111	2.76	1V	3.17	11	3.57	11
Service rendered	2.56	V	2.40	V	2.25	V	2.71	111
Brand	2.72	1V	3.02	111	2.67	1V	2.57	1V

Source: Primary Data

It is inferred from the above table that the first rank is given by the respondents (whose income level is below Rs.15,000, Rs. 10,001-Rs.15,000 and above 15,000) to the product quality and respondents under Rs. 5,001- Rs. 10,000 income group have given the first rank to product quantity. Last rank is given to the service rendered by the respondents under the income is above Rs. 15,000 have given the last rank to quantity.

**TABLE 19: RANKING ANALYSIS FOR TYPE OF FAMILY WITH ORDER OF PREFERENCE FOR PURCHASE**

Particulars	Nuclear		Joint	
	Score	Rank	Score	Rank
Quality	3.80	1	3.61	1
Quantity	3.17	11	2.97	111
Cost	2.88	111	2.83	1V
Service rendered	2.37	V	2.71	V
Brand	2.78	1V	3.05	11

Source: Primary Data

It is clear from the above table that the first rank is given to the product quality and last rank is given to the service rendered by both nuclear and joint family respondents.

**TABLE 20: RANKING ANALYSIS FOR FAMILY SIZE WITH ORDER OF PREFERENCE FOR PURCHASE**

Particulars	Two		Three		Four		Above Four	
	Score	Rank	Score	Rank	Score	Rank	Score	Rank
Quality	3.00	111	3.93	1	3.76	1	3.67	1
Quantity	5.00	1	2.79	1V	3.08	11	3.18	11
Cost	4.00	11	2.29	V	2.88	1V	2.98	111
Service rendered	1.00	V	3.07	11	2.29	V	2.57	V
Brand	2.00	1V	2.86	111	3.00	111	2.61	1V

Source: Primary Data

It is inferred from the table that the first rank is given to the product quantity by the respondents whose family size is two and first rank is given to the product quality by the respondents whose family size is three, four, and above four. Respondents, whose family size is three have given the last rank to the product cost and whose family size is two, four and above four have five the last rank to the service rendered.

**FINDINGS**

The distinctive feature of the higher income group respondents is that, they shop as & when they like. Similarly, the consumers shop almost weekly but the career going consumers does shop only when the need arrives.

Education also plays a key role in shopping behaviour, in the sense that, compared to the respondents with no formal education, respondents having a good educational background shop more often.

Through the study it is understood that, consumers prepare item list before going to shop for purchasing. The involvement each one has on the family matters influences their behaviour to a greater extent. The main aim of the study is to understand the behaviour of individuals in the process of decision making, information gathering and need identification.

In the selected sample, respondents gather information from both internal & external sources. Majority of the respondents prefer to purchase products from departmental stores rather than other types of shops, as they feel that it is economical & products are of good quality.

Most of the respondents are aware of the quality marks and they carry the products in their own vehicle or by bus and some avail the benefit of door delivery.

The sample respondents prefer cash payment rather than credit payment. The respondents says that most of them face problems like adulteration, no follow up service, poor quality, etc during & after purchase.

This clearly indicates that in family purchase decisions, inspite of an individual's age, income, level of education, status, family size, etc., the interaction they have with each other leads the way for best "buy". Ultimately greater the interaction, better the involvement & may be a satisfactory purchase.

The study elucidates the fact that, there is a significant relationship between family size, income, education and frequency of shopping on one hand while there is no relationship between age and frequency of shopping on the other.

**SUGGESTIONS**

Purchase decision process which is characterised as more complex in its nature, has been subject to research often, only recently. This study is an attempt to explore the purchase decision process within a family with special reference to consumer's purchase behaviour.

**TO THE MARKETERS**

'Family' influence in the purchase decision process is to be considered more seriously than the influence of any other factor, for the simple & the most important reason, that it is the family that decides the consumption pattern, choice of products, brands, stores and other product related aspects.

The marketing strategy to be adopted to influence the consumer's to make positive purchase decision. In order to reach the prospective buyer without any complications, the marketers prime responsibility is to identify the person dominating the decision making process and he/she is to be influenced further

towards the desired action. It is believed that, such an approach will serve the purpose more effectively than the generalized approach often practiced by Indian marketers towards the family purchase activity.

#### TO THE PUBLIC

Women should be aware of the new products introduced in the market and of its special features, price, quality, etc. They should be capable of identifying duplicate products & should avoid purchasing unwanted items.

Purchase is to be made on the basis of the quality, income & according to the budget. Consumer must know the standard shop which sells products at reasonable prices with excellent service. They should give importance to the package date, manufacturing date, ISI marks, expiry date, brand, etc while purchasing. They should clarify their doubts regarding the product they buy.

#### CONCLUSION

The modern market is highly competitive and transitional. The prominence gained by individual consumer in marketing decision making compels the marketer to look at & organize the component of marketing mix through the customer's eyes. Hence the consumer behaviour research has come into existence.

Successful companies now – a –days take an inside –out view of their business. They recognize the importance of continuous monitoring & adapting to the environment. They also spend more time with customers & with watching the competitors because changes in environment pose good opportunities for the marketers to still flourish.

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