

## A Study of Buying Behaviour of Consumers

**Dr. Divya Kumar Agarwal\* & Aakash Mittal\*\***

\*Asstt. Prof., Ch. Vedram College of Higher Education, Siroaundhan (Hapur)

\*\* Asstt. Prof., Ch. Vedram College of Higher Education, Siroaundhan (Hapur)

**ABSTRACT**As we all know time moves on steadily and relentlessly then why in India we should not take a challenge do onset and enhance internet-marketing. It is time for India to restructure. Its legal, business and communication infrastructure because increased convenience and communication will lead to more potential business in India. The internet has led the marketers to a shift from mass marketing to personalize marketing. Personalization on internet refers to the ability of consumers to receive personalized information i.e. sales advertisement or visit a website with a home page customized for them. More than -70% of the companies believes that internet marketing improves personalized relationship to be larger degree 30% believes that it affect averagely on the personalized relationship parameter. More then 61% of the companies believed that customer confidence and retention has build up through internet-marketing to a grater degree.

Reference to this paper should be made as follows:

**Dr. Divya Kumar  
Agarwal\* & Aakash  
Mittal\*\* ,**

*A Study of Buying  
Behaviour of Consumers,*

RJPSSs 2017, Vol. 43,  
No.2, pp. 91-96,  
Article No. 12 (RJ1928)

Online available at :  
[http://anubooks.com/  
?page\\_id=2012](http://anubooks.com/?page_id=2012)

## **INTRODUCTION:**

This consumer the most critical component in the marketing strategy of an enterprise needs to be studied at depth. Even though consumer behaviour can not be precisely quantified and marketing decisions have to be probabilistic, it is much better to know this behaviour and then take decisions rather than taking with out any study. The aim of marketing is to meet and satisfy target customers need and wants buyer behaviour studies now individuals select, buy use and disperse of goods and services, ideas or experiences to satisfy their needs and desires.

Understanding buyer behaviour and knowing customers are never simple. Customers may be state their needs and wants but act otherwise. They may respond to influence that change their mind at the last minute, never the less, marketers must study their target customers wants, perceptions, preferences shopping and buying behaviour.

A human being by nature is very complex. It is difficult to understand the human behaviour. It is the human brain which direct all the activities of human being for a making a successful marketing program it is necessary for a marketer to study the buyer behaviour so that they would know the attitude, intentions desire of the customer.

Consumer behaviour is rarely a simple process the purchase decision can evolve many fact including, income level, age group, product, media etc. Information regarding input can be obtained from several sources. The advertising media, sale people, personal observation and an up coming source the internet can provide the data for making purchase decisions. The customer must then process the information and decide which product and brand to buy.

Buying behaviour age group – there is a very close relationship between buying behaviour and age group. It is one of the important variable which are after use in segmenting the market people buy different goods and services over their life time age is very commonly use as the basis of the studying, buying behavior and the assumption is that people in the same age group will behave in identical manner so age profile of a population can tell us whether the market is predominantly young or old.

On going through the respondent discussion where the association between the age of respondent and their profession, was established. The age group between 10-20 years were mainly students and were not working but in the age group 21-30 year were working in it sector teaching and other field. However in the age group below 31-40 years, most of respondent in teaching profession, computer profession and some of them working in the industries.

When the two variable i.e. when age of the respondent and the type of product purchased through internet were associated the outcome of the analysis were that in the age group between 10-20 years respondent were student and thus purchased. Product related to education only.

In the age group 21-30 years. Mostly purchased home appliances related to entertainment and the respondent purchased all most all the products mention in the different categories through online.

During the study of the association of the age of respondent and internet helping companies in building their brand image in the age 10-20 years respondents could not relate to the aspect that internet helped the companies in building brand image as compared to traditional methods. But in the age group 21-30 bellowed that internet help to companies in building their brand image.

It is evident from the response of the respondent that when the age of respondent was associated with influence of media advertisement on them, discussion indicate that 10-20 years age group found influenced by internet as a medium of advertisement white the age group 21.30 interment influence the customer and most of the respondent were influenced by all the mode of advertisement of media. Similarly television advertising also influence the buying behaviour of consumer at the age of 41 years and above magazines influencing factor to the customer buying behaviour.

Buying behaviour of consumer is influence by the status and profession of an individual status is the social position of an individual in the society. To mention this status individual perform number of activities and buying is also one of them which some time motivates them to purchase even though products which are not required or essential for individual. But is definite that status do affect buying behaviour occupation also affects the buying behaviour of an individual because people in the some profession are expected to behave a similar manner, all teachers, all doctors, all computer professional may behave similarly.

Therefore, they are career oriented and their priority is to build career, the people who fall in this category are highly educated and hard working and may be characterised into young successful professionals, executive and small and medium enterprises.

**Buying behavior and product-** It is important for a firm to understand the buyer because some times. They respond the way marketer want and on other occasions just refuses to buy the product.

There are two types of products based on their use and life and these fare the buyer behaviour for each one of them differs considerably. The two categories are-

**1. Fast Moving Consumer Goods-** Fast moving consumer goods are those which are generally consumed by everyone such as milk, tea, clothes, sugar etc.

**2. Consumer Durables-** Consumer durables are those goods which have long life and are used for number of years such as T.V., Music System, Car etc.

When the association between the product choice through internet of respondent and their age was studied in the age group 10-20 years. Mostly purchased education on internet half of the respondent who bought home appliances were in age group between 21-30 years and 31-40 years. But all of the respondent who bought entertainment on internet were in 21-30 years age group.

It is evident from the respondent answer that when the association between product choice through internet and spend time in search and purchased education, banking, entertainment, hospitality and all product through the internet are the opinion that electronic buying has helped them in reducing the search line as compared to traditional buying.

**Buying behaviour on the basis of advertising-** Advertising is the technique used to bring products, Services, opinions or cause to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised.

Thus, the objective of advertisement is to change. The attitude, beliefs and decisions in favour of a product or service advertised besides providing the information and knowledge. The impact of advertisement depends ultimately on various factors besides consumer satisfaction which are–

- Rate at which new message enter the social system through advertisement of various manufactures.
- The persuasive influence.
- The percentage of targeted group affected the advertisement.

The consumer are required to be motivated by selective attention, selective exposure etc and therefore in order that the message is effective considerable research is called for the usage and need of product and expectation of consumer so that proper message may be drawn to influence the consumer.

It is evident that when influence of media of advertising and profession of respondents were associated the finding indicate that most of the respondent who were influence by television advertisement were non-professionals/non-working class however half of the respondent influence by internet advertisement were professions in it sector and others. So we can say the society is always influenced as we advance in technology and therefore. Internet gave new opportunities to the whole world give importance to social life of people. Social marketing is a new concept in internet marketing.

To ensure the global access to the internet education for every body is very important and significant because through internet marketing social benefits are being provided such as educating customers, supplier's etc. This is often called as information literacy. The social objectives of business have its obligations towards. Society such as social responsibility, fair trade practices, social advertising etc.

### **REFERENCE**

1. Alreck, Pamela and Robert Settle (2002), "*Gender Effects on Internet, Catalouge, and Sotre Shopping*", **Journal of Database Marketing (January), 150-162.**
2. Beyond Cool, "*Online Trading Goes Main Stream as Quality Rises and Commissions Plunge*" (1998), **Barron's (March 16) Internet:** [www.datek.com/marketing/about/in-news/bar031698.html](http://www.datek.com/marketing/about/in-news/bar031698.html).
3. Carr, Laura (2000), "*Events Move Millions to the Net*", **The Industry Standard (October 30), 190-191.**
4. Conhain, Wallys (2002), "*How we use the Internet*", **Information Today (March/April).**
5. Distefano, John (2000), "*The Decisioning Frontier : Get Ready for Marketing Automation*", **DM Review (March). Internet:** [www.dmereview.com](http://www.dmereview.com)
6. Gruner, Kjell, and Christian Homberg (2000), "*Does Customer Iteraction Enhance New Product Success?*" **Journal of Business Research (July) 1-14.**
7. Kalakota Ravi and Marcia Robinson (1999), *E-Business: Roadmap for Success*. Reading, MA: Addison-Wesely.
8. Murphy, David (2001), *Connecting with Online Teenagers Marketing (September 27) 31-32.*
9. Pitt, Leyland, Pierre Berthon Richard Watson and Micheal Ewing (2001), "*Pricing Strategy and the Net*", **Business Horizons (March), P. 45.**
10. Serge Timacheff, Douglas E. Rand (2000), *from Bricks to Clicks: 5 Steps to creating a Durable online Brand.*
11. Vincent, Lynn (2000), "*The Brand That Binds*", *Bank Marketing. Vol. 32, Issue 11, 24-29.*

12. Wells, Nigel, Jeffy Wolfers and Richard C. Riecken (2000), “*Finance with a personalized touch*”, Association for computing machinery, communication of the **ACM Vol 43, Issue 8, 31-34.**
13. World Bank (2000), World Development Report **2000/2001**, Table 4, p. 280 Young, Lesely, E-Marketing service under scrutiny, marketing Magazine, **10/ 02/2000, Vol. 105 Issue 39, p 4.**