



OVER VIEW OF CONSUMER'S BEHAVIOR IN INDIAN MARKET

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Abstract :

Indian market is mixed economy inclusive existent of income, psychological, cultural and personality peoples. The studying of consumer behavior very dynamic and challenge task because of peoples are Heterogeneity in nature. This article disclose the study in tuitions of consumers, study of consumer behavior is pivotal accept because the consumers way of actions decide the sales & profitability of the company.

Consumers are independent buying nature. Its starts (begins) with understanding the human behavior involvement of psychology, sociology, economic dominoes All consumers relates to different cultural, social personal bonds. Those factors are influence the individual buying behavior. It include psychological factors, social and cultural factors this determine the individual buyer buying behavior aim to fulfillment of their needs

Key words: mixed economy, heterogeneity, tuitions, consumer behavior, pivotal, psychology, sociology, personality.

INTERDUCTION:

Market is association of so many internal and external elements. Any kind of business or organization ultimate aim is satisfy consumer desire's because consumers are the main essential and fundamental attribute. If we are not able to satisfy buyer we can't be survive long time in market and we won't give big competition our competitors if we understood the consumer behavior we estimate and take premonitions. Consumer behavior reflect the status, representing them self, so this element plays a crux thing in marketing elements so consumer examination is so essential and crucial.

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According to Engel, Blackwell, and manasard, “consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption”.

According to “Blech and Blech, wherever need arises; a consumer search for several information which would help him in his purchase”.

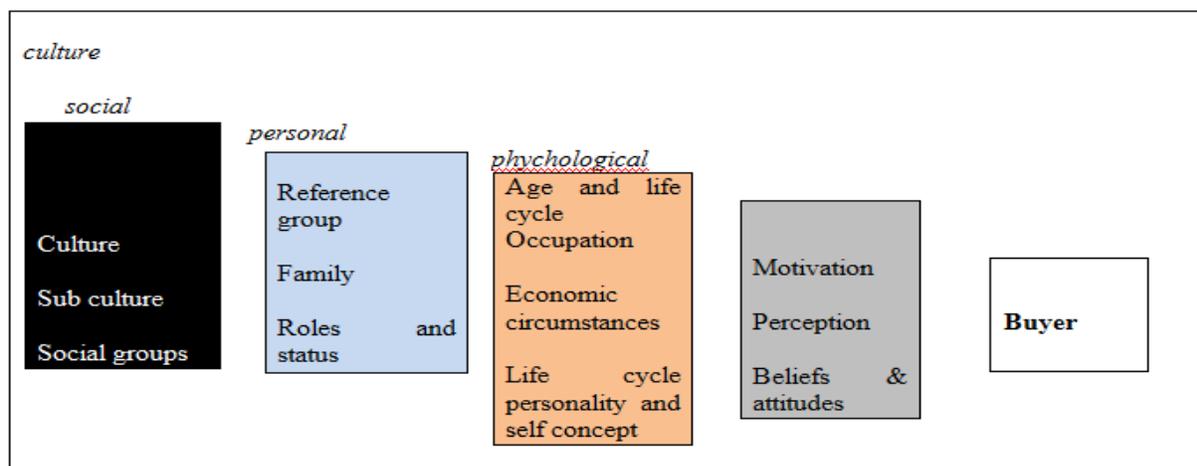
According to Louden and Bitta, “consumer behavior is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services”.

As for a small observation we can understand human needs and wants was unlimited but resources could be limited. Every person fulfillthere own needs and wants that’s way the depends on another they are facilitate some goods or services, but hear buyer influenced so many cases for example our markets merging in to globalization as per this situation consumer test will change time to time and quality, reliability, durability, reputation this things was hardly restricted a consumer prestige, luxury, life style.

Objectives

- To understand the cultural influencing factors Impact on india
- To study on demographic approach to words consumer
- To analyze the top priorities factors of purchase in competitive edge
- To understand feedback mechanism of the potential customer

cultural factors influence the consumer behavior



This chart shows which things are affect the consumer’s behavior.

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❖ **Cultural factors:** cultural broadly influence the consumer behavior either socially and psychologically culture is basic of persons needs and wants.

“these set of basic values, perceptions, wants and behaviors learned by a member of society from family and older Important institution.

Marketers all ways concentrate the cultural changes and creating new products what type of things people might be want. For example in our india festival seasons good sells any kind of products and services like consumer goods as well as services clothing that season more demand for some items and similar goods. So this changes influence the consumer behavior.

❖ **sub-culture :**

“sub culture a group of people with shared value systems based on common life experience and situation”

Sub culture is a part of the culture Selmer the important elements of the real culture. It reflect what we learned our learned our history, morals, values, art, all this things market should be know affecting the consumer behavior and poor, rich, northerners, southerners, agers, religious group and so many will there.

CATEGORIES	EXAMPULS
Thical	English, chins, Arab
Religious	Muslim, Hindu, Christian
Regional	Southern, central
Age	Teens, middle age, elderly
Singles	Unmarred individuals
Gender	Mail, female

This diagram show major sub-culture categories. This thing important aspects of influencing buyer behavior

SOCIAL FACTORS INFLUENCEING BUYER BEHAVIOUR

“social classes relatively permanent and ordered in a society share seemlier values, interests and behaviors”.

Social factors not depend done factor it is associated with so many factors like income, education, wealth, and other things. Every individual has someone arounded influencing the buying process. The main social factors is groups, family, role and status.

Every persons belong to a group or family. This group was formed by family, friends, neighbor other people they are associate with him this peoples doesn't belong yet can also influence.

❖ **FAMILLY :**

Family members can influence buyer behavior we can distinguish between two families in the buyer's life in family parents was live with children long time they are serve there filings, love, self wroth, economic postulation. So family show a crucial influence marketers always research deeply for attract the family people.

❖ **ROLES AND STATUS**

Role : ”the activates a person is expected to perform according to people around him or her”.

Status : “the grated esteem given to a role by society”

A person belongs to many groups family, club, organizations the person's position in each group can be defined in terms both vale and status.

PERSONAL TACTORS INFULENCEING BUYER

Buyer personal decisions also influenced buyer behavior as buyer life cycle stage, occupation economic situation life style and personality and self concept.

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❖ AGE AND LIFE CYCLE:

People change their tests as they depend up on their recreation are often age related marketers often define their target interns of life cycle stage and develop products and marketing for each stage.

❖ OCCUPATION:

A person's occupation hardly affects the goods and services bought. Because most of the time people spend occupation area and mainly blue collar workers buy more work cloth, then white collar workers buy more coats and ties. Marketers all ways identify the occupation group that place they are acquire the above average interest in their production and services.

❖ ECONOMIC CIRCUMSTANCES:

A person's economic conditions will play a crucial role to effecting the product choice hear consumer income, saving, willingness, borrowing power this was occur the economically.

❖ LIFE STYLE :

People comes so many different classifications many quite different lifestyles. Life style show transparently a person's patron of living as expressed in his or her activities, interests and opinions lifestyle shows a person social class, personality through (activities, interests, opinions) several research firms have developed lifestyle classification.

❖ Psychological factors influencing buyer behavior

Psychological factors are the forth major influence on consumer buying behavior (in addition to cultural, social, and personal factors). In general a person's buying choice are influenced by the psychological factors of motivation, perception, learning, beliefs, and attitudes.

❖ MOTIVATION

Human beings are motivated by so many things, some are positive things and some are negative things. Some motivations can move the person in short period of time like hunger which will last only until you are fed. Other can drive a person on words for use. Motivation is the activation of goal oriented behavior. It may be intrinsic or extrinsic. A motive is a need that is sufficiently pressing to drive the person to act.

NEEDS

needs are the essence of the marketing concept. Marketers do not create needs but can make consumers aware of needs. These needs sometimes necessary for humans to live a healthy life. Needs can be objective and physical, such as food and water, or they can be subjective and

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psychological, such as the need for self-esteem. Understanding needs and wants is an issue in the field of politics, social science and philosophy.

Types of needs

1. innate needs : psychological needs that are considered primary needs or motives.

2. acquire needs : learned in the response to our culture or environment. Or generally psychological and considered secondary needs.

Perception :

A motivated person is ready to act, yet how that person actually acts is influenced by his or her perception of situation. Perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. The key words is individual. Individuals can have different perceptions of the same object because of three perceptual processes : selective attention, selective distortion, and selective retention.

CUSTOMER SATISFACTON

The marketing concept is geared towards customer satisfaction. A firm that has to compete in a buyer's market exposes its products and services, its sales policy, its communications, in short its entire appearance in the market, to the judgment of the customers. As judge, the customer determine success, growth, stagnation, or failure. Buyer can exercise the function of a judge because they are able to choose among different offers. The more the market offerings resemble one another, the more the customer can exert their power of demand, and more advantageous the exchange relationship will be for them.

Consumer buying decision process :

The consumer buying decision is the decision making process used by consumer's regarding transactions before, during and after the purchase of a good or service. It canb seen as a particular form of cost benefit analysis in the presence of multiple alternatives.

Stage

The different stage of the consumer buyer decision process were first introduces by ENGEL, BLACKWELL AND KOLLAT in 1968.

- ❖ problem recognition : most of the consumers have the tendency to recognize the quality of the product and eventually they go for second quality.
- ❖ Information search : consumer always ties to find out the durability of the product and often they purchase right product.

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- ❖ Evaluation of alternatives : generally the consumers evaluates the quality of the product and may not be able to go for the right choice. Thereby, the right product loses its recognition. Consumer involves totally by evaluation. There attitude place vital role in the decision making.
- ❖ Purchase decision : unaware of circumstances the consumer may easily going to but certain commodities and consequently fall into financial crises. Sometimes a co-purchaser may take wrong direction and persuade to buy a product. Obviously the consumer faces financial crisis.
- ❖ Post purchase behavior : after buying the product and experiencing the results the purchaser may regret the reality of purchase and might wish for another product. Thus the purchaser gradually gains the just right purchase. In short, customers compares product with their expectations and or either satisfied or dissatisfied.

These five stages are framework to evaluate customers buying decision process. Alternative always play important role in tempting the consumer to go for choices. The consumer is motivated by time and effort which change the attitude of purchase.

FINDINGS

- it attempts to understand the buyer behavior making process, both individually and in group.
- The science of the consumer has equal parts of the quantitative and qualitative dimensions.
- They aimed in the development of the consumption of the goods in the market field.
- The modern technology should implement in the production of the products.
- Based upon the study, the majority of the despondence access internet form their home

SUGESTIONS

- The marketing executive decides the intensity of a purchaser only when he studies a evaluation of a purchaser behavior.
- The promotion of such products could be decided by accurate study of behavior of purchaser.
- The seller and buyer have the world purchasing and selling factor in heir hands by virtue of internet.

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- Training gives the youngsters at the college and university level can develop creativity and new entrepreneurs in this field.
- Providing superior customer value requires organization to do a better job of anticipating and reacting to the consumer needs.

CONCLUSION

CONSUMER behavior is the study of why, how, what, where the consumer buys the product according to their desires. It understands the process followed by the consumer while purchasing the product. Knowledge of consumer behavior is helpful to the marketing manager to know the needs and wants of consumer in the market. The consumer follows a decision process characterized by problem recognition, alternative evaluation, purchase decision, post-purchase decision. Consumer plays various roles in the purchase process, namely the role of buyer, gate-keeper.

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