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A study on consumer behaviour towards usage of modern shopping techniques of household products with special reference to olappayam

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ABSTRACT

Consumer is nerve centre of the modern marketing, understanding his behaviour is quite essential for efficient and effective marketing management. Customers may state their needs, wants but act otherwise. They may not be in touch with their deeper motivations. India's consumer market is riding the crest of the country's economic boom. Driven by a young population with access to disposable incomes and easy finance options, the consumer market has been throwing up staggering figures. Marketing problem enhancing from the consumers' behaviour has a greater degree of similarity behavioural problems relating to the consumer durables. Hence, the present study has been chosen to identify and ascertain the extent of problems of consumer behaviour have an impact on the marketing of consumer. The consumer behaviour in relating to consumer durables is strongly affected by some economic, social, cultural and psychological factors; the present research has been selected for an intensive empirical survey of the various factors influencing the buyer's behaviour on consumer.

INTRODUCTION

Consumer behaviour is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities. Consumer behaviour emerged in the 1940s and 50s as a distinct sub-discipline in the marketing area. Consumer behaviour is an inter-disciplinary social science that blends elements It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. The study of consumer behaviour also investigates the influences, on the consumer, from

groups such as family, friends, sports, reference groups, and society in general.

The study of consumer behaviour is concerned with all aspects of purchasing behaviour – from pre-purchase activities through to post-purchase consumption, evaluation and disposal activities. It is also concerned with all persons involved, either directly or indirectly, in purchasing decisions and consumption activities including brand-influencers and opinion leaders. Research has shown that consumer behaviour is difficult to predict, even for experts in the field. However, new research methods such as ethnography and consumer neuroscience are shedding new light on how consumers make decisions.

Customer relationship management (CRM) databases have become an asset for the analysis of customer behaviour. The voluminous data produced by these databases enables detailed examination of behavioural factors that contribute to customer re-purchase intentions, consumer retention, loyalty and other behavioural intentions

such as the willingness to provide positive referrals, become brand advocates or engage in customer citizenship activities. Databases also assist in market segmentation, especially behavioural segmentation such as developing loyalty segments, which can be used to develop tightly targeted, customized marketing strategies on a one-to-one basis.

STATEMENT OF THE PROBLEM

Consumer behaviour research is the scientific study of the process's consumers use to select, secure, use and dispose of products and services that satisfy their needs. Knowledge of consumer behaviour directly affects marketing strategy. This is because of the marketing concept, i.e., the idea that firms exist to satisfy customer needs. Firms can satisfy those needs only to the extent that they understand their customers. For this reason, marketing strategies must incorporate knowledge of consumer behaviour into every facet of a strategic marketing plan. There is a widespread recognition that consumer behaviour is the key to contemporary marketing success.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the consumer towards modern shopping
- To understand the factors that influences the buying behaviour of consumers in modern shopping.

SCOPE OF THE STUDY

- The study aims to analyse the buying behaviour of the consumers towards to modern shopping with reference to house items.
- The study aims at the perception of the consumers towards the product based on the various features

LIMITATIONS OF THE STUDY

- The sample size was limited and restricted.
- Many respondents neglected to respond to the survey in their busy schedule.

LITERATURE REVIEW

Hoyer, Macinnis (2008), "Consumer behaviour reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units (over time)" [1].

Kotler and Armstrong (2004), "Consumer buyer behaviour refers to the buying behaviour of final consumers- individuals and households who buy goods and services for personal consumption. All of these final consumers combine to make up the consumer market" [2].

Solomon (1996), "Consumer behaviour is the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants" [3].

RESEARCH METHODOLOGY

Research design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn.

Non-probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of the sample

The Sample size is 122

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

Secondary data

These are data which are already collected and used by someone preciously. The data are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

Formula

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Chi-square test

A Chi-Square Test is a statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when the Null Hypothesis is true. It is used to determine whether is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The purpose of the test is to evaluate how likely it is that the Null hypothesis is true, given the observations.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification.

Table No 1: Demographic profile of the respondents

Details of the respondents	No of Respondents	Percentage
Gender	Male	42 34.4
	Female	80 65.6
	Total	122 100
Area of stay	Within the town	72 59
	Outside the town	50 41
	Total	122 100
Current Occupation	Employed	54 44.3
	Un Employed	68 55.7
	Others	0 0
	Total	122 100
Age group	16-25	23 18.9
	26-35	40 32.8
	36-45	45 36.9
	50and above	14 11.5
	Total	122 100

INTERPRETATION

From this study it is evident that gender of 65.6% respondents are Female. 59% of respondents are located inside the town. 55.7% respondents are un-employed and 44.3% of

respondents are employed. 36.9% of respondents are comes under the age group of 36-45 years, 32.8% of respondents comes under the category of 26-35 years.

Table no 2 Factors influencing respondents towards modern shopping

Details of the respondents	No of Respondents	Percentage	
Availability of products	VH	63	52
	H	11	9
	N	29	29
	VL	12	10
	TOTAL	122	100
Time saving	VH	22	18
	H	61	50
	N	18	15
	L	9	7
	VL	12	10
TOTAL	122	100	
Easy to buy	VH	39	32
	H	34	28
	N	33	27
	L	6	5
	VL	10	8
TOTAL	122	100	
Discounts	VH	10	8
	H	39	32
	N	51	42
	L	16	13
VL	6	5	
TOTAL	122	100	
Door delivery	VH	80	66
	H	24	20
	N	18	14
	TOTAL	122	100

INTERPRETATION

This study revealed that 66% of respondents highly influenced by the factor Door delivery. 52% of respondents strongly agreed the factor Availability of products, 50% of respondents agreed the factor Time saving.40% of respondents give neutral importance to the factor Discounts and 32% respondents strongly agreed the factor Easy to buy.

Chi-square analysis

Null hypothesis H_0

There is no significant relationship between Area of residence and Door delivery of products.

Alternate Hypothesis H_1

There is a significant relationship between Area of residence and Door delivery of products.

Table no 3: Relationship between area of residence and door delivery of products

Test Statistics		
	stay place of the respondents	factors influence you towards modern shopping
Chi-Square	3.967 ^a	57.508 ^b
df	1	2
Asymp. Sig.	.046	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 61.0.

INTERPRETATION

Calculated value is greater than the table value. Hence H_0 is rejected. There is a significant relationship between Area of residence and Door delivery of products.

FINDINGS

- 1) 65.6% respondents are Female.
- 2) 59% of respondents are located inside the town. 55.7% respondents are un-employed.
- 3) 36.9% of respondents are comes under the age group of 36-45 years.
- 4) 66% of respondents highly influenced by the factor Door delivery.
- 5) 52% of respondents strongly agreed the factor Availability of products.
- 6) 50% of respondents agreed the factor Time saving.

- 7) There is a significant relationship between Area of residence and Door delivery of products.

CONCLUSION

From this study we can say that most of respondents have positive mind-set towards entrepreneurship. Now a days a greater number of online grocery shops are emerged with unique pattern of sales. Most of the mothers with young children are the most customers of online grocery shopping because they don't need to search for someone to take care of their child when they went to traditional grocery shops. This study revealed that the area of residence has a direct relationship with their online purchasing behaviour. And other influencers for online purchasing are Availability of products, Time saving and Easy to buy.

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