

# Consumer Buying Behaviour

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**Abstract – Consumer Buying Behavior is an important concept of study in the present time to make a product successful in the market. The study of consumer buying behavior gives an understanding to marketers or companies to fulfill the needs and wants of consumers in best possible way because it helps them to extend the market of their product or service and it enables them to provide the features or quality to their products according to exact choice of consumer. The main purpose of this paper is to have an understanding about that how the demographic factors like age, income level, marital status, gender, and family size, family background affects the buying pattern or buying decision of consumers.**

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## INTRODUCTION

### Consumer Behaviour

“Consumer behavior is the study of how individuals, groups and organizations select ,buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants”.-by (Kotler and Keller,2011)

In simple words it can be said that Consumer Buying Behaviour is the study about the selection process response and the pattern of purchase decision of consumers for various goods and services.

### Demographic Factors

Socioeconomic characteristics of a population expressed statistically such as- age, gender, education level, income level, marital status, occupation, religion, birth rate, death rate, family size etc. comes under demographic factors related to consumers.-(www.businessdictionary.com)

Demographic provide a way in which the target market can be divided.

### Demographic Factors Affecting Buying Behaviour

Thus in marketing the demographic factors of consumers include-

-Age, gender, family size, family life cycle, income level, social class, occupation, education level, marital status, birth rate, death rate, religion, caste etc.

### Demographic Factors and Market Segmentation

The study and analysis of demographic factors helps a marketer to divide the market in to various segments

and provide an understanding about the needs, demands and choices of target customers.

The segmentation of demographic factors helps a marketer in consumer retention and loyalty because it enables a marketer to satisfy the needs and choices of consumers in a best way.

## OBJECTIVE

So this study is about how a demographic factor affects the consumer buying pattern. It is essential to know about their choices and preferences of consumers to serve them well.

## RESEARCH METHODOLOGY

This research is based on both – primary and secondary data with the help of questionnaire, survey in addition with study of journals, articles, books published on the related study which will be referred.

This research is based on convenience sampling method .In this particular research the research sample size is of 125 convenience consumers.

## DATA ANALYSIS AND INTERPRETATION

While analyzing the data it is found that demographic factors affect the buying pattern of consumer to a great extent.

The marital status, gender, religion, family size affects the pre and post buying behavior of a consumer. The perception of consumer is highly depended on demographic factors.

In the questionnaire there were questions related to colour choices, vehicle requirements, home

appliances, desserts, and footwear choices of consumers.

There were also some questions related to pricing policies of products and choices of consumers for them like coupons, discounts etc.

After this small research it is found that the Youngers mostly like the dark or bright colours of products but the olders mostly prefer light or dull colours like white.

There is also a difference of choices between male and female, males mostly prefer the products of blue colour and females likes the products of pink colour.

Thus age and gender affects the choices and preferences of consumers.

All the respondents of research are from India so they all have an Indian background that is why most of respondents like Indian sweets over other western desserts like cake, pastry etc.

The income level of the consumers also affects their choices of products for example- the respondents which have high income level likes to purchase car or style bikes but the respondents which have an average or low level of income mostly prefer scooter or any other vehicle which is under their budget.

The consumers of high income level gives importance to the model and colour of vehicle but the consumers of average or low income level gives importance to the purchasing cost and mileage capacity of a vehicle.

So it is found that the income level also affects the choice of consumers for various products.

The consumers which are single mostly prefer AC when it comes to home appliances, but the consumers which are married mostly prefer fridge and oven. So this analysis shows that the marital status which also comes under demographic factors also affects the purchase decision of consumers. Their choices and requirements varies according to having a family or being single.

The personal beliefs and age factor also affect the weekend plans of people.

By the research it is found that the people of young age mostly prefer to go for a movie but there are very less Youngers who prefer to attend a satsang who find peace in religious and spiritual events.

The people of older age mostly prefer to attend religious events instead of going for a movie on weekends. The respondents having children in their family mostly prefer to go for picnic or shopping.

Mostly the household or married people likes to purchase grocery items from shopping malls on

weekend but singles mostly prefer to purchase interesting books to study in free time or they purchase make up items.

So this is the point to understand that demographic factors create a big difference between the choices of consumers and finally affects their purchase decision to a great extent.

Now we come to occupation which also greatly affects the buying choices of consumers. By the research it is found that the professionals mostly purchase the formal dresses but the respondents which work for film industry mostly prefer designer dresses.

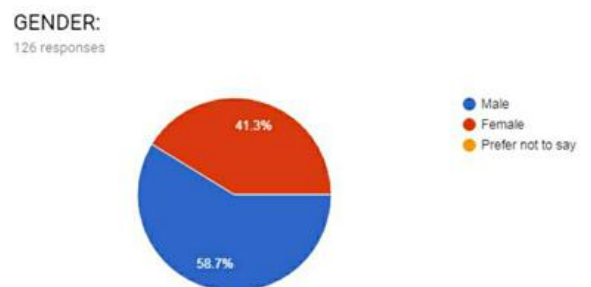
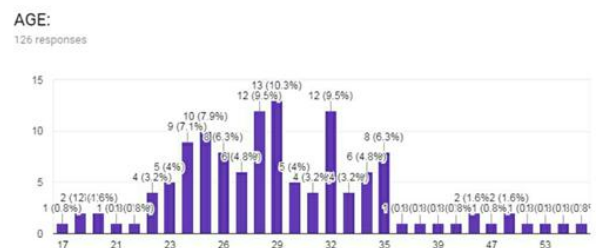
The people who give preference to comfort them mostly purchase cotton garments and select its quality and colours according to their occupation, income level and age. The consumers which are teachers, lecturer or professor give preference to cotton or simple garments. Thus the choices and preferences of consumers vary according to their occupation.

Some consumers give importance to the products having discounts but some gives importance to style and luxury and they are not ready to make compromise with their choice due to high cost.

This is also the result of impact of their income level, social class and family background.

So this is the point to understand that demographic factors create a big difference in choices and preferences of consumers and affect their purchase decision to a great extent.

The data presented below shows the response of consumers. The response of consumers is highly affected by their age, gender, marital status, occupation etc.



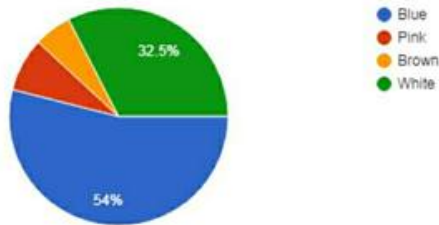
**PLACE:**

126 responses



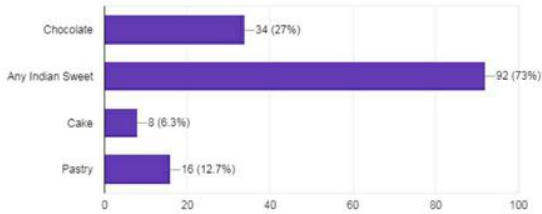
**Q.1 Which color of t-shirts you like most?**

126 responses



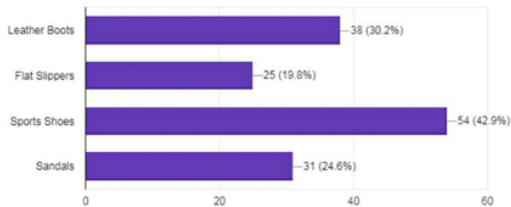
**Q.2 Which of the following you would like to have after meal?**

126 responses



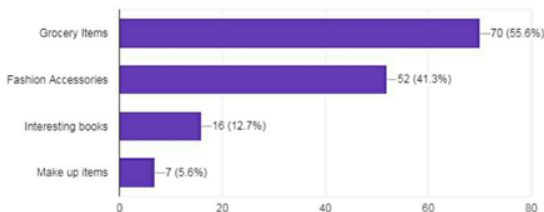
**Q. 3 Which kind of footwear you would like to purchase from a shopping mall?**

126 responses



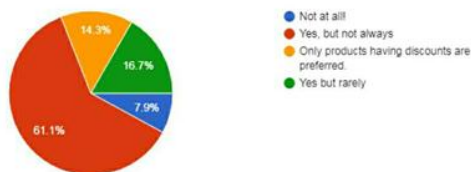
**Q. 4 What do you mostly buy from a mall on weekend?**

126 responses



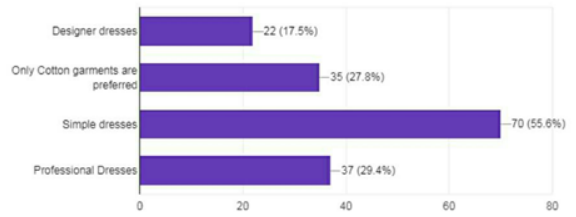
**Q. 5 While shopping from any mall do you give preference to discount, coupons and other pricing policies of products.**

126 responses



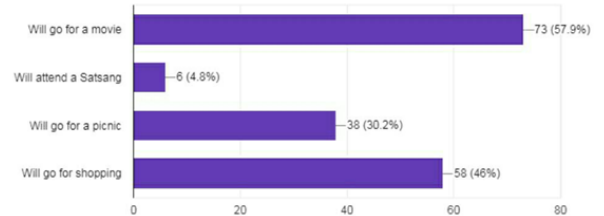
**Q.6 Which kind of dresses you prefer?**

126 responses



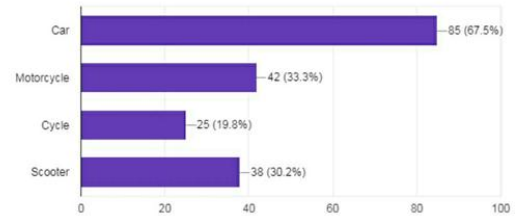
**Q. 7 What would you like to do on weekend?**

126 responses



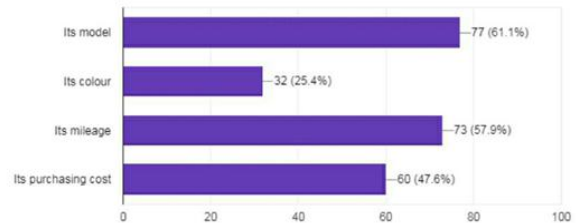
**Q. 8 Which vehicle do you drive? (you can choose multiple options)**

126 responses



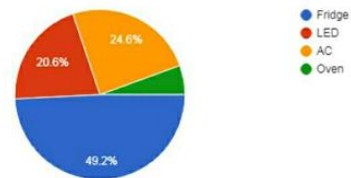
**Q. 9 What is the most important thing for you while purchasing a vehicle?**

126 responses



**Q. 10 If you have to purchase the home appliances for your new home, to which of the following you will consider first?**

126 responses



**CONCLUSION**

So by the study it is found that it is essential for a marketer or for a company to study or to analyze the demographic factors of their target consumers before producing or launching a new product in the market or for to make an existed product successful by initiating or changing its features. It helps in serving the target consumers in best possible way and also helps in consumer retention. The response

of consumers varies based on their age, gender, occupation, family size etc.

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