

Analysis and Impact of Consumer Buying Behavior in Decision Making Process in Selection of Brands

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ABSTRACT- The field of Consumer Behavior is the study of individuals, groups, or organizations. This view focuses more narrowly on the buyer and the immediate antecedents and consequences of the purchasing process. Consumer behavior provides an opportunity to marketers to analyze “activities people undertake when obtaining, consuming, and disposing of products and services” is provided and detailed. The consumer behavior may also be defined as “a field of study that focuses on consumer activities.” Consumption pattern is understood on the basis of the discussions on “why and how people use products in addition to why and how they buy.”

KEYWORDS- Consumer, Brands, Buying, Market

1. INTRODUCTION

All selling selections and rules of companies area unit supported assumptions and information concerning shopper behaviour. Providing superior worth needs that organization to try to a higher job of anticipating and reacting to client desires than the competitors will. Associate in Nursing understanding of shopper behaviour is that the basis for selling strategy formulation and Consumer’s reaction to the selling strategy verify the organization’s success or failure. These reactions additionally verify the success of shoppers in meeting their desires, as they need vital impacts on the larger society during which they occur [1, 3].

1.1 Selling Strategy and shopper Behaviour

The analysis of shopper behaviour needs analysis of four c’s:

The shopper: To survive within the market place the marketers want the understanding of the requirements and wishes of consumer. throughout a buying deal method, the client goes through totally different stages from want recognition to final consumption to satisfy its desires, this all incorporates a specific set of characteristic that a trafficker must perceive and create ways consistent with a similar in order that it delivers additional client worth than its competitors [4, 5].

The Company: this involves evaluating all aspects of the firm, together with its money position, general social control skills, production capabilities, analysis and development capabilities, technological sophistication, name and selling skills. this provides a thought concerning firm’s ability to satisfy client desires.

The Competitors: This understanding needs a similar level of data of a firm’s key competitors that’s needed of one’s own firm. Understanding competitor’s capabilities and strengths provides a good plan concerning this and future trends and additionally generates business intelligence for formulating ways [2].

The Conditions: the state of economy, the physical atmosphere, government rules, and technological developments have an effect on shopper desires and expectations moreover as company and contender capabilities. A firm cannot develop a sound

selling strategy while not anticipating the conditions beneath that that strategy area unit about to be enforced.



Figure 1: The analysis of consumer behavior requires analysis of 4 c’s.

2. NATURE OF CONSUMER BEHAVIOUR

Consumers -As our society evolves from a culture wherever several shoppers share a similar preferences to a various one wherever we’ve got virtually Associate in Nursing infinite variety of selections, it’s additional vital than ever to spot distinct selling segments and develop specialised messages and merchandise for those teams.



Sources of Brand equity (Aaker and Mc Loughlin, 2007, 174)

Consumer Satisfaction-Now day's marketers have discovered that it's far more profitable to keep up existing customers

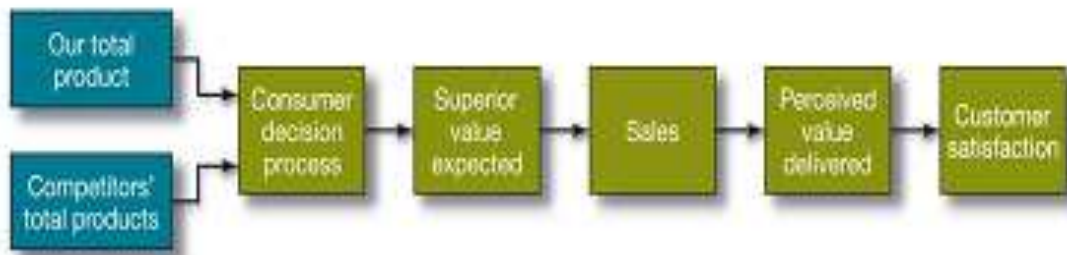


Figure 2: Convincing customers

For doing thus, a company needs a bigger understanding of shopper behaviour [9].

3. DIFFERENT SEGMENTS OF INDIAN CONSUMER

The Socialites- Socialites belong to the socio-economic class . they prefer to search in specialty stores, attend clubs on weekends, Associate in Nursingd pay an honest quantity on luxury merchandise. they are invariably searching for one thing totally different. they're going for top worth, exclusive merchandise.

Slow to decide , they look for many info before creating any purchase. they seem for sturdiness and practicality however at a similar time is additionally image conscious[7].

The Operating Women- The operating girl phase has shown an incredible growth within the late nineties. This phase has opened a replacement avenue for the Indian retailers. starting of her previous image of a home maker, the Indian girl have gotten success in men's world. Today, Indian girl area unit moving shoulder to shoulders with men, proving herself to be equally sensible, and even higher. operating girls have their own mind in call to get the merchandise that attractiveness to them.

There is a close to agreement among girls that their role mustn't be restricted to staying reception and searching once the family, as seventy seven of the urban and sixty nine of the agricultural support the proposition that there's nothing wrong in girls going out and dealing.

The Youth- the increase of 'generation next' has been talked concerning with uncurbed optimism and enthusiasm, supported the approaching older of easement kids.

3.1 Changes in Shopper Behaviour of India

The number of middle class is increasing due to another fact that people are fast shifting from agriculture to the services and industry sector where growth prospects are reasonably high as compared to the agriculture sector which is showing slow growth [10].

The number of socio-economic class is increasing thanks to another undeniable fact that folks area unit quick shifting from agriculture

than to fetch and replace them with new customers. holding current customers need that they be happy with their purchase and use of the merchandise. Thus, client satisfaction could also be a significant concern for the marketers[6, 8].

CREATING CUSTOMER SATISFACTION- The figure 2 indicate that convincing customers that your brands offers superior worth is critical so as to form the initial sale. For this the organization must completely perceive the potential consumer's desires and of the have a correct information of the acquisition method to succeed at this task. However, making a happy client and so getting future sales, needs that customers still believe that the complete meets their desires and supply superior worth than competitor's product once they use the merchandise. The organization should deliver the maximum amount or additional worth than the customer's ab initio expected, and it should be enough to satisfy their desires.

to the services and trade sector wherever growth prospects area unit moderately high as compared to the agriculture sector that is showing slow growth [10].

The consumption pattern of a country depends on easement of economic policies, shopping for habits of the younger generation, money independence at a young age, increase in variety of nuclear families and increase in media exposure of the folks. The Indian shopper does not feel back {to purchase|to get|to purchase} merchandise on credit and pay tomorrow for what they use or buy nowadays. the explanation behind this can be that the buying power of individuals of India is rising terribly steeply.

The Indian consumer today is highly aware about the product, price, quality and the options available with him.

		Product Category	
		Existing	New
Brand Name	Existing	Line extension	Brand extension
	New Brand Name	Multibrands	New brands

Kotler (13th Ed.)

4. ANALYSING CONSUMER'S BUYING BEHAVIOUR

The basic requirement of marketers is to understand and satisfy consumer need, wants and desire. Consumer behaviour captures all the aspect of purchase, utility and disposal of products and services. In groups and organization are considered within the framework of consumer. Failing to understand consumer behaviour may lead to

losing potential customers and even market share. The companies which do not give importance to the consumer behaviour stay nowhere in competition. Analysing consumer behaviour helps in understanding when, where, why, and how consumer purchase or do not purchase a product [11].

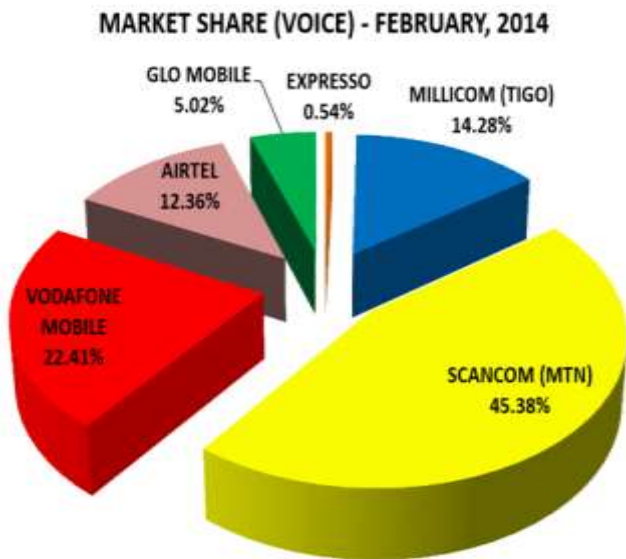


Figure 3: Market share

Study of consumer behaviour plays a vital role for marketing organizations as this is the basis for product development, innovation, pricing and advertising. Every aspect of marketing relies on consumer behaviour patterns which more often than not vary geographically. Thus, marketers are able to provide different products, varied services and come up with different marketing techniques for various market segments.

Consumer buying behaviour is influenced by individual's own personality traits. These personality traits do not remain the same but change with the life cycle. The choice of occupation and corresponding income level also play part in determining consumer behaviour. A doctor and software engineer both would have different buying pattern in apparel, food automobile etc. Consumers from similar background, occupation and income levels may show a different lifestyle pattern. Learning comes from experience; consumer may respond to stimuli and purchase a product. A favourable purchase will generate positive experience resulting in pleasant learning. Belief is the pre-conceived notion a consumer has towards a brand. It is kind of influence a brand exerts on consumer [12, 13].

4.1 Factors Influencing Consumer Behaviour

There are many factors which directly or indirectly plays major role in consumer decision making while purchasing any products. Every human being has certain basic needs, and to fulfil those needs one buys a related product. Such buying behaviours are necessity driven. The consumers often show two types of purchasing behaviour. Impulsive- for impulsive purchase, the consumer, does not have any preconceived notion in the mind but certain product feature, packaging, price or promotion scheme attracts the consumer towards itself [6].

Theoretical Framework

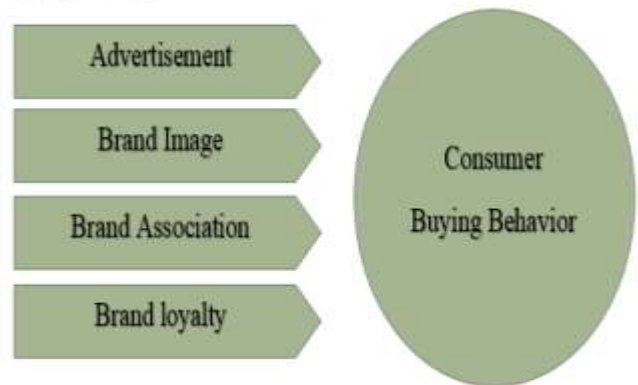


Figure 4: Consumer buying behaviour

4.1.1 External Factors

Culture, sub-culture- Consumer behaviour is deeply influenced by cultural factors such as: buyer culture, subculture, and social class. Culture is a complex whole that includes knowledge, belief, art, law, moral, customs and any other capabilities and habits acquired by humans as member of society. A culture includes almost everything that influences an individual's thought process and behaviour. Culture is the most basic cause of a person's wants and behaviour. Every group or society has a culture, and cultural influences on buying behaviour may vary greatly from country to country. Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. For example marketers can design products according to the needs of a particular geographic group. Although culture does not determine the nature or frequency of biological drives, like hunger, it does not influence if, when and how these drives will be gratified [9, 14].

4.1.2 Internal factors

Perception - Perception is a process that begins with consumer exposure and attention in marketing stimuli and ends with consumer interpretation. Exposure and attention are highly selective in nature as consumers process only a small fraction in the available information. Interpretation can be a highly subjective process. Thus reality and consumer perceptions of that reality are different. Marketer's wishes to communicate their brand message effectively to consumers understand the nature of perception and the many factors influencing it. Marketing stimuli have important sensory qualities. The customers rely on colors, taste, sound, smell, odors and even feel the product when it evaluates the product. A consumer's ability to detect the stimuli is an important issue in many marketing contexts, such as package design, size of the product, or its price.

5. CONCLUSION

Marketing managers square measure ultimately involved with influencing behaviour. however it's usually tough to influence behaviour directly. angle amendment ways will target have an effect on, behaviour, knowledge or some combination. tries to vary have an effect on typically have faith in conditioning. amendment ways that specialize in behaviour swear a lot of on conditioning. dynamical cognitions typically involves IP and psychological feature learning. The influence of have an effect on and emotions on angle underneath high involvement depends on their call connexion.

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