

BUYER BEHAVIOUR TOWARDS ELECTRONIC GOODS

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ABSTRACT

Buyer behavior is the outcome of both individual and environmental influences’ –BOONE KURTZ.

Buyer behavior is a study of how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service).

With the increasing disposable income population, their percapita consumption of electronic goods and other products is increasing. They are desirous of improving their standard of living with the hygienic and reasonably high quality products and get ride of the spurious and sub- standard products being supplied to them. They deserve quality products, correct information about a product and a door step delivery. It is remarked that the markets were developed not because of the initiatives of Indian marketers but the “PULL’ from the consumers consuming system itself.

In earlier times, marketers could understand consumers through the daily experience of selling to them. But the growth in the size of firms and markets has removed many marketing decision makers from direct contact with customers.

Despite the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. However it is evident that the present approaches to draw the attention of customers are not adequate. The consumers are particular about the appropriate system of distribution and hence there is a great need for change in the distribution system. It may not be always correct to say that consumers behave in the same way as it much depends on type of products, quality of the products and price of the products. Therefore the producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. This is mainly because of the fact that the buying capacity of the consumers may not be equal to the buying capacity.

Key words - ‘Buyer behaviour, outcome of both individual, environmental, influences’, –BOONE KURTZ.

I. INTRODUCTION

Buyer behaviour is a study of how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service).

With the increasing disposable income population, their percapita consumption of electronic goods and other products is increasing. They are desirous of improving their standard of living with the hygienic and reasonably high quality products and get ride of the spurious and sub- standard products being supplied to them. They deserve quality products, correct information about a product and a door step delivery. It is remarked that the markets were developed not because of the initiatives of Indian marketers but the “PULL’ from the consumers consuming system itself.

Marketing manager who intend to develop the markets have to consider and examine distribution logistics, location, concentration of demand, dealers attitude and motivation, consumer motivation and buying habits and organizational alternatives identification selection of target markets should be taken in developing marketing mix. Once this is completed appropriate product mix strategies should be developed. It is a usual practice with many markets to sell the same production the markets. This policy does not yield good results. Appropriate changes in tangible and intangible features of the product should be made. The price mix is another critical marketing decision area. The price should tally with the ability to pay by the marketers. Appropriate adjustment should be necessarily made in quantity size packages etc. A different approach is needed for the markets to find a solution to distribution problems and promotion problems. Alternative distribution channels and method of promotional programmes are to be devised. Branding and packaging are important tools used in markets.

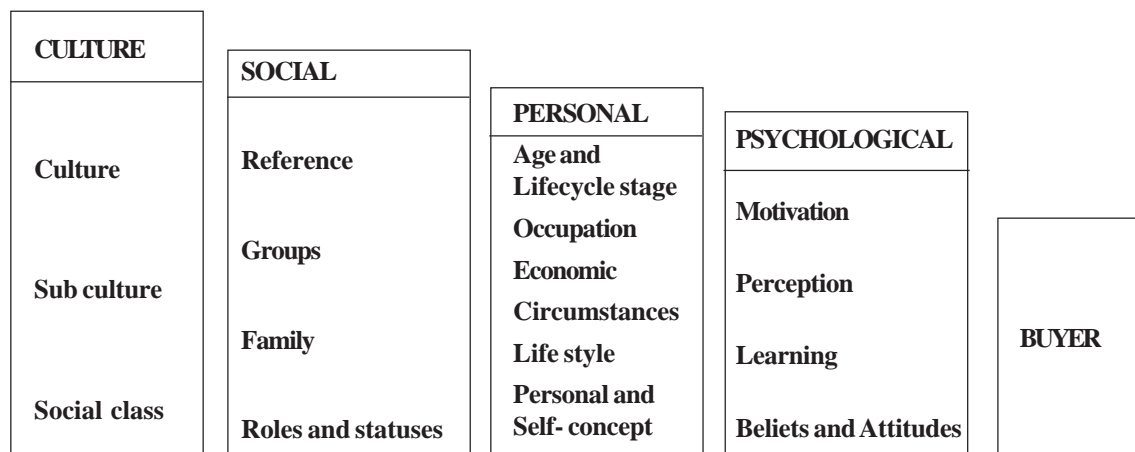
In earlier times, marketers could understand consumers through the daily experience of selling to them. But the growth in the size of firms and markets has removed many marketing decision makers from direct contact with customers. Increasingly, managers have had to turn to consumers research for answers to the most important questions about any marketing called the seven O's of the market place.

Who constitutes the market?	Occupants
What does the market buy?	Objects
Why does the market buy?	Objectives
Who participates in the buying?	Organizations
How does the market buy?	Operations
When does the market buy?	Occasions
Where does the market buy?	Outlets

Of central interest is the question, How do consumers respond to various marketer-controlled stimuli? The company that understands how consumers will respond to different product features, prices, advertising appeals, and so on will have an enormous advantage over its competitors. Therefore, business and academic marketing researchers, have invested much energy in researching the relationship between marketing stimuli and consumer response.

II. FACTORS INFLUENCE BUYER BEHAVIOUR

The major factors influencing buyer behaviour are cultural, social, personal and psychological.



III. BUYING ROLES

For many products, it is fairly easy to identify the buyer. Many other products involve a decision making unit consisting of more than one person. Five roles people might play in a buying decision.

1. Initiator: A person who first suggests the idea of buying the particular product or service.
2. Influencer: A person whose views or advice carries some weight in making the final decision.
3. Decider: A person who decides on any component of a buying decision. Whether to buy, what to buy, how to buy, or where to buy.
4. Buyer: The person who makes the actual purchase.
5. User: A person who consumes or uses the product or service.

A company needs to identify these roles because they have implication for designing the product, determining and allocating the promotional budget.

Types of buying behaviour

Consumer decision making varies with the type of buying decision. Assail distinguished four types of consumer buying behaviour based on the degree of buyer involvement and the degree of differences among brands.

	High involvement	Low involvement
Significant differences Between brands	Complex buying behaviour	Variety seeking buying behaviour
Few differences Between brands	Dissonance-reducing Buying behaviour	Habitual buying behaviour

Stages in the buying decision process

Based on examining many consumer reports of buying episodes, proposals have been made by consumer behaviour researchers for “stages models” of the buying process. The consumer passes through the five stages of buying decision process: Need recognition, Information search, Evaluation of alternatives, Purchase decision and post purchase behaviour.



IV. PURCHASE DECISION

In evaluation stage, the consumer forms preferences among the brands the choice set. The consumer may also form a purchase intension to buy the most preferred brand.

V. RESULTS AND DISCUSSION

SOCIAL-ECONOMIC CONDITION OF THE RESPONDENTS

Table 1 : Age wise classification of respondents

S.NO	AGE	NO OF RESPONDENTS	
		MALE	FEMALE
1.	Upto 20 years	12 (22)	10 (14)
2.	20 Years to 30 Years	25 (46)	30 (43)
3.	30 Years to 40 Years	13 (24)	20 (29)
4.	40 Years and above	5 (9)	10 (14)
	TOTAL	55(100)	70(100)

Sources: Primary data

It could be seen from the table 1 that 46 percent of the male respondents and 43 percent of female respondents belonged to the category of 20 years to 30 years.

Table 2 : Education status of sample respondents

S.NO	EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENT TO THE TOTAL
1.	MATRIC/ SSLC	18	14.4
2.	HSC/PUC	30	24.07
3.	GRADUATE/DIPLOMA	37	29.67
4.	POST GRADUATE	23	18.4
5.	ILLITRATE	17	13.6
	TOTAL	125	100%

Sources: Primary data

From the above table it is known that 29.67% of the respondents were Graduate/Diploma and 13.6% were Illiterates. 24.07% of the sample respondents were HSC/ PUC.

Table 3 : Classification of Occupational status

S.NO	OCCUPATIONAL STATUS	NO OF RESPONDENTS	PERCENTAGE
1.	AGRICULTURAL	10	8.0
2.	BUSINESS	37	29.6
3.	EMPLOYED	61	48.8
4.	RETIRED	8	6.4
5.	OTHERS	9	7.2
		125	100

Sources: Primary data

It was observed from the Table3. That 48.8 percent of the sample respondents are employed, 29.6 Percent of the respondents are doing business.

VI. BRAND AWARENESS AND PURCHASE DECISION

Table 4 : Media Creating Awareness

S.NO	MEDIA	NO OF RESPONDENTS	PERCENTS
1.	Magazine/Newspapers	26	20.8
2.	Television	52	41.6
3.	Radio	18	14.4
4.	Others	3	2.4
5.	Magazine/ Newspapers and Television	17	13.6
6.	Television and Radio	9	7.2
		125	100

Sources: Primary data

It was inferred from the Table 4 that 41.6 percent of respondents were aware of the electronic goods through the advertisement in television, 20.8 percent of the respondents were aware of the electronic goods through the advertisement in the media of Magazine and Newspapers.

Table 5: Opinion on source of influence on purchasing Electronic goods

S.NO	SOURCE	NO OF THE RESPONDENTS	PERCENTAGE
1.	Manufactures	25	20.0
2.	Dealers	16	12.8
3.	Salesman	20	16.0
4.	Friends and Relatives	64	51.2
		125	100

Sources: Primary data

It was evident from the above table that out of the total respondents taken for the study, 51.2 percent of the respondents had been influenced by Friends and Relatives to purchase the Electronic Goods.

VII. POSSESSION OF ELECTRONIC GOODS**Table 6 : Details of Electronic Goods possessed**

S.NO	LIST OF GOODS	NO OF THE RESPONDENTS	PERCENTAGES
1.	Television	119	95.2
2.	Radio & FM	41	32.8
3.	VCD and DVD	85	65.6
4.	Washing machine	43	34.4
5.	Refrigerator	38	30.4
6.	Air cooler	47	37.67
7.	Iron box	113	90.47
8.	Room Heater	116	92.8
9.	Mixie	79	63.2
10.	Wet grinder	67	53.6
11.	Water Heater	41	32.8

Sources: Primary data

It was inferred from the table 6 that 95.2 percent of the respondents were possessing Television and in addition to that 92.8 percent were possessing Room heater. This indicated that Television plays a major role in mass media in Nilgiris.

Table 7 : The factors considered by the respondents for their goods

S.NO	REASONS	NO OF RESPONDENTS	PERCENTS
1.	Time Saving	36	28.8
2.	Convenience	16	12.8
3.	Economy	12	9.6
4.	Less Exertion	6	4.8
5.	Entertainment	27	21.6
6.	Time Saving and Entertainment	28	22.4

Sources: Primary data

The above table clearly shows that 28.8 percent of the respondents have stated time saving as the reason 22.4 percent of the respondents have stated time saving and entertainment as the reason.

Table 8: Showing Occupational status and Time taken to decide on purchase

S.NO	OCCUPATIONAL STATUS	IMMEDIATELY	TIME	TAKEN		TOTAL
			LESS THAN ONE MONTH	TWO MONTH	MORE THAN TWO MONTHS	
1.	Agriculture	5	2	2	1	10
2.	Business	18	11	5	3	37
3.	Employed	21	19	16	5	61
4.	Retired	3	2	2	1	8
5.	Others	1	3	1	4	9
	TOTAL	48	37	26	14	125

Sources: Primary data

The calculated value of Chi-Square is 26.046 and the tabulated value of Chi-Square with 12 degrees of freedom at 5% significant level is 21.026. Since the calculated value is greater than the tabulated value the hypothesis is rejected. The above analysis infers that the occupational status has no significant association over the time taken to decide on purchase.

Table 9 : Occupational status and mode of purchase

S.NO	OCCUPATIONAL STATUS	MODE OF PURCHASE			TOTAL
		CREDIT	CASH	BOTH	
1.	Agriculture	2	7	1	10
2.	Business	12	20	5	37
3.	Employed	13	34	4	61
4.	Retired	4	2	2	8
5.	Others	1	1	7	9
	TOTAL	32	64	29	125

Sources: Primary data

The calculated value of Chi-Square is 24.43 and the tabulated value of Chi-Square with 2 degrees of freedom at 5% significant level is 5.991.

Since the calculated value is greater than the tabulated value the hypothesis is rejected. The above analysis infers that the occupational status has no significant influence over the mode of purchase.

Table 10 : Occupational status and media creating awareness

S.NO	OCCUPATIONAL STATUS	Media creating	Awareness			Total
		Magazine/Newspaper	Television	Radio	Others	
1.	Agriculture	4	15	1	1	21
2.	Business	32	31	8	7	78
3.	Employed	38	49	15	10	112
4.	Retired	11	9	5	3	28
5.	Others	8	3	4	3	18
	Total	93	107	33	24	257

Sources: Primary data

The calculated value of Chi-Square is 15.629 and the tabulated value of Chi-Square with 12 degrees of freedom at 5% significant level is 21.026. Since the calculated value is less than the tabulated value the hypothesis is accepted. The above analysis infers that the occupational status has no significant influence over the media creating awareness.

Table 11 : Occupational status and Items possessed

S.NO	OCCUPATIONAL STATUS	A	B	C	D	E	F	G	H	I	J	K	TOTAL
1.	Agriculture	21	16	21	15	11	21	45	35	15	21	9	230
2.	Business	38	8	15	8	9	9	23	25	19	18	8	180
3.	Employed	34	7	19	9	8	8	19	19	14	11	12	160
4.	Retired	12	6	14	5	7	5	21	27	16	10	8	131
5.	Others	8	4	13	6	3	4	11	10	15	7	4	85
	Total	113	41	82	43	38	47	119	116	79	67	41	

Sources: Primary data

The calculated value of Chi-Square is 147.394 and the tabulated value of Chi-Square with 40 degrees of freedom at 5% significant level is 55.758. Since the calculated value is greater than the tabulated value the hypothesis is rejected. The above analysis infers that the occupational status has no significant association over the item possessed.

VIII. CONCLUSION

Despite the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making. However it is evident that the present approaches to draw the attention of customers are not adequate. The consumers are particular about the appropriate system of distribution and hence there is a great need for change in the distribution system. It may not be always correct to say that consumers behave in the same way as it much depends on type of products, quality of the products and price of the products. Therefore the producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. This is mainly because of the fact that the buying capacity of the consumers may not be equal to the buying capacity.

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