

A STUDY ON RECENT TRENDS IN INDIAN CUSTOMER SHOPPING BEHAVIOUR

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ABSTRACT:

Indian shopper market is riding the peak of the country's period of prosperity. Driven by youthful populace with admittance to dispensable wages and simple money choices, the purchaser market has been hurling stunning figures.. At present country markets represent 59% of customer durables in India. This area has been seeing earth shattering rise lately, helped by drivers, for example, the arising retail blast, land and lodging interest, more noteworthy discretionary cash flow and an increment in the degree of prosperous segment of the populace.. Another significant factor that has contributed altogether to the extending purchaser durables market is the sensational development in the Indian media. Indeed, even shoppers in the remotest regions are similarly mindful of the most recent items dispatched in the market because of the expanding infiltration of TV slots and films. Furthermore, forceful promoting endeavors of the homegrown majors are additionally helping the business.

Keywords: Promotion, customer behavior, ecommerce

INTRODUCTION:

Pay levels of the Indian customers have consistently expanded because of expanded Gross domestic product development rates. With their rising pay levels, the Indian buyers have gotten the focal point of fascination for Mnc's, who see India as a potential commercial center for their products. Nonetheless, the infiltration of durables and home apparatuses is indeed, very low in India, contrasted with a few other non-industrial nations. This suggests that the potential for additional development is in fact very huge. Notwithstanding, high assembling costs and

expenses, combined with relatively lower buying power, limit the development rates. Subsequently, numerous homegrown producers of customer durables have generous unutilized limit.

Review of Literature:

Saravanakumar and Nithyadevi (2016) made an endeavor to contemplate the financial profile of the chose ladies shoppers; and to look at the issue looked by the ladies while buying purchaser durables. Essential information has been gathered from 50 buyers in Pollachi taluk. This examination presumes tha`t the serious market gives opportunity on one hand and dangers then again to both customer fragment of ladies and results of the item. Further develop center item with esteem expansion to enhance consumer loyalty more in the comparative value range. Quality enhancements as well as progress in after deals administration can create and swap interest for buyer durables just as for substitution of the items. The vendors or makers and retailers should comprehend the significance of the buyers and their changing disposition during the time spent promoting.

Ganesan and Renuka (2017) made an endeavor to read the shopper inclination for different brands of clothes washers in Kumbakonam town; to discover the components tha`t affecting the brand inclination; and to survey the degree of buyer fulfillment towards clothes washers. The essential information was gathered from 150 clients with the assistance of poll. The examination proposes tha`t the assurance period given for the clothes washers ought to be stretched out past one year. Alongside the money limits given to clients, the sellers can give clothes washer cover and clothes washer stand.

Objectives:

PRIMARY OBJECTIVE:

- To study the impulse buying behavior of customer

SECONDARY OBJECTIVE:

- To find out the factors influencing impulse buying behavior of consumers.
- To identify how demographic factors contribute to the impulse buying behavior .
- To identify the factors which are converting the visitors into the buyer.

SCOPE OF THE STUDY

The scope of research on impulse buying behavior is quite diverse and beside the theoretical and methodological issues, covers areas such as its relationship with shelf location in retail stores and the amount of shelf space, the influence of culture on it, the effect of mood and emotional state the relationship of self-identity and its relationship with demographics characteristics. In the current scenario of retail marketing, marketers are still concentrating on traditional promotion strategies which target consumers to plan their purchase decision. But to gain a competitive advantage and sustain market competition marketers must focus on influencing unplanned

buying decisions therefore it's the time for markers to turn on such variables that leads to impulse buying decision.

LIMITATIONS OF THE STUDY

- This study is undertaken for the limited period of time
- Most of the respondents hesitated to give the information.
- Most of the respondents consulted with their friends and family before giving information.
- The respondents may be careless in responding to the questionnaire.
- The sample size was limited to 180 and not the entire organization

RESEARCH METHODOLOGY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions - it is, therefore, not the same as a method. Instead, a methodology offers the theoretical underpinning for understanding which method, set of methods, or best practices can be applied to specific case

RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. The research design chosen for this study is descriptive.

DESCRIPTIVE RESEARCH

Descriptive research is used to describe characteristics of a population or phenomenon being studied. It does answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question.

SAMPLE SIZE

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample.

In practice, the sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power. The sample size determined for the study is 160 which is finalized through pilot study.

DATA ANALYSIS:

PRESENCE OF IMPULSE BUYING BEHAVIOR OF RESPONDENT

PRESENCE OF IMPULSE BUYING BEHAVIOUR	No Of RESPONDENT	PERCENTAGE
Yes	124	68.88
No	56	31.12
TOTAL	180	100

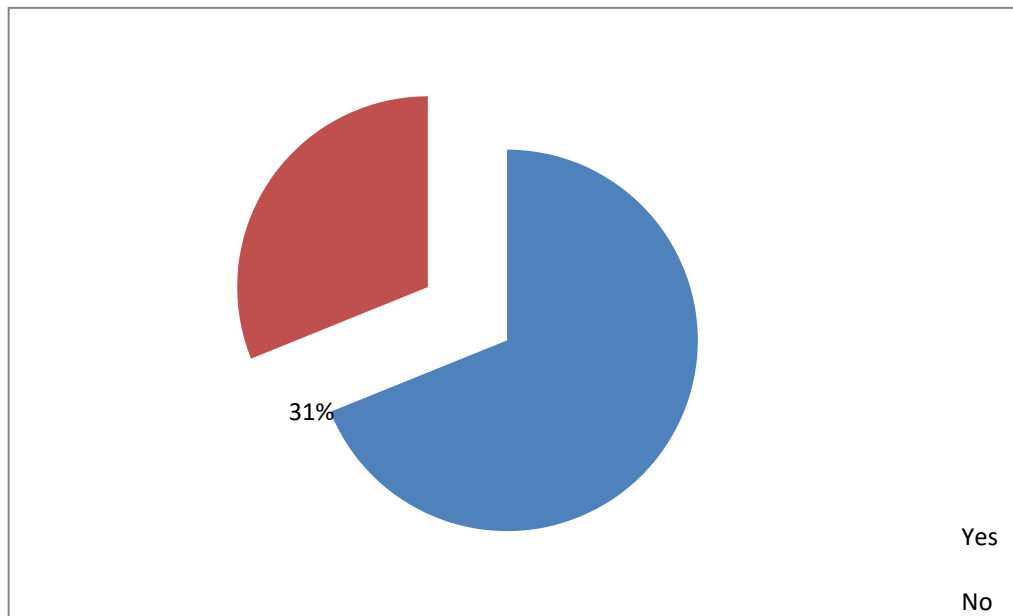
FINDINGS :

It is found that 68% of respondent are saying yes and 31% are saying 31% of the respondent are saying no.

INFERENCE :

Majority of the respondent (68%) are agreeing that presence of impulse buying behavior of respondent are yes.

PRESENCE OF IMPULSE BUYING BEHAVIOR OF RESPONDENT



RESPONDENT'S REASON FOR PREFERRING THE STORE

REASON FOR PREFERRING THE STORE	No Of RESPONDENT	PERCENTAGE
Quality	40	22.22
Variety	36	20
Reasonable Price	26	14.46
Window Display	32	17.77
Seasonable Items Available	46	25.55
TOTAL	180	100

FINDINGS:

It is found that 22% of respondent are quality, 20% of respondent are variety, 14% of respondent are reasonable price, 17% of respondent are window display, 25% of respondent are seasonable items available.

INFERENCE:

Majority of the respondent (25%) are saying that availability of seasonable items available is more.

SUMMARY OFFINDINGS

1. Majority of the respondents (63%) are in the age group of 21-30years.
2. From the table it is found that 35% of respondents are male and 64% are belongs to female.
3. Majority of the respondents (57%) are visiting the stores are homemakers.
4. Majority of the respondent(26%) have family income above30,000
5. Majority of the respondent (25%) are postgraduate.
6. Majority of the respondent (37%) are 4 members in the family.
7. Majority of the respondent (68%) are agreeing that presence of impulse buying behavior of respondent is yes.

8. Majority of the respondent (25%) are saying that availability of seasonable items available is more.

CONCLUSION

The above study that is cleared that super market sets a great platform for enjoying the greater shopping experience. It has variety of products offers great discount and at price to attract and building up a good relationship with the customer there by building there stands in minds of the customer. This promotes impulse buying behavior in the customer which forces them to purchase the products which they have not already prepared to buy it. Though the company incurs a huge sales and a good relationship with the customer it can improvise sales on its marketing strategy that induces impulse buying behavior in the customer that indirectly contributed on the profit making firm. This can be achieved by building up a good relationship with the customer providing the facility that the customer needs variety of the products can be increased quality of the products can be increased customer feels that there is not much difference between the stores they can also try to decrease the products price to increase the sales. Based on the results certain suggestions have been given to the store to increase the sales and to enhance their relationship with the customer there by creating a better environment to the customer.

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