A STUDY OF THE FACTORS INFLUENCING THE BUYER’S DECISION TO BUY A PARTICULAR PRODUCT WITH REFERENCE TO SELECTED SUPERMARKETS IN PUNE CITY

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ABSTRACT

The retail business has acquired a great significance in terms of contribution to economy, generation of employment, as well as expansion of marketing activity more so over to satisfy the customer needs with minimum efforts on each part. Any organization selling to final consumers whether it is a manufacturer, wholesaler or retailer- is doing retailing. Occupational changes and expansion of media have caused a significant change in the way the consumer lives and spends his money. Consumers today see an exciting explosion of choices, new categories and new shopping options and have increasing disposable income to fulfill their aspirations. They are increasingly seeking convenience in shopping and want the shopping experience to be enjoyable. Convenience of shopping and Store image are the major factors that influence the consumers in their buying. The study focuses on academic significance considering the new and emerging trends in the field of marketing, specially retailing. The marketing managers shall know the changes and development in the field of retailing, new facets of competition and as well as consumers response to innovations in marketing. It shall also help the policy makers to decide as to how the supermarkets and big retail houses are working in the present scenario.

Keywords: Retailing, Consumers, Supermarkets, Convenience of Shopping, Store Image.

Introduction:

Retail is the final stage of any economic activity. Any organization selling to final consumers whether it is a manufacturer, wholesaler or retailer is doing retailing. By virtue of this fact, retail occupies an important place in the world economy. The Indian retail industry has been attracting major manufacturing firms and is poised to grow at 28% per annum over next five year period.

A Global Retail Development Index developed by A. T. Kearney has ranked India first, among the top 30 emerging markets in the world. With a contribution of 14% to the national GDP and employing 7% of the total workforce (only agriculture employs more) in the country, the retail industry has emerged as one of the main pillars of the Indian economy. Retailing is one of the pillars of the economy in India and accounts for 35% of GDP. The retail industry is divided into organized and unorganized sectors. Over 12 million outlets operate in the country and only 4% of them being larger than 500 sq ft (46 m2) in size. Organized retailing refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, kirana shops, owner manned general stores, convenience stores, hand cart and pavement vendors, etc. Most Indian shopping takes place in open markets and millions of independent grocery shops called kirana. Organized retail such supermarkets accounts for just 4% of the market as of 2008. [3] Regulations prevent most foreign investment in retailing. The consumer landscape is changing very fast. Occupational changes and expansion of media caused a significant change in the way the consumer lives and spends his money. Consumers today see an exciting explosion of choices, new categories, and new shopping options and have increasing disposable income to fulfill their aspirations. They are seeking more information to make these choices. Consumers are increasingly seeking convenience in shopping and want the shopping experience to be
Retail Consumer Behaviour:

A key challenge faced by the retailer is creating products & services which would be successful in the market. An accurate understanding of consumer needs helps the retailer create a product that is likely to be successful in the market. Consumer understanding or an understanding of the consumer buying behavior is the starting point of strategy creation. It is not only important to understand what consumers know about a product, but also what they do not know. This helps in determining the channels of communication and the products that need to be created to cater to the needs of the customer. Understanding consumer knowledge can also help a firm assess how well it has achieved its product positioning goals. The firm needs to study consumers to see how its product is perceived; if there is a good match or not, and then, the positioning strategy can be deemed a success. Retailers need to know the various influences that lead up to a purchase, not just the store where the purchase was made. This includes looking at a host of external & internal influences. The process starts with:

A. Understanding how the need for a product/service was determined.
B. Understanding how information was sought by the customer.
C. The process of evaluation of various products & stores.
D. The payment process.
E. The post purchase behavior.

While understanding consumer behavior completely not really be possible, it is in the best interest of the retailer to know his customers. The earliest attempts to study Consumer Behaviour were motivation research, which relied heavily on Freudian techniques. Consumers can be studied in a variety of ways, including thorough observation, electronic surveillance, interviews and surveys, experimentation and sales analysis or consumption research. Firms must examine the demographics of customers, as well as the role of group influences and personal factors like attitudes, beliefs, motivations, etc. Populations are not static in the long term; they move around, with populations ebbing and flowing like the sea. Growth areas emerge over time, some quickly, some slowly. Corporations analyze these population trends, and start planning to enter or leave markets accordingly. This is the process of analyzing constantly, the changing consumer trends, competition, external sources of influence, and company strengths and weaknesses. This may sound very easy, but in practice, it is often very difficult. It is also important to know how, when and where the customers use the product or service that the retailer sells. An objective analysis of internal strengths & weaknesses must also be made. This is often difficult, for strengths are often overstated, while weaknesses understated. An analysis of the competition is also in order. Some firms welcome competition, even trying to locate near competitors so that a ‘critical mass’ can be created. Finally, the external market factors must be considered, notably the economy, but also technological and legal/political issues as well. The retailer also needs to understand the competitors and how the customers perceive them. This would help the firm understand how they are perceived vis-à-vis the competition. It is also important to understand why consumers choose the competition over your product. This analysis may reveal some startling facts, and provide direction for future differentiation strategies. At the heart of every business strategy must be deep understanding. Paco Underhill, in his famous book ‘Why we Buy, The Science of Shipping, brings out some key facts about how consumers buy and the various influences on the same. It is the science of shopping, is a hybrid discipline; part physical science and part social science only part science at all, because it is also not.

Consumer Behaviour refers to the behaviour that consumers display in searching for, purchasing, using, and disposing of products and services. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. Consumer Behaviour describes how consumers make purchase decisions and how they use and dispose of the purchased goods or services. The study of consumer behavior also includes an analysis of factors that influence purchase decisions and product use.

The work of psychologist Kurt Lewin provides a useful classification scheme for influences on buying behavior. Lewin’s proposition is B = f(P,E)

This statement means that Behaviour (B) is a function (f) of interactions of personal influences (P) and pressures exerted by outside environmental forces. The statement is rewritten to apply to consumer behavior as follows:

B = f(I,P)

Consumer Behaviour (B) is a function (f) of the interactions of interpersonal influences (I) – such as culture, friends, classmates, co-workers and relatives and personal factors (P) – such as attitudes, learning and perception.

Consumer Behaviour is defined as activities people undertake when obtaining, consuming and disposing of products and services. Simply stated consumer behavior has traditionally been thought of as the study of “why people buy” – with the premise that it becomes easier to develop strategies to influence consumers once a
marker knows the reasons why people buy specific products or brands. Consumer behavior also can be defined as a field of study that focuses on consumer activities. Buying Behaviour is the decision processes and acts of people involved in buying and using products.

Objectives of the Study:

A. To study the various factors influencing buying decision.
B. To find out the association between influencing factors and demographic features of customers.

Significance of the Study:

Consumers’ buying behavior has drawn a considerable attention of the earlier researchers. Its impact on designing marketing strategies also became the part of a sizeable number of studies. Driven by the need, the researchers felt necessary that the study seeks to indentify and assess the importance of the factors that shape the buying behavior in the organized retail segment.

Analyzing buying behavior is necessary to
A. Know the buyer’s reaction to a firm’s marketing strategy as it has a great impact on the firm’s success.
B. Know the what, where, when and how consumers buy as the firm has to create a Marketing Mix that satisfies or gives utility to the customers.

Marketing can better predict how consumers will respond to marketing strategies. Possibly, the most challenging concept in marketing deals with understanding the concept of, why buyers do what they like or don’t do what they dislike? Such knowledge is critical for marketers since they have a strong understanding of buyer behavior, which will help shed light on what is important to the customer and suggest the important influences on customer decision-making. Using this information, marketers can create marketing programs that they believe will be interest to customers.

As we might guess, factors affecting how customers make decisions are extremely complex. Buyer Behaviour is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. Since every person in the world is different, it is impossible to have simple rules that explain how buying decisions are made. But those who have spent many years analyzing customer activity have presented us with useful “guidelines” in how someone decides whether or not to make a purchase.

Analysis & Interpretation of Data:

C. Demographic characteristics of the respondents

The term demography indicates the general and allied information about population, its structure and composition in a particular territory more in particular the socio-economic factors. Demographic information is useful to understand the constituents of a particular territory in terms of age, gender, occupation, income group, educational qualification as well as other cultural factors. A right understanding of demography helps to gain insight into population structure and its composition in a particular territory.

1) The respondents were from urban area of Pune, but they differed in demographic aspects such as Income group, Educational qualifications, Occupation. Of the total 620 respondents sample constituted of 386 (62.3%) males and remaining 234 (37.7%) were females. Table No. 1.1 shows the distribution of the respondents according to their gender & age. There were 22.2% males belonging the age between 20-25 yrs. and 23.3% males in the age group 25-30 yrs. There were only 4 respondents (1M, 3F) who were above the age of 60 and 9.2% were in age group of upto 20 yrs consisting of 36 (5.8%) males and 21 (3.4%) females.

Table 1.1: Gender & Age wise composition of respondents

<table>
<thead>
<tr>
<th>Age Groups</th>
<th>Male Count (%)</th>
<th>Female Count (%)</th>
<th>Count (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age upto 20 yrs</td>
<td>36 (5.8%)</td>
<td>21 (3.4%)</td>
<td>57 (9.2%)</td>
</tr>
<tr>
<td>Age Between 20-25 yrs</td>
<td>137 (22.2%)</td>
<td>72 (11.7%)</td>
<td>209 (33.9%)</td>
</tr>
<tr>
<td>Age Between 25-35 yrs</td>
<td>144 (23.3%)</td>
<td>82 (13.3%)</td>
<td>226 (36.6%)</td>
</tr>
<tr>
<td>Age Between 35-45 yrs</td>
<td>49 (7.9%)</td>
<td>36 (5.8%)</td>
<td>85 (13.8%)</td>
</tr>
<tr>
<td>Age between 45-60 yrs</td>
<td>17 (2.8%)</td>
<td>19 (3.1%)</td>
<td>36 (5.8%)</td>
</tr>
<tr>
<td>Age above 60 yrs</td>
<td>3 (0.5%)</td>
<td>1 (0.2%)</td>
<td>4 (0.6%)</td>
</tr>
<tr>
<td>Total</td>
<td>386 (62.6%)</td>
<td>231 (37.4%)</td>
<td>617 (100.0%)</td>
</tr>
</tbody>
</table>

2) The term marital status indicates how the respondents are placed in a given universe in terms of their life pattern with socio-economic changes in the society. The traditional approach towards the family is changing. The concept of marriage as a social bonding is slowly replaced and it has its impact on the marital status. The concept of the family thus has changed from joint family to nuclear family and from nuclear family to single parent family. These social changes have influenced the economic status of people as well as their behavioural and buying pattern. It is observed that 54% of the customers are single whereas 46% are married. This implies majority of the customers visiting supermarkets are single.

It has been observed that majority of the respondents visiting supermarkets have about 5-6 members in their family whereas those having 2 members constituted only 9% of the customers. This implies that majority of the customers visiting supermarkets have a large family.

3) The following table depicts the educational qualification and annual household income of the respondents.

It has been observed that about 19% of the respondents were found to be graduates earning between Rs. 1 – 2.5 Lacs as annual household income. There were only 14
(2.4%) respondents who had low educational qualification as well as low income group (SSC & less than Rs. 1 Lac annual income). So, it may not be wrong to conclude that majority of the visitors to supermarket are well educated and the monthly average income household income is above Rs. 1 Lac.

It is also observed that almost 84% of the customers are graduates and post graduates. This implies that majority of the customers visiting supermarkets are highly qualified. Further, it can be seen that majority of the customers visiting supermarkets (39.4%) have an annual income in the range of 2.5 - 4.0 lakhs.

Table 1.2: Marital Status & Family Size

<table>
<thead>
<tr>
<th>Number of members in the family</th>
<th>Marital Status</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Married Count (%)</td>
<td>Single Count (%)</td>
</tr>
<tr>
<td>1-2</td>
<td>30 (4.8%)</td>
<td>26 (4.2%)</td>
</tr>
<tr>
<td>3-4</td>
<td>125 (15.0%)</td>
<td>141 (18.2%)</td>
</tr>
<tr>
<td>5-6</td>
<td>128 (17.4%)</td>
<td>159 (21.9%)</td>
</tr>
<tr>
<td>More than 6</td>
<td>2 (0.3%)</td>
<td>9 (1.5%)</td>
</tr>
<tr>
<td>Total</td>
<td>285 (46.0%)</td>
<td>335 (54.0%)</td>
</tr>
</tbody>
</table>

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Table 1.3: Educational Level & Income Status

<table>
<thead>
<tr>
<th>Annual Income (in Rs.)</th>
<th>Educational Qualification Count (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1,00,000</td>
<td>SSC: 14 (2.4%)</td>
</tr>
<tr>
<td>1,00,000 to 2,50,000</td>
<td>SSC: 9 (1.6%)</td>
</tr>
<tr>
<td>2,50,001 to 4,00,000</td>
<td>SSC: 4 (0.7%)</td>
</tr>
<tr>
<td>4,00,001 to 5,50,000</td>
<td>SSC: 0 (0.0%)</td>
</tr>
<tr>
<td>5,50,001 &amp; above</td>
<td>SSC: 2 (0.3%)</td>
</tr>
<tr>
<td>Total</td>
<td>27 (4.7%)</td>
</tr>
</tbody>
</table>

Table 1.4: Visits to Supermarkets

<table>
<thead>
<tr>
<th>Occupation</th>
<th>No. of visits to supermarket in a month Count (%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Student</td>
<td>27 (4.5%)</td>
<td>42 (7.1%)</td>
</tr>
<tr>
<td>Professional</td>
<td>21 (3.5%)</td>
<td>35 (5.9%)</td>
</tr>
<tr>
<td>Business</td>
<td>5 (0.8%)</td>
<td>13 (2.2%)</td>
</tr>
<tr>
<td>Salaried</td>
<td>32 (5.4%)</td>
<td>41 (6.9%)</td>
</tr>
<tr>
<td>Total</td>
<td>85 (14.3%)</td>
<td>131 (22.1%)</td>
</tr>
</tbody>
</table>

Chart 1: Rating of Brand as an influencing factor to by a particular item
No. of Visits:
The behavioural pattern has its roots in sociological context of marketing. A person buys a product or service not only out of urge to satisfy his personal needs but he has to take into account the contextual aspects of social structure in which he is living.
A person’s behaviour is greatly influenced by the society, group, peers and institution in which he is constantly interacting. Therefore the buying behaviour of the customer has to be considered in the context of socio, psychological & economical structure. In the present research the behavioural pattern has been studied in the light of Age group, Occupation, Educational Qualification, and Income Level.
It is observed that the customers visiting supermarkets constitute of a diverse occupations with salaried class constituting 32.4%, students 25.8%, professionals 24.5%, whereas businessman constituted only 13.1%. This implies that salaried and students are the major chunk of the customer base. It may be of interest to notice that irrespective of the profession, most of the respondents (27.3%) visited thrice a month. Amongst the respondents who visited the supermarkets only once, 4.5% belong to student category.

D. Factors influencing the decision to buy a particular item.

2) Rating of Brand of product as influencing factor on decision to buy a particular item. (1-Highest, 6-Least Influential)
The brand name indicates to the customers, the type of merchandise & services. Brands provide value to both customers and retailers. Brands convey information to consumers about the nature of the shopping experience—the retailer mix—they will encounter when patronizing a retailer. Brands enhance the customers’ satisfaction with the merchandise and services they buy and gives the consumers a feeling of belonging to a particular sector of consumers with upper crest.
From the data presented above, it is can noticed that a good number of respondents (21.36%) had given highest rating to brand of the product as an influence in buying decision.

- Association of Brand of product as an influencing factor to buy a particular item with Gender: The responses of the respondents (male & female) on the parameter of brand preferences were assessed by using chi-square test. It was found that there is an association between gender and the rating to the brand name of the supermarket as one of the influencer in buying decision. (Chi-square value 16.250 with p value 0.006, which is less than 0.05 with 5 df). It may be concluded that preference towards brands has something to do with the gender of the respondent.

- Association of Brand of product as influencing factor to buy a particular item with Qualification: It was found that there is a association between Brand of product and Qualification of respondent. (Chi square value 29.366 & p value 0.014 with pdf 15).

- Association of Brand of product as influencing factor to buy a particular item with Occupation: The chi square test result indicated that there is an association between occupation of respondents and Brand of product as a parameter of decision making. (Chi-square value 35.734 & p value 0.002 with df 15).
• Association of Brand of product as influencing factor to buy a particular item with Marital Status:
From the analysis it was found that, there is an association between Brand of product and Marital Status of respondent. (Chi square value 15.002 & p value 0.010 with df 5).

3) Rating of quality as an influencer on decision to buy a particular item:
Quality is an essential parameter of buying behaviour. No buyer can think of buying a product without considering its quality. To what extent quality becomes essential parameter in decision making is evaluated by the researcher. Along with quality five other parameters were offered to the respondents to understand their responses as to quality as an essential input of decision making. The responses are as follows.
From the data presented in Chart 2, it is can noticed that a significant number of respondents (30.03%) had given quality as the foremost factor in decision making.

• Association of Quality as an influencer on decision to buy a particular item with Gender:
The responses to quality parameter vary between buyer groups. The data presented indicates that both male & female give high importance to quality. They prefer to quality as most significant influencing factor and there is found to be an association between gender of respondent and rating to quality. The level of
association is positive. (Chi-square value 10.896 with p value 0.05, df 5)

• Association of Quality as an influencer on decision to buy a particular item with Occupation:

The principle factor that decides buying pattern is often occupation of a person. Occupation of to a great extent influences requirement, choice, income & purchasing power. From this point of view the approach of buyers towards quality as influenced by their occupation is studied by the researcher.

From the data, it was clear that apart from respondent from business class, respondents from all other classes have considered quality as an important ingredient. They considered quality as a basic parameter for buying of a product. The data of association when tested with the help of chi-square test indicates that there is strong correlation between occupation & quality. (Chi-square value 40.181 & p value 0.001 with df 15).

4) Rating of Price As Influence On Decision To Buy A Particular Item:

Price is an integral element of the retail marketing mix. The price of the merchandise also communicates the image of the retail store to the customers. For every buyer, price is an integral determinant of product selection. It is not possible for any researcher to decide a buying pattern without considering price as determinant component of buying decision. How price influences the buying pattern and decision pattern is analyzed by the researcher.

The data presented in above table clearly states that price definitely influences the decision to buy. It is rated as the principle determinant of buying because there is direct relationship between purchasing power and price.

• Association of Price as an influence on decision to buy a particular item with Gender:

Price is a very important and sensible factor which influences buying pattern. A small change in price may evoke a large positive response from the buyer. Is there any different in the responses of buyer and gender is studied by the researcher. There is an association between gender and price as one of the influencing factor in buying decision. The two variables are associated (Chi-square value 12.225 & p value 0.0032 with df 5).

• Association of Price as an influence on decision to buy a particular item with Educational Qualification:

One interesting finding of the study was, there is some association between educational qualification and the price of the product as one of the influence in buying decision. Further by using Chi square test for independence of variable, it was revealed that these two variables were associated (Chi square value 27.466 with p value 0.025, pdf 15), indicating that although the consumers are known to be price sensitive, the association with the educational qualification can be taken into consideration while determining the sensitivity towards pricing.

5) Rating of discount Offers as Influence on Decision to Buy:

There are regular discounts offered by a store either as a special scheme, yearly sale discount, mark down discount etc. discounts, gifts and other promotional offers usually have psychological impact on buying pattern. These offers may not have any valid standing from the view point of considerations like quality, material usage or physical benefits. However, these factors do influence a buying decision because of their results in emotional and impulse buying.

To what extent discount offer is an influencer in buying decision is presented in the above table. The data indicates that discount offers do have a definite impact on decision to buying but it is not the principle decision making input of buying as given by the respondents.

• Association of Discount Offers with Gender:

The buyers are often lured by free gifts and other price offers. To what extent, this price offs and discount influence the buying choices of male and female is studied by the researcher. The question before the researcher is whether there is positive association between male & female buyers. The analysis indicates that there is an association between gender of respondents and discounts offered. (Chi-square value 14.342 with p value 0.014, df 5) Both male & female buyers enjoy the advantages of discount and are willing to buy a product when offered at a price less than face value.

6) Rating of Environment As Influence On Decision To Buy A Particular Item:

Marketing is a dynamic activity greatly influenced by environment

From the information presented in the above table, it is noticed that environment has a significant impact on buying as an influence on buying pattern.

• Association of Environment with Occupation:

Is occupation of a person has some influence on environment. This is an important question when it comes to buying. The association between occupation as an interactive parameter is considered by the researcher. It is clearly seen that there is an association between occupation and environment influencing buying decisions. (Chi square value 24.428 & p value 0.05 with df 15).

7) Rating of necessity as influence on decision to buy:

It is very rightly said that necessity is the mother of invention. Not only it is true in terms of inventions, but it justifies its position in terms of searching its products that satisfies a customer needs and demands. The researcher has tried to identify to what extent necessity influences buying behaviour.

From the table, it is clear that majority of buyers (40.27%) prefer to buy when it becomes necessary,
whereas a good number of buyers prefer to buying due to impulse & other motivational factors.

- **Association of Necessity with Qualification:**

  The qualification of a person often changes his view towards buying of a product. Considering the nature of the study, the researcher has tried to study extent and type of such association. The data indicates that there is an association between qualification of respondent and necessity as an influencing factor in buying. (Chi square value 26.672 with p value 0.032, df 15).

- **Association of Necessity with Occupation:**

  The researcher has tried to find association between qualification and necessity. The result of chi square test indicates occupation does have a high degree of association with necessity when it comes to buying a product. (Chi square value 34.269 with p value 0.003, df 15).

**Conclusions:**

A. Profile of Customers visiting supermarkets from the data collected the representative profile of respondents appears as follows.

1) The majority of the respondents are in the age group of 20-25 years.
2) The proportion of male respondents is more as compared to female in the study. 62.3% males as compared to 37.7% female respondents are studied by the researcher.
3) The no. of respondents on the parameter of marital status indicates that 46% are married and 54% are unmarried.
4) The general educational level and academic status indicates that majority of respondents are having education level, graduation or above (84.6%).
5) On the count of income status the representative respondent have income between c i.e. Middle class and upper middle people are the visitors of supermarket.
6) In terms of occupation, salaried and professionals are the major segment who visit supermarket. Thus, it can be said that the representative respondent is a young, male who is married and falls in the income group of Rs. 2.5 Lacs to Rs. 4 Lacs. Most of the respondents are either salaried or pursuing a white color professional.

**Factors affecting buying decision:**

Buying decisions are often complex because it is related with various external and internal factors influencing psychology of the buyers. From this point of view, the researcher has tried to analyse what are the major factors that influence buying decisions of the respondents. The factors considered for the purpose of study are: Brand, Quality, Price, Discount, Environment, Necessity.

1) It is noticed that brand has a specific impact on consumer psychology. Most of the consumers purchase from supermarket because of its brand name. In other branding establishes an invisible but definite image in the minds of the customers which is a major dominant factor. Respondents with higher educational qualification prefer to buy products with consideration of brand name of supermarket. The rating to the brand name of the supermarket as one of the influencer in buying decision has association gender, qualification, occupation & marital status of respondents. Quality is a major plank to justify purchase of a particular product. The buyers rate quality as a primary strength of a product. Hence the researcher tried to find out what kind of association is established between quality and profile of customer. It is noticed that irrespective of gender and occupation, there is an association between quality of the product irrespective of his earnings or income. Quality is associated with gender & occupation of respondents. The researcher examined association between price and buying pattern. The main purpose of evaluating this association is to know whether price dominates the selection process over other parameters. It is noticed that, respondents show a price sensitive approach. However there is a spectrum of variation when it comes to price as a measuring rod or criteria of buying decision. It is noticed that male respondents are more price conscious as compared to female respondents. Respondents with moderate education prefer to have a price conscious decision. There is an association gender & qualification with price as one of the influencing factor in buying decision.
2) The marketing gimmick of discounts are very powerful. Many buyers look more at discount then utility as principle criteria of buying. Discount is offered in many forms, which includes, free gifts, price offs, rebates and coupling benefits. It is noticed that like price, discount is a sensitive appeal for male respondents. Respondents with moderate education prefer to have a price conscious decision. There is an association between gender and discounts offered.
3) The term environment for the purpose of the study is linked with various factors having significant impact on buying pattern. It is noticed that environment has a clear impact on buying pattern especially when it comes to occupation. Salaried people, students and professionals show a strong sensitive approach as an influencing factor. It is clearly seen that there is an association between occupation and environment influencing buying decisions.
4) There are different reasons for buying a product. The principle reason is necessity. Whether people buy goods that are needed or goods that impress them is an aspect of study considering the nature of different marketing strategies adopted by supermarket. To what extent necessity influences buying pattern is studied by the researcher. It is noticed that though necessity is the principle motivating factor still impulse buying also have a significant role to play. The data indicates that there is an association between occupation and necessity as an influencing factor in buying.
5) A supermarket adopts different policies and approaches to attract different types of customer segment. The planks used to attract different segment usually influence the buying psychology, and attracts the customer to buy from a particular store. From this point of view the researcher has enlisted 19 different
parameters to rate consumers responses to know as to why consumers buy from a particular supermarket.

References:


