UNDERSTANDING THE IMPORTANCE OF THE CONCEPT OF THE CONSUMER BEHAVIOR

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ABSTRACT

Consumer patterns reveal aspirations. It shows who buys, why, and how. This evidence is convincing. The findings illuminated customers' thinking and their adaptation to new situations. Urban consumer purchasing habits changed due to major population movements and disposable income increases. Due to increased competition and variety, marketers have been able to better understand the many factors that affect hosiery product demand. This study examines why people buy hosiery. Families, societies, cultures, and locations influence consumers, but their personalities, perceptions, and motivations determine their choices. This process has three phases: before the purchase, during the buying decision, and after the purchase. Income, social status, education, and brand loyalty can influence buying decisions. Price, packaging, perceived value, cost-benefit analysis, alternative brands, and more might influence a purchase. Marketers must utilise advertising to build brand awareness and consumer relationships because it lasts. Brand loyalty occurs when a buyer buys the same brand after the label is changed, indicating changing purchase habits. India's retail industry has boomed in recent decades. India has traditional and nontraditional retailing. Organized retailing formats have helped the company grow. Retail business practises are changing. India's retail sector is booming, driving storefront demand. India's retail consumer culture is also fueled by

debit and credit card use. Consumer power, intellect, and retail savvy are driving retail shopping behavior research. Customers assess a store before buying.

Keywords: Understanding, Consumer, Behavior

INTRODUCTION

The retail trade sector accounts for around 22 percent of India's entire gross domestic product, making it one of the most important forces propelling the country's economy. It is estimated that the value of the retail market in India is $500 billion USD, which positions it among the top five retail marketplaces in the world in terms of the amount of economic value it generates. One of the retail marketplaces with the highest growth rate in the globe, India has a population of 1.2 billion people, making it one of the most populous countries in the world. As a direct result of the recent economic downturn, consumers have displayed greater self-control in their spending. Customers in today's rapidly changing and digitally connected world are more price cautious than they were in years past when it comes to making decisions on acquisitions. The findings of a study that was carried out by a prominent industry group in India indicate that the retail sector of the country is expected to reach the staggering amount of Rs. 47 trillion (US$ 782.23 billion) by the 2016–17 fiscal year, rising at a compounded annual growth rate (CAGR) of 15%. This estimate was derived from the findings of the study that was carried out by the group. When compared to the total mall supply in 2012, which was 2.5 million square feet, the entire organised retail supply in 2013 was approximately 4.7 million square feet (sqft). This represents a significant year-on-year (y-o-y) expansion of approximately 78%. In 2012, the total mall supply was only 2.5 million sqft. According to information that was made available to the public by the Department of Industrial Policy and Promotion (DIPP), the total amount of foreign direct investment (FDI) that was received in the single-brand retail commerce sector between April 2000 and January 2014 was 98.66 million dollars.

This figure was determined by looking at the period of time between April 2000 and January 2014. (DIPP). As of the year 2013, the vast majority of retail establishments in India were operated as sole proprietorships by a single individual. Around four percent of the company's revenue was generated in 2010 by supermarkets and convenience stores with larger formats. These kinds of businesses could only be discovered in the major urban centres of the world. The retail and logistics industries in India are responsible for the employment of around 40

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million people, which is equivalent to 3.3% of the total population of India. The law that authorised 51% foreign direct investment (FDI) in multibrand retail establishments in India was enacted by the central government of India on December 7, 2012. The term "brick-and-mortar" store no longer adequately describes the shopping environment in India because it has evolved to embrace a wide variety of "touch points," such as online stores, social networks, contact centres, and so on. Previously, shopping was limited to physical locations. As a result of shifting economic dynamics, a diversified selection of products and services, a wide variety of purchasing forms, and unrivalled access to information, customers now have the ability to expect more from their experiences while shopping. This is because customers now have access to more information.

UNDERSTANDING THE CONCEPT OF CONSUMER BEHAVIOUR

The concept of customer behaviour is one of the most fundamental ideas that companies operating in the marketing sector are required to have a solid understanding of. This is one of those things that can be the determining factor in whether or not an organisation is successful. The customer's behaviour is broken down into its component parts and thoroughly explained in this chapter. Using a variety of different models of consumer behaviour, this chapter will explain the function that demographic variables play in the decision-making process of customers. These demographic variables are factored into the decision-making process of customers. (Schiffman, Leon G, 2011). Research in the subject of consumer behaviour is always diverse and extensive due to the fact that the method in which consumers behave can be readily influenced by politics, economics, society, and technology. Consequently, consumer behaviour research is always diverse and extensive. This idea is generally referred to as PEST factors in management parlance, which can then be expanded into PESTLE factors if necessary. PESTLE factors can also be thought of as PEST factors. This suggests that concerns pertaining to the environment and the legal system have an effect on the behaviour of consumers. These alterations will invariably have an effect on consumer behaviour, distinguishing it in terms of when it occurs, how it occurs, why it occurs, and how it occurs.

Consumer behaviour is defined as "the behaviour that consumers display in searching for purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs." In other words, consumer behaviour is "the behaviour that consumers display in searching for purchasing, using, and evaluating products and services that they

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expect will satisfy their To put it another way, consumer behaviour can be defined as "the behaviour that consumers demonstrate in the search for acquiring, utilising, assessing, and disposing of things and services that they anticipate will meet their needs." In general, there are two basic types of customers that may be identified: individual consumers and commercial or industrial consumers.

OBJECTIVES OF THE STUDY

1. To gain this knowledge, it is necessary to examine consumer behaviour.

2. To do research on Indian retail stores and the shifting behaviours of Indian customers.

REVIEW OF LITERATURE

In their research, Rama Venkatachalam and ArwahMadan (2012) focused on the level of prices, the quality of fresh groceries and the availability of exotic fruits and vegetables, the display, the cleanliness and hygiene, the home delivery, and the credit facility that was provided by both organised and unorganised retailers. Rama Venkatachalam and ArwahMadan (2012) found that the level of prices was significantly correlated with the quality of fresh groceries and the availability of exotic fruits and vegetables. In addition to this, they investigated the manners in which the two categories of shops dealt with consumer orders. There has been an observed shift in customer choice when shopping for fresh groceries at either disorganised or organised merchants, and this preference shift has been observed at both kinds of businesses. The author has also brought up the point that organised retailing is participating in productive activities in order to support itself, continue to exist, and grow.

According to the findings of the investigation that was carried out by Lakshmi Narayana k, AjataShathruSamal, and P Nagarajarao (2013), unorganised retailers who operate in close proximity to organised stores see considerable declines in both their profit and their sales volume. Customers are drawn to disorganised merchants for a variety of reasons, including the convenience of their locations, goodwill, credit facilities, the ability to haggle, loose items, flexible hours of operation, and home delivery. Customers are also drawn to disorganised merchants because of the ability to haggle.

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RESEARCH DESIGN AND METHODOLOGY

This chapter provides an in-depth look at the technique used for the current inquiry, which was carried out to learn about the factors that influence consumer purchasing behaviour on home products in the study area. The description and justification of the many different approaches and procedures that were utilised in the research project take up the bulk of this chapter. From this point forward, the following chapter will describe the research design, the area of the study, the sample, and the processes for sampling. In addition to this, it explains the procedures for collecting data, the devices for collecting data, the methods for analyzing the collected data, and the validity and reliability tests.

RESEARCH DESIGN

A descriptive approach was taken for this study's design. According to Hartley (2004), descriptive studies typically take an inductive approach since they piece together facts to support the construction of a theory. According to him, the author places a premium on having a comprehensive grasp. Both Morris and Wood (1991) and Fisher (2004) believe that descriptive studies are superior to other research methods when it comes to gaining an in-depth comprehension of a certain circumstance. According to Punch (1998), while there may be a variety of specific purposes or research questions, the overall objective of the study is to develop as complete an understanding of that study as is possible. This is despite the fact that there may be a variety of specific purposes or research questions.

FINDINGS, ANALYSIS AND DISCUSSION OF THE FINDINGS

The conclusions of the investigation are presented in this chapter. The data are analysed, and their significance is discussed in light of the objectives of the study, which were presented in the first chapter. The demographic features of the respondents are discussed first in this section. Following that, it provides a presentation, an analysis, and a discussion of the findings of the study.

CHARACTERISTICS OF THE RESPONDENTS

This section gives the characteristics of the respondents in terms of status, age, education level, and gender of the respondents. These variables are shown in terms of how many people

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responded.

Status Distribution of the Respondents

There was a survey that was sent out to people who purchase household goods as well as people who work in supermarkets. The respondents were asked to designate whether they belonged to the group of supermarket dealers or household consumers. The surveys were filled out and returned by 57 (81.4% of respondents), of which 41 (71.9%) were people who used household products and 16 (28.1%) were people who worked in supermarkets. The results are presented in Table 1 and Figure 1 respectively.

Table 1 : Status Distribution of the Respondents

Status	Frequency	Percentage (%)
Household products consumers	41	71.9
Supermarket dealers	16	28.1
Total	**57**	**100**

Source: Field Data (2013)

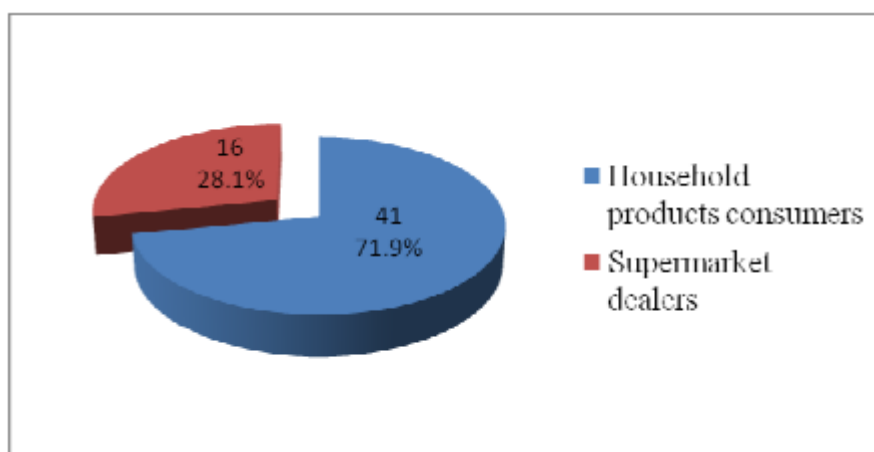**Figure 1 : Status of the Respondents**

As can be seen in Table (1) and Figure (1), the total number of respondents consisted of 41

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people who were consumers of household goods (71.9%) and 16 people who were supermarket dealers (28.1%) Due to the constraints of the sample size, this indicates that the majority of respondents who participated in this survey were consumers of home products.

Age Distribution of the Respondents

It was requested of the respondents that they specify their age. The examples in Table 4.2 and Figure 2 show the average age of those who responded.

Table 2 : Age Distribution of the Respondents

Age Range (in years)	Frequency	Percentage (%)
Below 26	3	5.3
26 – 35	26	45.6
36 – 45	17	29.8
46 – 55	7	12.3
Above 55	4	7.0
Total	57	**100**

Source: Field Data (2013)

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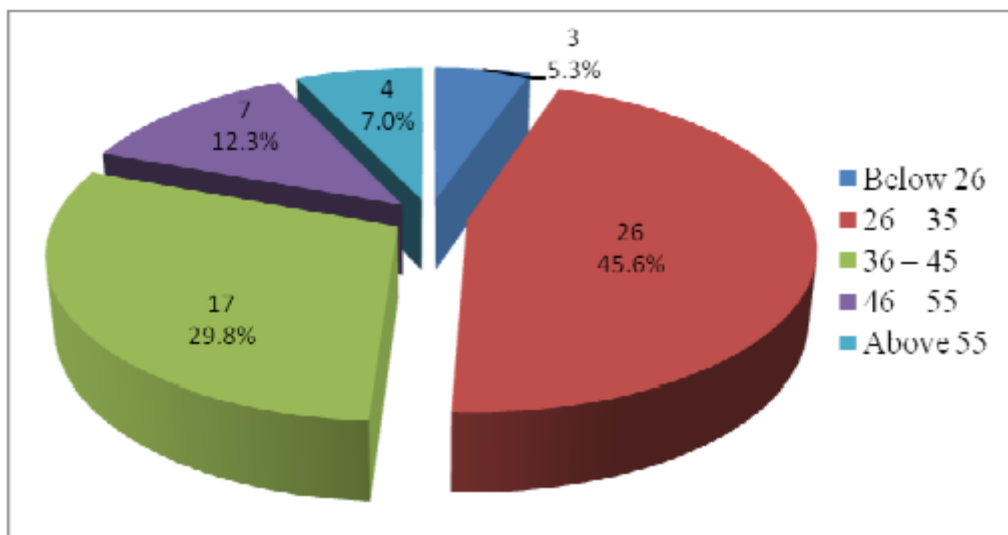
Figure 2 : Age Distribution of the Respondents

Table 2 and Figure 2 show the distribution of the respondents who participated in this study according to their ages. Based on the information in the figure and the table, 3 (5.3%) of the respondents were aged below 26 years, 26 (45.6%) of them were within the ages of 26 to 35, 17 (29.8%) of the respondents fell within the ages of 36 to 45 years, 7(12.3) were in the age group of 46 to 55, and 4 (7.0%) were aged above 55 years. The findings of the study were influenced by the age distribution of the respondents, which indicated that the majority of respondents (87.7% of the total sample) were between the ages of 26 and 55. This information has implications for the study. This suggests that persons of that particular age group participate in shopping activities at a higher rate than their younger and senior peers do since they are members of a working group that earns a significant income.

Gender Distribution of the Respondents

It was asked of the respondents to indicate what gender they were, and their responses are presented here.

Table 3 and Figure 3 both show the results.

Table 3 : Gender Distribution of the Respondents

Gender	Frequency	Percentage (%)

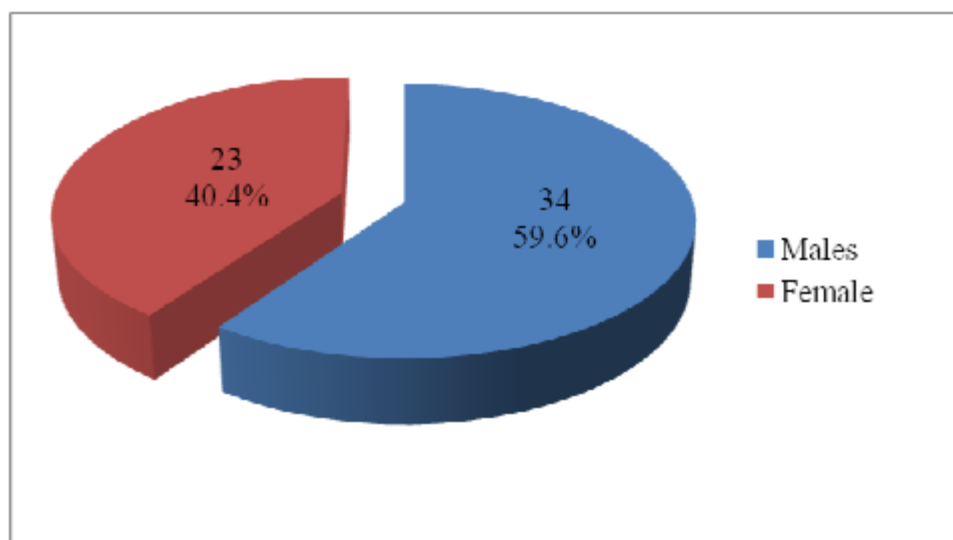|		
Male	34	59.6
Female	23	40.4
Total	**57**	**100**

Source: Field Data (2013)

Figure 3 : Gender Distribution of the Respondents

The gender breakdown of the respondents who took part in this investigation is presented in Table 3 and Figure 3 respectively. There were 57 people who participated in the survey, and of those people, 34 (or 59.6%) were males while 23 (or 40.4%) were girls. Given that the samples were chosen at random, one may draw the conclusion that gender does influence consumer behaviour in terms of the roles that are traditionally anticipated of males and females. When compared to the number of females, the number of males in Dar es Salaam who have greater wages and those who have an inclination to shop has been continuously growing. This suggests that gender plays a role in the purchasing behaviour of consumers for various types of household goods.

Level of Education of the Respondents

It was requested of the respondents that they specify whether or not they had completed primary school, secondary school, college, or university. As can be seen in Table 4.4 and

Figure 4, their reactions are as follows.

Table 4 : Level of Education of the Respondents

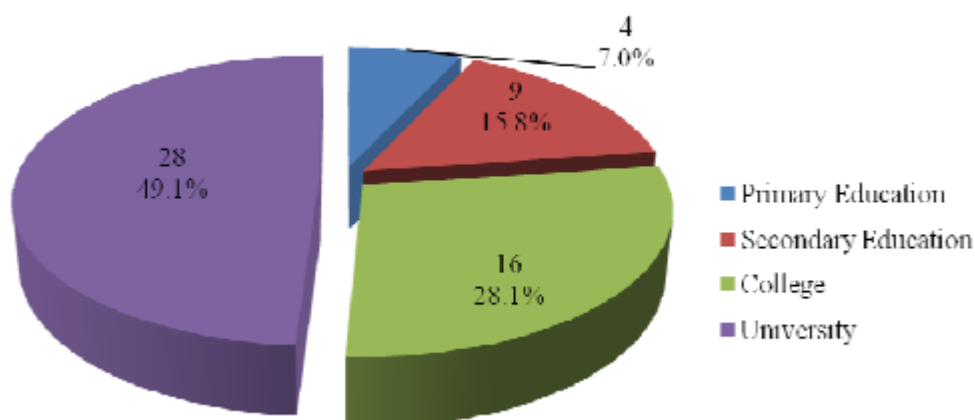| Level of Education	Frequency	Percentage (%)
Primary Education	4	7.0
Secondary Education	9	15.8
College	16	28.1
University	28	49.1
Total	**57**	**100**

Source: Field data (2013)

Figure 4 : Level of Education of the Respondents

According to the data, out of 57 respondents, 4 respondents (7.0%) had primary level education, 9 respondents (15.8%) had secondary level education, 16 respondents (28.1%) had college education, and 28 respondents (49.1%) had university degrees. As a result of having higher levels of knowledge, the majority of individuals in Dar es Salaam are able to form more impartial opinions regarding the things that are available on the market. The educated elites, as

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represented by the 44 respondents (77.2% of the total) who had a university or college level of education, are members of a class that cannot accept anything without first conducting an in-depth analysis of the needs the product is intended to fulfil and the satisfaction they anticipate receiving from using the product. In order to collect perspectives and ideas from people with varying levels of education, it was essential for this study that respondents disclose their educational background.

CONCLUSION

The purpose of this study was to investigate the factors that influence consumer purchasing behaviour in Dar es Salaam with regard to home goods. The objectives of the study were accomplished and attained because a large amount of data was collected and analysed. This gave the blueprint of the factors that influence consumer buying behaviour on household products in Dar es Salaam targeting household product consumers at main supermarkets and supermarkets dealers in Dar es Salaam. The study targeted household product consumers at main supermarkets and supermarkets dealers in Dar es Salaam. A descriptive research design was utilised for this investigation. This study had 57 participants, 41 of whom were actual end users of household goods, and 16 of whom were actual retailers of household goods. These participants were chosen for the study using methods of purposive sampling, which ensures that participants would fit the requirements of the study. Multiple strategies for data collecting were utilised during the collection process. In addition to using questionnaires and interviews as the primary methods, we also employed other methods, such as observation and document reviews, to augment the data that we obtained as necessary. This study reviewed and summarised relevant theories and literature pertaining to the purchasing behaviour of consumers. The findings of this study were then used to develop a conceptual framework, questionnaire, and interviews for the purpose of researching consumers' purchasing behaviour on household products while shopping in supermarkets.

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