

# A Study On Consumer Buying Behaviour by Comparing Two Products

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**Abstract:** This is the study to understand how a consumer buying behavior changes according to the influential factors. It was found that there are many factors which affect the buying behavior like the price advertisement factors celebrity influence. As the part of my study suggestions given were given in relating to price.

**Keywords:** consumer buying behavior.

## 1. Introduction

Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. It is a subcategory of marketing that blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Consumption is the process of production, acquisition, utilization and destruction of goods, services, experiences or places.

## 2. Purchase Decision and its Context

Understanding purchasing and consumption behavior is a key challenge for marketers. Consumer behavior, in its broadest sense, is concerned with understanding both how purchase decisions are made and how products or services are consumed or experienced. Some purchase decisions are made by groups (such as families, households or businesses) while others are made by individuals. When a purchase decision is made by a small group, such as a household, different members of the group may become involved at different stages of the decision process and may perform different roles.

For example, one person may search for information while another may physically go to the store, buy the product and transport it home. It is customary to think about the types of decision roles; such as:

*The Initiator:*

The person who proposes a brand (or product) for consideration

*The Influencer:*

Someone who recommends a given brand;

*The Decider:*

The person who makes the ultimate purchase decision;

*The Purchaser:*

The one who orders or physically buys it;

*The User:*

The person who uses or consumes the product

For most purchase decisions, each of the decision roles must be performed, but not always by the same individual. For example, in the case of family making a decision about a dining-out venue, the mother may initiate the process by intimating that she is too tired to cook, the children are important influencers in the overall purchase decision, but both parents may act as joint deciders performing a gate-keeping role by vetoing unacceptable alternatives and encouraging more acceptable alternatives. The importance of children as influencers in a wide range of purchase contexts should never be underestimated.



Fig. 1. Celebrity influence

This is an important tool which is able to influence Indian consumer buying behaviour. In India, celebrities are being increasingly used in marketing communication by marketers to lend personality to their products. With the visual media becoming more popular the use of celebrities in the TV media has increased. Celebrities create headlines. Their activities and movements are being closely watched and imitated. What they endorse sell like hot cakes. It is not surprising therefore that

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using celebrities in advertisements has become common practice. In India especially, it is not difficult to look for the reasons as to why companies are increasingly using celebrities. Indians always love their heroes and heroines. Consumers like advertisements more if they are admirers of the celebrities in the advertisements. When a consumer likes the celebrity in the advertisement, he or she is more likely to accept what the celebrity says about the advertised product and therefore will develop more positive feelings toward the advertisement and the brand itself. Famous celebrities are able to attract attention and retain attention by their mere presence in the advertisement. In the midst of the advertisement clutter, the advertisements that celebrities endorse also achieve high recall rates.

When people see their favored reference group members or celebrities in the advertisements, they pay more attention to them. Celebrities may also help reposition products. Products with sagging sales needs some boosting and in these Indian celebrities can help by way of the endorsing the product concerned.

### 3. Objectives of the Study

- To study consumption frequency of Indulekha.
- To study buying behavior of consumer by comparing it with keshking.

### 4. Statement of the Problem

To study the consumer buying behavior and satisfaction level in comparison with the selected products.

*Hypothesis:*

People do trust Indulekha in comparison with keshking.

or

People do not trust Indulekha in comparison with keshking.

*Sample size:*

30 respondents

*Data collection methods:*

The data is collected by 2 ways Primary data:

By filling up the questionnaire by the respondent's

Secondary data:

Secondary data is collected by internet books magazines etc.

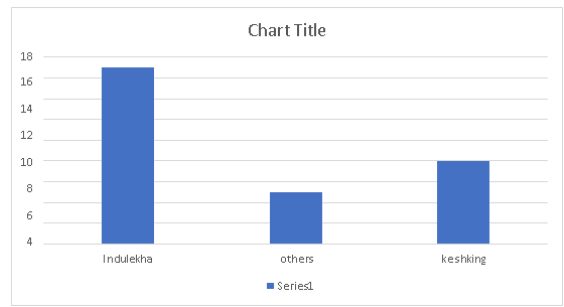
1) Which of brand of hair oil is consumed by you?

Table 1

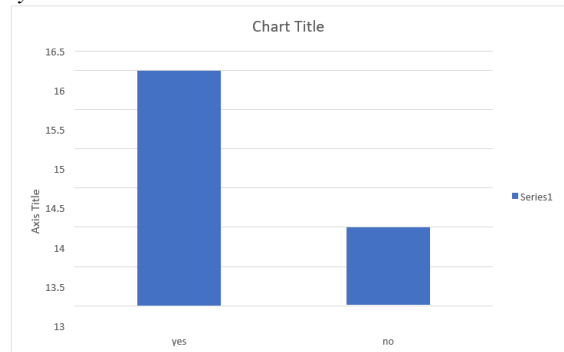
Particulars	Ans.
Indulekha	17
Others	5
Keshking	8

Table 2

Particulars	Ans.
Yes	16
No	14



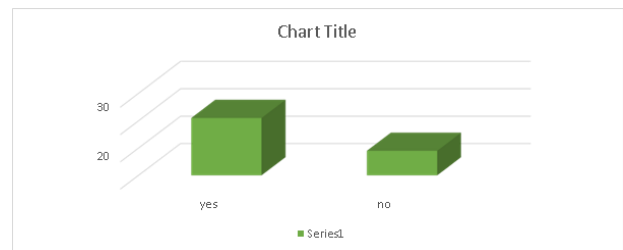
2) Do you consume Indulekha hair oil



3) Do you trust the brand Indulekha?

Table 3

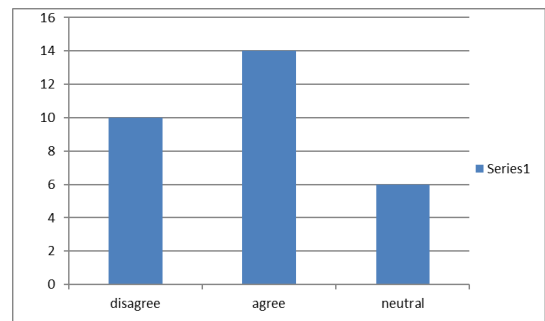
Particulars	Ans.
Yes	21
No	09



4) Is price an influencing factor for purchase decision between the 2 products?

Table 4

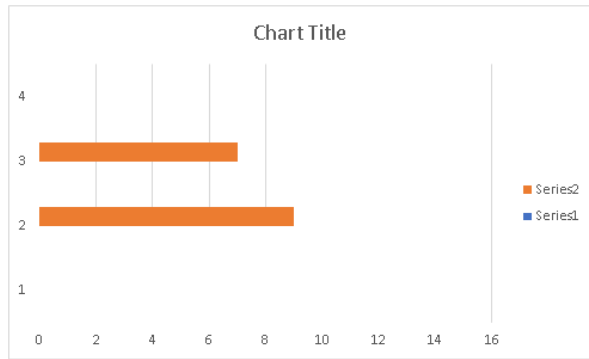
Particulars	Ans.
Disagree	10
Agree	14
Neutral	06



5) How influencing is the advertisement of both the products?

Table 5

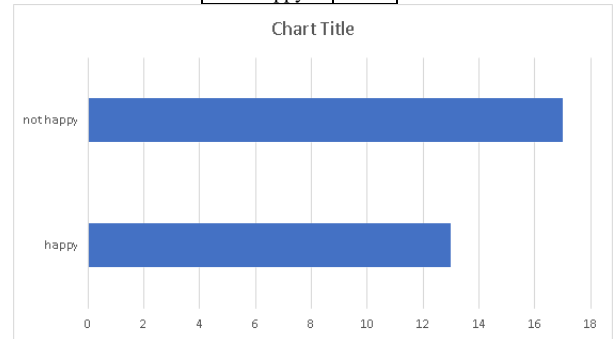
Particulars	Ans
Happy	14
Neutral	09
Not so happy	07



8) Are you happy with the availability of the product?

Table 8

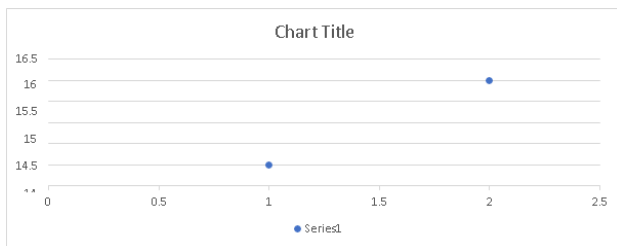
Particulars	Ans
Happy	13
Not happy	17



6) Do you believe that ingredients used are the real extracts of the ayurveda products?

Table 6

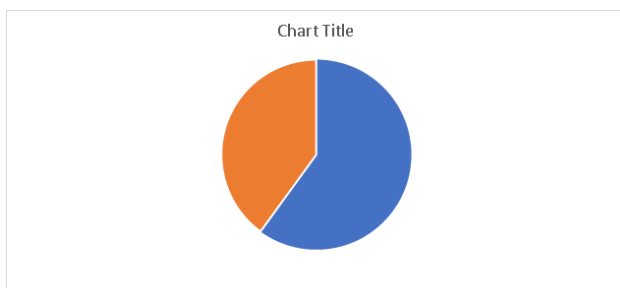
Particulars	Ans
Yes	14
No	16



7) Do you feel that Keshking hair oil has adopted strategies of Indulekha oil?

Table 7

Particulars	Ans
Yes	18
No	12



### 5. Suggestions

1. Indulekha has tried well to grab the market and should work more on improving their corporate image and goodwill in the market.
2. It should try to reduce the price of the product.
3. The company should keep attractive gift and offers to attract more customers.
4. The company should make available the product in remote areas.

### 6. Conclusion

A consumer is always at the top priority of any of the company and is considered for their likes and dislikes. Buying behavior of consumer changes as soon as a customer moves towards a new product with or when the customer is not happy with the product.

In reference to my above study there are some factors which needs to be considered in case specially with the availability of product to the extreme areas. There needs to be improvement in the advertising strategy and distribution channel should be increased which will increase the customer base and popularity of the product.

### References

- [1] [www.wikipedia.org/purchaseddecisionanditscontents](http://www.wikipedia.org/purchaseddecisionanditscontents)
- [2] [www.docshare01.docshare.tips/67038144.pdf](http://www.docshare01.docshare.tips/67038144.pdf)