



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Change of Consumer Behaviour in Kerala

Dr. Geetha Lakshmi¹

¹ Guest Faculty, Bishop Abraham Memorial College, Thuruthicadu

Abstract

Consumer behaviour has gained increased importance in consumer oriented marketing, planning and management. Consumer behaviour or buyer behaviour reflects the totality of consumer's decisions with respect to achievement, consumption and disposition of goods and services. Understanding the purchase behaviour of consumers towards durable goods is essential as it reflects the influence of brands, price, quality, quantity, mode of purchase, etc. Consumer's preferences and demands are changing rapidly. The success of the market or the failure depends on the purchase behaviour of consumers. The character, behaviour and attitude of them are the important dimensions in the decision making process. To understand their changing behaviour comprehensive market studies are essential. This paper explains consumer behaviour in Kerala towards selected essential goods. For the convenience of the study some essential goods were selected. This study clearly shows the various factors that affected the purchasing power of the consumers. The paper shows that in recent years the food habits of people are changed rapidly, 38 % of the respondents supported food items have seriously changed today. In this study, both primary and secondary data were used. Primary data were collected from 60 sample (customers) through interview method. Consumers were selected from Pathanamthitta district for the study.

Keywords: Consumer Behaviour, Consumption Pattern, Advertisement, technological development

Introduction

Consumer motive relates to an extensive variety of wants and needs. A consumer has many goals and these goals are never ending. Consumer behavior refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. Consumer behavior is influenced by different factors. A seller should try to understand the factors that influence consumer behavior. In the following section I am going to write about the major factors that influence consumer behavior.

In today's competitive environment, consumers' preferences and demands are changing rapidly. Consumption is the soul and purpose of all production. Demand of a commodity means the desire for a commodity supported by ability to pay and willingness to pay. Thus, demand has three important aspects such as, desire for a commodity, ability to pay and willingness to pay.

There are different processes involved in the purchasing power of a consumer. They are primarily the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the

¹ Guest Faculty, Bishop Abraham Memorial College, Thuruthicadu

decision about the commodities he should consume. There are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological.

The selection of a product depends on various factors. Consumer attitude towards a product is learned, either directly through self - experience with the consumption of a product or its service, or indirectly through receiving external information about the product or its service (Anilkumar N and Jelsy Joseph, 2014).

Advertisement and branding of products had significant influence on high income rural consumers than lower income consumers. Friends and family members' recommendations had significantly more impact on buying decisions of lower income consumers than high income consumers. Packaging had significantly more impact on buying decision of lower income consumers than high income consumers (Amreek Singh and Vakil Singh, 2014)

Advertisement is a popular device employed in the modern marketing system². Advertisement has been found to be effective and indispensable to modern marketing. Advertising is a powerful tool for the promotion of the sale of product or service. And it also help the consumers in many ways for selecting a particular product.

Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it.

Objectives of the study

1. To identify the various factors affecting buying behaviour of consumers.
2. To analyze the consumption pattern of consumers in Pathanamthitta district towards selected goods
3. To study the changes in consumer behaviour

Methodology of the study

In this study, both primary and secondary data were used. Primary data were collected from 60 sample (customers) through interview method. The area for the selection of the study is Ezumattoor Panchayath in Pathanamthitta District. Secondary data were used from books, articles, journals, newspapers etc.

Selected commodities

The study of consumer behaviour does not only include reasons for buying but also which type of commodities they prefer. At present, individual needs and wants are changing day by day. Due to technological development tremendous changes are happening in the lifestyle of public and these changes leads to change in consumption pattern of consumers.

² Advertisement mostly influences children. Children today live in a multimedia, a world composed of media that are now part of the total culture in which a child is born, grows and develops into an adult. They eagerly wait for buying the advertised products. At the same time parents are willing to purchase all things that they want. They are often reliant on parents to buy many advertised items. Also children now a days concentrate on advertisements and try to act like that. Advertisement thus comes as a major influencing factor. It attracts both the children and parents to select a particular product (Dr. Geetha Lakshmi, 2020).

This section analyzes consumption items and preferences of consumers in Pathanamthitta district towards some items like food Items, chappals, bicycles, specks, Jewelleries, Mobile phones, Cloth and others. These items were selected on the basis of primary level investigation. That is, these items can have a serious transition from old generation to new generation. On the basis of this table respondent's give different rank to this items.

Table 1: Consumption Goods

Sl No.	Items	Respondents (%)
1	Food Items	38
2	Chappals	2
3	Bicycle	14
4	Specks	5
5	Jewelleries	5
6	Mobile phones	20
7	Cloth	15
8	Others	1
9	Total	100

Source: Primary Data Collection

This table gives a clear picture about consumption of which items have changed enormously. Today the food habits of people have changed rapidly. Majority of the respondent, 38 per cent selected food items have seriously changed today. Health problems and new generation fast foods are the two main reasons for this change. The next item selected by majority respondents was mobile phones, that is 20 per cent. Now a days the consumption of mobiles has been a trend and passion. The next items selected are cloths (15%), bicycle (14%), etc. At present the consumption of cloth and bicycle increased day by day.

Factors Affecting Buying Behaviour of Rural Consumers

The present study identified the following factors that are influenced by the purchasing power of the consumer. The factors are price, quality, warranty, advertisement, brand, friends recommendations, family members recommendation and packaging which rural consumers consider while making purchase decisions. It was found that factors effect on rural consumer vary with age and income and found increasing with age and income. Importance of all factors in buying behaviour of rural consumer found increasing trend with increase in their age and income. The effect of price and quality on buying behaviour of rural consumer increases significantly with increase in age and income.

1. Price of the product

Price of the product is the important factor for influencing the consumer behaviour. Most important determinant of demand for a commodity is its price. The law of demand states that, other things remaining same, the quantity demanded of a good increases when its price falls and vice-versa.

2. **Quality of the product**

Quality of the product is the important factor for influencing the consumer behaviour. Majority of the consumers select commodities based to its quality.

3. **Savings**

A consumer is highly influenced by the amount of savings he/she wishes to set aside from his income. If a consumer decided to save more, then his expenditure on buying reduces.

4. **Income**

Income has the ability to influence the buying behavior of a person. Higher income gives higher purchasing power to consumers. Thus there exist a positive relationship between income and purchasing power of a consumer.

5. **Occupation**

The occupation of a person has significant impact on his buying behavior. A person tends to buy things that are appropriate to this/her profession or occupation.

6. **Consumer expectations about future prices and income**

If a consumers believes that the price of the good will be higher in the future he is more likely to purchase the good currently.

7. **Age**

Age have potential impact on the consumer buying behavior. It is clear that the consumers change the purchase of goods and services with the passage of time.

8. **Status symbol good**

Consumer's economic situation has great influence on his buying behavior. If a person is in a high position, his buying behavior will be influenced largely by his status. If the income and savings of a customer is high then he will purchase more expensive products.

9. **Warranty and servicing of the product**

In this new technological period, majority of the consumers mention about warranty and servicing of the product. So they chooses a product based on its servicing.

10. **Advertisement of the product**

It is a major factor that influences consumer behavior. Customer perception is a process where a customer collects information about a product and interprets the information to make a meaningful image about a particular product. When a customer sees advertisements, promotions, customer reviews, social media feedback, branding , packaging etc. relating to a product, they develop an impression about the product.

11. **Recommendations of Friends and Family members**

The opinions of a new product from the friends and family members highly influences the purchasing power of a consumer.

12. Culture and Beliefs

Cultural factors and beliefs have strong influence on consumer buyer behavior. Cultural factors include the basic values, needs, wants, preferences, perceptions and behaviors that are observed and learned by a consumer from their near family members and other important people around them.

13. Lifestyle

Lifestyle of customers is another import factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his / her surroundings.

This study analyses that the thirteen factors i.e. price of the product, quality of the product, savings, income, occupation, consumer expectations about future prices and income, age, status symbol good, warranty and servicing of the product, advertisement of the product, recommendations of friends and family members, culture and beliefs, lifestyle are the factors that highly influence the consumers while making purchase decisions.

This study found that quality, savings, income and age has positive relationship between his/ her consumption behaviour. It was also found that factors effect on the consumer vary with age and income and found increasing with age and income. Warranty and servicing of the product, advertisement and brand of products found significantly very important to high income consumers than lower income consumers. Friends and family members' recommendations had significantly more impact on buying decisions of lower income consumers than high income consumers. Culture and beliefs had significantly more impact on buying decision of lower income consumers than high income consumers.

Conclusion

In the light of the study, understanding consumers is not an easy job, as their behaviour is unique and unpredictable. The consumer is the king and all actions should start with this notion in mind. Marketers therefore should consider the consumers and then develop their plan of action. Nowadays due to several reasons consumers taste and preferences are changing. As a result companies are trying to introduce new items to cope up with consumers changing needs. To understand consumers changing behaviour it is very important to conduct detailed consumer behaviour studies. Such studies should be conducted in relation with their area of living, age, religion, income, occupation etc. Consumer behaviour studies helps companies to attract new consumers and retain existing consumers. Consumers consider a lot factors before making a purchase decision. For capturing higher market share companies should be able to identify these factors.

Bibliography

1. Amreek Singh and Vakil Singh, (2014), Factors Affecting Buying Behaviour of Rural Consumers International Journal of Management and Social Sciences Research (IJMSSR) ISSN: 2319-4421, Volume 3, No. 8, August 2014.
2. Anilkumar, N., & Joseph, J. (2014). A Study on Consumer Behaviour towards FMCG Products among the Rural-Suburban HHs of Ernakulam. *Int J Econ Manag Sci*, 3(208), 2.
3. D. Gilbert- Diamond. et al., (2017), 'Television Food Advertisement Exposure and FTO Rs 9939609 Genotype in Relation to Excess Consumption in Children', International Journal of Obesity. 41 (1), 23-29.
4. Dhivya, D. R. (2013). Consumer behaviour-a key influencer of rural market potential. *International Journal of Management (IJM)*, 4(5), 33-41.
5. Dr. Geetha Lakshmi (2020). Impact of Advertisement on Children, Wizcraft Publications and Distribution, Mumbai.
6. Jisana, T. K. (2014). Consumer behaviour in kerala towards selected goods. *Abhinav National Monthly Refereed Journal of Research in Commerce & Management*, 3(7), 8-16.
7. Kishor, N. R. (2013). A study on rural consumer behaviour towards consumer durable goods in India. *TRANS Asian Journal of Marketing & Management Research (TAJMMR)*, 2(3and4), 70-78.
8. Kothari C.R.(1999), Research Methodology, Vishwa Prakashan Pvt. Ltd., New Delhi.
9. Lokhande, M. (2004). Rural marketing: a study of consumer behaviour. *Indian Journal of Marketing*, 34(12).
10. M. Haroon. et al., (2011), 'Does the Food Advertisement on Television have the Impact on Children's Food Purchasing Behaviour? A Study based on Pakistan Food Advertisement, International Journal of Business and Management, 69(1), 283.
11. Majumdar, R. (2010). *Consumer behaviour: Insights from Indian market*. PHI Learning Pvt. Ltd..
12. Menon, B. (2012). Parameters and framework development to study consumer behaviour patterns of passenger cars. *Drishtikon: A Management Journal*, 3(1), 26.
13. N. Narasimhamurthy. (2014), Television Advertisement and its Impact on Attitudes and Behaviours of Children- A study, International Journal of Interdisciplinary studies, 1(10).
14. Neeraj Aneja. (2014), Ethics in Advertisement and its Impact on Women and Children, International Journal of Research and Business Management (IJRBM).
15. Padmanabhan, N. S. (2016). *A Study on Attitude and Its Impact on Consumer Behaviour Towards Mobile Advertising in Kerala* (Doctoral dissertation).
16. Pinki Rani (2014). Factors influencing consumer behaviour, Excellent Publishers, 2014; 2(9): 52-61.
17. Rajeswari, R., & Pirakatheeswari, P. (2014). A study on consumer behaviour and factors influencing the purchase decision of durable goods with reference to Salem district. *International Research Journal of Business and Management*, 7(2), 10-18.
18. Ralston, R., & Abha, W. (2018). Factors Influencing the Purchase Intention and Actual Purchase behaviour of Organic Food in Urban India. *Annals of the University Dunarea de Jos of Galati: Fascicle: I, Economics & Applied Informatics*, 24(3).
19. Rasheed, A. K. (2017). Influence of Online Shopping in Consumer Behaviour. *International Journal of Engineering and Management Research (IJEMR)*, 7(3), 704-710.
20. Sarangapani, A., & Mamatha, T. (2009). Rural consumer-post-purchase behaviour and consumerism. *ASBM Journal of Management*, 2(1), 176.
21. Sarangapani, A. (2009). *A Textbook on Rural Consumer Behaviour in India-A Study of FMCGs*. Laxmi Publications, Ltd.
22. Ushadevi, K. N. Dynamics of rural consumer behaviour in Kerala.