



A STUDY ON CONSUMER BEHAVIOUR PURCHASING PATTERN ON NON DURABLE PRODUCTS IN PONDICHERRY

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Abstract: The key economic indicator of the country is demand and supply of goods produced in the economy. The essential part of economy is manufacturing the durables goods. The fact is the total consumption of consumer durables are more than 60% are from the production sector. The consumer behaviour on purchase of non-durable goods gives wider scope of development in gross domestic product of consumption. The changes in purchase pattern of non-durables gives the indication of population growth and have consistent. During economic meltdown or COVID-19 pandemic the purchase of durables goods goes down but in case non-durables remains same pattern of purchase.

Index Terms - Consumer behaviour, Non-Durable, Purchase, Consumption, Economy, Buying pattern.

I. INTRODUCTION

The Non-durables are those goods which are purchased at frequently and used for short period of consumption. The consumer behaviour on purchasing the non-durables are more consistent and non-volatile. The spending pattern of non-durables are continuous and changes according to their taste and preference.

Non-durable goods include food, beverages, toiletries, cleaning products, and household items that are meant to be consumed or used up relatively quickly. Clothing and other personal items can also be considered non-durable goods if they are meant to be used for a limited period of time and are not designed to last for years.

1.1 FACTORS INFLUENCING CONSUMER BEHAVIOUR ON NON-DURABLES GOODS:

Price: Consumers are often price-sensitive when it comes to non-durable goods. They may be more likely to purchase a cheaper brand of a non-durable good, especially if the product is frequently used or consumed.

Quality: Consumers may be willing to pay more for higher quality non-durable goods, such as toiletries or cleaning products. Quality can be a key factor in repeat purchasing.

Convenience: Consumers may opt for more convenient packaging or usage options when it comes to non-durable goods. For example, they may choose single-use items rather than products that require additional preparation or cleaning.

Brand loyalty: Consumers may be loyal to a particular brand of a non-durable good based on past experiences or personal preferences. This can influence their purchasing decisions even when other brands may be cheaper or more convenient.

Personal preferences: Consumer behaviour on non-durable goods can also be influenced by personal preferences, such as scent, flavour, or texture. For example, someone may be loyal to a particular brand of shampoo because they like the way it smells or feels on their hair.

Overall, consumer behaviour on non-durable goods can vary greatly depending on a variety of factors. Companies that produce non-durable goods may need to consider these factors when developing marketing strategies or product offerings.

II. REVIEW OF LITERATURE

The review of literature give large insight on each and every steps of research process. The review gives pervious study of work done by researcher and enables to induce for further study. The present study is done on consumer behaviour buying pattern towards consumer non-durables goods.

Psychology: the psychology behind the consumption of non-durable goods and how marketing and advertising strategies influence consumer behaviour. Why We Buy and How We Consume

The Effect of Disposable Packaging on the Environment This article describes how non-durable products, such disposable packaging, harm the environment and gives tips for reducing wastage.

The article "The Economics of Non-Durable Products" looks at the economics of these products and how their consumption habits differ from those of durable items.

"The Rise of Non-Durable Fashion" - This article explores how the fast fashion movement has led to an increase in non-durable attire.

"The Cost of Convenience: The Actual Price of Disposable Goods" - This article explores the environmental and social consequences associated with utilising non-durable items like disposables.

""The Future of Non-Durable Goods: Innovations and Sustainability" - This article discusses the future of non-durable goods and how innovative solutions and sustainability initiatives can reduce waste and improve environmental impact.

III. OBJECTIVE OF THE STUDY

- To learn how non-durable items are perceived by consumers.
- To identify the purchasing behaviour of consumer of Non-durables in Pondicherry region.
- To explore the relationship between the customer behaviour and the demographic characteristics.

IV. RESEARCH METHODOLOGY

Data collection method: This study has been carried out with the help of primary data and the data has been collected from interview schedule conducted form consumers. The secondary data taken from various source such as website & reports and compiled as said by the study.

V. SAMPLING DESIGN

The research was taken from convenience sampling method. The researcher has conducted the area of study over Pondicherry region. 306 samples have been selected from 350, for the study after dropped out incomplete and inappropriate responses.

VI. HYPOTHESES OF THE STUDY

Ho1: There is no significant difference between demographic information of the respondent with consumer non-durables.

Ho1: There is no significant difference between marketing mix and consumer characteristics of non-durable goods.

VII. ANALYSIS AND INTERPRETATION

The data is analyzed by using descriptive statistics, ANOVA between the marketing mix and selected demographic variable like Monthly income, Occupation, family type, No. of Dependent and residential area data of respondents in Puducherry region.

7.1 Table: Marketing Mix with Monthly Income of the respondents with F value.

Variables	Marketing Mix	Product	Price	Place	Promotion
Monthly income	I. Below Rs.25000	High quality	Discounted price	Wholesale	Direct Marketing
		Sig= 0.00	Sig=0.006	Sig=0.00	Sig=0.866
		Design	Comparison of price with alternatives	Multi-channel	Free gift
	II. Rs.25000-50,000	Sig=0.008	Sig=0.00	Sig=0.00	Sig=0.085
		Value	Sold at low price	Direct sale	Special offers
		Sig=0.00	Sig=0.788	Sig=0.00	Sig=0.305
	III. Above Rs.50,000	Convenience	--	Retail	Advertisement
		Sig=0.001		Sig=0.00	Sig=0.765
				Internet	
			Sig=0.00		

Source: Primary Data.

Table 7.1 show the result that marketing mix with monthly income influence the purchasing of non-durable goods on following situation like seek high quality, packing of product, value for the product, convenience, purchase goods at discounted price and low price, comparing the price with alternatives. The consumer are does same in all purchasing avenue of distribution channels. While the consumer are not having impact on direct marketing, free gift, Special offers, advertisement when purchasing non-durables goods.

7.2 Table: Marketing Mix with occupation of the respondent with F value

Variables	Marketing Mix	Product	Price	Place	Promotion
Occupation	I. Student II. Business III. Homemaker IV. Retied	High quality	Discounted price	Wholesale	Direct Marketing
		.000	.000	.000	.000
		Design	Comparison of price with alternatives	Multi-channel	Free gift
		.000	.000	.000	.000
		Value	Sold at low price	Direct sale	Special offers
		.000	.000	.000	.040
		Convenience	--	Retail	Advertisement
		.000		.000	.046
				Internet	
				.000	

Source: Primary Data.

Table 7.2 show the result that marketing mix with occupation influence the purchasing of non-durable goods on following situation like seek high quality, packing of product, value for the product, convenience, purchase goods at discounted price and low price, comparing the price with alternative, direct marketing, free gift, Special offers, advertisement when purchasing non-durables goods.

Table 7.3: Marketing Mix with family type of the respondent with F value

Variables	Marketing Mix	Product	Price	Place	Promotion
Family type	I. Nuclear II. Joint	High quality	Discounted price	Wholesale	Direct Marketing
		.000	.007	.051	.009
		Design	Comparison of price with alternatives	Multi-channel	Free gift
		.524	.326	.000	
		Value	Sold at low price	Direct sale	Special offers
		.000	.603	.000	.431
		Convenience	--	Retail	Advertisement
		.000		.956	.113
				Internet	
				.001	

Source: Primary Data

Table 7.3 show the result that marketing mix with family type influence the purchasing of non-durable goods on following situation like seek high quality, value for the product, convenience, purchase goods at discounted price and, direct marketing, free gift, when purchasing non-durables goods. The following aspect does not impact the consumer while purchasing non-durables goods i.e., packing of product, comparing the price with alternative, low price, Special offers and advertisement.

Table 7.4: Marketing Mix with No. of dependent of the respondent with F value

Variables	Marketing Mix	Product	Price	Place	Promotion
No. of Dependent	I. Less than 2 members II. 2-4 members III. Above 4 members	High quality	Discounted price	Wholesale	Direct Marketing
		.007	.183	.973	.183
		Design	Comparison of price with alternatives	Multi-channel	Free gift
		.000	.035	.000	.151
		Value	Sold at low price	Direct sale	Special offers
		.000	.773	.176	.000
		Convenience	--	Retail	Advertisement
		.000		.000	.253
				Internet	
				.000	

Source: Primary Data.

Table 7.4 show the result that marketing mix with No. of Dependent influence the purchasing of non-durable goods on following situation like seek high quality, packing of product, value for the product, convenience, comparing the price with alternative and Multi-channel, retail, Internet free gift, Special offers when purchasing non-durables goods. The following aspect does not impact the consumer while purchasing non-durables goods i.e., purchase goods at discounted price, low price, direct marketing, and advertisement

Table 7.5: Marketing Mix with Residential area of the respondent with F value

Variables	Marketing Mix	Product	Price	Place	Promotion
Residential area	I. Urban II. Semi-urban III. Rural	High quality	Discounted price	Wholesale	Direct Marketing
		.000	.002	.000	.000
		Design	Comparison of price with alternatives	Multi-channel	Free gift
		.000	.087	.000	.000
		Value	Sold at low price	Direct sale	Special offers
		.000	.225		.230
		Convenience	--	Retail	Advertisement
		.000		.027	.000
				Internet	
		.000			

Source: Primary Data.

Table 7.5 show the result that marketing mix with Residential area influence the purchasing of non-durable goods on following situation like seek high quality, packing of product, value for the product, convenience, purchase goods at discounted price and, direct marketing, free gift, advertisement when purchasing non-durables goods. The following aspect does not impact the consumer while purchasing non-durables goods i.e., low price, comparing the price with alternative and special offers.

VIII. CONCLUSION

The study concludes that the consumers are influenced by environmental factors and awareness towards what they buy, consume and benefits. Non-durable market are always open to challenges to producer has to satisfies the need and wants. The producers of non-durable goods find it difficult that their product are obsolete and react to the rivals of competitors. The challenges of finding consumer behaviour are now open to wider scope than before like conscious of product they buy, awareness what they use, environmental friendly and user friendly.

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