



A STUDY OF CONSUMERS' SOCIO DEMOGRAPHIC PROFILES AND ATTITUDES RELATING TO ONLINE PRODUCT SHOPPING

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ABSTRACT

The Indian consumer is not a single homogenous entity and is not possible to draw a generalized characteristic of Indian consumer. The Indian population has different religious groups. The religions subset large caste has its own culture and customs and given rise in different consumer behaviors towards consumer durable products, use and purchase. The culture and sub culture different region to region. The north Indian culture very different from south Indian culture because the Indian social marketing different place to place and region to region. The manufacture cannot make single marketing planning and strategy for Indian consumers but will make change in marketing in the marketing planning depending upon the consumer characteristics based on the geographic and religions. The consumer behavior and attitude change towards consumer durable products. The consumer durable goods industry is operating in a highly competitive, complex and rapidly changing business environment. Business leaders of consumer durable white goods organizations know their importance of having ready to access timely, accurate, consistent information and data for the purpose of establishing, nurturing and managing customer relationships across divisions. The research paper deals with the study on purchase behavior of consumer durable goods in Delhi & NCR.

Keywords: Consumer Durable Goods, Purchase Behavior, Consumer Buying Behavior, Consumer, Durables Market, Consumers Awareness.

Introduction

Western companies who think a "local representative" can manage cultural concerns or absorb them as the firm develops in India are not being realistic. Longer term, students should comprehend that cultural sensitivity must be incorporated into your strategy because what you put into creating your Indian approach will be reflected in what you come away with. For any Western CEO, fully taking into consideration Indian culture and its influence

on conducting business in India or with Indians can be a daunting task: India's corporate culture is not only highly complicated and diversified, but it is also constantly changing due to technology advancements and India's inclusion into the global economy. Customer satisfaction, in accordance with consumer behavior, derives from the intended product meeting the customer's expectations. Customers will be pleased if the product meets or surpasses their expectations. Meeting the needs and desires of the consumers is the goal of every department in an organization, including those responsible for procurement, personnel, finance, production, and marketing. Consumer items that can be easily and cheaply sold are referred to as fast-moving goods. These products are also referred to as consumer packaged goods. Due to increased customer demand for some products (such soft drinks and confections) or because they are perishable, FMCGs have a limited shelf life (e.g., meat, dairy products, and baked goods). These products are often purchased, swiftly consumed, reasonably priced, and readily available. As they are on the store's shelf, they move about a lot.

A durable good, also known as a hard good or a consumer durable, is one that has a lengthy shelf life or, more precisely, one that accrues utility over time as opposed to being completely consumed at once. Bricks should never lose strength therefore they can be termed completely durable. Long stretches between purchases are frequently a trait of durable goods. Things that are extremely durable, like automobiles and refrigerators, frequently endure three years or more. Cars, books, household items (home appliances, consumer electronics, furniture, tools, etc.), sporting goods, jewellery, equipment for the medical sector, guns, toys, and sporting goods are a few examples of consumer durable products.

Operational Definition of Concept

There are several concepts and definitions especially applicable to the consumer behaviour in online shopping. Which need to be understood before we make analysis? The concept was collected from the book.

Consumer

The term consumer denotes people in families and other kinds of households who buy and use products and services in order to satisfy their personal needs and wants. Consumer is a person who buys not for resale but for own consumption. It is the consumer on whose decision demand of any product or service is dependent.

Consumer purchases behaviour

Consumer purchases behaviour refers to the buying behaviour of ultimate consumer, those persons who purchase product for personal or household use.

Buying behaviour

Buying behaviour is the decision processes and act of people involved in buying and using products.

Influence of consumer behaviour

The behaviour of the consumer is influenced by numerous controllable and uncontrollable factors such as product

,price, promotion and distribution, economic, psychological and social factors influence of the consumer behaviours in the own ways.

RESEARCH METHODOLOGY

HYPOTHESES

The term hypotheses are propositions which set up projected and anticipated outcomes. According to M.W. Travers (1971), it is 'firmly rooted in a framework of the theory. Hypotheses consist of both known facts and unknown relationships among attributes. Its basic structure consists of factual as well as conceptual elements. Its functions can be understood as follows:

- As a plausible answer to the questions of research
- As a frame of research
- As a determiner of the direction of research

Hypothesis formulation is an essential process of research. The researcher has to consider all the aspects like experience, reading and observation. Expertise means identifying the tentative answer to problems based on one's dynamic interaction with environments, as perceived in respect of enquiry. Observation suggests a perspective or perspectives on things and events to formulate a potential solution or explanation of the problem. Reading relevant and related studies may also be the source of hypothesis making. In the second chapter of the research, enough light has been thrown into this issue.

The following are the research's hypotheses:

H01: There is not significantly correlate b/w Age and the consumers' attitude toward buying durable online.

H02: There is not significantly correlate b/w Gender and the consumers' attitude toward buying durable online.

H03: There is not significantly correlate b/w Education and the consumers' attitude toward buying durable online.

SAMPLING

“Population”: The research of the online purchasing habits of FMCD products can benefit greatly from the input of online FMCD buyers. Customers of FMCD items who purchased them online make up the study's population. Customers are thought to reflect similar characteristics equally and to be equally important for response gathering, according to the study.

“Sampling Technique”: A researcher will never be able to contact every responder in a large population. A tiny representative portion referred to as a sample is chosen in order to assess the feasibility and goals of the research. Several sample methods have been provided by many writers for various research aims. In his book Marketing Research (an Applied Perspective), Naresh K. & Malhotra provides taxonomy of sampling methods.

RESULT & DISCUSSION

DATA ANALYSIS

Present research details in one Segment:

(a) Hypothesis testing

Testing of hypothesis

H₀1: There is not significantly correlate b/w Age and the consumers 'attitude toward buying durable online.

H_a1: There is a significant relationship between Age and the consumers' attitude toward buying durable online.

Table4.50: Correlation table for hypothesis 01

Correlations			
		Age	Consumer Buying Behaviour
Age	Pearson Correlation	1	.063
	Sig. (2-tailed)		.157
	N	500	500
Consumer Buying Behaviour	Pearson Correlation	.063	1
	Sig. (2-tailed)	.157	
	N	500	500

There is a.063 correlation between these two variables. It is so low that the null hypothesis is chosen. It can be claimed that there is no meaningful connection between consumers' attitudes on purchasing durable goods online and their age.

H₀2: There is not significantly correlate b/w Gender and the consumers' attitude toward buying durable online.

H_a2: There is a significant relationship between Gender and the consumers' attitude toward buying durable online.

Table4.51:Correlation table for hypothesis 02

Correlations			
		Consumer Buying Behaviour	Gender
Consumer Buying Behaviour	Pearson Correlation	1	.045
	Sig. (2-tailed)		.321
	N	500	500
Gender	Pearson Correlation	.045	1
	Sig. (2-tailed)	.321	
	N	500	500

These two variables have a correlation of.045. It is so low that the null hypothesis is chosen. One could assert that there is no discernible connection between gender and consumers' attitudes on ordering durable goods

online.

H₀₃: There is not significantly correlate b/w Education and the consumers' attitude toward buying durable online.

H_{a3}: There is a significant relationship between Education and the consumers' attitude toward buying durable online.

Table4.52:Correlation table for hypothesis 03

Correlations			
		Consumer Buying Behaviour	Education
Consumer Buying Behaviour	Pearson Correlation	1	.079
	Sig. (2-tailed)		.078
	N	500	500
Education	Pearson Correlation	.079	1
	Sig. (2-tailed)	.078	
	N	500	500

These two factors have a .779 connection. It is so low that the null hypothesis is chosen. Values of correlation range from -1 to +1. Stronger correlations are those that are nearer to 1. There is no discernible correlation between respondents' educational levels and their attitudes on buying durable goods online.

Conclusion

Researcher has established major objectives as the study the factors changing consumer buying behaviour for selecting consumer durables through e-commerce. Researcher has identified the factors influencing consumer behaviour in selecting and using particular products. The researcher has also studied that how Socio-Demographic profiles, beliefs, preferences, and opinions affect the Consumer's Attitude toward buying durables online. The overall finally examined the purchase perception influence consumers' attitude toward online shopping. The established objectives have been achieved with the examination of hypothesis and development of model related with consumer buying behavior.

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