

## Consumer Buying Behavior towards Books in Erode City

**Dr.G.Yoganandan**

Assistant Professor in Management Studies (MBA), K.S.R College of Arts and Science (Autonomous), Tiruchengode, Tamil Nadu, India – 637215,  
E-mail: g\_yoganandan@yahoo.com,

**Mr. G.Prabhukumar**

Research Scholar [M.Phil Management], K.S.R College of Arts and Science (Autonomous), Tiruchengode, Tamil Nadu, India – 637215,  
E-mail: agprabhukumar@gmail.com,

### Abstract-

*This study investigates and explores the relationship between variables which affect consumer buying behaviour for book in Erode city. Questionnaires were distributed to respondents living in Erode city. The total sample consists of 310 respondents. Chi-square test was used to test the hypotheses. The result of this study reveals that there is a significant relationship between occupation and amount spends for buying books. Most of the respondents considered the content of the book as the important factor in their book purchase. Most of the respondents bought y books during book festivals. The study suggested that book festival programs can be conducted twice or thrice in a year which will enhance the awareness about the book reading among the public and make them to buy more book.*

### Keywords-

Book, Consumer behavior, Education, Factors.

### I. DEFINITION OF CONSUMER BEHAVIOUR

In the words of Boone and Kurtz, “Consumer behaviour consists of the acts of individuals in obtaining, using and disposing of economic goods and services, including the decision process that precede and determine these acts”.

J.F.Engel defines consumer behaviour as “the activities and the actions of people and organization that purchase and use economic goods and services, including the influence on these activities and actions”.

In the words of Loudon and Della Bitta, consumer behaviour is “the decision process

and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services” (P.Saravanavel).

### II. REVIEW OF LITERATURE

Sandip Sarkerin (2013) in his article “Influence of personality in buying consumer goods - A comparative study between neo-Freudian theories and trait theory based on Khulna region” found that several factors are influential in creating personality problems among the customers of consumer goods in Khulna region. Some of these are compliant, aggressive, detached, dogmatism, ethnocentrism. The author suggested that personality plays a significant role in the consumer buying behaviour since different consumers have different personality traits which reflect their buying behaviour.

Manisha Gupta (2013) in her article “a study of factors affecting impulse buying behaviour of consumers at malls (Delhi)” found that the store location, size, physical aspects, convenience, store patronage, ventilation, attractive layouts, persuasive shop assistance, credit facilities, discounts effects the impulsiveness of consumer while making purchase at malls.

Alooma A.G (2013) in her study “Effects of Consumer Demographic Variables on Clothes Buying Behaviour in Borno State, Nigeria”, found that contrast influence of gender and marital status was invariably not significant on consumer buying behavior. The study recommended that the marketing managers need to adopt market segmentation

strategy and segment their clothes markets on the bases of demographic variables since they were all found to have great degree of influences on clothes buying decisions.

Anna Koutroulou (2013) in her study “Factors affecting consumers’ purchasing behaviour towards local foods in Greece: The case of the prefecture of Xanthi”, found that there was a significant association between the adoption of buying behaviour and the factors that influence them to choose local products.

Aysel Boztepe (2012) in his research “Green Marketing and its Impact on Consumer Buying Behavior” found that the analysis, environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way.

Khursiah Abd (2012) in his article “customer buying behaviour at a night market” found that customer buying behaviour at the night market can be influenced by the socio-demographic factors. The finding identified that there are differences between customer groups on buying behaviour at a night market. The major contribution of this paper consists of the determination of customer’s group buying behaviour and the decision making on buying a product at a night market.

Shriram Shimpi in his article “A study on consumer buying behaviour for used cars in Pune city” found that family incomes and ever-growing middle class society, India is becoming one of the most potential markets for used cars. Increased acceptance of new cars with latest technology and world class manufacturing has become most important factor for this growth.

Mahavir Singh (2012) in his study “consumers buying behaviour towards branded tea’s” found that price, gifts, schemes, brand, quality standard, packaging, consumption times, attractive facilities, awareness of the consumers are important factors which affect the consumers buying behaviour toward branded Tea’s. The study reveals that the tea market is demand driven and facing cut throat competition. It was found from the study that majority of people consuming the tea 3-4 times in a day. Dark tea is also preferred by large number of respondents. More than half of the

respondents are unaware of the ingredients of the tea.

Pallavi Kumarai (2012) in her study “Changing Purchase Behaviour of Indian Customers”, found that the Indian consumers are noted for the high degree of value orientation. India is a lucrative market even though the per capita income in India is low and it remains a huge market, even for costly products. Consumer behavior is complex and very often not considered rational. The author suggested that the retailers should spend on online marketing during recession. They should also indulge in cost cutting, reach their customers, target markets, build long term relationships, available at all hours, low cost for inventory, and increase sales promotion schemes.

Swaha Bhattacharya (2010) in her research “consumer behaviour and impact of brand - A study on south zone of Kolkata city” found that overall impact of brand on consumer behaviour like (moderate Brand name, brand loyalty, after purchase , service, verification of the product, symbolic meaning etc) are the significant factors in connection with the impact of brand on consumer behaviour. Impact of brand on consumer behaviour is more upon the female than upon the male. The author concluded that in a business environment where global competition and rapid transfer of technology in most industries have made differentiation by product features increasingly difficult, brands and branding have attracted rising interest from marketing managers and academics.

### III. WHY STUDY SHOPPER ACTIVITIES?

The consumer or buyer is the person or group of persons, who decide what to buy when to buy and what not to buy. In competitive environment one cannot trust a product on consumer. He has to produce what is demanded (or) what can be demanded. The marketing personnel study consumer behaviour to find out what can be sold and what goods or services are likely to be rejected. Through the study he is assessed to buy or not to buy particular products.

The more important function and purpose is to influence the behaviour of consumers through advertisements, incentives and other methods. So that consumer behaviour is studied by marketing personnel to influence the behaviour of consumers after studying what factors decides the behaviour for a particular product, persons, groups or regions (Bhatt, 2003).

#### IV. ANALYSIS AND DISCUSSION

**Table 1: Percentage analysis**

Demographic factors		Frequency	Percent
Gender	Male	136	43.9
	Female	174	56.1
	Total	310	100
Age (years)	Below 25	107	34.5
	26-35	131	42.3
	36-50	72	23.2
	Total	310	100
Educational qualification	Below 5 <sup>th</sup>	25	8.1
	12 <sup>th</sup>	37	11.9
	UG	32	10.3
	Above PG	216	69.7
	Total	310	100
Marital Status	Married	159	50
	Unmarried	151	50
	Total	310	100
Occupation	Farmer	20	6.5
	Private Employee	167	53.9
	Student	114	36.8
	House wife	9	2.9
	Total	310	100
Monthly income (Rs.)	Less than 10,000	66	21.3
	10000-20,000	117	37.7
	20,000-30,000	60	19.4
	More than 30,000	67	21.6
	Total	310	100

Place of residents	Urban	125	40.3
	Rural	185	59.7
	Total	310	100
Preferred Language	English	66	21.3
	Tamil	92	29.7
	Both	152	49.0
	Total	310	100
Channel of purchase	Online store	40	12.9
	Retail shop	74	23.9
	Book festivals	196	63.2
	Total	310	100
Source of knowledge	Family/relatives	18	5.8
	Friends	60	19.4
	Teacher	35	11.3
	Colleagues	52	16.8
	My own decision	145	46.8
	Total	310	100
Number of books purchased per month	One or nil	209	67.4
	2-3 books	97	31.3
	Above	4	1.3
	Total	310	100
Amount of money spent per month	Below 100	88	28.4
	100-500	184	59.4
	500-1000	36	11.6
	1000-Above	2	.6
	Total	310	100

Source: Primary data

It is evident from the table 1 that majority of faculty members are male. The majority of respondents are in the age group of 26-35 years, married and postgraduate qualification. The majority of respondents read both Tamil and English language books. The majority of respondents earn a monthly salary of Rs.10000-20,000 but for book purchase they spend only Rs 100-500.

**Table 2: Book preference on the basis of subject area**

Rank	Tamil	English	Math's	Science	Social science	Management	Fine Arts
1	144	9	57	37	9	52	2
2	72	92	41	39	19	31	16
3	18	117	30	38	27	36	44

Source: Primary data

It is evident from the table 2 that majority of respondents prefers to read Tamil subject books and only the least number of respondents prefer to read fine arts books

**Table 3: Novel book preference on the basis of theme**

Rank	Travel experience	Romance	Thrillers	Science fiction	Historical fiction	Religious books	Personality development	Classical
1	56	23	44	17	27	20	100	-
2	43	44	57	19	27	34	50	12
3	31	30	38	40	62	9	26	42

Source: Primary data

It is evident from the table 3 that majority of respondents preferred to read personality development books and only the least number of respondents preferred to read classical books.

**Table 4: Magazine preference on the basis of theme**

Rank	Celebrity	General	Sports	Home and garden	Women's fashion	Cooking and food	Vehicle	Agriculture	Health	Science
1	9	106	35	30	18	24	20	20	39	111
2	18	54	50	13	21	74	3	30	21	22
3	27	8	41	59	31	31	28	3	65	8

Source: Primary data

It is evident from the table 4 that majority of respondents preferred to read personality development books and only the least number of respondents preferred to read celebrity information books.

**Table 5: Factors considered in book purchase: Ranking through weighted average method.**

S.No.	Factors	Grand total	Weighted average	Rank
1	Cost	1596	5.1483	4
2	Author	1600	5.1612	3
3	Content	1774	5.7225	1
4	Topic	1772	5.7161	2
5	Availability in the nearby shop	918	2.9612	7
6	Aesthetics	531	1.7129	8
7	As a good gift	1077	3.4741	6
8	As book collection	1148	3.7032	5

Source: Primary data

The table 5 reveals that out of the 8 factors mentioned in the questionnaire respondents opined that the content of the book is the fore most factor considered in their book purchase decision followed by other factors like topic, author, cost etc., The look and attractive design (aesthetics) was chosen by the readers as the least influencing factor in their book purchase.

**Table 6: Association between Occupation and Amount spend for book purchase (Chi-square)**

	Calculated Value	DF	Table value
Pearson chi-square	64.664	9	16.919

Source: Primary data

The table 6 shows that the calculated value is more than the table value. Hence, the null hypothesis is rejected. Therefore, it is inferred that there is a significant relationship between occupation and amount spend for buying books.

### V. FINDINGS

The study has found that the majority of respondents preferred to read Tamil and English Language books, earn a monthly salary of Rs.10000-20,000 but for book purchase they spend only Rs 100-500. It is also found from the study that majority of respondents prefers to read Tamil subject books and only the least number of respondents prefer to read fine arts books. It is found from the study that majority of respondents preferred to read personality development books and only the least number of respondents preferred to read classical books. It is evident that majority of respondents preferred to read personality development books and only the least number of respondents preferred to read celebrity information books. It is also identified that out of the 8 factors

mentioned in the questionnaire respondents opined that the content of the book is the fore most factor considered in their book purchase decision followed by other factors like topic, author, cost etc., The look and attractive design (aesthetics) was chosen by the readers as the least influencing factor in their book purchase. Through chi-square analysis the study found that there is a significant relationship between occupation and amount spend for buying books. It is also found that majority of the readers have bought the books during book festivals.

### VI. SUGGESTIONS

The study suggested that book festival programs can be conducted twice or thrice in a year which will enhance the awareness about the book reading among the public and make them to buy more book. The content in the major criteria in the purchase decision of a book buyer than the other elements like aesthetics of the book, cost of the book, availability of the book in the nearby area and as gift item. The authors would like to suggest to public to start buying the book as a gift item. Such a practice will inculcate book reading habit among public and make the society more knowledgeable and less violent and arrogant.

### VII. CONCLUSION

An (new) attempt was made to find out the factors influencing the book purchase decisions of individuals. The study throws an expected finding that the important criteria for book purchase being the content of the book and the study also found another interesting finding i.e., the readers or public would prefer to buy books during book festivals. The study suggested that the book companies and the government have to make efforts to organize more such book mela (festival) in the future. The authors also wish to point out that there are lesser number of studies in the areas of book purchase and reading habits of Indian public, so in the future more researcher could identify research gaps in this research area and make valuable contributions to the society.

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