



A Study of Consumer Behaviour with respect to Padole New Prosperity Land Developer & Builder, Nagpur

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Abstract:

Consumer behaviour applies the concept of sensory Behaviour to marketing and advertising. Just as sensory Behaviour relates to how humans perceive and process sensory stimuli through their five senses, consumer Behaviour pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer Behaviour theory to determine how their customers perceive them. They also use consumer Behaviour theory to develop marketing and advertising strategies intended to retain current customers -- and attract new ones. Consumer Behaviour is an important tool for evaluation of marketing strategies. The marketers are keen on checking the consumer Behaviour towards service, quality of products, pricing, packaging and the sales promotion activities. Consumer Behaviour depends on the relationship between a consumer and the business organization and various aspects of services provided by the company for example, quality and reliability. Organizations must keep in mind both the internal and external factors that influence audience Purchasing Interest during the communications process. Identifying and analyzing how consumer's access marketing. Communications reveals their preferences in receiving information.

keywords :

Communication ,analyzing ,Consumer, quality

Introduction

Buying Behaviour is the decision processes and acts of people involved in buying and using products.

Need to understand:

Papers presented in ICIREST-2018 Conference can be accessed from
<https://edupediapublications.org/journals/index.php/IJR/issue/archive>

1. why consumers make the purchases that they make?
2. what factors influence consumer purchases?
3. the changing factors in our society.

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for:

1. Buyers reactions to a firms marketing strategy has a great impact on the firms success.
2. The marketing concept stresses that a firm should create a *Marketing Mix* (MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy.
3. Marketers can better predict how consumers will respond to marketing strategies.

Stages of the Consumer Buying Process

Six Stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity.

The 6 stages are:

1. Problem Recognition (awareness of need)-- difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat.
2. Can be stimulated by the marketer through product information did not know you were



deficient? I.E., see a commercial for a new pair of shoes, stimulates your recognition that you need a new pair of shoes.

3. Information search--
 - Internal search, memory.
 - External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.

A successful information search leaves a buyer with possible alternatives, the evoked set. Hungry, want to go out and eat, evoked set is

- chinese food
- indian food
- burger king
- klondike kates etc

4. Evaluation of Alternatives--need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, indian gets highest rank etc. If not satisfied with your choice then return to the search phase. Can you think of another restaurant? Look in the yellow pages etc. Information from different sources may be treated differently. Marketers try to influence by "framing" alternatives.
5. Purchase decision--Choose buying alternative, includes product, package, store, method of purchase etc.
6. Purchase--May differ from decision, time lapse between 4 & 5, product availability.
7. Post-Purchase Evaluation--outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc. After eating an Indian meal, may think that really you wanted a Chinese meal instead.

consumer a way of communicating with the marketer after purchase. This helps reduce cognitive dissonance when a marketer can answer any concerns of a new consumer.

Types of Consumer Buying Behavior

Types of consumer buying behavior are determined by:

- Level of Involvement in purchase decision. Importance and intensity of interest in a product in a particular situation.
- Buyers level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.

High involvement purchases--Honda Motorbike, high priced goods, products visible to others, and the higher the risk the higher the involvement. Types of risk:

- Personal risk
- Social risk
- Economic risk

The four type of consumer buying behavior are:

- Routine Response/Programmed Behavior--buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.
- Limited Decision Making--buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar product category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand.
- Extensive Decision Making/Complex high involvement, unfamiliar, expensive and/or infrequently bought products. High degree of economic/performance/psychological risk. Examples include cars, homes, computers, education. Spend alot of time seeking information and deciding. Information from the companies MM; friends and relatives, store personnel etc. Go through all six stages of the buying process.
- Impulse buying, no conscious planning.

The purchase of the same product does not always elicit the same Buying Behavior. Product can shift from one category to the next. For example: Going out for dinner for one person

may be extensive decision making (for someone that does not go out often at all), but limited decision making for someone else. The reason for the dinner,



whether it is an anniversary celebration, or a meal with a couple of friends will also determine the extent of the decision making.

Consumer Behaviour applies the concept of sensory Behaviour to marketing and advertising. Just as sensory Behaviour relates to how humans perceive and process sensory stimuli through their five senses, consumer Behaviour pertains to how individuals form opinions about companies and the merchandise they offer through the purchases they make. Merchants apply consumer Behaviour theory to determine how their customers perceive them. They also use consumer Behaviour theory to develop marketing and advertising strategies intended to retain current customers -- and attract new ones. Consumer Behaviour is an important tool for evaluation of marketing strategies. The marketers are keen on checking the consumer Behaviour towards service, quality of products, pricing, packaging and the sales promotion activities. Consumer Behaviour depends on the relationship between a consumer and the business organization and various aspects of services provided by the company for example, quality and reliability.

Organizations must keep in mind both the internal and external factors that influence audience Purchasing Interest during the communications process. Identifying and analyzing how consumer's access marketing communications reveals their preferences in receiving information. With more and more brands cluttering the marketplace, consumers screen out the inconvenient and irrelevant messages that fail to address their needs and desires. Organizations that are able to successfully craft brand messages and products directly addressing consumer requirements have a competitive advantage over similar brands

Company Profile

Name of the Company: Padole's New Prosperity Builders & Developers Pvt. Ltd.

Address :Mulic complex, Wardha road Nagpur

Owner : Mr. Rajendra Padole

Head of Unit :Mr. Mohan Tapase (Gm)

Total Employees :10

Achievements : Certified with ISO 9002

Main Consumer :Nagpur

Project covers housing crises and meets the solution. It gives a narrative overview of the accommodation system in India. This report does explain the nature and objective of the solution of accommodation system in India.

However, since the information of sales and marketing are confidential and sensitive in nature, so that I tried to construct this report with the help of available information.

Vision of the company

The real estate market in India has become so huge that to get everything or anything specific within one roof is easy and difficult at the same time. With the kind of commercial and residential property available –on rent/lease/ ownership one has to refer to portals or good companies dealing in various listings. Generally typical real estate listing would necessarily include the following heads:

Mission of the company

Many old properties may not be in very good condition. But they still are valuable. Why? Mostly because they can be refurbished or rebuilt entirely. This is why they usually fetch good price. But one cannot depend only on brokers or agents or property owner's to evaluate the land. Sometimes the owner is greedy and expects a bigger price, sometimes an agent in between quotes a higher price so that it benefits him, sometimes the buyer may be just rich and may not have rival bidders or competitors so quotes a fancy pricey according to his choice.

Objectives of the study

1. To find out the awareness of online marketing amongst the consumers in Nagpur city.
2. To find out how many people prefer purchasing through both retailing and e-tailing.
3. To understand the consumer Behavior towards online shopping.

Scope of the study

The consumers of Nagpur city whether they prefer e-tailing over retailing. Their Behavior towards both and the purchasing decision based on the same. It includes the secondary data from previous research



studies conducted on similar topic and data collected by the questionnaire and personal interviews conducted for consumers in Nagpur city.

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Hypothesis

H₀₁: The awareness of online marketing amongst the consumers in Nagpur city is not significant.

H₀₂: There is no significant difference between people prefer purchasing through both retailing and e-tailing.

H₀₃: The consumer Behavior towards online shopping is not significant.

Limitations

1. The study is restricted to Nagpur city
2. The details provided by the consumers can be biased.
3. There can be errors due to the time constraint and improper responses from the consumers.

Research Methodology

A research method is a systematic plan for conducting research. Sociologists draw on a variety of both qualitative and quantitative research methods, including experiments, survey research, participant observation, and secondary data. Quantitative methods aim to classify features, count them, and create statistical models to test hypotheses and explain observations. Qualitative methods aim for a complete, detailed description of observations, including the context of events and circumstances.

Research Design

Types of Research	: Descriptive Research
Sample Size	: 50
Sampling	: Multistage
Data collection	: Questionnaire, Personal Interview
Type of Questionnaire	: Close end, open end
Statistical Instrument	: Tables and Graphs, Mean, SD, t-test

Scope for future Research

The study of Consumer behaviour is not enough hence there is a greater scope for future research

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