

SOCIOLOGICAL FACTORS AFFECTING CUSTOMER BEHAVIOUR IN THE MARKETING OF SOME SELECTED CONSUMER GOODS IN COIMBATORE

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ABSTRACT

Consumer behaviour is the study of how individual behaviour, groups, or associations elect, buy, use, and set ideas, goods, and facilities to mollify their requirements and wants. Conduct of the consumers in the business and the underpinning motives for those conduct. Consumer concert and advertising approach are inseparably connected Consumer performance assists enterprises in causal whether dealing with will be economic, as well as in acclimatizing their marketing plan to the applicable target population for their product/ service. By understanding how buyers suppose, sensation, and resolve, businesses can determine how stylish to vend their crops and amenities. This helps marketers prognosticate how their behaviour aids in the promotion of harvests and services. Consumer behaviour studies how people buy and use products, services, gestures, and ideas. It's essential because it helps businesses understand their behaviour requirements, wants, and solicitations and produce products consequently. The sociological typical of buyer manner says that purchases are told by an existent's place within dissimilar general groups families, musketeers, and workgroups. Consumer goods contain food, appliances, apparel, and motorcars. The same physical good could be either a consumer or capital good, depending on if it's used by a commercial in the manufacturing development or bought for consumption and not intended for product or profit. Is the socio-economic profile of the consumers and the Customer behaviour pattern in the Coimbatore district to determine the types of consumer behaviour and the Categories of consumer goods, to identify the Products Preferred by customers and the factors affecting consumer behaviour in the selection and use of particular products in Coimbatore district.

Keywords: Consumer Behaviour, Marketing, Strategy, Goods.

Introduction

Consumer performance or buyer manner has gained increased significance in consumer-acquainted marketing development and procedure. Consumer recital is an attempt to understand what consumer wants, and why they want it. Consumer performance reflects the summation of consumers' opinions with deference to the accession, feasting, and character of things, amenities, time, and ideas by mortal decision- timber. It also includes whether, why, when, where, how, how important, and how frequently and how long consumers will use or dispose of immolation. The buying routine of consumers has come to a great necessity in ultramodern marketing systems because success or failure eventually depends upon the buying behaviour of the target behaviour considered collectively or as a group. An understanding of the purchase comportment of consumers towards robust goods is indispensable as it replicates the impact of varieties, price, quality, volume, mode of purchase, etc. The success of the request or the failure depends on the purchase deeds of consumers. The consumer is the whim-whams centre of ultramodern marketing, and understanding his gesture is relatively essential for effective and effective marketing operations. behaviour may state their requirements, and wants but act else. They may not be in touch with their deeper provocations Rajeswari & Pirakatheeswari(2014).

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Consumer behaviour can be exact as “the decision-creation progression and physical exertion involved in acquiring, assessing, by means of and placing of goods and services”. According to Webster, “Buying behaviour is all cerebral, social and physical gesture of the implicit client as they come apprehensive of assessing purchase consume and tell other people about the product and services. Walter and Paul, “Consumer behaviour is the process whereby individual decide what, when, how and from where to buy goods and service”. therefore, buyer performance may be demarcated as that character displayed by people in planning, purchasing, and using profitable goods and services to the satisfaction of their wants.

Review of Literature

The purpose of this paper is to present an interdisciplinary overview of the literature on the dynamics of food consumption behaviour. Still, a number of crucial findings from colorful disciplines will be reviewed. Given the rapid-fire globalization of the business, special attention will be given to cross-national differences in colourful aspects of food consumption behaviour Steenkamp(1997).

Hanif et al(2010) Factors affecting client satisfaction is of worth significance knowing the explanations or the influences which are answerable to produce satisfaction among guests for a particular brand. client satisfaction is established when the brand satisfies the requirements and solicitations of guests. In this exploration study, both factors suggestively underwrote to explaining client gratification but reasonable price impartiality had a larger impact on client satisfaction than client services. Behaviour in this period is embattled by mass media and they modified the consumers' way of allowing through feelings, requirements, wants, and demands. request experimenters and associations spent billions of boneson consumer exploration to identify important factors that impact consumer opinions Thapa (2010).

This study aimed at probing features that underwrite adding full-service eatery behavioural intentions. Unlike former exploration, this study integrated both slushy and cerebral contributors to client fulfilment and construction quality in explaining behavioural intentions. Among the nine hypothecated paths, six were maintained and three new pathways were included to ameliorate the model fit. client satisfaction is a direct antecedent to trust but circular to commitment. Noteworthy is the direct impact of service hassle performance on client satisfaction Jani & Han(2011). Vyas(2011) concentrated on vital factors and sources of information in the purchase of shopper durables. This is an exploratory study using primary data collected through an intentional slice system with an acceptable sample size of 100 ménage replies from the Bhavnagar metropolis. It reveals that company or brand name, guarantee/ bond, price, and after- deals service are the important factors in the purchase of durables. Sources of information regarding authorized dealers and shops, specialized expert advice through, media, and the influence of musketeers, and cousins were set up as important factors impacting the purchase of durables by repliers.

Han-Shen(2011) indicates the buyer-apparent influences stockpile design factors, ambient factors with impalpable factors and visual stimulants, and social factors(including an image of the service labour force, the image of other guests, and environmental crowding); Store factors have a significant positive correlation with customer approach conduct, design factors being the most significant impact among all factors fulfilment.

Mohammad et al(2012) exploration to probe the factors affecting client fidelity in eatery assiduity. Eventually, the exploration sample comported of 268 deeds. Structured equation modelling was used for data analysis and thesis testing. The accomplished grades show that food superiority, provision quality, bistro terrain, and awareness of charge fairness had a confident effect on client satisfaction, but the impact of eatery position on client satisfaction wasn't verified nutrition eminence, provision worth, and discernment of charge fairness had a positive effect on client trust, food superiority is the maximum vital factor affecting client accomplishment and trust in Boof Cable Cafes. Client satisfaction had a positive impact on client fidelity, but the effect of client trust on client fidelity wasn't verified. Lai & Wang(2012) study factors affecting purchasing carriage the tendency from the perspective of guests in the environment of online shopping and further dissect how important different variables affect the tendency. Grounded on this exploration, network business drivers may keep perfecting products and services, attract implicit online consumers and increase online deals volume exploration also offers salutary propositions and strategies for network drivers to make opinions that get guests involved in online shopping and strengthen their purchasing performance propensity.

Furaiji et al(2012) regulate the factors affecting consumer partialities and behaviour in electric appliances and the data employed to dissect the factors impacting consumers' purchase executive developments overall, the set of self-governing variables is feebly allied with the reliance on adjustable. still, the in-depth analysis set up that social factors, physical factors, and marketing blend rudiments is explosively associated with consumer buying department. In a good and changing business terrain where the power of stores and the behaviours demand position is continuously growing, increasing long-term connections with guests is vital and needed for the victory and survival of directors' studies have publicized that price is an imperative adjustable, but other variables similar to invention and provision worth are central in the process of behaviour purchase opinions Giovaniset al., (2013). Invention worth is a crucial factor in judging acquisition resolve. It's a continuous progression of perfecting the non-stop changes to increase product performance and accordingly the satisfaction of manner needs. Quality should be bettered every minute Tariq et al (2013).

Kumar(2014) efforts factors affecting consumer buying concert, with absorption on dairy belongings in Pondicherry state. These factors are grounded on certain variables used in the check. The variables include packaging, cost, vacuity, constituents, product fashionability, product quality, product taste, etc., that impact the choice of a brand from among those in the consideration list, the study is useful to marketers as they can produce colorful marketing programs that they believe will be of interest to the consumers.

Azzam and Fattah (2014) have explored the motifs of consumer performance and home cabinetwork assiduity in Jordan. Likewise, the idea of this study is to probe of coping behaviour of home cabinetwork consumers in Jordan. This study also will estimate the factors that have told the cabinetwork coping decision process. Akbariyeh et al(2015) aimed to probe the factors affecting the acquisitions persistence of Bono brand pipe guests. In the variables of product quality, variety promotion and appellation had the loftiest impact on guests' buying aim, but the deuce variable star of wrapping and price didn't have a noteworthy impression on behaviour buying goal. Bearing of fast manner brands on client behaviour further than individual developer brands or designed fashion products. While manufacturers' brand is well-known grounded primarily on communication and marketing conditioning, developer brands are known in a veritably different way. Client relationship operation has entered the attention of numerous experimenters in colorful fields; still, little academic exploration has examined client connections using propositions about operation fashions and fashions, especially in the arena of considered style Madsen & Johanson (2016). Rahmoun(2020) client satisfaction in telecommunications assiduity in Tunisia. Indeed, each association chooses to succeed in its strategy of satisfying its conduct and precluding the threat of losing them. Our empirical results indicate that the utmost performance is satisfied with the quality of service handed to them, and utmost guests believe that Tunisie Telecom's service quality is above their prospects crucial element for the success of the quality enhancement design and is the major factor that can explosively impact customer satisfaction and demeanour.

Khoa et al(2020) realize the affiliation between the influences that produce a relationship with guests and the redemption intent of intended style products. The exploration results point out that the fashion developer's character, social media marketing, and the fashion store atmosphere have a positive impact on the relationship between the client and the fashion store, as well as the intention to rescue designed fashion products. In particular, client affiliation also affects the buyback intent of planned method crops appreciatively. The study also proposed some directorial counteraccusations to develop a relationship with the client and repurchase the bearing of the client in the fashion assiduity. Galarza et al(2021) descriptive analysis, pressing the significance of using quantitative styles exploration settings analysis additionally connected colourful thematic clusters among the studies. The input-process-affair shopper behaviour model steered the methodical review, covering several cerebral characteristics and consumer actions. Consequently, measures espoused by governments, technology, and social media opinion out as exterior factors. still, revised marketing strategies have been acquainted with neutralizing colourful consumer pitfalls. Hence, given that technological and digital formats mark consumer department, enterprises must incorporate digital metamorphoses in their process. Griva et al(2022) identify similar factors that affect client analytics methods and arrangements, and how these aspects affect separation by applying our segmentation approach to three miscellaneous retailers, e.g., the variety of the product a paperback purchase in each visit seems to be pivotal to the subdivision. The further attention data judges and contrivers pay to these factors, the further dependable segmentation results they will get and, therefore, bettered retail opinions are anticipated.

Objectives of the Study

- To study the socio-economic outline of the consumers and the Customer behaviour pattern in the Coimbatore district.
- To determine the Types of consumer behaviour and the Categories of consumer goods.
- To identify the Products Preferred by customers and the factors affecting consumer behaviour in the selection and use of particular products.
- To summarize the key findings and offer suggestions for the study.

Methodology

This Research both quantitative and qualitative research methods, which include conducting a survey, participant primary data, and secondary data. The quantitative method aims at selecting samples, counting them and creating statistical models to test the hypothesis. objectives to be achieved and population to be targeted. The study area was Coimbatore city. Purpose of the study the respondents were selected from different places in Coimbatore city from different Sociological factors. A convenience sample was followed for collecting responses from the respondents is 208. The statistical tools used for the purpose of this study are simple Percentages, Mean & Standard Deviation, Cross Tabulation, One-Sample Test, and ANOVA.

Data Analysis and Interpretation

The responses from the survey were analysed by calculating the percentage and frequency using the software. Since this study identified the frequency and percentage of profiles of the respondents in the questionnaire.

Table 1: Percentage Analysis

Socio-Economic Profile	Classification of the Variables	Frequency	Percent	
Gender	Male	114	54.8	
	Female	94	45.2	
Age (in Years)	19-29	63	30.3	
	30-39	40	19.2	
	40-49	68	32.7	
	50-60	12	5.8	
	Above 60	25	12.0	
Occupation	Industrialist	14	6.7	
	Doctors/ Engineers/ Lawyers	18	8.7	
	Government Service	26	12.5	
	Private Service	33	15.9	
	Agriculture	67	32.2	
	Student	13	6.3	
Education Qualification	Retired / Unemployed	37	17.8	
	School Education	50	24.0	
	Diploma	63	30.3	
	Under Graduate	73	35.1	
	Post Graduate	22	10.6	
	Marital Status	Single	124	59.6
		Married	84	40.4
Monthly Salary	Less than Rs.10,000	17	8.2	
	Rs.10,001 – 25,000	56	26.9	
	Rs.25, 001– 50,000	60	28.8	
	Rs.50,001 – 1,00,000	24	11.5	
	More than Rs.1,00,000	51	24.5	
Area of Residency	Rural	100	48.1	
	Urban	108	51.9	
Awareness of Product	Yes	77	37.0	
	No	131	63.0	
Complex Behaviour	Buying	Intricate buying behaviour	48	23.1
		Dissension-reducing buying behaviour	59	28.4
		Habitual buying behaviour	68	32.7

Products Preferred by Customers	Electric Appliances	38	18.3
	Home Furnishing Products	27	13.0
	Dairy Products	10	4.8
	Agricultural and Sustenance Products	57	27.4
	Beauty Products	76	36.5

Source: Primary Data

As presented in Table 1, Of the 208 respondents, 55% were male and 45% is female. The particulars regarding the age of respondents are in the age group of 40-49 years. Cumulatively, it is contingent that the age group of 40 - 49 years respondents dominated the study. A minimum of 6 per cent of the respondents are students. Of all the sampled respondents, 35 per cent of undergraduates, it is inferred that the highest number of customers have had undergraduate-level education. Awareness of Product less than 70 per cent. Complex buying behaviour indicates the highest value of 33 per cent in Habitual buying behaviour. The product Preferred by customers specifies the variables beauty products and agricultural products followed by the per cent 36 and 27.

Table 2: Mean and Standard Deviation - Categories of Consumer Goods

Categories	Mean	Standard Deviation
Convenience goods	4.27	.876
Shopping goods	3.96	1.078
Unsought goods	4.28	1.036
Speciality goods	4.22	1.153
Mean Score	16.73	4.143

Table - 2 represents the mean and normal deviation of the categories of consumer goods, Convenience goods 4.27(.876), Shopping goods 3.96(1.078), Unsought 4.28(1.036), and Specialty goods 4.22(1.153).

Hypothesis

There is no momentous variance between the Awareness of the Product and the gender of the respondents

Table 3: Crosstabulation

Awareness of Product * Gender				
		Gender		Total
		Male	Female	
Awareness of product	Yes	28	49	77
	No	86	45	131
Total		114	94	208
Chi-square Tests				
		Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square		16.792 ^a	1	.000
Number of Valid Cases		208		

The statement has the x-axis as one variable is Awareness of the product and the y - axis as another variable is gender. The chi-square test basically tells us the consequences of a crosstab are statistically substantial.

Table 4: T-Test for Customer Behaviour Patterns

One-Sample Test						
Behaviour Patterns	t	DF	Sig. (2-tailed)	Mean Difference	95% Sureness Interval of the Modification	
					Lower	Upper
Place of purchase	67.704	207	.000	4.298	4.17	4.42
Items purchased	67.524	207	.000	4.375	4.25	4.50
Time and frequency of purchase	110.415	207	.000	4.615	4.53	4.70
Method of purchase	77.984	207	.000	4.510	4.40	4.62

t-value is a way to enumerate the variance between the population means thep-value is 0.05 and the value is an absolute value at least as huge as the one actually pragmatic in the trial data if the unimportant premise is actually true. t-value is Place of purchase(67.704), Items purchased (67.524),Time and frequency of purchase (110.415), and Method of purchase (77.984).

Figure 1: Customer Behaviour Patterns

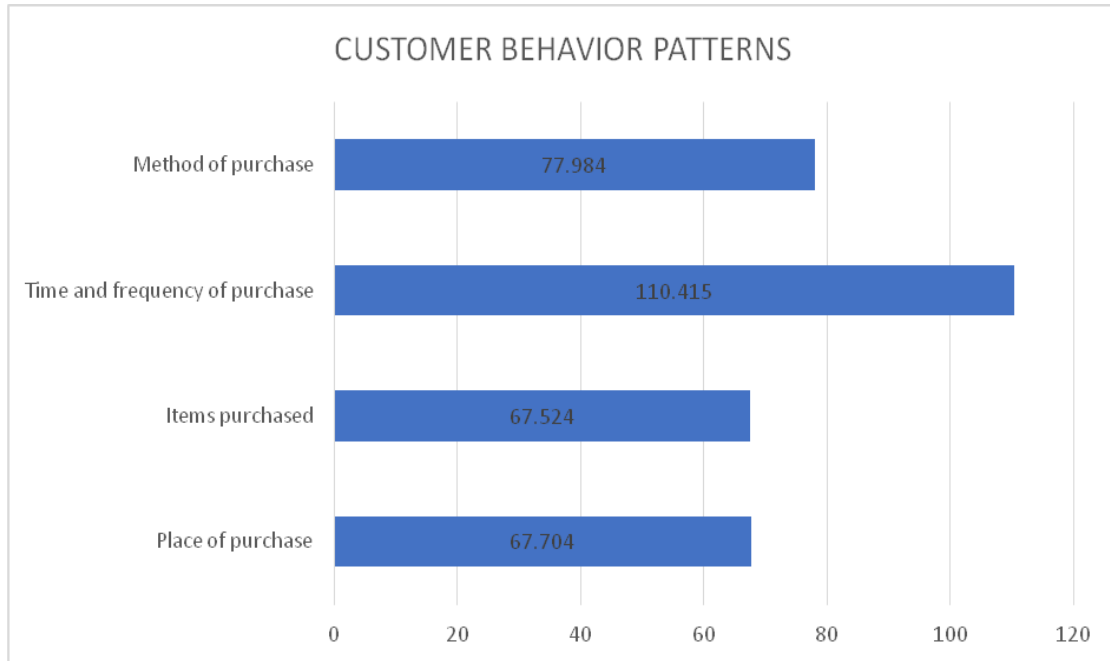


Figure 1: Represents the consumer behaviour patterns, it indicates the x-axis and the y-axis. The X-axis shows the t-value of the respondents from 67.524 to 110.415. Y – axis postulates the Variable of customer behaviour patterns.

Hypothesis

There is no substantial alteration between the Categories of consumer goods and the age of the people.

Table 5: Difference between the Categories of Consumer Goods and the Age of the People

		ANOVA				
Consumer Goods		SS	DF	MS	F	Sig.
Convenience goods	Between Groups	12.530	4	3.133	4.344	.002
	Within Groups	146.393	203	.721		
	Total	158.923	207			
Shopping goods	Between Groups	16.176	4	4.044	3.658	.007
	Within Groups	224.435	203	1.106		
	Total	240.611	207			
Unsought goods	Between Groups	11.742	4	2.936	2.831	.026
	Within Groups	210.522	203	1.037		
	Total	222.264	207			
Forte goods	Between Groups	2.663	4	.666	.496	.739
	Within Groups	272.602	203	1.343		
	Total	275.264	207			

The above table represents the ANOVA, categories of consumer goods, and the age of the people respondents. Convenience goods, Shopping goods, Unsought goods, and Forte goods. Expect one variable, all the variable factors are less than the p-value of 0.05. Therefore, the hypothesis is rejected.

Suggestions

This exploration donates to the understanding of consumer behaviour of goods in the request. Still, the in-depth analysis set up social factors is more unpredictable since it moves fleetly or evaporates snappily in relation to business conditions. Marketers separate the current claim for tough goods in terms of relief of old crops and development of the overall stock demand for similar goods. The buyers of consumer durables should contend that all the specialized information is revealed on the use of durable products to enable them to use the products without any specialized fault leading to recurrent preservations, and free servicing of the durables by dealers during the guarantee period claimed upon the buyers. The other contending companies have to produce further mindfulness. In order to ameliorate its responsibility to them it should offer the right product at a right time at the accurate value. The perceived utility has no egregious auspicious influence on intention. The perceived threat has no egregious negative influence on the station. Apparent affluence of use has no obviously positive influence on the station and invention has no apparent dangerous influence on the perceived threat.

Conclusion

The idea of this exploration is to probe the consumer policymaking procedure in the socio-profitable profile of the consumers and the client behaviour pattern and its impact on Products Preferred by guests and the factors distressing consumer behaviour in the selection and use grounded on consumer behaviour. To meet these ideals, multitudinous sources of data were collected by conducting the questionnaire and gathering applicable information through the study of Coimbatore. Eventually, the current study addressed the fact that case goods are particular products, which deal with real issues and are associated with consumer feelings. Findings demonstrated consumer behavioural intention.

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