

FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO DAIRY PRODUCTS

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ABSTRACT

Consumer behaviour study is based on consumer buying behaviour .It is getting better business performance through a concerned of buyer favourite and desire. To be increasing competition where there are several brands selling the same products. Consumers have a plentiful number of preference and many various factors influence their buying behaviour. These factors are based on convinced variables used in the consumer behaviour. These variables include packaging, cost, accessibility, ingredients, and product popularity, products quality, product flavour, etc. Though the cost of all considered milks are at par, the customers favour a exacting brand suitable to various reason. it may be as of the cost, value, service or advertisement provided by branded milks.The study is useful to the marketer as they can manufacture a variety of buying programs that they consider as to be consumers. It can capable of also enhance their marketing strategy.

Keywords: Dairy products, Consumer buying behaviour

INTRODUCTION

Consumer is people who buys or use the goods or services. Marketers are the people who provide these services. There is increasing interest in understanding how and why milk preference and choice strategies vary with experience in a product category. The most challenging questions for marketers are why buyer does what they execute or don't do. Such understanding is essential for marketers, since having a well-built perceptive of buyer's behaviour will shed glow on what is very important for the consumer and also suggest the significant influence on consumer decision-making. Factors affecting consumers' buying decisions are extremely complex. It is deeply rooted in psychology with the sociology thrown in just to making more interesting. It explains the influences on the consumer from groups such as family, friends and society in common. Consumer's buying behaviour result from extremely held values, attitudes and their perception of the world, their set in it, from general sense, from desire or just simple take.

Consumers behaviour is an inclination and attitudes towards conservation of dairy products differ considerably across countries (Bus & Worsley, 2003; Francesconi, Heerink & DHaese, 2010; Grunert, TionBeck-Larsen & Bredahl, 2000; Hatirli, Ozkan, & Aktas, 2004; Hsu & Lin, 2006; Richardson-Harman, 2000; Robb & Abdel-Ghany, 2007; Yee & Chin, 2007). Grunert et al. (2000) discuss that consumers perception of dairy product quality are difficult and engage much more than sensory attribute. They challenge that consumers consider four dimensions when forming perceptions about dairy product quality: (1) hedonic (e.g. sensory attributes such as flavour or smell), (2) health-related, (3) convenience-related and (4) process-related (e.g. production processes

such as organic, animal welfare or genetic modification). Thus, manufacturer or processors and marketers must recognize the role each of these dimensions plays in dynamic consumer demand for dairy products and understand consumers may be heterogeneous in their preferences or perceptions of what constitutes dairy product quality.

In the rapid growing world of consumerism, it is necessary for every organization to study their customer preference for dairy products to identify the fundamental factors for preference of dairy brands as well as make suggestion for the company to acquire the right market to be a leader in the market to the dairy products.

Consumer behaviour is the behaviour that consumers conceal in search for, purchasing, using, evaluate and disposing of products and services that they suppose will satisfy consumer desires and wants. The marketing stimulus are premeditated and processed by the companies, whereas the ecological stimulus is given by social factors, based on the economical, political and cultural conditions of a society. The buyer's behaviour contains the buyer characteristics and the decision process, which determine the buyer's reaction.

Therefore, the goals of this follow a line of analysis are to (1) evaluate consumer actual and anticipated behavior in reaction to stockouts and (2) study product characteristics, consumer characteristics and situational variables that may explain the consumer's response.

key in results suggest that indicated behavior is a good display of actual behavior in situation where the consumer intend to leave the search and a quite poor needle when the consumer intends to postponement the search. Finally, of the several product characteristics, consumer kind and situational variables examined, store reliability, pre-visit schedule and product exceptionality have shown most agree to help managers appreciate consumer actual and future response to stockouts. The buyers reply as a product of a mindful, sensible decision process, in which it is assumed that the buyer has recognized the problem. However, in authenticity many decisions are not made in awareness of a determined problem by the consumer.

OBJECTIVES OF THE STUDY

1. To Study The Consumer Behaviour on milk products.
2. To study the satisfaction levels of consumers of milk products.
3. To analyse the factors influencing on dairy products
4. To understand the behavioural factors influencing milk consumers

LITERATURE REVIEW

Elangovan.N and Gomatheeswaran.M (2015) decided on consumer behaviour towards various brands of milk and milk products. Consumers' lifestyles are unbiased by number of factors. Like culture, subculture, morals, demographic factors, social position, reference groups, domestic and also the inner constitute of the consumer, which are emotions, behaviour motives of selling, sensitivity and knowledge. The study was critical the difference in consumer's behaviour with socio and monetary features towards brand collection.

Jothi Mary.C (2013) conduct a study on consumer behaviour The study determined on consumer behaviour is a division of consumer behaviours, which is anxious with decisions that go ahead up to the act of purchase. It could be the control of the variable price brand image, quality of the product, constancy of service. The study attempt to convey out the factor leading to the obtain behaviour and perception of consumers in buying milk. The consumers are content with value of brand compare to other brands.

Ananda Kumar. A and Babu.S (2014) made an challenge to the centre on dairy products. The variables include covering, cost, availability, ingredients, product reputation, product quality, product savour, etc., that persuade the choice of a brand from amid those in the thought list, but may not be the most essential and most important determinants for short inventory brands. The study is functional to the marketers as they can produce

various marketing programs that they consider will be of attention to the consumers. It can also enhance their marketing approach.

Rubaina (2010) conduct a research on the customer preference towards dairy products. The study through an challenge to categorize the customer's partiality towards dairy products and to identify about the factors which manipulate the selection of similar brands of dairy products. The study given away that the company should make survey to know the expectations of the consumers and generate that product in the method so as to be a centre of attention for more customers towards their brand and advertisement can be done through mass media to expand sales and to inform customers about the product.

Lokanathan.S (2008) undertake as study on customer satisfaction in the direction of dairy products. The goal of the study was to know the customers data, estimation and the satisfaction stage towards dairy fabrication. The study establish that dairy is a huge organization and the market leader in dairy products and has ceiling market in milk. The study also originate that customers are mainly satisfied with the overall eminence of dairy products.

The consumer decision-making process is significant in influential purchase behavior. In order to offer an useful service, it is essential to identify consumer segment, delightful into account the remuneration which the customer seeks. Consumers seek profit or solution, not products (Rowley, 1997). When they buy a product, whether it is a good quality or a service, they purchase a come together of product features, but may would like only one or two of these features. The main explanation behind consumer's explore is insecurity. Consumer in order search has been the centre of attention of many articles studying consumer behavior for the period of the last 30 years (Bettman, 1979). a variety of studies have provided information about the method of compulsivity, which helps in analyzing uncontrollable buying tendency of consumers. Faber and O'Guinn T C (1992) report a seven-items level and assess its consistency and legitimacy. An previous report 58 The IUP magazine of advertising Management, Vol. IX, Nos. 1 & 2, 2010 of this range used a separation of three items (Faber and O'Guinn, 1989b) whereas, Faber and O'Guinn (1989a) use a great position of 15 items to effective compulsivity.

The second approach (Youn and Faber, 2000) generally used a nine-item level, in advance residential by Rook and Fisher (1995). Thus obsessive buying is a very significant aspect in consumer's behavior research. It has been definite as "chronic, recurring purchasing, that becomes a major response to negative procedures or emotion" (Faber and O'Guinn, 1992).

preceding studies in this area have decorated the fact that habitual buyers tend to have a lower self-worth a higher level of leaning to imagine, and a advanced level of misery apprehension, and passion, as compared to other consumers (Faber and O'Guinn, 1989b). Furst *et al.* (1996) reported individual food alternative as one of the basic and universal mechanism among consumers but is also one of the the majority compound purpose having multitude of influence.

Consumers emerge to have much more practical consideration in intelligence when making their victuals first choice decisions. These considerations embrace sensory aspects of fare (e.g., flavour and worth) (Powell *et al.*, 2003) beside with the persuade of non-food possessions (e.g., cognitive in sequence, the objective atmosphere, social factor) (Rozin and Tuorila, 1993; and Bell and Meiselman, 1995). feature and security are thus two very essential basics in consumer's provisions observation and decision-making connected with food variety (Grunert, 2005). Consumers' purchasing decisions are in general based on their own sensitivity and representations of worth and protection.

However, quality and safety are the concepts that cannot be without difficulty defined, since they are confidential as acceptance attributes (i.e., creation attributes that cannot be established by the consumer). Consumers are generally likely to receive value or safety perception from last product cues, moreover inherent (e.g., exterior of the product) or extrinsic cues (e.g., a quality brand) (Nelson, 1970). Hence, it is quite difficult to analyze and discuss all the potential determinants of food choice, as food choice is a very complex issue in which many factors play a character, together with natural, psychosomatic and intellectual (Frewer and van Trijp, 2007; and Rozin, 2007).

In reality, perception of food quality and safety are probable to be inclined by such emotional and literary factors slightly than physiological product experiences unaided. Many quantitative and qualitative research have addressed issue related with cultural determinants of food alternative (Shepherd and Raats, 2007). It is moderately obvious from such studies that while analyzing factors that authority food selection, it is essential to believe consumer's cultural environment (Overby *et al.*, 2004; and Hoogland *et al.*, 2005). It is assumed that individuals from diverse intellectual backgrounds have dissimilar perceptions and experiences

associated to provisions (Lennernas *et al.*, 1997). consequently it be capable of be notice that a capacity of consumers are more oriented towards food quality, while for others food shelter is a most important anxiety. Consumer behavior is also precious by the socio economic conditions of the markets specifically, income, mobility, medium access (Tse *et al.*, 1989). It has been experimental that per capital income and non-refundable revenue indicates the amount of funds clients distribute to consumer goods and Secondary Factors that Influence Consumer's Buying Behavior.

As additional property become obtainable, consumers may aspiration more affecting image attributes in products or brand (Kim *et al.*, 2002). individual ethics have been create to be the fundamental determinants of a variety of aspect of consumer approach and behavior (Homer and Kahle, 1988). Thus, ethics are one of the generally significant important factors that have an effect on the type of requirements consumer tries to convince through purchase and utilization behaviors (Tse *et al.*, 1989). Brand of a exacting product show business a fundamental function in consumer's insight of a product.

It helps in initial a market arrangement, reputation and image of the product and for these reasons the brand constitutes a instrument of risk decrease (Aaker, 1996). Hence, variety of brand is an additional major component of consumer behavior. In the difficult brand selection environment, which exists today, there has been a broadly reported study work which discusses and reports that consumers reschedule product/ brand selection on a variety of factors (Tversky and Shafir, 1992; and Dhar, 1997). In situation when customers are incapable to defer the product choice decision, consumers may knowledge excess and concern at most horrible or develop simplify decision heuristics to help them make product choices (Swait and Adamowicz, 2001) by best.

Direct surveillance occurs by abandon the actual obtain behavior of other consumers (Price *et al.*, 1989; and McGrath and Otnes, 1995) and indirect study involves the laboratory analysis of suggestion support of shopping behavior. An organization which embraces the marketing concept tries to provide products that satisfy consumer needs

CONCLUSION

On the study of the "Factors influencing Consumer buying behavior with special reference to Dairy Products " it was overall experiential is the market leader of dairy products is not only the the majority highly recalled brand but also a top rated among the other competitive brands like Hatsun, Ruchi, Cavins Milk, Amul, etc. The consumers change their behaviour regularly on the basis of new development and method. They well know their needs and wants, so assemble in turn about products and also contrast its price, quality, savour and other attributes Promotion of sales and knowing consumer behavior are essential aspects for selling the product and attain the maximum sales level in the market. Further occurrence and place choice for the purchase of dairy products will help the company to classify the accurate channels of distribution for its various dairy products. Further a substantial quantity of Brand Switching behaviour is practical among the respondents in container of non-availability of their preferred brands in their provisions and also a Retailer role in influence variety choice is extensive at this level.

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