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## Behaviour of Consumers Regarding Electronic Goods in Pune Region

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### Abstract

The consumer is a riddle to whom every company tries to solve. Now a days consumer is God and firms want to know every move of his god in order to search every move companies tries to know more about its god they want to assess how they buy ,why they buy and what are the factors which they consider before buying. The objective of paper is to find out buying behaviour of consumer in electronic goods in Pune region considering advertisement and all.

**Keywords:** Consumer behaviour, durable goods, occupation, income level

### I: Introduction

Consumer behaviour is psychology of consumer through which buyer evaluates product and make buying decision most of the buyers due to sufficient disposable income want to purchase products rationally rather than emotionally they compare different brands in terms of feature and price and then decide which product would be worth for them .Now a day's firms are eager to learn behaviours of consumer more than other traits they make such product which gives best utility and full return of money to the consumer, in such race firms consider consumer behaviour as an important aspect of research and focuses very seriously on it they learn behaviour of consumer because buyer deserve better quality product at best reasonable price Competition is also significant factor which pushes individual firm to learn in depth about consumer behaviour ,their like and dislikes . Company tries to find out how a consumer will react to its change of price, what if company add few new features in product, how a consumer will respond to new promotional activities ,will it add growth

to companies kitty or goof up things. This research paper basically tries to find out impact of different factors on consumer behaviour in Pune region .It analyses impact of occupation, income level on to the purchase of electronic goods.

### Global and Indian consumer electronic market

The expected growth of electronic market between years 2012-15 is 7% per year. World consumer electronics sales are predicted to record 10% growth in 2011, reaching almost \$965 billion, compared with 13% in 2010 when sales reached close to \$875 billion, reports the Consumer Electronics Association. The Indian electronic industry forms only .7% part of world's electronic industry however it has huge potency for growth and industry is generating rapid demand. As per MacKinsey Global Institute consumption spends in India will grow in a big way between 2005 and 2015 and the enhanced consumption will fuel the GDP growth further, below is showing Indian consumer market size and projected growth category-wise:

Consumption category	Market Size 2005	Market Size 2025	Market Growth
Transportation	2788	13754	10.965
Food ,Beverage and tobacco	7147	17296	10.150
Health care	1ss148	8902	7.775
Personal product and service	1274	7424	6.150
Education and recreation	762	6120	5.356
Housing and Utility	2019	6624	4.605
Household products	484	1828	1.344s

Source: MacKinsey Global Institute

### Literature review

Consumer behaviour is the process whereby individual decides what, where, why and how to purchase a particular product (Walter & Paul), it is a psychology through which consumer analyses the benefit and usefulness of product with respect to its price. Buyer behaviour is a process where as customer is regarded as black box as we cannot see what is going on in his mind (S.A Sherlekar).

### II: Research methodology

The present study identifies the impact of occupation and income level on the purchase of electronic goods. A multiple descriptive type of research was designed for the study.

### Objective of study

1. The basic objective of the study is to understand the impact of income level/occupation on purchase of electronics.
2. To find out difference if any in purchase of electronic goods by male and females.
3. Other factors which influence purchase of electronics.

### Hypothesis

The hypothesis framed for the study is

**H1** There is significant association of occupation and time taken to decide on purchase by consumer

**H2** There is significant impact of advertisement on the purchase decision

### Sample Size

The sample size taken is 125 respondents visiting electronic shops through random sampling.

### Limitation of study

This research paper is micro level study it was restricted to the few areas of Pune region only because of that the sample size drawn was small. Future study may be extended to a wider area with bigger sample size. The survey is subject to the bias and prejudice of the respondent, Hence hundred percent accuracy cannot be expected.

### III: Factors influencing buyer behaviour

Buyer get influenced by many factors like economical, socio-cultural, technological, environmental and many more. These factors are stimuli which drives decision making power of consumer and guide behaviour of him in a particular manner. Economic factor pushes individual to think rationally he tries to purchase products

after several analysis and comparisons whereas under socio-cultural factors buyer do not behave on its own his decisions are influenced by either intimate group or opinion group.

#### IV: Data analysis and interpretation

The demographic profile of the respondent under the study is presented here and the results are discussed here as per the hypothesis taken

##### 1) Demographic profile of respondents

**Table 1: Demographic Classification of Respondents**

S.No	Age of respondents	Male respondent		Female respondent	
		Number	Percentage	Number	Percentage
1	Up to 20 years	14	17 %	5	11%
2	20 to 30 years	15	19 %	13	28%
3	30 to 40 years	34	45 %	17	36%
4	40 to 50 years	12	15. %	7	15%
5	50 and above	3	4 %	5	10%
	Total	78	100%	47	100%

Source: Primary Data

##### 2)Educational qualification of respondents

Table 2 shows the level of educational qualification of respondents most of the respondents are Graduate or diploma holders total percentage of such respondents are 34.4% ,there are 8% people who are high school pass where as 29% respondents are post graduate .the % of illiterate respondents are 12 %.

S.No.	Educational Qualification	No. of respondents	Percentage
1	High School	10	8 %
2	Senior Secondary School	20	16%
3	Graduate/Diploma holders	43	34.4%
4	Post Graduate	37	29.6%
5	Illiterate	15	12%
	Total	125	100%

**Table 2: Educational Qualification of Respondents**

Source : Primary data

##### 3) Occupation of respondents

Table 3 shows most of the respondents belong from business class that is 33.6% where as 26.4% are from service class,24% is from agricultural background and 10.4% were unemployed

**Table 3: Occupational status of respondent**

S.No	Occupational Status	No. of Respondents	Percentage
1	Service	33	26.4%
2	Business	42	33.6%
3	Agricultural	30	24%
4	Unemployed	13	10.4%
5	Others (retired and all)	7	5.6%
	Total	125	100%

Source: Primary data

**4) Influence of media over respondent while purchasing products**

Table 5 shows that 44.8% of the respondents say they get motivated by advertisement showing on TV where as there are 20% respondent who get influenced by advertisement on radio, 16% through newspaper, and 12, 7.2 % through magazine and other sources respectively

**Table 4: Influence of Media over respondents while purchasing products**

S.No	Type of Media	No. of Respondents	Percentage
1	TV	56	44.8%
2	Newspapers	20	16%
3	Radio	25	20%
4	Magazines	15	12%
5	other	9	7.2%
	Total	125	100

Source: Primary Data

The calculated value of chi-square is 15.62 and the tabulated value of chi-square with 12 degrees of freedom at 5% significant level is 321.02. Since the calculated value is less than the tabulated value the hypothesis is accepted. The above analysis infers that there is significant influence of advertisement over the purchasing decision of consumer.

**5) Occupational status and time taken to purchase by consumer****Table 5: Occupational status and time taken to decide on purchase**

S.no	Occupational status	Immediate	Time taken less than one month	Time taken (two month)	More than two month	Total
1	Agriculture	5	2	2	1	10
2	Business	18	11	5	3	37
3	Employed	21	19	16	5	61
4	Retired	3	2	2	1	8
5	Other	1	3	1	4	9
	total	48	37	26	14	125

The calculated value of Chi-Square is 26.04 and the tabulated value of Chi-Square with 12 degrees of freedom at 5% significant level is 21.02. Since the calculated value is greater than the tabulated value the hypothesis is rejected. The above analysis infers that the occupational status has no significant association over the time taken to decide on purchase.

### **Findings**

The study shows

- 1) Most of the respondents who usually visit to electronic shops are of age group between 20 to 40 years.
- 2) There is significant impact of advertisement on purchasing decision of consumer
- 3) People take advice before purchasing such durable goods they don't solely go with their will.
- 4) There is no significant relation between occupation and time taken to purchase by consumer

### **Conclusion**

There are many factors which influence buying behaviour of consumer in electronic goods purchase decision mostly consumer takes help of opinion groups and close groups the level of education also plays an important role in decision making intellectual people take more time to purchase in comparison to illiterate or less educated people, income also plays an important role in buying behaviour of consumer.

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