

# **“A STUDY ON PURCHASING BEHAVIOUR OF CONSUMABLE PRODUCTS BY STUDENTS OF COLLEGES WITH SPECIAL REFERENCE TO PATHANAMTHITTA DISTRICT”**



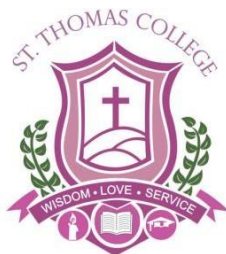
**DISSERTATION SUBMITTED TO  
THE MAHATMA GANDHI UNIVERSITY  
IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE  
DEGREE OF BACHELOR OF COMMERCE**

**BY**

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**UNDER THE GUIDENCE OF**

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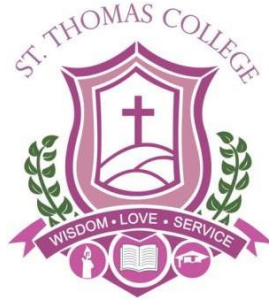


**ST. THOMAS COLLEGE  
THAVALAPPARA**

**2021-2024**

# **ST. THOMAS COLLEGE, THAVALAPPARA**

**KONNI**



## **CERTIFICATE**

This is to certify that this dissertation entitled, **“A Study on Purchasing Behavior of Consumable Products by the Students of Colleges with Special Reference to Pathanamthitta District”** is a bonafide work of research done by Joel Sajan Thomas Final Year B.Com Student, St. Thomas College, Thavalappara in partial fulfillment of the requirement for the award of Bachelor of Commerce in Mahatma Gandhi University, Kottayam.

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## **DECLARATION**

I hereby declare that the project titled “**A STUDY ON PURCHASING BEHAVIOUR OF CONSUMABLE PRODUCTS BY STUDENTS OF COLLEGES WITH SPECIAL REFERENCE TO PATHANAMTHITTA DISTRICT**” submitted by me for the award of the degree of bachelor of commerce of the M.G University, Kottayam, Kerala in my own work. The report has not been submitted for the award of any degree or diploma of this university or any other university

**Joel Sajan Thomas**

Place:

Date:

## **ACKNOWLEDGEMENT**

Firstly, I extend my thanks to **Dr. P. K. Josekutty** Principal of St. Thomas College, Thavalappara, special regards and appreciation is reserved for all my friends, teachers, staff and respondents whose honest feedback, ideas and thoughts helped me navigate through the most difficult phase of the project work.

I am also grateful to **Mrs.Jini John** (Head of Department) for her continuous and deliberate discussion on the topic during the project. I am indebted to all who have directly and indirectly been a great help in doing and writing this project report. I am thankful to express my gratitude to **Ms. Jaimy Joshua** who inspired me and guided throughout the period of the project work that enabled me to successfully complete the project.

Last, but not least I am thankful to my parents who have motivated me throughout the project work. I am pleased to say that the whole project is just presentation of the facts that have been found during the project through different sources and its each sentence is an exact presentation and analysis of the information obtained thereof. I hope that I have manifested my sincere attempts to represent all the information and other things to the best of my ability.

**Joel Sajan Thomas**

## **CONTENTS**

- **LIST OF TABLES**
- **LIST OF FIGURES**

<b>SL NO:</b>	<b>CONTENTS</b>	<b>PAGE NO:</b>
<b>1</b>	<b>CHAPTER:-</b>	
	• INTRODUCTION	<b>8-18</b>
	• THEORETICAL FRAMEWORK	<b>19-26</b>
	• REVIEW OF THE LITERATURE	<b>27-30</b>
	• DATA ANALYSIS AND INTERPRETATION	<b>31-48</b>
	• FINDINGS, SUGGESTIONS AND CONCLUSION	<b>49-54</b>
<b>2</b>	<b>APPENDIX &amp; QUESTIONNAIRE</b>	<b>55-59</b>
<b>3</b>	<b>BIBLIOGRAPHY</b>	<b>60</b>

## **LIST OF TABLES**

<b>SL NO:</b>	<b>CONTENTS</b>	<b>PAGE NO:</b>
<b>4.1</b>	<b>GENDER CLASSIFICATION</b>	<b>32</b>
<b>4.2</b>	<b>USAGE OF SHOPPING</b>	<b>33</b>
<b>4.3</b>	<b>PREFERENCE OF PURCHASE</b>	<b>34</b>
<b>4.4</b>	<b>TIME SPEND ON SHOPPING</b>	<b>35</b>
<b>4.5</b>	<b>MAXIMUM PURCHASE LIMIT PER MONTH</b>	<b>36</b>
<b>4.6</b>	<b>ATTRIBUTES CONSIDERED WHILE BUYING NEW PRODUCTS</b>	<b>37</b>
<b>4.7</b>	<b>THINGS WHICH INFLUENCES BUYING A NEW PRODUCTS</b>	<b>38</b>
<b>4.8</b>	<b>M.R.P BEING SET BEFORE BUYING THE PRODUCTS</b>	<b>39</b>
<b>4.9</b>	<b>CHECKING THE PRICE OF GOODS YOU BUY FROM ALTERNATIVE SOURCES</b>	<b>40</b>
<b>4.10</b>	<b>PURCHASING THE PRODUCTS IF IT IS COSTLIER THAN USUALLY SPEND</b>	<b>41</b>
<b>4.11</b>	<b>PURCHASING OF A PRODUCT AFTER BARGAINING OR PRICE OFFERED BY SHOPKEEPER</b>	<b>42</b>

<b>4.12</b>	<b>PURCHASING OF A PRODUCT IF THE PRICE IS NOT REDUCED BY THE SHOPKEEPER</b>	<b>43</b>
<b>4.13</b>	<b>PERCENT OF DISCOUNT WHICH IS APPROPRIATE FOR BUYING A NEW PRODUCT</b>	<b>44</b>
<b>4.14</b>	<b>RESPONDENTS WHO WAIT FOR FESTIVAL SEASON OFFERS OR SALE OFFERS</b>	<b>45</b>
<b>4.15</b>	<b>PURCHASING DECISION INFLUENCERS IN YOUR FAMILY</b>	<b>46</b>
<b>4.16</b>	<b>REPLACEMENT OF PRODUCT INCASE IT DOESN'T SUIT YOU AFTER BUYING</b>	<b>47</b>
<b>4.17</b>	<b>SUPERIORITY IN PURCHASING DECISION</b>	<b>48</b>

## **LIST OF FIGURES**

<b>SL NO:</b>	<b>CONTENTS</b>	<b>PAGE NO:</b>
<b>4.1</b>	<b>GENDER CLASSIFICATION</b>	<b>32</b>
<b>4.2</b>	<b>USAGE OF SHOPPING</b>	<b>33</b>
<b>4.3</b>	<b>PREFERENCE OF PURCHASE</b>	<b>34</b>
<b>4.4</b>	<b>TIME SPEND ON SHOPPING</b>	<b>35</b>
<b>4.5</b>	<b>MAXIMUM PURCHASE LIMIT PER MONTH</b>	<b>36</b>
<b>4.6</b>	<b>ATTRIBUTES CONSIDERED WHILE BUYING NEW PRODUCTS</b>	<b>37</b>
<b>4.7</b>	<b>THINGS WHICH INFLUENCES BUYING A NEW PRODUCTS</b>	<b>38</b>
<b>4.8</b>	<b>M.R.P BEING SET BEFORE BUYING THE PRODUCTS</b>	<b>39</b>
<b>4.9</b>	<b>CHECKING THE PRICE OF GOODS YOU BUY FROM ALTERNATIVE SOURCES</b>	<b>40</b>
<b>4.10</b>	<b>PURCHASING THE PRODUCTS IF IT IS COSTLIER THAN USUALLY SPEND</b>	<b>41</b>
<b>4.11</b>	<b>PURCHASING OF A PRODUCT AFTER BARGAINING OR PRICE OFFERED BY SHOPKEEPER</b>	<b>42</b>



<b>4.12</b>	<b>PURCHASING OF A PRODUCT IF THE PRICE IS NOT REDUCED BY THE SHOPKEEPER</b>	<b>43</b>
<b>4.13</b>	<b>PERCENT OF DISCOUNT WHICH IS APPROPRIATE FOR BUYING A NEW PRODUCT</b>	<b>44</b>
<b>4.14</b>	<b>RESPONDENTS WHO WAIT FOR FESTIVAL SEASON OFFERS OR SALE OFFERS</b>	<b>45</b>
<b>4.15</b>	<b>PURCHASING DECISION INFLUENCERS IN YOUR FAMILY</b>	<b>46</b>
<b>4.16</b>	<b>REPLACEMENT OF PRODUCT INCASE IT DOESN'T SUIT YOU AFTER BUYING</b>	<b>47</b>
<b>4.17</b>	<b>SUPERIORITY IN PURCHASING DECISION</b>	<b>48</b>

# **CHAPTER-1**

## **INTRODUCTION**

## **INTRODUCTION**

Shopping is the examining of goods or services from retailers with the intent to purchase at That time. Different people have different perceptions while they go for shopping. Some just Love to shop and think that's the best thing to do, which gives them happiness also. Some just Do shopping just to get the necessary items that is their daily use items and don't find Shopping that much fun. Gender also influences the buying behaviour of a particular person a Lot .There are certain aspects which influence the purchasing decisions of male and female Like their perception ,decision making, thinking etc . In measuring the market view-point, the Assignments of numbers must be made to the observation of the object. Thus some form of Measurement scale was formed by using appropriate Scaling Technique. Scaling technique Was often used to collect opinion of respondents about certain issue. These were the process Of measuring or ordering entities with respect to quantitative or qualitative attributes. A Scaling technique might involve estimating individuals' levels of extraversion, or the Perceived quality of products. Scales were tested for reliability, generalizability, and validity. Generalizability are the ability of scale to make inferences from a sample about population. Reliability are the extent to which, scale will produce consistent results. Validation can be, Internal validation which checks the relation between the individual measures included in the Scale, and the composite scale and external validation checks the relation between the Composite scale and other indicators of the variable, indicators not included in the scale. Generally, we classify scales into two components – Comparative and Non- comparative Scales. In Comparative scaling, items are directly In marketing research there were several Types of measurement scales available depending upon the level of measurement – nominal, Ordinal, interval and ratio.

- Nominal – level of measurement where numbers were used as labels to classify objects.
- Ordinal – provides information about ordered relationship among objects. Ordinal scale Measures whether an object has more or less of a characteristic than some other object, but Not how much more or less. Another use of ordinal scale was to measure rating of a particular Characteristic. Arbitrary scales are developed or designed by the researcher's own subjective

Selection of items. The researcher first collects few statements or items which he believes are Unambiguous & appropriate to a given topic. Some of these are selected for inclusion in the Measuring instrument & then people are asked to check in a list the statements with which they agree.

The name of L.L Thurstone is associated with differential scales which have been developed Using consensus scale approach. Under such an approach the selection of items is made by a Panel of judges who evaluate the items of whether they are relevant to the topic area & Unambiguous in implication. After developing the scale, the respondents are asked during the Administration of the scale to check the statement with which they agree. The median value of the statements that they check is worked out & this establishes their score or quantifies their Opinion. It may be noted that in the actual instrument the statements are arranged in random Order of scale value. If the values are valid & if the opinionnaire deals with only one attitude Dimension, the typical respondent will choose one or several contiguous items (in term of Scale values) to reflect his views. However, at times divergence may occur when a statement Appears to trap a different attitude dimension. Such scales are considered most appropriate & Reliable when used for measuring a single attitude.

### **Comparison between the Arbitrary & Differential Scales**

In case of Arbitrary scale the researcher himself collects few statements or items which he Believes are ambiguous & appropriate to a given topic where as in case of Differential Scales The selection of the items is made by a panel of judges who evaluate the items in terms of Whether they are relevant to the topic area & ambiguous in implication.

### **PURCHASE DECISION**

Once the alternatives have been evaluated, the consumer is ready to make a purchase Decision. Sometimes purchase intention does not result in an actual purchase. The marketing Organization must facilitate the consumer to act on their purchase intention. The organization Can use a variety of techniques to achieve this. The provisions of credit or payment terms May be encourage or a sales promotion such as the opportunity to receive a premium or enter A competition

may provide incentives to buy now. The relevant internal psychological Process that is associated with purchase decision integration. Once the integration is Achieved, the organization can influence the purchase decision much more easily.

### **COMPLEX BUYING BEHAVIOUR**

Consumer goes through complex buying behaviour when they are highly involved in a Purchase and aware of significant differences among brands. Consumers are highly. Involved When the product is expensive, bought infrequently, risky and highly self-expensive. Typically, the consumer does not know much about the product category and has much to Learn. For example, a person buying a computer may not know what attribute to look for. Many of the product features like “16K memory”, “disc storage”, “screen resolution” carry no Meaning to him or her. This buyer will pass through a learning process characterized by first Developing benefits about the product the attitudes, and then making a thoughtful purchase choice. The marketer of a high involvement product must understand the information Gathering and evaluation behaviour of high involvement consumers. The marketer needs to Develop strategies that assist the buyer in learning about the attributes of the product class, Their relative importance, and the high standing of the company’s brand on the more Important attribute. The marketer needs to differentiate the brand’s features use mainly print Media and long copy to describe the brand’s acquaintances to influence the brand choice. Sometimes the consumer is highly involved in a purchase but sees little difference in the Brands. The high involvement is again based on the fact that the purchase is expensive, Infrequent and risky. In this case the buyer will shop around to learn what is available, but Will buy fairly quickly because brand differences are not pronounced. The buyer may respond Primarily to a good price or to purchase convenience. After the purchase the consumer might Experience dissonance that stems from noticing certain disquieting features of the product or Hearing favourable things about other brands. The consumer will be alert to information that Might justify his or her decision. The consumer will first act, then acquire new beliefs and End up with a set of attitudes. Here making communications should aim to supply beliefs and Evaluations that help the consumer feel good about his or her brand choice.

## **HABITUAL BUYING BEHAVIOUR**

Many products are bought under conditions of low consumer involvement and the absence of Significant brand differences. Consider the purchase of salt, consumer have little involvement In this product category. They go to the store and reach for the brand. If they keep reaching For the same brand, it is out of habit, not strong brand loyalty. There is a good evidence that Consumer have low involvement with most low cost, frequently purchased products. Consumer behaviour in these cases does not pass through the normal belief/ attitude/ Behaviour sequence. Consumer do not search extensively for information about the brands, evaluate their characteristics and make a weighty decision on which brand to buy. Instead they are passive recipients of information as they watch television or see print advertisement. Advertisement repetition creates brand familiarity rather than brand conation. Consumers do not form a strong attitude towards a brand but select it because it is familiar. After purchase they may not even evaluate the choice because they are not highly involved with the product. So the buying process is brand beliefs formed by passive learning, followed by purchase behaviour, which may be followed by evaluation

## **IMPORTANCE**

A study on the purchasing behaviour of college students regarding consumable products holds significant importance for several reasons:

**1. Insight into Consumer Behaviour:** Understanding what influences college students' purchasing decisions can provide valuable insights for businesses and marketers targeting this demographic, helping them tailor their products and marketing strategies effectively.

**2. Market Potential:** College students represent a sizable consumer group with specific needs and preferences. Identifying trends and preferences within this demographic can help businesses tap into this market segment more effectively and capture a larger share of their purchasing power.

**3. Impact on Product Development:** Insights gained from studying college students' purchasing behaviour can inform product development processes, enabling companies to create products that better resonate with this consumer group and meet their evolving needs.

**4. Informing Marketing Strategies:** Knowledge of college students' purchasing behaviour can guide marketing efforts, such as the selection of advertising channels, messaging, and promotional activities, to effectively reach and engage this audience.

**5. Educational Institutions' Perspective:** Colleges and universities can benefit from understanding their students' spending habits to better support them in managing finances, promoting responsible consumption, and offering relevant services or products on campus.

**6. Social and Cultural Trends:** College campuses often serve as hubs for the emergence of new social and cultural trends. Studying students' purchasing behaviour can provide insights into broader societal shifts, helping businesses stay ahead of market trends.

**7. Academic Research and Education:** Research on purchasing behaviour contributes to academic knowledge and can be incorporated into educational curricula, providing students with real-world examples and applications in marketing, consumer behaviour, and business studies.

In summary, a study on the purchasing behaviour of college students of consumable products is important for understanding consumer preferences, informing business strategies, supporting educational institutions, and advancing academic research in marketing and consumer behaviour.

### **STATEMENT OF THE PROBLEM**

This study seeks to provide valuable insights for businesses to tailor marketing strategies effectively based on gender-specific consumer preferences in the consumable products market.

### **OBJECTIVES OF THE STUDY**

- To determine the gender role in purchase of Goods.
- To study the spending habits of both male and Female consumers.
- To find out more preferable type of goods by Both male and female consumers.
- To find out the influencing factors both male And female consumers.
- To make suggestions to improve their Purchasing behaviour more efficiently and Effectively

### **RESEARCH METHODOLOGY**

The research for this study is conducted through Quantitative research which focuses on gathering and analysing numerical data from the target audience to understand the purchasing behaviour of consumable products by college students within Pathanamthitta district in which data collection is done with the help of a questionnaire, then it is tabulated and findings are made through graphical representation.

### **POPULATION**

The population of this study is comprised of students of colleges in the Pathanamthitta district who purchase consumable products.

### **RESEARCH DESIGN**

The research was designed in both Qualitative as well as Quantitative mode in order to obtain The required data for the primary and secondary objectives.



## **SAMPLE**

For the Purpose of convenience sampling method is used. To get the primary information on preference of consumers Questionnaire survey was conducted with 50 respondents.

### **a) SAMPLING FRAME**

All the students of colleges in the Pathanamthitta district who purchase consumable products.

### **b) SAMPLING UNIT**

The sample unit of this study is of different age groups.

### **c) DETERMINATION OF SAMPLE**

The size of the sample is 50. The sample is divided into sub sample in term of 5 age groups. Each groups have distribution sample Size of about 10.

### **d) SAMPLING METHOD**

For the study probability sampling is used it is because determining the population Size of people preference various consumable products brands is difficult. Therefore, sampling method is used for convenience Simple Random Sampling. Method.

## **DATA COLLECTION**

Data collection includes the type of data and the sources of data that While used doing a project. The data is collected from both primary and secondary sources.

### **Primary Data**

Primary Data is the data which new. We use the primary source to collect the primary data. Primary source include personal meeting / interviewing method. As a primary source of data's we have filled the questionnaire from different customers who were using different brands of consumable products.

### **Questionnaire**

The questionnaire is prepared to examine the preference in selected brands consumable products. The language of questionnaire should be so simple and easy so that everyone can answer easily. These questions have helped us to study the preference of consumer.

### **Secondary data**

The data which is already in existence is known as secondary data. Secondary source include website, brochure of the respective companies' various paper and magazines published from time to time. Historical document and sources of published information.

### **TOOLS FOR ANALYSIS**

**Percentage method :-** It defines the ratio of a value to the complete value multiplied by 100. The percentage can be also referred to as per cent and is denoted by '%'. The percentage represents "per one hundred" and denotes a piece of a total amount.

$$\text{No: of respondent} / \text{Total respondents} \times 100$$

## **LIMITATIONS**

Studying the purchasing behaviour of college students regarding consumable products has some limitations:

- 1. Sample Bias:** The study may not capture a diverse enough sample, potentially skewing results if it only focuses on a particular demographic or geographic area.
- 2. Self-Reporting Bias:** Participants may not accurately report their purchasing behaviour due to social desirability bias or memory errors.
- 3. Limited Generalizability:** Findings may not be applicable to the wider population, as college students may have unique characteristics and constraints compared to other consumer groups.
- 4. Temporal Factors:** The study's findings may only reflect the purchasing behaviour at a specific point in time and may not be representative of long-term trends or changes.
- 5. Influence of External Factors:** Other variables like cultural, economic, or marketing influences may impact purchasing decisions but are not fully accounted for in the study.
- 6. Scope and Depth:** Depending on the study design, certain aspects of purchasing behaviour may not be fully explored, limiting the understanding of underlying motivations and influences.
- 7. Response Rate and Participation Bias:** Low response rates or selective participation can introduce bias and affect the reliability and validity of the study's findings.
- 8. Limited Contextual Understanding:** The study may not delve deeply into the contextual factors shaping purchasing behaviour, such as individual preferences, peer influence, or financial constraints.
- 9. Ethical Considerations:** There may be ethical concerns regarding privacy, data collection, and the manipulation of consumer behaviour in the study's design and implementation.
- 10. Resource Constraints:** The study may be limited by available resources, such as funding, time, or access to data, which could impact its scope and quality.

## **PERIOD OF STUDY**

This study was conducted between the period November 2023 to February 2024.

## **CHAPTER-2**

# **THEORETICAL FRAMEWORK**

## **Purchasing behaviour of college students**

### **AN OVERVIEW**

The purchasing behaviour of college students is influenced by a myriad of factors that shape their consumer choices and preferences. With limited financial resources, students often exhibit a high degree of price sensitivity, seeking cost-effective options in their purchasing decisions. The technological landscape plays a crucial role in their behaviour, as college students are early adopters of gadgets and devices that enhance both their academic and social experiences. Social and peer influence also significantly impact their choices, as recommendations from friends and online influencers can sway decisions on brands and products. Convenience is a key consideration, with online shopping, fast-food options, and time-saving services aligning well with the busy and demanding schedules of college life. Moreover, sustainability has emerged as a growing concern, influencing students to opt for products and services that align with ethical and environmental values. The academic context further shapes their purchasing behavior, with needs for textbooks, stationery, and software contributing to the overall consumption patterns. As college students navigate through this dynamic environment, businesses and marketers need to understand and adapt to these multifaceted influences to effectively connect with this demographic.

Furthermore, life aspirations, including extrinsic goals like Financial success and hedonism, as well as intrinsic goals like Self-acceptance and affiliation, have been found to impact Compulsive buying behavior among university students. Cultural factors and psychological factors, such as motivation, Perception, learning, beliefs, and attitudes, also play a Significant role in influencing students' buying behavior, Particularly in the skincare product market. The pervasive Influence of technology is evident as students embrace the Latest gadgets and devices to support both academic and social Aspects of their lives. Social and peer influence play a Significant role, with recommendations from friends and Online influencers shaping brand preferences. Sustainability Has gained prominence, leading students to favor products and Services that align with ethical and environmental values. The Academic context also molds their purchasing behavior, with The need for textbooks, stationery, and software contributing to Their overall consumption patterns. To effectively engage with This demographic, businesses and marketers

must comprehend And adapt to these diverse influences, recognizing the dynamic Nature of the college student consumer base.

## **PURCHASING BEHAVIOR**

Purchasing behaviour, the process through which consumers make decisions to buy goods or services, is influenced by various factors. These include personal, psychological, social, and cultural elements. Understanding consumer motivations, perceptions, and attitudes is crucial in comprehending their buying choices. The decision-making process typically involves problem recognition, information search, evaluation of alternatives, purchase, and post-purchase evaluation. Marketers leverage this understanding to develop effective strategies, ensuring products align with consumer needs and preferences. Stay tuned for more specific insights or questions you may have about purchasing behaviour.

## **TYPES OF CONSUMER BEHAVIOR**

There are four types of consumer buying behaviour to consider: complex buying, dissonance-reducing buying, habitual buying and variety seeking. The buyer's engagement is particularly high in complex buying behaviour because the risk is considerable due to the large amount of money involved in the buying of an expensive goods. Spend a lot of time researching and making decisions. All six steps of the buying process are covered, including information from the firms, friends, and family and shop employees, among others. Automobiles, houses, computers and education are a few examples. Because of the product's rarity and the lack of viable alternatives, buyers who engage in Dissonance-reducing buying practices exhibit a higher level of participation in the buying process. A modest amount of time is needed to gain knowledge about an unknown brand in a well-known product category. Clothing is an example of a product class but not a specific brand. When consumer buys things of a regular nature, this is an example of habitual buying behaviour. He doesn't want to get too involved, so he goes with the best options that are accessible. For convenience, he chooses to shop here since the things are of poor value, cheap cost, need very little research or decision-making work, and can be bought practically instantly. Soft drinks, snacks, and milk are a few examples. There is a lot of diversity in low-priced items, but there isn't much of a distinction between them. A different Buying

Behaviour may be elicited when the same product is purchased again. It is possible for a product to go from one category to another. Consumers in this situation compare the many items on the market and choose the most cost-effective one. Loyalty to a single brand is non-existent, and the customer constantly shifts his or her preferences based on the latest deals.

## **OBJECTIVES OF PURCHASING BEHAVIOUR**

- 1. Understand Consumer Motivations:-** Identify and comprehend the underlying motives driving consumers to make purchasing decisions.
- 2. Analyse Decision-Making Process:-** Break down the stages of the consumer decision-making process, from problem recognition to post-purchase evaluation.
- 3. Explore Psychological Influences:-** Investigate how psychological factors, such as perception, learning, and attitudes, impact purchasing behaviour.
- 4. Examine Social Influences:-** Evaluate the role of social factors, including family, reference groups, and social media, in shaping consumer choices.
- 5. Consider Cultural Factors:-** Explore how cultural values, beliefs, and norms influence purchasing behaviour on consumable products.
- 6. Study Personal Characteristics:-** Investigate individual traits, lifestyles, and demographics that contribute to variations in purchasing behaviour.
- 7. Analyse Product Characteristics:-** Understand how product attributes, packaging, branding, and pricing affect consumer preferences and decisions.
- 8. Evaluate Marketing Strategies:-** Assess the effectiveness of marketing tactics in influencing consumer perceptions and encouraging product adoption.
- 9. Identify Decision-Making Patterns:-** Recognize recurring patterns in consumer decision-making specific to consumable products.
- 10. Facilitate Post-Purchase Satisfaction:-** Explore strategies to enhance post-purchase satisfaction, loyalty, and positive word-of-mouth, contributing to long-term customer relationships.

These objectives collectively provide a comprehensive framework for studying and understanding purchasing behaviour in the context of consumable products.



## **CONSUMABLE PRODUCTS**

Consumable products refer to items that are intended for regular use and are eventually depleted or exhausted. These products are typically consumed, used up, or worn out over time.

### **TYPES OF CONSUMABLE PRODUCTS**

Consumable products can be categorized into various types based on their nature and use. Here are some common types:

1. **Food and Beverages:-** Groceries, fresh produce, packaged foods, and beverages consumed for sustenance or enjoyment.
2. **Personal Care Products:-** Toiletries, cosmetics, skincare products, and grooming items used for personal hygiene and appearance.
3. **Household Cleaning Products:-** Detergents, cleaning solutions, disposable wipes, and other products used to maintain cleanliness in homes.
4. **Medications and Healthcare Products:-** Pharmaceuticals, vitamins, over-the-counter drugs, and health supplements.
5. **Office and School Supplies:-** Paper, pens, pencils, notebooks, and other supplies used for educational or work-related purposes.
6. **Clothing and Apparel:** - Garments, shoes, and accessories worn for protection, fashion, or specific activities.
7. **Fuel and Energy Sources:-** Gasoline, diesel, electricity, and other sources of energy used for powering vehicles and appliances.
8. **Batteries:** - Power sources for electronic devices that are consumed over time and need replacement.
9. **Disposable Items:-** Products like disposable plates, cups, and utensils that are used once and then discarded.
10. **Candles and Incense:** - Items used for ambiance and fragrance, often consumed through burning.

**11. Pets and Pet Supplies:-** Pet food, treats, grooming products, and other items for the care of pets.

**12. Tobacco Products: -** Cigarettes, cigars, and other tobacco-related items.

Understanding the specific characteristics and consumer behaviours associated with each type of consumable product is crucial for effective marketing and business strategies.

## **FACTORS INFLUENCING CONSUMER BEHAVIOR**

**Personal factors: -** The judgments and purchasing habits of each consumer are influenced by their unique traits. Consumer behaviour is influenced by a variety of individual characteristics, including age, income, and personality. A person's lifestyle, morals, surroundings, interests, and consumer habits change during his or her life. Age has a direct impact on his living circumstances, the kind of city in which he lives, and the area of the nation in which he lives. How a person chooses to live will have a significant impact on the products they buy. As a result of a person's communicative qualities and their impacts in continual operation, a person's unique set of traits and characteristics is referred to as their "personality." An individual notion refers to a person's view of his or her own self. These ideas have a significant impact on how a person thinks and behaves. His ability to buy and acquire positive attitudes as a consumer is influenced by his personality.

**Social factors :-** Consumers' reactions are greatly influenced by the social context in which they operate. It may be subdivided into several categories, such as recommendation clubs, family, and so on. A character might be impacted by a community to which he has no connection but want to be affiliated. Buying decisions are influenced by inspiration from others and members of the incentive group will work to put this into action. When it comes to making decisions, the home is the most prevalent and most controlling influence. In the context of a family, a person is able to grow, shape his personality, and take advantage of opportunities. Further, it supports concepts and techniques on consumer attitudes, the knowledge of trademarks and things that men buy.

**Cultural factor:-** Cultural considerations fall under the broad category of the social environment in which a buying is being considered. This has a significant

impact on how a consumer interprets, behaves and expects products. It may be broken down into sub-cultures, social classes, and more. In general, subcultures are made up of a wide range of people who share a same way of life and participate in the same cultural practises. When it comes to culture, each person has their own sub-cultures. Depending on the type of civil rule, social ties are characterized as discrete affiliations and listed toward one another. People that belong to the same group tend to have comparable feelings, concerns, and emotions. Few scientists believe that attitudes may be used as a categorization system and that they can be linked to the civic divisions of a population.

**Emotional constituents:-** Emotional elements such as Perception, Impulse, Faiths and beliefs, Knowledge and trust have a significant effect in consumer behaviour. To put it simply, perception is the process through which a person makes meaning of what he or she is presented with. Personality changes occur as a result of how and when a circumstance is perceived at each given point in time.. To put it another way, impulse is a desire that is so strong that it compels the buyer to make a purchase. Impulse has a direct correlation to demand, and is transmitted in the same manner as shown in purchase decision processes. A person's vow to a certain person, a brand, or an activity is what they mean by "faith." With his background, he gains the information and concepts that he uses to make a purchase. For many individuals, having a strong belief system is a significant personality feature. A brand's image is re-enforced using this method. How people respond to new information depends on how much they have learned in the past. It is via the things one does that one is able to broaden their knowledge base. It's all about what you do, and what you learn from it. Ultimately, consumer confidence in a store is built on their view of that merchant's goods. They also shop more often if they have faith in a certain product. It is important to remember that people are unique in their personalities and their trust is based on a variety of factors, including the quality, quantity, weight, and security of a product's features.

### **TYPE OF CONSUMABLE PRODUCTS USED BY STUDENTS**

While there is a considerable overlap in the consumable products used by male and female students, there are also some preferences that may vary based on individual needs and preferences. Here's a general overview:

## **Consumable Products Commonly Used by Both Male and Female Students:**

1. **Stationery and School Supplies:** - Both genders typically use pens, notebooks, and other stationery items for academic purposes.
2. **Textbooks and Educational Materials:** - Regardless of gender, students require textbooks and educational resources for their courses.
3. **Laptops and Electronic Devices:-** Both male and female students use laptops and electronic devices for studying and coursework.
4. **Food and Beverages:-** Snacks, beverages, and quick meals are commonly consumed by students of all genders.
5. **Health and Personal Care Products:-** Toiletries, hygiene products, and medications are essential for both male and female students.
6. **Clothing and Apparel:-** Basic clothing and accessories are necessities for students of all genders.

## **Consumable Products with Potential Gender Variations:-**

1. **Personal Care and Beauty Products:** - Female students may have additional preferences for cosmetics and specific beauty products.
2. **Clothing and Fashion Accessories:** - Fashion preferences might vary, with females potentially showing more interest in trendy clothing and accessories.
3. **Hair Care Products:-** Female students may use a wider variety of hair care products compared to their male counterparts.
4. **Sports and Fitness Supplements:** - Depending on interests, males might be more inclined towards sports supplements and fitness-related consumables.

It's important to note that individual preferences vary widely, and these generalizations may not apply to every student. Retailers and marketers often tailor their strategies to accommodate diverse preferences and needs within the student demographic.

# **CHAPTER-3**

## **REVIEW OF THE LITERATURE**

## **LITERATURE REVIEW**

**Ahmad Hosaini, Dr. Kuldeep Chand Rojhe (May-June 2020)** Studied and concluded that, Consumer Behaviour refers to process in which consumer select, buy and utilize of products and Services to meet consumers needs and desires. Consumer satisfaction gets the significant Goal of business enterprise. The most essential that to ensure consumer fulfillment lies In The recognizing of the consumer, his likes and dislikes, his expectation and Encouragement, in short undertaking of consumer behaviour. So we have to find the clear Requirements of consumers. There are different elements that effects on consumer Behaviour. As the Change comes in these elements, consumer behaviour also changes Such as Demographic Factors, Social Factors and Cultural Factors.

**Kanupriya , Dr. Rita Anupreetkaur (2016)** said in their Study about the consumer Behaviour for online shopping have stated that e-commerce means buying and selling of Products and services over electronic systems such as the internet and other computer Networks. They put forth the advantages of online shopping according to the respondents 24 hours of availability of online store is playing vital role in attracting consumers. They Tried to study preliminary assessment, evaluation and understanding of the characteristics Of online shopping. An effort has been made to investigate online consumer behaviour, Which in turn provides E-marketers with a constructional framework for fine-tuning their E- businesses' strategies

**Dr. YakupDurmaz (2014):** The researcher tries to investigate how cultural factors affect On consumer buying behaviour. As per the opinion of researcher consumer behaviour is Influenced not only by consumer personalities and motivations, but also by the Relationship within families. Family is a social group and it can be considered the Cornerstone of consumers so it has a crucial place in the perception of marketing. Marketers closely interested in this issue to know the family which changed and renewed In course of time. It provides a tremendous advantage for a marketer to know the Family structure and its consumption characteristics. The researcher conducted a survey on 1400 People from the different parts and concludes that cultural factors do have its long lasting Impact on the consumption decisions of the consumers.

**Subadra S, Murugensan K M & Ganapathi R (2010)** studied “Consumer Perceptions & Behaviour” opined in that consumer behaviour consists of all human behaviour that goes In making purchase decision. An understanding of the consumer behaviour enables a Marketer to take marketing decisions which are compatible with its consumer needs. These are four major classes of consumer behaviour determinants & expectations, Namely, cultural, socioeconomics, personal & psychological. The socioeconomic Determinant of consumer behaviour consists of age, marital status, occupation, education, Income, family size etc. It is said that yesterday’s luxuries are today’s necessities. Hence In this digital world, car is longer a luxury. There are certain attributes of the product Which are identified as influencing the buying decision of & satisfying the consumers.

**Bhattacharya S, Mitra S (2010)** studied & concluded that, the impact of brand on Consumer behaviour of 100 male & 100 female inhabitants in Kolkata city, after detailed Investigation they observed that, the impact of brand on consumer behaviour is more Significant among the female group than that of the male group. Brand name, Brand Loyalty & symbolic meaning were the reasons behind the difference as opined by the Respondents selection of products & shopping experience were more predominant among The female group than that of the male group, it was also stated that the less the monthly Income of the family the more the impact of brand on consumer behaviour.

**Pandey A C & Pandey MK (2013)** studied impact of lifestyle on brand preference of Consumer behaviour & concluded that same of the factors have major role in the Changing of buyer’s behaviour. There was a significant relationship between gender & Insistence on specific brand by consumers for consumer durables at every purchase; Secondly there was no significant relationship between gender & place of purchasing Consumer durable. Luxury is defined as the highest level of prestigious brands along with the physical and Psychological values attached to it (Vigeneron and Johnson, 1999) According to Kastanakis and Balabanis (2014) Consumers buy luxury goods for social status or to Impress others along with the personal and hedonic characteristics associated with luxury Goods.

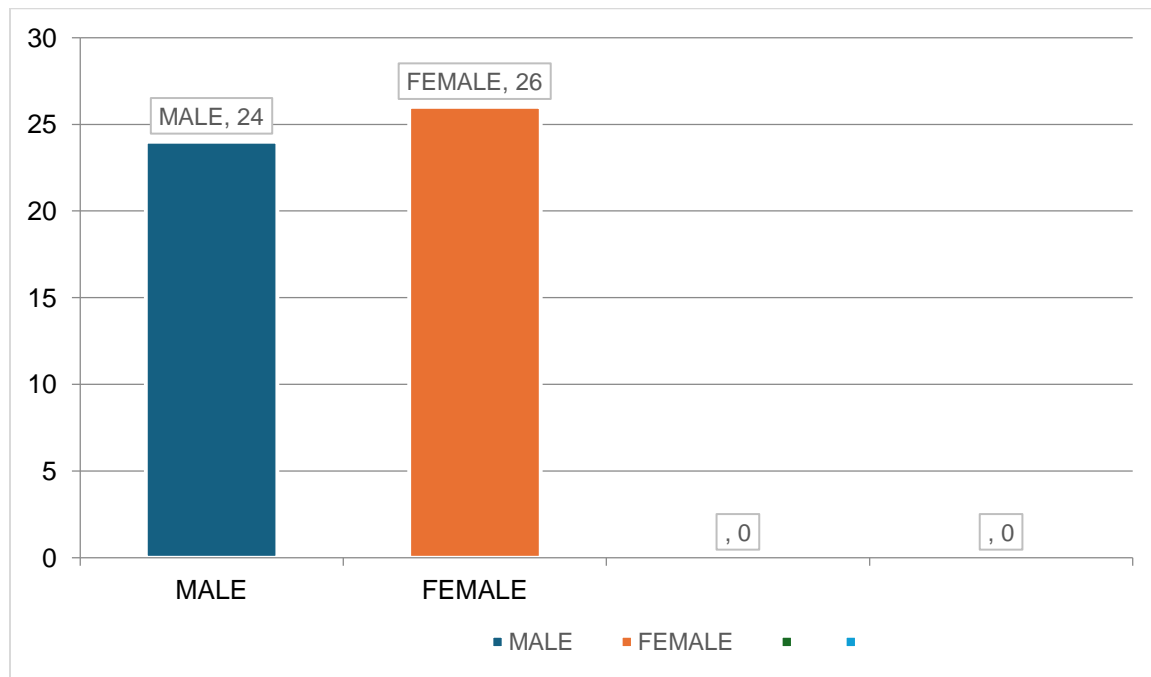
**Dr. Sanjay Hooda. Mr. Sandeep Agarwal (2012)** concluded that there is no significant Difference between internet suffering & gender of the respondents. A positive relation Exists between monthly income, occupation and purchase decision of the re respondents. Person with higher income group usually have little time to go and purchase Products/services from tradition shops because of their busy schedule. Hence in order to Save time they trade online.



**CHAPTER-4**  
**DATA ANALYSIS AND**  
**INTERPRETATION**

## **4.1 GENDER CLASSIFICATION**

<b>GENDER</b>	<b>NO: OF RESPONDENTS</b>	<b>PERCENTAGE</b>
MALE	24	48%
FEMALE	26	52%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

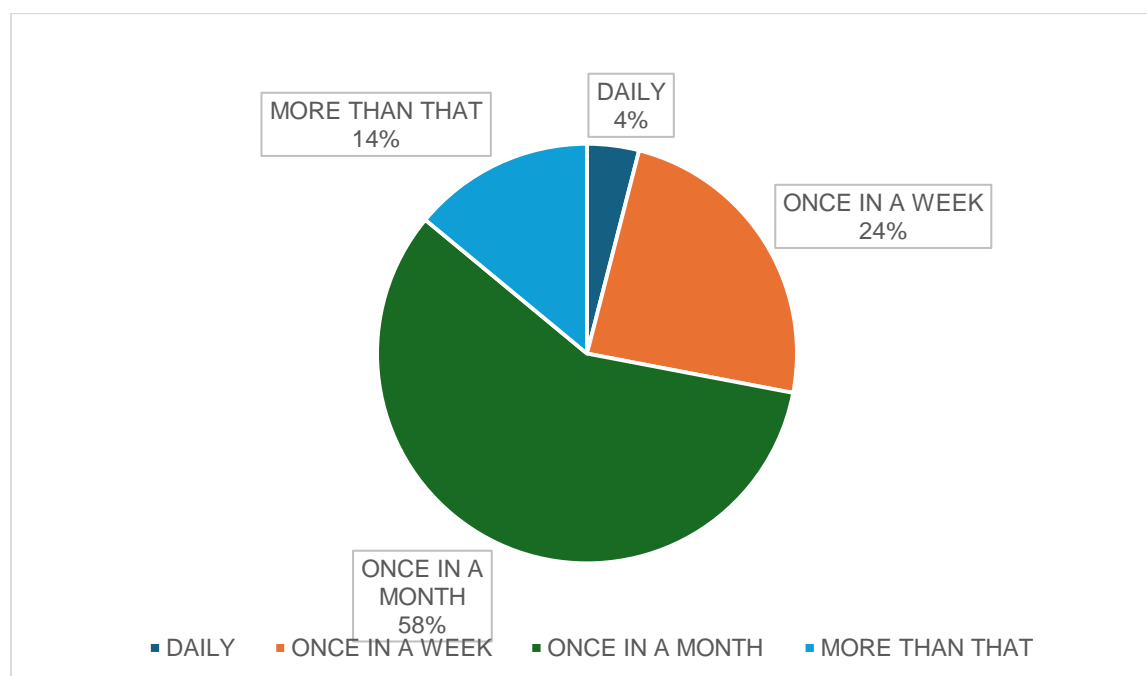


## **INTERPRETATION**

From this table and chart we can understand that about 48% of respondents are male and 52% of the respondents are female.

## **4.2 USAGE OF SHOPPING**

USAGE	NO:OF RESPONDENTS	PERCENTAGE
DAILY	2	4%
ONCE IN A WEEK	12	24%
ONCE IN A MONTH	29	58%
MORE THAN THAT	7	14%
<b>TOTAL</b>	50	100%

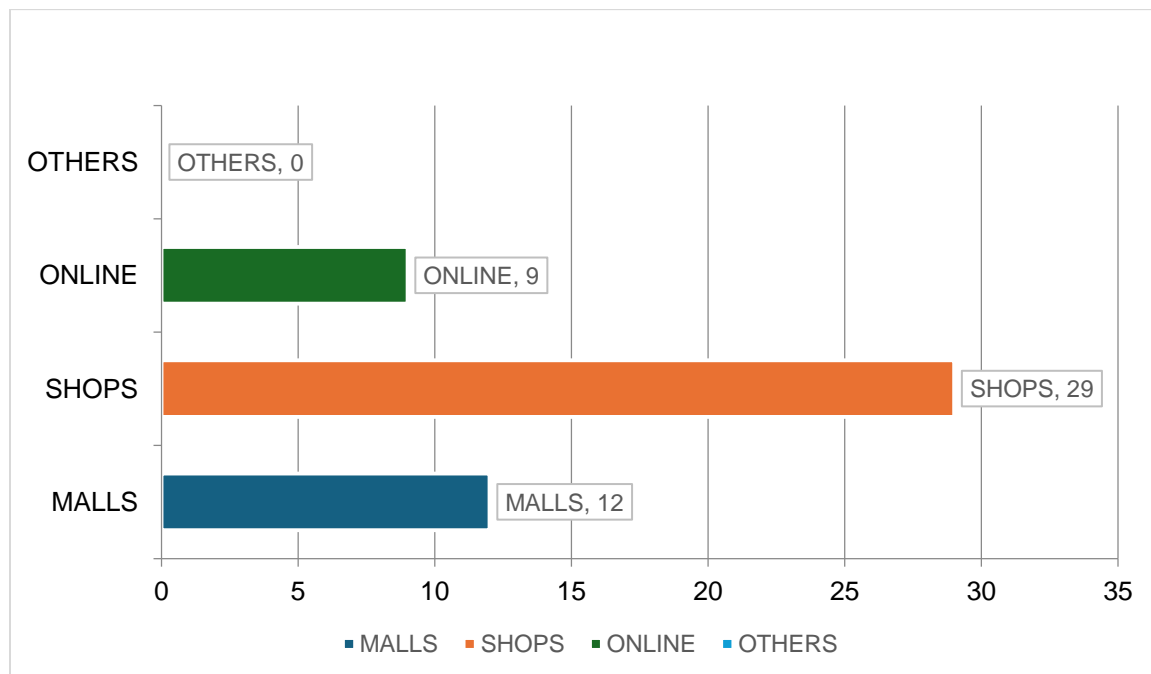


### **INTERPRETATION**

From this table and chart we can understand that about 4% of the people purchase products on a daily basis , 24% of the people purchase products once a week , 58% of the people purchase products once a month, 14% of the people purchase products more than that.

### **4.3 PREFERENCE OF PURCHASE**

PREFERENCE	NO:OF RESPONDENTS	PERCENTAGE
MALLS	12	24%
SHOPS	29	58%
ONLINE	9	18%
OTHERS	0	0%
TOTAL	50	100%

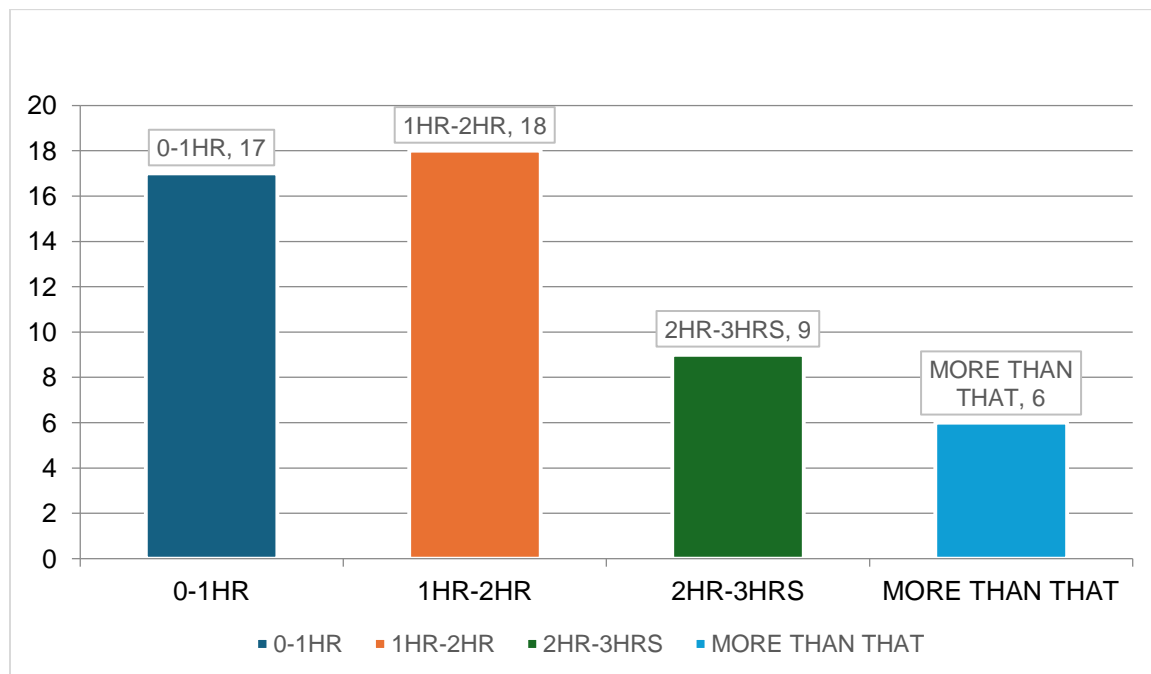


### **INTERPRETATION**

From this table and chart we can understand that about 24% of the respondents purchase products at Malls, 58% of the respondents purchase products from shops, 18% of the respondents purchase products from online.

#### **4.4 TIME SPEND ON SHOPPING**

TIME	NO:OF RESPONDENTS	PERCENTAGE
0-1HR	17	34%
1HR-2HR	18	36%
2HR-3HRS	9	9%
MORE THAN THAT	6	12%
<b>TOTAL</b>	50	100%

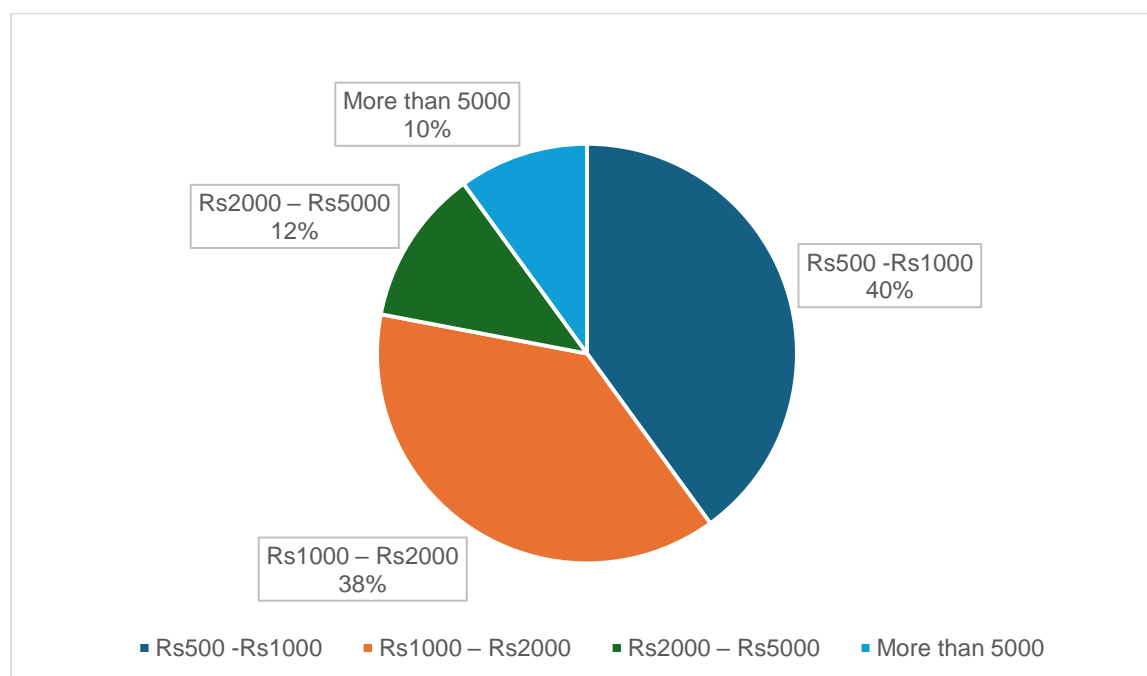


#### **INTERPRETATION**

From this table and chart we can understand that about 34% of the respondents spend 0-1hr for purchasing product , 36% of the respondents spend 1-2hr for purchasing product, 18% of the respondents spend 2-3hr for purchasing product, 12% of the respondents spend More than that for purchasing product.

#### **4.5 MAXIMUM PURCHASE LIMIT PER MONTH**

<b>PURCHASE LIMIT</b>	<b>NO:OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Rs500 -Rs1000	20	40%
Rs1000 – Rs2000	19	38%
Rs2000 – Rs5000	6	12%
More than 5000	5	10%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

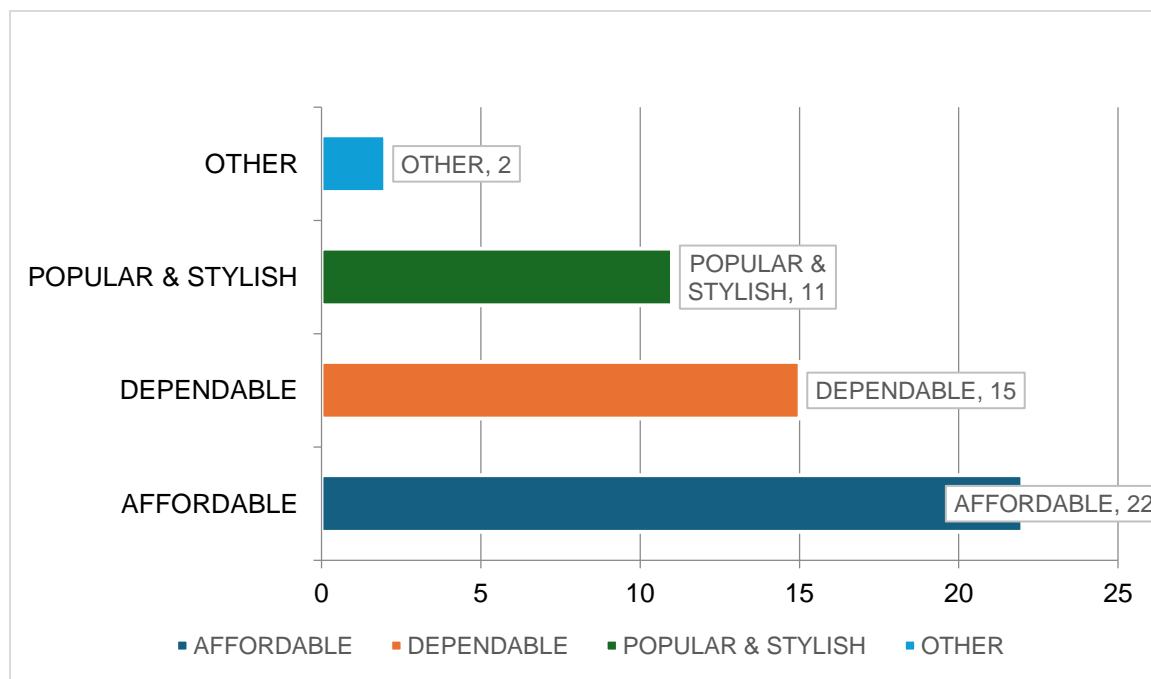


#### **INTERPRETATION**

From this table and chart we can understand that about 40% of the respondents are willing to spend maximum of Rs500 - Rs1000, 38% of the respondents are willing to spend maximum of Rs1000 – Rs2000, 12% of the respondents are willing to spend maximum of Rs2000 – Rs5000, 10% of the respondents are willing to spend maximum of More than Rs5000.

#### **4.6 ATTRIBUTES CONSIDERED WHILE BUYING NEW PRODUCTS**

ATTRIBUTES	NO:OF RESPONDENTS	PERCENTAGE
AFFORDABLE	22	44%
DEPENDABLE	15	30%
POPULAR & STYLISH	11	22%
OTHER	2	4%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

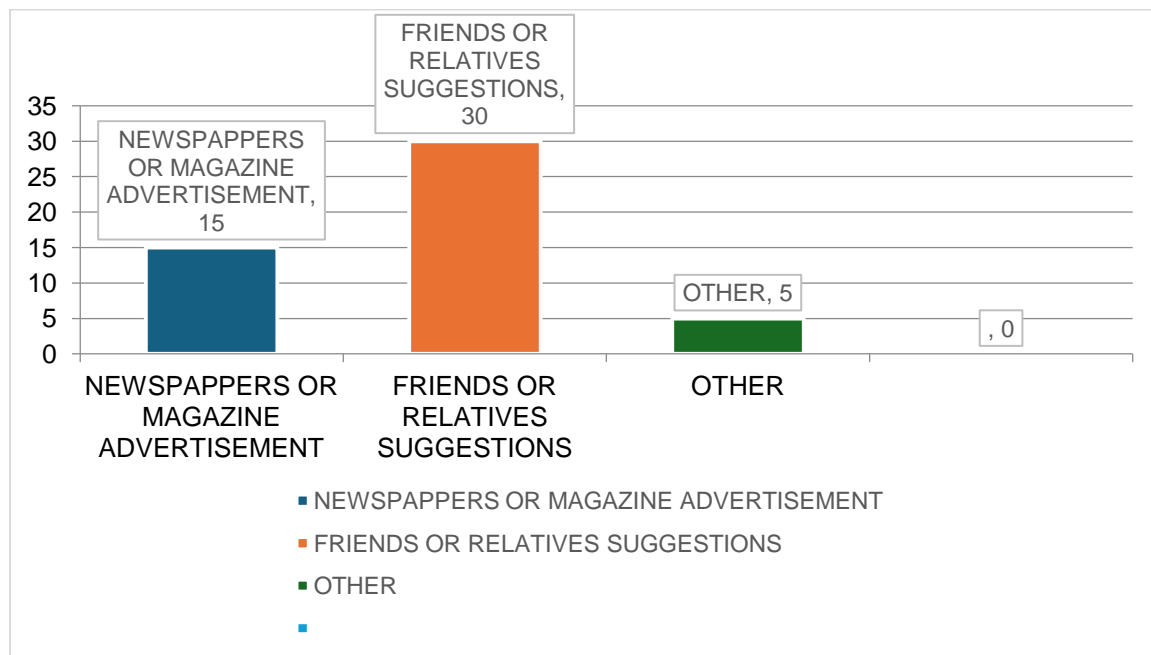


#### **INTERPRETATION**

From this table and chart we can understand that about 44% of the respondents consider the attribute Affordable while purchasing a product, 30% of the respondents consider the attribute Dependable while purchasing a product, 22% of the respondents consider the attribute popular and stylish while purchasing a product, 4% of the respondents consider the attribute other while purchasing a product.

## **4.7 THINGS WHICH INFLUENCES BUYING A NEW PRODUCTS**

THINGS	NO:OF RESPONDENTS	PERCENTAGE
NEWSPAPPERS OR MAGAZINE ADVERTISEMENT	15	30%
FRIENDS OR RELATIVES SUGGESTIONS	30	60%
OTHER	5	10%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>



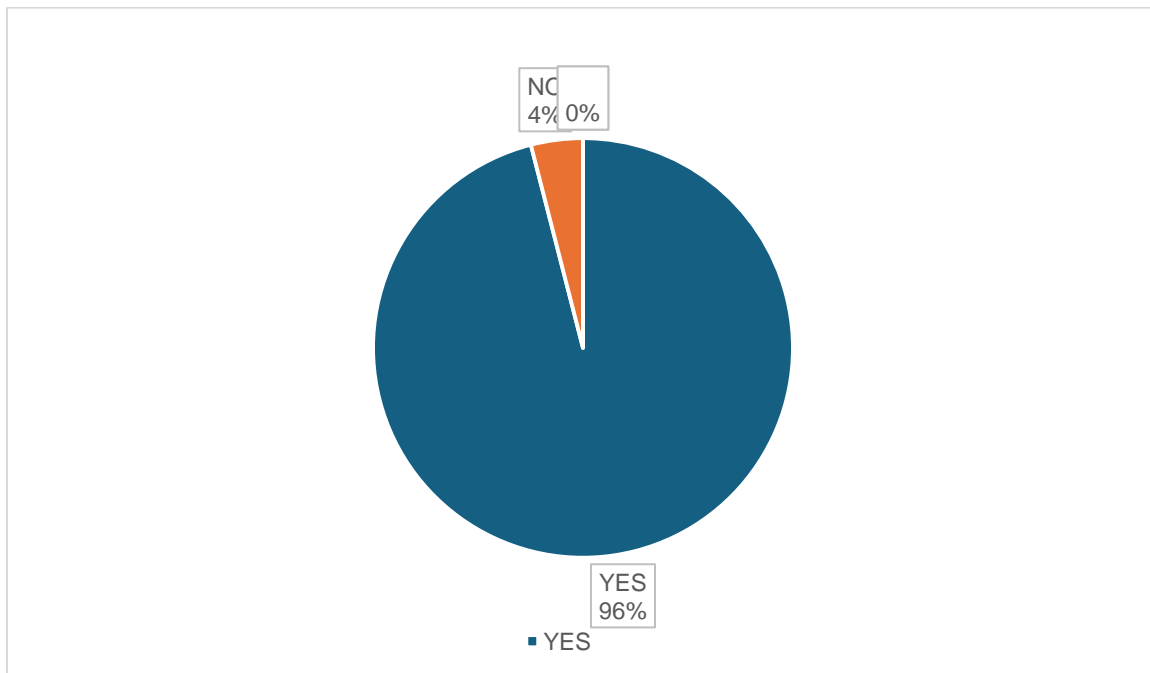
### **INTERPRETATION**

From this table and chart, we can understand that about 30% of the respondent gets influenced by Newspapers or magazine advertisement while purchasing a product, 60% of the respondents gets influenced by Friends or relatives suggestions while purchasing a product ,10% of the respondents gets influenced by other while purchasing a product.



#### **4.8 M.R.P BEING SET BEFORE BUYING THE PRODUCTS**

REPOSSES	NO:OF RESPONDENTS	PERCENTAGE
YES	48	96%
NO	2	4%
<b>TOTAL</b>	50	100%

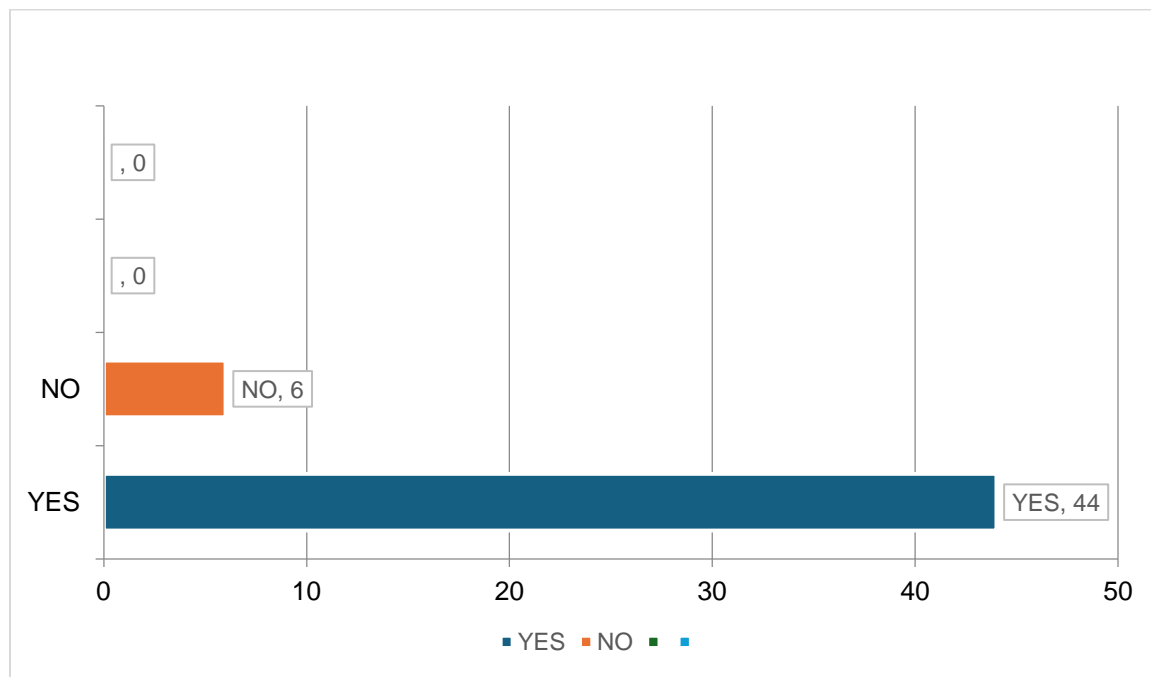


#### **INTERPRETATION**

From this table and chart we can understand that about 48% of the respondents checks the MRP of the product before purchasing and 4% of the respondents doesn't checks the MRP of the product before purchasing.

#### **4.9 CHECKING THE PRICE OF GOODS YOU BUY FROM ALTERNATIVE SOURCES**

REPOSSES	NO:OF RESPONDENTS	PERCENTAGE
YES	44	88%
NO	6	12%
<b>TOTAL</b>	50	100%

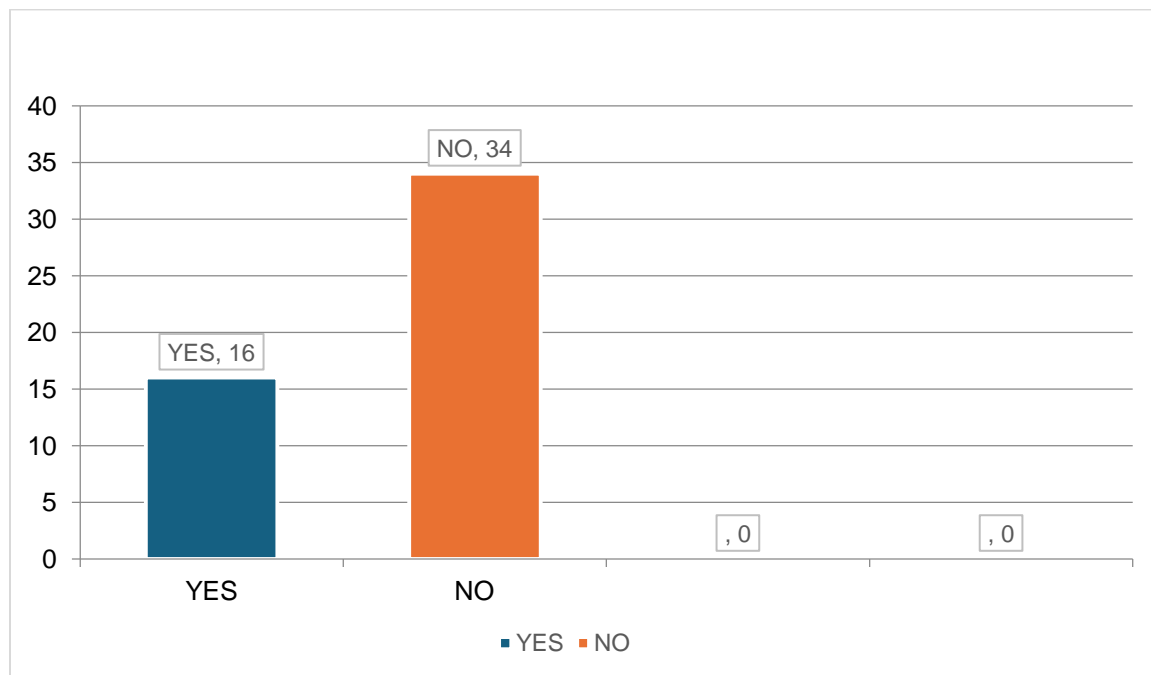


#### **INTERPRETATION**

From this study we can understand that about 88% of respondents check the prices of the goods they buy from alternative sources and 12% of the respondents do not check the price of goods they buy from alternative sources

#### **4.10 PURCHASING THE PRODUCTS IF IT IS COSTLIER THAN USUALLY SPEND**

REPONSES	NO:OF RESPONDENTS	PERCENTAGE
YES	16	32%
NO	34	68%
<b>TOTAL</b>	50	100%

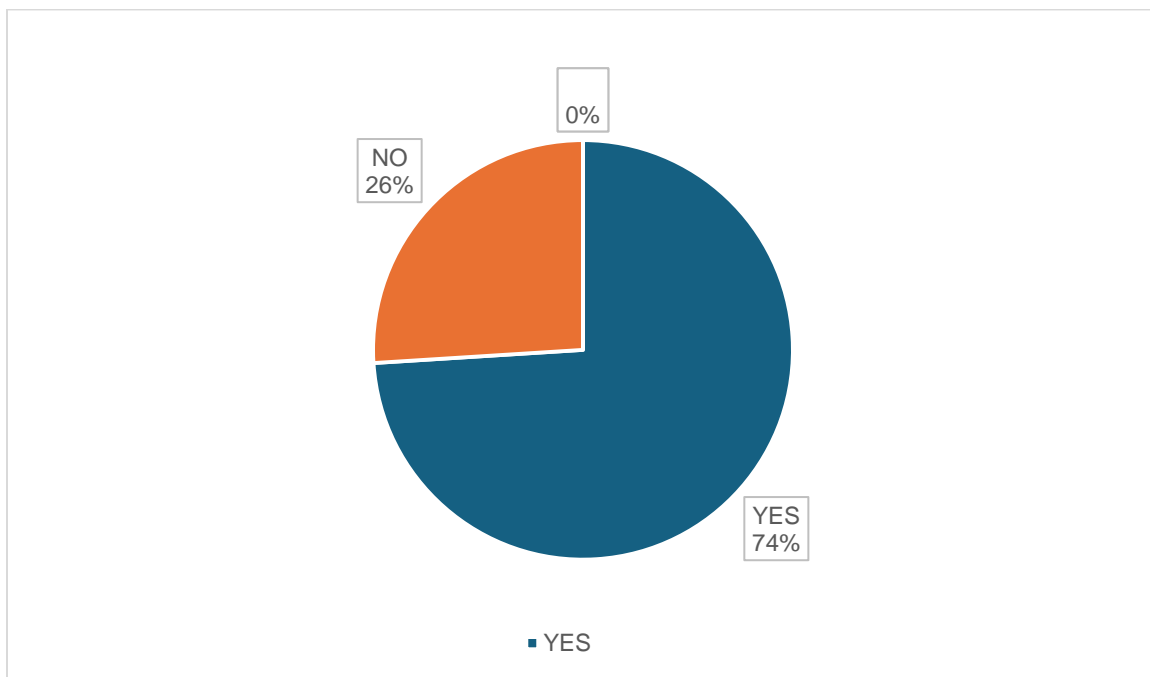


#### **INTERPRETATION**

From this study we can understand that about 32% of respondents will still buy the product if it is costlier than what they usually spend and 68% of respondents will not buy the product if it is costlier than what they usually spend.

#### **4.11 PURCHASING OF A PRODUCT AFTER BARGAINING OR PRICE OFFERED BY SHOPKEEPER**

REPOSSES	NO:OF RESPONDENTS	PERCENTAGE
YES	37	74%
NO	13	26%
<b>TOTAL</b>	50	100%

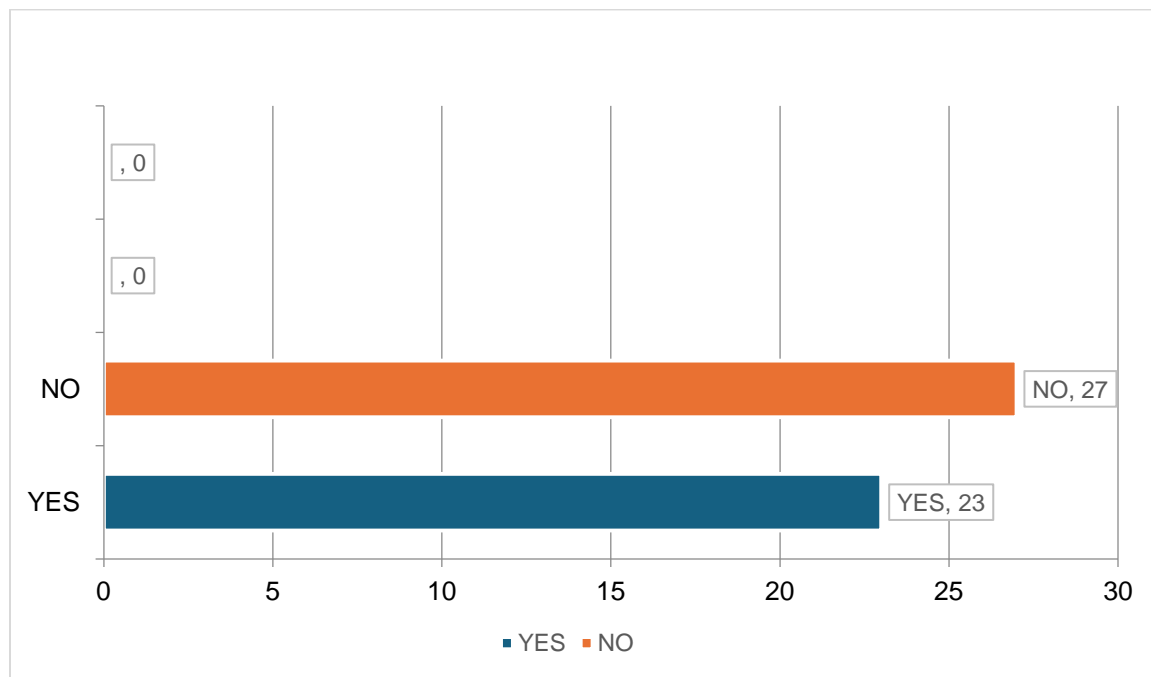


#### **INTERPRETATION**

From this table and chart, we can understand that about 74% of respondents will go for bargaining rather than purchasing the product at the price offered by the shopkeeper and 26% of respondents will not go for bargaining rather they purchase the product at the price offered by the shopkeeper

#### **4.12 PURCHASING OF A PRODUCT IF THE PRICE IS NOT REDUCED BY THE SHOPKEEPER**

REPOSSES	NO:OF RESPONDENTS	PERCENTAGE
YES	23	46%
NO	27	54%
TOTAL	50	100%

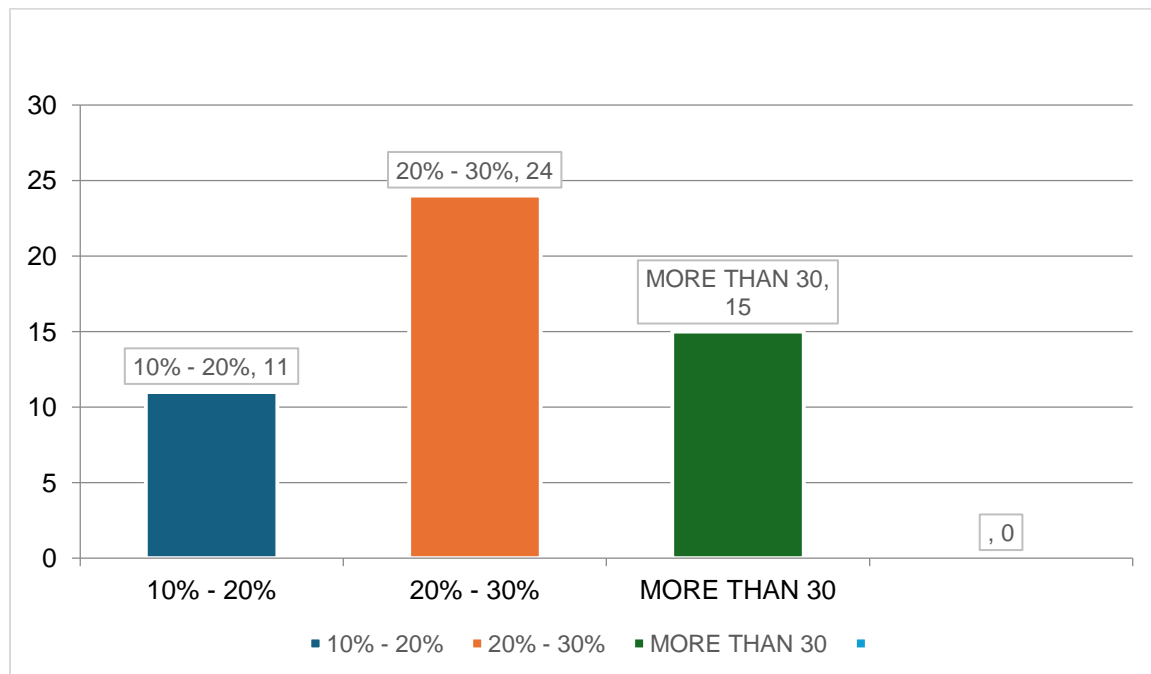


#### **INTERPRETATION**

From this table and chart we can understand that about 46% of respondents will buy the products even if shopkeeper does not reduce the price and 54% of respondents will not buy the products when the shopkeeper does not reduce the price.

### **4.13 PERCENT OF DISCOUNT WHICH IS APPROPRIATE FOR BUYING A NEW PRODUCT**

DISCOUNT	NO:OF RESPONDENTS	PERCENTAGE
10% - 20%	11	22%
20% - 30%	24	48%
MORE THAN 30	15	30%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>

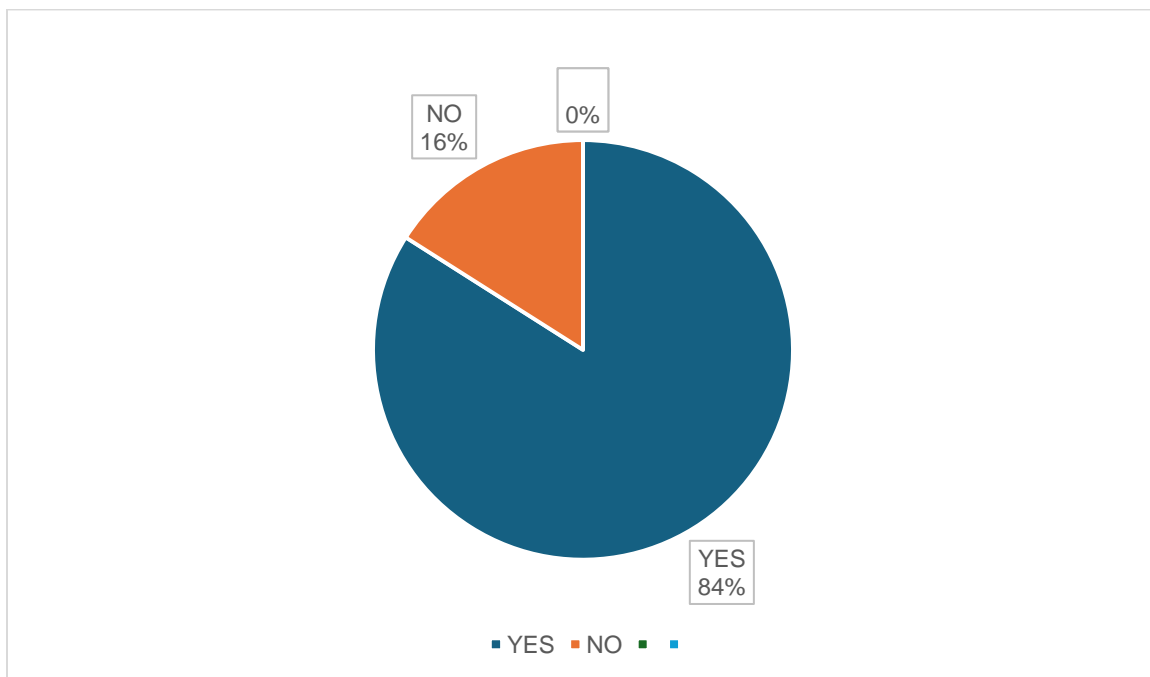


### **INTERPRETATION**

From this table and chart we can understand that about 22% of respondents thinks that 10-20% is the appropriate percent of discount for buying a new product , 48% of respondents thinks that 20-30% is the appropriate percent of discount for buying a new product and 30% of respondents thinks that more than 30% is the appropriate percent of discount for buying a new product

#### **4.14 RESPONDENTS WHO WAIT FOR FESTIVAL SEASON OFFERS OR SALE OFFERS**

REPOSSES	NO:OF RESPONDENTS	PERCENTAGE
YES	42	84%
NO	8	16%
<b>TOTAL</b>	50	100%

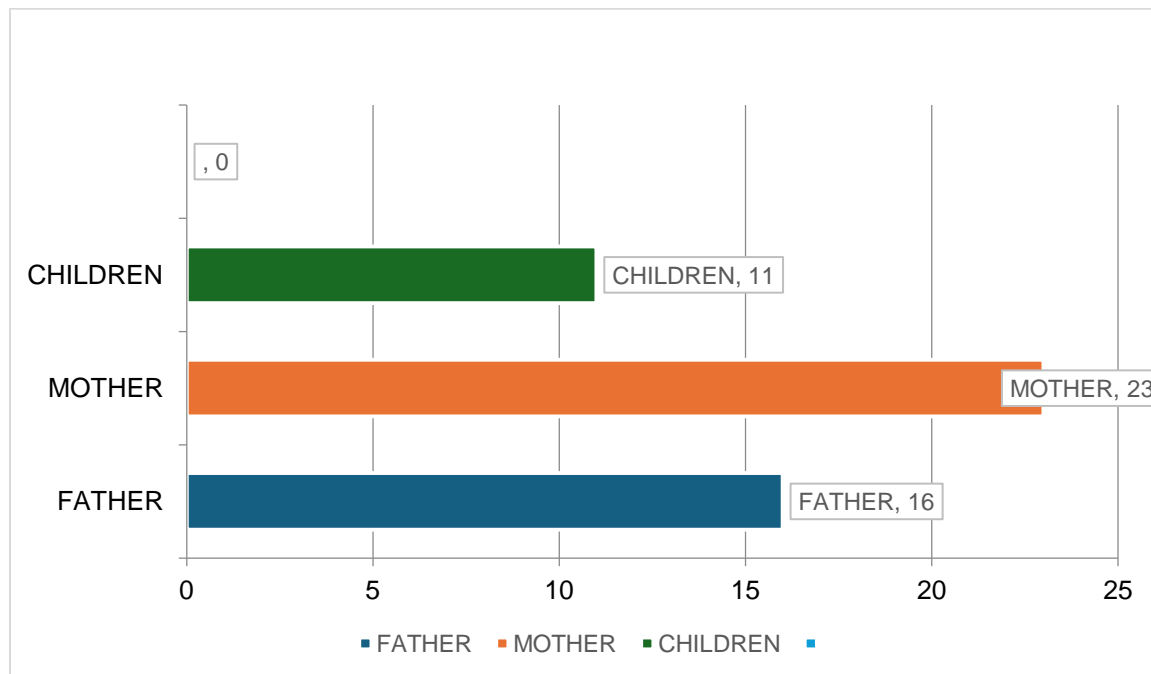


#### **INTERPRETATION**

From this table and chart, we can understand that about 84% of respondents will wait for festival season or sale offers when buying a new product and 16% of respondents does not wait for festival season or sale offers when buying a new product.

#### **4.15 PURCHASING DECISION INFLUENCERS IN YOUR FAMILY**

INFLUNCERS	NO:OF RESPONDENTS	PERCENTAGE
FATHER	16	32%
MOTHER	23	46%
CHILDREN	11	22%
<b>TOTAL</b>	<b>50</b>	<b>100%</b>



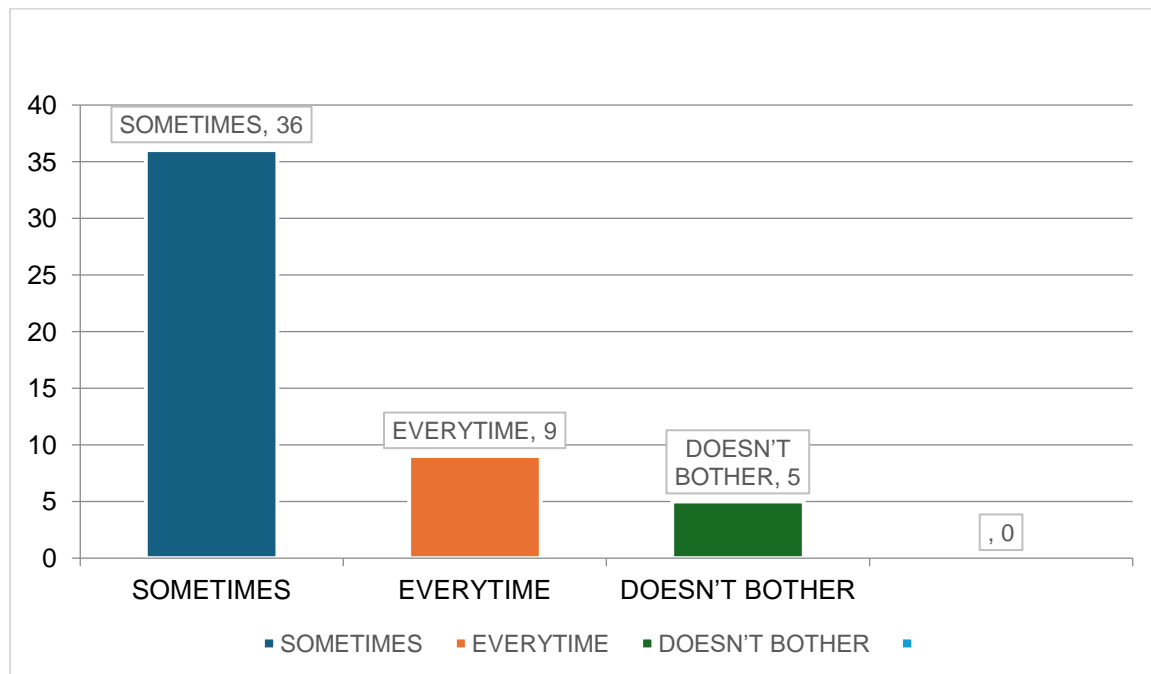
#### **INTERPRETATION**

From this table and chart, we can understand that about 32% of respondents the purchasing decision is influenced by their father, 46% of respondents the purchasing decision is influenced by their mother, 22% of respondents the purchasing decision is influenced by their children.



#### **4.16 REPLACEMENT OF PRODUCT INCASE IT DOESN'T SUIT YOU AFTER BUYING**

REPLACEMENT	NO:OF RESPONDENTS	PERCENTAGE
SOMETIMES	36	72%
EVERYTIME	9	18%
DOESN'T BOTHER	5	10%
TOTAL	50	100%

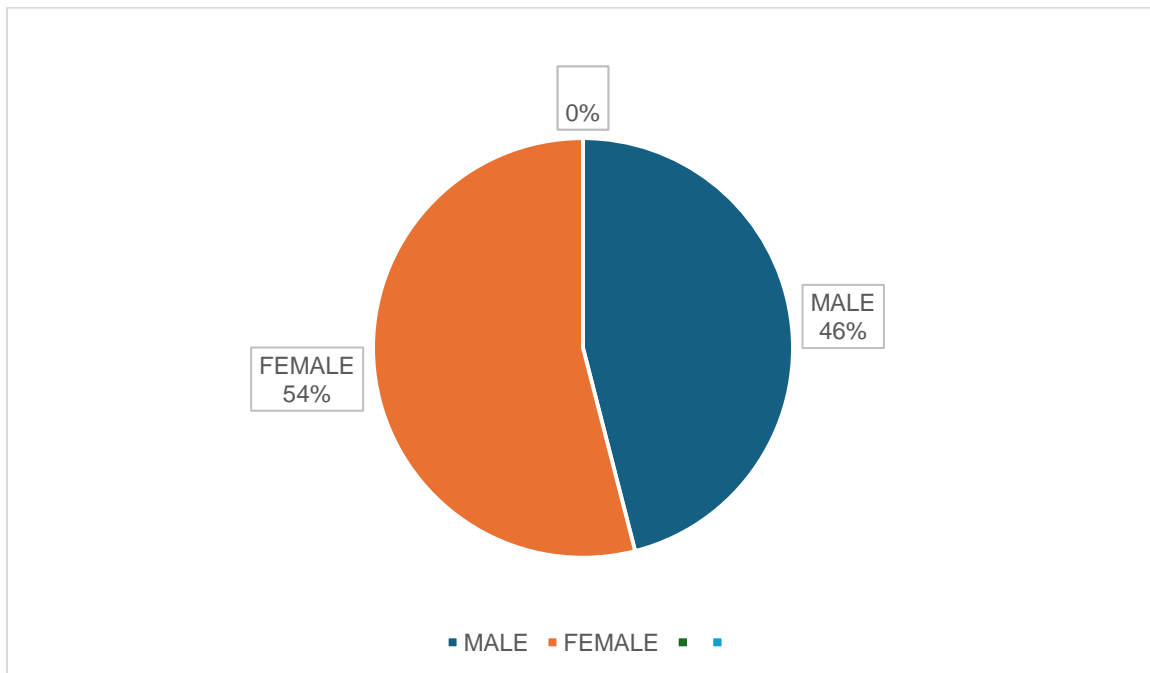


#### **INTERPRETATION**

From this table and chart we can understand that about 72% of respondents goes for a replacement sometimes if the product does not suit them after buying, 18% of respondents goes for a replacement every time if the product does not suit them after buying and 10% of respondents does not bother for a replacement if the product does not suit them after buying.

#### **4.17 SUPERIORITY IN PURCHASING DECISION**

DECISION	NO:OF RESPONDENTS	PERCENTAGE
MALE	23	46%
FEMALE	27	54%
TOTAL	50	100%



#### **INTERPRETATION**

From this table and chart, we can understand that about 46% of respondents think that the purchasing decision of male is superior and 54% of respondents think that the purchasing decision of female is superior.

**CHAPTER-5**  
**FINDINGS, SUGGESTION AND**  
**CONCLUSION**

## **FINDINGS**

The study entitled “A study on the topic Purchasing behaviour of consumable products “has been conducted to analyse and evaluate Purchasing behaviour of consumable products. The study has been conducted by collecting primary data with the help of a structured questionnaire from 50 respondents. The collected primary data have been analysed and interpreted with help of ratios and percentages and the analysis is presented in the form of tables and charts.

### **Findings of the Study on Purchasing behaviour of consumable products**

The major findings of the study on purchasing behaviour of consumable products are:

1. 52% of respondents were female
2. Majority of the respondent’s purchases products once a month.
3. Majority of the respondents like to purchase from shops.
4. Majority of respondents spend about 0-1 for purchasing.
5. Majority of the respondents are willing to spend a maximum of Rs 500- Rs 1000.
6. Majority of the respondents consider the attribute: ‘Affordability’.
7. Majority of the respondents gets influenced by friends or relatives suggestions.
8. Majority of the respondents checks the M.R.P of the product.
9. Majority of respondents checks the prices of goods they buy from alternative sources.
10. Majority of the respondents will not buy the product if it is costlier than what they usually spend.
11. Majority of the respondents will go for bargaining rather than purchasing the product at the price offered by the shopkeeper.
12. Majority the respondents will not buy the products when the shopkeeper does not reduce the price.

## **SUGGESTIONS**

When targeting college students for consumable products, it's essential to consider their lifestyle, preferences, and budget constraints. Here are some suggestions for understanding and influencing the purchasing behaviour of college students:

- 1. Affordability and Value for Money:** College students often have limited budgets, so affordability is a key factor. Offer discounts, bundle deals, or student-friendly pricing to attract their attention. Emphasize the value of your product by highlighting features that save money in the long run or provide additional benefits.
- 2. Convenience:** Convenience is crucial for students with busy schedules. Consider offering products that are easy to use, quick to prepare, or suitable for on-the-go consumption. Provide online ordering options, delivery services, or partnerships with local stores to make the purchasing process more convenient.
- 3. Customization:** Allow for customization of products to cater to individual preferences. This could include customizable flavours, sizes, or packaging options. Create interactive experiences, such as DIY kits or personalized packaging, to engage students and make the product more appealing.
- 4. Healthy and Sustainable Options:** Health-conscious and environmentally-aware choices are increasingly important to students. Offer products that align with these values, such as organic, sustainable, or locally sourced options. Clearly communicate the health benefits of your products and your commitment to sustainability.
- 5. Social Media Engagement:** Utilize social media platforms where students are active. Engage with them through contests, challenges, or user-generated

content campaigns. Leverage influencers or student ambassadors to promote your products authentically.

- 6. Trendy and Unique Offerings:** College students are often drawn to trendy and unique products. Stay updated on current trends and incorporate them into your offerings. Limited edition or exclusive products can create a sense of urgency and exclusivity, encouraging students to make a purchase.
- 7. In-Store Promotions:** If applicable, collaborate with college stores or local businesses to offer in-store promotions or exclusive discounts for students. Create eye-catching displays or point-of-purchase materials to attract attention and showcase the benefits of your products.
- 8. Loyalty Programs:** Implement loyalty programs that reward students for repeat purchases. This could include discounts, freebies, or access to exclusive events. Encourage students to sign up for newsletters or loyalty programs by offering initial discounts or perks.
- 9. Product Samples and Trials:** Allow students to sample your products through in-store tastings, campus events, or by providing free samples in high-traffic areas. Once they experience the product, they are more likely to become regular customers.
- 10. Student Feedback and Involvement:** Actively seek and listen to student feedback. This can be done through surveys, focus groups, or social media polls. Involving students in product development or decision-making processes can create a sense of ownership and loyalty.

Understanding the unique needs and preferences of college students and adapting your marketing strategies accordingly will increase the likelihood of capturing their attention and influencing their purchasing behaviour.

## **CONCLUSION**

This study can be concluded that one of the motivations of consumers doing impulse buying is to fulfil their desire of social needs. Consumers tend to buy in impulse if they are with friends or within the group. They also become more impulsive if they see other people are busy buying products. The excitement created by the crowd like in the case during a big sale is one important factor that stimulates impulse buying. ANOVA analysis also indicated that consumers who are more impulsive are more likely to satisfy their desire of social needs. The possibility of this factor appeared in Indonesian setting is because the Indonesian culture is more social and community oriented rather than individual oriented like in the case of most western countries. The research also found that style consciousness of consumer is also influencing the impulse buying behaviour. Therefore, it can be concluded the possibility of impulse buying becomes higher if consumers are motivated to satisfy their style consciousness need. It was also confirmed by ANOVA that more impulsive consumers tend to be more style conscious. Consumers also perceived that style consciousness can boost their self-esteem. Consumers express their self esteem through the style consciousness. Style consciousness is then related to social needs aspect in a way that consumers want to be recognized by their social group. Consumers often have uncertainty before they make purchasing decision. The research found those consumers who are feeling uncertain in their purchasing decision tend to be more impulsive. Uncertainty usually appears when consumers are confused whether they should purchase or not. Various choices of product is one of the reasons of this uncertainty. Another reason is also the lack of knowledge about the product. Another finding indicates that decision effort did significantly and positively correlate with perception on decision accuracy. Decision effort refers to how hard consumers use their cognitive effort to make the purchase decision. Based on the questionnaire, decision effort item consists of: I concentrated a lot while making this choice and I put forth a great deal of effort making this decision are the variables of decision effort fact. It is then concluded that the higher cognitive effort made by consumers to make the decision, the higher perception the customers have in their mind that they have made an accurate decision. Information seeking was proven to have relation with the perception of decision accuracy. Information

seeking is usually associated with the activities such as shopping around before buying and finding information from internet or other media. The research found that the more consumers seek the information before purchasing, the bigger their perception that their decision is accurate. The research also indicated that easiness in decision making affect impulse buying. It is then concluded that the easier the consumers make the purchasing decision, the easier they tend to be more impulsive. In conclusion, the research found that there are 5 motivations and factors that drive and moderate impulse buying, namely: hedonic, social needs, uncertainty in purchasing decision, easiness in making decision and style consciousness factors.



## **APPENDIX**

### **“A Study on Purchasing Behaviour of Consumable Products by Students of Colleges with Special Reference to Pathanamthitta District”**

**Sir/Madam,**

We are B.COM sixth semester students, Joel Sajan Thomas, Jomon Renji and Justin Joseph at St. Thomas College Thavalappara, Konni. As part of the curriculum, we are doing a project on **“A Study on Purchasing Behaviour of Consumable Products by Students of Colleges with Special Reference to Pathanamthitta District”**. You are kindly requested to give necessary information through this questionnaire. We assure you that the information provided will be kept confidential and will be used for academic purposes only.

## **QUESTIONNAIRE**

Name:\_\_\_\_\_

Age:\_\_\_\_\_

1) Gender

a) Male

b) Female

2) How often do you go for shopping?

a) Daily

b) Once in a week

c) Once in a month

d) More than that

3) From where you prefer or like to purchase?

a) Malls

b) Shops

c) Online

d) Any other, please specify \_\_\_\_\_

4) How much time do you spend on shopping?

a) 0-1hr

b) 1hr-2hrs

c) 2hrs-3hrs

d) more than that

5) What is your maximum purchase limit range in general (per month)?

a) RS 500 to 1000

b) RS 1000-2000

c) RS 2000-5000

d) more than 5000

6) Which of the following attributes do you consider while buying new products?

a) Affordable

b) Dependable

c) Popular & Stylish

d) Any other\_\_\_\_\_

7) Which of the below things influences you while buying a new product?

a) Newspapers or magazine advertisements

b) Friends or relatives suggestions

c) Any other , please specify\_\_\_\_\_

8) Do you check the M.R.P (Maximum Retail Prices) before buying the products?

a) Yes    b) No

9) Do you check the prices, of goods you buy From alternative sources?

a) Yes b) No

10) If you find the product is more costly than what you usually spend, would you still Buy it?

a) Yes b) No

11) Do you go for bargaining or you buy the product at the price offered by the shopkeeper?

a)Yes b) No

12) If shopkeeper does not reduce the price would you still buy the product?

a) Yes b) No

13)What percent of discount do you think is appropriate for buying a new product?

a)10%-20%

b) 20%-30%

c) More than 30

14) Do you wait for festival season offers or sale offers?

a)Yes b) No

15) Who influences the purchasing decision in your family?

- a) Father
- b) Mother
- c) Children

16) How often you go for replacement if in case the product doesn't suit you after buying?

- a) Sometimes
- b) Every time
- c) Doesn't bother

17) According to you, whose purchasing decision is superior?

- a) Male
- b) Female

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