



IJRREM

Scribd. Google Scholar



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

A Study on Factors Influencing on Buying Behavior of Customers

Mr.K.SARAVANAKUMAR

PG – Scholar

Department of Management Studies

K.S.R College Of Engineering

Tiruchengode T.K, Namakkal D.t , Tamilnadu, India

E-mail Id : saravanavel026@gmail.com,

Mobile No :8148471909

Mr.G.SAMPATHKUMAR

Department of Management Studies

K.S.R College Of Engineering

Tiruchengode T.K, Namakkal D.t , Tamilnadu, India

E-mail Id: subhashini2312@gmail.com,

Mobile No: 7338986484

Mr.S.JEEVANANTHAM

Department of Management Studies

K.S.R College Of Engineering

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM

Scribd. Google Scholar



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

Tiruchengode T.K, Namakkal D.t , Tamilnadu, India

E-mail Id :jpsjeevarose@gmail.com,

Mobile No 9578702250

ABSTRACT:

Over the past few years buying behavior of customer has increased the percentage of e-consumers in India. Statistics show that the amount of consumer purchasing online is rising and the quantity of their purchases also increasing rapidly. Such a knowledge is essential for customer relationship management, In Present Marketing Scenario, the Study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behavior has become an integral part of strategic market planning. In order to develop a framework for the study consumer behavior it is helpful to begin by considering the factors which impacts on consumer buying behavior as well as the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline. As described in this article, a set of dimensions can be identified in the literature, which can be used to characterize and differentiate the various perspectives on consumer research.

Keywords : buying behavior, relationship, satisfaction, strategic, perspectives

International Journal of Research Review in Engineering and Management (IJRREM), Volume - 3, Issue -4, April-2019, Page No:1-10, Impact Factor: 2.9463, Scribd Impact Factor :4.7317, academia Impact Factor : 1.1610

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM

Scribd. Google Scholar



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

I- INTRODUCTION:

The study of consumer behaviour (CB) is very important to the marketers because it enables them to understand and predict buying behaviour of consumers in the marketplace; it is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it, and how often they buy it, and also how they consume it & dispose it. According to Professor Theodore Levitt of the Harvard Business School, the study of Consumer Behaviour is one of the most important in business education, because the purpose of a business is to create and keep customers.

Customers are created and maintained through marketing strategies. And the quality of marketing strategies depends on knowing, serving, and influencing consumers. In other words, the success of a business is to achieve organisational objectives, which can be done by the above two methods. This suggests that the knowledge & information about consumers is critical for developing successful marketing strategies because it challenges the marketers to think about and analyse the relationship between the consumers & marketers, and the consumer behaviour & the marketing strategy.

II- OBJECTIVES OF THIS STUDY:

- To understand what consumer behavior is and the different types of consumers.

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM

Scribd. Google Scholar



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

- To understand the relationship between consumer behavior and marketing concept, the social marketing concept as well as segmentation, targeting, positioning.
- To understand relationship between consumer behavior and customer value, satisfaction, trust and retention.
- To understand how new technologies are enabling marketers to better satisfy needs and wants of the customer.

III- SCOPE OF THE STUDY:

- The scope of a subject refers to everything that is studied as part of that subject. When we set out to explain the scope of consumer behaviour we need to refer to all that which forms part of consumer behaviour.
- Consumer behaviour includes not only the actual buyer and his act of buying but also the various roles played by different individuals and the influence they exert on the final purchase decision.

IV- RESEARCH METHODS AND DATA ANALYSIS

- The data source used is secondary data
- The secondary data was collected from journals, magazines and websites

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

RESEARCH DESIGN:

RELIABILITY TEST:

RELIABILITY OF THE SCALE		
S.NO	VARIABLE	CRONBACH'S ALPHA
1	Consumer Buying Behavior	0.843
2	Advertising	0.913
3	Personal Selling	0.829
4	Sale Promotion	0.789
5	Public Relation	0.715
6	Reference Group	0.789
7	Social Class	0.869
8	Culture	0.900

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

9	Environment	0.678
---	-------------	-------

INTERPRETATION:

This table below shows the reliability of the data collected from respondents. The following scales show that the data collected from mentioned sample is reliable and respondents answered accurately. Because the variables are exceeding from 70% which is the standard of acceptance for reliability.

CORRELATION TEST:

HYPOTHESIS:

NULL HYPOTHESIS:

FORMAL SOURCES				
S.NO	DEPENDENT VARIABLES	INDEPENDENT VARIABLES	R	R SQUARE
1	Consumer Buying Behavior	Advertising	0.938	0.879

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

2	Consumer Buying Behavior	Personal Selling	0.721	0.519
3	Consumer Buying Behavior	Sale Promotion	0.842	0.708
4	Consumer Buying Behavior	Public Relation	0.729	0.531

INFORMAL SOURCES

1	Consumer Buying Behavior	Reference Group	0.843	0.383
2	Consumer Buying Behavior	Social Class	0.619	0.527
3	Consumer Buying Behavior	Culture	0.726	0.665
4	Consumer Buying Behavior	Environment	0.643	0.413

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM



Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

	Behavior			
--	----------	--	--	--

There is no significant relationship exist between Consumer buying behavior and public relation with correlation coefficient.

ALTERNATIVE HYPOTHESIS:

There is a significant relationship exist between Consumer buying behavior and public relation with correlation

INTERPRETATION:

Consumer buying behavior and advertising with Correlation coefficient ($r = 0.938$). For Consumer buying behavior and Personal selling correlation coefficient is ($r = .721$) which is high. Which mean that Personal selling has a greater influence on Consumer buying behavior. As shown in table 3, there is strong association between Consumer buying behavior and sale promotion with correlation coefficient ($r = .842$). There is a significant relationship exist between Consumer buying behavior and public relation with correlation coefficient ($r = .729$).

Consumer buying behavior and reference group with correlation coefficient ($r = .843$). Which mean that reference group has an impact on consumer buying behavior. There is a relationship exist between Consumer buying behavior and social class with correlation coefficient ($r = .619$). Which mean that social class can influence the buying behavior of the



IJRREM

Scribd. Google Scholar



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

consumers. Culture is another informal source that can influence the Consumer buying behavior with correlation coefficient ($r = .726$). Environment has a influence on the Consumer buying behavior with correlation coefficient($r=.643$).

V- CONCLUSION:

Research finds that there is a significant relationship between formal and informal sources and consumer buying behavior . Both sources play a vital role in the buying behavior of consumer but formal resources play more vital role in buying decision. In formal sources advertising is the dominant factor which contributes more towards buying behavior.This study showed the attitude of the consumer towards different brands. The factor that affects the buying behavior and the choices of consumer.

VI- REFERENCES:

- Goes, P. B. (2014) 'Big Data and IS Research', MIS Quarterly, 38 (3), iii-viii.
- Jifeng, L., Sulin, B. & Han, Z. (2012) 'The Effectiveness Ofbuying behavior Characteristics And Well-Designed Websites On Satisfaction', MIS Quarterly, 36.
- Barton A. Weitz and Kevin D. Bradford (1999)" Personal Selling and Sales Management: A Relationship Marketing Perspective" Journal of the Academy of Marketing Science 1999; pp 27; 241.

**INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN
ENGINEERING AND MANAGEMENT (IJRREM)**

Tamilnadu-636121, India

Indexed by



IJRREM

Scribd. Google Scholar



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INTERNATIONAL CENTRE

Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (online) : Application No : 19702 RNI –Application No 2017103794

- Carl F. Mela, Kamel Jedidi and Douglas Bowman (1998) “The long term impact of promotion on consumer stockpiling behavior” Journal of Marketing research. Vol 25 1998 pp 250-262.
- Paul C. Stern (2000) “Toward a Coherent Theory of Environmentally Significant Behavior” Journal of Social Issues, Vol. 56, No. 3, 2000, pp. 407–424.

WEBSITE:

- <https://papers.ssrn.com/>
- iosjournals.org
- www.researchgate.net
- <http://news.xinhuanet.com/>