



A Study of Consumer Buying Behaviour and Purchasing Pattern towards Grocery Products

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ABSTRACT

Consumer buying behavior is the process by which consumers make decisions about what, when, where, how much, and why to buy products. It is a complex process that is influenced by a variety of factors, including the consumer's needs, wants, preferences, income, culture, and social environment. Grocery products are a staple of everyday life, and consumer buying behavior towards grocery products is an important area of study for businesses. By understanding how consumers make decisions about grocery purchases, businesses can develop more effective marketing and sales strategies.

Consumers' income levels also influence their grocery buying behavior. Consumers with lower incomes may be more price-sensitive and may choose to purchase less expensive grocery products. Consumers with higher incomes may be more willing to spend money on premium or organic grocery products. Culture plays a role in consumer buying behavior towards grocery products. For example, consumers in different cultures may have different dietary restrictions or preferences.

KEYWORDS:

Consumer, Buying, Behavior, Purchasing, Pattern, Grocery, Products

INTRODUCTION

The consumer's social environment also influences their grocery buying behavior. For example, consumers may be influenced by the recommendations of their friends and family members, or by the marketing messages they see on social media. Consumers' purchasing



patterns of grocery products change contingent upon various elements, including the sort of grocery item, the consumer's necessities and inclinations, and the consumer's pay level. (Das , 2020)

Some grocery products, like new produce and bread, are bought more regularly than others, like canned merchandise and frozen food sources. Consumers with kids might buy more grocery products than consumers without youngsters. Consumers with higher salaries might buy more premium or natural grocery products than consumers with lower earnings.

Consumers are progressively keen on eating quality food varieties. This is prompting expanded interest for new produce, entire grains, and other sound grocery products. Consumers are additionally turning out to be more keen on attempting ethnic food sources. This is prompting expanded interest for ethnic grocery products.

Online grocery shopping is turning out to be progressively well known among consumers. This is because of the comfort of web based shopping and the developing number of online grocery retailers.

Organizations that comprehend consumer buying behavior and purchasing patterns towards grocery products can foster more powerful showcasing and deals procedures. For instance, organizations can focus on their advertising messages to explicit consumer gatherings, for example, consumers who are keen on good dieting or consumers who are keen on attempting ethnic food sources. Organizations can likewise offer advancements and limits to urge consumers to buy their grocery products. (Kaur , 2017)

Consumer buying behavior towards grocery products is a perplexing and dynamic field. By understanding the elements that impact consumer buying behavior and purchasing patterns, organizations can foster more powerful advertising and deals procedures.

Consumer socioeconomics, like age, orientation, pay, and family size, can all assume a part in grocery buying behavior. For instance, more established consumers might be bound to buy quality food sources, while families with small kids might be bound to buy comfort food sources.



Fig 1: stages of consumer buying process

Source: ignitedminds.in

Consumer psychographics, like way of life, values, and perspectives, can likewise impact grocery buying behavior. For instance, consumers who are worried about the climate might be bound to buy natural or supportable products.

Monetary elements, like costs and extra cash, can likewise influence grocery buying behavior. For instance, during a downturn, consumers might be bound to buy nonexclusive or confidential mark products.

Social elements, like culture, family, and companions, can likewise impact grocery buying behavior. For instance, consumers who are essential for a specific culture might be bound to buy particular sorts of food sources. (Krunal , 2017)

REVIEW OF RELATED LITERATURE

Hausman et al. (2019): Marketers can impact consumer buying behavior and purchasing patterns by creating products that address the issues and needs of consumers. This includes figuring out the requirements and needs of consumers, as well as the serious scene.



Advertisers can utilize various techniques to comprehend consumer needs and needs, including statistical surveying, client reviews, and center gatherings.

Wood et al. (2018): When advertisers have a decent comprehension of consumer needs and needs, they can foster products that address those issues. Advertisers can likewise separate their products from the opposition by zeroing in on one of a kind highlights and advantages. Advertisers can impact consumer buying behavior and purchasing patterns by setting costs that are cutthroat and reasonable for consumers. Advertisers need to consider different variables while setting costs, including the expense of creation, the costs of contending products, and the apparent worth of the item to consumers.

Jones et al. (2019): Advertisers can likewise utilize an assortment of estimating techniques to impact consumer buying behavior. For instance, advertisers can offer limits, advancements, and coupons to make products more reasonable for consumers. Advertisers can likewise utilize packaging and valuing procedures to urge consumers to purchase more products.

Das et al. (2020): Advertisers can impact consumer buying behavior and purchasing patterns by making products accessible to consumers where and when they need to get them. Advertisers need to think about the accommodation of the buy area, as well as the accessibility of contending products. Advertisers can utilize an assortment of conveyance channels to make products accessible to consumers. For instance, advertisers can sell products through physical stores, online retailers, and direct-to-consumer channels.

Kaur et al. (2017): Advertisers can impact consumer buying behavior and purchasing patterns by speaking with consumers about products and administrations to make mindfulness, interest, want, and activity. Advertisers can utilize various special channels to speak with consumers, including promoting, advertising, web-based entertainment, and direct showcasing.

Krunal et al. (2017): While fostering a special system, advertisers need to consider the ideal interest group, the message they need to convey, and the spending plan they have accessible. Advertisers can likewise utilize various special methods to impact consumer buying behavior, for example, narrating, close to home requests, and shortage.



Santosh et al. (2015): Consumer purchasing patterns are the normalities in consumer buy behavior over the long run. They can be impacted by various variables, including the consumer's socioeconomics, way of life, and psychographics. For instance, consumers who are single and have no kids are bound to buy comfort food varieties, while families with small kids are bound to buy solid and nutritious food sources. Consumers who live in metropolitan regions are bound to buy public transportation passes, while consumers who live in rustic regions are bound to buy vehicles.

Rajesh et al. (2019): Consumer buying behavior and purchasing patterns are intricate and can be impacted by different elements. Organizations that can comprehend and anticipate consumer buying behavior and purchasing patterns are bound to find success.

Consumer Buying Behaviour and Purchasing Pattern towards Grocery Products

The buying process starts when the consumer perceives a need or need. This can be set off by inward factors, like craving or thirst, or outside factors, for example, seeing a promotion or seeing a companion eating another food. When the consumer has perceived a need, they will start to look for data about the products that are accessible to address that issue. This data can be assembled from various sources, like companions, family, online surveys, and in-store shows.

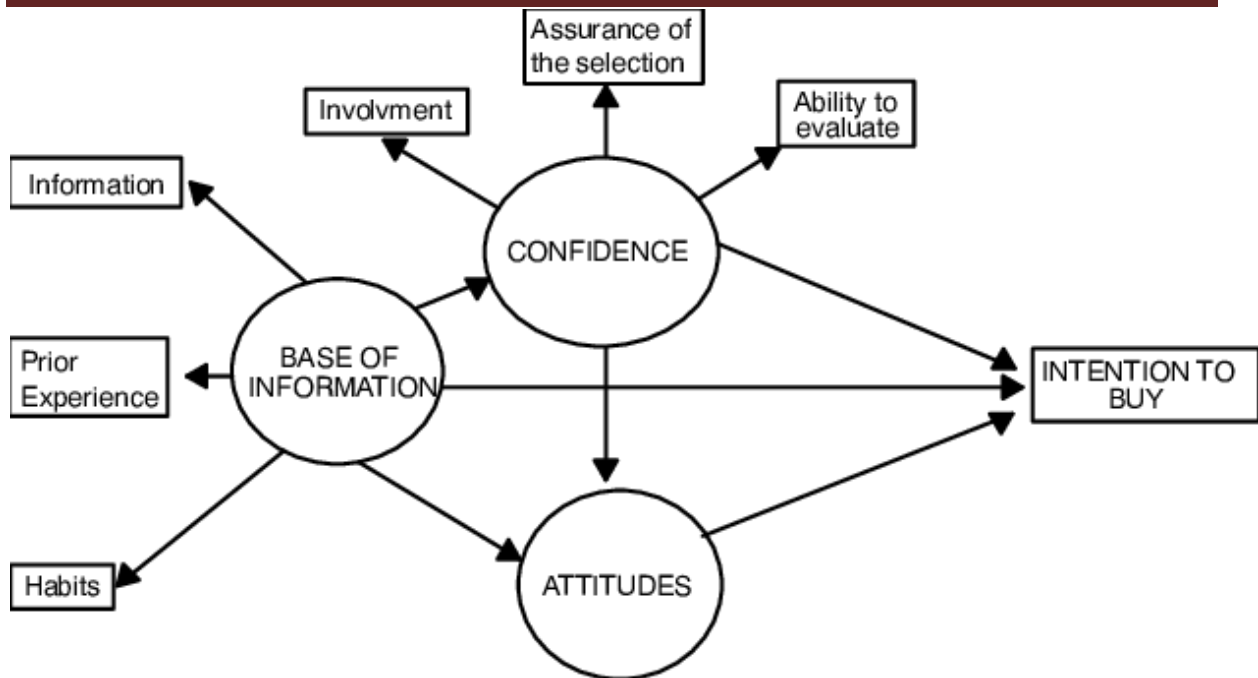


Fig 2: Model of Buying Behavior

Source: researchgate.in

When the consumer has accumulated data about the various products accessible, they will start to assess the other options. This assessment interaction will include considering elements like value, quality, brand, and highlights. When the consumer has assessed the various other options, they will pursue a buy choice. This choice might be impacted by different variables, like value, comfort, and accessibility.

After the consumer has made a buy, they will assess their fulfillment with the item. This assessment interaction will impact their future buy choices. Numerous consumers like to do their grocery shopping at a solitary store. This can save them time and bother, as they don't need to venture out to numerous stores to buy each of the things they need.

Most consumers do their grocery shopping consistently. This permits them to load up on the things they need for the week ahead. Motivation buys are spontaneous buys that consumers make while shopping. These buys can be set off by various variables, like seeing another item in plain view or smelling a flavorful food.



Online grocery shopping is turning out to be progressively famous, as it offers consumers a helpful and proficient method for purchasing their food.

Cost is perhaps of the main element that consumers consider while settling on grocery buy choices. Consumers are continuously searching for the best arrangements on the products they need. Consumers likewise need to buy excellent grocery products. They will pay a premium for products that they accept are of better quality.

Brand is another significant component that consumers consider while purchasing grocery products. Consumers frequently have solid inclinations for specific brands, and they will pay a premium for those brands. Comfort is likewise a vital component for some consumers. They need to have the option to buy their regular food items rapidly and without any problem. This is one reason why online grocery shopping is turning out to be so well known.

Consumers are progressively worried about their wellbeing and health. They are searching for sound and nutritious grocery products. This is driving the development of natural and supportable products.

Consumers are additionally turning out to be more worried about the climate. They are searching for supportable grocery products that are delivered and bundled in a manner that limits natural effect.

Psychographic factors like qualities, mentalities, and character attributes can likewise impact consumer buying behavior and purchasing patterns. For instance, consumers who esteem manageability might be bound to buy natural and fair exchange grocery products, while consumers who are wellbeing cognizant might be bound to buy low-fat and low-sugar grocery products.

Situational factors like the season, the event, and the financial plan can likewise impact consumer buying behavior and purchasing patterns. For instance, consumers might be bound to buy frozen food sources throughout the mid year months, and they might be bound to buy premium grocery products for exceptional events.

Internet business is turning out to be progressively famous for grocery shopping. Consumers value the comfort of having the option to look for basic food items on the web and have them



conveyed to their entryway. Consumers are turning out to be more wellbeing cognizant and are searching for grocery products that are low in fat, sugar, and calories. They are likewise keen on purchasing natural and fair exchange products.

Consumers are occupied and need grocery products that are helpful to plan and eat. This is prompting a developing interest for comfort food varieties and bites. Consumers need grocery shopping encounters that are customized to their singular necessities and inclinations. This is prompting a developing interest for modified grocery shopping records, feast arranging administrations, and home conveyance administrations.

Grocery retailers ought to offer a wide assortment of grocery products to address the issues, everything being equal. This incorporates offering various brands, costs, and item types. Grocery retailers ought to value their products seriously to draw in and hold clients. This might include offering advancements and limits consistently.

Grocery retailers ought to make it simple for consumers to shop in their stores. This incorporates having a spotless and efficient store, having proficient and supportive staff, and offering helpful checkout choices. Grocery retailers can customize the grocery shopping experience by offering redid grocery shopping records, dinner arranging administrations, and home conveyance administrations.

Showcasing methodologies can be utilized to impact consumer buying behavior and purchasing patterns in various ways. By understanding the variables that impact consumer behavior, advertisers can foster systems that enticement for consumers' necessities and needs, and make it simpler for them to pursue buy choices.

Shortage and criticalness can be strong inspirations for consumers. By making a need to keep moving, advertisers can urge consumers to rapidly pursue a buy choice more. For instance, advertisers can utilize restricted time offers, restricted release products, and social evidence to make a need to get moving.

Social verification is a mental peculiarity where individuals are bound to follow through with something if they see others getting it done. Advertisers can utilize social evidence to impact consumer buying behavior by highlighting client tributes, web-based entertainment offers, and item audits on their sites and in their showcasing materials.



Consumers are bound to pursue buy choices that are driven by feeling than by rationale. Advertisers can set off profound reactions by utilizing narrating, humor, and other imaginative strategies in their showcasing materials.

Consumers value customized encounters. Advertisers can customize the client experience by utilizing information to find out about individual consumers' necessities and inclinations. This data can then be utilized to tailor advertising messages, item proposals, and other client touchpoints.

By utilizing these showcasing procedures, organizations can impact consumer buying behavior and purchasing patterns in various ways. By grasping the variables that impact consumer behavior, fostering serious areas of strength for a character, and making an unmistakable incentive, organizations can foster showcasing systems that are important and interesting to their interest group.

Apple is known for making a feeling of fervor and expectation for its new item dispatches. It does this by staying quiet about its products as late as possible and by utilizing restricted version products and restricted time offers. This makes a feeling of shortage and desperation, which urges consumers to purchase the new products when they are delivered.

By understanding the various sorts of consumer buying behavior and purchasing patterns, advertisers can foster more viable promoting methodologies to impact consumer behavior and drive deals. The systems examined in this article are only a couple of instances of the numerous ways that advertisers can impact consumer buying behavior and purchasing patterns.

CONCLUSION

Recently, there has been a sensational change in consumer shopping propensities from disconnected to on the web. This is because of various variables, including the accommodation of internet shopping, the wide determination of products accessible on the web, and the cutthroat costs that can frequently be viewed as on the web. Consumers will pay something else for products from brands that they trust and regard. This is on the grounds that brands can furnish consumers with a feeling of safety and trust in their buy choices.



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