

Study of Factors Influencing Students Buying Behavior

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Abstract

This paper studies the main factors that influence the buying behavior of students in general. The two factors that are primary in this study are Clothing and Electronics. The research is a primary research done through questionnaire method. The paper evaluates the main factors that drive the decision of students while buying clothes, electronics and other products. The paper also studies the buying pattern of students, whether they buy all by themselves or their parents help them buy. A structured questionnaire was constructed to provide answers to our research question. In this study, sixty questionnaires were distributed, but only fifty useable questionnaires were realized.

Keywords: Buying Behavior, Self buying, Perception, Common Effects

Introduction

The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Schiffman and Kanuk, 1997). The field of consumer behavior covers a lot of ground. According to Solomon (1996), consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

The official definition of consumer behavior given by Belch (1998) is 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires'. **Consumer buying behavior** is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service.

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The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. Consumer behavior is

driven by trends, brands, availability, and people's perception. There is an impact of many factors on Consumer buying behavior such as age, gender, buying capacity, peer review, media marketing, cost or price of products. Consumers make many buying decisions every day. Most large companies research consumers buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, why they buy. But learning about **whys** of customers are not so easy. The answers are often locked deep in the consumer's mind.

Cultural	Social	Personal	Psychological	Buyer
Culture	Reference Group	Age & life Cycle stage	Motivation	
Subculture	Family	Occupational Economic circumstance	Perception	
Social Class	Roles & Status	Lifestyle Personal & Self Concept	Learning Beliefs & Attitudes	

Source: Philip [Kotler](#)

Objective

1. To understand if young people do their own buying.
2. To study the factors which play a major role in their buying behavior.

Research Methodology

The research is done through primary research, questionnaire method. The Sample size was around 60, out of which 50 were usable data.

Scope

This study will help brands to understand the buying behavior of students and work on their marketing strategy.

Limitations

As per data collected emphasis is on clothing and electronics. Other products data is minimum. The sample taken was based on only particular age group-21 to 27 years.

Analysis and Interpretation

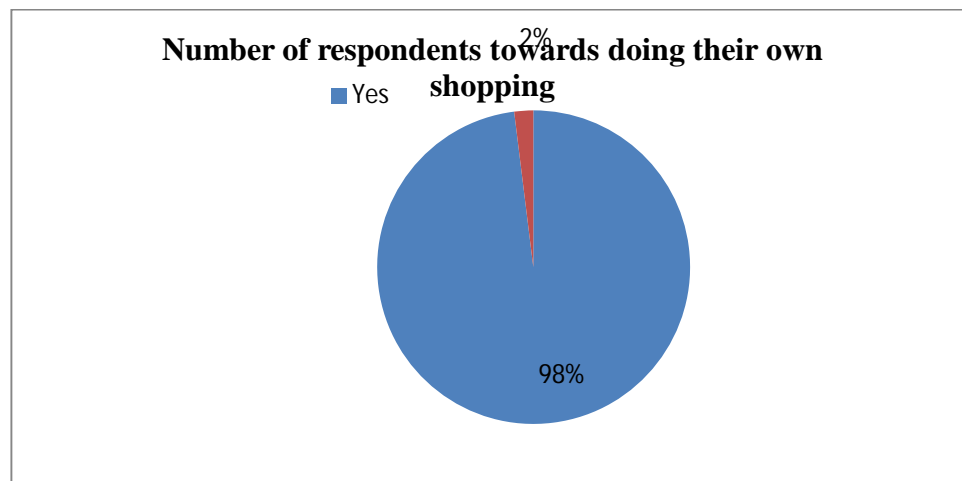
1. To understand if young people do their own buying.

Table 1 Number of respondents towards doing their own shopping

Particulars	Number of respondents	Percentage
Yes	49	98
No	01	2
Total	50	100

Source: Collected through Questionnaire

Figure 1 Number of respondents towards doing their own shopping



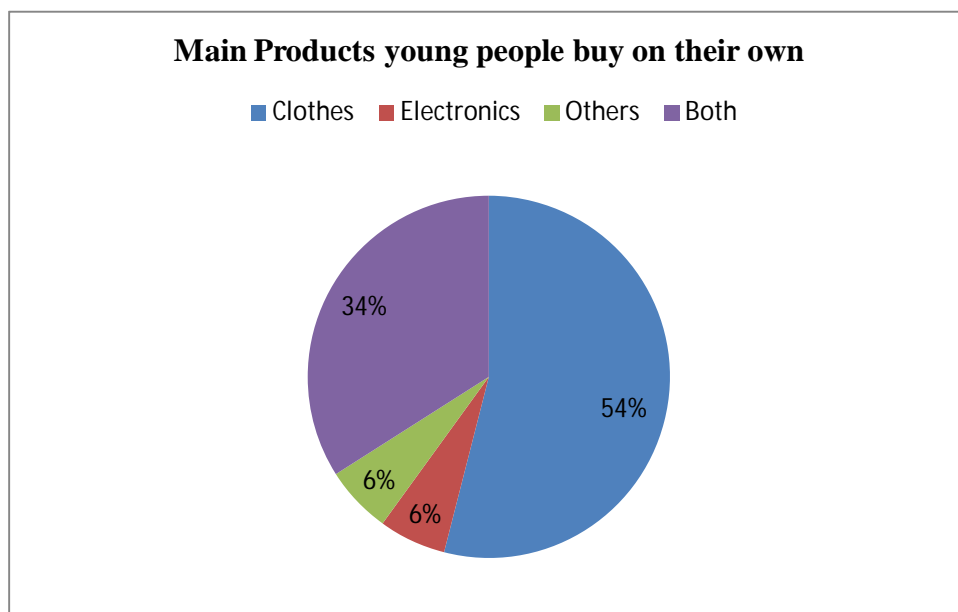
Interpretation: Among 50 respondents we can find that the majority of the youth do their own shopping. Only 2 percent depend on their friends or elders to shop for them.

Table 2 The Main Products young people buy on your own

Particulars	Number of respondents	Percentage
Clothes	27	54
Electronics	3	6
Others	3	6
Both	17	34
Total	50	100

Source: Collected through Questionnaire

Figure 2 The Main Products young people buy on their own



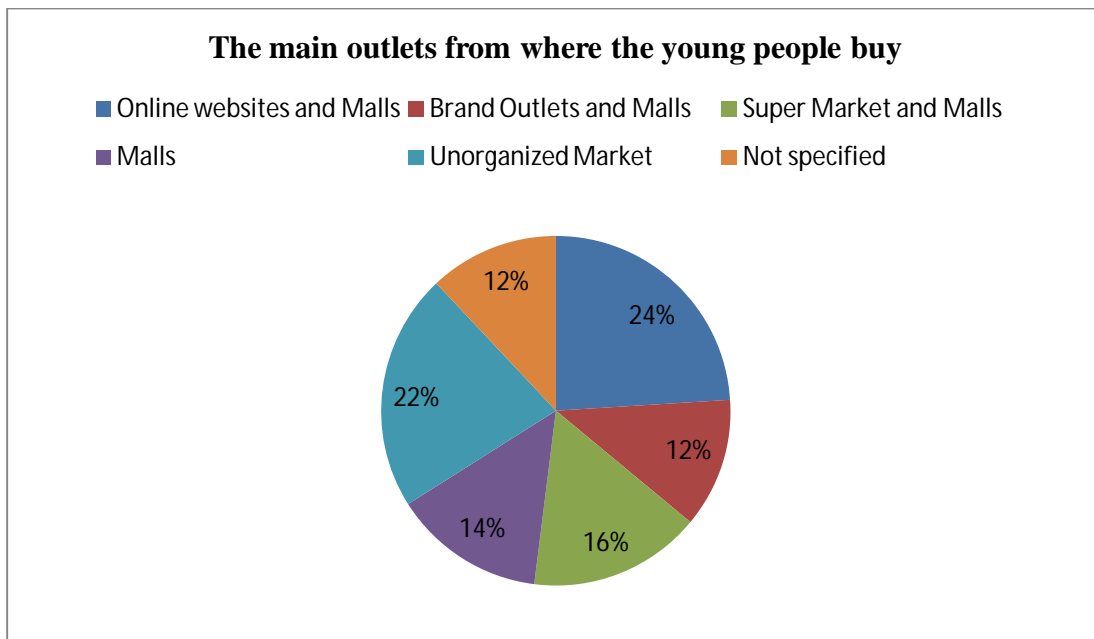
Interpretation: Among 50 respondents we can find that the 34 percent majority of the youth buy both clothes and Electronics on their own. If we see the data 54 percent of the students are interested in buying clothing and the rest are interested on buying electronics and other products.

Table 3 The main outlets from where the young people buy.

Particulars	Number of respondents	Percentage
Online websites and Malls	12	24
Brand Outlets and Malls	6	12
Super Market and Malls	8	16
Malls	7	14
Unorganized Market	11	22
Not specified/ Not Applicable	6	12
Total	50	100

Source: Collected through Questionnaire

Figure 3 The main outlets from where the young people buy.



Interpretation: Among 50 respondents we can find that the 24 percent of the youth buy products through online websites, 12 percent from brand outlet 16 percent from Super markets, a major junk of 22 percent from unorganized market where the products are substitute to the brand outlets , cheaper in cost and most of the students fall into middle class category and majority of the students like to

go to Mall for shopping because they get entertainment, shopping ,variety restaurants and retail outlets of food industry like Mc Donald's, Pizza Hut and many more.

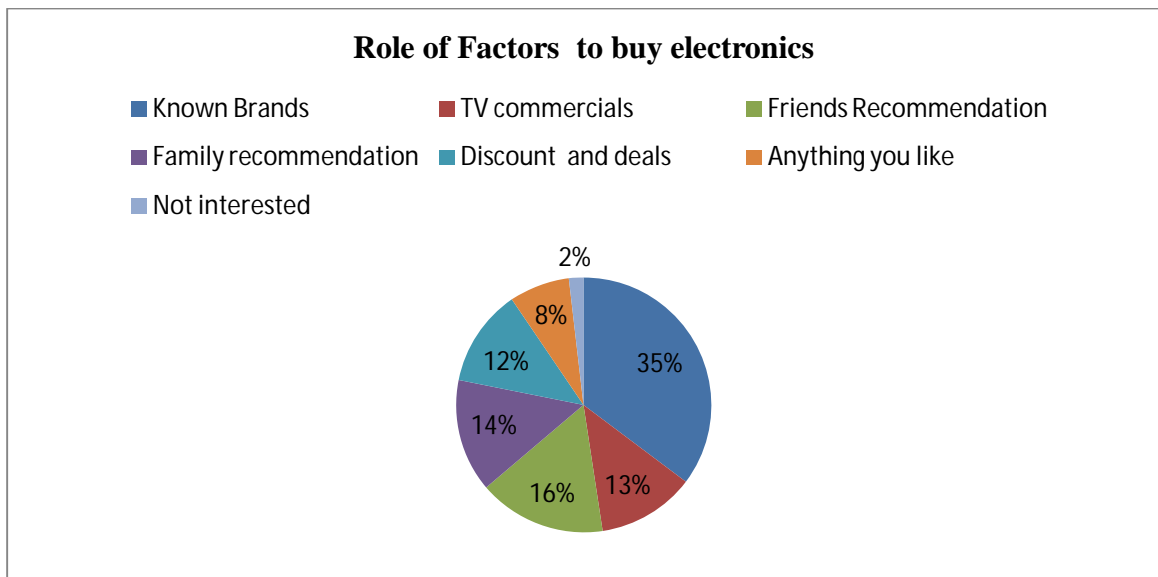
2. To study the factors which play a major role in their buying behavior

Table 4 Role of Factors to buy electronics

Particulars	Number of respondents	Percentage
Known Brands	37	35
TV commercials	13	13
Friends Recommendation	17	16
Family recommendation	15	14
Discount and deals	13	12
Anything you like	8	8
Not interested	2	2

Source: Collected through Questionnaire

Figure 4 – Role of Factors to buy electronics



Interpretation: Among 50 respondents we can find that the 35 percent of the youth buy electronic products through known brands, 13 percent from TV

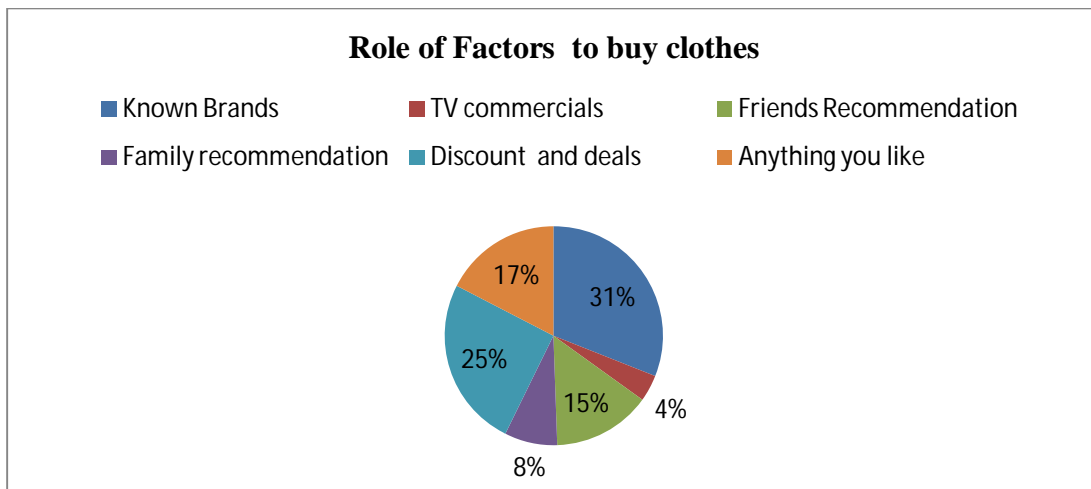
commercials, 16 percent from friends recommendation, 14 percent from family recommendation, 12 percent from discount deals, and 8 percent buy anything they like. Most of the students buy products from known brands as they feel secure that the brands have good market reputation and on discount deals as they can get some other items of their choice which would fall in their budget.

Table 5 – Role of Factors to buy clothes

Particulars	Number of respondents	Percentage
Known Brands	32	31
TV commercials	4	4
Friends Recommendation	15	15
Family recommendation	8	8
Discount and deals	26	25
Anything you like	18	17

Source: Collected through Questionnaire

Figure 5 – Role of Factors to buy clothes



Interpretation: Among 50 respondents we can find that the 31 percent of the youth buy clothes through known brands, 4 percent from TV commercials, 15 percent from friends recommendation, 8 percent from family recommendation, 25 percent from discount deals, and 17 percent buy anything they like. Most of the

students buy products from known brands as they feel secure that the brands have good market reputation and on discount deals as they can get more variety of clothes of their choice at a reasonable price.

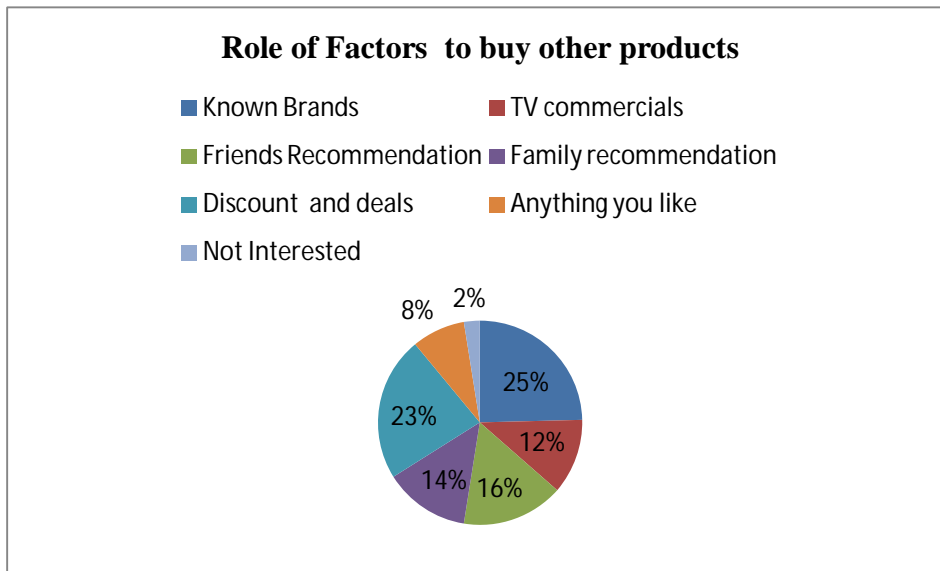
Table 6 – Role of Factors to buy other products

Particulars	Number of respondents	Percentage
Known Brands	29	25
TV commercials	14	12
Friends Recommendation	19	16
Family recommendation	16	14
Discount and deals	27	23
Anything you like	10	8
Not Interested	3	2

Source: Collected through Questionnaire

Interpretation: Among 50 respondents we can find that the 25 percent of the youth buy other products which include perfumes, cosmetics and deodorants through known brands, 12 percent from TV commercials, 16 percent from friends recommendation, 14 percent from family recommendation, 23 percent from discount deals, and 8 percent buy anything they like. Most of the students buy products from known brands as they feel that these products have good market reputation and on discount deals as they can get more variety of products of their choice at a reasonable price.

Figure 6 – Role of Factors to buy other products



Findings

- It was been observed that the majority of the youth do their own shopping. Only 2 percent depend on their friends or elders to shop for them.
- 34 percent majority of the youth buy both clothes and Electronics on their own. From the data 54 percent of the students were interested in buying clothing and the rest were interested on buying electronics and other products,
- The majority of students buy clothes, electronics and other products which include perfumes, cosmetics and deodorants through known brands and through discount deals as they feel that these products have good market reputation and on discount deals as they can get more variety of products of their choice at a reasonable price.

RECOMMENDATION

With respect to the findings of students buying behavior it can be stated that today's youth prefer more on buying clothes and electronics that are of brand value and are of reasonable price.

- It can be suggested or recommended to the sellers on Online websites to increase their brands and availability of the same as most of the youth prefer to go on online shopping.
- The Brand outlets, Super market , Malls and Unorganized Market have to bring out marketing strategies to attract majority of the youth towards their products depending upon the social hierarchy, availability, price and quality of the product.

Conclusion

Here we can conclude that majority of the youth have different types of buying behavior like personal, psychological and social factors depending upon their preferences, affordability, perception and choice in buying their clothes, electronics and other products.

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