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## **A study on consumer buying behavior of kid's product with special reference to Coimbatore city**

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### **Abstract**

An individual who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone can be influenced by marketing and advertisements. Any time someone goes to a store and purchases a toy, shirt, beverage, or anything else, they are making that decision as a consumer. The father of our nation, Mahatma Gandhi, emphasizes consumer protection, referring the consumer as the "poor consumer". His famous statement is worth recollection. Consumer is the most important visitor on our premises. He is not on outsider on our business, he is part of we are not doing him a favor by service him. He is doing as a favor by giving used an opportunity to do. Parlin says "we may talk as long as we please about manufacturers, wholesalers and retailer, but in the last analysis, the consumer is king, the decision of consumer makes and unmakes the manufactures, jobbers and retailers, whoever wins the confidence of the consumer wins the day; and whoever loses the day".

**Keywords:** Consumer buying behavior, kid's product, Coimbatore city

### **Introduction**

#### **Consumer Buying Behavior**

The job of marketer is to meet and satisfy target customers' needs and wants but "knowing customer" is not a simple task. Understanding the buying behavior of the target market for its company products is the essential task for the marketing dep't. The job of the marketers is to "think customer" and to guide the company into developing offers, which are meaningful and attractive to target customers and creating solutions that deliver satisfaction to the customers, profits to customer and benefits to the stakeholders.

#### **Consumer Buying Behavior of Kids Product**

Consumer buying behavior is the behavior that a consumer display while buying the product or a service. Each and every consumer has/her own buying behavior that he displays it during purchase of different products. This behavior displayed by the consumer is the result of a number of influences which he/she receives from the environment. Thee influences can be categorized into four factors viz. cultural factors, social factors, personal factors, and psychological factors.

Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans (e.g., by engaging in comparison shopping or actually purchasing a product).

### **Objective of the Study**

- The study the behaviour level off consumer with regard to their income level.
- To analyse consumer awareness about the product.
- To analyse their choice/ Preference for the product.
- To study the benefit they derive by using the product.
- To study the reason for preference.

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### Scope of the Study

- The study is based on the consumer behaviour on kid's product.
- All data are confined through data based and questionnaire.
- It is confined to Coimbatore city.
- The analysis based on the response given by the respondent.
- The number of respondents for the study is 50.

### Methodology Adopted

The study is an empirical one based on survey method. The relevant primary data was collected from the selected respondents among the user of kid's product in Coimbatore city through the questioners' method. A sample of 50 respondents were selected on simple random basis other supporting relevant data were collected from various respondents of kid's product in Coimbatore city.

### Sampling Techniques

The sampling procedure used was convenient sampling.

### Sample size

Totally 50 respondents were chosen using convenient sampling technique.

### Collection of Data

The research was conducted by using both primary and secondary data.

### Primary data

Primary data was collected with the help of personal interviews from Coimbatore city.

### Secondary data

The secondary data was mainly from books, magazines, journal, newspaper and internet.

### Tools and Techniques

For analyzing the primary data the various tools and techniques were used in this study, they are as follow

- Simple average
- Chi-square test is applied for hypothesis

### Hypothesis

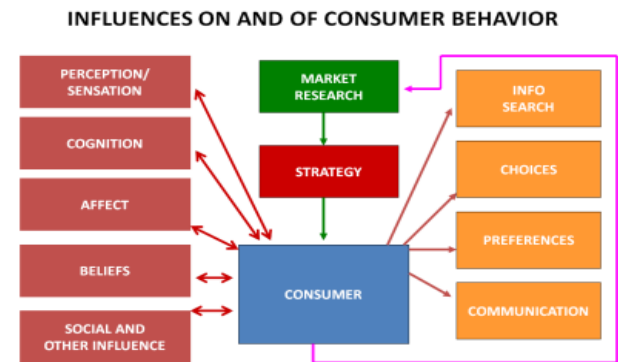
Following null hypothesis have been formulated for the study

- Sex of the respondent
- Income of the respondent

### Limitation

- The study was conducted within a limited area. (Coimbatore city) and the finding and interpretation cannot be generalized.
- The study is not universally applicable.
- Time constrain being once the major factor, only 50 respondents are taken as sample for the study.
- The finding of the survey is strictly based on the responses of the users. It is difficult to find out the authority to be true, so we assuming them to be true.
- The respondent personal bias may be another factor, which is uncontrolled.

### Sources of Influence on the Consumer



Often, we take cultural influences for granted, but they are significant. An American will usually not bargain with a store owner. This, however, is a common practice in much of the World. Physical factors also influence our behavior. We are more likely to buy a soft drink when we are thirsty, for example, and food manufacturers have found that it is more effective to advertise their products on the radio in the late afternoon when people are getting hungry. A person's self-image will also tend to influence what he or she will buy an upwardly mobile manager may buy a flashy car to project an image of success. Social factors also influence what the consumers buy often, consumers seek to imitate others whom they admire, and may buy the same brands. The social environment can include both the mainstream culture (e.g., Americans are more likely to have corn flakes or ham and eggs for breakfast than to have rice, which is preferred in many Asian countries) and a subculture (e.g., rap music often appeals to a segment within the population that seeks to distinguish itself from the mainstream population). Thus, sneaker manufacturers are eager to have their products worn by admired athletes. Finally, consumer behavior is influenced by *learning* you try a hamburger and learn that it satisfies your hunger and tastes good, and the next time you are hungry, you may consider another hamburger.

### Tools and Techniques

#### Tools used

The test is carried out using SPSS tool where the variables that are to be tested for independence is entered and results are identified. The various tests are done by using SPSS are percentage analysis and chi-square.

#### Percentage Analysis

Percentage method refers to a specified kind which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common baseband thereby allow meaning comparison.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total no of respondents}} \times 100$$

### Findings & Suggestion

#### Findings

- The majority of the respondents belonging to the age group of 21-35 years.

- From the analysis it could be concluded that most of the respondents are belonging to the female gender.
- Maximum of the respondents belonging to occupational groups are others
- Maximum of the respondents income are in between Rs 10000 to 20000.
- The majority of the respondents are 1 to 3 year child in the family.
- The majority of the respondents are feeling that travel distance 1k/m to 2k/m.
- Maximum of the respondents using 4-wheeler.
- Maximum of the respondents are decision making by Husband & Wife.
- Maximum of the respondents are yes based on income.
- The majority of the respondents buying kids products consulting doctor.
- Maximum of the respondents are purchase Once-in in a week.
- Maximum of the respondents opinion regarding cost are medium.
- The majority of the respondents are frequently time spend to buying kids products in 1 hour.

### **Suggestion**

- The dissatisfaction factor with related to cost of product may be removed by not using the price maker policy.
- Some of the varieties of kid's product (brand) found to unaware among the customer. So, it may concentrate more on advertisement for such product (brand).
- Customers are not satisfied with moisture proof shield and even preventing infection. So, it may try to go for product planning and improvement.
- Customer opinion about the product is costly. So, it may take steps to reduce price.
- Comparatively with relate to income level and cost of product the customers are dissatisfied. So, it may concentrate to work for their satisfaction to attract such income group.
- The preference for the product with relate to occupation. So, it may try to concentrate more on Medias like magazines, newspapers.

### **Conclusion**

Competing for the consumer is a never ending challenge. This is due to principally to the uniqueness and competitiveness of each individuals market, for they are all different and all require different approaches. Knowledge of the buying motives of consumers is essential for a marketer. The changes in the market are brought by the consumer. So, it is concluded that the customer based brand equity discussed by considering the perceptions of brand loyalty, brand awareness, brand knowledge, perceived quality, brand association, purchase decision and post purchase behavior are the most essential elements for forming customer based brand equity as a result the manufacture and marketer should build brand loyalty among the customers. The loyalty will be created by the through brand knowledge which consists of brand image, brand recall etc. so the customer will be aware about the brand whatever they are buying. The quality aspect should be covered with all other kinds of association characteristics which will lead the customer towards purchase decision. Finally the post buying behavior of the customer after utilizing a product will reflect the real brand.

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