

# A Study on Consumer Behaviour Purchasing Pattern on Non-Durable Products in Western U.P

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## Abstract

The demand and supply of commodities generated in the economy are the primary economic indicators of the nation. The production of durable goods is a vital component of the economy. The production sector accounts for almost 60% of the entire consumption of consumer durables. There is more room for growth in the gross domestic product of consumption when it comes to consumer behavior when it comes to non-durable goods purchases. Changes in the non-durables purchase pattern are a reliable indicator of population expansion. Durable goods purchases decline during economic downturns or pandemics, while non-durables purchases follow the same pattern.

**Keywords:** Consumer behaviour, Non-Durable, Purchase, Consumption, Economy, Buying pattern.

## 1. INTRODUCTION

Goods that are bought often and utilized for brief periods of time are classified as non-durable. Consumer behavior when it comes to non-durables purchases is more stable and consistent. Non-durables are continuously spent, with spending patterns fluctuating based on personal preferences and tastes.

Food, drinks, toiletries, cleaning supplies, and domestic items that are intended to be consumed or used up somewhat rapidly are examples of non-durable commodities. If clothing and other personal items are intended to be used temporarily rather than to last for years, they may also be classified as non-durable goods.

### 1.1 FACTORS INFLUENCING CONSUMER BEHAVIOUR ON NON-DURABLES GOODS:

**Price:** Price is often a determining factor for consumers of non-durable goods. If they use or consume a non-durable commodity regularly, they can be more inclined to buy a less expensive brand.

**Quality:** It's possible that buyers will pay extra for non-durable items like cleaning supplies or toiletries of superior quality. Repurchase intent can be significantly influenced by quality. **Convenience:** When it comes to non-durable goods, consumers may choose more practical

packaging or usage options. For instance, they can choose for single-use goods rather than ones that need more washing or preparation.

**Brand loyalty:** Customers may have brand loyalty for non-durable goods due to personal preferences or past experiences. This may affect their decisions to buy even in cases where competing brands could be more affordable or practical.

**Personal preferences:** Personal preferences like flavor, fragrance, or texture can also affect how non-durable goods are purchased by consumers. For instance, a person may have brand loyalty for shampoo based on how it feels or smells on their hair.

Overall, a range of circumstances can lead to significant variations in consumer behavior when it comes to non-durable items. When creating their product offerings or marketing strategies, companies that manufacture non-durable goods may need to take these aspects into account.

## 2. REVIEW OF LITERATURE

A thorough understanding of every stage of the research process can be gained via the review of literature. The review provides a historical analysis of the researcher's work and encourages more research. The current study examines consumer behavior and purchasing patterns with regard to non-durable commodities.

Psychology: the psychology behind the consumption of non-durable goods and how marketing and advertising strategies influence consumer behaviour. Why We Buy and How We Consume

The Environmental Impact of Disposable Packaging This article provides advice on cutting waste and explains how non-durable products, including throwaway packaging, affect the environment.

The article "The Economics of Non-Durable Products" examines these products' economics and how their consumption patterns vary from those of durable goods.

"The Rise of Non-Durable Fashion" - This article examines the relationship between the rise in non-durable clothing and the fast fashion movement.

"The Cost of Convenience: The Actual Price of Disposable Goods" - This article examines the social and environmental costs of using disposables and other non-durable goods.

""The Future of Non-Durable Goods: Innovations and Sustainability" - The future of non-durable items is covered in this article, along with how creative thinking and sustainability projects might lessen waste and enhance environmental effect.

## 3. OBJECTIVE OF THE STUDY

- To learn how non-durable items are perceived by consumers.
- To identify the purchasing behaviour of consumer of Non-durables in Pondicherry region.
- To explore the relationship between the customer behaviour and the demographic characteristics.

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## 4. RESEARCH METHODOLOGY

Methodology for collecting data: This study was conducted using primary data, which came from consumer interviews that were scheduled. The secondary data was collected, as stated by the study, from a variety of sources, including websites and reports.

**5. SAMPLING DESIGN**

Convenience sampling was used to collect the research data. The Pondicherry region has been the focus of the researcher's work. Out of 350 samples, 306 have been chosen for the study after unsuitable and incomplete responses were eliminated.

**6. HYPOTHESES OF THE STUDY**

Ho1: The respondent's demographic characteristics and consumer non-durables do not significantly differ from one another. Ho1: The marketing mix and customer attributes of non-durable goods do not significantly differ from one another.

**7. ANALYSIS AND INTERPRETATION**

Descriptive statistics and an ANOVA between the marketing mix and particular demographic variables, such as monthly income, occupation, family type, number of dependents, and residential location data of respondents in the Western U.P. region, are used to examine the data.

Table: Marketing Mix with Monthly Income of the respondents with F value.

Table 7.1 demonstrate how the marketing mix and monthly income have an impact on the following factors: the desire for high quality, the product's packaging, its value, convenience, the ability to buy items at a discount or for a cheap price, and the ability to compare prices with alternatives. Customers behave the same way across all channels of distribution and purchase. When buying non-durable goods, consumers are not affected by direct marketing, free gifts, special offers, or advertisements.

Variables	Marketing Mix	Product	Price	Place	Promotion
Monthly Income	I. Below Rs.25000	High quality	Discounted price	Wholesale	Direct Marketing
		Sig= 0.00	Sig=0.006	Sig=0.00	Sig=0.866
		Design	Comparison of price with alternatives	Multi-channel	Free gift
	II. Rs.25000-50,000	Sig=0.008	Sig=0.00	Sig=0.00	Sig=0.085
		Value	Sold at low price	Direct sale	Special offers
		Sig=0.00	Sig=0.788	Sig=0.00	Sig=0.305
	III. Above Rs.50,000	Convenience	--	Retail	Advertisement
		Sig=0.001		Sig=0.00	Sig=0.765
				Internet	
			Sig=0.00		

Source: Primary Data.

Variables	Marketing Mix	Product	Price	Place	Promotion
		High quality	Discounted price	Wholesale	Direct Marketing
		.000	.000	.000	.000

			Comparison of		
	I. Student	Design	price with alternatives	Multi-channel	Free gift
<b>Occupation</b>	II. Business	.000	.000	.000	.000
		Value	Sold at low price	Direct sale	Special offers
	III. Homemaker	.000	.000	.000	.040
		Convenience	--	Retail	Advertisement
	IV. Retied	.000		.000	.046
				Internet	
				.000	

Source: Primary Data.

Table 7.2 demonstrate how the marketing mix and occupation have an impact on non-durable goods purchases in the following scenarios: when buying non-durables, consumers seek out high quality, consider product packaging, value for the money, convenience, purchase goods at a discount or for less, compare prices with alternatives, engage in direct marketing, receive a free gift, take advantage of special offers, and see advertisements.

**Table 7.3: Marketing Mix with family type of the respondent with F value**

Variables	Marketing Mix	Product	Price	Place	Promotion
<b>Family type</b>	Nuclear Joint	High quality	Discounted price	Wholesale	Direct Marketing
		.000	.007	.051	.009
		Design	Comparison of price with alternatives	Multi-channel	Free gift
		.524	.326	.000	
		Value	Sold at low price	Direct sale	Special offers
		.000	.603	.000	.431
		Convenience	--	Retail	Advertisement
		.000		.956	.113
				Internet	
			.001		

Source: Primary Data

Table 7.3 Present the findings showing the family type and marketing mix have an impact on the purchase of non-durable items in the following scenarios: while buying non-durables, consumers look for high quality, value for the money, convenience, discounted prices, direct marketing, and free gifts. The consumer is not impacted by the following factors while buying non-durable goods: product packaging, price comparison with alternatives, low price, special offers, and advertisements.

**Table 7.4: Marketing Mix with No. of dependent of the respondent with F value**

Variables	Marketing Mix	Product	Price	Place	Promotion
No. of Dependent	I. Less than 2 members	High quality	Discounted price	Wholesale	Direct Marketing
		.007	.183	.973	.183
	II. 2-4 members	Design	Comparison of price with alternatives	Multi-channel	Free gift
		.000	.035	.000	.151
	III. Above 4 members	Value	Sold at low price	Direct sale	Special offers
		.000	.773	.176	.000
		Convenience	--	Retail	Advertisement
		.000		.000	.253
			Internet		
			.000		

Source: Primary Data.

Table 7.4 demonstrate how the marketing mix and the number of dependents have an impact on non-durable goods purchases in the following scenarios: looking for high-quality products; packing products well; valuing them; being convenient; comparing prices with alternatives; shopping through multiple channels; receiving free gifts online; and taking advantage of special offers. When buying non-durables, the consumer is not affected by the following factors: direct marketing, advertisement, cheap pricing, or reduced goods.

**Table 7.5: Marketing Mix with Residential area of the respondent with F value**

Variables	Marketing Mix	Product	Price	Place	Promotion
Residential area	Urban Semi-urban Rural	High quality	Discounted price	Wholesale	Direct Marketing
		.000	.002	.000	.000
		Design	Comparison of price with alternatives	Multi-channel	Free gift
		.000	.087	.000	.000
		Value	Sold at low price	Direct sale	Special offers
		.000	.225		.230
		Convenience	--	Retail	Advertisement
		.000		.027	.000
				Internet	
				.000	

Source: Primary Data.

Table 7.5 show the result that marketing mix with Residential area influence the purchasing of non-durable goods on following situation like seek high quality, packing of product, value for the

product, convenience, purchase goods at discounted price and, direct marketing, free gift, advertisement when purchasing non-durables goods. The following aspect does not impact the consumer while purchasing non-durables goods i.e., low price, comparing the price with alternative and special offers.

## 8. CONCLUSION

The study comes to the conclusion that environmental influences and consumer awareness about what they purchase, consume, and benefit from have an impact on consumers. The non-durable market presents constant hurdles for producers who must meet consumer needs and desires. It is challenging for non-durable goods manufacturers to respond to competition and update their products. The scope of the problems in identifying customer behavior has expanded from the past to include things like product consciousness, awareness of what consumers use, and user- and environmentally-friendliness.

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