



“A STUDY OF CONSUMER BEHAVIOR AND MARKETING TRENDS OF SELECTED CONSUMER PRODUCTS IN LATUR DISTRICT”

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ABSTRACT:

In any business organization changing consumer create a big challenge in the process of its sustainable growth. For the developing country like India, there is an urgent need to formulate and implement successful strategies about the study of consumer behavior. Because ever changing consumer behavior pose an obstacle in the growth of the business. Consumer behavior is very complex and unpredictable in many ways.

KEYWORDS: *business organization , consumer behavior , prediction and strategy formulation.*

INTRODUCTION:

A pattern of consumer behavior differs across the border and the taste, preference of the consumer cannot consider in a uniform way. On the other hand studying consumer behavior is a complex, dynamic and multidimensional process. In modern times, prediction of consumer behavior is much essential for prosperity of the business. Its prediction and strategy formulation is a challenge for the management of any business organization. Only those organizations which formulate and implement consumer oriented marketing strategies, can survive in global competitive era. In short consumer behavior varies based on many factors and the present study try to focus on selected consumer goods in specific geographical area i.e. Latur district.

OBJECTIVES OF THE STUDY

The study has following objectives:

1. To examine the consumer's perception about preference of consumer product buying decision of selected consumers in Latur District.
2. To know the marketing trends and sales performance of selected consumer products in (F.M.C.G.) in Latur District.

SAMPLE DESIGN:

For the research purpose the sample size is determined as 500 which is further sub divide into five selected talukas. 100 respondents are taken from each taluka on random base which comprises 20% of total sample size. Latur being a district headquarter and taluka has become first obvious selection. Nilanga, Udgir, Ahemadpur and Ausa are four other selected research location on account of their market potential and prime business centers.

Sr. No.	Name of the Place	No. of Respondents	Percentage
1	Latur	100	20%
2	Nilanga	100	20%
3	Udgir	100	20%
4	Ahmadpur	100	20%
5	Ausa	100	20%
	Total	500	100

The researcher has selected the sample from random sampling method and collected the data with the help of a structured questionnaire for both, the consumer and the seller. The collected data has been analyzed in the fourth chapter.

DATA ANALYSIS-

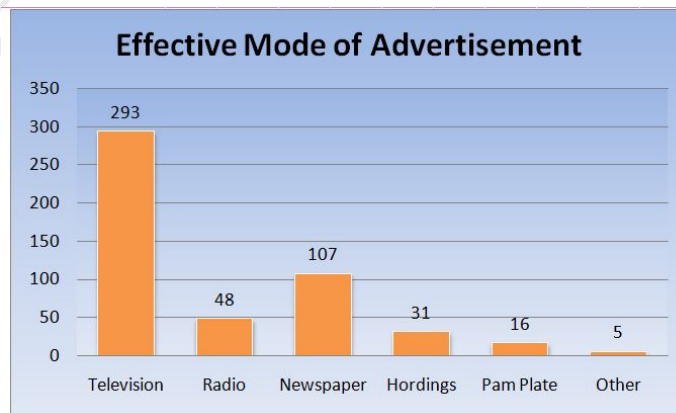
The researcher has analyzed the data with the help of simple statistical tools like averages, percentages and ratios for the sake of deriving at some conclusions and findings. The data has been presented with the help of different tables, graphs and charts for the sake of explanation.

The researcher has used primary data, thus the results have been discussed with the help of various statistical tools. Some of the examples of the data collected have been presented as under-

- **Effective Mode of Advertisement**

Advertisement plays an important role in determining consumers buying behavior. It possesses great impact on the buying of domestic or FMCG articles. In order to study the impact of advertisement and its efficient mode direct responses of customers is the only assured way. When researcher tries to collect the opinion of customers about the effective mode of communication following responses were collected.

Sr. No	Mode of Advertisement	Respondents
1	Television	293
2	Radio	48
3	Newspaper	107
4	Hording	31
5	Pam Plate	16
6	Other	5
Total		500

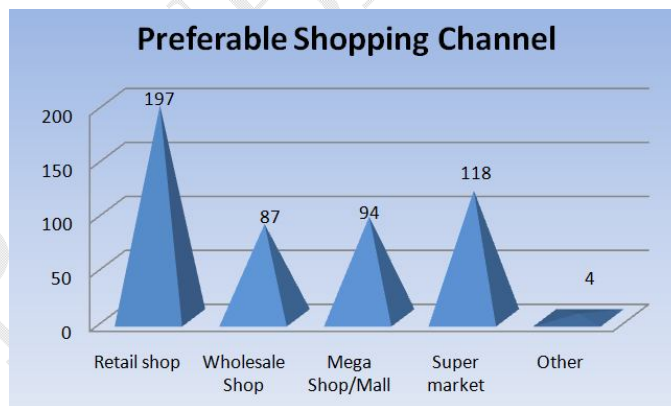


Television possesses an undisputable position and considered as most effective mode of advertisement used for domestic articles. Approximately 59 % of the respondents (i.e.293 out of 500) have stated that they decided their buying of FMCG articles on the basis of advertisements shown on television channels. Newspaper is the second largest mode of advertisement suitable for domestic articles. According to 107 respondents newspaper is the most effective mode of advertisement for domestic goods. Advertisements published in newspapers have effective and long-lasting impact on the consumers. Nowadays local radio channels have perfect reach up to every single listener. Therefore as per 48 respondents, radio is most effective mode of advertisement for domestic articles. The option of hoarding is selected by 31 respondents whereas only 16 respondents are of the opinion that Pam plate is effective in case of domestic articles.

PREFERABLE SHOPPING CHANNEL

Now day customers are served by every possible mean. No matter the proximity of your location, traders tried their level best to attract sale in every possible way. Selection of shopping channels varies from rural to urban areas. Researcher tried to study the mindset of customers about the various shopping channels .Naturally the response about the same also varies. Following table and graph indicates the selection trends of customers about preferred shopping channel.

Sr. No	Shopping Channel	Respondents
1	Retail shop	197
2	Wholesale Shop	87
3	Mega Shop/Mall	94
4	Super market	118
5	Other	4
Total		500



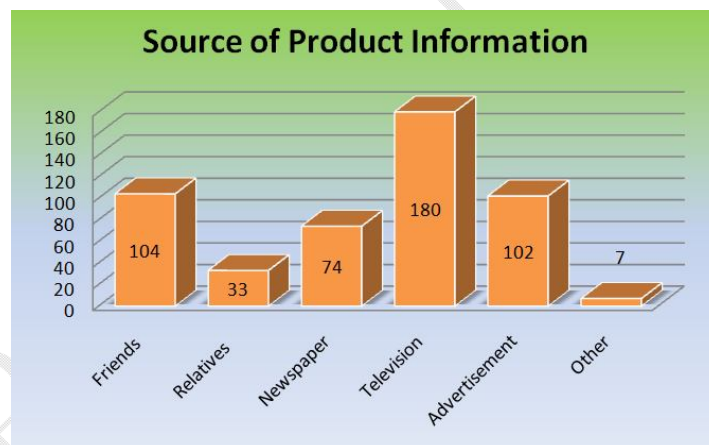
80 % of the geographical area for the said research work is semi urban and rural in its nature. Therefore very few respondents have selected the options like mega shops or malls. On the other hand retail shops have come forward as prime distribution link and channel with most sale possibilities.197 out of 500 respondents have stated that they prefer retail shop as effective and preferable shopping channel. The trend of super markets has also widely spread in almost remote areas too. The single counter facility with wide range of product has obtained customers support. Therefore supermarkets have gained second preference form respondents. 118 respondents have stated supermarkets as preferable shopping channel.

Mega shops or shopping malls are generally located at urban parts where customer with high income and high purchasing power resides. Such high income earners readily accept the high prices quoted for domestic article by these shopping malls or mega shops. According to 94 respondents, retails outlets such as mega shops and shopping malls are their first preference for buying domestic articles. Wholesale shops are the preferable shopping channels for 87 respondents and 4 are not able to select any of the above options as their retail channel

• **Source of Product Information**

Timely and efficient communication about the product towards potential buyers always generates greater volume of sale and high profit possibilities. In case of domestic articles efficient transformation of product information possess specific importance. When researcher tried to collect respondents' source of information about domestic products following data come forward presented in the form of table and graph

Sr. No.	Name of the Source	Respondents	In Percent
1	Friends	104	21%
2	Relatives	33	7%
3	Newspaper	74	15%
4	Television	180	36%
5	Advertisement	102	20%
6	Other	7	1%
Total		500	100%



Maximum numbers of respondents (36%) have clearly mentioned that television is their prime sources of information about the domestic articles .Many commercial channels along with commercial advertisements cover a large proportion of delivering the product information. Second most widely adopted information source for customer is their friends with 21% and all types of advertisement other than television ads is third (20%) are the most used information source in case of FMCG products. Newspaper also contains its own importance for delivering products information with opinion of 15% respondents. Relatives and other carry 7% and 1% weightage respectively.

FINDINGS AND CONCLUSIONS

- 1] It can be clearly observed that irrespective of the income level, every individual has to spend some portion of his income on FMCG articles. The proportion of this expenditure get varies on income level, number of family members and standard of living.

- 2] Brand of the FMCG articles is inevitable attached with them. As current market is providing numerous brands with all price range there is branded domestic articles for every type of income earner.
- 3] Television and newspapers are most efficient mode of advertisement for FMCG articles. These two advertisement modes can transmit attractive and effective message up to potential buyers.
- 4] Retail shops and super markets are ideal sale terminal for domestic market. Because the consumer of any income group can easily approach any retail shop or super market as compare to whole sale shop or mega mall. The ease and comfort available in retail shop or super market is more beneficial for customers.

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