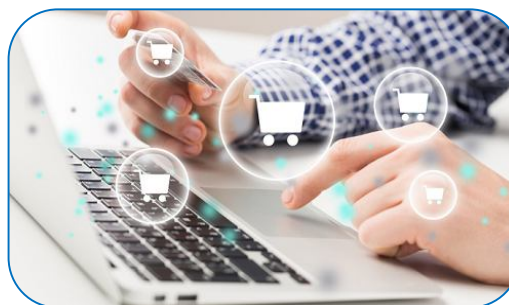




## A CASE STUDY OF RECENT TRENDS IN CONSUMERS' BEHAVIOR WITH SPECIAL REFERENCE TO YOUNG GENERATION IN AHMEDNAGAR CITY

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### ABSTRACT:

*There has been continuous changes in the buying behavior of customers with the social and technological changes. It has become very important to study the recent trends in the buying behavior of the young generation because there is digital revolution everywhere in the world. As a result, young generation is under influence of new technology to a great extent. It has brought many changes in the marketing strategies of almost all the companies in all the sectors of economy. They have started to do online marketing of their products. Online marketing has changed almost all the marketing strategies. There has been continuous increase in the use of smart-phones by the young generation. It has become need of young generation. They can easily purchase any commodity online by using their smart-phones. It has changed their buying behavior to the great extent. Life in big cities has become very fast. Many people living in big cities don't have time to go to market for shopping. Online purchasing has saved their time. Almost all the commodities are available in this online market. It has brought the market very close. Home-delivery of commodities and payment after delivery etc. are some of the important features of online purchasing.*

**KEYWORDS:** Recent Trends, Consumers' Behavior, Young Generation.

### INTRODUCTION

Buying behavior of young generation is very important for almost all the companies engaged in the production of various types of commodities and services. It is observed that the role of young generation is very important in taking many decisions in almost all the families. Sometimes they make their families change their decision already they have taken. Likes and dislikes of young generation are always taken into account while taking decision of buying a commodity. We can observe changes in consumers' behavior according to their generation. Digital revolution has resulted into change in consumers' behavior of almost all the generations to a very great extent. It has made available a very broad market to all the generations. Online marketing has acquired a very big market. There has been constantly increase in the number of online purchasing transactions. Still it has scope to increase its number of consumers in near future. New marketing strategies need to adopt with the changes brought by digital revolution.

**Theoretical Part-** It is important to know two concepts while thinking of recent trends in consumers' behavior. These concepts are consumer behavior and buying motive of consumers.

**Consumer Behavior** - According to Engel, Blackwell and Mansard, "Consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption."

**Buying Motive**- According to Marketing Dictionary, "Buying motive is the motive to persuade the desires of people so that they buy a particular good or service. Buying motive relates to the feelings and emotions of people which generate a desire. Any person does not buy a product or service just because of excellent salesman pitch but he does also due to the desire generated within him towards the product or service."

**Significance**- India is one of the biggest markets in the world. More than 50 percent population of India is below 25. Therefore, young generation play very important role in buying decision of almost all the families. Companies cannot ignore young generation while formulating their marketing strategies. All the companies should respect changing expectations of young generation. There has been a tremendous change in the marketing policies of almost of the companies all over the world after digital revolution. There is great influence of digital revolution not only on the young generation but also on the old people. Online purchasing has attracted young generation towards it. Online marketing has created its own market with its own different style. It is completely different from our local markets. Its importance has been increasing day by day. All the companies should take it very seriously and change their marketing strategy to attract young generation towards its products and to retain their customers.

#### **REVIEW OF LITERATURE-**

- 1) Elizabeth Goldsmith and Sue L. T. (2000) conducted a research project on the impact of E-Commerce on consumers, public policy, business and education. Overall analysis of this impact was done by them. They have also given research questions and ideas for future research in this area.
- 2) Jackie Gilbert Bette Ann Stead (2001) conducted a research which includes analysis of incredible growth of E-Commerce. They revealed the fact that there is emergence of many ethical issues. These issues are about security concern, spamming, online marketing to children, conflicts of interest etc.
- 3) Prithviraj Dasgupta and Kasturi Sengupta (2002) carried out a research project which analyzes the future and prospectus of E-Commerce in Indian Insurance Industry.
- 4) Young Jun Choi, Chung Suk Sub (2005) did a research on the impact of the dearth of geographical distance brought about by e-marketplaces on market equilibrium and social welfare.

#### **NEED OF STUDY-**

There has continuous increase in the population all over the world. Population of India has also been increasing. One of the most important features of Indian population is that there has been increase in young people. Therefore Indian population is called as young population. One more important thing all over the world is that young generation is techno savvy. They are likely to be addicted to the new technology. Digital revolution has brought many changes in the buying behavior of young generation. It will certainly result in many more changes in the near future. Local markets will have to take their challenge very seriously to retain their young customers. They will have to give better services to their young customers. Then only it is possible for them to attract young generation towards them. Influence of online marketing is so strong that all the local markets will have to change their policies and strategies in coming future. Otherwise they may lose their young customers. Digital revolution has completely changed definition of the word market. One can easily say now that his or her Smartphone is a market or it contains the market of whole the world.

#### **OBJECTIVES-**

- 1) To know recent trends in buying behavior of young generation.
- 2) To know various factors that affect buying behavior of young generation.
- 3) To know the reasons of change in the buying behavior of young generation.
- 4) To know changing expectations of young generation from the local market.

- 5) To know limitations of local markets.
- 6) To know impact of digital revolution on buying behavior of young generation.

### RESEARCH METHODOLOGY-

Primary information is collected from 400 young customers who are below 25 for the purpose of current research. Research is purely based on this primary information collected from the young customers living in Ahmednagar city which is a semi-urban area. There is a mixture of rural as well as urban population. A questionnaire was prepared and it was handed over to all the respondents. Interviews were also taken by calling face to face meetings of these respondents. There is also use of observation method for the interpretation and analysis of data.

### Sample size-

Sr. No.	Age-group	Male	Female	Total
01	Above20-Below 21	40	40	80
02	Above21-Below 22	40	40	80
03	Above22-Below 23	40	40	80
04	Above23-Below 24	40	40	80
05	Above24-Below 25	40	40	80
Total		200	200	400

### Data Analysis and Interpretation- Research Questions-

- 1) Do your family members take any decision without asking you?
- 2) Is your opinion taken into account while taking any decision in your family?
- 3) Is decision taken in your family changed if you are against the decision?
- 4) What is the percentage of your online shopping?
- 5) What types of commodities do you purchase through online shopping?
- 6) Why do you prefer online shopping?
- 7) What are the reasons that young generation is getting attracted towards online shopping?
- 8) What are the benefits of online shopping?
- 9) What problems do you face in local market?
- 10) What are your expectations from the local market?

Interpretation of data revealed many facts. Age wise analysis of data is not done because there is not more difference in the age-group of respondents. 93% respondents reported that their families don't take any important decision without asking them. 86% respondents told that their opinion is taken into account while taking any decision in their family. 77% respondents reported that if they are against the decision taken by their family, their family members change the decision and a new decision is taken. It shows importance of young generation in decision-making process in their family. 72% of the respondents reported that their percentage of online shopping is more than 60% as compared to their total shopping transactions. Remaining 20% respondents told that their online shopping is more than 40% as compared to their total shopping transactions. It is observed that only perishable and cheap commodities are not purchased through online shopping. Very costly items are also not purchased through it. Electronic items, clothes, shoes and many other items are purchased through online shopping.

93% respondents told that online shopping is very convenient. They can purchase anything at any time. Nowadays lifestyle is very fast. Nobody has time to stand in lines and to wait for purchasing. Time is also very important factor. Everybody is busy with his or her own work. One can do online shopping at anytime and anywhere. It has influenced young generation very much.

87% respondents told that cheap deals and better prices are available on online shopping. The main reason behind it is that commodities are directly sent to the customers from the manufacturers. There are no middlemen. It helps customers to reduce their expenditure.

All the respondents reported that almost all the brands and all the items are available in online shopping. Choices available in online shopping are amazing. Even international commodities are also available on online shopping. Commodities which are not available in local market can be easily purchased in online shopping. Commodities are available in all the colors and all the sizes. There is full stock of all the commodities. Even some online shops are ready to accept the order of commodities which are not in their stock.

It's really amazing that all the respondents told it is better to purchase online because there is no crowd, our order can be booked within a few minutes. Especially it is beneficial in holidays and festivals. In these days, there is crowd in local market; there is problem of parking of vehicles. All these things can be avoided through online shopping.

57% Respondents revealed the fact that used or damaged items are also available online at very lower prices. These items are also in good condition. The only thing is that they are used or old. It is observed that buyers can keep control on their expenditure through online shopping. When they go in a local market, they unnecessarily purchase more items. It doesn't happen in online shopping. Searching products and comparing their prices are also very easy. Consumers' reviews are also available. It helps in selection of a commodity from various alternatives. There is no at all pressure on consumers to buy a specific commodity. In local market sometimes good behavior of the shopkeeper pressurizes consumers to buy a product. It doesn't happen in online shopping.

#### **Scope-**

- 1) Data are collected only from 400 respondents of Ahmednagar city, Maharashtra who have been taking or have taken higher education.
- 2) Data are collected only from the respondents who have smart-phones.
- 3) Period required for collecting data is of 2 months.
- 4) Method used for the collection of primary information for current research is random sampling method.
- 5) Focus of research is on recent trends in consumers' behavior with special reference to young generation.
- 6) Factors affecting on consumers' behavior are also taken into account while conducting current research.
- 7) Respondents are of a specific age-group. Comparative study of various age-groups is also possible.

#### **HYPOTHESIS-**

- 1) Buying behavior of young generation is influenced by digital revolution to a great extent.
- 2) There has been continuous growth in online purchasing transactions of young generation.
- 3) Digital revolution has brought a positive result in getting better services from the local market to almost all types of customers.
- 4) There has been continuous change in the buying behavior of young generation with the change in social and technological structure of various sectors of the society.
- 5) Young generation plays very important role in decision-making process in almost all the families.
- 6) Limitations of local market is one of the basic reasons in the growth of online marketing.

#### **FINDINGS-**

- 1) It is found that young generation has been changing their buying behavior according to the changes in social and technological structure of the society.
- 2) There has been continuous increase in the number of online consumers.
- 3) Old marketing strategies of local shopkeepers to pressurize consumers will not work in near future. Rather there is possibility of losing consumers of such type of shopkeepers.

- 4) Young generation is very much cautious about its time and bargaining power; it wants to save its time and money.
- 5) Online marketing has created its own market in its own way but it will not affect very much on the sale of local market.
- 6) All the companies should take into account changes brought by digital revolution in the buying behavior of young generation and its increasing impact on the various shopping decisions of almost all the families.
- 7) Young generation has become techno savvy and it is proud of its changing buying behavior.

#### **RECOMMENDATIONS-**

- 1) Local Markets should change their marketing strategies according to the changes in social and technological structure of the society to attract young generation.
- 2) There is need of improvement in the services offered by local shopkeepers to the young generation.
- 3) Local shopkeepers should also give service of home delivery of commodities without charging any cost for it.
- 4) Problem of parking vehicle in holidays and festivals should be solved by local shopkeepers, otherwise it will adversely affect on their turnover.
- 5) Local shopkeepers should pay attention towards changing likes and dislikes of young generation.

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