

Factors Influencing Consumer Purchase Decision Based on Pricing in Chennai

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Abstract:

Nowadays organizations are increasingly worried on individual purchaser conduct. It causes them to yield data about how the purchasers think, feel and pick their items. Each individual is shopper. Shopper conduct is the investigation of the procedures included when individual or gatherings select, buy, use, or discard the item, administration, thoughts or encounters to fulfill needs and wants factors influencing buying choices of the buyers and explicit goals were discover the pay dimensions of the buyers, purchasing conduct, and furthermore found emotional components and target factors which spur purchasing conduct, for example, singular elements, last customers, value, quality and trust towards buying condition. With the expanding competition producing firms and analysts have concentrated increasingly more on clients and their inclinations and in this manner new parts of what decides client's decisions are uncovered each day. One of these inclinations is related to client's impression of item and cost of the items. This research investigates about the factors influencing consumer purchase decision based on pricing. The research has collected data from 1830 respondents by simple sampling method. The research is an descriptive research. The research tools are independent t test, chisquare, and ANOVA. Independent variables are gender, educational qualification, age respectively. Price and Quality is one of the important factors to influence the purchase decision of consumers in market. Consumer behaviour is the examination of how people buy, what they buy, when they buy and why they buy.

Keywords: Consumer, Purchasing, Competition, Price, Firm, Target.

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I. INTRODUCTION

The investigation of consumer behaviour (CB) is imperative to the advertisers since it empowers them to comprehend and anticipate purchasing conduct of Buyers in the commercial center; it is concerned with what shoppers purchase, as well as with why they get it, when and where and how they get it, and how regularly they get it, and furthermore how they devour it and arrange it. The value you set for an item or administration has an extremely critical impact on how the purchaser carries on. In the event that customers trust that the cost you're charging is lower than contenders it could cause a noteworthy spike in deals. In any case, if the value you set is

essentially higher than anticipated, the reaction can be baffling. In either case an adjustment in cost could create surprising outcomes with regards to customer purchasing conduct. How could that influence buyer behaviour. For one, when you raise the value you have chance to turn your client. On the off chance that the client has the decision to get a similar item from a contender at a lower value you could lose the client for all time. Then again, raising the cost could have no impact by any stretch of the imagination, particularly on the off chance that it is an item that is sought after and not accessible at contenders. The investigation of purchaser conduct is exceptionally testing undertaking. In the event that an organization needs to endure, it ought to

have the capacity to contend well. The principle reason for this exploration is to quantify the effect of valuing methodologies on customers' brain research and on their purchasing conduct likewise. Consumer tastes and preferences pertain to demand-side factors that influence how customers search for, assess, and decide which products and service they will buy. Tastes and preferences are influenced by cultural, social, personal, and psychological factors that define consumers individually and in groups. consumer who are affected by cost are additionally worried about item quality and sturdiness, proposing their inclination towards obtaining top notch items at an impartial cost as opposed to scanning for less expensive items. Present-day customers settle on increasingly educated acquiring choices through their very own exploration assessing accessible elective arrangements as opposed to being excessively dependent on the data given by a business delegate. This is shown by the nearly lower. Emphasis given to consumer support .Basically , buying choices are activities or buyer conduct to make a buy or exchange, the quantity of purchaser buys wind up one of the deciding components whether the accomplishment or nonattendance of corporate objectives. The purchaser buy choice is a lot of buyer decisions made before influencing a buy when they to want to purchase. Cost is an imperative part and can not be isolated from the advertising blend. In this way, at whatever point setting up an estimating procedure, the organization should focus on the general organization approach and also item methodology, dispersion, and deals advancement. From an organization point of view, value references are utilized when organizations contrast genuine moving costs and interior and outer value references while from shopper value viewpoints is one of the components that decide buying the executives. Cost is the estimation of the merchandise or administrations traded with a whole of cash caused by the purchaser to get a blend of products or administrations.

II. OBJECTIVES:

- To understand about the consumer purchases decision based on pricing with special reference to Chennai
- To analyse the association between the consumer purchase decision based on pricing and age of the respondent
- To Find the difference between purchase decision and monthly income of the respondent.
- To identify the level of Agreeability towards consumer preference to buy the product even if it is higher rate among the occupations of the respondent .

III. REVIEW OF LITERATURE:

Louise Balle ; 2017 The value you set for an item or administration has an extremely critical impact on how the purchaser acts. On the off chance that shoppers trust that the cost you're charging is lower than contenders it could cause a noteworthy spike in deals. Be that as it may, if the value you set is altogether higher than anticipated, the reaction can be disillusioning. In either case an adjustment in cost could create sudden outcomes with regards to purchaser purchasing conduct. Ramya. N (2016) Consumer Buying Behavior alludes to the purchasing conduct of a definitive buyer. Numerous components, specificities and attributes impact the person in what he is and the buyer in his basic leadership process, shopping propensities, acquiring conduct, the brands he purchases or the retailers he goes. A buy choice is the after effect of all of these variables. An individual and a purchaser is driven by his way of life, his subculture, his social class, his participation gatherings, his family, his identity, his mental elements, and so on furthermore, is affected by social patterns just as his social and societal condition Jerry F The job of cost in shopper conduct is absolutely both powerful and complex. As the four papers in this session illustrate, this job can be investigated from numerous points of view, each prompting diverse experiences about how value

impacts purchaser choices. The audit that pursues features a portion of the key issues and issues proposed by these papers, offering thoughts for the further improvement of research and hypothesis on buyer reaction to price. Al-HassaHussain Al-Salamin Consumers take numerous choices in their day by day life and one of these is the purchasing choice. They choose to get a few items in view of a few reasons: in requirement for these items, need to attempt them, items are emphatically suggested by others or the items will be given as a blessing. In any case, organizations in various divisions, for example, advertising and innovative work contemplate and break down buyer conduct to set and present either new item/benefit or to build up a current once. This should be possible by limiting their expenses and produce greatest income in more intelligent way. Luis Martinez this paper investigations the connections between item includes, singular qualities and the dimension of cost increment/decline that initiates the buyers to change their buy choices. The aftereffects of a committed study appear, that value affectability, singular inclinations, kind of item and heading of value change and individual attributes of shoppers (sex, age, proficient circumstance) significantly affect a limit at which individuals are happy to pick the less appealing, yet less expensive option in contrast to their most loved item or surrender the assortment in utilization. IlluminataMbuyaNjeru

2017 Consumer purchase decision is the study of how individual customers, groups or organizations select, buy, use, and dispose goods and services to satisfy their needs and wants .. They include marketing factors such as product design, price, promotion, packaging, position and distribution and personal factors such as age, gender, education and income level posits that a number of factors influence consumer purchase decision, namely product choice, brand choice, dealer choice, purchase timing, and purchase amount.

IV. METHODOLOGY

For the purpose of this study descriptive research is used to portray accurately the public opinion on impact of advertisement on consumer preference towards textile in Chennai. Convenient sampling method is used to collect the samples. 1830 samples - sample size. Independent variables are gender, educational qualification and age. Dependent variables are significant impact of advertisement, advertising medium, celebrity, intensity, discounts, brand name and latest collections. Independent sample t test, chi square and ANOVA are the research tools used in this research.

ANALYSIS:

Hypothesis 1: Consumer purchase decision based on pricing and age of the respondent.

Table 1: Cross Tabulation - Influence of price in purchasing a product and Age

Age	Influence of price in purchasing a product		Total
	Yes	No	
Less than 30 years	579	142	721
	80.3%	19.7%	100.0%
31-40 years	441	246	687
	64.2%	35.8%	100.0%
41-50 years	228	127	355
	64.2%	35.8%	100.0%
Above 50 years	57	10	67

	85.1%	14.9%	100.0%
Total	1305	525	1830
	71.3%	28.7%	100.0%

Table 2: Chi-Square Tests - Influence of price in purchasing a product and Age

	Value	df	Sig.
Pearson Chi-Square	174.868	6	.001

Since P value is less than 0.05, which shows that null hypothesis is rejected. There is significant difference between consumer purchase decision based on pricing and age of the respondent. It shows

that age of the respondent influences consumer in purchasing a product .

Hypothesis 2: Purchase decision and Monthly Income of the respondent are related

Table 3: Correlation – Purchase decision and Income

	Correlation Coefficient	N	Sig.
Spearman's rho Correlation	0.050	1830	.033

Since P value is less than 0.05, which shows that null hypothesis is rejected. Therefore there is no significant association between purchase decision and Monthly Income of the respondent. It shows that monthly income influence purchase decision of the consumer.

Hypothesis 3: Level of agreeability towards consumer preference to buy the product even if it is higher in price differs among the occupations of the respondent.

Table 4: ANOVA - Consumer preference to buy the products even if it is higher price and Occupation

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Quality of the product	Between Groups	34.447	2	17.224	13.108	.000
	Within Groups	2400.613	1827	1.314		
	Total	2435.060	1829			
Brand name	Between Groups	5.178	2	2.589	6.854	.001
	Within Groups	690.066	1827	.378		

	Total	695.244	1829			
Basic Need	Between Groups	24.557	2	12.278	13.893	.000
	Within Groups	1614.676	1827	.884		
	Total	1639.233	1829			
Personal Interest	Between Groups	106.651	2	53.326	34.583	.000
	Within Groups	2817.163	1827	1.542		
	Total	2923.815	1829			

Since P value is less than 0.05, which shows that null hypothesis is rejected. Therefore there is significant difference between the mean scores of level of agreeability towards consumer preference to buy the product even if it is higher in price among the occupations of the respondent. It shows that occupation creates an impact on consumer preference to buy the product even if it is higher in price.

CONCLUSION:

Consumer behaviour is the examination of how people buy, what they buy, when they buy and why they buy. It attempts to appreciate the buyer fundamental initiative process, both only and in social occasions. In forceful money related system, the achievement of the toy firms depends upon a correct data of its buyers. The specialty of buyer direct has a parity of the quantitative and emotional estimations. People buy the thing as shown by the inclinations and quality and generally there accumulate in expense of the thing. It contemplated that people lean toward price– related issues that choose the purchase selections of purchasers. The audit results illustrate, that each individual requires cost inspirations (augmentation or decay) of different solidarity to pick another thing than the one at first supported, dependent upon individual and situational factors. Most of the hypotheses communicated in the underlying fragment of the

report have been asserted and some additional regularity in the amassed data have been viewed.

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