



DIFFERENCE IN CONSUMPTION ATTITUDE IN INDIA OVER THE LAST DECADE- CRITICAL ANALYSIS OF CONSUMER BEHAVIOUR TRENDS

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ABSTRACT

Consumer behaviour changes from last decade are somewhat good in terms and somewhat alarming. In the recent years, the way Indian consumers are expenses their money on various items has distorted. The diffusion of internet and social media has greater than before; as a result the purchasing performance of Indian consumers has distorted dramatically. Urbanization is a constant phenomena in India and is affecting the life style and buying performance of the consumers. The study is based on the perception, buying behaviour and satisfaction of the customers in Indian advertise.

KEYWORDS: *Expenses, consumer, satisfaction.*

INTRODUCTION

There is higher disposable income in the Indian consumer market than the development of modern urban lifestyles. Add to in consumer alertness has affected buyer's behaviour in cities, towns and even rural areas. Mc Kinsey et al have studied; India is set to grow into the fifth largest consumer souk in the world by 2025. Rising income in the hand of a young population, a growing economy, expansion in the ease of use of merchandise and military and easy availability of credit all has given rise to new buyer segments and a rising suitability of debt, whether it is mobile phones, credit cards, apparel or organized retail, people clearly seem to be costs more, mostly on discretionary items. The credit facility from business houses has been increasing at a rapid rate. This shows the terrific cut-throat rivalry in the ever changing market. Changing Trends in Indian Consumer Behaviour Purchasing urban products is taking place in India at a tremendous pace and is influencing the life style and buying behaviour of the consumers.^[1] The operational urbanites are depending more on fast and ready-to-serve food, they take less pain in traditional method of cooking and cleaning. Bulk purchases from hyper stores seem to be the trend these days, rather than recurrent visit to the neighbourhood market or store or vendor. A large figure of consumers is visiting especially to the Malls rather than the plenty of shops available to the next door. Trendy Life Style The current urban middle and upper class Indian consumer buying performance to a large extent has western influence. There is adding together up to in positive attitude towards western culture. Customer performance

is complex and very often not careful based on reason. An additional challenge will be consumer personalities which differ across borders and also between and within regions. The vulnerable consumer, who does not always have access to the same number of choices as the average consumer, also needs to be taken into account. From the market perspective, people of India comprise poles posses segments of consumers, based on class, status, and income. An important and recent development in India's consumerism is the emergence of the rural market and market for eco-friendly products for several consumer goods.^[2] Three fourths of India's population lives in rural areas, and contribute one-third of the national income so it should not be avoided. Lastly, make value along with deliver delight to the purchaser is what is most important. We live in a digital age and thus need to keep up with new trends in the social media.^[3]

DISCUSSION

Consumer buying behaviour refers to the selection, purchase and expenditure of goods and services for the satisfaction of their wants. There are different processes involved in the consumer behaviour. Many factors, specificities and characteristics pressure the individual in what he is and the consumer in his decision making process, shopping habits, purchase behaviour, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. Originally the consumer tries to find what goods he would like to consume, then he selects only those commodities that promise greater utility. After selecting

the commodities, the consumer makes an estimate of the available money which he can pay out. Lastly, the shopper analyzes the established prices of goods and takes the decision about the goods he should consume. In between time, there is various other factors influence the purchases of consumer such as social, cultural, economic, personal and disturbing.^[4] According to this model, stimulus in the form of both the external environment and the elements of the marketing mix enter the buyer's 'black box' and interact with the buyer's characteristics and decision processes to produce a series of outputs in the form of purchase decisions. The task faced by the marketing planner involves understanding how the black box operates, for which two principal components of the box must be considered; firstly the factors that the individual brings to the buying situation and secondly the decision processes that are used.^[5]

This paper discusses about the consumer buying behaviour and their decision making process, during consumption. This theoretical research attempts to turn back the pages in literature, to understand the concepts and existing theories in the consumer trade behaviour. The base research in consumer behaviour lays foundation for quantitative research to analyze the existing theories and new emerging pattern of consumer behaviour. This study aims to understand the consumer buying behaviour while making their purchase decisions for personal consumption.^[6-8]

CONCLUSION

This study is a review of concepts, theories and models related to consumer export behaviour. Consumer behaviour involves the mental processes that consumers go through in recognize their needs, finding ways to solve these needs, making purchase decisions, interpret information, make plans, and put into service these plans. In finicky the buying process of consumer behaviour is of more meaning to marketing practitioners than the consumption process.

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