

A STUDY ON CONSUMER BEHAVIOR PATTERN OF TEENAGERS OF GADAG- BETGERI.

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ABSTRACT

The term "Customer" typically used to refer to someone who purchases from a particular store or company. The term "consumer" more generally refers to anyone engaging in any of the activities like evaluating, acquiring, using or disposing of goods and services. Consumer Behavior is an applied field of study. It is a subset of human behavior, it is useful to develop a general orientation and proceed to delineate those specific actions of humans that are especially relevant to humans as consumers. Consumer behavior is a relatively new field of study. It depicts that people enter into activities for many purposes apart from consumption but when acting a buyer individuals have just one goal in mind. That goal is the satisfaction of their desires by obtaining goods and services. The consumer must make specific types of decision in order to obtain necessary products. He /She must decide whether, what, when, where and how to purchase. The basic decision is whether to purchase at all or not. The decision on what to purchase is directly related to product choices. Consumers seek satisfaction, or benefits, but satisfaction can only be achieved through owning goods and services.

Hence, this study has been taken up to know the consumer behavior pattern of teenagers. Teenagers are chosen as the subject because they constitute important segment of consumers who are largely tapped by marketing managers of different markets/products, as can be witnessed in the advertisements on Television, Magazines, Posters.etc, to identify the infusing factors on consumer behavior, to identify the influence of peer pressure and family members in determine consumption behavior among teenagers.

As it was a comparative study, two samples consisting of 25 boys and 25 girls from the Gadag-Betgeri city were selected. The study results despite that majority of the teenagers both boys and girls belong to the age group of 18 years. Cent percent of the teenagers both are boys and girls were interested in making purchases on their own. It was analyzed statistically by using chi-square test (X^2) and found that the influence of brand named products was more on boys when compared to girls and significant at 5% level (7.219). Majority of 60% boys are influenced / attracted by offers and 40% are least concerned about the offers whereas majority of 68% girls are not attracted by offers followed by 32% girls who are influenced by offers. A Chi-Square (X^2) test was applied to find out the influence of teenagers boys and girls by offers. The test was found to be significant at 5% (3.945) inferring that the boys are more influenced by offer than the girls. Thus the influence of Brand product is more on boys than girls, influence of offers is more on boys than on girls and boys are found statistically significant.

Key words: Consumer, Behavior, Influence, Teenagers, Products and Buying.

INTRODUCTION

Consumer behavior is a relatively new field of study. It depicts that people enter into activities for many purposes apart from consumption but when acting a buyer individuals have just one goal in mind. That goal is the satisfaction of their desires by obtaining goods and services. The consumer must make specific types of decision in order to obtain necessary products. He /She must decide whether, what, when, where and how to purchase. The basic decision is whether to purchase at all or not. The decision on what to purchase is directly related to product choices. Consumers seek satisfaction, or benefits, but satisfaction can only be achieved through owning goods and services.

Kotler Philip (2003), "The field of consumer behavior studies how individuals, groups, and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and desires".

Consumer behavior is an applied field of study. It is a subset of human behavior, it is useful to develop a general orientation and then proceed to delineate those specific actions of human that are especially relevant to human as consumers. It can be noted that special characteristics like perceptions, preferences, intentions, purchases and consumption play a dual role in the study of consumer behavior in which they also represent consumer responses. Thus, responses include the results of information handling processes, observable shopping and purchasing behaviors, consuming behaviors and communicating behaviors. However, with a great exposure to more information through various Medias of communication, teenagers are occupying a major role in decision making. In this study, the chosen teenager's daily requirements have been taken into account because there are some students who are day scholars and some of them are hostellers. However the influence of family is seen in both cases.

The aim of this study is to study the consumer behaviour pattern of teenagers. Teenagers are chosen as the subject because they constitute important segment of consumers who are largely tapped by marketing managers of different markets/products, as can be witnessed in the advertisements on Television, Magazines, Posters..ect. Thus, the study is undertaken to find out the consumption behaviour pattern and the psychological mindset acting behind the teenage boys and girls residing in Gadag.

RESEARCH DESIGN

Consumer behavior is a subdivision of human behavior and the understanding of the one depends on clarification of the other. It can thus briefly be defined as the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products, service ideas that they expect will satisfy their needs. It involves understanding that acquisition, consumption and disposition can occur over time in a dynamic sequence. Thus, the behavior of a consumer is reflected by their actions as an information gatherer, influencer, purchaser and finally the user of the product.

OBJECTIVES:

The main objectives of the study are as follows:

1. To identify the infusing factors on consumer behavior.
2. To know the various factors which influence the teenagers.
3. To identify the influence of peer pressure and family members in determine consumption behavior among teenagers.

HYPOTHESIS:

1. Boys are more influenced by brand names than Girls.
2. Boys are more influenced by advertisements than Girls.

SCOPE OF THE STUDY:

The present study covers the teenagers between the age group of 16 to19 of Gadag City. It is a regional study with a micro focus on consumer behavior pattern of teen agers of Gadag City. The teen agers of the Gadag city have been selected for the study.

METHODOLOGY:

- a. Primary data.
- b. Secondary data.

a) PRIMARY DATA:

Primary data is obtained from original sources by researcher. It is not a published source of data. It has to be created. In the study primary data is obtained by survey technique method. In the questioning or survey method well informed and desirable person are questioned by the personal interview.

The survey technique is intended to secure one or more items of information from a sample of respondents of a larger group. As data is gathered by asking question to person who were thought to have desired information is called questionnaire technique also.

b) SECONADRY DATA:

Secondary data are readily available for processing. It saves time. It is a cheaper source of data. Cost of information is low. It may not give higher accuracy, reliability.

Sources of secondary data are published books, library research. Government publications, newspapers, magazines, trade journals etc.

PROCEDURE:

The study followed by.....

1. Formulation of research design.
2. Tool Used.
3. Construction of the questionnaire.
4. Selection of the sample.
5. Conducting the pilot study.
6. Compilation, analysis, interpretation of the data and statistical analysis of selected data.

1) FORMULATION OF RESEARCH DESIGN:

As the study aimed at obtaining information regarding the consumer behavior of teenagers before and after purchase of products, the survey method was chosen.

2) TOOL USED:

The tool used for collecting data was Questionnaire.

3) CONSTRUCTION OF THE QUESTIONNAIRE:

Questionnaire was used as a tool to collect the necessary information, according to Kothari {1990}, "A questionnaire consist of a number of questions printed or typed in a definite order on a form or set of forms".

4) SELECTION OF SAMPLE:

Since the study was based on the consumption behavior pattern of teen agers 50 teen agers were selected of which 25 were girls and 25 were boys. They were selected for the survey to collect the needful and relevant information by purposive sampling method.

5) CONDUCTING THE PILOT STUDY:

To determine the feasibility of the study the pilot study was conducted on 10 samples.

6) COMPILATION, ANALYSIS, INTERPRETATION OF THE DATA AND STATISTICAL ANALYSIS OF SELECTED DATA:

The data collected from the survey is presented in % table for each question. The result obtained was compiled, analyzed, and interpreted. The above tabulated results and discussions are presented in the results and discussions. Few tables were also statistically tabulated.

RESULTS AND DISCUSSION

Various factors influence what consumers are exposed to, what they attend to, and what they perceive, how they categorize or interpret inform, how they form and change attitudes, and how they form and retrieve memories. Each of these aspects of the psychological core has a bearing on consumer decision making. Thus, the collected data was analyzed and tabulated results are discussed as under.

Table-1
AGE GROUP

| Age group of Teenagers | Boys | | Girls | |
|------------------------|------|----|-------|----|
| | No | % | No | % |
| 17 years | 09 | 36 | 09 | 36 |
| 18 years | 11 | 44 | 12 | 48 |
| 19 years | 05 | 20 | 04 | 16 |

Table I highlights the age group of the respondents and it is seen that 36% of the boys belong to the age group of 17 years and 44% belongs to age group of 18 years the remaining 20% belongs to the age group of 19 years. Whereas majority 48% belong to age group of 18 years followed by 36% of the girls belong to age group 17 years and 16% belong to the age group of 19 years respectively.

Table-2
MODE OF PURCHASES

| Mode of purchase made by the teenagers | Boys | | | | | | | Girls | | | | | | |
|--|--------|----|-------|----|------------|----|-------|--------|----|-------|----|------------|---|-------|
| | Rarely | | Often | | Very Often | | Total | Rarely | | Often | | Very Often | | Total |
| | No | % | No | % | No | % | | No | % | No | % | No | % | |
| Individually | 13 | 52 | 9 | 36 | 3 | 12 | 100 | 20 | 80 | 3 | 12 | 2 | 8 | 100 |
| With Friends | 4 | 16 | 12 | 48 | 9 | 36 | 100 | 22 | 88 | 3 | 12 | - | - | 100 |
| With parents & Relatives | 19 | 76 | 6 | 24 | - | - | 100 | 23 | 92 | - | - | 2 | 8 | 100 |

Table II gives an idea regarding the mode of purchase made by the teenagers. It was observed that 52%, 16% and 76% of the boys rarely go individually, with friends and with parents and relatives respectively; 36%, 48% and 24% of the boys often went individually, with friends and with parents and relatives respectively; and 12%, 36% and none of the boys very often went individually, with friends and with parents and relatives respectively.

As for Girls, 80%, 88% and 92% rarely went individually, with friends and with parents and relatives respectively; 12% of the girls often went individually and with friends respectively while none with parents and relatives; 8% of the girls very often went to make purchases individually and with parents and relatives respectively whereas none went with friends very often to make purchases.

Table-3
PURPOSE OF PURCHASE

| Mode of purchase made by the teenagers | Boys | | | | | | | Girls | | | | | | |
|--|--------|----|-------|----|------------|----|-------|--------|-----|-------|----|------------|-----|-------|
| | Rarely | | Often | | Very Often | | Total | Rarely | | Often | | Very Often | | Total |
| | No | % | No | % | No | % | | No | % | No | % | No | % | |
| To give Gifts | 9 | 36 | 9 | 36 | 7 | 28 | 100 | 25 | 100 | - | - | - | - | 100 |
| For personal Consumption | 5 | 20 | 11 | 44 | 9 | 36 | 100 | - | - | - | - | 25 | 100 | 100 |
| Household Use | 14 | 56 | 7 | 28 | 4 | 16 | 100 | 15 | 60 | 10 | 40 | - | - | 100 |

It is observed from the above table III that 36%, 20% and 56% of the boys rarely purchase to give gifts, for personal consumption and household use respectively; and 28%, 36% and 16% respectively purchase very often to give gifts, for personal consumption and household use. Among girls 100% and 60% rarely purchase to gifts and for household use respectively and none of them purchases for personal consumption; while only 40% of girls purchased very often for personal consumption.

Table-4
BRAND NAMED PRODUCTS

| Teen agers who purchase Brand Named Products | Boys | | Girls | | X ² |
|--|------|----|-------|----|---------------------|
| | No | % | No | % | |
| Yes | 21 | 84 | 12 | 48 | 7.219 ^{NS} |
| No | 4 | 16 | 13 | 52 | |

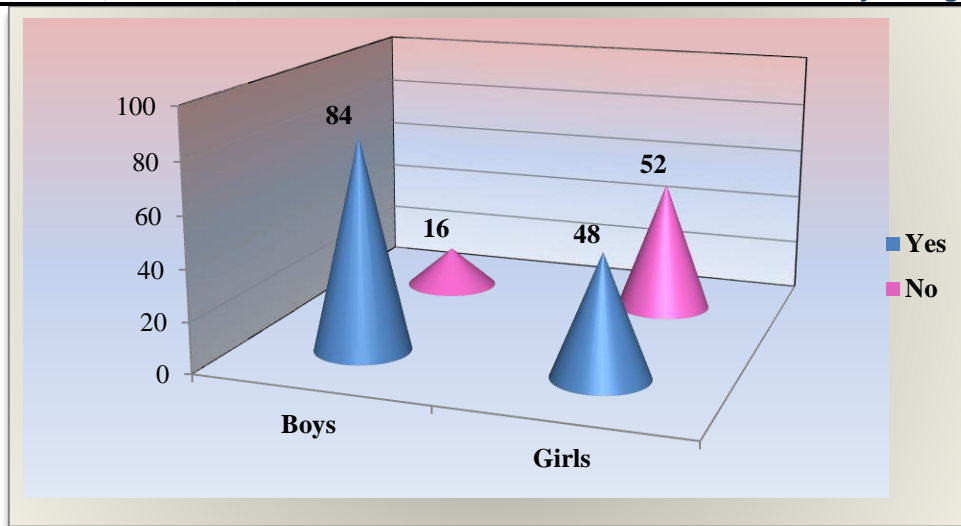


Fig 1: BRAND NAMED PRODUCTS

Table IV despitest that majority of 84% boys purchase brand named products whereas the remaining 16% were not so concerned regarding brand named products. Whereas majority of girls, that is, 52% do not purchase branded products and 48% purchase brand named products.

It was analysed statistically by using chi-square test (X^2) and found that the influence of brand named products was more on boys when compared to girls and significant at 5% level (7.219).

Table-5
REASONS FOR PURCHASING

| Teenagers who consider the following factors while purchasing from the same or different store | Boys | | Girls | |
|--|------|----|-------|----|
| | No | % | No | % |
| Prize different from one product to another | 14 | 56 | 1 | 4 |
| Prize different from one place to another | 7 | 28 | 19 | 76 |
| Distance factor | 2 | 8 | 1 | 4 |
| Time factor | 2 | 8 | 4 | 16 |

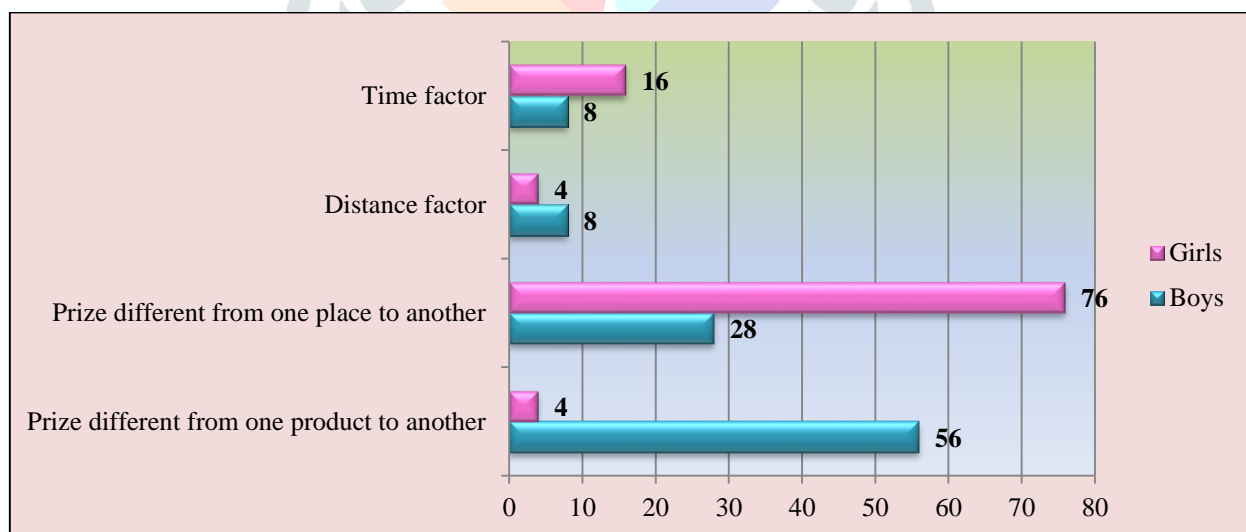


Fig 2: REASONS FOR PURCHASING

Table V despitest that 56% of the boys choose from a variety of companies offering the same products and 28% visit different stores. Time and distance are not significant contributing factors in case of 8% boys respectively. Whereas 76% girls visit different stores, 16% of the girls consider time as an important factor and remaining 4% girls consider distance factor and choose from a variety of companies offering the same products.

Table-6
CHOICE OF INFLUENCE

| Influence of friends , parents, and relatives choice on teenage purchase | Boys | | Girls | |
|--|------|----|-------|----|
| | No | % | No | % |
| Yes | 17 | 68 | 11 | 44 |
| No | 8 | 32 | 14 | 56 |

Table VI shows that majority of , 68% boys are influenced while 32% are not influenced by family and group influence. Whereas the opinion of girls just opposite to that of boys and it reveals that 56% girls are not influenced followed by 44% girls who are influenced by family and group influence in their purchases. Hence, boys are more influenced than girls.

Table-7
ATTRACTED BY OFFERS

| Teenagers who are influenced/ attracted by offers | Boys | | Girls | | X ² |
|---|------|----|-------|----|---------------------|
| | No | % | No | % | |
| Yes | 15 | 60 | 8 | 32 | 3.945 ^{NS} |
| No | 10 | 40 | 17 | 68 | |

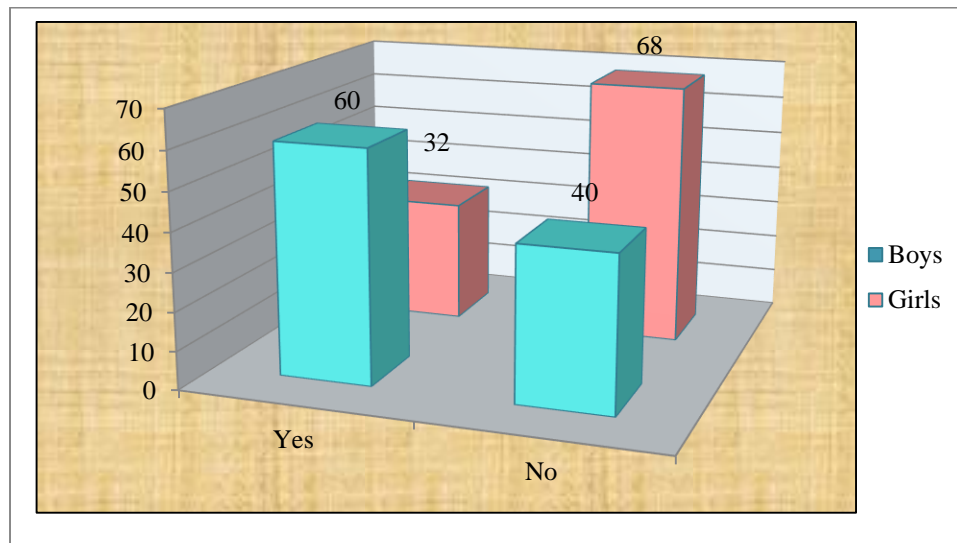


Fig 3: ATTRACTED BY OFFERS

Table VII exhibits that majority of 60% boys are influenced/ attracted by offers and 40% are least concerned about the offers whereas majority of 68% girls are not attracted by offers followed by 32% girls who are influenced by offers.

A Chi-Square (X²) test was applied to find out the influence of teenagers boys and girls by offers. The test was found to be significant at 5% (3.945) inferring that the boys are more influenced by offer than the girls.

CONCLUSION

The study was undertaken to find out what teenage consumers look at the market and how they make their consumption behavior. Thus, systematic buying and therefore consumption behavior depends on the satisfaction derived from the products.

It can be concluded that the needs and wants of teenager's boys and girls are different from each other. The consumption behavior pattern of teenage boys and girls are influenced by various factors such as age, sex, family life cycle, education, income and social class, personality traits, life-style, knowledge, attitude and perception regarding products.

The study reveals that the various factors such as prize, quality and need for the product which influence the girls while purchasing and in case of boys purpose of the product, quality, looks/appearance, peer and family influence also play a major role in depicting consumption behavior.

The consumption behavior pattern of teenage boys and girls are influenced by the effect of advertisement but we notice that boys are more influenced by advertisement when compared to girls.

From the data obtained it is discernable that the consumption behavior pattern of boys is influenced by peer pressure and family members whereas the girls are not influenced by these external factors while undergoing consumption. Hence, it can be concluded from the study that boys are certainly more influenced by brand names than girls.

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