A Study of Consumer Buying Behavior in Selection of Wedding Cards In Nagpur City

Researchers
Dr. Snehal Godbole
(Faculty of Marketing Management, International Business and Banking & Insurance)

Abstract: Customer is the king. It stands true as no business in any given conditions or circumstances can prosper without consumers. Consumer is the most important link and therefore the study of Consumer Behavior has gained importance over the last few decades. Every aspect of the business revolves around consumer and their satisfaction level achieved. This consumer behavior study is based on the consumer buying behavior. The aim of this research paper is to ascertain the framework for the study of consumer behavior and the dynamics which have an impact on consumer choices and their buying behavior. The focus of this research paper is on selection of wedding cards in Nagpur city. A sample of 100 customers was taken for the study which includes the customers visiting the outlets for wedding cards selection. For collection of data a structured questionnaire was used and the technique used for research data collection was convenience sampling technique. The collected data is analysed using excel, pie charts and various statistical techniques. Findings, recommendations and conclusion are given.

Keywords: Customer, Consumer Buying Behavior, satisfaction, dynamics

INTRODUCTION:

The First Bond of Society is Marriage. The ceremony starts with the printing of cards. Wedding in India is the biggest event and is considered as a sacred occasion in life of a person and is celebrated grandly.

People spend extravagantly without thinking of any return to make wedding the most memorable event. Currently, the country has a population of around 1.25 billion and considering an average family with five members, there are around 250 million families in India. With about one marriage per family every 20 years, the country averages roughly 10 million marriages every year. 30,000 couples get married in India every day approximately.

Currently, the Indian wedding industry is over 100,000 to 110,000 crore and is growing at 25 to 30 percent annually. The estimated cost of a wedding with no expenses separated could be between 5 lakh to 5 Core. Wedding business estimated to be worth $38 billion a year.

Wedding Cards: -

A Wedding invitation is an important part of wedding because it is the first thing in the ceremony that guests will see before the wedding starts. It announces good news to family and friends and lets them know when the wedding will take place. So it needs to include some basic information that will help the guests understand where they need to be and what time the ceremony will begin. It should include the date and time of the wedding, the location, and the names of the hosts at a minimum.

Consumers purchase decisions are heavily influenced by the opinions and behavior of friends. A lot of product information, as well as recommendation to use or avoid particular brands, is transmitted by conversations among real people, rather than by way of television commercials, magazines, billboards or even bizarre websites. The growth of social media such as Facebook has created thousands of online consumption communities where members share views and product recommendation about anything.

Consumer behavior: -

Consumer behavior is seen to involve a complicated mental process as well as physical activity (purchase decision). Consumer behavior is a decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services. Consumer Behavior reflects the totality of consumers’ decisions with respect to the acquisition, consumption and disposition off goods, services, time and ideas by (human) decision making units.
Buyer Behavior particularly is the study of decision making units as they can buy for themselves or others. Thus, buying behavior particularly involves collective response of buyers for selecting, evaluating, and deciding and post purchase behavior. Buyer behavior is the study of human response to services and the marketing of products and services. Buyer behavior researches continuously investigate a broad range of human responses including human affective, cognitive and behavioural responses. Consumer behavior studies are based on the buying behavior of final consumers-individuals and households who buy goods and services for themselves. The collective behavior of consumers has a significant influence on quality and level of standard of living. Buyer Behavior is broadly defined by various scholars and researchers as:

1. It’s the behavior displayed by the consumers during the acquisition, use and disposition of products/services, time and ideas by decision making units.
2. It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.
3. The process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. The activities directly involved in obtaining, consuming and disposing of products and services, including the decision processes that precede and follow these actions.

Consumer behaviour is “The study of individuals, groups, or organisations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.” Behaviour occurs either for the individual, or in the context of a group (e.g., friend’s influence what kinds of clothes a person wears) or an organisations (people on the job make decisions as to which services the firm should use). Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage the consumption of a product in market.

**Buying Process Or Consumer Decision Making:**
A decision is the selection of an action from two or more alternatives. A marketer understands how buyer will respond to different service features, prices, advertising appeals and so on will have an enormous advantage over his adversaries. When a buyer takes a decision to buy there is no rigid rule to bind them. Sometimes the decisions are taken on spot or after evaluating various alternatives available and reassuring himself with the opinion of those who have already purchased the service.

**Literature Review:**

The article by Kumar NA and Joseph on Consumer Behavior towards FMCG Products among the Rural-Suburban of Ernakulam explains that, the rural consumers are known to earn low income, have low level of literacy, low level of brand awareness, asymmetric information, inadequate communication and transportation facilities. The Rural markets and sub-urban markets are now expanding in Kerala with ever greater penetration index, as the growth seems stunted in the urban markets. The study intends to identify the level of influence of various factors on the purchase of FMCG products-soaps & detergents among the rural/ semi urban consumers. The study emphasized that rural consumers gave more importance to the ‘quality’ of the FMCG-personal care brands they bought rather than the normative influences or social appeal vide celebrity endorsements in the mass media.

The study on, Consumer Behavior: Theory and Empirical Evidence--A Survey by Richard Blundell, says that, there are very few aspects of economic policy that do not require some knowledge of household or individual consumer behavior. Moreover, the close interplay between theoretical and empirical considerations together with the rapid expansion in the availability of different types of data have continued to make the analysis of consumer behavior an attractive area for research. For some policy questions the importance of empirical evidence on consumer behavior is indisputable. Amongst these stand the optimality and impact of tax proposals, the effect of credit constraints, real interest rate changes and uncertainty on savings behaviour and the appropriate choice of cost of living indices.

This literature review has been taken from the Research Paper, Decision making of consumers in the consumption of wedding services; by G. Rabbia Jahani Farzana, who has published his research paper in January 2015

The Market In India
- No. of Indian marriages in a year: Approx. 1, 00, 00,000
- Indian wedding market worth: 100,000 to 110,000 crore
- Apparel market (wedding) worth: 10,000 crore
- Durable goods market worth: 30,000 crore
- Wedding cost in metropolitan cities: Between 25 lakh to 70 lakh
- Wedding invitation card market: Worth 10,000 crore annual
- Dinner cost: 700 to 1000 per person

In the study on, Means-End Chains: Connecting Products with Self; by Beth A. Walker, Jerry C. Olson. It is observed that, the most important implication of incorporating self into means-end theory and research is its potential for improving our understanding of consumer motivation. To the extent that the ends in activated means-end chains represent more Central aspects of self, consumers should experience greater levels of consumer Motivation and involvement in those decision situations. That is, means-end chains do not only describe consumers’ brand perceptions, but also reveal the basis for consumers’ motivation.
In this paper A study on factors influencing Buying Behavior of customers by Sudarshan Pawar and Sunil Naranje, the author gives a better understanding of consumer behavior with the factors that influence the consumer buying process and how these factors play an important part in the process.

Statement of Problem:
Here the analysis on consumer buying behaviour is done in order to understand the important aspect of consumer buying behavior. These aspects are

- Why consumers make the purchases that they make?
- What are the factors that are responsible in influencing the consumer purchase?

Objectives of Study:-
- To objective of the study is to understand behavior patterns of consumer,
- To know your customer better,
- To understand values and customer satisfaction.
- To understand the relationship between consumer behavior and the marketing concept, the societal marketing concept, as well as segmentation, targeting and positioning.

Hypothesis of the Study:-
There is no significant impact of pricing and quality factor in selection of wedding card.

Research Methodology:
This particular study is based on primary and secondary data. For collection of primary data a structured questionnaire was designed and responses were collected from Nagpur city. Questionnaire which were not duly filled or had incomplete information were not the part of study. Convenient sampling method was used for data collection.

Research Design including Sample design:-
Population of the sample:-
- The researcher choose some shops for responses
- Mainly from the local market of Nagpur, for better view.

Sample size:A sample size of 129 customers was taken for the information.

Sampling technique:
- Sample is taken through cluster technique. The clusters taken were zone wise.
- Convenient sampling technique was used.

Limitations of the study:-
- Response can be biased.
- Sample size taken was 129, because it was difficult to collect the data from the customer base.
- Study is limited to Nagpur.
- Data collection is confined to Nagpur region.
- Respondents were hard to reach due to their mood, and there tight schedule.

Data Analysis:-
Taking into account the time frame of this research study, data analysis was undertaken immediately once all the filled questionnaires were received.

1. Demographical Analysis:

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<th>Demographics</th>
<th>Number of respondent</th>
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Table 1: Explaining Demographical Characteristics of the respondent.

- Table gives the information about Age group, Education, Employment, Family type and Material Status.
- As the age group also change the behavior pattern of the consumer.
- Education also leads to change the taste of preference.
- Occupation of a person’s matter when it is on the Quality and price.
- Type of family does matter when there is card choice.

1. Willing to spend on Wedding Card?

Willing to spend on wedding card

- YES, 98, 76%
- MAY BE, 25, 19%
- NO, 6, 5%

Graph 1. Customers really willing to spend on Wedding card

It is seen that out of the total respondent of 129, 76% of the respondents are willing to spend more on wedding cards and 24% are not that keen on spending on wedding cards. It can be said that the people are still attached to the traditional value of cards.

2. Have you purchased Wedding card earlier?
From the above responses, it is clear that 57% of the people have some or the other experience in selection of wedding cards while 43% of the people had no experience in selection of wedding cards.

3. Your previous experience

Here significant number of respondents had a positive experience and around 9% of the people had bad experience in terms of selection of cards. 37% of the customers had satisfactory experience, 33% had good experience and 21% of the customers had an excellent experience in selection of wedding cards.
The significant number of respondents thought that cards are an essential part of wedding. These respondents range to 87% which still shows the impact of wedding cards in inviting people for such ceremonies.

5. Do Cultural factors influence your purchasing behavior? (Beliefs, Customs, Caste, Moral Values)

On asking these questions to the respondents significant number of respondent i.e. 38 respondents out of 129 strongly agree to that Cultural factor do influence their behavior. 67 respondent agree to the fact that cultural factors play an important part in influencing the purchase decision and 15 and 9 respondent felt that cultural factors has no impact on the purchase behavior.

6. Which parameter you look forward in your selection of wedding card?

On asking this question to the respondents 71% of the respondent voted for quality of the product while 50% thought that price plays an important part in selection of the wedding cards. 37% and 30% respondent gave preference to colour and size respectively as a key factor in selection of wedding cards. The respondent was allowed to choose multiple option as there may be more than one parameter which them may choose.
7. What influences your purchase Behavior?

![Graph 7 Influencing factor in purchase behavior](image)

Significant number of respondents said that price i.e. 63%, status 48%, color 45% are the influencing factors which play an important role in selection of wedding cards. On the contrary 23% and 18% of the respondents said that current economy and reference groups play an important influencing factor in purchasing behavior.

8. What influences you the most to shop in a specific store?

![Graph 8: Influence to shop from the specific store.](image)

On asking this question to the respondents number of respondents said that variety of products available and the service provided by the vendor are the factors that influence the customers to make purchase from a specific store. Convenience and visual search also has an impact on the customers to make purchase from a specific store.

9. When buying a wedding card, I look for the following features?
79% of the respondent said that overall quality and personal satisfaction are the main features that customers look for as features in wedding card. Other factors also play an important part when it comes to features which include economic value 48% and 51% take innovation in making of wedding cards as an essential feature while going for selection of wedding cards.

10. Where would you prefer to purchase this product?

A significant number of respondent about 72% respondent feel that Local market is better option while buying a Wedding card as they can see and touch the cards while many respondent commented that they will take ideas from online market too.

Testing of hypothesis:-

Hypothesis of the Study:-
There is no significant impact of pricing and quality factor in selection of wedding card.

Method:-

Chi Square test:

Calculation:-

- Level of significance (α) = assume 0.05 (Denote rejection region)
● Degree of freedom = (NO. of rows - 1) 

\[ = (6 - 1) \]

\[ = 5. \]

● Critical Value = 11.07 (From Chi square table by considering level of significance and degree of freedom)

● Chi square formula \((\chi^2) = \sum \frac{(O - E)^2}{E}\)

Where \(O\) = Observed value
\(E\) = Expected value

**Step 1: Calculation of expected value**

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**Table 2: Expected value**

Expected value = Total/No. of parameters.

**Step 2: Calculation of Chi square**

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**Table 3: Summation of Chi square**

As the Chi square (99.62) is greater than critical value (11.07) so our null hypothesis is rejected that means there is significant impact of pricing and quality factor in selection of wedding card.

**Recommendation & future scope:**

The Study on wedding card shows that the rural & suburban consumers are more concerned about the quality, of the card purchased. They also see the economic value and there benefits. People will continue to buy the product due to cultural factors and importance in their culture. Calling people to the occasion will be going on.

As per a data around 400m Indian weddings to take place in next 10–15 years given the young Indian population. Hence, the future of wedding industry as a whole is quite bright.

The wedding cards can be segregated into 2 categories:
1. Traditional wedding cards — these are invitations which people are using to invite people for their weddings since decades and there are less signs that this may change in near future.

2. Innovative wedding invites — People are inviting guest in an innovative manner like Bollywood cards, puzzle cards and now people have started using social media for inviting people for ceremonies. Wedding Invitation will always play a crucial role in a wedding. Recent trends of Wedding Cards are like Calligraphy designed marriage invitation; water colour, monogram designed, geographic style etc. are in trend.

Conclusion:-

Due to transmission of wedding from romantic event to commercialized event wedding consumption is being viewed in terms of rational factors instead of regarding it as emotional. This study aims to understand the impact of the factors in the decision-making of consumers in the consumption of wedding card is the central issue of the study.

Wedding are the most looked upon/sought after events of a person’s life. The study suggests that quality is the determining factor while selecting a wedding card.

The Findings shows that there are many significant factors that together make up the buying decision of the product. Customers’ perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, people buy good quality cards, it may be because of the feels which card gives and it goes for value. It may be also due to ability of the product.

The study shows that there might be an era when the selection of the wedding cards would be done online like it is happening with other products in the current scenario.

Reference:-

1. Kumar NA and Joseph (J Glob Econ 2014) A Study on Consumer Behavior towards FMCG Products among the Rural-Suburban of Ernakulam
3. G. Rabia Jahani Farzana Decision making of consumers in the consumption of wedding services; January 2015;
### Appendices

#### Chi-square Distribution Table

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