

# A STUDY ON THE TRENDS AND PATTERNS OF CONSUMER BEHAVIOUR OF COLLEGE STUDENTS.

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## Abstract

Due to introduction of new technologies, social medias, over exposure to making communication activity of the companies, the adult are become more brand conscious. On the other hand the economic dependency of adults on their partners have also lead to a considerable increase in marginal propensity to consume (MPC) of the adults. Like no other generation today's youth are growing up in a culture of debt facilities in order to make unproductive expenditure. The attitude of youth now changed to "LIVE FOR TODAY " from "SAVINGS FOR THE FUTURE".

## INTRODUCTION

Human beings differ from person to person. The prediction of human behaviour is challengeable, because of the changes according to their taste, needs, wants and preference. In other words human beings evolve in a dynamic manner as they progress through different stages in their lives. Knowing consumer is not simple due to changes in human. The analysis is an effort to capture the new trends in college students consumption pattern. One of the several trends pressuring higher education over the last decades has been the emergence of students as consumer.

With increase in spending power of the adults, even the young have become free-hand spenders and spendthrift in some cases. Due to introduction of new technologies, social medias, over exposure to making communication activity of the companies, the adult are become more brand conscious. On the other hand the economic dependency of adults on their partners have also lead to a considerable increase in marginal propensity to consume (MPC) of the adults. Like no other generation today's youth are growing up in a culture of debt facilities in order to make unproductive expenditure such as to buy bike, mobile phones, car and even for conduct journeys, with access to this amount of wealth youth are the target of making campaigns for credit companies, because of youth's attitude of "LIVE FOR TODAY "rather a mindset of "SAVINGS FOR THE FUTURE". According to study conducted by NSSO, the youth seemed to be spending more on clothes, telephone and vehicles. Major apparel showing a massive growth as 75% of India's youth purchases readymade garments. Increment in the demand of cars and motor bikes also shows a substantial increase over 11 years.

## OBJECTIVE

- 1) To analysis the nature and pattern of consumption behaviour of college students.
- 2) To examine the factors influencing the consumption pattern of college students

## RESEARCH METHODOLOGY

Both primary and secondary data are taken for the study. Primary data is collected from 50 students studying in various colleges of Kozhikode district with the help of questionnaires. Secondary data is collected from journals, newspapers etc. Convenient sampling is used to select students.

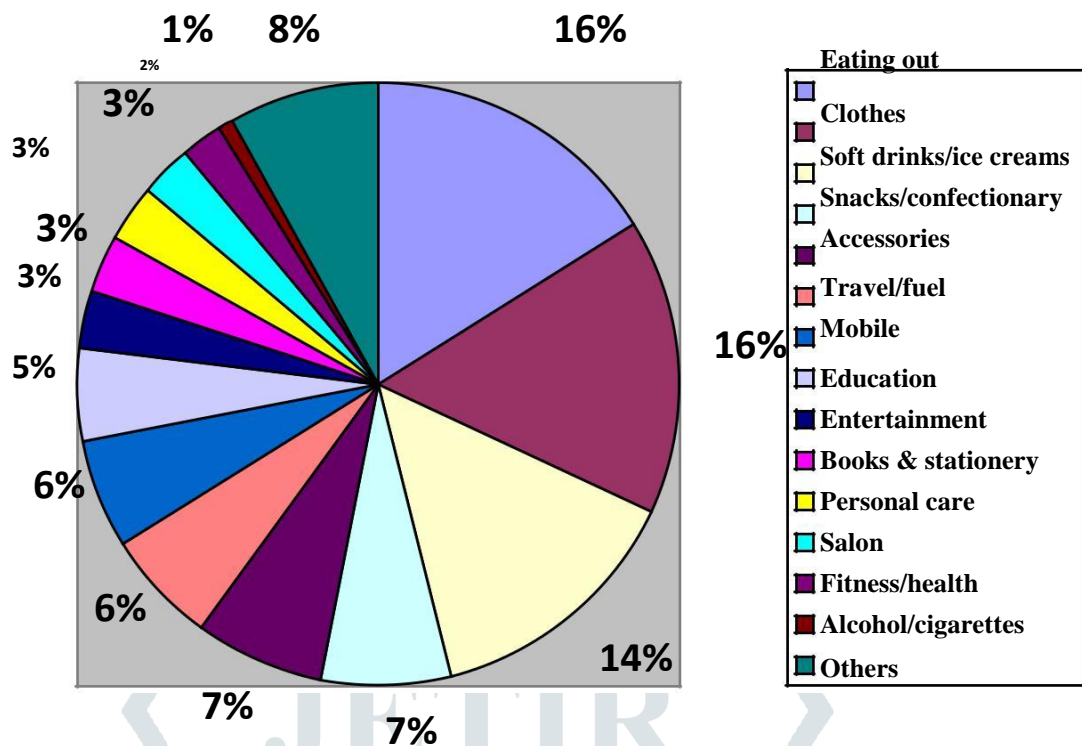
## REVIEW OF LITERATURE

- Journal of social history(2005,vol38 issue 4,page 915)through its articles “consumingglobalisation: youth and gender in Kerala and India, explain how new globally infected pattern of consumption among young people in the state of Kerala and state of Kerala, India are configured in relation to a specifically post-colonialculture, politics of cultural, politics of gender, class and caste, routed in the colonialist project rather than focus on present or absents of agency or resistance with in consuming practices the article elucidate the cultural political terrains into which consumption as an objectified field of practise is inserted by paying attention to the terrains.
- According to Berry (2001), the best retailers create value for their customers in five interlocking ways. The key is to focus on total customer experience—superior solution to their needs, treat them with respect (store staffs courtesy and behaviour), connect with them on emotional level; fair prices and ease of purchase (good layout, product placement, signage, fast checkout, etc.). Focusing on solutions means employing helpful salespeople and extending services like goods return facility, goods exchange facility, and helpful and attractive store ambience. Many consumers lack time. As per the author, studies by America's Research Group indicate that 83% of women and 91% of men have ceased shopping at a particular store because of long checkout lines. To compete most effectively, retailers must offer convenience in four ways—convenient retail location and operating hours, access convenience through telephone and the Internet, search convenience inside the store and possession convenience by maintaining a high rate of in-stock items and by delivering the orders swiftly. They also, must let the consumers complete or amend transactions quickly and easily (transaction convenience).
- Special correspondence to Hindunewspaper (august 12, 2013)“Delhi youth spend most on cosmetics branded stuff. The young in Delhi are counter parts in other cities as 75% of them said their budget for shopping for cosmetic apparel. A comprehensive study conducted by industry body assoc ham and released on the eve of world youth day on august 12 has reviled. As per the survey which sampled 2000 youngsters in the 16-21 age group, are about 75%indies youth spend over Rs 6000 per month on cosmetic apparel and mobile phone and much of it is due to a rise in pocket money, growing awareness And intensive public campaigns. The survey has sampled the buying trend among the youth in delhi,Mumbai,Kolkata,Bangalore,Chennai,hydrabad,lucknow,ahamadabad,Jaipur and Chandigarh

## 3.3 PATTERN OF YOUTH CONSUMPTION

Youth spending their money on various items, including food, entertainment, durables, cloths etc. But the proportion of their spending is differing from individual to individual, economy to economy.

## Spending patterns of Indian youth



Source: The Marketing White book 2013-14 (Hansa research group)

The above figure highlights the spending patterns of Indian youth on various products and services in a month. 53 percent of disposable income is spent on 'eating out' (16%), 'clothes' (16%), 'soft drinks and ice creams' (14%) and 'snacks/confectionary' (7%). This is closely followed by spending on accessories including footwear, belt, wallet and jewellery (7% of disposable income). A meagre 5 percent spending is on education which would be mostly taken care of by parents of these youngsters. Vathsala (2013) reported that, on an average, a youth spent Rs. 4,400 per month on all product categories. These facts clearly indicated that Indian youth spent a major portion of their disposable income on 'eating out'.

### CHANGING TRENDS OF CONSUMERISM IN KERALA

Kerala, a state in southern India is known for its consumerism. The process of urbanization in Kerala has placed the state among the most urbanized places India. As markets concentrate in and around urban centres, things are more accessible to the urbanites. This in turn exercised its impact on the consumption habit of the people. Kerala society received some unforeseen changes in its socio-economic environment due to large scale migration of Gulf countries. The boom in the west Asian countries from the seventies led to a massive boom in migration. The economic consequences of migration and migrant remittances have found an increase in the household income of keralites and changes in income distribution. Conspicuous consumption has become the hallmark of an emigrant, especially a Kerala emigrant.

The percent Kerala economy is often described as money order economy. The growth of consumption throughout the world has been unprecedented in its scale and diversity. As Kerala is characterised as a consumer society, consumption pattern and market trend determine the living standard of the people in rural as well as urban areas. Consumerism found favours with people especially among the middle and low income groups. Today the people in Kerala recognise consumption as a yardstick to measure socio-economic status and prestige. Her has been significant increase in the absolute level of consumption of both food and non-food items the need for state intervention through the adoption of strict measures with respect to items of consumption so as to preserve environmental and ecological balance and also measure should be adopted to reduce the cost of production of item of mass consumption. Emigration has become the striking feature of the Kerala economy. The economic consequences of migration and migrant

remittances have found an increase in the household income of Keralite and changes in income distribution. Money mainly from NRI remittances is flowing steadily into Kerala. The majority of migrants belong to poor families from rural areas. A sudden spurt in their income has given rise to a rising per capita household expenditure in the state. (Harilal and Joseph, 2000) Real estate price are booming as NRIs and their families are buying land as an investment or building houses as that is now being seen as a glittering status symbol. Conspicuous consumption has become the hallmark of an emigrant, especially a Kerala emigrant. Moreover migration and migrant remittances have made profound influence on the phenomenal increase in income from salary/wages. Consumerism found favor with people especially among the middle and low income groups. The people in Kerala recognize consumption as a yardstick to measure socio economic status and prestige. Demonstrative and luxurious consumption has resulted in heavy financial commitment for the people .Unable to pay back the loans taken from individuals and financial institutions, many are driven to suicide. During the last few decades, dramatic changes have taken place in habits, items and quantum of food consumption. There has also been a change in the lifestyle of the people. Household's equipment's like the mixer, washing machines, vacuum cleaners, fridge etc. and facilities like lifts & elevators, automobiles, flats, mobile phones etc. have contributed to the decreased activity levels in all age groups. The increased food intake coupled with a sedentary lifestyle, restricted play areas, unregulated TV watching etc. have resulted in an increasing incidence of overweight and obesity.

The youth consumption in Kerala is basically imitate in nature which is highly influenced by film, the availability of latest models in mobile phones and dresses are heavily attracted by the young through their overexposure to medias and massive interaction with people of different parts of the world through social networking sites. considerable share of educated youth in Kerala prefer to possess brand product, for the purchase of branded products considerable share of youth depending on online consumption like flip kart amazon myntra etc.

## ANALYSIS OF DATA

### DETAILS OF INCOME SOURCE OF STUDENTS

The givan table explains source of income of college students

Table 1

| CATEGORIES      | FREQUENCY | PERCENTAGE |
|-----------------|-----------|------------|
| MONEY FROM HOME | 27        | 54%        |
| PART TIME JOBS  | 9         | 18%        |
| BOTH            | 14        | 28%        |
| TOTAL           | 50        | 100%       |

Source: sample survey

The table shows the source of income of 50 students. It is evident that majority of students are not earning any income . They are depending on their families for money( 54%). The proportion of students earning income through part -time job is very less (18%). 28% of students are depending both on family income and their part-time jobs to meet their expenses.

**EXPENSE WISE DISTRIBUTION**

The table below shows weekly expense of college students.

TABLE 2

| CATEGORIES | NO OF RESPONDENTS | PERCENTAGE |
|------------|-------------------|------------|
| Below 100  | 7                 | 14%        |
| 100-500    | 31                | 62%        |
| 500-1000   | 11                | 22%        |
| 1000-1500  | 1                 | 2%         |
| total      | 50                | 100%       |

Source: survey data

The table shows the weekly average expense of students. Out of the total students, 62%, of students has an expense around 100-500 rupees per week. 22% of students are spending 500-1000 rupees per week. 14% of students having the weekly expense below 100. Only 1 student is spending more than 1000 rupees per week.

**CONSUMPTION WISE DISTRIBUTION OF SAMPLE**

TABLE 3

| CATEGORIES          | NO OF RESPONDENTS | PERCENTAGE |
|---------------------|-------------------|------------|
| Food                | 19                | 38%        |
| Dress               | 11                | 22%        |
| Recharge/petrol     | 13                | 26%        |
| Transportation      | 5                 | 10%        |
| Magazines/cosmetics | 2                 | 4%         |
| Total               | 50                | 100%       |

Majority of the students are spending more on food items. Expenditure for recharge and petrol stands second. Girl students are mainly interested to consume dress items. The lowest amount is spending for magazines and cosmetics.

**CLASSIFICATION ON THE BASIS OF PURCHASE**

Table 4

| Sl.No | Place of purchase | No.of respondents | Percentage |
|-------|-------------------|-------------------|------------|
| 1     | Local stores      | 32                | 64%        |
| 2     | Supermarkets      | 13                | 26%        |
| 3     | Online            | 2                 | 4%         |
| 4     | others            | 3                 | 6%         |
|       | Total             | 50                | 100%       |

Source: survey data

Out of 50 respondents 64% purchase product from local stores, 26%purchase product from supermarkets, and remaining 6%purchases product from other places.

**ASSESSMENT OF QUALITIES**

Table 5

| CATEGORIES       | NO OF RESPONDENTS | PERCENTAGE |
|------------------|-------------------|------------|
| Brand name       | 27                | 54%        |
| Advice of expert | 16                | 32%        |
| Advertisement    | 7                 | 14%        |
| Total            | 50                | 100        |

Source: survey data

Majority of students assessing qualities on the basis of brand names. Advice of expert is another method for assessing quality of a product. 32% of students are using this method. Advertisements play a meager role in the process of assessing qualities. Only 14% of students are depending on advertisement for the quality assessment.

**CONCLUSION**

The life style of the entire world is changing day by day in accordance with the newly developing trends in consumer behavior. The study is clearly depicts the change in the spending habit of youth of today. There is a huge influence of peer group in the youth below nineteen years while making purchasing decisions. This is more so in the small age group that is for respondent below 18 years. The consumer behavior involves many factors, so the analysis is an investigation to understand different factors affecting the consumption of new generation. The factors such as food, dress, transportation, cosmetics etc. are taken in accordance with the nature of student's life style and income.

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