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# Global Dreams

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## A Study of Important Factors Considered While Buying Products in Latur

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### Introduction :

Today consumer is the king of the market. The success of business firm is completely depends upon the satisfaction of customers. It is very difficult to understand consumer's behavior which is not uniform. It keeps on changing with technology, innovation, life style, income and physiology. Researchers try to point out new factors while buying of selected consumer products. In modern times, marketing trends is very useful for prosperity of the business. Its prediction and strategy formulation is a challenge for the management of any business organization. In short consumer behavior varies based on many factors and the present study try to focus on important factors of selected consumer products.

### Objectives :

1. To know the important factors considered of selected consumer products in (F.M.C.G.) in Latur District.
2. To know about prior study before buying the products by consumer.

### Research Methodology :

Data plays an important role in research. Both primary and secondary data is collected with an object of careful analysis and interpretation.

### Primary Data :

A well designed, structured and orderly formed questionnaire has been used to collect responses from the targeted respondents. Feedback is obtained through it by personally visiting the respondents at their workplace. The primary data collection is made by personally visiting the customers in the district. The sample of 50 respondents has been selected for the study.

### Secondary Data :

Following are some of the prominent features of secondary data used for this research work.

Referred interviews and articles published in news papers, referred research articles published in various journals and magazines, referred books, referred Ph.D. thesis and internet sites to access latest information related to research topic

### Data Analysis and Interpretation:

#### Prior study before buying :

Buying is always a purposeful activity for customers and it rarely takes place without prior decision. Rational customer always studies its buying process well in advance. The prior study may be of price or quality related observation of the products



brand and features based comparison. The nature and intensity of study may get in accordance with nature of the commodity. Research tried to collect the consumers' interpretations about the prior study before buying any article and placed opinions in tabular and graphical form.

**Table No. 1.1**  
**Prior Study Before Buying**

No	Nature	Number of Respondents	Percentage (%)
	Always Frequently	26	52
	Sometime	17	34
	Rarely	5	10
	Never	2	4
	Total	50	100

From the above responses it become very clear that prior study or process of observation and decision making is largely followed by majority customers. 52% of customers have stated that they frequently do prior study of domestic articles before buying them. 34% of the respondents have marked that sometime they study the articles before buying it. 10 % of the respondents have concluded that they rarely study the products before buying it. On the other hand 4% of the respondents have stated that they never buy the product after prior study.

**Factor consider important while buying following articles**

There are many factors responsible for framing buying decisions while buying domestic articles to customers. These factors may vary from product to product. Researcher has selected ten domestic articles for this research project which are mentioned in following table. With the help of this question product wise influential factors can be obtain. In order to have careful study separate product wise table and graph is discussed separately. Following table presents collective insight for all ten selected FMCG articles.

**Table No. 1.2**  
**Factor consider important while buying following articles**

Sr. No.	Articles	Quality	Price	Brand	Advt	Packaging	Discount/ Scheme / etc.
1	Tooth Paste	40 %	12 %	25%	11%	4%	8%
2	Tooth Powder	30 %	27%	21%	12%	4%	6%
3	Hair oil	32 %	24%	21%	7%	12%	4%
4	Shampoo	28 %	28%	21%	12%	9%	2%
5	Talcum Powder	14 %	32%	28%	11%	10%	5%
6	Body Spray	17 %	2%	34%	23%	22%	2%
7	Toilet Soap	42 %	11%	16%	12%	10%	9%
8	Detergent Soap	24 %	36%	19%	12%	1%	9%
9	Detergent Powder	26 %	38%	19%	5%	3%	9%
10	Cold Cream	24 %	30%	7%	25%	9%	5%

From the above table and graph it has become clear that quality is the prominent factors determining the buying behavior of the customers for Toothpaste, Tooth powder, Hair Oil, Shampoo, Toilet Soap as 40%, 30%, 32%, 28%, 42%, of the respondents have selected this option. Price is also important factor in respect of Talcum Powder, Detergent Soap, Detergent Powder and Cold Cream as 32%, 36%, 38%, 30% of the respondents have selected this option. Brand is the factor considered in respect of Body Spray and Talcum powder also as 34% and 28% respondents have selected this option. Quality is the most affecting buying decision of tooth paste. Price is third largest factor imposing great impact on the buying behavior.

#### Findings :

- Market trends are always responsible for changing buying decision of the FMCG customers and it depends upon the products.
- Customers have certain brand preference and loyalty about some products.
- Customers have curious about quality of some products.

#### Conclusion :

Domestic articles are sold and bought with completely unique way. As the buying frequency of domestic article is second largest immediately basic necessities, the operational market activities extended considerably. Price of the domestic article, family size and the social status are also important in case of these articles.

#### Suggestions :

- A wide range of FMCG products should available in the market increasing possibilities of brand switching.
- The seller has to maintain the stock of the domestic articles in accordance with the buying pattern as consumers won't buy just branded or unbranded domestic articles.

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