

Changing Pattern of Consumer Buying Behaviour by Mobile Marketing in the Context of Indian Society

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ABSTRACT

In the current scenario, research on consumer buying behavior is key from a marketer's point of view. This paper reviewed the literature on changing consumer buying behavior in two steps. There have been significant changes in the Indian market before and after liberalization. The supply of goods and services has increased significantly in the post-liberalization period due to the entry of many foreign firms into India. The concept of consumer buying behavior is strongly related to their society, economic status, psychological and social situation before liberalization, ie. in the years 1970-1993. However, the concept of consumer buying behavior has changed drastically and efforts have been made to find out the wants, desires and satisfaction of customers since the liberalization period, viz. Since 1993. Marketers are interested in answers to questions such as why the consumer was against buying the product, why the consumer had an attitude when making the purchase, etc. The researcher developed more rational models of consumer behavior and recently developed a model that consists of the most important components to consider consumer attitudes, preferences, intentions and consumer decisions in the market when buying a product or service. Early models of consumer buying behavior were based on the decisive aspects of the consumer of his social, economic and psychological circumstances. the new model was more comprehensive and includes aspects of the product market. Various organizations, traders, businessmen etc. have recognized the role and impact of these models. To create new resources for the economic and social growth of the economy from an Indian perspective. The purpose of this study is to combine different mental models related to consumer purchase behavior, which can be useful in future research.

Keywords: Consumer buying behavior, decision process, Mobile marketing, Consumer engagement, pre and post liberalization period, Consumer decision-making, Factors affecting consumer buying behavior.

INTRODUCTION:

The concept of consumer buying behavior refers to the consumer's decision whether to buy a product or not. Therefore, it is very difficult to understand the concept of consumer buying behavior, because many factors influence the consumer's buying decision. Buying behavior is the decision-making ability of a person who is very uncertain, especially in a situation where he has to choose one product among several products of the same type. Consumer shopping has undergone several changes in Indian society, especially since liberation. The trade and business competitiveness of the garment industry has improved drastically as many foreign branded firms have entered the Indian market after liberalization ie. Since-1993.

Since then, the clothing industry has adopted innovative, creative and different ways to attract consumers. As a result, a number of forces arose around the consumer, which strongly changed his buying behavior towards a certain product. Some of these forces include the consumer's social status in society, the consumer's income level, the consumer's perception of a particular product or brand, the level of marketing services offered by a particular company, etc., the socio-psychological environment surrounding the consumer. Mainly, consumers lived in a society where these factors are not static, so the pattern of consumer buying behavior is a constantly changing process due to the socio-economic, psychological and demographic status of the consumer. Thus, this study is an attempt to review the studies that assess the change in consumer buying behavior especially in the apparel industry in the context of Indian society.

The Indian market is the most prominent consumer market of the world and had a leading position in the international market. Growing purchasing power and the growing influence of social media have enabled the Indian consumer to spend more on consumer goods. Indian clothing industry has a rich heritage and Indians love to wear different and unique outfits in all festivals and occasions. Therefore, the growing demand for garments and the huge customer base is attracting foreign investment in India. India's textile industry is one of the oldest industries and currently earns approximately \$39.2 billion in exports. This industry has a good place in the Indian economy as it accounts for about seven percent of the industrial output and about two percent of the gross domestic product and also employs 45 million people (IBEF, 2017). Apart from the tremendous growth of the industry in terms of physical production, the Indian textile industry has faced a major challenge in changing the buying behavior of the consumers due to rapid changes in clothing fashion rather than modernization in the society. To face this emerging challenge of the global market, the Indian textile industry has made huge investments to make the Indian industry more responsible both globally and domestically. This study is an attempt to review articles on areas of consumer behavior that have changed over time. This article examines various marketing service problems that consumers encounter during the purchase process, as well as various market forces that influence consumer purchasing behavior.

LITERATURE REVIEW:

- 1. Mobile Shopping Adoption Trends:** Research by researchers such as Khalifa and Shen shows that mobile shopping has increased significantly worldwide. Factors such as convenience, accessibility and improved mobile interfaces have contributed to this trend.
- 2. Personalization and Targeted Marketing:** Li and Kannan's research highlights the importance of personalization in mobile marketing. Tailoring marketing messages and offers based on consumer preferences and behavior can improve engagement and conversion rates.
- 3. Mobile App Influence:** Researchers such as Wu and Wang discuss the impact of mobile applications on consumer purchasing behavior. Mobile apps provide a seamless shopping experience by offering features such as push notifications, in-app purchases and personalized recommendations.
- 4. Social Media Influence:** Kim and Ko's research examines the influence of social media on consumer purchasing decisions in the digital age. Platforms like Instagram and Facebook play a crucial role in shaping consumer preferences and increasing brand engagement.
- 5. Mobile Payment Adoption:** Lu and Su's research examines the adoption of mobile payment methods and their impact on consumer purchasing behavior. The convenience and security offered by mobile payment solutions increase mobile shopping.
- 6. Trust and Security Concerns:** Researchers such as Hajli and Lin examine the role of trust and security in mobile commerce. Addressing consumer privacy and transaction security concerns is critical to building trust and encouraging repeat purchases.
- 7. User Experience (UX) Design:** Zhang and Adapa's research highlights the importance of user experience design in mobile marketing. Intuitive navigation, fast load times and smooth checkout processes promote a positive shopping experience and higher conversion rates.
- 8. Omnichannel Shopping Behavior:** Gupta and Kim's research looks at the prevalence of multi-channel shopping among consumers. Mobile phones act as a fixed touch point in the omnichannel shopping experience, allowing consumers to search, compare and buy products seamlessly across multiple channels.
- 9. Influence of Reviews and Ratings:** Researchers such as Cheung and Lee study the impact of online reviews and ratings on consumer purchasing behavior. Positive reviews and high ratings can significantly influence purchase decisions, especially on mobile platforms where such information is readily available.
- 10. Emerging Technologies:** Huang and Liao's research examines the impact of new technologies such as augmented reality (AR) and virtual reality (VR) on the mobile shopping experience. Integrating these technologies into mobile marketing strategies can increase consumer engagement and sales.

This literature review provides an overview of key research findings and trends related to consumer buying behavior in the digital era, particularly focusing on the role of mobile marketing strategies. This help to know the format of the changing buying behavior of the people through the traditional marketing to the Mobile (Digital) marketing.

METHODOLOGY:

The research focused on reviewing relevant literature on various aspects of consumer purchasing behavior. In particular, it was found that the pattern of consumer buying behavior changed significantly in two periods, viz. before and after liberalization. Therefore, this study is an attempt to review the relevant literature from different perspectives of consumer buying behavior in two phases. In general, the study covered two aspects of consumer behavior: first, the change in the concept of consumer buying behavior, and second, the various factors affecting consumer behavior.

The concept of consumer buying behaviour:

Consumer behavior and product purchase decisions have always become a prominent research topic. The decision of the consumer to buy a product is very complex and it is very difficult to understand the nature of the consumer in this regard. According to Walter and Paul (1970), consumer behavior is the process by which an individual decides what, when, where, how and from whom to buy. Thus, it is the attitude or expression of a consumer when buying products. Here it is worth mentioning that the consumer behavior is the result of such purchases that give immense satisfaction to the consumer as per the requirements. The concept of consumer buying behavior is a question-like situation and many questions run together in his mind. These questions are to buy or not to buy, why to buy, where to buy and how much to buy. The state of the consumer is how he changed his decision under the influence of the marketer (Aaker et al, 1971). Lator on Webster (1975) defined that consumer buying behavior has a strong relationship with society. Considering the social awareness of the consumer, the buying behavior of the consumer is the psychological, physical and social potential of the customer to buy the product. It is possible to predict the concept of consumer buying behavior based on the customer's lifestyle, because the customer's consumption attitude varies significantly depending on the lifestyle. In addition, many factors such as culture, society, family background, personality and customer perception are assumed to influence people's lifestyles (Engel et al, 1982). Consumer buying behavior is the actions and patterns of the customer in the decision-making process directly related to the acquisition and consumption of goods and services to satisfy their needs.

The introduction of information and communication technology (ICT) has brought about many changes in marketing services. Mobile phone is one of the most important inventions of ICT and this device is widely used in marketing office to promote their products. The pattern of consumer buying behavior has innovatively changed due to the massive adoption of mobile phones in the Indian market. This technology has changed people's lifestyle and now people have used mobile phones to shop online (Ling, 2008).

As a result, many social websites have been developed and it has shaped the buying behavior of customers from physical shopping to online shopping (Sakthirama, 2013). But from the security point of view, people hesitate to use mobile phones. As a result, users perceived online shopping both negatively and positively. Cell phones have thus become a major nuisance in society, although many cell phone companies claim and offer security to users. Therefore, the security issue has been a key issue, and companies have now developed more appropriate and secure software to make mobile shopping more sensible and safer. Thus, the consumer buying behavior scenario is highly influenced by mobile phones. People can compare and easily access specific products from many companies and ultimately buy according to their needs, abilities and satisfaction. In recent years, researchers have developed integrated models of consumer purchasing behavior. These models combine consumer attitudes, preferences, intentions and decisions about consumer behavior in the market buying a product or service etc. (Bashir and Kokas, 2015). The standard consumer buying behaviour broadly composed of five important components which are;

1. Problem recognition.
2. Information research recognition.
3. Evaluation.
4. Purchase.
5. Post-Purchase Evaluation recognition.

Source: Hansen (2005); Foret and Procházka (2007); Slanlon W J (2017) Fundamentals of Marketing Ed McGraw Hill, Kogakusha, pg no 131. Website:<https://study.com/academy/lesson/what-is-consumer-buyingbehavior-definition-types-quiz.html> Problem identification is the first stage of consumer behavior. In this stage, the consumer increases the demand to buy goods or services. In the second stage, he obtains the necessary information about the product he needs. In the third step, he evaluates the information he has obtained about the product and makes sure he has the money and resources to buy it. In advance, the consumer decides to buy the product, considering the price and availability of the product. In the last stage, the consumer decides whether the purchased goods fulfill his wishes or not.

Factors that influence consumer buying behaviour:

As stated earlier, consumer buying behavior is a complex term and is a concern for many business organizations. In the current market structure, consumer satisfaction is the most important concern of all business organizations. To strengthen market research, many studies have been conducted to find out the factors that influence consumer buying behavior. This section is an attempt to bring together those studies that can be helpful in formulating appropriate political measures. Generally, the factors affecting consumer buying behavior are classified into two broad categories, i.e., external factors and internal factors. Over time, the number of factors in these two categories

has increased according to preferences, customer preferences in general and market demand. Based on a thorough study of the literature, the general model of factors affecting consumer behavior before the liberalization period. Early models of factors influencing consumer behavior were based on mixing one or more factors of external and internal factors. Among external factors, demographic, socioeconomic and lifestyle were important variables that attract more attention from researchers (Engel et al 1972; Frank et al, 1972). Among the internal factors, belief, attitude, desire and mental attitude of the buyer emerged as the most important factors in consumer behavior (Fishbein and Ajzen, 1975; Bettman, 1979). Demographic and socioeconomic variables such as age, income, occupation, family size, location, social class, etc. were the most used variables in market research. These variables are popular variables for determining consumer purchasing behavior because the consumer's action in purchasing a product is largely driven by the benefits of these variables (Beanne and Enis, 1988). The most important social and personal factors have been identified as influencing consumer behavior. This model was tested by early authors (Beales et al., 1981; Laksman and Raj, 1985). An individual's decision-making efficiency has been a widely recognized factor contributing to consumer purchasing behavior (Engel et al, 1986). Keller and Staellin further extended the research in 1988 and added that the effectiveness of the product purchase decision can be improved by providing the rational consumer with quality information about the product. Later, more attention was paid to internal factors such as consumer's attitude, personality, lifestyle, etc. (Ajzen, 1988; Wells and Prensky, 1991). During 1991, the global economy experienced intense competition, and considering the global competition, researchers developed more comprehensive models that include both external and internal factors. Armstrong, 1991 presented a more detailed model considering cultural, social and demographic factors external factors and attitude, perception, learning, personality and emotions internal factors. Despite liking the product, he could not make the decision to buy it because he was exposed to social pressures and personal and cultural influences from society. Marketing strategies were successful only in situations where it not only changed the behavior of the consumer, but also influenced the psychological state of the consumer. Therefore, it is necessary to develop more favorable models to understand the dynamics of consumer behavior.

After its release, the term consumer behavior became a more popular term for the business success of companies. Thus, determining the buying behavior of the consumer in the current market scenario has become an integral part of any marketing strategy. Gabbott and Hogg recognized in 1994 that if consumer responses to service-related problems are not clarified, the consumer's decision in the purchase process cannot be favorably changed. Therefore, marketers wanted more attention to understand the variables that influence buying behavior in buying decisions, such as when to buy, why to buy, what to buy, how to buy, whether to buy or not to buy. Heslop and others (2008) divided consumer behavior in the decision-making process into four categories, which are logical behavior, ignorant behavior, learned behavior and social behavior. These behaviors later evolved into two types of consumer behavior, namely cognitive and experiential behavior defined by Dmitrovic and Vida in 2010. In the process of consumer purchase behavior, Dmitrovic and Vida defined two types of consumer behavior, namely cognitive and experiential

behavior 2010. Earlier consumers were more rational and rational, while later consumers bought goods more emotionally.

The role of information and communication technology (ICT) in consumer behavior cannot be ignored. The traditional approach to selling goods has been adopted in online stores. A large number of consumer goods trading websites have been operating all over the world and have increased the confidence of buyers through safe and transparent transactions. The IT revolution radically changed the nature of business and transformed the basic concept of consumer buying behavior into a new form. In the IT era, companies deal with a large customer base that is more active and knowledgeable. Online business facilitates business by uploading product specifications, product services, etc., which can improve customer satisfaction. This in turn increases profitability and market share. On the contrary, the customer can see and buy products using online services instead of visiting the market. Internet services significantly reduce marketing costs and diversify the marketing process and expand the market area. Thus, the introduction of information technology has greatly influenced the consumer's purchase decision, marketing strategy, reliability, consumer satisfaction, etc.

The current models of consumer buying behavior have been replaced by more comprehensive and well-tested models in the current market situation and are summarized in Figure II. These models are more about customer satisfaction. Regardless of external and internal factors, recent models have taken into account market aspects and buyers' reactions to product services. The current global market scenario has attracted the attention of researchers and marketers on consumer interest and satisfaction. Since the buyer, payer and user are three distinct segments in the consumer buying behavior in the market, current models included responses and customer perception of product and service experience, purchased and perceived level. satisfaction in that (Kotler and Armstrong, 2007). There is a strong correlation between a company's success and marketing strategies that serve consumer interests and preferences. Successful marketing strategies require the active participation of the consumer in understanding buyer behavior in the buying process (Kotler and Caslione, 2009). The basic idea and basic assumption of consumer research is that the consumer bought a product for personal satisfaction and not for its primary purpose. This does not mean that the buyer ignores the main functions of the product, but the current role of the product is more responsible for the consumer. Current models of consumer buying behavior define the relationship between several independent variables such as cultural, social, personal, psychological and marketing factors and consumer behavior. The present model of consumer behaviour is the product of external factors, situation or level of buyer's mind and the responses of buyer (whether to buy or not to buy) in the decision process. On the basis of the nature and types of the factors, all factors that influencing consumer behaviour are brought under three broad categories i.e. external factors, internal factors and responses of the buyer.

External factors:

These factors are also called external stimuli. Specifically, they are factors that act as consumer incentives and influence the buyer's personal decision in response to purchasing a product in the decision-making process. These factors are further divided into marketing mix (product, price, place, promotion, etc.) and other demographic/socioeconomic variables. External factors are e.g.

- Marketing mix :- Product, Price, Place, Promotion.
- Others :- Demographics/socio-economic variables, Social, Cultural, Life style.

Internal factors:

These factors relate to the buyer's state of mind when purchasing a product. Since it is very difficult to predict the mind of the buyer in the decision-making process, it is enough to find out the most important internal factors and main steps in the consumer to create a specific reaction of the buyer in the decision-making process. Internal factors are further classified as internal and factors affecting the consumer's decision making process. This model is also called the black box model of consumer behavior developed by Warren et al. in 2002. Internal factors include e.g.

- Internal Influences:- Motives, beliefs, attitude, learning, perception, personality, and life style.
- Decision making:- Problem solving, information search, alternative evaluation, purchases, post purchases evaluation.

Response:

This is the final stage of buying a product and this model includes factors that influence the buyer's reaction to buy the product or not. The process of consumer buying behavior went through these three stages to complete the buying process. The three phases of these models are found to be interrelated. In this model, consumer behavior and characteristics that determine the buyer's reaction in the purchase process were studied. In recent years, this model of consumer behavior has been widely used by marketers, companies and organizations to promote their economic growth. The response factors are;

- Purchase :- Product, brand, source, amount, method of payment.
- No purchases.

CONCLUSION:

Indian society consists of multiple religions and languages. The different religions of India are characterized by their own culture, customs and beliefs. Because of this religious diversity, Indian society is differentiated into many strata or groups that differ significantly from each other. Despite social differences, people across India like to celebrate all customs, festivals and events by buying new clothes, ornaments etc. But the buying and consumption habits of goods and services are different due to cultural differences. Considering all these facts, the study of consumer buying behavior is an important part of Indian society. An early concept of consumer buying behavior was the consumer's purchase decision, and more attention was paid to understanding the consumer's decision. The concept of consumer buying behavior is strongly related to their society, economic status, psychological and social situation before liberalization, ie. in the years 1970-1993.

However, the concept of consumer buying behavior has changed drastically and efforts have been made to find out the wants, desires and satisfaction of customers since the liberalization period, ie. since 1993. Marketers were interested in answers to questions such as why the consumer was against buying the product, why the consumer had an attitude when buying, etc. The use of mobile phones in the post-liberalization period was a revolutionary invention in the field of marketing. The pattern of consumer buying behavior has innovatively changed due to the massive adoption of mobile phones in the Indian market. Thus, mobile phones greatly influence the consumer buying behavior scenario. The researcher developed more reasonable models of consumer behavior and recently developed a model that consists of all important components, taking into account consumer attitudes, preferences, intentions and consumer decisions in the market when buying a product or service, etc. Based on Evidence and Empirical Based on research, it can be concluded that most of the factors affecting consumer buying behavior were based on the external and internal environment of the consumer. Among the external factors, demographic, socioeconomic and lifestyle were important variables and received more attention from researchers, while the buyer's belief, attitude, desire and mental attitude became the most important factors of consumer behavior as an internal factor. factors. The technological development of information technology in the field has made prominent changes in the purchasing behavior of consumers. Using online services, the consumer can view and purchase goods and services while sitting at home. The way to sell your products and services online has become more and more popular among businesses. As a result, developing countries like India have created a large customer base using the Internet for shopping, which can be a good sign for business growth in India. Internet services have good opportunities in the future, because marketing costs can be significantly reduced. Significant changes in consumer purchasing behavior due to the development of technology is a common phenomenon in the decision-making process. Therefore, the Internet has become an important part of marketing strategies in the era of modernization.

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