



A STUDY ON FACTORS INFLUENCING THE CONSUMER BEHAVIOR IN VEGETABLE MARKET

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ABSTRACT:

The consumer influences the decision of the product. This directly affects the decision of the consumer mind. The consumer market revolves around his decision. The product is taken as per the demand of the consumer. The consumer has complete freedom in the market. The consumer decides independently. There is no oppression on it. It is up to the consumers to decide which goods and services the producers should produce in the economy; this is because the goods are produced according to the demand of the consumers. In a competitive market, consumer sovereignty is paramount. The consumer buys and uses only the goods and services that are good for his welfare. Consumers prioritize items and choose them based on their importance. In a capitalist economy, the consumer has the freedom to choose between goods and services.

Key words: Consumer behavior, influencing factors, Vegetable market etc.

INTRODUCTION:

From that point of view, the consumer is the king of the market. Consumers can buy whatever they want. He prefers to buy things. Each manufacturer produces a variety of products according to the consumer's preferences and tastes. The producer has the freedom to produce. Consumer satisfaction is further enhanced by producing according to the consumer's preferences. Only then does the producer make a profit. Through marketing, the consumer communicates his tastes and preferences. The capitalist economy has unlimited needs and limited and versatile resources. The consumer expects a

wide variety of products produced by the manufacturer. Goods and services that the consumer unexpectedly needs are purchased at a higher price. The producer gets more profit from it. Consumers purchase less non-urgent goods and services. This reduces the cost of production. It reduces the producer's profit margin. If the manufacturer increases the production without considering the consumer, the value of the product remains low and the price has to be kept low. If the quantity of supply is less, then the reputation of the commodity increases. This creates a desire in the mind of the consumer to pay a higher price. Consumers pay different prices for different products. Prices vary according to consumer preferences. The consumer gives more importance to his choice.

Consumer preferences influence prices of goods and services. The influence of consumer choice guides the manufacturer. Anyone who wants to start a business chooses specific products inspired by the consumer. The manufacturer chooses the product that will meet the highest demand and the highest price in the future.

CONSUMER AWARENESS:

Consumer Awareness A person understands his rights as a consumer, understands the products and services available being marketed and sold by a person of his rights as a consumer. The concept covers four categories, including security, choice, information, and the right to be heard. The Declaration of Consumer Rights was first established in the United States in 1962. Ralph Nader is a consumer awareness activist. He is referred to as the father of consumerism and movement. In this age of capitalism and globalization, maximizing one's profits is the main objective of every manufacturer. In every possible way these manufacturers are striving to increase the sales of their products. Therefore, in order to fulfill their purpose, they forget the interest of the consumer and for their example, they continue to exploit under the guise of misleading the consumers by giving high rent, weight, adulterated and sale of poor quality goods, false advertisements etc. To protect oneself from such deception, the consumer needs to be vigilant. In this way, consumer awareness means that consumers are aware of their rights and duties.

PROBLEMS OF THE STUDY:

Many factors influence the market on the head including the price of the goods, the quality of the goods available in the market, the appearance of the brand, the color of the goods, the weight of the goods, etc. It is a perishable substance as vegetables are not available in the market at the right price and the vegetables cannot be stored.

OBJECTIVES OF THE STUDY:

The main objective is to study the factors that influencing the consumption of vegetables in the market and some specific objectives are given below.

1. To Study the factors influencing the consumer behavior.
2. To Study the consumer behavior and market place.
3. To suggest the remedies.

SIGNIFICANCE OF THE STUDY:

The manufacturer chooses the product that will meet the highest demand and the highest price in the future. Consumer preferences will automatically have an effect on pricing. So the consumer is universal. When the consumer combines price and product, he gives maximum priority to the goods and services which he feels are most needed. The more the producer produces the more profit he can get. If the product is taken without considering the consumer, it will get the lowest price and the lowest profit. Therefore, the manufacturer values the consumer's preferences when purchasing and distributing the product; because producers depend on the consumer and the consumer is independent, sovereign.

SCOPE OF THE STUDY:

A consumer is a person who actually consumes a commodity. Wherever there is a market, there is a consumer and a consumer. But the consumer can be the consumer but the consumer cannot be the consumer. Consumers and consumers are scattered in different places throughout the market. Pop their

scope is very large. Consumers in the vegetable market, Consumers in the fruit market, Consumers in the clothing market etc.

PERIOD OF THE STUDY:

To write this research paper, the researcher has conducted research related to the market and their demand and actual supply from 1 January 2022 to 30 June 2022. The behavior of consumers in the vegetable market during this period has been studied.

LIMITATIONS OF THE STUDY:

Consumers have a number of limitations, such as limitation due to abnormal distribution of income and their preference for the availability of goods. There are limitations to this research.

RESEARCH METHODOLOGY:

Researchers have used secondary tools to write research papers.

Secondary Data:

To write this research paper, the researcher has used secondary tools like Internet News Paper Magazine Journal Research Paper Research Article Research Book Government Textbook Reference Book Government Report Annual Report etc.

Research Method:

In this, the researcher has written a research paper using descriptive analysis method.

RESULTS AND DISCUSSION:

Consumer behavior is influenced by social factors, cultural factors, individual factors, economic factors, political factors, legal factors, and so on. Researchers have used tools like graph tables, chart relations, etc. to write research papers.

Chart No. 1: Factors Influencing on Consumer Behavior



Table No. 1

Classification Based on Demand and Influencing Factors

Factors	Demand	Percentage
Quality	16	10.67
Price	17	11.33
Location of the seller	7	4.67
Product	13	8.67
Personal relation	12	8.00
Display	19	12.67
Recommend	13	8.67
Habit	7	4.67
Discount	10	6.67
Marketing Strategy	12	8.00
Word of mouth	7	4.67
Time of Purchase	12	8.00
Occasions	5	3.33
Total	150	100

Source: Survey method

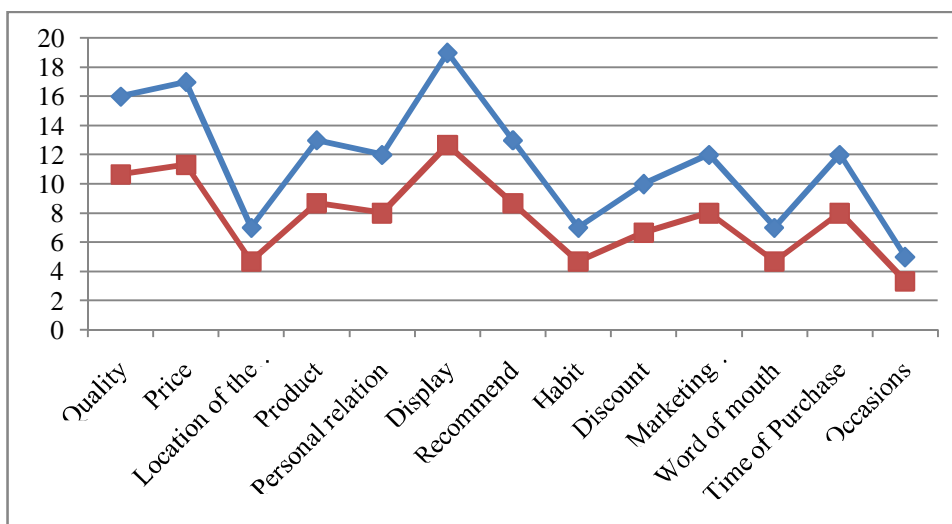


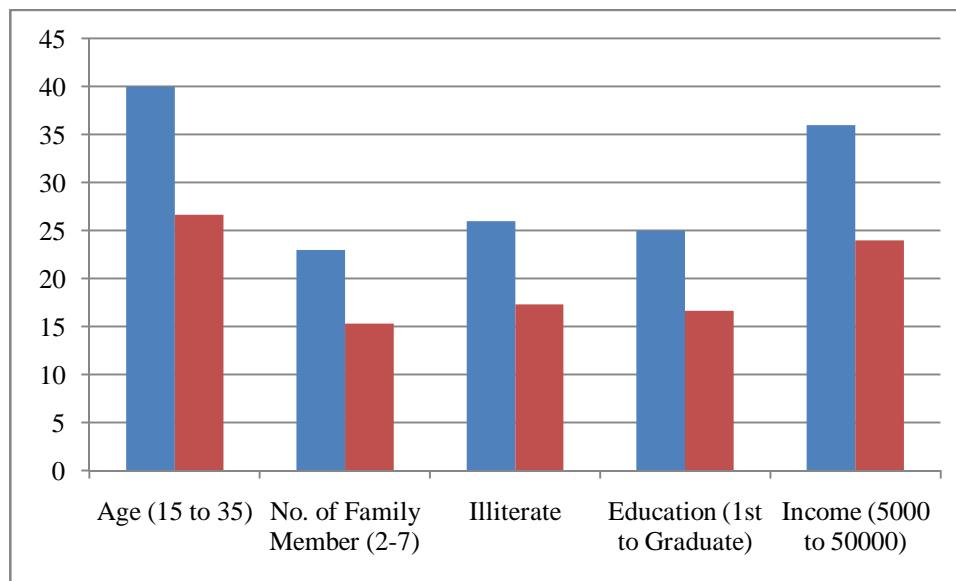
Table no. 1 in categorizing it according to the factors that make it effective in the vegetable market and its demand. In this the quality of the goods, the place, the goods, the personal relations, the appearance of the goods, the organizations that motivate the goods, the habits, the discounts, the market structure, the manner of speaking, the time of purchase and the occasion etc. The quality of the goods, the price of the goods, the time of purchase, the appearance of the goods and the actual consumption of the goods are in great demand from them but the place of sale does not affect the consumer in any way.

Table No. 2

Classification Based on Income, Age, Family Size and Education

Factors	Frequency	Percentage
Age (15 to 35)	40	26.67
No. of Family Member (2-7)	23	15.33
Illiterate	26	17.33
Education (1 st to Graduate)	25	16.67
Income (5000 to 50000)	36	24.00
Total	150	100

Source: survey method



In Table 1, income is classified according to age, number of families and education. Many factors influence consumer behavior. The effect of these factors depends on whether the consumer goods are ready for use. Consumer behavior has a big impact on purchasing power.

CONCLUSION:

Consumers are always trying to maximize their utility within the limits of their budget line. As the consumer's income changes, so does his budget and consumption. Also, when there is a change in the price of alternative goods, the alternative effect is seen. Consumers are doing what you want them to do on a mental illness. Look at the photos; it has two or more satisfying objects. Changes in consumer income affect demand for goods and services. Consumer behavior varies from generally uncertain. This factor of uncertainty affects it to a large extent. Consumer is a broad concept because it refers to all members who use the same product or service but one member of the family has purchased the product. Cannot be a direct user of a product or service from the customer as it may avoid a particular product after hearing bad reviews from others. • The consumer may be a person who absorbs certain aspects of the product or service without using the product. The consumer receives a greater degree of utility from each element brought into the reading. Stories, novels, story papers, magazines, issues, books of competition examiners are increasing the utility. Consumer

behavior depends on market movements. The demand of a commodity in the market and the money close to the consumer determines the need of the consumer.

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