

# Behavioral Psychology: An Analytical Study of Buying Behavior of Young Buyers of Jaipur City

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## ABSTRACT

Young buyers are now exposed not only to higher levels of information about the offerings of competing supermarkets, but they are also faced with a larger number of choices from which to pick out their “best buy”. Therefore, it is necessary for the retailers of supermarkets to know about consumers’ choice processes and to understand the major determinants of store patronage.

Buying behavior means the Purchase decision making guide that is a multifaceted mixture of needs and desires, and is inclined by factors such as the consumer's (1) societal role (parent, spouse, worker, etc.), (2) social and cultural environment and norms, and (3) aspirations and inhibitions. Today, set with a high income, credit cards, experience to the shopping culture of the west and a longing to improve his standard of living, the Indian consumer is spending like never prior to. An understanding of the factors that; are the description for difference in shopping behavior across households and world. The existing Indian Population consist young person high in proportion and the mall culture with organized retail outlets have changed the pattern of buying and shopping. So the present study is an attempt to find the relationship between the age factors and buying patterns of young buyers of Jaipur City.

## Keywords:

Buyer, Behavioral Psychology, Youngster, Shopping Patterns.

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## Introduction

Behavioral psychology, or behaviorism, is a theory suggesting that environment shapes human behavior. In a most basic sense, behavioral psychology is the study and analysis of observable behavior. This field of psychology influenced thought heavily throughout the middle of the 20th century. It is still used by mental health professionals today, as its concepts and theories remain relevant in fields like psychotherapy and education. (An Introduction to Behavioral Psychology, 2019)

Young Buyers are now exposed not only to higher levels of information about the offerings of competing supermarkets, but they are also faced with a larger number of choices from which to pick out their “best buy”. A buyer can be a person or an organization that uses economic services or commodities. In economic systems consumers are utilities expressed in the decision to trade or not. Buyer buying behavior is the buying behavior of the final consumer. Buying behavior means the

Purchase decision making guide that is a multifaceted mixture of needs and desires, and is inclined by factors such as the consumer's (1) societal role (parent, spouse, worker, etc.), (2) social and cultural environment and norms, and (3) aspirations and inhibitions. Today, set with a high income, credit cards, experience to the shopping culture of the west and a longing to improve his standard of living, the Indian consumer is spending like never prior to. An understanding of the factors that; are the description for difference in shopping behavior across households and world. The existing Indian Population consist young person high in proportion and the mall culture with organized retail outlets have changed the pattern of buying and shopping.

Buyer behavior makes one how consumers decide to use their resources such as time money and effort for buying using and disposing goods and services. Buyer behavior is the study of individuals, groups, or organizations 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.

The Indian buyer has seen a notable change. It is not very far away when the Indian consumer tried to save most of his income, purchased the bare requirements and rarely treated himself to the fullest. Today, equipped with a higher income, credit cards, experience to the shopping culture of the west and a longing to improve his standard of living, the Indian consumer is spending like never prior to. Youth is now exposed not only to higher levels of information about the offerings of competing supermarkets, but they are also faced with a larger number of choices from which to pick out their “best buy”. Therefore, it is necessary for the retailers of supermarkets to know about consumers’ choice processes and to understand the major determinants of store patronage.

Organized retail with its diversity of products and huge number of malls and supermarkets is fueling his habit. His new state of mind, in turn, is fueling the expansion of organized retail in India. Some of the main features of these consumers are their inclination to borrow money in order to buy the upscale items – opposing to the conventional thought of expending in limit of income. But these customers not only have price and quality on their thoughts but also the truth that their brands efficiently reflect their local environment and are in accordance with their life style. And this is where the foreign multinationals grasp the chance to grab the Indian market through retail. Selling worldwide brands in India at universal prices is a road to perdition.

### Techniques from Behavioral Psychology

Several concepts in behaviorism are utilized in therapy.

- ✓ Systematic desensitization is used for clients who have a specific phobia, which is characterized by marked fear or anxiety about an object or situation, like an animal

or airplanes. Therapy involves applying relaxation or coping techniques as people are gradually exposed to the object or situation.

- ✓ Exposure and response prevention is a strategy that involves exposure to fearful situations, and then not engaging in unhelpful coping strategies. This therapeutic technique is used for obsessive-compulsive disorder (OCD) and other types of anxiety disorders.
- ✓ Token economy reinforces target behavior by giving children and adult’s symbols or tokens that can be exchanged for something else. It can be used for people with a wide range of mental health issues, as well as in educational settings.
- ✓ Modeling involves clients learning behavior by imitation alone. It’s used in developmental psychology and can be incorporated into clinical use.
- ✓ Applied behavior analysis emerged in the 1960s as a way to modify behavior. It is commonly used for children with an autism spectrum disorder, and is also relevant to fields like education, industrial safety, and criminal behavior.
- ✓ Contingency management involves individuals receiving vouchers for retail goods and services, or the opportunity to win prizes. Often used for patients with substance abuse or related disorders, it typically takes the form of monetary-based reinforces for drug-negative tests, according to The Psychiatrist.

Buying behavior means the pay for decision making show that is a multifaceted mixture of needs and desires, and is inclined by factors such as the Buyer's (1) societal role (parent, spouse, worker, etc.), (2) social and cultural environment and norms, and (3) aspirations and inhibitions. Marketing psychology is a branch of applied psychology which studies the factors that influence consumers’ attitude toward products or services. Marketers use it to predict how

consumers will act and to find ways to influence their decisions. Making a product seem desirable or attractive is one example.

To study about the psychology of young buyers of Jaipur City with the concerned objective researcher have studied the following mention literature.

### Review of Literature:

- **Prasad and Aryasri (2018)** had done a detailed study on the consequence of shoppers' demographic, geographic, and psychographic dimension in terms of format choice behavior in FMCG Indian Food and Grocery retailing. They did descriptive research design by applying mall interrupt survey method using structured questionnaire for data collection. Both descriptive (mean and standard deviation) and inferential statistical tools like factor analysis and multivariate analysis were applied to study the data composed from 1,040 food and grocery retail customers from improve neighborhood kirana stores, Convenience stores, Supermarkets, and Hypermarkets in conjoint cities of Secunderabad and Hyderabad in Andhra Pradesh in India. The study established that shoppers' demographic variables like age, gender, occupation, education, monthly household income, family size, and distance travelled to store have major connection with retail format choice decisions. The choice decisions were also varied among shoppers' demographic attributes.
- **Mortime and Clarke (2018)** in a study conducted on Australian consumers acknowledged the disparity between male and female shoppers rating related to the significance of store characteristics within a Supermarket retail environment. Data was collected from two hundred and eighty male and female grocery shoppers, across four major Supermarkets. A simple-random-sample, collection methodology was engaged to collect data. The study exposed significant statistical differences between male and female grocery shoppers on all ten store characteristics constructs. Major gender differences were featured on twenty-eight of thirty scale items tested. The study also exposed that female grocery shoppers measured Supermarket store characteristics more important than male shoppers.
- **Tripathi and Sinha (2018)** in Indian context stated for incorporating both the shopper attributes and the store formats in store choice. It was found that shopper attributes can be detained through the demographic variables, as they can be impartially measured, and they also captured a substantial amount of attitudinal and behavioral variables. The study linked store choice, format choice and consumer demographic variables, through a hierarchical logistic option model in that the consumers first decide a store format and then a particular store within that format. They developed a nested logit model and the variables predicting the choice.
- **Leszczyc, Sinha and Timmermans, (2015)** devised and tested a model of store choice dynamics to calculate the sound effects of consumer demographics on consumer grocery store option and switching behavior. A dynamic vulnerability model was estimated to obtain an understanding of the mechanism influencing consumer purchase timing, store choice, and the competitive dynamics of retail competition. The model was joint with an internal market structure analysis using a generalized factor analytic structure.
- **Bhatnagar and Ratchford (2014)** developed a universal model of retail format choice for non-durable goods. They

projected that using one common model, it is probable to cut off the states under which condescending Supermarkets, Convenience stores, and Food Warehouses would be best. The optimality of the different formats was found to depend on membership fees, travel costs, consumption rates, perish ability of products, inventory holding costs of consumers, and cost structures of retailers. They developed several hypotheses concerning format choice by consumers.

- **Bawa and Ghosh (2009)** found that the shopping from the grocery store is one of the most essential elements of consumer behavior. The authors give an understanding of the factors that are the description for difference in shopping behavior across households. They obtained a model of shopping behavior that assumes that households seek to reduce the travel cost associated with shopping and the cost of holding goods in inventory. Lots of propositions derived from the model were experienced using data on shopping trips made by households over a one-year period. The results hold up the model and showed that the relationship between household characteristics and shopping behavior can be fairly complex: for some households shopping might have a leisure aspect while for others it might struggle directly with wage-earning activity.

### Research Gap

Researcher has analyzed a vast literature about buyer behavior and psychology with the above mentioned studies. There were many referred studies on behavioral study of consumer but the concern topic is new in reference of young buyers of Jaipur City.

### Objective of the Current Study

The main objective of the current study is to analyze the relation between young buyer's

psychology and modern shopping platforms of Jaipur City.

### Hypothesis:

H<sub>a</sub>: Young buyers have been attracted towards new shopping platform and patterns.

### Research Methodology:

In present research, data was collected from three Hypermarkets of Jaipur City. The total number of respondents contacted was 400, but due to incomplete responses and other faults the final responses subjected to data analysis are 300. Respondents were asked about their demographic profile, which included gender, age, education and frequency of visit. While one of the objectives of this was to understand the sample characteristics and other is to conduct analysis in the demographic context to understand the variation in the behavior manifestation by people with different demographic background. The Responses are presented in form of table. Age wise respondents profile is presented and briefly discussed to better understand the characteristics.

**Table: Demographics (Age of Respondents)**

<b>Age</b>	< 20 yrs	179	60%
	21-30 yrs	82	27%
	31-40 yrs	22	7%
	> 41 yrs	17	6%

To identify that the variation in young buyers across age categories; ANOVA analysis was used with SPSS-19 software. Following hypothesis is formulated & tested in the relation.

H<sub>a</sub>: Young buyers have been attracted towards new shopping platform and patterns.

ANOVA provides a statistical test of whether or not the means of several groups are all equal. The results on ANOVA were provided in table as under.

**Table: ANOVA Result for Age**

Descriptive								
SATISFACTION								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
< 20 yrs	179	3.5196	.64990	.04858	3.4237	3.6154	2.00	5.00
21-30 yrs	82	3.4805	.66303	.07322	3.3348	3.6262	2.00	4.30
31-40 yrs	22	3.8955	.55846	.11907	3.6478	4.1431	2.70	5.00
> 41 yrs	17	3.8294	.64688	.15689	3.4968	4.1620	2.70	4.70
Total	300	3.5540	.65568	.03786	3.4795	3.6285	2.00	5.00
ANOVA								
SATISFACTION								
	Sum of Squares		df	Mean Square	F	Sig.		
Between Groups	4.510		3	1.503	3.588	.014		
Within Groups	124.035		296	.419				
Total	128.545		299					

Table presented with the observed *t*-value ("t" column), the degrees of freedom ("df"), and the statistical significance (p-value) of the one-sample t-test and ANOVA F statistics. There is a statistically significant difference between age groups, as determined by one-way ANOVA. The *p* value is <0.05 (F-statistics), therefore, it can be concluded that the population means are statistically significantly different. The sign of *t*-value and mean value analysis reveals that customer between age group of 20-30 has shown a higher satisfaction towards retail malls as compared to other age brackets. Therefore companies have to gear up their marketing, merchandising and customer strategies to attain higher level of satisfaction at all levels.

### Conclusion:

The sign of *t*-value and mean value analysis reveals that customer between age group of <20 year and 20-30 has shown a higher satisfaction towards retail malls as compared to other age brackets. So the researcher has accepted the alternative hypothesis.

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