

**A STUDY ON CONSUMER BEHAVIOR WRT
TRADITIONAL VS MODERN WAY OF THINKING
PATTERN OF NAGPUR PEOPLE**

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Abstract:

Buyer behavior is studied to predict buyers' reaction in markets. If a firm understands its customers, it becomes successful in the market place. The success of any business is based on understanding the consumer and providing the kind of products that the consumer wants. The "consumer revolution" is already moving ahead, India has been a slow starter in this push for change. This paper examines the changing consumer scene in Nagpur people and tries to understand the traditional vs modern way of thinking pattern. Total 100 respondents from Nagpur city were selected for the study. The profile of the respondents was: students, working professionals, business persons, housewives, senior citizens. Out of the total respondents 48 were male and 52 were female.

Keywords: Consumer behavior, attitude, habit and tradition

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Introduction:**Meaning and Definition:**

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

(Source: <http://www.yourarticlelibrary.com/>)

Man is a social animal and has been active in groups since the pre-historic times. With changing time, these groups have progressed to become planned and refined societies and have approved different norms, cultures and trends that differentiate them from the other societies. But the practice of progression did not stop and continues till date, important to the development of the modern society by positioning the traditional society after the section.

The question of desiring the modern society over outdated one or vice-versa is a extremely undecided issue and cannot be sufficiently replied without taking into account the pros and cons of both the forms of societies. While the outdated society claims the value and substance of its backgrounds and its long-cherished culture and norms the modern society is pleased of the amazing technology and the freedom of choice, and expression to its inhabitants.

But the joys of both societies do not come without their woes and impediments. While the traditional society needed all the luxuries that we all enjoy today at the expense of science and research, made the people fall a target to the traps to the irrational beliefs and other garbage with no logical or scientific support. But today the modern society although armed with all that science has to propose the manhood, has lost the morals, ethics and the emotions of love and association that differentiate them from the other animals on the planet!

Universe for the study:

The study was conducted in Nagpur city. The questionnaire was filled by students, working professionals, business persons, housewives and senior citizens.

Sample Size:

Total 100 respondents from Nagpur city were selected for the study. The profile of the respondents was: students, working professionals, business persons, housewives, senior citizens. Out of the total respondents 48 were male and 52 were female.

Sampling method:

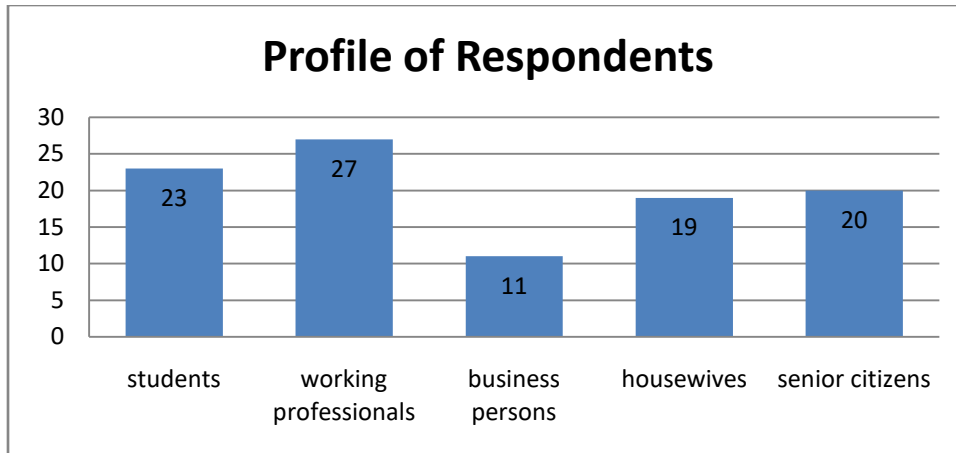
The sampling method adopted for this study is simple random sample.

Data Collection and analyses:

The data was collected through questionnaire and interpretations were drawn.

Data representation:**1. Profile of the respondents.**

Respondents	Responses
students	23
working professionals	27
business persons	11
housewives	19
senior citizens	20
Total	100

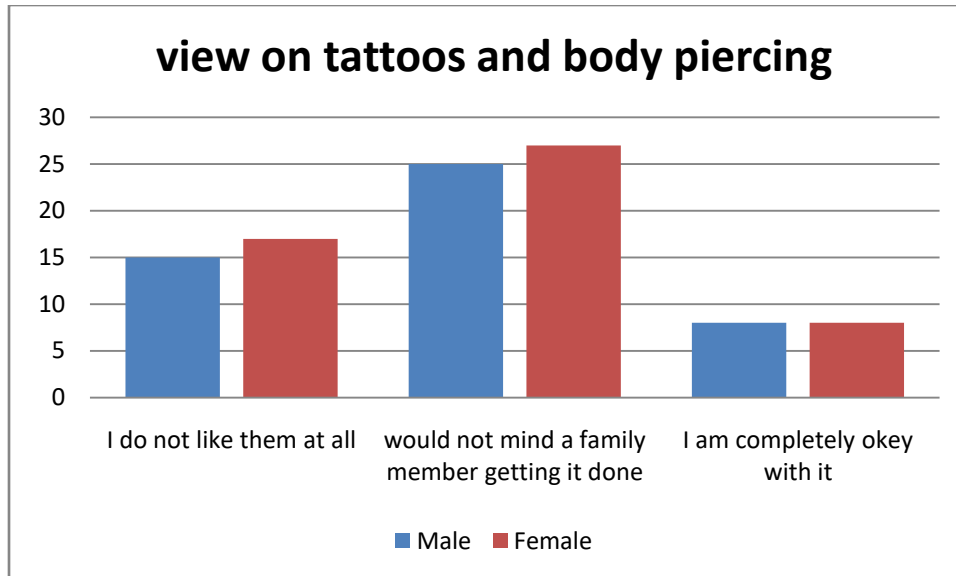


Interpretation:

From the above bar diagram we can say that out of the total respondents 23 are students, 27 are working professionals, 11 are business persons, 19 are housewives and remaining 20 are senior citizens.

2. What is your view on tattoos and body piercing?

Particulars	Male	Female
I do not like them at all	15	17
would not mind a family member getting it done	25	27
I am completely okey with it	8	8
Total	48	52

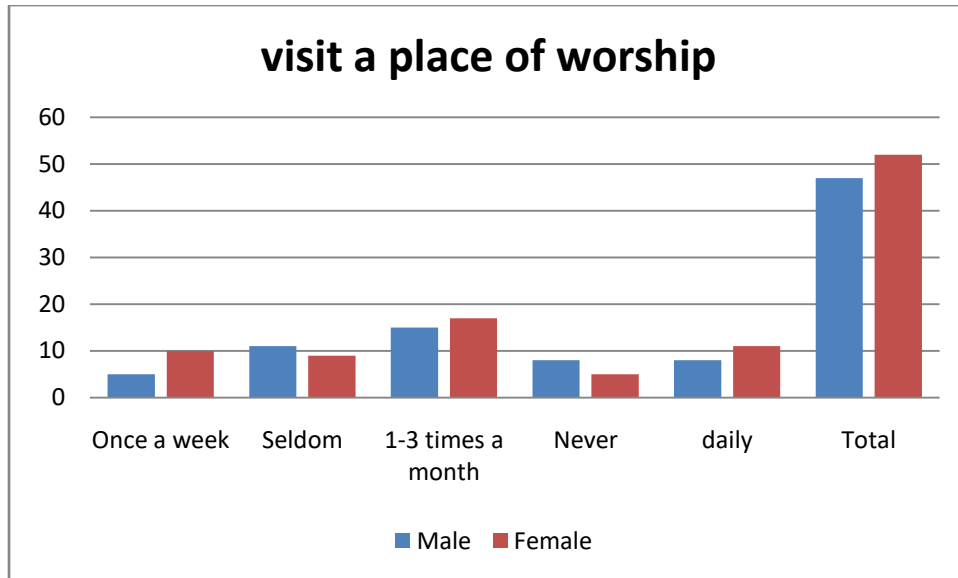
**Interpretation:**

From the above bar diagram we can say that out of the total respondents:

- 15 males and 17 females said I do not like them at all
- 25 males and 27 females said would not mind a family member getting it done
- 8 males and 8 females said I am completely okey with it

3. How often do you visit a place of worship?

Particulars	Male	Female
Once a week	5	10
Seldom	11	9
1-3 times a month	15	17
Never	8	5
daily	8	11
Total	47	52



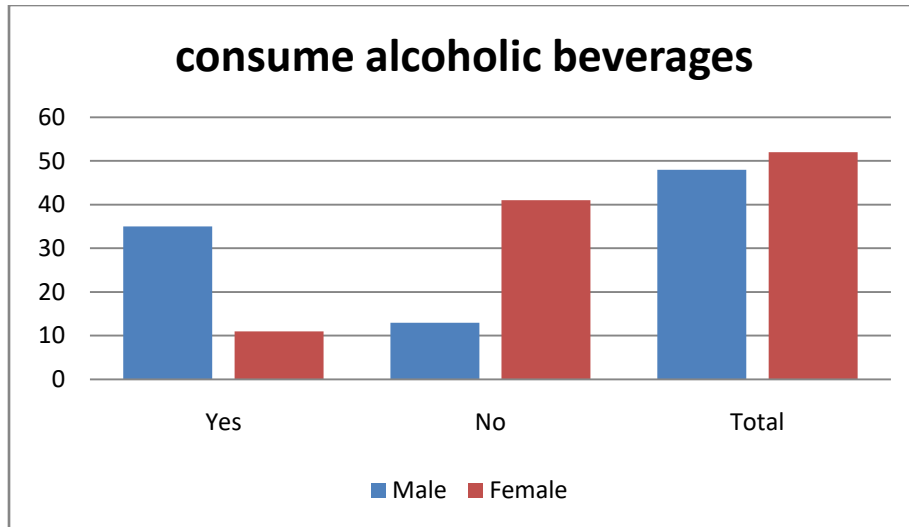
Interpretation:

From the above bar diagram we can say that out of the total respondents:

- 5 males and 10 females said they visit the place of worship once a week
- 11 males and 9 females said they visit the place of worship seldom
- 15 males and 17 females said they visit the place of worship 1-3 times a month
- 8 males and 5 females said they never visit the place of worship
- 8 males and 11 females said they daily visit the place of worship

4. Do you consume alcoholic beverages?

Particulars	Male	Female
Yes	35	11
No	13	41
Total	48	52

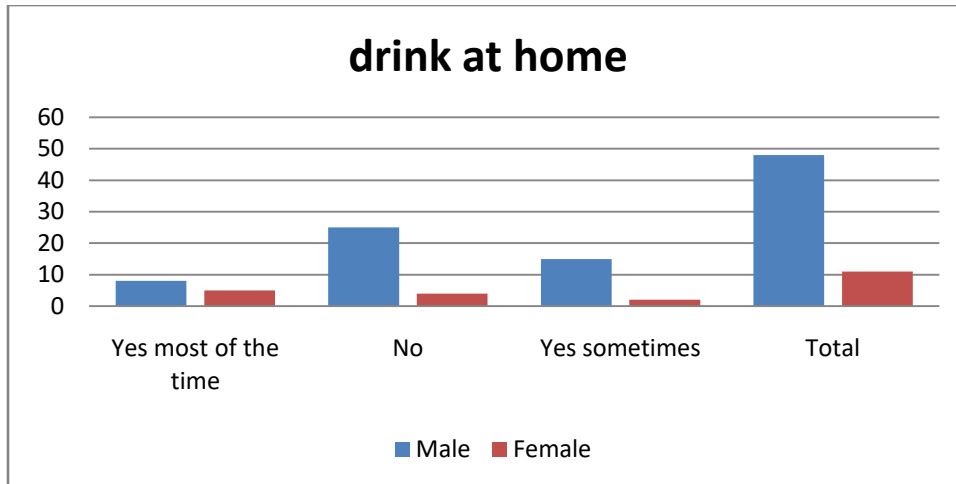
**Interpretation:**

From the above bar diagram we can say that out of the total respondents:

- 35 males and 11 females said they do consume alcoholic beverages
- 13 males and 41 females said they do not consume alcoholic beverages

5. If so do you drink at home?

Particulars	Male	Female
Yes most of the time	8	5
No	25	4
Yes sometimes	15	2
Total	48	11

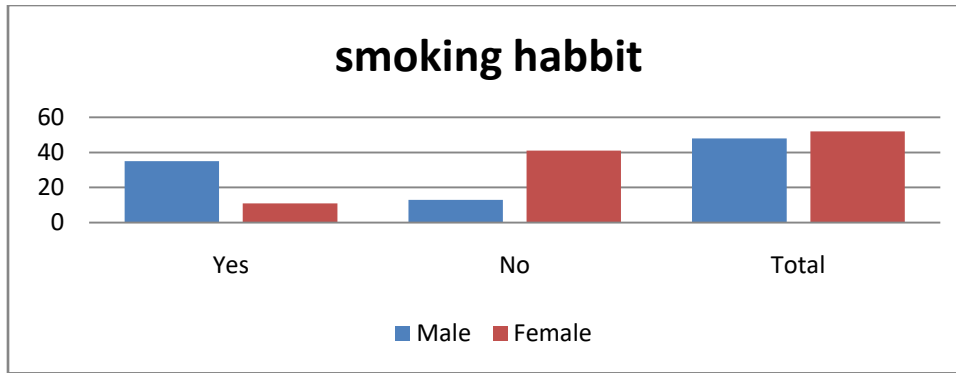
**Interpretation:**

From the above bar diagram we can say that out of the total respondents:

- 8 males and 5 females said they do consume alcoholic beverages at home most of the times
- 25 males and 41 females said they do not consume alcoholic beverages alcoholic beverages at home most of the times
- 15 males and 2 females said they do consume alcoholic beverages alcoholic beverages at home sometimes

6. Do you smoke?

Particulars	Male	Female
Yes	35	11
No	13	41
Total	48	52

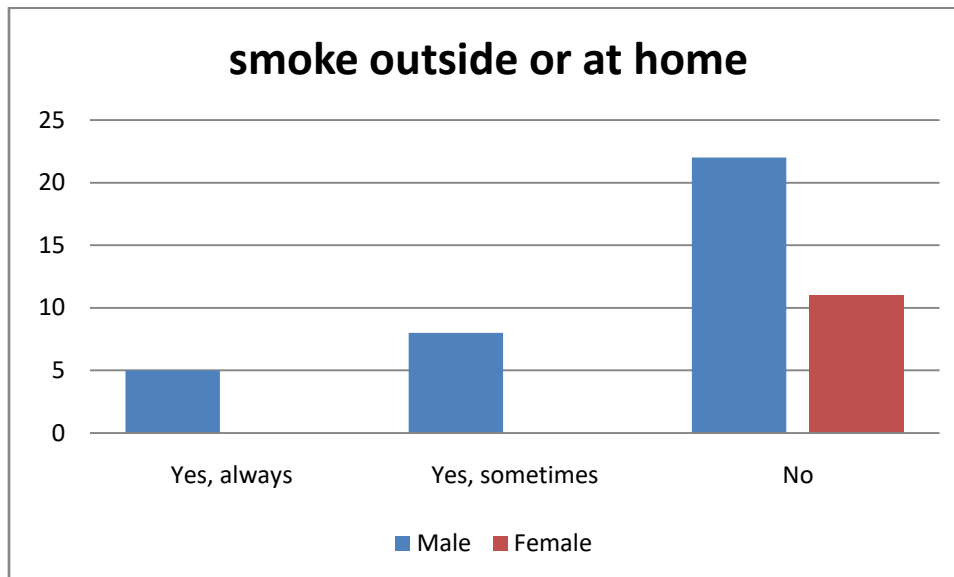
**Interpretation:**

From the above bar diagram we can say that out of the total respondents:

- 35 males and 11 females said they do smoke
- 13 males and 41 females said they do not smoke

7. If so then do you smoke outside or at home?

Particulars	Male	Female
Yes, always	5	0
Yes, sometimes	8	0
No	22	11
Total	35	11

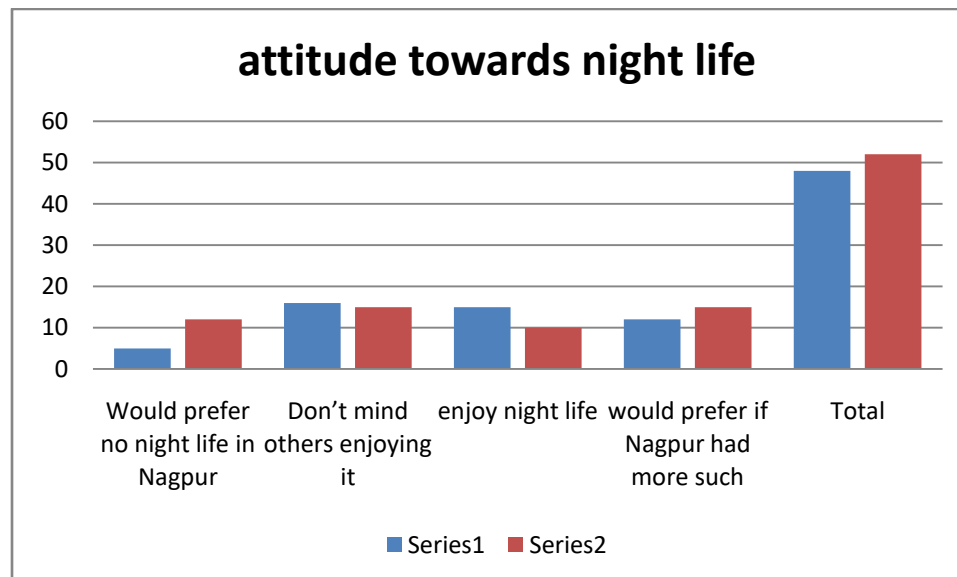
**Interpretation:**

From the above bar diagram we can say that out of the total respondents:

- 5 males and 0 females said they do smoke at home most of the times
- 22 males and 11 females said they do not smoke at home most of the times
- 8 males and 0 females said they do smoke at home sometimes

8. What is your attitude towards night life?

Particulars	Male	Female
Would prefer no night life in Nagpur	5	12
Don't mind others enjoying it	16	15
enjoy night life	15	10
would prefer if Nagpur had more such	12	15
Total	48	52



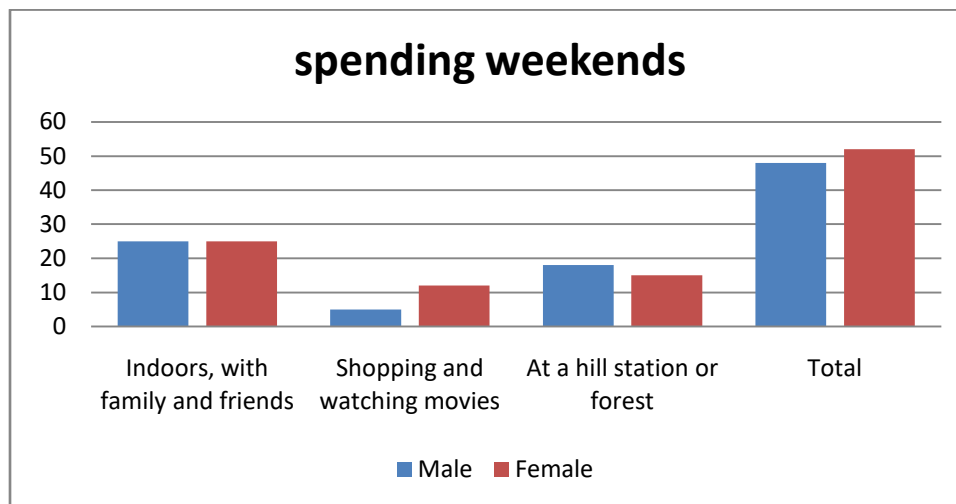
Interpretation:

From the above bar diagram we can say that out of the total respondents:

- 5 males and 12 females said they would prefer no night life in Nagpur
- 16 males and 15 females said they don't mind others enjoying it
- 15 males and 10 females said they enjoy night life
- 12 males and 15 females said they would prefer if Nagpur had more such

9. How do you like spending weekends?

Particulars	Male	Female
Indoors, with family and friends	25	25
Shopping and watching movies	5	12
At a hill station or forest	18	15
Total	48	52

**Interpretation:**

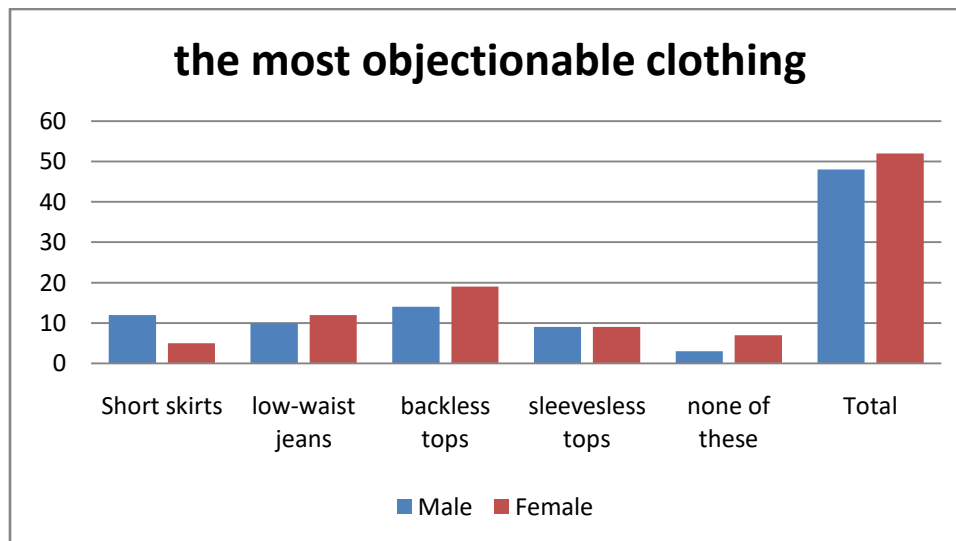
From the above bar diagram we can say that out of the total respondents:

- 25 males and 25 females said they would like to spend weekends with family and friends at home only

- 5 males and 12 females said they would like to spend weekends by shopping and watching movies
- 18 males and 15 females said they would like to spend weekends at a hill station or forest

10. What clothing do you find the most objectionable?

Particulars	Male	Female
Short skirts	12	5
low-waist jeans	10	12
backless tops	14	19
sleeveless tops	9	9
none of these	3	7
Total	48	52



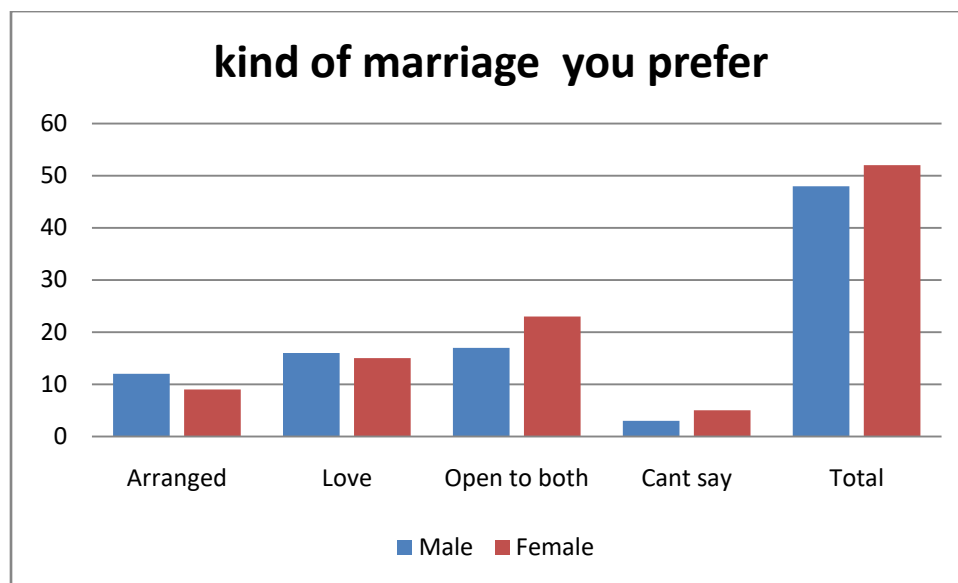
Interpretation:

From the above bar diagram we can say that out of the total respondents:

- 12 males and 5 females said they found short skirts as the most objectionable outfit
- 10 males and 12 females said they found low-waist jeans as the most objectionable outfit
- 14 males and 19 females said they found backless tops as the most objectionable outfit
- 9 males and 9 females said they found sleeveless tops as the most objectionable outfit
- 3 males and 7 females said they found none of these as the most objectionable outfit

11. What kind of marriage do you prefer?

Particulars	Male	Female
Arranged	12	9
Love	16	15
Open to both	17	23
Can't say	3	5
Total	48	52

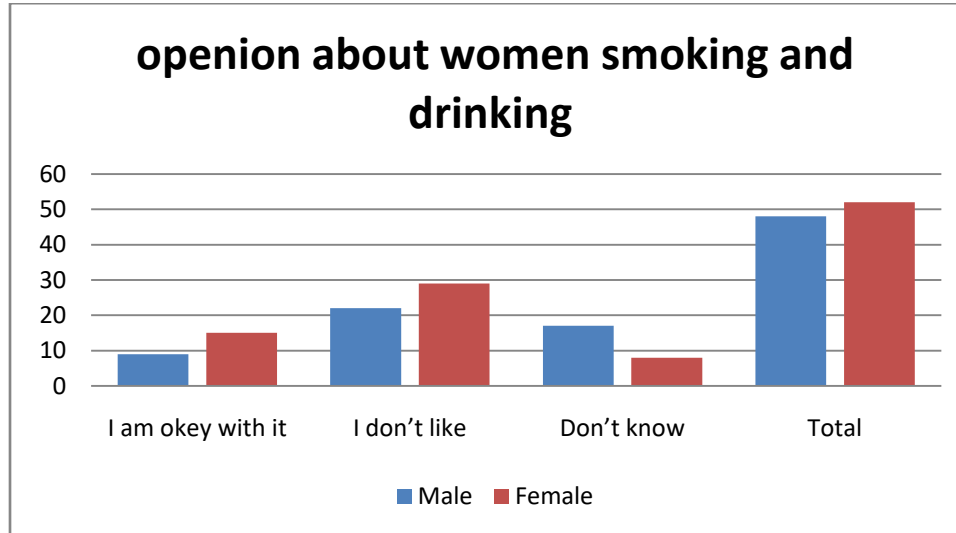
**Interpretation:**

From the above bar diagram we can say that out of the total respondents:

- 12 males and 9 females said they preferred arranged marriage
- 16 males and 15 females said they preferred love marriage
- 17 males and 23 females said they are open to both type of marriages
- 3 males and 5 females said they can't say anything about marriage

12. What do you think of women smoking and drinking?

Particulars	Male	Female
I am okey with it	9	15
I don't like	22	29
Don't know	17	8
Total	48	52



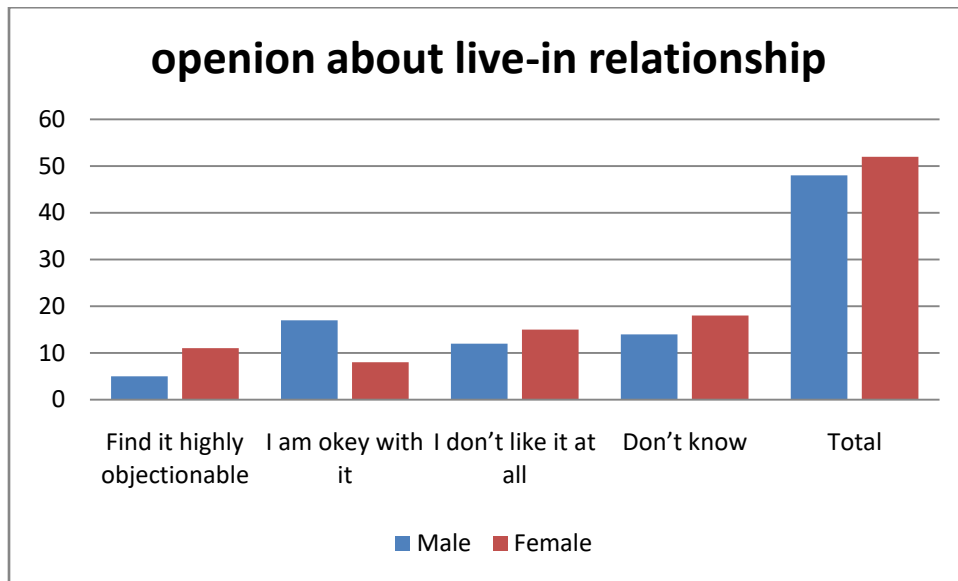
Interpretation:

From the above bar diagram we can say that out of the total respondents:

- 9 males and 15 females said they are okey with smoking and drinking habits
- 22 males and 29 females said they are they don't like smoking and drinking
- 17 males and 8 females said they are not sure

13. What do you think of live-in relationship?

Particulars	Male	Female
Find it highly objectionable	5	11
I am okey with it	17	8
I don't like it at all	12	15
Don't know	14	18
Total	48	52



Interpretation:

From the above bar diagram we can say that out of the total respondents:

- 5 males and 11 females said they are found live-in relationship highly objectionable
- 17males and 8 females said they are okey with live-in relationship
- 12 males and 15 females said they do not like the concept of live-in relationship at all
- 14 males and 18 females said they are not sure about live-in relationship

Conclusion:

From the above data collected we can conclude that we are in a confused state of mind. We have started accepting the western culture but at the back of our mind still our traditional values are preoccupied. On one side we have put on the habit of drinking alcoholic beverages but on the other hand we prefer to take it mostly outside our homes. But as far as smoking habits are concern we prefer to smoke at home according to the survey. This behavior is contradictory. We like to drink alcohol but we don't like our spouse having these habits. Not only this on one side we are okey with live-in relationship but we prefer to go for arranged marriage. So from this survey we can easily make it that we are neither complete traditional people nor completely western. So it's a time when we should really focus on our requirements that what do we exactly need and where we want to go.

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