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A Study on Factors and Decision Behaviour of Consumers with Street Vendors at Traffic Signals

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Abstract: *It is a common feature that there are several people will surround the vehicles when they stopped at traffic signals. Some of them are beggars. But most of them are vendors trying to sell articles which will available either on the online platforms are nowhere. This marketplace is captioned as 'The Indian Street Malls' or The drive in malls'. The prices are also at affordable levels and quality is also relatively good. It became imperative to study the phenomenon on how would a consumer react to such scenarios and what are the parameters impacting their decisions. This study can be utilized for introduction of new products, new concepts @ This system can be used by Government and Social groups to spread messages about traffic, health, and community various other welfare programmes. This will also help these vendors improve their business and organize their business in a better way. Altogether this system can better be utilized for the welfare of the society at large, with a little improvisation.*

Keywords: *Street Vendors, The Indian Street Malls, The drive in Malls, Decision Behaviour, Consumer Behaviour.*

INTRODUCTION

In the quest of looking at various marketing methods are being adopted and practiced due to the change of lifestyles. The population in the middle class are moving to the upper middle class. It is also equally true that the poor are falling into the middle class. Both these factors are very high in developing country like India. Thanks to the Software boom and various other programmes announced by the government also. All these factors have increased the purchasing power of various new entrants into various new segments which are not otherwise availed and the user has no or poor knowledge about such type of articles. The innovative solution that has tried to bring the gap between demand and supply is the traffic jams and waiting for vehicles at signal lights. This has created a forced situation for the customers and their time to the street vendors. An attempt has been made to study the above phenomenon.

METHODOLOGY

The method adopted is survey method on a random basis over the internet. The participants of the survey are no way connected with the survey. The empirical data has been obtained and analyzed. There is every possibility of a change of these results depending on the demography and peoples taste. A trail has been made to draw a conclusion about the veracities in the data. The study is basically concerned with the broad understanding of the on Purchase decision behavior of consumers with street vendors at traffic signals.

Data Collection

Primary survey: The study is based on the primary survey of the consumers which was carried through the Internet. Participants were from were classified into 5 major metros and other Urban, metro, rural areas. The demographic data such as age, gender and location were captured during the study.

Demographics

Location of participants in the study.

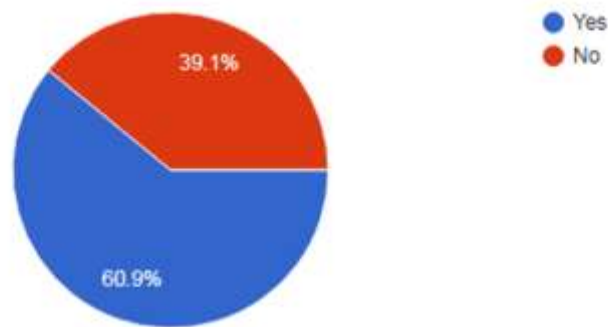
Scope and Limitations

- The study gives emphasis on decision pattern analysis of consumers at the traffic signals and identifies the potential of such an informal market.
- The scope of this study is restricted to Indians using the internet as the survey is conducted online and from areas in India.

Findings and Analysis

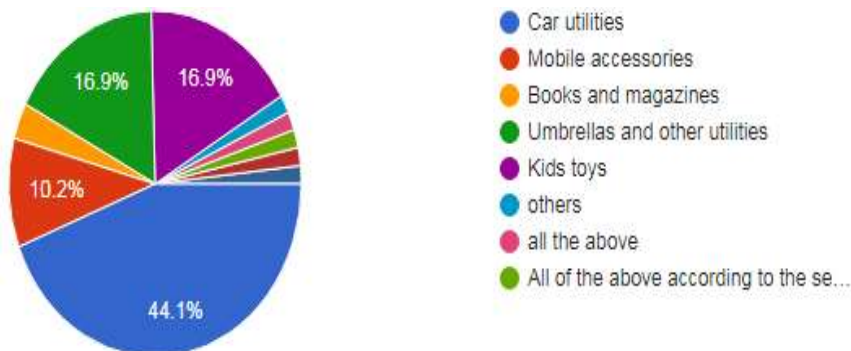
The key finding and analysis of this study are illustrated below.

People Who Bought



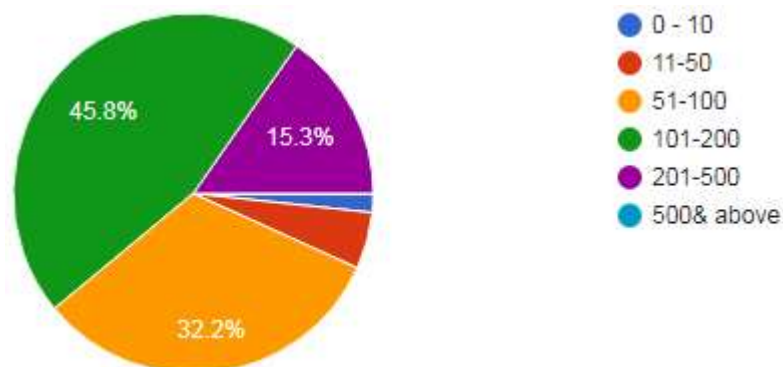
The survey report shows that the number of people who bought was 60.9 % and the number of people who did not buy was 39.1%.

Products Available and Noticed By Consumers



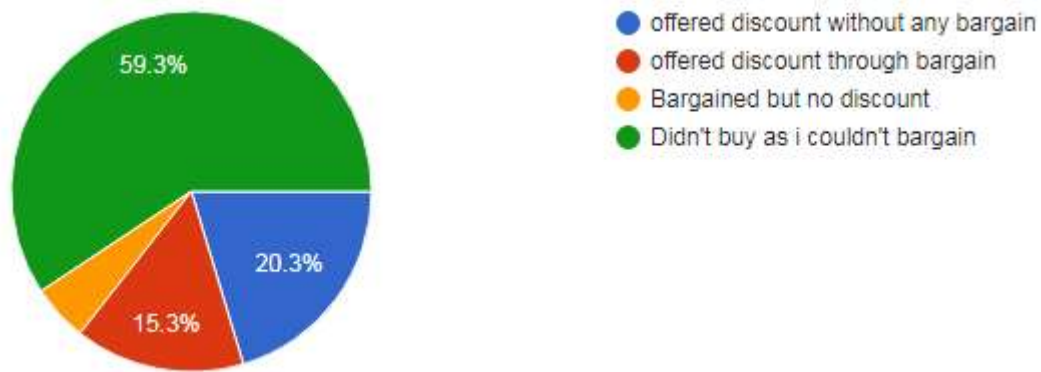
The survey report shows that the number of people who did not buy , only the products that have seen such as car utilities 44.1%, mobile accessories 10.2%, umbrellas and other utilities 16.9% and all the above.

Price Range of the Products



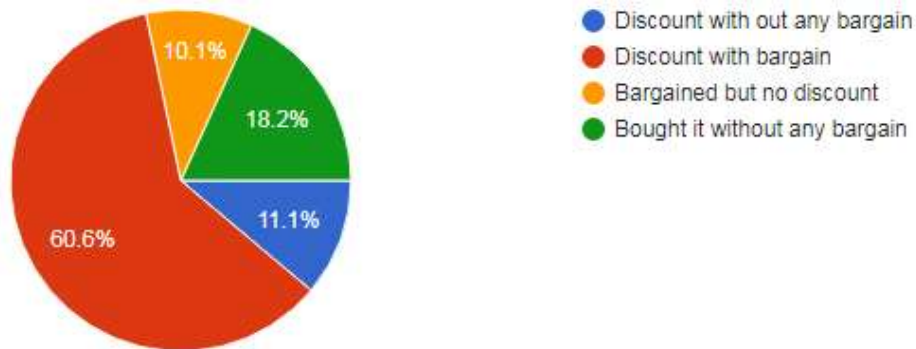
The survey report shows that the products that are ranging from 0-10 ,11-50,51-100 is 32.2%,101-200 is 45.8%,201-500 is 15.3%,500& above.

Discounting and Bargain Impact on Buying Decision



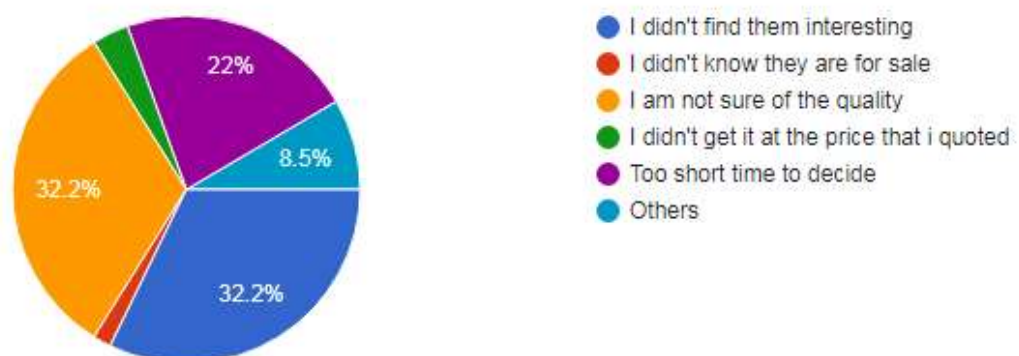
The survey report shows that regarding discount and bargain and its impact on buying decision, 59.3% people didn't buy and bargain, 20.3% are offered a discount without any bargain, and 15.3% are offered a discount through bargain.

Did They Bargain or Get Discount



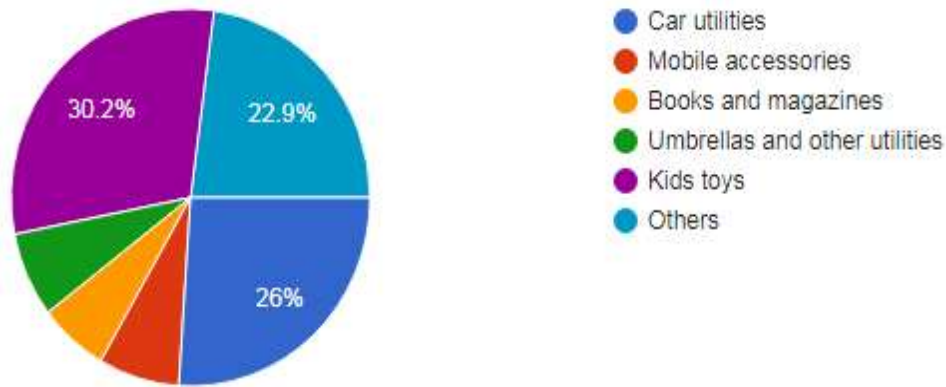
The survey report shows that people who have been bargained or got a discount is 60.6% of people got a discount with a bargain, 10.1% of people have been bargained but no discount, 18.2% of people bought it without any bargain, 11.1% of people got the discount without any bargain.

Reasons for Not Buying



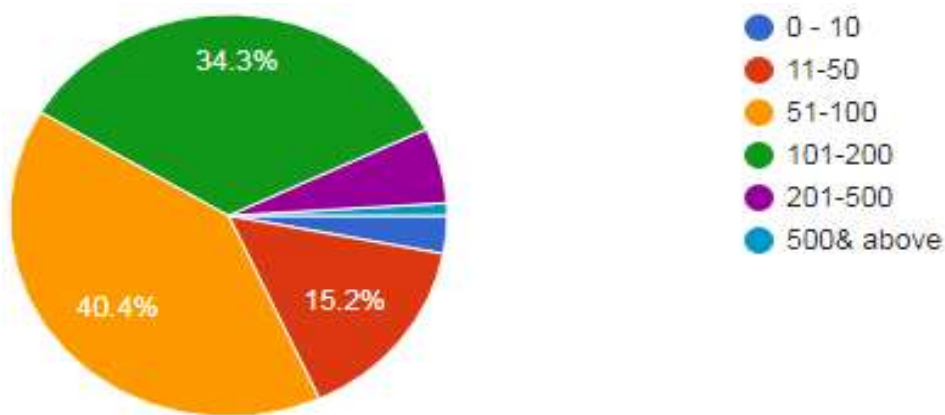
The survey report shows that 22% of people have too short time to decide, 32.2% of people are not sure of the quality, 32.2% of people find that the products are interested, 8.5% of people are others.

Things That Were Bought



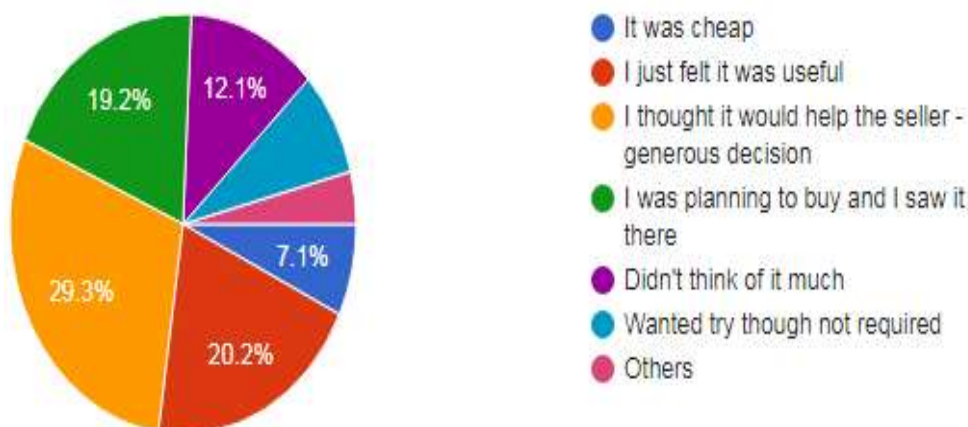
The survey report shows that the number of people who bought is, 30.2% of people bought kids toys, 22.9% of people bought other products, and 26% of people bought car utilities.

Price Range of Item That They Have Bought



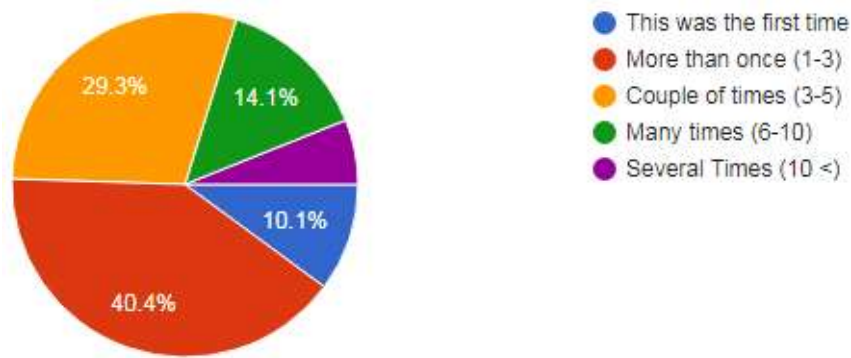
The survey report shows that the price range of item that they have bought are 11-50 is 15.2%, 51-100 is 40.4%, and 101-200 is 34.3%.

What made them buy?



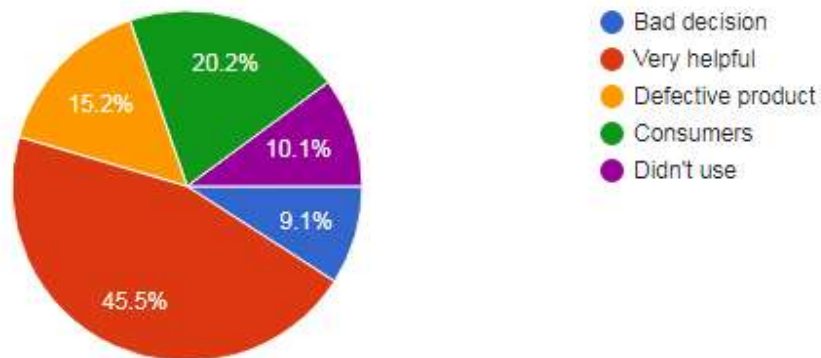
The survey report shows that the products that have been bought are 19.2% people thought that they were planned to buy and saw there, 12.1% people thought that they didn't think of it much, 29.3% of people thought that it would help the seller generous decision, 20.2% of people thought that they just felt it was useful, 7.1% of people thought that they wanted to try though it was not required.

Before Buying How Many Times Did They See That Product?



The survey report shows that explains that 29.3% of people saw a couple of times, 14.1% of people saw many times, 40.4% of people saw more than once, 10.1% of people saw the first time before buying the product.

How Was the Product Use Full Of Them?



The survey report shows that 45.5% of people thought very helpful, 15.2% of people thought that the product was defective, 20.2% of people are consumers, 10.1% of people didn't use, and 9.1% of people have a bad decision for the usage of the product.

CONCLUSION

Given the in depth study and market research this time of the waiting customers at traffic signals can be better utilised to pump in new products, introductory offers and a host of other marketing activity. The purchasing behaviour of niche products can be improved vowing for the following reasons.

1. Ready availability
2. Comparatively at lower rates.
3. No special effort or detailed marketing plans.
4. Product survey can be undertaken by purchase and reject pattern.