

HOW CONSUMER'S BUYING PATTERN, CULTURE, AND SUBCULTURE RESULTS IN INFLUENCING THE PURCHASE DECISION OF URBAN INDIAN HOUSEHOLDS FOR BRANDED EDIBLE OIL

Gaanyesh Kulkarni¹ & Rajesh K. Srivastava²

¹Faculty, Institute for Future Education Entrepreneurship & Leadership, Lonavala, Maharashtra, India

²Head of the Department & Professor, Sydenham Institute of Management Studies, Research and Entrepreneurship Education, Mumbai,
Maharashtra, India

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ABSTRACT

This article throws light on the effects of consumers' buying patterns of edible oil and the demographics on purchase decision of branded edible oil among urban Indian households. Marketers need to concede that they need to understand and analyze consumer buying patterns in order to stay ahead of the competition in order to build a sustainable competitive advantage for their businesses. The objective of this study was to examine the usage pattern of branded edible oil, user preferences in terms of edible oil types, and impact of cultures and subcultures impact on purchase decision of edible oil consumption by urban households, as India being the multicultural country. This study is a descriptive study based on secondary data. Total 80 research papers have been systematically reviewed from various journals, literature referred to books, magazines, and websites. Consumer buying pattern and demographics found to have considerable influence on forming the purchase decision of edible oil of the urban household customers. This study was based on the review of literature pertaining to the consumer behavioral aspects towards consumption pattern, and influence of culture and sub-culture on the purchase decision of edible oil by Indian households. This study will prove to be useful for edible oil marketers in devising appropriate MARCOMM strategies and tactics for creating brand awareness and enhancing the brand image in the Indian FMCG market.

KEYWORDS: *Edible Oil, Purchase Decision, Consumer's Buying Pattern, Urban Indian Households, Cultures & Sub-Cultures*