ABSTRACT

Introduction

Consumer behaviour tells us what the needs of consumers are. It identifies simple but powerful facts about buying behaviour - who buys, what they buy, and how do they buy. The results give us amazing insights into what customer's thinking process is and how they differ across different background variables. They are kings in recent times where from producer to marketers and distributors customized as per buyers demand. Demographic and higher disposable income in urban buyers has created a paradigm shift in buying behaviour pattern, ever increasing competition and availability of various options has made marketers understand various factors which are influencing the demand for Hosiery products. The Study throw lights on various aspect affecting the entire industry. Consumer personal traits and perception, personality and motivation are some factors whereas other influencing source are family social cultural and regional factors. Gen Y and Gen Z are two different generation having different buying patterns and factors making an impact on them. Male and female nature is very complex making it necessary for an Enquiry about market decision. There are three stages involved mainly process of before buying while making purchase decision and after buying trends are impacted by brands, social status individual educational qualification, monthly income are before the consumer decide to make a purchase. Whereas while buying factors like price, packaging review, value price and comparing with other brands are few indicators after buying if the consumer is not satisfied then switching brands and he does not complaints to company authority. Marketer should be vice in selecting advertising instrument as it has a lasting impact of customer mind creating brand awareness and emotional touch are key factors. Repeated purchase of same brand is brand loyalty where as switch over might be indication for a change in behaviour of the consumer. Gen Y Female are more attracted towards brand name as stimuli of brand interest as compared to Gen Y Male whereas there is no difference choosing brand as per social status.