

A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS KOVAI MARUTHI PAPERS & BOARDS PVT, IN NAMAKKAL DISTRICT

Suryakumar S¹, Srinivasan P²

¹Assistant professor, Department of MBA, Paavai Engineering College,
Namakkal, Tamil Nadu, India.

²PG Student, Department of MBA, Paavai Engineering College,
Namakkal, Tamil Nadu, India.

ABSTRACT

Consumer behaviour involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans. Consumers often buy products not because of their attributes per se but rather because of the ultimate benefits that these attributes provide, in turn leading to the satisfaction of ultimate values. The important thing in a means-end chain is to start with an attribute, a concrete characteristic of the product, and then logically progress to a series of consequences (which tend to become progressively more abstract) that end with a value being satisfied. Thus, each chain must start with an attribute and end with a value. An important implication of means-end chains is that it is usually most effective in advertising to focus on higher level items.

1. INTRODUCTION

Consumer awareness, which refers to a buyer's knowledge of a particular product or company, allows the buyer to get the most from what he buys. Consumers know more about their choices when they have product information and benefit from knowing their rights, hearing about alerts and warnings and finding out about safety issues.

In this age of capitalism and globalization, the main objective of each producer is to maximize his profit. In each and every possible way the producer are trying to increase the sale of their products.

Therefore, in fulfillment of their aim they forget the interests of consumer s and start exploiting them for example – overcharging, under weighing, selling of adulterated and poor quality goods, misleading the consumers by giving false advertisement etc. Thus in order to save himself from being cheated, it is necessary for a consumer to be aware. In this way, consumer awareness means creating awareness of a consumer towards his rights and duties.

2. OBJECTIVES OF THE STUDY

- To study on Buying Behaviour on paper packing product with special reference to Kovai Maruthi Papers & Boards Pvt, Namakkal.
- To identify the factor influencing the Retailer while purchasing paper product in Kovai Maruthi Papers & Boards Pvt.
- To know the Buying Behaviour the recent level to buy the product.
- To know the expectation of Retailer to improve the paper product & purchasing power in the organization.

3. NEED OF THE STUDY

- The market survey was conducted only with the Buying Behaviour of Kovai Maruthi Papers & Boards Pvt.
- The size of the study was conducted from 110 respondents only.
- The scope of the study improve that the whether the attract to Retailers s Awareness by the way of quality products in Namakkal district.

4. BUYING BEHAVIOUR :

4.1. Definition Of Buying Behaviour :

According to Engel, Blackwell, and Mansard, 'consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption'.

According to Louden and Bitta, 'consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services'

4.2. Meaning Of Buying Behaviour :

Consumer behaviour is the study of how individual consumer, 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.

4.3. Buying Behaviour Explanation:

Buying Behaviour refers to the extent to which customers are able to recall or recognise a brand. Buying Behavior is a key consideration in consumer behaviour, advertising management, brand management and strategy development. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category.

5. RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

5.1. Research Design:

A research design is an arrangement of conditions for collection and analysis of data in a manner that aims to combine with relevance to the research purpose with economy in procedure. The researcher had done a descriptive research for studying the Impact of work environment and work culture on Employee Performance at Kovai Maruthi Papers & Boards Pvt,Namakkal.

TYPES OF DATA USED

Primary Data:

The primary data is collected directly from the retailers i.e. data collected with the help of questionnaire.

Secondary Data:

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc...

The researcher also collected information through primary data as well as secondary data.

DATA COLLECTION TOOL:

The following statistical tools have been used to analyze the data. The collect data have been analysis with the help of statistical tools like

- Simple percentage method

Questionnaire:

A Questionnaire is a research instrument consisting of a series of questions and prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis for the responses, this is not always the case.

Sample:

The selected respondents constitute what is technically called a "sample". The group consisting of these is known as "sample".

Sampling Techniques:

The sampling method adopted for this study was simple random samplings. Simple random sampling (sometimes known as grab or opportunity samplings) is the method of choosing items in an structured manner from the population frame. Though almost impossible to treat meticulously, it is the method most commonly employed in many practical situations.

Sampling Design:

Sampling design is to clearly define set of objective, technically called the universe to be studied. Sampling technique used is simple random sampling method.

Sample Size:

- ✓ A part of the population selected for the study is called sample, here the researcher took 100 as a sample size.

Sample Area:

The survey conducted in KOVAI MARUTHI PAPERS & BOARDS PVT.

TOOLS FOR ANALYSIS:

To arrange and interpret the collected data the following statistical tool were used.

- Percentage analysis.

Simple Percentage Analysis:

A percentage analysis is used to interpret data by the researcher for the analysis and interpretation through the use of percentage. The data are reduced in the standard from which base equal to 100 which fact facility relative comparison.

Formula:

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$$

TABLE – 9: Basis Of Packing Product Do You By The Retailers

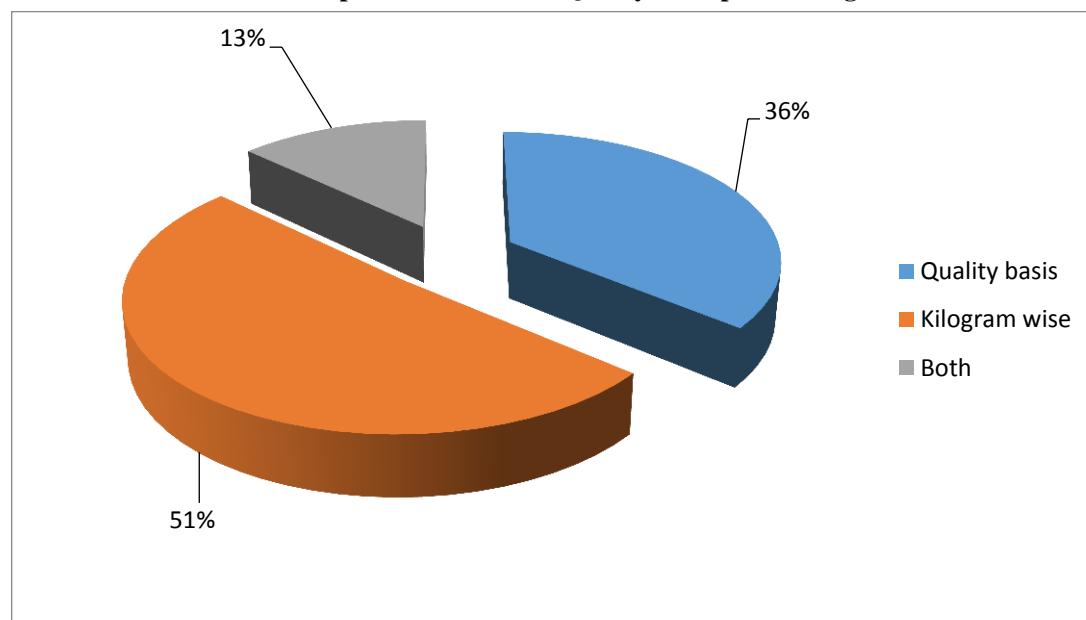
BASIS OF PACKING	NO. OF RESPONDENTS	PERCENTAGE (%)
Quality basis	36	36%
Kilogram wise	51	51%
Both	13	13%
TOTAL	100	100%

Source: Primary Data

Inference:

The above table indicates that, 36% of the respondents are Quality basis is excellent, 51% of the respondents are Kilogram wise, and 13% of the respondents are Both. Majority 51% of the respondents are Kilogram wise basis of packing.

CHART– 9.1: Opinion About Print Quality Of Paper Packing Product



6. FINDINGS, SUGGESTIONS

FINDINGS :

- Majority 76% of the respondents are said male gender wise.
- Majority 41% of the respondents are age group of 31-45 year age.
- Majority 48% of the respondents are in the ownership of 5-10 year.
- Majority 33% of the respondents are in under graduate in educational qualification.
- Majority 32% of the respondents are jewellery business in business name.

- Majority 36% of the respondents are earning Rs.5, 00,000 in annual income.
- Majority 35% of the respondents are in the 6-10 years.
- Majority 50% of the respondents purchase below 100 kg.
- Majority 39% of the respondent's usage in this flexing in paper.
- Majority 35% of the respondents are in the Quality in Kovai Maruthi Papers & Boards Pvt industry.

SUGGESTIONS :

- The company should try to improve its packing method as per the taste of each Retailers or majority of the Retailers so as to generate convenience and better satisfaction.
- The company should improve its way of dealing with Retailers enquiries by specially assigned persona and show the clients the sample products as well as catalogues in person; this will develop a better Retailers relationship.
- Discount availability can be improved based on frequency of purchase and life time of the Retailers with the company. This will generate loyalty. Also loyalty programs may be started.
- Since a large portion of the Retailers came to know about the company through internet, the company should be to put more advertisements.
- Total quality management principles should be accurately followed so as to continuously improve the yarns and they have superiority advantage.

7. CONCLUSION

A Buying Behaviour is a function of the products perceived performance and Retailers expectations. Recognizing that high Awareness leads to high loyalty, many companies today are aiming at total Retailers satisfaction. For each company, Retailers satisfaction is both a goal and marketing tool.

Quality the totality of features and characteristics of a product or service that bear the ability to satisfy stated or implied need of the Retailers is a vital factor. Hence total quality; is the key to value creation and Retailers satisfaction.

Marketing Managers too have the responsibilities in a quality centered company. First, they must participate in formulating strategies and policies designed to help the company wins through total quality excellence. Second, they must deliver marketing quality along production quality. Each marketing activity-sales training, market research, advertising and Retailers service must be performed to high standards.

8. REFERENCE

- [1] Marieke de Mooij (2010) 'Global Marketing and Advertising: Understanding cultural Paradoxes". New Delhi India.
- [2] AdelyStantly (2003)" Careers in Marketing, Advertising and Public Relations".
- [3] Tracy L. Tuten (1967) "Advertising 2.0: Social Media Marketing in a Web 2.0 Worlds".
- [4] Ferguson (2004), " Careers in Focus: Advertising & marketing".
- [5] BarreyCallen (2009) "Guide to marketing, Advertising, and Publicity".