

# A STUDY ON INFLUENCE OF MARKETING TOWARDS CONSUMER PURCHASING BEHAVIOUR WITH REFERENCE TO SIVA PLASTIC

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## ABSTRACT

*This study aims to examine the influence of consumer buying behavior in SIVA PLASTIC. In order to promote Siva plastic product by consumer purchase decision. The research design used for the study was descriptive research design. The data collected by using the questionnaires. The statistical tools used in this study are Rank correlation, one way ANOVA, and Pearson's coefficient correlation. Consumer compulsive buying is an important area of inquiry in consumer behavior research. The importance of studying compulsive buying stems, in part, from its nature as a negative aspect of consumer behavior. Specifically, exploring negative consumption phenomena could provide modified or new perspectives for the study of positive consumption behaviors. Moreover, research on negative facets of consumption is useful because it can potentially contribute to society's well-being, an important criterion for usefulness of any research. This paper builds on earlier papers to propose a model of compulsivity antecedents. Gender, consumers' tendency to make unplanned purchases, and their tendency to buy products not on shopping lists, serve to predict compulsive tendencies in a sample of consumers. The findings suggest that these antecedents affect compulsive tendencies. The study of consumer behavior is very essential in the field of marketing as it helps firms to construct smarter marketing strategies by getting an insight about what affects the decision making of consumers. The purpose of this paper is to analyze the theoretical aspects of consumer buying behavior and the factors that influence it. This paper also reviews the relationship between consumer buying behavior and the factors that influence the consumer's purchasing process and purchase decision.*

## INTRODUCTION

Any individual who purchases goods and services from the market for his/her end-use is called a consumer. In simpler words a consumer is one who consumes goods and services available in the market.

Example - Tom might purchase a tricycle for his son or Mike might buy a shirt for himself. In the above examples, both Tom and Mike are consumers.

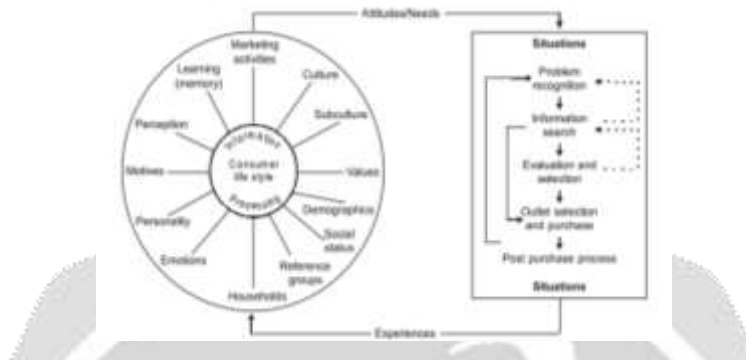
Every customer shows inclination towards particular products and services. Consumer interest is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.

Example: Both Maria and Sandra went to the nearby shopping mall to buy dresses for themselves. The store manager showed them the best dresses available with him. Maria immediately purchased two dresses but Sandra returned home empty handed. The dresses were little too expensive for Sandra and she preferred simple and subtle designs as compared to designer wears available at the store. In the above example Sandra and Maria had similar requirements but there was a huge difference in their taste, mind set and ability to spend.

Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just

the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought.

Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. In formulating the marketing strategy, to sell the product effectively, cost-benefit analysis must be undertaken.



**CONSUMER DECISION PROCESS**

The decision-making process consists of a series of steps which the consumer undergoes. First of all, the decision is made to solve a problem of any kind. This may be the problem of creating a cool atmosphere in your home. For this, information search is carried out, to find how the cool atmosphere can be provided, e.g. by an air-conditioner or, by a water-cooler. This leads to the evaluation of alternatives and a cost benefit-analysis is made to decide which product and brand image will be suitable, and can take care of the problem suitably and adequately.

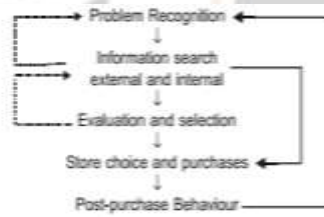
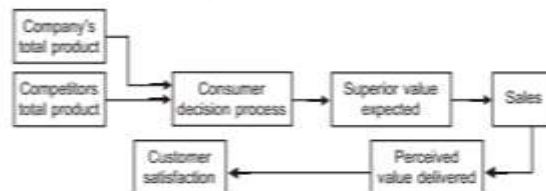


Fig. 1.5 Decision Process.



**COMPANY PROFILE:**



**Siva Plastic** is a **Sole proprietorship** firm established in **1995 at Chennai, Tamil Nadu (India)**. We have been successful in creating a niche in **manufacturing and supplying** of excellent range of **Furniture Bushes, Rolling Chair Wheels, Plastic Moulded Components and Furniture Casters**. These products are hugely demanded and get great appreciation for their fabulous features like smooth operation, precise designs, excellent performance, high reliability and long service life.

The complete manufactured range is huge which includes Round Head Bushings, Inner Bushes, and Tele scopic Bushings, Arm Upper Inner Bushing, Shattered Angel Bushes, Chair Wheels, Adjustable Bolts, Chair Handles, Flexible Hoses, Chair Casters and more. We are known to meet all the demands of our clients, in the most professional manner.

Siva Plastic is the specialist manufacturer of superior quality plastic bushes and other related plastic products in the furnishing industry. We are well equipped with state of the art machinery that ensures a large quantity of superior quality products. Siva Plastic is backed by a group of highly skilled labors who make sure that every product manufactured is of premium quality and perfect finesse.

Mr. S. Ravi Chandran (Founder & Director – Production) established Siva Plastic in Chennai, India with a vision to be furniture’s best companion. With dedication and focus to quality and innovation, Siva Plastic earned a reputation for reliable and superior quality products and emerged as market leaders. Siva Traders is the trading division of Siva Plastic.

#### **VISION:**

To provide premium quality products for the furniture industry at affordable prices in the fastest way possible.

#### **MISSION:**

To take the brand to an international level and to be the premium provider of the plastic products in the world wide furniture industry

#### **QUALITY POLICY:**

We are a company committed to providing our customers with world class products of supreme quality and standard prices. All of our products are imprinted with our company’s logo as a mark of quality. Replacement can be initiated if intimated within one week of product delivery along with the bill receipt.

#### **NEED FOR THE STUDY**

The purpose of this study was to evaluate the effect of consumer buying behavior on Siva Plastics. This Study also established the value added outcomes that can result in a good relationship between Suppliers and the consumers

#### **OBJECTIVES OF THE STUDY**

##### **Primary Objective:**

- To study the influence of marketing towards consumer purchasing behavior in **Siva plastic**.

##### **Secondary Objectives:**

- ❖ To evaluate the various parameters which influence the buying decisions of consumer’s.
- ❖ To evaluate the influencing factors of consumers doing shopping and their inhibitions while buying product.

- ❖ To analyze the consumer mentality about **Siva plastic** products.

## SCOPE OF THE STUDY

This study includes direct interaction with the customers and this helps to know how marketing affects consumer behavior. Consumer behavior is influenced by a number of factors the factors that influence consumers include marketing, personal, psychological, situational, social and cultural etc. To study the sales service practice of Siva plastic & its impact on customer buying. To survey about correct drawbacks of the organization practices. To suggest suitable measures to improve customer buying decisions. Its services as a source of futures sales.

## LITERATURE REVIEW

**Emmanuel K Yiridoe, Samuel Bonti-Ankomah, Ralph C Martin.** Growing interest in organic agriculture has prompted numerous studies that compare various aspects of organic and conventionally produced foods. This paper provides a comprehensive evaluation of empirical studies comparing organic products and conventionally grown alternatives.

**Harold H Kassarjian (2011).**Marketing researchers have repeatedly attempted to relate purchasing behavior, media choice, innovation, and other marketing phenomena to personality, with varying degrees of success. This article reviews this mass of literature and draws some conclusions on the present state of knowledge.

**Lone Bredahl, Klaus G Grunert, Lynn J Frewer.**This article reviews extant literature in the field of impulse buying. This review has been undertaken with a specific focus on understanding the phenomenon of 'impulse buying' and the factors that work towards motivating impulsive action in perspective of buying. Starting with a historical overview that provides genesis of this thought, the review moves into analysis of current definitions of 'impulse buying'. After providing a thorough picture of this phenomenon, the article deals with internal and external motivators of impulse buying. At various points in the article and at the end, future research directions that follow the relevant sections are discussed as propositions.

**Simonson et al (2001)** one of the most essential and influential areas within consumer buying behavior is the consumer decision making process. In recent decades, during the initial stages of the conception of the consumer buying behavior paradigm, various consumer decision making models were proposed.

However the theories proposed by the researchers were not specific and considered a overall view of the consumer decision making process. Erasmus, Boshoff and Rosseau (2001) indicated the importance and need for a specific, situation and product – oriented model in the study of the purchasing behavior of the consumer.

## RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind him.

### Research Design

Research Design is defined as the, arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure

### Sample size

It refers to the number of elements of the population is to be sampled. Total sample size for this research study is 100

**Sources of data collection**

- Primary data
- Secondary data

**Statistical tools used**

- Percentage analysis
- Rank Correlation
- Correlation Analysis
- ANOVA

**LIMITATIONS OF THE STUDY**

There are some limitations for research which are as follows:

- The study was conducted only among the customer of Siva Plastic this may not give a generalized conclusion.
- The study of the samples is very low when compare to the total population.
- The study was limited to extend of abilities and willingness of the respondents to answer appropriately to the questions.
- Due to time pressure the respondents who initially were reluctant to the participate because they were busy.

**CORRELATION ANALYSIS**

**Research hypothesis (H<sub>1</sub>):**

There is a relationship between age of the respondents and the average time that you spend at Siva Plastic.

**Null hypothesis (H<sub>0</sub>):**

There is no relationship between age of the respondents and the average time that you spend at Siva Plastic.

**Correlations**

	Age of the respondents	the average time that you spend at Siva Plastic
Pearson Correlation	1	-.261*
Sig. (2-tailed)		.014
N	100	100
Pearson Correlation	-.261*	1
Sig. (2-tailed)	.014	
N	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

**Result:**

Hence the significance occurs 0.014 so H<sub>1</sub> is rejected.

**ONE-WAY ANOVA ANALYSIS**

**Research hypothesis (H<sub>1</sub>):**

There is a difference between income of the respondents and the overall experience in Siva Plastic.

**Null hypothesis (H<sub>0</sub>):**

There is no difference between income of the respondents and the overall experience in Siva Plastic..

Reward	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.214	4	2.053	1.553	.193
Within Groups	125.576	95	1.322		
Total	133.790	99			

**Result:**

Here the significance was occurs and has a value 0.193.hence H<sub>0</sub> is rejected.

**RANK CORRELATION ANALYSIS**

**Research hypothesis (H<sub>1</sub>):**

There is a difference between education of the respondents and the monthly income of the respondents.

**Null hypothesis (H<sub>0</sub>):**

There is no difference between education of the respondents and the monthly income of the respondents.

	Education al qualification	Family monthly income
Correlation Coefficient	1.000	.899**
Sig. (2-tailed)	.	.000
N	100	100
Correlation Coefficient	.899**	1.000
Sig. (2-tailed)	.000	.
N	100	100

**Result:**

Here the significance was occurs and has a value 0.00.Hence H<sub>0</sub> is rejected.

**SUGGESTIONS**

The following Suggestions were based on findings of the study:

- Maintain quality of the products to retain the customer. Most of the respondents prefer comfort as the major features of to purchase.
- Major suggestion is to maintain better customer services.

- It also suggested to assess customers need and wants and keep the trends to change the recent patterns to reach and maintain the customer easily.
- Organizations should identify and consider the factors that affect the buying behavior while developing new products.
- If organizations include the buyer behavior study in their new product development stage, they will be able to develop a product that might have a higher probability of success.

## CONCLUSION

Thus the study helps to identify whether consumer market movement is influenced by marketing internal conditions such as, comfort, quality, customer satisfaction, services and feelings of Siva Plastic Company. To retain that they have to improve the brand, price, comfort, quality, and services. By improving this they can get the better future of the company.

The study of consumer buying behavior facilitates to comprehend the concern such as what the buyers think, what their feelings are, what the reasons behind their decision are, and how they pick among several options. The external and internal factors have significant influence on consumer's behavior which impacts their purchasing process and decision.

However, consumer behavior is very difficult to predict; therefore, further study is suggested to closely understand the degree to which these factors impact the consumer's buying behavior, as getting an insight into this will help organizations to create more suitable products and marketing professionals to build more effective marketing strategies.

After analysis we found that small differences exist in the income level that implies the different groups prefer or opinion differs on consumer buying behavior. It created a curiosity to us to find out which group really differing on the opinions. By the help of Post hoc we found out that the dependent differ the opinion among other class

## REFERENCES

### Journals:

- Journal article: Consumer Buying Behavior – A Literature Review, IOSR Journal of Business and Management (IOSR-JBM). Author Name: A. Abdul Brose khan (2013), Dr. C. MuthuVelayutham(2013)
- Journal article: The Study of Consumer Behavior, Journal of Marketing in Higher Education. Author Name: Simonson et al (2001)
- Journal article: Consumer Behavior: The Literature Review, International Journal of Engineering Technology Science and Research. Author Name: Miss. Anjali Bhalerao Dr. Rajesh Kumar Pandey (2017).

### Websites:

- [www.consumerpurchasingbehaviour.com](http://www.consumerpurchasingbehaviour.com)
- [www.shivaplastics.in](http://www.shivaplastics.in)
- [www.consumerbuyingbehaviour.com](http://www.consumerbuyingbehaviour.com)

### Books:

- *CBB A MODELLING APPROACH*, **SADIA SAMAR ALI**
- *CBB & INTEGRATED MARKETING COMMUNICATIONS*, **ARCHANA DADHE**
- *STOCHASTIC MODELS OF BUYING BEHAVIOUR*, **MASSY WF**