

A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS NEYCER CERMIC INDIA LIMITED

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ABSTRACT

Consumer buying behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of users, payer and buyer. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. The success of any product mainly depends upon the preference and satisfaction of the consumer towards the Neycer ceramic. The preference and satisfaction of ceramic sanitary ware depends upon many factors such as brand name, price, and quality, brand image.

INTRODUCTION

Consumer buying behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of users, payer and buyer. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. Consumers play various roles in the market place. Starting from information provider to consumer, from user to payer and to disposer, consumer play roles in the decision process. Different people play different roles in different stages of purchase. A purchase or customer may not be the same person for example a person who purchases a product for the family may not be the consumer of the product. Consumers may take the form of an organization or group. Decision by organization and groups can be studied as organizational buying behavior or group buying behavior. An enterprise-oriented decision making is organizational buying behavior, family behavior can be termed as group buying behavior. It is important to know how a

consumer makes his decision regarding buying, or not buying any product, idea, concept or thought.

THE BUYING DECISION PROCESS

Marketer needs to develop an understand of how consumer actually makes the buying decision. He must identify makes the decision, the types of buying decision and steps in the buying process.

Buying Rules

The following are the roles played by the people in consumer decision making process.

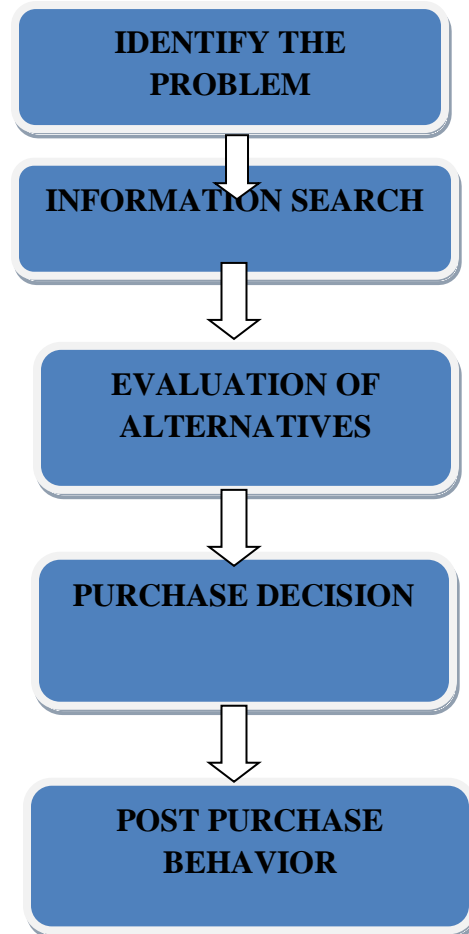
- **Initiator-** The person who suggests buying the product.
- **Influencer-** The person who influence buying decision through his opinion or advice.
- **Decider-** The person who decide on any component of a buying decision: whether to buy, what to buy, where to buy, or how to buy.
- **Buyer-** The person who makes the actual purchase.
- **User-** The person who consumer or uses the product.

A. STAGES IN BUYING DECISION PROCESS

Consumers pass through different stages during buying process. Marketer would learn about the stages of buying process through four methods.

1. Introspective method – They can about how they themselves would act for purchasing.
2. Retrospective method – They can interview recent buyers to collect information about buying process.
3. Prospective method – They can locate prospective customers and ask them the process they are going through and their action in future.
4. Prescriptive method – They can ask customers to describe the ideal way to buy the product.

FIVE STAGE MODEL OF BUYER BEHAVIOR



STATEMENT OF THE PROBLEM

The study on consumer buying behavior helps to know the consumers are what they want, how they use and react to the product. The consumer buying behavior varies from brand to brand on the basis of quality and price, the complication undergone to identify customer reaction. To study also helps to know various marketing variable such as price, product features advertising message corporate reveals to the manufacture about the price, brand value, likes choice of different people. In the light of liberalization, competition has increased for all consumer products. To with stand competition it is important to understand the behavior of the consumer and satisfy the target customers' needs and purchase decision and satisfaction level of consumers towards Neycer ceramic products.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the customers of Neycer ceramic products.
- To identify the major factors influencing to buy the ceramic products.
- To know the level of satisfaction towards the Neycer ceramic products.
- To suggest suitable measures to bring improvement in the marketing activities of Neycer products.

SCOPE OF THE STUDY

- The study of the consumer behavior is the study of how individual make decisions to spend available resources on the consumption related items
- It includes the study of what they buy why they buy it and how after they buy it.
- The scope of the project helps in analyzing the factors, which influences the referring behavior of customers
- This study will help us to customer's preference and their need expected from the ceramic product.
- Consumer satisfaction and preference are different from other customers.
- Many customers are using extended brand ceramic product.

RESEARCH METHODOLOGY

Research Design

In Accordance with the objective of the study the researcher has used descriptive research design. To collect relevant data from the samples the researcher has used **Convenient Random Sampling Method**. To select 100 samples respondents out of 500 customer.

Research Instrument

The questionnaires only will be used for this study.

Area of the study

The area of study at Neyveli.

Period of the study

The period of the study is four month.

Sampling Plan

Sampling method was used to collect the pertinent data the respondents were selected randomly. The study was conducted.

Sampling Frame

Sampling frame constitutes the customer of Neycer ceramic products at Neyveli.

Sampling Unit

Sampling unit of the present study is the individual customer who bought Neycer ceramic products of any type.

Sampling Size

To represent the total population of the company the researcher has used 100 samples.

Sampling Method

The research has chosen **Convenient Sampling** which is a **simple random sampling method** containing non- overlapping groups or strata.

Data Analysis Techniques

1. PERCENTAGE ANALYSIS
2. CHI-SQUARE

LIMITATIONS OF THE STUDY

- The study is confined only to the consumer of Neycer ceramic products at Neyveli district.
- The study is limited only to 100 respondents
- The survey is confined for a period of one month.
- People were hesitant to disclose the true facts.

FINDINGS

Demographic Factors

- The research reveals that majority 69% of the respondents are under the age group of 20-35 years.
- The research reveals that majority 55% of the respondents are under the Male category.

- The research reveals that majority 76% of the respondents are under the Married category.
- The research reveals that majority 56% of the respondents are Nuclear Family.
- The research reveals that majority 34% of the respondents are Education qualification UG.
- The research reveals that majority 55% of the respondents are Occupation of the Worker.
- The research reveals that majority 54% of the respondents are come under the Receives 5000-15000 Monthly Income level category.
- The research reveals that majority 62% of the respondents are 2-5 Family Size.
- The research reveals that Majority 43% of the respondents are Urban Area.

Buying Decision

- The research reveals that Majority 42% of the respondents are under the come to know about this product of Neighbors.
- The research reveals that, Majority 57% of the respondents are Non- Commercial Buyer.
- The Majority 45% of the Respondents opined that Price Level of the product is Moderate.
- The research reveals that, Majority 56% of the respondents are brand loyal customers.
- The research reveals that Majority 49% of the Respondents opined that the brand image of ceramic sanitary product Brand Image Excellent.
- The research reveals that Majority 40% of the Respondents opined that the quality of ceramic sanitary ware is Excellent.
- The research reveals that Majority 36% of the Respondents opined that the durability of ceramic sanitary ware product is Excellent.
- The research reveals that Majority 40% of the respondents opined that the ceramic product maintenances is good.
- The research reveals that Majority 42% of the respondents opined that the ceramic sanitary product Model is good.
- The research reveals that majority 38% of the respondents opined that the Design ceramic sanitary product is Excellent.
- The research reveals that majority 32% of the Respondents opined that the Quantity ceramic sanitary product Excellent.
- The research reveals that majority 28% of the Respondents opined that the Price ceramic sanitary product Good.
- The research reveals that majority 40% of the respondents opined that the color ceramic sanitary product excellent.

- The research reveals that majority 27% of the respondents opined that the ceramic sanitary product availability is good.
- The research reveals that majority 33% of the respondents are distributing the retailer.
- The research reveals that majority 34% of the respondents is own decision or collective decision the export's recommendations.

FACTORS INFLUENCES OF BUYING BEHAVIOUR

- The research reveals that majority 47% of the respondents brand name influences the purchase decision is strongly agree.
- The research reveals that majority 43% of the respondents are product feature influences the purchase decision is agree.
- The research reveals that majority 38% of the respondents opined that the media of Television Advertisement is good.
- The research reveals that majority 38% of the respondents opined that the media of magazine Advertisement is Excellent.
- The research reveals that majority 36% of the respondents opined that the media of newspaper Advertisement is good.
- The above table shows that majority 36% of the respondents opined that the media of online Advertisement are excellent.
- The research reveals that majority 42% of the respondents opined that the media of banners advertisement is excellent.
- The research reveals that majority 46% of the respondents are payment of credit card.
- The research reveals that majority 47% of the respondents are feeling about the Utilization of product in highly satisfied.
- The research reveals that majority of 39% of the respondents are competition level of the ceramic product is good.

CONSUMER DECISION MAKING RESEPECT TO CERAMIC PRODUCT

- The research reveals that majority 48% of the respondents are highly satisfied the ceramic product.
- The research reveals that majority 44% of the respondents satisfied on-time delivery in product agree.
- The research reveals that majority 48% of the respondents is satisfied the rate quality of ceramic product.
- » While studying the relationship between age and level of consider, the chi-square test results (0.433) confirmed that there is no relationship between the study variable.

- » While studying the relationship between gender and level of consider the chi-square test results (0.144) confirmed that there is no relationship between the study variable.
- » While studying the relationship between marital status and level of influence the chi-square test (0.453) confirmed that there is no relationship between the study variable.
- » While studying the relationship between natures of family level of influence the chi-square test results (0.024) confirmed that there is no relationship between the study variable.
- » While studying the relationship between education and the level of influence the chi-square test results (0.355) confirmed that there is no relationship between the study variable.
- » While studying the relationship between monthly income levels of influence the chi-square test results (0.759) confirmed that there is no relationship between the study variable.
- » While studying the relationship between area group and level of influence the chi-square test results (0.714) confirmed that there is no relationship between the study variable.

SUGGESTIONS

- The Neycer Company could improve promotional offers to increase the awareness among customers and increase the sales.
- The Neycer Company could improve quality of the product because few customer felt that the quality is not very good,
- .the Neycer Company can reduce the terms & condition so that they can attract more number of customer and it may be a main reason to prefer Neycer India Limited.
- The Neycer Company could improve the product design to give more satisfaction of their customer.
- The Neycer Company could concentrate more on decision so that they can retain the existing customer as well as attract the new customer.
- The Neycer can concentrate on different mode of advertisement so that they can be easily identified among the competitors.

CONCLUSION

In this study the company has to know about the importance of the behavior of buyer that is behavior of their customer. The company has to take the effort to satisfy their customer in service quality. The company has to take effort to concentrate on the design of quality. The factors that most influencing the purchase is price of the product and quality of the product, design of the product, service of the product. In the above factors most of the respondents strongly agree that price and service quality affect the purchase.

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