

MOTIVATIONAL FACTORS TO THE INFLUENCERS FOR THE SELECTION OF HIGH PRESSURE LAMINATES (HPL)

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ABSTRACT

The world is creatively developing, it additionally acquires the fame of buying motivation. Many variables, qualities and specifications impact buying motivation. This study plans to explore the explanation and motivational factors that make HPL Influencers energetic and excited with regard to purchase decisions while buying HPL. A customer is driven by family, culture, sub-culture, friends, colleagues, society, advertisements, packaging, etc. Several other factors were examined like price, brand, etc. This study will help to understand all the factors that are influencing the influencers. This study focuses on different motivational factors to the influencers for the selection of High Pressure Laminates(HPL). This study reveals that low price of HPL, catalogue presentation of HPL, credit period given by the retailers are the most preferred factors and different thickness in same design of HPL, Test certificates of the HPL are the least preferred factors.

KEY WORDS: *High pressure Laminates, motivational factors, Influencers, Retailers.*

1.INTRODUCTION

Interior design has become progressively prominent in recent 20 years in terms of aesthetics. Interior decoration heavily depends on wood as well as wood-related elements. Plywood, High Pressure Laminates (HPL), veneers, medium density fibre, and pre-laminated sheet are the most frequently mentioned components in interior decoration. In India, the concept of HPL first was introduced in the 1960s and subsequently became absolutely fundamental to interior decoration. Retailers play an important role in HPL operations as the official representative of a brand. A retailer serves a diverse range of market segments, include carpenters, furniture manufacturers, contractors, and architects. The HPL selection process has specific requirements

for each segment. This study focuses on different motivational factors to the influencers for the selection of High Pressure Laminates(HPL). This study reveals that low price of HPL, catalogue presentation of HPL, credit period given by the retailers are the most preferred factors and different thickness in same design of HPL, Test certificates of the HPL are the least preferred factors.

2.REVIEW OF LITERATURE

Homburg and Rudolph (2001) proposed a model where satisfaction Retailers is measured by seven different dimensions such as satisfaction with product, salespeople, product-related information, order handling, technical services, internal personnel and complaint handling. The model was tested and supported in different industries consisting of suppliers of goods sold to industrial customers

Sheth (1981) noted that ‘a retailer is more like a consumer in what he buys, and more like a producer in how he buys his merchandise’.

3.OBJECTIVES OF THE STUDY

This study focuses on various motivational factors of the influencers for the selection of High Pressure Laminates(HPL).

4.STATEMENT OF THE PROBLEM

The High Pressure Laminates have integral part in interior decoration. Due to the numerous designs, high working capital and difficulty in handling HPL, retailers are uninterested to stock in their premises. These factors increases the lead time to receive HPL from wholesaler or Manufacturer. These limitations are become obstacle whenever large quantity is required. Hence the researchers made an attempt to study the motivational factors to the influencers for the selection of HPL

5.SIGNIFICANCE OF THE STUDY

The researcher undertook the study in the district of Chennai,Tiruvallur and Chengalpattu. Hence the researchers undertook the study from marketing point of view.

6.METHODOLOGY OF DATA COLLECTION

The primary data collected through structured questionnaire.

6.1.SAMPLING DESIGN

As the purpose of study is to understand the buying pattern of HPL Retailers' in the district of Chennai, Tiruvallur and Chengalpattu.. The researcher has adopted random sampling technique, Number of samples 384.

6.2.FRAME WORK OF ANALYSIS

With reference to the objectives of the study, demographical factors such as age, educational qualification, and buying pattern aspects also considered.

7.DATA ANALYSIS

The list of factors considered by the influencers while selecting or choosing HPL were studied with the help of various variables. The opinion of the retailers was obtained on a five-point scale ranging from 1 being not at all important to 5 being extremely important. The priority of the influencers has been ranked according to their mean value. The mean and rank values are displayed in Table 7.1

7.1 Mean and Rank for the Motivation for the Selection of HPL

Table 7.1 Mean and Rank for the Motivation for the Selection of HPL

Motivation for the Selection of HPL	Mean	Rank
Low price of HPL	3.91	1
Catalogue presentation of HPL	3.89	2
Credit period given by HPL retailers	3.40	3
Consistency in supply of a HPL brand	3.38	4
Different textures of HPL	3.35	5
Availability of different sizes of HPL	3.34	6

Attractive designs of HPL	3.33	7
Schemes	3.30	8
Availability of post forming laminates in the same colour pattern	3.30	8
Brand value of HPL	3.29	10
Matching edge band tapes to HPL	3.25	11
Gifts	3.24	12
Bigger sample display of HPL	3.11	13
Different thickness in same design of HPL	3.02	14
Test certificates/certifications of HPL	2.80	15

The table 7.1 demonstrates that the foremost factors considered by influencers that motivated the influencer to select were the low price of HPL, the catalogue presentation of HPL, higher credit period given by the retailers with a mean of 3.91, 3.89, and 3.40 respectively.

The low price of HPL is on top while all influencers wish to purchase at a low price, whereas the catalogue presentation of HPL attracts carpenters, consumers, and architects, and this factor has less impact among contractors and furniture manufacturers. The customer base of the HPL retailer plays a vital role since the factors vary depending on the customer base of the retailer. Bigger sample display of HPL, different thicknesses in the same design of HPL and test certificates and certifications are the important motivating factors for the customer base of contractors and furniture manufacturers.

7.2 One-Way ANOVA for the Location of the Retailer and the Motivation for the Selection of HPL

The significant difference between the location of the retailer and the motivation for the Selection of HPL by the influencers is tested using one-way ANOVA. The results are tabulated in Table 7.2.

H₀₁: There is no significant difference among the location of the retailers and the motivation for the selection of HPL.

Table 7.2 One-Way ANOVA for the Location of the Retailer and the Motivation for the Selection of HPL

Motivation	Chennai		Tiruvallur		Chengelpattu		F(2,381)	p
	M	SD	M	SD	M	SD		
Low price of HPL	3.86	0.94	3.96	0.80	3.89	0.83	0.48	.618
Catalogue presentation of HPL	3.80	0.95	3.93	0.93	3.96	0.78	1.10	.334
Credit period given by the HPL retailers	3.31	0.98	3.44	1.03	3.52	0.81	1.40	.247
Consistency in supply of HPL brand	3.57 _a	0.85	3.39 _a	0.86	3.02 _b	0.84	11.08	<.001
Different textures of HPL	3.37	0.86	3.35	0.85	3.33	0.92	0.05	.947
Overall Motivation	3.32	0.29	3.32	0.30	3.36	0.24	0.88	.417

Means with different subscripts differ at the $p = .05$ level by Tukey HSD

It is observed from the table 7.2 that no significance difference exist among the location of the retailer with respect to motivational factors considered by the influencers. $F(2,381) = 0.88$, $p = .417$. Therefore, the results failed to reject Hypothesis H_{01} .

From table 7.2, it is evident that there is a significant difference between the location of the retailer and the consistency of supply of HPL. Furthermore, Post Hoc comparisons utilizing the Tukey HSD are employed to identify the significant difference between the locations of the retailers.

With reference to Tukey HSD, consistency in supply of HPL significantly differs between Chennai, Tiruvallur and Chengalpattu at $p = .05$.

7.3 One-Way ANOVA for the Annual Turnover of the Retailer and the Motivation for the Selection of HPL

The significant difference between the annual turnover of the retailer and the motivation for the selection of HPL by the influencers is tested using one-way ANOVA. The results are listed in Table 7.3.

H₀₂: There is no significant difference among the annual turnover of the retailers and the motivation for the selection of HPL.

Table 7.3 One-Way ANOVA for the Annual Turnover of the Retailer and the Motivation for the Selection of HPL

Motivation	Up to 50.00 lakhs		50.01 to 1.00 crore		Above 1.01 crore		F(2,381)	p
	M	SD	M	SD	M	SD		
Low price of HPL	4.01	0.80	3.81	0.94	3.97	0.79	2.10	.124
Catalogue presentation of HPL	3.96	0.87	3.85	0.81	3.90	1.03	0.36	.697
Credit period given by the HPL retailers	3.84 _a	0.84	3.36 _b	1.03	3.26 _b	0.88	9.20	<.001
Consistency in supply of HPL brand	3.43	0.94	3.25	0.80	3.51	0.91	3.61	.028
Different textures of HPL	3.28	0.84	3.37	0.80	3.37	0.95	0.31	.736
Overall Motivation	3.39 _a	0.28	3.28 _b	0.26	3.35	0.31	4.16	.016

Means with different subscripts differ at the p = .05 level by Tukey HSD

It is discovered from table 7.3 that significant difference happen among the annual turn over of the retailer as to motivation for the selection of HPL by retailers. $F(2,381) = 4.16, p = .016$. Therefore, the results reject Hypothesis H₀₂. Hence, there is a significant difference between the annual turnover of the retailers and the motivation for the selection of HPL.

7.4 One-Way ANOVA for the Experience in Business and the Motivation for the Selection of HPL

The significant difference between the HPL retailer's business experience and the influencers' motivation for choosing HPL is tested using one-way ANOVA. Table 7.4 displays the results.

H₀₃: There is no significant difference among the experience in the business of the retailer and the motivation for the selection of HPL.

Table 7.4 One-Way ANOVA for the Experience in Business and the Motivation for the Selection of HPL

Motivation	0-5 years		6-10 years		11-15 years		Above 15 years		F	p
	M	SD	M	SD	M	SD	M	SD		
Low price of HPL	3.96	0.87	3.85	0.87	3.91	0.86	4.00	0.86	0.53	.660
Catalogue presentation of HPL	3.65 _a	0.99	4.05 _b	0.78	3.91	0.87	3.64 _a	1.09	4.40	.005
Credit period given by the HPL retailers	3.46	1.05	3.39	0.94	3.46	1.00	3.30	0.91	0.43	.735
Consistency in supply of HPL brand	3.33 _a	0.73	3.34	0.82	3.28 _a	0.89	3.70 _b	0.99	3.70	.012
Different textures of HPL	3.30	0.87	3.46	0.90	3.24	0.81	3.35	0.89	1.49	.216
Overall Motivation	3.23 _a	0.26	3.33	0.27	3.32	0.26	3.39 _b	0.36	2.92	.034

Means with different subscripts differ at the $p = .05$ level by Tukey HSD

It is noticed from the table 7.4, that significant difference exist between experience in the business of the retailer and motivation for the selection by influencer. $F(2,381) = 2.92$, $p = .034$. Therefore, the results reject Hypothesis H_{03} . Hence, there is a significant difference between the years of experience in business of the retailers and the motivation for the selection of HPL by the influencer.

The results show a significant difference between the experience in business by the retailer with regard to the catalogue presentation of HPL and the consistency in supply of the HPL brand. Post Hoc comparisons using Tukey HSD are deputed to list out the difference between experience in business and the catalogue presentation of HPL differs between 0–5 years and 6–10 years of experience in business at $p = .05$.

The results also show that the consistency of supply of HPL significantly differs between 0–5 years, 11–15 years, and above 15 years at $p = .05$.

FINDINGS OF THE STUDY

Low price of HPL, Catalogue presentation of HPL, and credit period given by the HPL retailers are the most preferred factors by the influencers while bigger sample display, different thickness in same design of HPL, and test certificates of HPL are the least preferred factors. The consistency in supply of HPL significantly differs between Chennai, Tiruvallur and Chengalpattu. There is a significant difference between the annual turnover of the retailers and the motivation for the selection of HPL.

CONCLUSION

The HPL have vital role in interior design. The HPL industry has grown considerably in past two decades. The major challenge among retailers are lead time and availability of the HPL due to the increased variants of HPL. Even though white HPL is fast moving, retailers are not prepared to stock in their place unless an order or Purchase order is received at their end. As far as regular HPL is concerned, none of the retailer is ready to stock unless a formal Purchase Order is received. Thus the role of influencers are important and various motivational factors also to be considered.

RECOMMENDATIONS

The sale of High Pressure Laminates is highly dependent on the influencers. The major influencers in the segment are carpenters, architects, contractors and furniture manufacturers. The factors associated with the different influencers vary depends on their end users. The HPL manufactures may concentrate to cater the needs of different segment to grab the sales.

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