

An Opinion Study on Consumer Behaviour Towards Milton Products in Thanjavur City

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Abstract - Consumers are important for trade. Businesses normally have a common goal of potential customers, thus eventually, as the number of businesses in one industry increases the competition for customers and for that matter market share becomes keen. The buyers don't like their business partners rather they resounding sentiments regarding the anxiety, confusion and dominant dealing within which they notice themselves helpful and raped. Sardonicly, sellers do varied things to start study about the customers.

Market share is the main objective for corporations concerned in sales selling of value of specific merchandise. However, selecting the correct selling methods is difficult because of various factors influencing client getting selections. It is thus necessary to know the client values and also the major preferences, for example the standard versus value, levels of services, complete loyalty, and distribution channels.

Keywords: *buying decision, behavior, preferences, influencing factor, quality, satisfaction*

I. INTRODUCTION

Consumer Behaviour is a broadly considered field. Understanding it completely is impossible, because it is linked so intimately to human mind. Consumers make buying decisions every day and numerous consumers do not even know the factors that drive them to this decision. The consumers buying decision based on cultural, social, personal or psychological factors. Each factor includes magnitude that can be used in promotional activity. Marketers can use these factors so delicate that consumers might not even be aware of it. Consumers might think that "I have always bought this same brand or product", but they do not recognize that the affecting factor behind this decision can come from their family.

This study emphasis the factors following purchasing decisions through personal, social and psychological factors of consumer buying behaviour. In this study to show how the consumer has ended up selecting the specific Milton brand and what has been the effect of social, personal and psychological factors.

Objectives of the study

1. To Study the factors that influence the buying intention Milton products
2. To identify the customer satisfaction and quality of the product
3. To gain knowledge on how the purchase decision process is being made by individual consumers

Statement of the problem

Research in behaviour shows that we have a consumer driven society where the ultimate motive of business. The consumer expected that the product and service satisfaction makes them stay on reliable to the product.

- a. The psychology of the consumer and how they make decision between depending on their needs and brand awareness.
- b. The company makes to realize the greatest branding policy for their product and service
- c. What factors determine repeat buy the product is essential in meeting buyer's satisfaction and brand loyalty. Therefore, an attempt to reach out to the consumer effectively demands a suitable branding strategy since consumer buying decision making and loyalty is affected by various branding strategies. In an industry characterised by competition an effective branding strategy is significant not only to attract customers but to create customer loyalty to brand.

II. RESEARCH METHODOLOGY

This section describes research design, data collection and interview schedule and development efforts used in this study. The sampling plan used for the final study is discussed in detail along with data collection procedures and data analysis procedures

Research Design – Descriptive research

Data collection

The researcher collected the data through the schedule and text books, journals, internet and periodicals etc.

Sampling method - convenient Sample

Sample size – 500

Scope of the study

The present study is confined to Thanjavur city and considers only various products of Milton products. Though the main objective of the study is to analyse customer behaviour in Milton products and the factors influencing them to purchase a particular product, the scope of the study extends to the following related aspects viz., the socio economic characteristics of the respondents, the awareness of Milton products users, level of satisfaction towards Milton products and the problems faced by the customer.

Limitations

1. Due to the nature of the coverage and time allowed for the study has been a limitation.
2. The data was collected through schedule.
3. The study covered only limited people and reliability of the collected were the actual expression of the respondents.

III. REVIEW OF LITERATURE

Samar Fatima and Samreen Lodhi (2015), entitled a article on “Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City” opined that advertisement is the major key factor to the buying activities. Advertisement is helpful to creating the awareness and perception among the customers. Finally they conclude that they company’s should use attractive and informative content to create the awareness of the particular brand.

Fatima Sarwar , Muzamil Aftab and Muhammad Tahseen Iqbal (2016), entitled on “The Impact of Branding on Consumer Buying Behavior”. In this study Brand knowledge is a very important factor. The consumers’ are switching from the local products to branded products. The customers decided to use the branded products in order to show their eminence, power and richness. Finally they conclude that the reference groups occupy a vital role in choosing the branded products.

IV. DATA ANALYSIS

TABLE – 1 OCCUPATION

S.No	Occupation	No. of respondents	Percentage
1	Business	165	33
2	Government Employee	155	31
3	Private Employee	60	12
4	Students	70	14
5	Others	50	10
Total		500	100

- ✓ 33% of the respondents are business people.

TABLE – 2 FACTORS INFLUENCING THE PURCHASE DECISION

S.No	Factors of purchase decision	No. of respondents	Percentage
1	Quality	110	22
2	Price	90	18
3	Brand name	180	36
4	Sales after service	70	14
5	Customer care	50	10
Total		500	100

- ✓ 36% of the respondents are purchased for brand name.

TABLE – 3 CONSIDERATION FOR PURCHASING A PRODUCT

S.No	Opinion	No. of respondents	Percentage
1	Reputation	200	40
2	Goodwill	180	36
3	Other influence	120	24
Total		500	100

- ✓ 40% of the respondents opined that they considered to buy a product for its reputation

TABLE – 4 LEVEL OF SATISFACTION TOWARDS QUALITY OF PRODUCT

S.No	Level of satisfaction	No. of respondents	Percentage
1	Highly satisfied	175	35
2	Satisfied	165	33
3	Moderate	90	18
4	Dissatisfied	40	8
5	Highly dissatisfied	30	6
Total		500	100

- ✓ 35% of the respondents are stated that they are highly satisfied the quality of Milton product.

TABLE – 5 BENEFITS OF PRODUCT

S.No	Benefits of product	No. of respondents	Percentage
1	Hygienic	225	45
2	Comfort	60	12
3	High quality with moderate price	125	25
4	Eco – friendly	90	18
Total		500	100

- ✓ 45% of the respondents are stated that the Milton products is hygienic followed by comfort, high quality & eco - friendly

V. SUGGESTIONS

REFERENCE

The study of consumer buying behaviour is of utmost importance in a number of aspects. First of all, consumer behaviour can influence the economic health of a nation. Therefore, consumers' decisions can provide a clue for which industry to survive, which companies to succeed, and also which products to excel.

Second, through understanding the reasons for consumers to buy the products and their buying habits, the company can utilize of such corresponding data to plan the marketing strategies in response to the consumers' desires.

Nowadays, consumers are important determinants of organizational success and it is originate that the most victorious organizations are customer-centric.

Finally, this article shows that the profile of the consumer influences the buying behaviour towards miton products. In today's market, the endurance of the concern mainly depends on understanding the profile of the customers, based on that they have to plan for developing promotional strategy with the help of using marketing tactics like advertising, sales promotion, attribute, brand, price, influencer, status, store image, company image etc.

VI. CONCLUSION

Changing consumer behaviours can be a challenge for brands as it can enhance negative publicity. So, the brands today need to realise that change and adopting their customer service accordingly. A successful digital presence will therefore support this aspect for sales generation. The digital era has and will continue to change social trends, which in turn will directly affect consumer behaviour and demands. The aim of this study was to examine how social, personal and psychological factors have effect on consumer behaviour when selecting a Milton products, and gain knowledge of the decision-making process. The project focused on finding these social, personal and psychological factors behind consumer behaviour and the effect of those in the decision-making process.

Results of this study indicated that there was a relationship between social, personal and psychological factors and the decision-making process in Milton product selection. It can be said that these factors have effect when consumers are making decisions concerning purchasing. The result shows that family, friends and neighbours are the most important factors that affect on decision making when selecting Milton products.

The consumers are willing to pay higher prices for Milton products. The consumers are convinced as to the quality of the products. Finally, consumer behaviour towards Miton products is satisfied. Digital strategy can increase existing sales channels and increase the no. of incoming orders efficiently and with little risk.

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