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To Study the Consumer Buying Behavior at Hi-Tech Sweet Water Technology Pvt. Ltd

Prinsa Patel¹, Kartavya Patel²

¹Faculty, B.V Patel Institute of Management, UKA Tarsadia University, Maliba Campus, Bardoli

²Student of BBA, B.V. Patel Institute of Management, UKA Tarsadia University, Maliba Campus, Bardoli

Abstract: *The purpose of this research is to study the consumer buying behaviour at the Hi-Tech sweet water technology Pvt. Ltd. Located at bardoli. In order to accomplish this study a total of 100 questionnaire were filled put by the coustmer at Hi-tech. The factors that affect their buying behaviour and their experience was recorded. It was observed tht customers were satisfied by the product provided by Hi-tech. Moreover, after sales service is also satisfactory to coustomers*

I. INTRODUCTION

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

A. Standard Behavioral Model

The standard model of consumer behavior consists of a methodical and structured process.

- 1) **Problem Recognition:** The first step is problem recognition. During this step, the consumer realizes that she has an unfulfilled need or want.
- 2) **Information Search:** The next step is to gather information relevant to what you need to solve the problem.
- 3) **Evaluation:** After information is gathered, it is evaluated against a consumer's needs, wants, preferences, and financial resources available for purchase.
- 4) **Purchase:** At this stage the consumer will make a purchasing decision the the ultimate decision may be based on factors such as price or availability.
- 5) **Post Purchase Evaluation:** At this stage the consumer will decide whether the Purchase actually satisfice the need and want.

II. RIVIEW OF LITERATURE

S.Vijayalakshmi and V.Mahalakshmi(2013) conducted a study on “An impact of consumer buying behavior in decision making process in purchase of electronic home appliances in Chennai (India): an empirical study”. The objective for this research was it attempts to understand the decision-making process of buyers, both individually and in groups. Response was taken from 244 persons. They have used the technique Graphical research model. They have concluded that this research contributes to the perceptive of consumer buying behavior in the electronic home appliances market. The key findings of the study designates that the overall set of independent variables was weakly associated with the dependent variable. On the other hand, the profound analysis found that social factors, physical factors, and marketing mix elements were strongly associated with the buying behaviors of Indian consumers.

Dr. Ketan R Rawal (2009) conducted a study on “A Study of Consumer Buying Behavior for Purchasing of Diamond Jewellery from Branded Retailers”. The objective for this research was it attempts to identify the buying motives of consumer while selecting branded jewellery products. Response was taken from 100 persons. They have used the technique Hypotheses. They have concluded that the study shows that Indian organized retail market is growing at a fast pace due to boom in the Indian retail Industry which has crossed Rs. 1000 billion by 2010. The Indian consumer is emerging as a very big consumer market for diamond jewellery and offering a very lucrative opportunity for major brands to establish presence in Indian market.

P.H.K.Prathiraja and A.Ariyawardana (2003) conducted a study on “Impact of Nutritional Labeling on Consumer Buying Behavior”. The objective for this research was it attempts to understand the consumer buying behavior while making their purchase decisions. And to review the base research articles related to consumer buying behavior. Response was taken from 150 persons. They have used the technique Regression analyze. They have concluded that this theoretical research was attempts to turn back the pages in literature, to understand the concepts and existing theories in the consumer buying behavior.

Kawee Boonlertvanich (2009) conducted a study on “Consumer Buying and Decision Making Behavior of a Digital Camera in Thailand”. The objective for this research was it attempts The purpose of this research was to study the behavior of consumers who purchase digital still cameras. Response was taken from 400 persons. They have used the technique correlation, an independent samples t-test, one-way ANOVA. They have concluded that As a result of the factor analysis, seven factors found to be the most appropriate representation of Thai consumer decision-making styles for digital camera. Therefore, an ten-factor model clearly identified a ten-factor model: (1) price consciousness, (2) impulse consciousness, (3) fashion consciousness, (4) social influence, (5) habit/ brand or store loyalty, (6) mass media influence, (7) quality consciousness.

Nils-Holger Schmidt, Timo Schmidtchen and Erek Koray (2010) conducted a study on “Influence of Green IT on Consumers’ Buying Behavior of Personal Computers: Implications from a Conjoint Analysis”. The objective for this research was it attempts to evaluate the influence of Green IT attributes of PCs (Personal Computers) on the buying behavior of consumers. Response was taken from 500 persons. They have used the technique statistical technique. They have concluded that It is shown that the market share for Green IT PCs could be up to 26.6%. Especially female customers value environmentally friendly attributes. Thereafter, we draw recommendations for the marketing mix of IT hardware and service organisations. The results should provide researchers and practitioners with new insights and measures about the relevance and application of Green IT in the scope of PCs.

Mesay Sata (2013) conducted a study on “Factors Affecting Consumer Buying Behavior of Mobile Phone Devices”. The objective for this research was it attempts to investigate the factors affecting the decision of buying mobile phone devices. Response was taken from 231 persons. They have used the technique Mean and standard deviation. They have concluded that Firstly, price is the dominant factor affecting the decision to buy mobile phone. Secondly, the features incorporated in a mobile hand set are the most important factor which is considered by the consumers while purchasing the mobile phone.

Yakup Durmaz (2014) conducted a study on “The Impact of Psychological Factors on Consumer Buying Behavior and an Empirical Application in Turkey”. The objective for this research was it attempts The influence of psychological factors on consumer buying behavior is investigated. The effect of psychological factors on buying behavior of consumers, who become much more important day by day, is tried to be measured. Response was taken from 100 people. They have used the technique Quantitative technique. They have concluded that Most of the consumers in Turkey love shopping. Approximately more than half of the consumers know about consumer law and rights. Consumers do the shopping in order to feel happy and they do not care about what other people think. While buying goods and services, sellers do not have much effect on consumers.

Muhammad Ali Tirmizi and Kashif-Ur-Rehman (2009) conducted a study on “An Empirical Study of Consumer Impulse Buying Behavior in Local Markets”. The objective for this research was it attempts The relationship between independent variables which are shopping lifestyle of consumers, fashion involvement of consumers, pre-decision stage and post-decision stage of consumer purchase behavior with the attitudinal and behavioral aspects of impulse buying behavior. Response was taken from 165 persons. They have used the technique Hypotheses technique. They have concluded that The major findings of the study demonstrated an overall weak association of the set of independent variables with the dependent variable but, the in-depth analysis found that pre-decision stage of consumer purchase behavior is the only variable that resulted into strong association with the impulse buying behavior

Lucia Vilčeková and Miroslav Sabo (2013) conducted a study on “The influence of demographic factors on attitudes toward brands and brand buying behavior of Slovak consumers”. The objective for this research was it attempts the paper describes brand buying behavior of Slovak consumers and their attitudes toward brands across gender, age and education. Response was taken from 1067 persons. They have used the technique parallel analysis and Kaiser criterion. They have concluded that Demographic trends in population depend on the development of fertility, mortality and migration, but they are also indirectly influenced by other demographic factors, as well as by social, political, economic and cultural. They must be seen in the global context of population dynamics.

Salman Saleem and Zain-Ul-Abideen (2011) conducted a study on “Effective advertising and its influence on consumer buying behavior”. The objective for this research was it attempts The relationship between independent variables which are environmental response and emotional response with attitudinal and behavioral aspect of consumer buying behavior. Response was taken from 200 persons. They have used the technique Quantitative technique. They have concluded that The results of this research study clearly indicate that there exists a weak association between environmental response with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Emotional response on the other hand established strong association with the consumer buying behavior.

III. METHODOLOGU

A. *Research Objective*

1) Primary Objective

a) To study the consumer buying behavior at Hi-tech.

2) Secondary Objective

a) To analyze satisfaction level of costumer towards Hi-tech product and services.

3) *The area of Study*: Study was conducted refers to Bardoli.

4) *Sources of Data*: The study used both primary and secondary data. Primary data were collected by constructing a detailed questionnaire.

5) *Sample Design*: For the purpose of the study, 100 questionnaire were collected from the respondents who purchased water purifier.

B. *Tools of Analysis*

1) One sample

2) Frequency distribution

3) Statistical method, percentage

IV. DATA ANALYSIS

Table 5.10						
One-Sample Test						
Test Value = 2						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Water purifier's TV ads are informative	-6.930	99	.000	-.42000	-.5402	-.2998

1) *H0*: A TV ad of water purifier does not affect the pre purchase behavior.

2) *H1*: A TV ad of water purifier does affect the pre purchase behavior.

From the above table it is interpreted that, Sig. value is .000 which is less than the Sig. level 0.05, which means the null hypothesis is rejected and alternative hypothesis is accepted. A TV ad of water purifier does affect the pre purchase behavior.

Table 5.11						
One-Sample Test						
Test Value = 2						
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Range of water purifier in the TV ad were attractive	-4.081	99	.000	-.24000	-.3567	-.1233

1) *H0*: TV ad of water purifiers does not attractive for pre purchase behavior.

2) *H1*: TV ad of water purifiers does attractive for pre purchase behavior.

From the above table it is interpreted that, Sig. value is .000 which is less than Sig. level 0.05, which means the null hypothesis is rejected and alternative hypothesis is accepted. TV ad of water purifiers does attractive for pre purchase behavior.

Table 5.12						
One-Sample Test						
Test Value = 2						
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Sales and offers provided by are attractive	-4.281	99	.000	-.34000	-.4976	-.1824

- 1) H_0 : Sales and offers provided does not affect the purchase decision
- 2) H_1 : Sales and offers provided does affect the purchase decision

From the above table it is interpreted that, Sig. value is .000 which is less than the Sig. level 0.05, which means the null hypothesis is rejected and alternative hypothesis is accepted. Sales and offers provided does affect the purchase decision.

Table 5.13						
One-Sample Test						
Test Value = 2						
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Ads in newspaper of water purifier catches attention faster	-1.111	99	.269	-.08000	-.2229	.0629

- 1) H_0 : A newspaper ad of water purifier does not catch faster attention for pre purchase behavior.
- 2) H_1 : A newspaper ad of water purifier does catch faster attention for pre purchase behavior.

From the above table it is interpreted that, Sig. value is .269 which is greater than the 0.05, which means the null hypothesis is accepted and alternative hypothesis is rejected. A newspaper ad of water purifier does not catch faster attention for pre purchase behavior.

Table 5.14						
One-Sample Test						
Test Value = 2						
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Newspaper ads of purifier are very descriptive	-3.146	99	.002	-.20000	-.3261	-.0739

- 1) H_0 : A Newspaper ad of purifier does not very descriptive for pre purchase behavior.
- 2) H_1 : A Newspaper ad of purifier does very descriptive for pre purchase behavior.

From the above table it is interpreted that, Sig. value is .002 which is less than the Sig. level 0.05, which means the null hypothesis is rejected and alternative hypothesis is accepted. A Newspaper ad of purifier does very descriptive for pre purchase behavior.

Table 5.15						
One-Sample Test						
Test Value = 2						
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Waiting facility are helps you to spend your time in pleasant way	-1.636	99	.105	-.10000	-.2213	.0213

- 1) H_0 : waiting facility at water Purifier Company does not help you in encounter stage
- 2) H_1 : waiting facility at water Purifier Company does help you in encounter stage

From the above table it is interpreted that, Sig. value is .105 which is greater than the 0.05, which means the null hypothesis is accepted and alternative hypothesis is rejected. waiting facility at water Purifier Company does not help you in encounter stage

A. Analyzed In Ascending Order Of The Result

1) Pre Purchase

Statement	Mean
Water purifier's TV ads are informative	1.58
Range of water purifier in the TV ad were attractive	1.76
Sales and offers provided by are attractive	1.66
Ads in newspaper of water purifier catches attention faster	1.92
Newspaper ads of purifier are very descriptive	1.80

2) Encounter Stage

Statement	Mean
Waiting facility are helps you to spend your time in pleasant way	1,80
Assistance provided by employees are good	1.68
Promptness in query solution by employees during purchase	1.56
Quick assistance form staff	1.70
Full Information provided by employees that helps you to make correct decision	1.64

3) Post Purchase

Statement	Mean
Services provided after purchase were excellent	1.58
Service person give reasonable advice on how to use product after purchasing	1.40
Regularity in serviceability	1.68
Consideration of suggestions by customers	1.90
Implementation of suggestions given by customers	1.82
Quality in service delivery is good and consistent	1.58
At home service is provided by company is good	1.52

V. CONCLUSION

Customers buying from Hi-tech are satisfied with service provided by the firm. Study proves that opinion provided by customers is promptly considered by the firm and actively implemented. Customer providing service at post purchase is efficient. And ultimately all this factors affect the purchase decision of customers.

Study proves that pre purchase stage was incremental result with awareness of product among consumers whereas encounter part gives the best environment to customer during their waiting but at the same time lacks in solving the queries of customers. Even at post purchase opinion provided by customers suggestion is promptly considered by the firm and actively implemented. Service provided to customer at post purchase is efficient though it needs improvement in quality of service they provide to customers.

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