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STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS KOVAI MARUTHI PAPERS & BOARDS PVT, LTD, TO NAMAKKAL

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ABSTRACT

Consumer behaviour involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans. Consumers often buy products not because of their attributes per se but rather because of the ultimate benefits that these attributes provide, in turn leading to the satisfaction of ultimate values. The important thing in a means-end chain is to start with an attribute, a concrete characteristic of the product, and then logically progress to a series of consequences (which tend to become progressively more abstract) that end with a value being satisfied. Thus, each chain must start with an attribute and end with a value. An important implication of means-end chains is that it is usually most effective in advertising to focus on higher level items.

INTRODUCTION OF THE STUDY

Customer buying behaviour is the study of how individual customer, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy the needs and wants. It refers to the actions of the customers in the customer place and the underlying motives for those actions.

The study of Customer buying behaviour assumes that the customers are actors in the customer place. The perspective of role theory assumes that customers play various roles in the customer place. Starting from the information provider, from the user to the payer and to the disposer, customers play these roles in the decision process.

OBJECTIVES OF THE STUDY

- To study on Customer Buying Behaviour on paper packing product with special reference to Kovai Maruthi Papers & Boards Pvt, Namakkal.
- To identify the factor influencing the Retailer while purchasing paper product in Kovai Maruthi Papers & Boards Pvt.
- To know the Customer Buying Behaviour the recent level to buy the product.
- Understand what drives customers to buy and what they expect from products or services.

SCOPE OF THE STUDY

- The market survey was conducted only with the Customer Buying Behaviour of Kovai Maruthi Papers & Boards Pvt.
- The size of the study was conducted from 100 respondents only.
- The scope of the study improve that the whether the attract to Retailers s Awareness by the way of quality products in Namakkal district.

LIMITATIONS OF THE STUDY

- The study was limited to a particular area. i.e. Namakkal.
- The sampling size of respondents is 100.
- There were chances of biased answers from the respondents.
- The data collection has insufficient period because, it is a drawback for me.

NEED OF THE STUDY

The paper industry is crucial to understand customer preferences, identify market trends, and develop effective marketing strategies by gaining insights into factors influencing paper purchases, such as price sensitivity, environmental concerns, product quality, usage patterns, and brand loyalty, allowing paper companies to optimize product offerings, pricing, and communication to better meet consumer needs and remain competitive in the market.

RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

POPULATION

It is the aggregate of all units“ processing certain specific characterizes from which the sample will be drawn. It can be finite or infinite. In finite universe the number of item is certain but in case of an infinite universe the number of item is infinite.

SAMPLING SIZE

A part of the population selected for the study is called sample, here the researcher took 110 as a sample size.

METHOD OF DATA COLLECTION PRIMARY DATA

The primary data is collected directly from the retailers i.e. data collected with the help of questionnaire.

SECONDARY DATA

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc...

TOOLS FOR ANALYSIS:

The following statistical tools have been used to analyse the data. The collected data have been analysed with the help of statistical tools like

SIMPLE PERCENTAGE ANALYSIS

A percentage analysis is used to interpret data by the researcher for the analysis and interpretation through the use of percentage. The data are reduced in the standard form from which base equal to 100 which facilitates relative comparison.

No. of respondents

Simple percentage = $\frac{\text{No. of respondents}}{\text{Total No. of respondents}} \times 100$

CORRELATION

An analysis of the co-variation of two variables is called correlation. Correlation analysis helps in determining the degree of relationship between two or more variables.

Formula

$$r = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}}$$

$$r = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}}$$

r = value

DATA ANALYSIS AND INTERPRETATION

CORRELATION

NULL HYPHOTHESIS: There is no significant relationship between prestige of the company's product and satisfaction of the customer

ALTERNATIVE HYPHOTHESIS: There is a significant relationship between prestige of the company's product and satisfaction of the customer

| X | y | x ² | y ² | XY |
|----------------|----------------|-------------------|-------------------|------------------|
| 24 | 37 | 576 | 1369 | 888 |
| 57 | 43 | 3249 | 1849 | 2451 |
| 20 | 21 | 400 | 441 | 420 |
| 9 | 9 | 81 | 81 | 81 |
| $\Sigma X=110$ | $\Sigma Y=110$ | $\Sigma X^2=4306$ | $\Sigma Y^2=3740$ | $\Sigma XY=3840$ |

Significant level=0.05% Formula

$$r = \frac{3840}{\sqrt{(4306)(3740)}}$$

$$r = \frac{3840}{\sqrt{(16,104,440)}}$$

$$r=0.956$$

INTERPRETATION

The variable prestige of the company's product and satisfaction of the customer is highly correlated ($r = 0.956$). so null hypothesis is rejected and alternative hypothesis is accepted.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority 33% of the respondents are in the age group 26-35 years.
- Majority 66% of the respondents are male.
- Majority 72% of the respondents are married.
- Majority 33% of the respondents educational qualifications are graduate.
- Majority 38% of the respondents used the product for 2-6 years.
- Majority 29% of the respondents are said purchase decision.
- Majority 27% of the respondents are said Competitive price.
- Majority 43% of the respondents are satisfied with advertisement of the product.
- Majority 96% of the respondents are likely deal with the company.
- The variable prestige of the company's product and satisfaction of the customer is highly correlated ($r = 0.956$). so null hypothesis is rejected and alternative hypothesis is accepted.

SUGGESTIONS

- The customer retail companies should design & develop products & services keeping in a view the requirement of customers, particularly low income of the customers.

- Companies should control various cost at the time of producing goods & services. These can lead to the best competitive price, which can improve customers satisfaction.
- Its equal importance to all customer so that the customer will not feel that they are forcing to buy a particular product & service. The retail sector should take necessary steps to increase existing physical facilities, which can lead to indirect customers satisfaction.

CONCLUSION

products have turned out to be really significant in our daily lives. So assessing rural customer satisfaction on products is really important in today's market scenario. The present study concluded that demographic variables though very prominent in the customer decision making process but except gender; other demographic variables have no effect on customer satisfaction. It is also disclosed from the study that variables like service quality, product quality and perceived value have high significations to customer satisfaction whereas financial benefit is found to be insignificant variable to customer satisfaction.

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