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A Study on Consumer Buying Behaviour towards Liquid Utensils Cleaner from Ambika Industry

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Abstract: *The present study was conducted in Surat city with the Sample Size of 100 respondents. The objective of the study was To Study on Consumer Buying Behaviour towards Liquid Utensils Cleaner. In this study researcher has used non probability convenience sampling method. The majority of the study comprised on female with 75% and male 25% in count. From the research it can be observed that maximum percentage of users are housewife 34%. The results show that there is a significant positive analysis of each customer buying behaviour aspect of consumption. The study concludes that Majority of the consumer faced the problem of burnt stuff sticks on the surface of a pan so, company should rebuild the liquid soap with innovation according to the needs of consumer.*

Keywords: *Consumer Buying Behaviour, Liquid utensils cleaner*

I. INTRODUCTION

Consumer behaviour is an important discipline of marketing which deals with psychology of customers. With rapid increase in population and changing trends, the interests of consumers are also changing. The main reason for the changing interests of the consumers is due to their change in behaviour. The behaviour of consumers cannot be measured so easily. It is a very difficult task. But; we can measure the factors that make them behave in a particular manner. This study mainly deals with the factors that influence them to behave in a certain manner. Here; the study focuses on the one of the important sectors of the FMCG market. The Liquid wash is one of the most widely used household items used by the people of all age groups and is needed on daily basis for cleaning utensils. The preference of detergent generally depends on product quality, safety, functionality and packaging of product. The purpose of this study is to determine consumer buying behaviour towards liquid utensils cleaner from Ambika industry. Consumer behaviour is the study of consumers regarding what they buy, when do they buy, from where they buy, how frequently they buy, and how they use certain products.

II. LITERATURE REVIEW

- A. Kusumah, Echo Perdana and Wahyudin, Nananghas (april, 2018) has done a research on “Purchase Decision of Chemical Compound Fertilizers by White Pepper Farmers.” The objective of the research was to analyse the influence of Brand Image, Promotion, and Distribution toward Purchase Decision of chemical compound fertilizer. The result of this study shows that several brands of chemical compound fertilizer that are preferred by white pepper farmers in South Bangka Regency are Yaramila, Wayang, and Phonska.
- B. Ghulam Shabbir Khan and Siddiqui, Javaria and Shah, Burhan Ali and Hunjra, Ahmed Imran (2011) have done a research on “Effective advertising and its influence on consumer buying behavior”. The purpose of this research is to examine the relationship between environmental response and emotional response which are independent variables with dependent variable. The results of this study show that there is positive relationship of emotional response with consumer buying behavior and no relationship between environmental response and consumer buying behaviour.
- C. Kristin Fransson, Birgit Brunklaus, Sverker Molander (April 2013) had prepared a research paper on “Flows of Chemical Risk Information in the Consumer Paint Product Chain.” The objective of this work show that chemical risk information is most comprehensive during the manufacturing steps of the product chain & The need for evaluation of how chemical risk information is used in different contexts and the importance of directing the right information at the right target group. The study found that in creating the simplified safety sheets, the content and use of chemical risk information is evaluated and adjusted for presentation to this particular target group.
- D. William McLaren Pool (August 1996) has done a research on “The influence of consumer attitudes and perceptions about pesticides and produce quality on technology transfer.” While there is widespread concern about the human health hazards presented by pesticide residues in food at the time of consumption, this survey population reports greater consumer concern about environmental contamination from agrichemical use. This study examined the basis of those consumer concerns and analysed consumer attitudes about pesticides and produce quality, how consumer concerns and attitudes influence grower adoption of IPM practices, and whether a food retailer can facilitate adoption of new technology by agricultural producers.

E. Sita Mishra (2018) has completed the research paper on “Understanding consumer behaviour towards toxic chemical-free cosmetics using Schwartz values.” The objective of the current study indicates that personal values affect consumers' attitude towards toxic chemical free cosmetics. Out of the four values, self-enhancement is the most influencing value which impacts attitude of Indian consumers towards toxic chemical free cosmetics.

III. RESEARCH OBJECTIVE

- A. To determine the factors affecting buying behaviour of consumer towards Ambika industries.
- B. To determine the association between demographic factors with expenses of liquid soap and usage frequency of liquid soap.

IV. RESEARCH METHODOLOGY

In this study, researcher has used descriptive research design. The study was carried out with primary data which was collected through structured questionnaire. Data collection 100 respondents from Surat city were taken as respondent and sampling techniques used was non probability convenience sampling.

V. DATA ANALYSIS AND INTERPRETATION

A. Problems Faced By The Customers

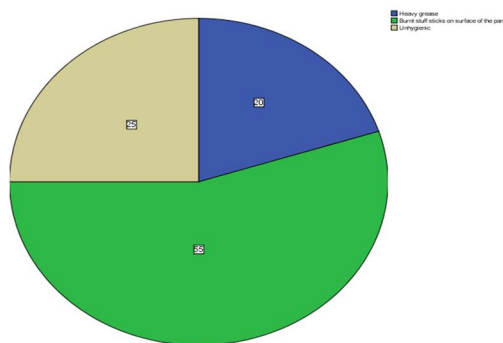


Fig no.1 Problems faced by the customers

Majority 55% of the consumer faced the burnt stuff sticks on the surface of a pan. Apart from that 20% and 25% of the respondents faced problems like heavy grease and unhygienic while consuming our product.

B. Chi-square between size of family and purchase frequency

- 1) H_0 : There is no association between size of family and purchase frequency.
- 2) H_1 : There is association between size of family and purchase frequency.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.860 ^a	9	.037
Likelihood Ratio	16.741	9	.053
Linear-by-Linear Association	8.639	1	.003
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .32.

Table no.1 Chi-square between size of the family and purchase frequency.

Pearson Chi-Square value is 0.037 which is less than 0.05. So null hypothesis is rejected so it can be said that there is association between size of family and purchase frequency.

C. Chi-Square Between Monthly Income And Expense

- 1) H_0 : There is no association between Monthly income and monthly expense towards liquid soap.
- 2) H_1 : There is association between Monthly income and monthly expense towards liquid soap.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.400 ^a	10	.156
Likelihood Ratio	15.410	10	.118
Linear-by-Linear Association	.185	1	.667
N of Valid Cases	100		

a. 10 cells (55.6%) have expected count less than 5. The minimum expected count is .42.

Table no.2 Chi-square between monthly income and expense.

Pearson Chi-Square value is .156 which is greater than 0.05. So there is no association between Monthly income and expenses towards liquid soap.

D. Better Washing Cleaning Agent

	Frequency	Percent
Cake	9	9.0
Powder	12	12.0
Liquid	77	77.0
Fly ash	2	2.0
Total	100	100.0

Table no.1 Better washing cleaning agent

Maximum customers favourite washing and cleaning agent is liquid ie.77%. And from remaining 23% ,12% customer choose powder, 9% customer choose cake, Customer which had Least contribution, in percentage chose the fly ash ie.2% for their better washing cleaning agent.

E. Means of Purchase

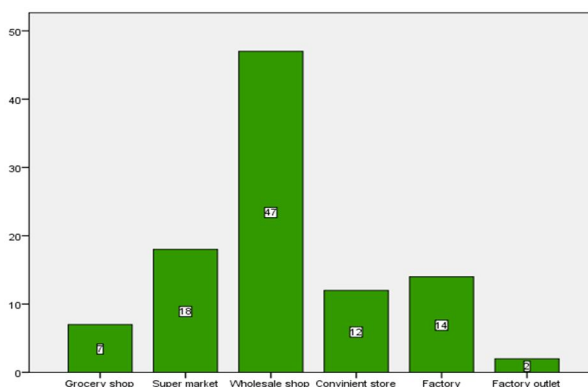


Fig no.2 Means of purchase

Wholesale shop outnumbered all the other shops and outlet while purchasing the soaps and detergent by customers which are 47. Following group of 18 and 12 customers like to purchase their detergent from supermarket and convenient store respectively. 16 customers like to purchase their product from factory outlet. Least no of customer prefer grocery shop for purchasing their detergent which is 7.

F. One Sample Test On Degree Of Importance

- 1) *H0*: The following factors are important for customers while purchasing liquid utensils cleaner.
- 2) *H1*: The following factors are not important for customers while purchasing liquid utensils cleaner

One-Sample Test						
Test Value = 4						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Quality	2.967	99	.004	.280	.09	.47
Quantity	-.361	99	.719	-.040	-.26	.18
Cost	-3.012	99	.003	-.320	-.53	-.11
Brand name	-3.283	99	.001	-.360	-.58	-.14
Familiarity	-3.830	99	.000	-.400	-.61	-.19
Advertisement	-3.777	99	.000	-.460	-.70	-.22
Sales promotion offer	-2.058	99	.042	-.220	-.43	.00

Table no.2 one sample test on degree of importance

- a) For quality, cost, brand name, familiarity, advertisement and sales promotion offer, the significant value is less than 0.05. So, the null hypothesis is rejected thus quality, cost, brand name, familiarity, advertisement and sales promotion are not important factor while purchasing liquid utensils cleaner.
- b) For quantity the significant value is greater than 0.05. So, the null hypothesis is accepted thus quantity is important factor while purchasing liquid utensils cleaner.

G. One Sample T Test For Satisfaction Towards Product

- 1) *H0*: Customers are satisfied with the product according to the respondent
- 2) *H1*: Customers are not satisfied with the product according to the respondent

One-Sample Test						
Test Value = 2						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Satisfaction towards product.	1.739	99	.085	.130	-.02	.28

Table no.3 One sample t test for satisfaction towards product.

Significant value is .085 which is greater than 0.05. So the null hypothesis is accepted thus Customers are satisfied with the product according to the response.

VI. CONCLUSION

The study strives to achieve the customer’s perception towards product of Ambika industries Pvt Ltd. There is no association between Monthly income and expenses towards liquid soap. Majority of the consumer faced the problem of burnt stuff sticks on the surface of a pan so company should rebuild the liquid soap with innovation according to the needs of consumer. The major part of the analysis is based upon the percentage analysis.

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