



## Consumer Buying Behaviour towards Metallic Pumps at Investa Pumps Pvt. Ltd

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### ABSTRACT

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves. On the other hand Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. So understanding consumer behaviour and knowing customers is never simple. Understanding of consumer behaviour is very much necessary for a successful marketer. Invests Pumps Pvt. Ltd. established in 1997 in the country located at Mumbai, Rajkot and Valsad. Invests Pumps Pvt. Ltd. is a trusted name in Chemical Sector for all its process requirements. They are known for specialized casting process of their pumps which they make. They have large base of satisfied customers in India and international market. In this study, I have tried to study the consumer buying behaviour, their buying pattern, their learning process, and their attitude components and so on in order to examine about consumers' approaches to Investa Pumps Pvt. Ltd. In this study, I tried to understand what factors influences the affective part of the attitude of the consumers.

### Introduction

Consumer buying behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behaviour, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. Consumer behaviour refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. In this research, the main focus is to find the consumer buying behaviour of the consumers of Investa pumps Pvt. Ltd. And the factors affecting consumer buying behaviour.

### Literature Review

**C. Gunasekaran, L. Manivannan & S. Porkodi** (April 13, 2020) conducted a study to investigate Consumer's Expectation on Purchasing Branded Agriculture Pumps: A Sem Analysis. The following objectives were framed for the paper, to analyze the customer's expectation on purchasing branded agricultural pumps. The research has been conducted among farmers in and around Coimbatore districts those who have purchased branded pump sets. Explorative research design has been used in this study. The researcher has used both primary and secondary data for this research. The finding demonstrated that all the nine variables are highly significant and has positive relation with customers' expectations. The results are statistically significant and consistent with the variables selected for the study.

**P. Sathya & Dr. R. Indirajith** (February 7, 2018) conducted a study to investigate A study on purchase behaviour of consumer durable goods with special reference to Tiruvarur District. Its objective was to (I) To analyse the factors influencing consumers' perception towards purchase behaviour of consumer durable goods in Tiruvarur district. (II) To identify the purchase behaviour of selected rural and urban consumer durable goods in Tiruvarur district. For data collection the researcher visited the respondents at their responds more than once, at their leisure are conveniences. This study has a special 23 feature that the level of expectation for the various aspects which characterize the quality and standard of the product are individually taken up.

**Subrato Dey** (2017) conducted A Study on Changing Buying Behaviour of Indian Customers. The objective of this study is (I) To recognize the different consumer types & communicate accordingly. (II) To know the factors those affect their buying behaviour. (III) Understand buying behaviour & consumer decision making process. The study involves the use of "Survey Method". The study concludes

that consumer behaviour is complex and very often not considered rational.

**Shakti Sustainable Energy Foundation** (12th June, 2012) conducted a study to investigate Market Research of Agriculture Pump-sets Industry of India. The objective of the study is "to study the market dynamics for agriculture pump sets in India and to provide recommendations to increase the market share of energy-efficient agriculture pump sets. The tool used in this study contains two components. The first one is comprehensive desk research based on secondary online sources and the second is field research based on primary sources such as interviewing pump manufacturers, pump dealers and farmers. The study concludes that the farmers are more inclined towards factors such as low cost of pump sets, low voltage compatibility and high water output.

**Sapna Sood** (June 2020) conducted a study on Impact of COVID-19 on Consumer Behaviour in India. The goal of this paper is to review the current literature on the impact of COVID-19 on consumer behaviour in India-to evaluate the progress of work that has been made to date. This study aimed to look into articles from every peer-reviewed journal published in English by May 2020, when a literature search was performed. In order to be as systematic as possible, this review pursued industry papers published in all disciplines. As the pandemic is fairly new, not much literature was available online and therefore other publications such as conference proceedings and industry reports were included.

### Research Objective

1. To find out the buying behaviour of the customers of Investa Pumps Pvt. Ltd.
2. To study the satisfaction level of customers in different attributes of Investa Pumps Pvt. Ltd.

### Research Methodology

This study is grounded on primary data as the secondary information is not appropriate for quantitative scale measurement. A comprehensive structured survey questionnaire was used to collect data from the participants' convenience sampling method from Investa Pumps Pvt. Ltd. 100 questionnaires were dispersed in the companies. Lastly, the valid data (n) used for this study mounted at 101. The survey was led during December 2021 to January 2022. Statistical methods cast-off to analyze the data that we composed from the respondents is statistical software SPSS for the statistical analysis. Throughout this study, the responses and information together from the survey were tested using statistical techniques like Cronbach's alpha were used to test normality. The data collected from 100 respondents were analysed by means of descriptive statistics.

### Hypothesis Development

Based on objectives of the research, the following hypothesis is developed:

H<sub>0</sub>: There is no significance relationship between satisfaction of product and service and number of years the product has been used.

H<sub>1</sub>: There is significance relationship between satisfaction of product and service and number of years the product has been used.

H<sub>0</sub>: There is no significance relationship between satisfaction for the product and factors affecting the buying decision of the customers.

H<sub>1</sub>: There is significance relationship between satisfaction for the product and factors affecting the buying decision of the customers.

### Findings of the study

Variable	Frequency	Percent
<b>Regular customer at Investa Pumps Pvt. Ltd.</b>	100	100
<b>Customers visiting Investa Pumps Pvt. Ltd.</b>		
Occasionally	28	28
Never	72	72
<b>Factors influencing customers for purchase of the product</b>		
Friends		
Self	22	22
Advertisement	33	33
Exhibitions	20	20
Social Status	14	14
	11	11
<b>Preference for buying the product</b>		
Online	99	99
Offline	01	01

<b>Location of the customers</b>		
Inside Gujarat	20	20
Outside Gujarat	64	64
Abroad	16	16
<b>Duration the product has been used</b>		
Less than 1 year	01	01
1-2 years	06	06
2-3 years	42	42
More than 3 years	51	51
<b>Extent to which the product meets customers' needs</b>		
To the fullest extent		
More than 80%	11	11
50-80 %	84	84
	05	05
<b>Impact of change in price of customers</b>		
Up to a certain limit in price increase	82	82
Yes, irrespective of the price increase	11	11
No, I may look for different products	07	07
<b>Preferences of buying product from Investa Pumps in Future</b>	100	100
<b>Recommendation of products to others</b>		
Very likely	21	21
Likely	68	68
Neutral	11	11
<b>Rating of the products by customers</b>		
3-5	01	01
5-8	78	78
8-10	21	21

From this research, the researcher found out various parameters about the consumer buying behaviour towards metallic pumps of Investa Pumps Pvt. Ltd. by conducting a survey of 77 respondents regarding it. Following are finding which are involved in this survey.

- Every respondent is a regular customer at Investa Pumps Pvt. Ltd.
- Majority of the respondents i.e. 72% never visited Investa Pumps Pvt. Ltd.
- Majority of the respondents i.e. 33% are influenced by themselves to buy the pumps.
- 99% of the customers prefer to buy online, the products offered by Investa Pumps.
- Majority of the respondents i.e. 64% customers are located outside Gujarat.
- Majority of the respondents i.e. 51% customers are using the product for more than 3 years.
- Majority of the respondents i.e. 84% customers are satisfied by more than 80% with the products of the Investa.
- Majority of the respondents i.e. 82% will buy the product if there is certain limit in price increase.
- All of the respondents will buy products from Investa again.
- Majority of the respondents i.e. 68% customers are ready to recommend the products to others.
- Majority of the respondents i.e. 78% rated the products 5-8.

<b>Satisfaction of customers for product and service (Frequency)</b>					
	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied
The purchase you made of the pumps.	46 (46)	50 (50)	3 (3)	00	1 (1)
The service you received.	19 (19)	50 (50)	19 (19)	00	1 (1)

Satisfaction of customers for product and service	
	Chi-Square (Asymp. Sig)
The purchase you made of the pumps.	0.007
The service you received.	0.024

From the above table, it can be concluded that:

H<sub>0</sub>: There is no significance relationship between satisfaction of product and service and number of years the product has been used.

H<sub>1</sub>: There is significance relationship between satisfaction of product and service and number of years the product has been used.

Here, Asymp. Sig value is 0.007 and 0.024 which is lower than 0.05. Therefore, null hypothesis is rejected.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Price of the product.	00	00	02 (02)	13 (13)	85 (85)
Quality of the product.	00	00	2 (02)	17 (17)	81 (81)
Design of the product.	00	00	11 (11)	36 (36)	53 (53)
Colour of the product.	02 (02)	28 (28)	44 (44)	19 (19)	7 (7)
Material of the product.	00	00	04 (04)	34 (34)	62 (62)
Location of our company.	00	01 (01)	20 (20)	37 (37)	42 (42)
Brand name of our company.	00	00	03 (03)	14 (14)	83 (83)

	Chi-Square (Asymp. Sig)
Price of the product.	0.038
Quality of the product.	0.101
Design of the product.	0.086
Colour of the product.	0.719
Material of the product.	0.722
Location of our company.	0.015
Brand name of our company.	0.098

From the above table, it can be concluded that:

H<sub>0</sub>: There is no significance relationship between satisfaction for the product and factors affecting the buying decision of the customers.

H1: There is significance relationship between satisfaction for the product and factors affecting the buying decision of the customers. Here, for factors like price and location of the company, Asymp. Sig value is 0.038 and 0.015 respectively which is lower than 0.05. Therefore, null hypothesis is rejected. Also, for factors like quality, design, colour, material and brand name of the company, Asymp. Sig is 0.101, 0.086, 0.719, 0.722 and 0.098 respectively which is greater than 0.05. Therefore, null hypothesis is accepted.

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## Conclusion

The research study was on the consumers buying behaviour towards metallic pumps of Investa Pumps Pvt. Ltd, Valsad. Overall findings show that the customers are satisfied with all the products and also the services that they are provided by Investa Pumps Pvt. Ltd. With the help of the questionnaire the data was analysed.

From the data analysed it can be interpreted, that almost all of the customers are regular and they prefer to shop online rather than offline as they are located outside Gujarat. Majority of the customers are using the products for more than 3 years and they are satisfied with the products to the fullest extent. The customers would like to buy the products again even if there is certain increase in the price. The customers rated the products between 5-8 from 10 points.

There is significance relationship between satisfaction of product and service and number of years the product has been used. There is no significance relationship between satisfaction for the product and factors affecting the buying decision of the customers.

## References

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