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## A Study on Customer Buying Behaviour of Safety Products

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### **ABSTRACT**

*The paper titled 'a study on customer buying behavior of safety products'. The objective is to determine the demographic profile of the customers buying the safety product. To determine the satisfaction level and the factors influencing the customer in buying the safety product. Research design used is descriptive. The sample of size 120 is adopted based on convenience technique. The tools used for the analysis are t-test and percentage analysis. From this study it is found that knowledge of buying product is between intermediary levels there qualification persuades their purchase decisions. The age level between 21-35 is turned as the potential customers. There is a significant difference in the marital status with respect to the satisfaction level of the customers. The predominant factors influencing the buying behavior are brand, quality of the product and the Occupation. The overall view of the customers on the safety products is satisfactory.*

**Key words:** Safety products, buying behavior, brand, customer.

### **INTRODUCTION**

The examination of purchasers empowers firms and relationship to improve their promoting techniques by understanding

issues, for instance, how. The mind art of how purchasers think, feel, reason, and select between different alternatives (e.g., brands, products).The cerebrum investigation of how the customer is affected by his or her condition (e.g., culture, family, signs, media).The lead of buyers while shopping or settling on other advancing decisions. Confinements in buyer learning or information taking care of limits affect decisions and promoting result. How purchaser motivation and decision frameworks differentiate between things that shift in their level of criticalness or premium that they include for the customer; and How publicists can change and upgrade their advancing endeavors and displaying procedures to more effectively accomplish the buyer.

Lead happens either for the individual, or with respect to a get-together (e.g., buddy's effect what sorts of articles of clothing a man wears) or an affiliation (people at work settle on decisions as to which things the firm ought to use).

Customer directs incorporates the usage and exchange of things and what's more the examination of how they are procured. Thing use is as often as possible of great excitement to the sponsor, since this may affect how a thing is best arranged or how

we can bolster extended use. Since various biological issues result from thing exchange (e.g., motor oil being sent into sewage structures to save the reusing charge, or waste stacking up at landfills) this is similarly a district of interest.

#### **OBJECTIVE:**

- To study the customer buying behaviour in safety products
- To determine the demographic profile of the customers buying safety product
- To find the satisfaction level of customers buying safety products
- To determine the factor influencing purchase of a safety products

#### **REVIEW OF LITERATURE**

Hausman, A. (2000) studied both subjective and quantitative information to test theories identified with customer's inspirations to participate in motivation purchasing. A grounded theory approach was used to make hypotheses start to finish gatherings. These speculations were attempted by the gathering and examination of review data. Data supports the speculation that inspiration obtaining is a run of the mill system for thing decision, halfway, in light of the way that the shopping exhibit and hurried thing decision give hedonic prizes. Extra information dealing with over-trouble baffles thing decision, bracing the prizes to be obtained from elective fragment heuristics, like drive buying.

Tarkiainen, A., & Sundqvist, S. (2005) Koufaris, M. (2002). Considered the online customer as both a customer and a PC client. We test develops from data frameworks (Technology Acceptance Model), promoting (Consumer Behavior), and brain research (Flow and Environmental Psychology) in a coordinated hypothetical structure of online buyer conduct. In particular, we look at how passionate and subjective reactions to going by a Web-based store out of the blue can impact online customers' expectation to return and their probability to make spontaneous buys.

Laroche, M., et al (2001) poll based observational examination is used to test this homological framework. Results confirm the twofold identity of the online buyer as a client and a PC customer in light of the way that both shopping fulfilment and saw comfort of the site unequivocally suspect objective to return. Our results on extemporaneous purchases are not undeniable. We in like manner test some individual and Web site page factors that can impact the client's eager and mental responses. Thing affiliation, Web aptitudes, troubles, and usage of noteworthy worth included request frameworks all fundamentally influence the Web client. The examination gives a more balanced, yet fragmentary, viewpoint of the online client and is a basic progress towards a predominant cognizance of buyer lead on the Web. The affirmed estimations should be valuable to authorities and experts alike.

Limayem, Et al (2000) related to the earth are clear in the inflexibly ecologically conscious business focus. Using diverse quantifiable examinations, investigates the measurement, mental and behavioral profiles of clients who will pay more for earth very much arranged things. Finds that this part of purchasers will most likely be females, hitched and with no short of what one youth living at home. They definite that the present organic issues are not kidding, that organizations don't act proficiently toward nature and that carrying on in a normally decent way is basic and not gravely composed.

Kiel, G. C., and Layton, R. A. (1981) inspected is to investigate the components affecting web shopping. A model clearing up the impact of different factors on web shopping desires and direct is made in light of the theory of organized lead. The model is then attempted observationally in a longitudinal report with two diagrams. Data accumulated from 705 clients demonstrate that subjective measures, aura, and feelings concerning the consequences of online shopping impact tricky influence buyers' desires to buy on the web. Behavioral control and objectives basically influenced online shopping conduct.

Mitchell, V. W. (1992). In a sweeping examination of the practices and compares of information searching for by Australian new auto buyers, the makers assess three estimations of information searching for wellsprings of information estimation, brand estimation, and a period estimation.

Gathering examination is used to make purchaser logical arrangements of interest direct in light of estimations of each of the estimations. The consequent logical orders are a high interest assembling, a low chase social event, and three clusters with everything taken into account styled specific information searchers. Examination of the associates of the individual chase estimations suggests that restrictive certain markers of request direct are related to the unmistakable interest estimations.

Yeon Kim, H., and Chung, J. E. (2011) need to include the use of Perceived Risk Theory in understanding and influencing consumers' lead. Late affirmation from different support cautions and thing surveys have demonstrated the vitality of saw chance on use plans. Fights that evident risk is so basic to consumers' trusting that all chairmen should in any occasion think about its world. This examination gives productive comprehension into US customer lead as for characteristic individual care things by taking a gander at the components that effect client dispositions toward buying common individual care things and purchasers' purchase desires for the things.

Taylor, S. A., Celuch, K., and Goodwin, S. (2004) involved a kingdom-extensive specimen of business customers of overwhelming device makers. The outcomes underwrite that image value and concur with are ceaselessly the most extreme urgent forerunners to both behavioral and attitudinal styles of buyer unwaveringness. There is furthermore confirming that the

styles fundamental the arrangement of behavioral rather than attitudinal assortments of customer steadfastness may extend all through investigations settings. The outcomes recommend that business framework business people may also review moving past a point of convergence on fulfillment in relationship advertising strategies towards included systems that cultivate token value and put stock in their client base as legitimately.

Youthful, W., et al (2010) explored the buying strategy for unpracticed customers with respect to purchaser age stock. A green client shopping variant and achievement criteria for shutting the hole between green purchasers' esteems and their conduct are progressed. The paper reasons that impetuses and single issue names (like the forefront quality score mark) would help clients listen their restricted endeavors. All the more basically, 'being green' needs time and region in people's lives that isn't generally to be had in more bustling ways of life. Suggestions for scope and undertaking are proposed.

Creyer, E. H. (1997) observed, whether or not a firm behaves ethically or unethically

#### **DATA ANALYSIS AND INTERPRETATION**

may additionally have a tremendous influence on clients' buy decisions. Examines the problem of unethical corporate behavior from the perspective of clients. Addresses several questions. First, what are clients' expectations concerning the ethical of corporate conduct? 2nd, is whether or not a firm acts ethically or unethically a crucial customer challenge, and if so, will facts concerning a firm's behavior have an impact on their buy decision? Demonstrates that consumers say they do care about a company's ethics and will modify their buy behaviors as a result.

#### **RESEARCH METHODOLOGY**

This research design used in this study is descriptive research design. Primary data of sample size 120 collected through the questionnaire method from the consumer buying safety equipments in the area of our study, Chennai City. The sampling technique adopted is convenience method. The tool used in the research is frequency analysis, independent sample T-test, anova-one way, using the Software "Statistical Package for Social Sciences (SPSS)" and percentage analysis.

**Table No 1. Demographic Profile**

Experience	Frequency	Percent	Age:	Frequency	Percent
			Less than 20	4	14
Yes	92	49.04	21-30	76	67
No	28	50.96	31-40	24	18
			Greater than 41	16	13.3
<b>Total</b>	<b>120</b>	<b>100</b>	<b>Total</b>	<b>120</b>	<b>100</b>
Knowledge	Frequency	Percent	Qualification:	Frequency	Percent
a. Beginner level	36	47	a. 10 <sup>th</sup> or 12 <sup>th</sup> standard	8	1.9
b. Intermediary level	68	26	b. Under Graduation	60	62
c. Expertise level	16	23	c. Post-Graduation	28	33
			d. Others	24	3.8
<b>Total</b>	<b>120</b>	<b>100</b>	<b>Total</b>	<b>120</b>	<b>100</b>

**Demographic profile**

Marital Status	Frequency	Percentage
Single	56	46.7
Married	64	53.3
<b>Total</b>	<b>120</b>	<b>100.0</b>

From the table1 it is found that majority of the customer qualifications are under graduate. And their age group lies between 21-30. Among the customer, the

knowledge of buying product is between intermediary levels. It is clear that most of the customers have the experienced in

buying safety equipments and it also influence the marital status of the customer.

**Table 2 Analysis of Marital status and Satisfaction level of the Customers.**

**Group Statistics**

	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction Factor	Single	56	3.5102	.35312	.09437
	Married	64	3.8750	.38992	.09748

**Independent sample T-test**

<b>T-test for equality of means</b>			
	T	Df	Sig. (2-tailed)
Satisfaction factor	5.520	118	.000

From the table 2 it is found that the significant value is less than 0.05, therefore there is a significant difference in the Marital status with respect to satisfaction level of the customers.

**Table No.3 Percentage Analysis of Level of Satisfaction**

S.No	Dimension of Satisfaction	Mean	Rank
1	I expect this safety product to be excellent	4.0333	2
2	This product has performed very well	4.1333	1
3	This product has exceeded my expectations.	3.5000	5
4	Product used on all conditions	3.4333	6
5	Level of price	3.1333	7
6	Overall satisfaction	3.9333	3
7	Safety Product looks or appeal	3.7667	4

From the table 3 it is found that the customer is having the highest satisfaction level with Rank 1 is performance, followed

by Rank 2 is Expectation, Rank 3 as overall satisfaction, Rank 4 as appeal, Rank 5 as exceed of expectation ,Rank 6 as usage of

product in different condition and Rank7 as Level of Price.

**Table No.4 Percentage Analysis of factors influencing Buying Behavior**

S.No	Factor influencing buying behaviour	Mean	Rank
1	Competitor Influence	3.3000	7
2	Available budget	3.9333	4
3	The well known brand name of the Product	4.7667	1
4	The quality of the product	4.4667	3
5	Your satisfaction of a previous product from a certain brand	3.7000	5
6	Your position within the society as being a very important personal for example.	3.7000	5
7	Your current Occupation/job	4.5667	2

From the table 4 it is found that the customer is highly influenced with the factor having Rank1 as Brand name followed by Rank 2 as Occupation, Rank 3 as Quality of the product, Rank 4 as available budget, Rank 5 as satisfaction of previous brand and Position within the society and Rank 7 as influence of competitor.

#### CONCLUSION:

The research studied that knowledge of buying product is between intermediary levels there qualification persuades their purchase decisions. The age level is between 21-35 is turned as the potential customers. Marital status of the customers has more predominant burden while buying a product. The above suggestions have to be look forward. The predominant factors influencing the buying behavior are brand, quality of the product and the Occupation.

The overall view of the customers on the safety products is satisfactory.

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