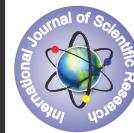


A STUDY ON THE BUYING BEHAVIOR OF DEALERS TOWARDS ARIGNAR ANNA SUGARS IN THANJAVUR



Marketing Management

KEYWORDS: Buying Behaviour, Sugar Mills, Thanjavur

B.SENTHIL MURUGAN

Final year MBA, Periyar Maniammai University, Thanjavur.

P.GURU

Assistant Professor, Department of Management Studies, Periyar Maniammai University, Thanjavur.

ABSTRACT

The project report entitle "A Study on the Buying Behavior of Dealers towards Arignar Anna Sugars in Thanjavur." is intended to determine the buying behavior and awareness of the product. Dealer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it for purchase and the impact of such evaluations on future purchases, and how they dispose of it. To achieve this defined objective structured questionnaire based on the behavior study made is prepared. The prepared questionnaire is used to get the direct responses from the dealers in Sugar mills, Thanjavur. The response given to the dealers in Thanjavur were analyzed and interpreted using different type of statistical tools used is percentage analysis and weighted average method.

INTRODUCTION

The term dealer behavior is defined as the behavior that dealers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Dealer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it for purchase and the impact of such evaluations on future purchases, and how they dispose of it.

Dealer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual dealers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the dealer from groups such as family, friends, reference groups, and society in general.

LITERATURE REVIEW

The topic of Dealer behaviour is one of the massively studied topics by the researchers and marketers in the past and still being studied. Researchers show different reasons as to why Dealer behaviour has been the topic of many academics and researchers. One of the common views is that understanding Dealer behaviour has become a factor that has a direct impact on the overall performance of the businesses (Kotler and Keller, 2012). Another view suggests that understanding Dealer behaviour has become crucial especially due to fierce competition in retail industry in the UK and worldwide (Lancaster et al, 2002). This chapter will introduce some other areas of research background of Dealer behaviour addressing the works of researchers and marketers. Moreover, Dealer decision making process, in particular, five stages of Dealer decision making process will be discussed in detail.

It is worth noting that Dealer buying behaviour is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the Dealers base their purchasing decisions (Kotler and Keller, 2012).

One of such studies of Dealer buying behaviour has been conducted by Acebron et al (2000). The aim of the study was to analyze the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the Dealer buying decision. Their find-

ings show that personal habits and previous experience on of the Dealers have a direct impact on the Dealers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the Dealer and further recommended that the product image should continuously be improved in order to encourage the Dealers towards purchasing.

Another study conducted by Variawa (2010) analyzed the influence of packaging on Dealer decision making process for Fast Moving Dealer Goods. The aim of the research was to analyze the impact of packaging for decision making processes of low-income Dealers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville 250 respondents participated. The findings of the research indicate that low-income Dealers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. Although the findings indicate that there is a weak relationship between the product packaging and brand experience. However, it has been proven by the findings of the research that low-income Dealers have greater brand experience from the purchase of 'premium' products when compared to their experience from purchasing 'cheap' brand products.

Alan_Lee_2005,JPGLee (2005) carried out study to learn the five stages of Dealer decision making process in the example of China. The researcher focuses on the facts that affect the Dealer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of Dealer decision making process indicate that impact of family members on the Dealer decision making process of purchasing imported health food products was significant.

The author further explains this by the fact Chinese tradition of taking care of young and old family members have long been developed and marriage is considered to be extremely important in Chinese tradition. This reflects in the findings of the study that the purchase of imported health food products made by a person for the people outside the family is declined significantly by both male and female Chinese after they get married.

In the next stage, Dealer searches information related to desired product or service (Schiff man and Kanuk, 2007). Information search process can be internal and external. While internal search refers to the process where Dealers rely on their personal experiences and believes, external search involves wide search of information which includes addressing the media and advertising or feedbacks from

other people (Rose and Samouel, 2009).

Once the relevant information about the product or service is obtained the next stage involves analyzing the alternatives. Kotler and Keller (2005) consider this stage as one of the important stages as the Dealer considers all the types and alternatives taking into account the factors such as size, quality and also price.

Backhaus et al (2007) suggested that purchase decision is one of the important stages as this stage refers to occurrence of transaction. In other words, once the Dealer recognized the need, searched for relevant information and considered the alternatives he/she makes decision whether or not to make the decision. Purchasing decision can further be divided into planned purchase, partially purchase or impulse purchase as stated by Kacen (2002) which will be discussed further in detail in the next chapters.

Finally, post-purchase decision involves experience of the Dealer about their purchase. Although the importance of this stage is not highlighted by many authors Neal et al (2004) argues that this is perhaps one of the most important stages in the Dealer decision making process as it directly affects the Dealers' purchases of the same product or service from the same supplier in the future.

OBJECTIVE: To find the various factors which affect the dealers when they do business with Arignar Anna sugars

SCOPE OF STUDY:

To get a deep knowledge on the buying behavior of dealers at Arignar Anna Sugars and convey the findings to Arignar Anna Sugars which may be useful to improve the work efficiency of the company.

RESEARCH METHODOLOGY
RESEARCH DESIGN

Descriptive research is used in this project.

Sampling technique: Simple Random Sampling is used for this study.

Sample size: The sample size for this study is 103.

Method of Data Collection: Primary Data has collected from sample respondents through Questionnaires. Here, around 103 respondents have responded for questionnaire and the results has been analysed.

Tool for Analysis: The main methods used for analysis is Percentage method and Chi-Square test

Limitation of Study

- Some technical teams in the data collection instrument may not be understandable to some customer.
- Taking survey and also difficult in to find the Arignar Anna Sugar mills dealer
- Inadequate disclosure of information is also the problem.
- Research has been done only to limited dealer so has to be expand
- One of the important limitation is dealer behavior is changed according to their mind setting.

DATA ANALYSIS & INTERPRETATION

TABLE 1: REASON FOR PURCHASING ARIGNAR ANNA SUGARS

Reason for purchasing Arignar Anna Sugars	Percentage	Percentage
Good Taste	9	9%
Quality	72	70%
Economic	22	21%
Logistics	0	0%
Total	103	100%

Interpretation:

70% of the respondents purchase sugar from Arignar Anna Sugars for its quality 21% of them purchase for its economic rate where as 9% of them purchase for its good taste.

FIGURE 1: REASON FOR PURCHASING ARIGNAR ANNA SUGARS

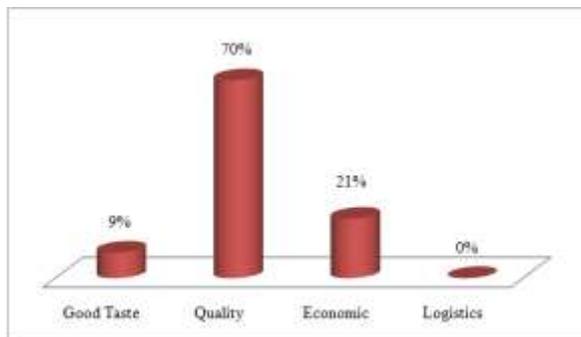


TABLE 2: MARKETING STRATEGY OF ARIGNAR ANNA SUGARS INFLUENCES CUSTOMERS BUYING BEHAVIOUR

Marketing strategy	No. of Respondents	Percentage
Yes	85	83%
No	18	17%
Total	103	100%

Interpretation:

From the above table it is clear that 83% of the people are influenced by the marketing strategy of Arignar Anna Sugars and 17% are not influenced.

FIGURE 2: MARKETING STRATEGY OF ARIGNAR ANNA SUGARS INFLUENCES CUSTOMERS BUYING BEHAVIOUR

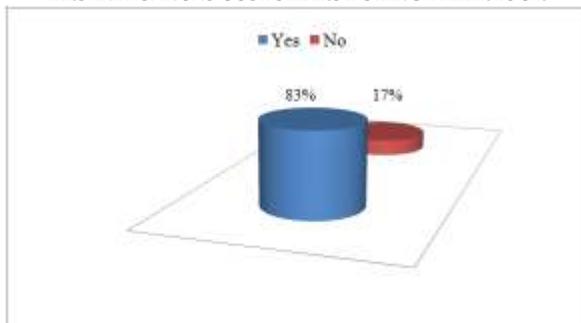


TABLE 3: REASON FOR SUGAR PURCHASE

Buy the sugar	No. of Respondents	Percentage
Resale	82	80%
To stock for future demand	0	0%
To stock for future sales	0	0%
Daily use	21	20%
Total	103	100%

Interpretation:

From the above table it is clear that 80% of the dealers purchase sugar for resale and 20% of the dealers purchase for daily use.

FIGURE 3: REASON FOR SUGAR PURCHASE



TABLE 4: LEVEL OF SATISFACTION WITH THE SERVICES PROVIDED AT ARIGNAR ANNA SUGARS

Providing service	No. of Respondents	Percentage
Highly Satisfied	31	30%
Satisfied	65	63%
Dissatisfied	7	7%
Highly Dissatisfied	0	0%
Total	103	100%

Interpretation:

63% of the respondents are satisfied with the service provided at Arignar Anna Sugars, 30% of them are highly satisfied, 7% of them are dissatisfied where as none of them are highly dissatisfied.

FIGURE 4: LEVEL OF SATISFACTION WITH THE SERVICES PROVIDED AT ARIGNAR ANNA SUGARS

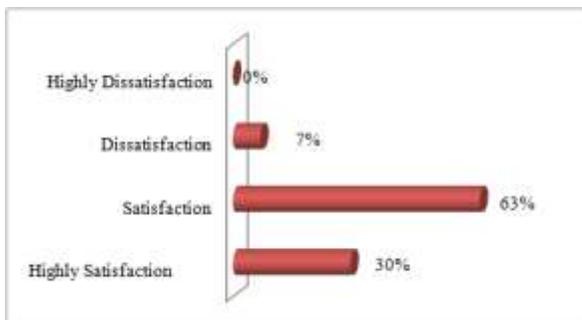


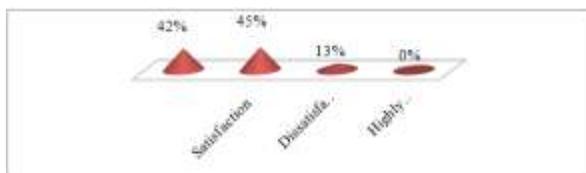
TABLE 5: AA SUGAR DEALER SERVICES

Dealer service	No. of Respondents	Percentage
Highly Satisfaction	43	42%
Satisfaction	46	45%
Dissatisfaction	14	13%
Highly Dissatisfaction	0	0%
Total	103	100%

Interpretation:

It is clear from the above table that 45% of respondents are satisfied, 42% of the respondents are highly satisfied, 13% of the respondents are dissatisfied with the AA sugar dealer service.

FIGURE 5: AA SUGAR DEALER SERVICES



ASSOCIATION BETWEEN SERVICES PROVIDED AT ARIGNAR ANNA SUGARS AND BUYING BEHAVIOUR OF THE DEALERS

Null Hypothesis (H₀): There exists no significant association between providing service and buying behavior with Arignar Anna Sugar dealer services.

Alternative Hypothesis (H_a): There exists significant association between providing service and buying behavior with Arignar Anna Sugar dealer services.

TABLE: 6

Services provided	HS	S	D	HD	TOTAL
Buying Behaviour of the Dealers					
Highly Satisfied	14	14	3	0	21
Satisfied	27	29	9	0	65
Dissatisfied	2	3	2	0	7
Highly Dissatisfied	0	0	0	0	0
TOTAL	43	46	14	0	103

Calculated Value = 6.86473

Degree of freedom = 9

The table value at 5% level of significance is 16.919

As calculated value is less than tabulated value, H₀ is accepted.

There exists no significant association between providing service and buying behavior with Arignar Anna Sugar dealer services.

CONCLUSION

From this study it can be concluded that the buying behavior of dealer in company is satisfactory. The industry is using various buying behavior of dealer like of the product, maintaining interaction with the dealer regularly and providing good quality. Consumer Behavior will help to learn dealer buying attitude. Information technology is not used as much as it should be. The industry is using traditional tools of buying behavior of dealer like.

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