

FACTORS INFLUENCING CONSUMER BUYING BEHAVIOURAL AND POSITIONING OF IRON AND STEEL PRODUCTS IN THE RETAIL MARKET

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Abstract— Consumer Buying behavior is characterized by a wide range of internal factors which include psychological, demographic and personality factors which includes elements like usage rates and occasion, loyalty and brand advocacy. Brand Positioning targets the motivation of the consumers to purchase a particular brand in inclination to others and focuses at all purposes of contract This study aims to examine the role of the various buying behavioral factors in a market which is mostly looked at as an industrial one and to understand if positioning of a brand leads to the purchase of the iron and steel products by the consumers in the retail market.

KeyWords— *Buying Behavior; Consumer Behavior; Retailers; Positioning*

1. INTRODUCTION

Consumer Buying behavior is characterized by a wide range of internal factors which include psychological, demographic and personality factors which includes elements like usage rates and occasion, loyalty and brand advocacy. There are four types of buying behavior conduct in light of the sort of items that expects to be bought. Brand positioning alludes to "target consumer's" motivation to purchase your brand in inclination to others. It is guarantees that all brand action has a typical point; is guided, coordinated and conveyed by the brand's advantages/motivations to purchase; and it focusses at all purposes of contact with the purchaser

The focus and the purpose of this study is to provide with the various influencing factors that lead to consumer purchase and the reasons for the various factors being chosen over other for consideration of the purchase and how does positioning of a brand adds to the overall value of the products in the minds of the consumers. The study will be identifying the most important factors that influence the consumer buying behavior and the elements which results in customer satisfaction the most. The second half of the section will take into account the current marketplace for iron and steel products in Bangalore which can both be taken from an external viewpoint in studying the competitors and products that exist within the area or analyzing from the general network between players and the tasks that need to be performed in order for the successful implementation of the analysis solutions.

2. LITERATURE REVIEW

(A.Murugesan 2013) The article highlights the importance of brand name and regarded it as one of most important and reliable asset for a company to induce their products or services in the new market or the new market with the family brand name in the existing market. Brand name fixation is one of the most challenging tasks for every company. The simplest way used by companies to feature their products has become brand extension and the study looks at elements like consumer innovativeness, brand category information and the involvement of the consumer which may directly or indirectly influence the extension of brand. It may either backfire the parent company's name or it may lead to making a success story and enhancing the brand name further. The study analyzes the various cons and pros as such of the various extension strategies and the various risk perception. Brand trust was the element with the largest impact on the success evaluation as brand extension lead to transfer to the extension and as such the consumers perceive the extension as fitting with the brand category and accept it with a positive outset on the parent brand.

(Blough 1967) The study talks about the various problems and trouble with steel industry today and the various challenges posed as a result of that. Rising Steel imports have been the greatest threat in the recent years with reduced research and development efforts and inefficient pricing policies. Various strategies, policies and laws have to be passed to overcome this threat as only curbing imports will not lead to solving of the problems. There should long run investments and not in increasing the tariffs to a higher rate. The lasting of the industry would depend on its overall success in the originating nation than the exporting nations and as such the company should look at innovating factors in the development of of some new uses for steel which could be a trouble solving solution.

(Chowdhury 2013) Positioning of a product is one of the most important factor to gain competitive advantage to brand a product successfully. An organization takes into account the various concepts like product attributes, categories and the various competitors for positioning of the product. The study lays down the relevance of the subject through reference to the findings of the well-known researchers. The study revolves around the importance of positioning and the various ways to position in the marketplace. Positioning is based more on the competitors than the customers to form the product base in the marketplace. The study reflected on how advertising became ineffective and the role positioning could take in place for branding of the product. The various issues should be kept well in mind failing to which could lead to the complete downfall of the brand. Positioning should help the organization to differentiate among the various firms, develop a connect with the customers and should be complied with culture, strategy and the capacity of the business. The managers should scan the dynamic environment appropriately as their decisions would make the various implications leading to sustainable competitive advantage through positioning of the product brand.

(James M. Jondrow 1982) The major concern for the steel industry success is the price differential between the domestic and imported iron and steel products which affects the price stability and market control of the industry. The domestic steel producers are facing severe competition from the imports as buyers choose to buy steel from the cheapest source. The study underlies the fact that imports have increased significantly but still domestic producers have not lost much market as there is less lead time involved and security of supply.

3. STATEMENT OF THE PROBLEM

Consumer behavior research leads to the process of the scientific study for the consumers use to select, secure, utilize and discard items and administrations that fulfill their necessities. Learning of purchaser conduct straightforwardly influences showcasing technique. This is a direct result of the promoting idea, i.e., the possibility that organizations exist to fulfill customer needs. The buy of products or service incorporates various components that could influence every choice and decision. Today decision making is more elaborate and important for the consumers today than in the past. There is a challenge to get the correct blend of variables in retain and draw in the customers. Hence, there is a fair need to comprehend the factors that impact the purchasing behavior of the consumers. The present study is an attempt in this direction.

4. SCOPE OF THE STUDY

The study covers all aspects related to the buying behavioral factors and positioning and the impact of various influencing factors on consumer purchase behavior with special reference to iron and steel products. There have been a few studies in the past which have looked upon the demand and price stability of the iron and steel products but no comprehensive study was done to understand the factors that influence buying u of consumers when they shop for iron and steel products and the importance of positioning of a brand as a factor to stimulate purchases. This study is limited to Bangalore city on. Price and quality has a great influence in consumer purchase behavior.

5. OBJECTIVES OF THE STUDY

- To understand the consumer buying behavior of the Iron and Steel products.
- To identify and analyse the factors influencing the buying behaviour of the customers.
- To determine the key strategies for positioning a product to brand in a marketplace.
- To make suggestions in the light of the findings of the study

6. HYPOTHESIS

Null Hypothesis ($H_0 : \mu$) - Positioning of a brand in terms of value of money leads to the purchase of the product brand.

Alternate Hypothesis ($H_A : \mu$) – Positioning of a brand in terms of value of money does not lead to the purchase of the product brand.

7. RESEARCH DESIGN

The focus of the study is to understand the factors influencing the buying behavior of consumers while purchasing iron and steel products in organized retail outlets in Bangalore and as such was decided to use explorative designs which would benefit into the kinds of investigation. A structured questionnaire was used for the collection of the data from Bengaluru and especially from the markets of Kalasipalyam and K.R. Market which are the major areas of the Iron and steel markets. This is a descriptive study based on the perceptions, behaviour and satisfaction of the consumers towards the iron and steel products and the importance of positioning of a brand.

8. PRIMARY DATA

The data was collected by administrating a structured questionnaire to the customers of selected organizations from the iron and steel products retail markets, the research will be briefly explained to them.

9. SECONDARY DATA

Secondary data was collected from selective sources of data like journals, websites, textbooks, company brochures, magazines and newspapers.

10. DATA COLLECTION DESIGN

For this research 40 respondents were included for identifying the behaviour of the customer. Questionnaire is prepared on the basis of the selected samples. Care was taken to make sure the respondents had knowledge about the subject and are frequent buyers.

11. SAMPLING DESIGN

Sample used in this study is purposive sampling. A purposive sampling method is a non-probability sample that is selected based on characteristics of a population and the objective of the study. Purposive sampling is also known as judgmental, selective, or subjective sampling.

12. TOOLS USED

Tools such as Regression Analysis and Correlation Analysis was used with the help of SPSS for the better understanding and analysis of the data collected to draw a fair conclusion.

13. LIMITATIONS OF THE STUDY

- The study is limited to Bengaluru and as such it may not be possible to generalize the findings of the entire population of the country.
- Some of the respondents may not give the accurate information as they might be unaware or lack knowledge about the subject in depth.
- The study is conducted solely for academic purpose and as such the findings, suggestions and conclusions cannot be broadly generalized and as such the information provided by respondents may not be fully in accordance and accurate due to biases which were unavoidable. Extensive study could not be done due to severe time constraint.

14. FINDINGS AND INTERPRETATION

Analysis and interpretation are the integral part of any study. The important aim of any analysis of data is to provide answer to the questions arise in the study. Interpretation refers to drawings inferences from the collected facts after analytical study.

15. MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353 ^a	.125	-.034	.811

a. Predictors: (Constant), SATISFACTORY LEVEL SALES AND PROMOTION, SATISFACTORY LEVEL QUALITY TO PRODUCT, SATISFACTORY LEVEL PREVIOUS EXPERIENCE, SATISFACTORY LEVEL AVAILABILITY OF PRODUCT, SATISFACTORY LEVEL BRAND NAME OF COMAPNY, SATISFACTORY LEVEL PRICE OF PRODUCT

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.093	6	.516	.785	.588 ^b
Residual	21.682	33	.657		
Total	24.775	39			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.307	2.283		2.324	.026
	SATISFACTORYLEVEL PRICEOFPRODUCT	-.167	.224	-.138	-.746	.461
	SATISFACTORYLEVEL QUALITYTOFPRODUT	-.040	.202	-.036	-.199	.844
	SATISFACTORYLEVEL AVAILABILITYOFPRODUCT	-.343	.174	-.348	-1.966	.058
	SATISFACTORYLEVELBRA NDNAMEOFCOMAPNY	-.213	.205	-.186	-1.039	.306
	SATISFACTORYLEVELPRE VIOUSEXPERIENCE	-.029	.180	-.027	-.162	.872
	SATISFACTORYLEVELSAL ESANDPROMOTION	-.060	.193	-.057	-.312	.757

In this section of the paper we use explanatory multivariate method multiple regression analysis to analyze correlations between variables and establishing the validity of the multiple regression model.

- R square is 12.5% which means that there are more factors which lead to satisfaction level of the consumers and there is further scope of research of the topic.
- The significance is .588 which is greater than 0.5 which means that the data is not significant which maybe be because of the fact that the sample size is not large enough or sampling is not results, also collinearity can be able to lead to insignificance of the data.
- The significance from the factors, level of the price of the product is .461 and brand name of the company is .306 which is less than 0.5 signifying individual potential relationship between the satisfaction level and the factors showing some factors among these lead to the overall satisfaction of the consumers in relation to the other factors.

		POSITIONINGOFAB RANDVALURFORM ONEY	PURCHASEPRODU CTBRAND
POSITIONINGOFABRANDVALUR FORMONEY	Pearson Correlation	1	.173
	Sig. (2-tailed)		.285
	N	40	40
PURCHASEPRODUCTBRAND	Pearson Correlation	.173	1
	Sig. (2-tailed)	.285	
	N	40	40

16. CORRELATIONS

The correlation between the factors purchasing a brand and the positioning in terms for value of money is analyzed. The Pearson Correlation here is .173 which is close to 1 and as such it quantifies the direction and strength of the linear association between the two variables. There is a moderately significant positive relationship between both the variables. P value is majorly influenced by effect size, size of sample and spread of data.

The significance value is .285 which is less than 0.5 and as such is significant and it can be interpreted that these two variables react in the same way, increasing or decreasing together which means positioning of a company’s brand in terms of value of money leads to the purchase of a brand.

As such the Null Hypothesis should be accepted as Positioning of a brand in terms of value of money leads to the purchase of the product brand as per the analysis and is a significant factor of positioning of brands over the other factors analyzed in the study.

17. FINDINGS

1. Based on the survey, consumers do not shop on a day to day basis for Iron and Steel Products and generally purchase for TMT Bars and Wire Rods among other products of preferably Tata steel and Bhusan steel.
2. Out of the respondents surveyed majority of them feel Quality and Price of the products are of utmost priority and influential factor leading to purchase decision of the Iron and Steel products while other factors like discounts and offers and cultural factors are the least influential factors in the iron and steel market leading to buying decisions.
3. Factors like value for money, superior quality, consistency and price creates the positioning of a brand in the minds of the consumers at large and the marketers keep in mind to make sure they imbibe these factors in the products of the company to help them position their company's products in the minds of the consumers.
4. To influence buying of a particular brand by the consumer's factors like advertising, dealers, word of mouth, shop display and discount and offers are some of the factors leading to buying and favouring of a particular brand over the other brands available in the market.
5. The current economy prevailing has somewhere maybe changed the buying habits of the respondents because of lack of stability in the market leading to frequent change in prices of the products and new rules and policies which makes the customers to be more cautious.
6. Respondents are majorly satisfied with the current brand products compared with the other substitutes available in the market. Satisfaction level of a product comes quality, price, availability, brand name, previous experience and sales promotion and advertisement of a product. As per analysis it can be found out that there are other factors also that contribute to the satisfaction level for a product and further extensive research scope can give us better findings on the same topic.

18. CONCLUSION

In the space of competitive and globalized world the importance of a customer who is considered and recognized as the focal point of modern marketing is increasing day by day. Focus on quality, pricing and availability; behaviour-based evaluation; market choice and market response of the various products in relation to the customers have predominantly shaped the Iron and Steel market. The aim of the report was to find out the factors affecting the customers buying decision in the Iron and steel market in Bangalore and as such a research was conducted and the survey questionnaire were filled by 40 genuine customers. The following conclusions can be drawn from the research that Iron and steel market is a vast market and there are numerous factors which can lead to and influence a consumer to purchase iron and steel products. The data was collected and analysed with the help of SPSS software in which correlation was tested whose results were significant.

The findings indicate that there are various factors in the iron and steel market which lead to consumer buying decisions and brand name and loyalty towards a product are moderately neutral. The study has a further scope and can be used to know a general scenario of the current iron and steel products in the market.

It was also found that not all factors affect the customer's buying decision such as culture and word of mouth. However, the results should be viewed in light of the constraints of the study and as such future research must attempt to replicate the research using a more diverse sample of respondents.

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