

Consumer Insights: Evaluating Preferences for Rubber-Based Products

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Abstract - This research study explores consumer anticipations and preferences for rubber products, aiming to identify preferred product attributes, discover consumer price sensitivity, uncover demand for innovative features, and measure satisfaction with rubber products. The various rubber product are Axle seals, End cap seals, Hydraulic seals, Rotary shaft seals, Bonded seals, Wheel seals, Crankshaft seals, shock absorber seals, Value stem seals and Differential, Timing seal, O rings and Moulded rubber products. And these rubber products are used for various purpose by various groups, they are Individual usage, Business usage, and Industry usage. Utilizing a survey research approach and structured questionnaires, the study integrates qualitative insights from focus groups and quantitative data from a sample size of 260, collected through convenience sampling method. The research employs various tools, including frequency analysis, regression, mean averages, crosstabs and chi-square tests, to analyse the data. The findings reveal that consumers prefer high-quality, durable rubber products, with attributes such as durability, reliability, and performance driving satisfaction. Price sensitivity is influenced by demographic factors, with many consumers viewing price as an indicator of value and showing a willingness to pay more during promotions. Overall satisfaction with rubber products is high, driven by quality, availability, and a demand for innovative features.

Keywords: Consumer Anticipations, Consumer Preferences, Product Attributes, Price Sensitivity, Demand for Innovative Features and Consumer Satisfaction.

1. INTRODUCTION

The global rubber industry, a cornerstone of modern manufacturing, provides essential materials for a wide range of products, from automotive tires to consumer goods like footwear and household items. As the market for rubber

products continues to expand, understanding consumer expectations in terms of quality, price, and features becomes increasingly critical for businesses aiming to maintain competitive advantage and foster customer loyalty. Consumer expectations play a pivotal role in shaping market trends and driving product innovation. In the rubber industry, these expectations are influenced by various factors, including advancements in technology, environmental concerns, and economic conditions. High-quality rubber products are expected to demonstrate durability, resilience, and safety, while being offered at a competitive price point. Additionally, consumers increasingly seek products with enhanced features, such as improved performance, sustainability, and customization options. Quality is a paramount concern for consumers when purchasing rubber products. This encompasses a range of attributes, including material composition, manufacturing standards, and product performance. Consumers demand reliability and longevity, particularly for critical applications such as automotive and industrial components. Ensuring high quality not only meets consumer expectations but also complies with stringent regulatory standards and enhances brand reputation. When exploring consumer expectations for rubber products, it's important to consider several key factors: quality, price, and features. Each of these aspects plays a crucial role in influencing consumer preferences and purchasing decisions. Price sensitivity varies among consumer segments, but it remains a crucial factor in purchasing decisions. While some consumers prioritize cost-effectiveness, others are willing to pay a premium for superior quality and advanced features. Understanding the balance between price and perceived value is essential for manufacturers and retailers to position their products effectively in the market. When exploring consumer expectations for rubber products, it's important to consider

several key factors: quality, price, and features. Each of these aspects plays a crucial role in influencing consumer preferences and purchasing decisions. In today's dynamic market, consumers expect rubber products to offer more than basic functionality. Enhanced features, such as ergonomic designs, eco-friendly materials, and innovative applications, are increasingly sought after. The integration of technology, such as smart rubber materials with adaptive properties, exemplifies how the industry is evolving to meet sophisticated consumer demands. When exploring consumer expectations for rubber products, it's important to consider several key factors: quality, price, and features. Each of these aspects plays a crucial role in influencing consumer preferences and purchasing decisions. In this research paper, the researcher explore consumer desired end properties to final rubber products made of it. The share of synthetic rubber in total rubber consumption in India is around 30% while the world average is 65%. As such the Government encourages establishment and development of synthetic rubber plants in India. Indian domestic market has the capacity to consume the entire indigenous production of natural rubber. Rubber is an essential raw material. More than half of all the rubber produced issued for tires and tubes for automobiles, trucks, and other vehicles; it is also used in making rain wear, shoes, rubber gloves, medical syringes, large storage containers, floor coverings, balls for sports, insulating materials, and many other products. The world production of rubber was considered to be very unstable during the last few years. Comparatively, India's production of rubber is consistent at the rate of 6% per annum. The Rubber industry in India is growing with its roots deeper. India is the 3rd largest consumer, while the largest producer of natural rubber in the world. The growth of rubber industry in India plays a significant role in the global economy. These factors along with high growth of automobile production with many large and medium industries have made India one of the fastest growing economies globally. The rubber industry offers careers as varied as the products it produces. Rubber cutters and rubber mill operators work hands on to produce rubber while sales and marketing professionals sell products to the public. Chemists and engineers devise new ways of processing rubber while industrial designers create new rubber each year.

anticipation and preferences for the rubber products. Our objective is to understand consumer preferences and priorities regarding the for the rubber products. By conducting a comprehensive analysis of consumer attitudes, we aim the consumer satisfaction with range of rubber products. This paper will employ both quantitative and qualitative methodologies.

The Rubber industry has established itself as a major industry in India. In a few year time India is likely to become the second largest global player in this sector. India ranks high in natural rubber production. It is largely produced in Kerala but its production is growing in North-East India. Both Natural rubber and synthetic rubber play a complimentary role in providing the products. All of them and others are part of an industry that produces more than 27 million metric tons of

2. REVIEW OF LITERATURE

Product Attributes

Arthur Marcon, Jose Luis Duarte Ribeiro, Rosa Maria Dangelico, Janine Fleith de Medeiros, Erico Marcon (2022)

This study examines the influence of green product attributes across various lifecycle phases on consumer behavior. It finds that while consumers perceive production-related attributes less, those in the use and end-of-life phases significantly impact behavior, highlighting the need for integrating design with consumer behavior for green product success. **Hanan Yakubu, C.K. Kwong (2021)** This study presents a methodology using online customer reviews and Google Trends to predict the future importance of product attributes for new product designs. It proposes an empirical approach, validated through case studies, demonstrating its superior forecasting accuracy over traditional methods, offering a valuable tool for R&D managers in optimizing product features. **Daniel S. Kostyra, Jochen Reiner, Martin Natter, Daniel Klapper (2015)** This study examines the impact of online customer reviews (OCRs) on consumer decisions, revealing that while review valence directly affects choices, volume and variance moderate this effect. Additionally, OCRs reduce the importance of brand and product attributes in purchase decisions, presenting challenges for brand management in a digital landscape dominated by reviews. **Pat Auger, Timothy M. Devinney, Jordan J. Louviere, Paul F. Burke (2009)** This study explores the influence of social product attributes, such as environmental and labor conditions, on product choice across developed and

emerging economies. It finds that social product attributes are more impactful in developed economies and remain significant across various products, even when consumers must trade off these attributes with brand and country of origin. **Ulrich Enneking, Claudia Neumann, Sven Henneberg (2007)** The study used a conjoint experiment to examine consumer preferences for soft drinks, focusing on product attributes like sweeteners, price, and brand. It found that brand information strongly influences sweetener preferences, with market segmentation showing varied preferences across consumer groups.

H1 = Product Attributes

Price Sensitivity

Yigit Mumcu, Halil Semih Kimzanb (2015) This study examines the relationship between product visual aesthetics and consumer price sensitivity, finding that aesthetic appeal, including its sub-dimensions of value, acumen, and response, reduces price sensitivity. Among these, the response dimension had the strongest negative association with price sensitivity, highlighting the impact of consumer emotional reactions. **Esteban Casado, Juan-Carlos Ferrer (2013)** This study introduces a consumer utility-based methodology for modeling price thresholds, accounting for threshold asymmetry and consumer heterogeneity, using brand-level data. Findings reveal that within price thresholds, demand is inelastic, while outside them, price elasticity increases significantly. **Masiero, Lorenzo & Nicolau, Juan. (2012)** This study investigates individual price sensitivities to tourism activities, revealing that motivations, age, and length of stay are key factors influencing price responses. Using a mixed logit model, it highlights the complexity of price sensitivity in tourism, showing that demand does not always align with typical consumer goods. **Kirk L. Wakefield, J. Jeffrey Inman, (2003)** This research explores the impact of consumption context on price sensitivity, showing that consumers are less price-sensitive in hedonic and social consumption situations. Additionally, the study finds that household income moderates price sensitivity, with its effects varying based on the consumption occasion and social context. **Tu'lin Erdem, Joffre Swait, Jordan Louviere, (2002)** This study explores how brand credibility influences consumer price sensitivity, revealing that higher brand credibility decreases price sensitivity across various product

categories. The impact varies depending on the level of consumer uncertainty associated with the product, suggesting that brand credibility moderates the effect of price on consumer utility based on category-specific characteristics.

H2 = Price Sensitivity

Expectation for innovative features

Priporas Constantinos-Vasilios and Stylos, Nikolaos & Fotiadis, Anestis (2017) This study examines Generation Z's perceptions and expectations of smart retailing, highlighting their desire for faster, autonomous shopping experiences driven by innovative technologies. While Generation Z values informed decision-making through smart tools, they also express concerns about the potential impact on jobs and emphasize the need for consumer training in using these technologies. **Cruz-Martins Natalia, Roriz, Custodio, Morales, Patricia, Barros, Lillian and Ferreira, Isabel (2016)** This study explores the shift from synthetic to natural food colorants due to health concerns, highlighting their role in meeting consumer expectations for enhanced food appeal and safety. Natural colorants, such as anthocyanins and carotenoids, not only improve visual appeal but also offer potential health benefits, driving future trends in food science and regulation. **Pappas Nikolaos (2016)** This research examines the interplay between perceived risk factors and their effects on product and web-vendor trust in online holiday bookings, revealing that both product and e-channel risks equally influence consumer trust and purchasing intentions in line with consumer expectations. Additionally, it highlights the relationship between marketing strategies and perceived risks, offering managerial insights for enhancing e-purchasing in tourism. **Oghuma, Apollos, Libaque-Saenz Christian, Wong, Siew Fan and Chang Luke Younghoon. (2015)** This study explores the factors influencing users' continuance intention to use mobile instant messaging (MIM), revealing that perceived service quality and usability, aligned with consumer expectations, significantly enhance user satisfaction and retention. While service quality also influences confirmation, perceived security has no notable impact on user satisfaction. **Park Jongchul, Lee Hanjoon and Kim Chankon (2014)** This study investigates how corporate social responsibility (CSR) initiatives impact corporate reputation, finding that economic and legal CSR efforts directly enhance

reputation in line with consumer expectations, while consumer trust mediates the effect of CSR on reputation. Ethical and philanthropic CSR initiatives influence trust but not reputation directly.

H3 = Expectations for innovative features

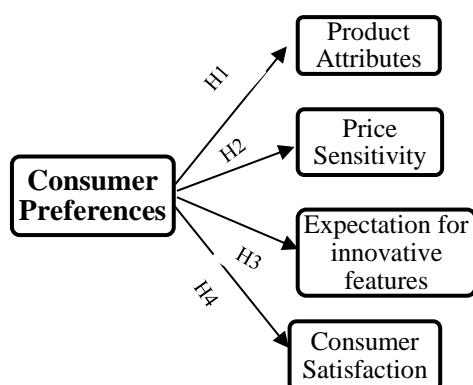
Consumer Satisfaction

Melovic Boban, Sehovic Damir, Karadzic Vesna, Dabic, Marina and Cirovic, Dragana (2021) This paper explores Millennials' online shopping behavior in Montenegro, revealing satisfaction with online experiences but a perception of risk that drives a preference for inexpensive products. Demographic factors influence spending and website preferences, with men spending more and younger Millennials shopping more frequently, providing actionable insights for enhancing consumer trust and increasing online sales. **Chi Ting (2018)** This study develops a model examining the impact of apparel mobile website quality on consumer satisfaction and purchase intentions, identifying six key dimensions of quality. Findings reveal that website information quality, visual appeal, and security significantly enhance consumer satisfaction, which in turn increases the likelihood of purchasing apparel through mobile commerce platforms. **Alnawas Ibrahim and Aburub Faisal (2016)** This study applies the Uses and Gratifications (U&G) approach to mobile applications, identifying four interaction-based benefits—learning, social

integrative, personal integrative, and hedonic—that influence consumer satisfaction and purchase intentions. Findings indicate that while learning and hedonic benefits drive purchase intentions, satisfaction is influenced by all but social integrative benefits, confirming the relationship between satisfaction and purchase intentions in mobile contexts. **Rivera J.J., Bigne Enrique and Perez Rafael (2016)** This research explores the conditions under which Corporate Social Responsibility (CSR) influences consumer satisfaction through two studies, finding that CSR initiatives can have both positive and negative effects on satisfaction depending on the type of initiative. Additionally, the relationship between CSR and customer satisfaction is mediated by brand attitudes, highlighting the need for reevaluation of public policies regarding CSR visibility. **Hua Dai, Xin (Robert) Luo, Qinyu Liao and Mukun Cao (2015)** This study develops an integrative model to explore the relationships among trust, risk perceptions, emotion, and consumer satisfaction in Electronic Mediated Environments (EME), finding that consumer innovativeness and emotion significantly influence trust, perceived benefits, and service quality. These insights provide a foundation for future research on the impact of innovativeness and emotion in EME services.

H4 = Consumer Satisfaction

3. FRAMEWORK



4. OBJECTIVES

1. To identify the product attributes preferred by the consumers with the range of rubber products.
2. To discover the price sensitivity of consumers towards the rubber products.
3. To find the consumer expectations and demand for innovative features.
4. To measure the satisfaction of the consumers with range of rubber products.

5. RESEARCH METHODOLOGY

The descriptive type of research design is used in this study. Primary and secondary data are used in this study. The information for the research was collected from respondents using structured questionnaire through direct survey. The questionnaire contains demographic details and Likert scale questions. Secondary data for this research was obtained from the journals, literature and the various websites. The primary data was collected by direct survey method using a physical form questionnaire. Structured questionnaire was used as the data collection instrument. The population size is unknown. The sample size is 260 samples were collected through physical forms. The sampling method used in this research is convenience sampling method. The sample was collected from consumers who uses for the purpose of individual, business and for industry.

6. DATA ANALYSIS AND INTERPRETATION

The Statistical Package for Social Science (SPSS) tool is used to analyse the data collected for this study. The tools used is frequency, cross tabs, chi-square, regression and mean average.

6.1 Demographics factors

Table-1- Demographic factors

Factors	Particulars	Responses
Gender	Male	214
	Female	46
Age	18-25	51
	26-35	60
	36-45	67
	46-55	40
	Above 55	42
Education Qualification	Illiterate	10
	SSLC	25
	HSC	53
	UG	118

Factors	Particulars	Responses
	PG	32
	IT/Diploma	15
	Professional	7
Marital status	Married	200
	Unmarried	60
Status	Self Employed	51
	Private Employed	125
	Government Employed	50
	Student	20
	Housewife	14
Monthly Family Income	Below Rs.20000	26
	Rs.20000-Rs.30000	50
	Rs.30000-Rs.40000	110
	Rs.40000-Rs.50000	46
	Above Rs.50000	28
Frequently Purchase	Always	31
	Sometimes	70
	Occasionally	59
	Rare	100
Purpose of Purchase	For Individual Usage	191
	For Business Usage	68
	For Industry Usage	1
Reasons for purchase	Price	52
	Quality and Durability	80
	Features	33
	Wide range of products	19
	Brand reputation	20
	Positive customer reviews	56

Inference:

Data collected from the consumers of rubber products who are used rubber products like Axle seals, End cap seals, Hydraulic seals, Rotary shaft seals, Bonded seals, Wheel seals, Crankshaft seals, Shock absorber seals, Valve stem seals, and Differential, Timing seals, O rings and Moulded rubber products for their individual usage, business usage and industry usage purpose and their demographics are presented in Table.1. The information collected narrates the factors such as the Gender, Age, Educational Qualification, Marital status, Status, Monthly family income, frequency of purchasing the product, Purpose of purchase and Reason for purchase, and the research study was carried out. It can be seen from Table.1.

6.2 Products attributes preferred by consumers

The mean average analysis of consumer preferences highlights the key product attributes that influence purchasing decisions for rubber products. The table below ranks these attributes based on their average scores, reflecting the importance assigned by consumers.

Table – 2 – Products attributes preferred by consumers

Statements	Average Score	Rank
High-quality rubber product are worth the investments	2.91	1
Preference for rubber product is driven by the quality attributes	2.56	2
Performance of rubber product greatly influences the purchase decision	2.50	3
Reliability is the key factor when choose of rubber product	2.10	4
Durability of the rubber product are most important quality attribute	1.80	5

Inference:

From the above table, the average scores reveal that respondents preference for the product attribute is high-quality rubber products are worth the investment, with a score of **2.91**, securing the top position in this category.

6.3 Price is a good indicator of value for rubber products

To determine whether price is a good indicator of value for rubber products in relation to demographic factors, a chi-square analysis will be used.

Null Hypothesis: There is no relationship between demographic factor and price is a good indicator of value for rubber products.

Alternate Hypothesis: There is a relationship between demographic factor and price is a good indicator of value for rubber products.

Table – 3 - Price is a good indicator of value for rubber products

S.No.	Demographic Factors	Asymptotic Significance	Null Hypothesis	Interpretation
1	Family Income	0.023	Rejected	There is a relationship between Family Income and price is a good indicator of value for rubber products.
2	Status	0.032	Rejected	There is a relationship between status and price is a good indicator of value for rubber products.

Inference

While observing the results of the chi square test shown in the above table, the Asymptotic Significance is lesser than 0.05 ($p < 0.05$), the null hypothesis is rejected that there is Significant relationship between the two variables. Hence it is found that, Demographic factor like Status and Family Income significantly influences the perception that price is a good indicator of value for rubber products.

6.4 Consumers perceived values and willingness to pay

The following table summarizes consumers perceived values and their willingness to pay for rubber products. These insights are ranked according to mean average scores, reflecting the key factors that influence purchase behaviour.

Table - 4 - Consumers perceived values and willingness to pay

Statements	Average Score	Rank
Stock up on rubber products when there is special offer	2.82	1
Actively look for the best deals to get high quality of the product within budget	2.67	2
Willing to pay premium for the rubber products that are known for durability	2.58	3
Prioritize quality over price when purchasing the product	2.49	4
Price of a rubber product as a good indicator of its value	2.24	5

Inference:

From the above table, the average scores reveal that respondents are willing to stock up on rubber products when there is a special offer, with a score of **2.82**, securing the top position in this category.

6.5 Consumer Expectation and Demand for Innovative features

The table below outlines consumer expectations and demand for innovative features in rubber products. The attributes are ranked by average scores, indicating the importance of innovation in their purchasing decisions.

Table – 5 - Consumer Expectation and Demand for Innovative features

Statements	Average Score	Rank
Willing to pay higher price for rubber products that offer innovative features	2.95	1

Aware of technological advancements in rubber industry	2.78	2
Technological innovation in rubber products is important for making purchase decision	2.59	3
Prefer rubber products based on innovative features	2.34	4
Innovative features enhance Overall satisfaction with the product	1.94	5

Inference:

From the above table, the average scores reveal that industrial buyers and consumers are willing to pay a high price for rubber products that offer innovative features, with a score of **2.95**, securing the top position in this category.

6.6 Consumer Satisfaction with range of rubber products

The following table captures consumer satisfaction with various aspects of the available range of rubber products. Ranked by mean average scores, it highlights the key areas that influence overall satisfaction.

Table – 6 - Consumer Satisfaction with range of rubber products

Statements	Average Score	Rank
Satisfied with current preferred brand	2.55	1
Satisfied with the availability of range of products in the market	2.50	2
Pleased with the innovative features offered in the rubber product	2.48	3
Rubber products are priced fairly for the quality they offer	2.42	4
Satisfied with the overall quality of the rubber product	2.29	5

Inference:

From the above table, the average scores reveal that respondents are overall satisfied with their current preferred brand, with a score of **2.55**, securing the top position in this category.

6.7 Product attributes preferred by the consumer with Overall satisfaction

Regression analysis is used to determine the overall satisfaction of consumers based on the product attributes they prefer.

Dependent Variable: Overall satisfaction.

Independent Variable: Product attributes preferred by the consumer.

Hypothesis:

H0: There is no significant relationship between Product attributes preferred by the consumer and Overall satisfaction.

H1: There is a significant relationship between Product attributes preferred by the consumer and Overall satisfaction.

Table – 7 - Product attributes preferred by the consumer with Overall satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.357	.348		6.778	.000
Durability of the rubber product are most important quality attribute	-.172	.102	-.108	-1.681	.094
Reliability is the key factor when choose of rubber product	-.075	.084	-.061	-.895	.372
Performance of rubber product greatly influences the purchase decision	.130	.075	.120	1.735	.084

High Quality rubber product are worth the investments	.011	.065	.011	.163	.871
Preference for rubber product is driven by the quality attributes	.117	.061	.123	1.908	.057

Inference

In this analysis the regression result are,

$$Y = 0.117X5 + 2.357$$

Where, X5 = Preference for rubber product is driven by the quality attributes

Y= Overall satisfaction with the rubber products

Observing the results, it is evident that the significance value of 0.057 is less than or equal to 0.05. Thus, the null hypothesis is rejected, and the alternative hypothesis is accepted. This finding indicates that there is a marginally significant relationship between the independent variable (preference for rubber products driven by quality attributes) and the dependent variable (overall satisfaction with the rubber product). Therefore, respondents preference for rubber products, which is driven by quality attributes such as durability, reliability, and performance, significantly contributes to their overall satisfaction with the rubber products.

6.8 Price sensitivity of consumer towards the rubber products with Overall satisfaction

Regression analysis is used to determine the overall satisfaction of consumers in relation to their price sensitivity towards rubber products.

Dependent Variable: Overall satisfaction.

Independent Variable: Price sensitivity of consumer towards the rubber products.

Hypothesis:

H0: There is no significant relationship between Price sensitivity of consumer towards the rubber products and Overall satisfaction.

H1: There is a significant relationship between Price sensitivity of consumer towards the rubber products and Overall satisfaction.

Table – 8 - Price sensitivity of consumer towards the rubber products with Overall satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.230	.343		3.581	.000
Price is a good indicator of value for rubber products	.261	.069	.247	3.812	.000
Willing to pay premium for the rubber products that are known for durability	-.017	.066	-.017	-.263	.793
Prioritize quality over price when purchasing the product	.153	.066	.147	2.298	.022
Stock up on rubber products when there is special offer	-.006	.063	-.006	-.101	.919
Actively look for the best deals to get high quality of the product within budget	.156	.057	.165	2.705	.007

Inference

In this analysis the regression result are

$$Y=0.261X1+ 0.153X3 + 0.156X5 + 1.230$$

Where, X1= Price of a rubber product as a good indicator of its value

X3= Prioritize quality over price when purchasing the product

X5= Actively look for the best deals to get high quality of the product within budget

Y= Overall satisfaction with the rubber products

Observing the results, it is evident that the significance values are less than 0.05. Thus, the null hypothesis is rejected, and the alternative hypothesis is accepted. This finding indicates that there is a significant relationship between the

independent variables (price as an indicator of value, prioritizing quality over price, and actively seeking the best deals for high-quality products within budget) and the dependent variable (overall satisfaction with the rubber product). Therefore, respondents who are willing to pay for quality over price, consider the price of a rubber product as a good indicator of its value, and actively look for the best deals to get high-quality products within budget significantly contribute to their overall satisfaction with the rubber products.

6.9 Overall satisfaction of various groups with rubber products

Cross-tab analysis is used to determine the overall satisfaction of various groups with rubber products.

Table – 9 - Overall satisfaction of various groups with rubber products

		Overall satisfaction					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Groups	For Individual Usage	32	82	26	17	34	191
	For Business Usage	21	31	6	3	7	68
	For Industry Usage	0	1	0	0	0	1
Total		53	114	32	20	41	260

Inference

From the above table, it shows that for individual usage, a majority of respondents are satisfied, with 82 agreeing and 32 strongly agreeing out of 191. For business usage, satisfaction is lower, with 31 agreeing and 21 strongly agreeing out of 68. Industry usage shows minimal responses with only 1 person agreeing out of 1.

6.10 Various groups prefer to recommend the rubber products to others

Cross-tab analysis is used to determine the overall satisfaction of various groups with their preference for recommending rubber products to others.

Table – 10 – Various groups prefer to recommend the rubber products to others

		Prefer to recommended to others					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Groups	For Individual Usage	35	65	34	32	25	191
	For Business Usage	12	22	19	7	8	68
	For Industry Usage	0	1	0	0	0	1
Total		47	88	53	39	33	260

Inference

From the above table, it reveals that for individual usage, most respondents are likely to recommend, with 65 agreeing and 35 strongly agreeing out of 191. For business usage, recommendations are more mixed, with 22 agreeing and 19 remaining neutral out of 68. Industry usage shows minimal response, with only 1 person agreeing out of 1.

6.11 Various groups prefer to continue the purchase of rubber product in future

Cross-tab analysis is used to determine the overall satisfaction of various groups with their preference to continue purchasing rubber products in the future.

Table – 11 – Various groups prefer to continue the purchase of rubber product in future

		Prefer to continue the purchase					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Groups	For Individual Usage	30	78	39	14	30	191
	For Business Usage	12	27	13	6	10	68
	For Industry Usage	0	1	0	0	0	1
Total		42	106	52	20	40	260

Inference

From the above table, it indicates that for individual usage, most respondents are inclined to continue purchasing, with 78 agreeing and 30 strongly agreeing out of 191. For business usage, the sentiment is somewhat positive, with 27 agreeing and 12 strongly agreeing out of 68. Industry usage has minimal response, with only 1 person agreeing out of 1.

7. Implications and Recommendations

The present study aimed to investigate the factors influencing consumers' selection of rubber-based products and their purchasing preferences. The findings reveal that consumers prioritize quality attributes such as durability, reliability, and performance, which are key drivers for manufacturers to focus on in order to meet expectations and foster brand loyalty. By investing in high-quality materials and advanced production techniques, manufacturers can enhance product performance and justify premium pricing, ultimately driving consumer satisfaction. Price sensitivity is influenced by demographic factors, such as socioeconomic status and income, with higher-income consumers willing to pay more for premium products, while still responding to discounts and promotions. This underscores the importance of adopting flexible and targeted

pricing strategies to appeal to different market segments without diminishing product value.

Additionally, the study highlights a growing demand for innovative rubber products, with consumers willing to pay a premium for enhancements in performance, sustainability, and convenience. Manufacturers who invest in research and development can capitalize on this demand, positioning their brands as leaders in innovation and setting themselves apart from competitors. Satisfaction is closely tied to the availability of products, making it crucial for manufacturers to maintain a reliable supply chain to avoid disruptions that could harm consumer trust and brand loyalty.

The study also examined satisfaction levels across different consumer groups, finding that individual users tend to exhibit higher levels of satisfaction and are more likely to recommend rubber-based products compared to business users, who show more varied responses. Industrial users, while minimal in number, present an opportunity for targeted engagement. Purchasing intent remains strong among individual users, while business users express moderate interest, indicating the need for segmented strategies that address the specific preferences of individual, business, and industrial consumers. By understanding these diverse purchasing patterns and preferences, manufacturers can tailor their marketing efforts, enhance consumer satisfaction, and foster long-term loyalty in the competitive rubber product market.

Based on research, consumers prioritize quality and durability when selecting rubber products. Enhancing these qualities consistently is essential to meet consumer expectations effectively. Price sensitivity varies based on factors such as income and employment status, suggesting that targeted pricing strategies can influence how consumer perceive value. There is an opportunity to introduce new products with innovative features, as consumers show willingness to pay more for such advancements. To boost consumer satisfaction, focusing on quality, affordability, and innovation while using consumer insights will be crucial for maintaining and expanding the market presence in the competitive rubber products industry.

8. CONCLUSION

Based on research, the brand of rubber products demonstrates strong resonance within its target consumer base. The demographic profile reveals a predominance of male, married individuals who primarily utilize these products for personal applications, highlighting a demographic group that places significant value on attributes such as quality and durability. Consumer preferences overwhelmingly prioritize these characteristics when selecting rubber products, indicating a strong preference for offerings that promise enduring performance and justify their investment. Price sensitivity across consumer segments varies, influenced by factors such as income levels and employment status, emphasizing the importance of tailored pricing strategies that effectively communicate product value relative to consumer expectations. Furthermore, consumers express a willingness to invest more in products offering innovative features, reflecting a strong demand for continual product advancement and enhancement. Overall consumer satisfaction with the rubber product range is driven by perceived quality, product availability, and alignment with consumer expectations. These factors collectively underscore the brand's success in meeting the needs of consumers within the competitive rubber products market, positioning it favourably for sustained growth and market leadership.

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