

Factors Influencing Customer Buying Decision in Retail Sale: A Study of Machine Tools Industry

Mubasshir Husain

(Student, Amity Business School)

Dr. Khushboo Agnihotri

(Assistant Professor, Amity Business School)

Amity University, Lucknow, Uttar Pradesh

ABSTRACT

Customer buying behaviour plays a crucial role in determining the success of businesses in retail markets. In industrial sectors such as the machine tools industry, purchasing decisions are often influenced by multiple factors including product quality, brand reputation, pricing, availability, and after sales services. Machine tools are essential equipment used in manufacturing and engineering operations, and therefore buyers carefully evaluate performance and reliability before making a purchase decision.

This study examines the factors influencing customer buying decisions in the retail sale of machine tools. The research aims to understand how various factors such as product durability, brand image, pricing strategy, and service support affect the preferences of industrial buyers. The study is descriptive in nature and based on observations and experiences gained during the internship period.

Information was collected through observation of customer behaviour in retail outlets, interaction with staff members, and analysis of sales practices followed by the organisation. Secondary information was also collected from books, journals, and online resources related to marketing and consumer behaviour.

The findings indicate that product quality, reliability, brand trust, and after sales support are the most important factors influencing customer purchase decisions in the machine tools industry.

Keywords: Customer Buying Behaviour, Machine Tools Industry, Retail Marketing, Product Quality, Customer Satisfaction.

INTRODUCTION

Customer buying behaviour refers to the process by which customers identify their needs, search for information, evaluate alternatives, and finally make purchasing decisions. Understanding this behaviour helps businesses design better marketing strategies and build long term relationships with customers.

In industrial markets such as the machine tools industry, buying decisions are influenced by technical requirements and performance expectations. Customers purchasing machine tools are usually professionals who require durable and reliable equipment for their operations.

Machine tools include cutting tools, grinding wheels, drill bits, abrasives, and CNC tools widely used in engineering and manufacturing industries. Since these tools directly influence production efficiency and accuracy, buyers tend to carefully compare product features before selecting a particular brand.

Retail sellers of machine tools serve as an important link between manufacturers and industrial users. They provide customers with product information, technical assistance, and after sales services. Understanding the needs of customers helps retailers maintain competitiveness in the market.

OBJECTIVES OF THE STUDY

1. To understand customer buying behaviour in the machine tools retail market.
2. To identify major factors influencing customer purchase decisions.
3. To study the role of product quality and brand reputation.
4. To analyse the importance of price and product availability.
5. To understand the impact of after sales service on customer satisfaction.
6. To provide suggestions for improving retail sales strategies in the machine tools market.

LITERATURE REVIEW

Various studies in marketing highlight the importance of understanding consumer behaviour. According to Philip Kotler, buying behaviour is influenced by cultural, social, personal, and psychological factors.

In industrial markets, additional elements such as supplier reliability, product durability, and technical support also affect purchase decisions. Customers purchasing technical equipment prefer suppliers who offer consistent product quality and dependable service.

Previous research also indicates that brand reputation plays an important role in building trust among customers. Companies that maintain a strong brand image often attract repeat customers.

Price competitiveness and product availability are also important considerations. However, in many industrial sectors buyers are willing to pay higher prices for products that ensure long term reliability.

After sales service is another important aspect influencing customer satisfaction. Technical support, warranty services, and spare parts availability encourage customers to maintain long term relationships with retailers.

RESEARCH METHODOLOGY

This study follows a descriptive research design. The research focuses on understanding the factors influencing customer buying decisions in the retail machine tools market.

The study is primarily based on secondary information and practical observations during the internship period. Customer interactions and purchasing patterns observed during the internship helped in understanding how buyers evaluate different products.

Information for the research was gathered from observation of retail sales practices, discussions with company staff, examination of product information, and reference to marketing literature.

The scope of the study is limited to analysing customer preferences and identifying major factors influencing purchasing decisions in the machine tools retail market.

FACTORS INFLUENCING CUSTOMER BUYING DECISION

Product Quality: Customers purchasing machine tools prioritise durability and performance because these tools are used in industrial production processes.

Brand Reputation: Well established brands are generally trusted by customers as they are associated with consistent performance and reliability.

Price: Price influences purchasing decisions, but industrial buyers often prefer high quality tools even if they are slightly more expensive.

Product Availability: Immediate availability of products is important because businesses may require tools urgently to continue their operations.

After Sales Service: Technical assistance, warranty support, and replacement facilities increase customer confidence and satisfaction.

Supplier Relationship: Good relationships between retailers and customers encourage repeat purchases and long-term business partnerships.

FINDINGS OF THE STUDY

1. Product quality is the most influential factor affecting customer buying decisions.
2. Brand reputation strongly affects customer trust and loyalty.
3. Availability of products plays an important role in quick purchase decisions.
4. After sales services contribute significantly to customer satisfaction.
5. Customers prefer reliable suppliers who provide consistent product performance.

CONCLUSION

The machine tools industry plays a crucial role in supporting manufacturing activities. Customers in this market prioritise product quality, reliability, and technical performance when making purchase decisions.

The study concludes that retailers must focus on maintaining high product standards and providing excellent customer support to succeed in this competitive industry. Offering reliable after sales service and ensuring product availability can significantly improve customer satisfaction.

Understanding customer preferences and continuously improving service quality will help retailers build strong relationships and achieve long term success in the machine tools market.

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