

# A study on Customer Buying Behaviour on Hi-Tech water purifier private LMT

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## Abstract

The objective of the study was to analyse Demographic factors which affect consumer buying behaviour regarding water purifier and to find the factors Affecting Customer buying Behaviour regarding water purifier. The survey research design was employed; the study was carried with the sample of potential and satisfied customer. The Questionnaire was used as the data collection method, all the questions were structured and close ended. The sample size of one fifty (150) water consumer responded to questionnaire. Data was analysed using frequency distribution (percentage) cross tabulation, Chi-Square Test and Normality Test. The result shows that there is a significant positive analysis of each customer buying behaviour. The study concludes that that cost, availability, reliability had a great impact on customer buying behaviour. For retaining the customer of Hi-Tech should continue with the product and service they are providing to the customer of Hi-Tech.

**Keywords:** Influence, Customer Behaviour, Buying

## 1. Introduction

Consumer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past. Major influencers are Cultural Factors - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location. Social Factors - Elements in a person's environment that impact the way they see products. Personal Factors - These may include someone's age, marital status, budget, personal beliefs, values, and morals. Psychological Factors - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

## 2. Review of Literature

**1. Nilima Das 2013** it consists the study of factors affecting consumer purchase Decision of water purifier. The objectives of this research were to analyze theoretical aspect of consumer behaviour and also customer's awareness regarding use of water purifier. This Research was based on both Primary and secondary Data. The sample method used by the researcher was "Random sampling Method" 100 respondents were taken under consideration from "Bhubaneswar, Odessa. The Test applied to analyze the Data was "T-Test".

**2. Thilagavathi P.and Ramya S.and (2015)** it consists the study of Consumer Attitude towards Water Purifier with Special with Reference of Erode City. The objectives of this research paper were, to know the factors influencing the choice of buyers while making the purchase of water purifier. To know the problems faced by the consumers of water purifier. This research paper was based on primary Data. Data collections tools used in this Research Paper were Structured Questionnaire with Convenient sampling method with examine 250 respondents and it was taken from Tamilnadu, India.

**3. Adunola Oluremi Oke, Parin Komolshotires, Oluwamayowa Yewande Popoola, Musibau Akintunde Ajagbe, Olusola Joshua Olujobi 2015** it consists the study of Consumer Behaviour towards Decision making and Loyalty to Particular Brands. The objectives of this research paper were, to discover that apart from the four main factors well-thought-out in the literature review, there are other numerous factors (such as convenience to buy, taste, flavours, price and packaging) that influence consumer decision to buy and consume the Oishi green tea. Based on these findings, this study provides consciousness for further marketing research development and also the strategies for planning an efficient marketing strategy in responding to consumer needs.

**4. Prinsa Patel 2012** it consists the study of Consumer Buying Behaviour towards the packed water bottle at Dharti water PVT, LMT. The objectives of this research were to analyse the factor that influences consumer to purchase of water bottle to know the consumer's preference about the branded water bottle. This Research was based on primary Data. The Sample technique used by the researcher was survey "Research Design Technique" 100 respondents were taken under consideration. The Test applied to analyze the Data was "one Sample T-Test".

## 3. Objectives

- To Study the Customer Buying Behaviour towards Hi-Tech Water Private LMT.
- To find out Demographic factors which affect consumer buying behaviour regarding water purifier?
- To find the factors Affecting Customer buying Behaviour regarding water purifier.

**Scope of the Study:**Current Study gives the clear clarification about the Customer Buying Behaviour towards Hi-Tech Water purifier. For having the brief clarity of what factors is affecting customer buying

behaviour and their satisfaction towards Hi-Tech water purifier is also attempted. The main aim of this study is also based on demographic factors affecting Customer Buying Behaviour.

#### 4. Research Methodology

**Research Design:** As per topic. I have used Descriptive Research Design.

**Data Collection:** According to my Study, I have used primary data collection method to collect information from customer by attempting Questionnaire and the questions were close ended and highly structured.

**Sampling Design:** For this Study researcher have used Convenient Sampling Method from selected respondent from population.

**Sample Size:** It means the number of respondent selected from universe. In this Research Size of sample were 150.

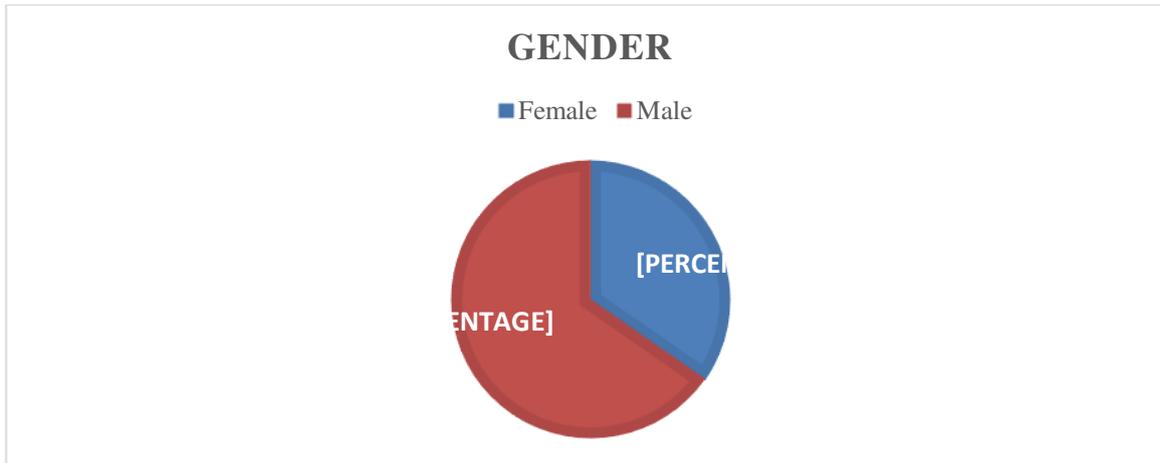
#### Data Analysis Tools:

- Frequency
- Cross Tabulation
- Chi-Square Test
- Normality

#### 5. Data Analysis

##### Frequency of Gender

Gender	Frequency	Percent
Male	52	34.7
Female	98	65.3
Total	150	100.0



**Interpretation:**

From the above table of the research major of the respondents are male that is 65% and female are nearly to the half of the males that is with 35%.

**Cross-Tabulation between Affordability \* Income (per month)**

Count

		Income (per month)					Total
		5000 to 10000	10001 to 20000	20001 to 30000	30001 to 40000	More than 40000	
Affordability	Not at all IMP	5	0	2	2	3	12
	Not IMP	9	5	7	3	8	32
	Neutral	10	13	15	3	15	56
	IMP	0	5	12	7	13	37
	Highly IMP	2	2	2	2	5	13
Total		26	25	38	17	44	150

**Interpretation:**

From the above table it can be seen that total 26 respondents from 5000 to 10000 income (per month) 5 respondent gave not at important to affordability 9 gave to not important 10 gave neutral answers 0 respondent gave to important and 2 gave to highly important response. Then the respondent from 10001 to 20000 incomes gave 5 to not important 13 to neutral response 5 to important and 2 to highly important. Income from 20001 to 30000 there 38 respondents where 2 to not at all important 7 gave to not important 15 gave neutral 12 gave to important and 2 gave to highly important. From total 17 respondents of the

income 30001 to 40000 2 gave to not at all important 3 gave to not important 3 gave neutral 7 gave to important and 2 to highly important. Lastly income from more than 40000 there were total 44 respondents where 15 gave to neutral balance 13 to important 8 to not important and 3 to not at all important.

**Chi-Square Tests**

**H0:** There is no association between income (per month) and affordability

**H1:** There is association between income (per month) and affordability.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	23.633 <sup>a</sup>	16	.098
Likelihood Ratio	30.495	16	.016
Linear-by-Linear Association	6.080	1	.014
N of Valid Cases	150S		

**Interpretation:**

In the above table it can be seen that significant value is 0.098 which is less than 0.05 so null hypotheses is rejected and there is no association between income and factor affordability.

**Cross-tabulation and Chi-Square test Data and Interpretation**

**Cross-Tabulation between Gender and Availability of superior quality products**

**Gender: \* Availability of superior quality products Cross tabulation**

Count

		Availability of superior quality products				Total
		1	2	3	4	
Gender:	Female	26	17	9	0	52
	Male	42	35	19	2	98
Total		68	52	28	2	150

**Interpretation:**

The above table shows that there are 98 males out of which only 2 are Disagree. 19 neutral, 35 Agree and 42 strongly Agree that Availability of superior quality product influence their buying behaviour. From 52 female 0 Disagree, 9 Neutral, 17 Agree and 26 strongly Agree that Availability of superior quality product influenced their buying behaviour.

**Chi-Square Test**

**H0:** There is no association between gender and Availability of superior quality products.

**H0:** There is association between gender and Availability of superior quality products.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.612 <sup>a</sup>	3	.657
Likelihood Ratio	2.249	3	.522
Linear-by-Linear Association	.940	1	.332
N of Valid Cases	150		

**Interpretation:**

In the above table, it can be seen that significant value is 0.657 which is more than 0.05 so null hypothesis is accepted so there is an association between gender and availability of superior quality product.

**Customer select with Chi-Square test**

**Types \* Gender: Cross tabulation**

Count

		Gender:		Total
		Female	Male	
Types	Not at all IMP	4	13	17
	Not IMP	12	19	31
	Neutral	21	39	60
	IMP	12	21	33
	Highly IMP	3	6	9
Total		52	98	150

**Interpretation:**

From the above table it can be interpret that from total 52 respondent of female 4 respondent gave response that types of the product are not at all Important to them but 12 respondents gave not important 21 gave the neutral response 12 said that it is important to them and 3 respondents gave highly important

response for the types of product. From total 98 respondent of male from which 39 gave response to the neutral side, 21 to important and 6 to highly important and 13 gave to not at all important and 19 to not important. As looking at the table it can clearly noticeable that male respondent was higher than the female respondents

### Chi-Square Test

**H0:** There is no association between gender and the type of product on customer buying behaviour.

**H1:** There is association between gender and types of the product on customer buying behaviour.

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.207 <sup>a</sup>	4	.877
Likelihood Ratio	1.264	4	.867
Linear-by-Linear Association	.214	1	.643
N of Valid Cases	150		

### Interpretation:

In the above table it can easily said that significant value is 0.877 which is less than 0.05 so null hypotheses is rejected and there is no association between gender and types of product.

## 6. Conclusion

Consumer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. From the research it can be concluded that cost, availability, reliability had a great impact on customer buying behaviour. For retaining the customer of Hi-Tech should continue with the product and service they are providing to the customer of Hi-Tech.

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