

## A STUDY ON CONSUMER BEHAVIOUR TOWARDS GRANITES IN THE TENKASI DISTRICT

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### **ABSTRACT:**

A consumer is an individual who buys an item or administration with the end goal of utilization and not so much for resale or assembling. He settles on choices when buying or consuming items or administrations. In such a circumstance, the customer might be an individual, a group, or an association.

Shoppers are chiefly impacted by the business association's special or showcasing methodologies, like publicizing, individual selling deals advancement procedures, etc. During the time spent, the client is influenced to buy the item from the store or the producer straightforwardly or by implication.

Rock is known as the "Ruler of Collectibles" because of its key qualities, such as a fine coating over-cleaning, a radiant face liberated from scrap, and progression. Indian plan has turned into the most pursued and, in this manner, involved material in the development of enormous edge structures and studios worldwide. It is notable in transnational application for its proficiency, tasteful quality, and solidness.

**Keywords:** Consumer, Services, Organization

### **MEANING OF CUSTOMER SATISFACTION:**

Customer Satisfaction can be defined as 'Numeral customers or percentage of the total customers whose related experience with an organization in respect of the products and services ranking surpass the indicated or stated satisfaction goals'.

It is a marketing word that measures 'by what means the products and services are delivered by the firm to fulfil or evaluate the customer belief/expectation'. This is significant to the marketer or business so that it can use this expectation rating accordingly in developing a marketing plan or strategy that can bring profit to the enterprise.

### **MEANING OF BUYING BEHAVIOR:**

"A client's purchasing conduct is just the dynamic cycle or activities engaged with buying and utilising the merchandise."

The more purchasers of the item, the more fruitful the organization that produces them. For an organization to make the great or administration that a client wants, the organization should initially break down the client's necessities. The organization should lead an overview to comprehend the needs of the client and should fabricate the items that best fulfill these needs.

**a) MEANING OF ROCK:**

As per geology, the outer layer, the lithosphere of the Earth's crust, is made of rock. A rock or stone is a naturally occurring solid and hard aggregate material substance formed by various minerals which are found on the earth or the ground of the earth. These stones or rocks are cut into different block shapes or pieces for use in the construction of buildings, houses or else as per the requirements.

**b) CLASSIFICATION OF ROCKS:**

Generally, in geological terms, the classification of the rock is based on certain characteristics. These characteristics are permeability, chemical composition, size of the particles and texture of constituent particles. These physical properties are considered the result of rock formation because the rocks transform themselves from one type to another over time. This process is defined as rock cycle. Eventually, this process generated three classes of rocks, which are defined as igneous, sedimentary and metamorphic.

**MACHINERIES AND TYPES OF EQUIPMENT REQUIRED AFTER EXTRACTION OF BLOCKS:**

- a) Gang Saw
- b) Diamond Wire saw
- c) Multi-wire Gang Saws
- d) Cranes
- e) Truck Trailers
- f) Wooden Pallets
- g) Containers

**PROCESSING OF MARBLE AND GRANITE BLOCKS:**

**STEP 1: CUTTING**

After the blocks are extracted from the quarry they are sent to the factory for the processing job. Here, the actual design, shape, size, structure, texture, colour of the marble and granite are taken care of. During the extraction the size of the marble of large and heavy so this will be cut into small pieces as per the requirements of the material.

**STEP 2: POLISHING**

The next step after the slabs cutting is polishing. This process is carried through a polishing line where the slabs are laid on the conveyer horizontally. Here the line moves from diamond abrasive coarse to the finer (rubbing)-abrasive and then to the grind abrasives. Abrasives are the material or substance used for grinding, rubbing, polishing, etc., the hard surface of the stone.

**STEP 3: PACKAGING AND TRANSPORTATION**

In this step, all the marble and Granite materials are inspected for quality and then packed accordingly for the long journey. Tiles are packed into pallets to protect them from the bumps on

the way. Slabs are also packed in bundle form and choked/steadied with the wooden frame per the customs.

#### **STEP 4: IMPORT/EXPORT**

Marble is quarried in Oman is mostly sent to the quarry owner factories for further processing. From that point, it is loaded into a tractor-trailer to bring to the site place of the construction or the order requisition place. More than 70% of the marble is being exported to international markets.

#### **MEANING OF GRANITE:**

Granite is a heartless/nosy molten rock that is generally appropriated throughout the World's outside layer at profundities of up to 31 miles (50 km). "Rock" is of Latin beginning called "grano" or "granum". This word comes from "Italian granito" and signifies "granules".

The unmistakable granular construction and strength of the stone is the consequence of numerous singular gem structures shaping together as magma gradually cools inside huge, profoundly covered rough bodies known as plutons. Genuine rock contains 20-60% quartz, plagioclase, and salt feldspar, the previous of which can't surpass the general equilibrium. Different minerals, for example, hornblende and biotite, can likewise be found in stone, which makes sense of the range of its appearances (Alden 2004).

#### **ORIGIN OF GRANITE:**

Granite has been formed due to the cooling of magma, which has numerous potentials. The granite's depth placed in the crust's deep level is typically not less than 1.5 (One and a Half) km and around Fifty (50) km deep in the continental layer. There are many classification schemes led by the different countries with the various definite means of granite. Some of these regions are American schemes, British schemes and French schemes.

#### **CHEMICAL COMPOSITION OF GRANITE:**

Granite is basically a rock consisting of various minerals. A few specific chemicals are present in the rock at around 80 percent, shown in the table below, whereas a few common minerals are hornblende and mica (muscovite).

#### **NATURAL RADIATION/ENERGY:**

Granite is a source of natural radioactive elements commonly seen in most stones. Conversely, in some granite, the radioactive elements are higher in amount, which makes the consumer consider health and safety.

#### **GRANITE PRESENT SCENARIO IN THE BUILDING CONSTRUCTION:**

In the coIn the construction business, granite is used as dimensional stone in the form of slabs, flooring tiles, countertops, etc., for monuments and commercial and residential buildings. Due to its compressive strength and resistance capacity, it is mainly used for external purposes and also

as the foundation of the buildings. Also, due to the reaction of acidic rain on marble, most places have been replaced with granite due to its durability and strength.

Artistic quality and polish of granite have given more demand for kitchen countertops and other decorative items. 'Alisa Craig in Scotland' stones were made in the year 1750 and were traditionally famous for 'curling stones'. The best granite can cost around US \$ 1500, and roughly 60 to 70 per cent of stone is used in the same place. Today's date, this island is considered only for the survival of wildlife, not for quarrying.

### **GRANITE AS AN ENGINEERING MATERIAL:**

In construction, engineers typically select polished stone for actual usage due to its plane surface, impermeability, and inflexibility. Sand-blasted concrete is used as a substitute if the use of granite is impractical or non-available.

The uncommon way of granite in the chips form was mostly used to construct the railings in England in 1980.

### **USES OF GRANITE:**

Granite is also used in many places in the field of construction. The nature of granite is basically strength, which is strong and hard compared to marble. Most of the granite in Muscat is based on the climatic conditions, and it's been used for external purposes.

Subsequently, in the schools or hospitals for the compound walls, in banks may be for the main entrance, Hotels and buildings for the kitchen tops or in the form of wash basins, Monuments, and other granite products. It is not considered to be decorative stone, but the durability of this stone is considered before its usage.

### **OBJECTIVES OF THE STUDY:**

1. To study the demographic profile of the respondents
2. To analyse consumer buying behaviour
3. To analyse the various factors considered for the purchase of granite
4. To study the satisfaction level of consumers
5. To offer suitable suggestions based on the result of the study.

### **NEED FOR THE STUDY:**

For the most part, the review has led to figuring out the degree of consumer loyalty in the Tenkasi district and, furthermore, to determining client disappointment, if any. The review is likewise led to determine the clients' inclination for the item. It is likewise completed to figure out the grievances of the clients and the moves to be initiated to expand the degree of consumer loyalty.

### **PURPOSE OF RESEARCH WORK TOPIC:**

In the present market scenario of competitive world, understanding consumer buying behaviour and reaching the customer satisfaction level has become a vital element for the companies in achieving the organizational objectives. These two concepts are ambiguous but far more influencing the organizational objectives.

Consequently, the study undertaken to analyze or understand consumer buying behaviour and the satisfaction level in marble and granite will be helpful in interpreting the environmental conditions that are affecting such behaviour and estimating the level of satisfaction in the perspective of achieving the aim and objectives. Enhancement of customer loyalty is one of the factors of the study.

**HYPOTHESIS:**

Hypothesis is an assumption or presumption or anticipated explanation, which is made based on partial evidence as the starting point for further exploration or investigation. This can also be an idea or analysis about something that is depended on certain identified facts but still it has not been verified. The unproven idea will lead to further study or investigation.

**THERE IS NO SIGNIFICANT DIFFERENCE BETWEEN MARITAL STATUS AND IMPORTANT PARAMETERS DURING THE PURCHASE OF GRANITES.**

The non-parametric statistics of MannWhitney U-Test was used to analyse the important parameter during purchase of granites such as price, brand name, trend, quality, convenient location vis-à-vis marital status group. The null hypothesis was proposed.

Ho : There is no significant difference in important parameters during the purchase of granite among the marital status of the respondents

The details of the result of Mann Whitney U test are presented in below table

**MARITAL STATUS AND IMPORTANT PARAMETER DURING PURCHASE OF GRANITE**

Factor	Marital Status	N	Mean Rank	Sum of Ranks	Mann Whitney U test	P Value
Price	Single	122	221.86	27067.50	19564.500	0.002
	Married	390	267.33	104260.50		
	Total	512				
Brand name	Single	122	221.76	27054.50	19551.500	0.002
	Married	390	267.37	104273.50		
	Total	512				
Trend	Single	122	221.95	27077.50	19574.500	0.003
	Married	390	267.31	104250.50		

	Total	512				
Quality	Single	122	211.68	25825.00	18322.000	0.000
	Married	390	270.52	105503.00		
	Total	512				
Convenient location	Single	122	224.18	27349.50	19846.500	0.005
	Married	390	266.61	103978.50		
	Total	512				

Source: Computed Data

A Mann-Whitney U test was administered to determine whether there are important parameters during the purchase of granite and the marital status of the respondents.

There is a 5% level of significance with regard to important parameters during the purchase of granite, namely price, brand name, trend, quality, and convenient location since the p-value is less than 0.05., the assumed level of significance. So, it is concluded that there is a significant difference in important parameters during the purchase of granite and the marital status of the respondents.

The sums of the rank for price, brand name, trend, quality, and convenient location for single respondents are less than married respondents. So, it is concluded that the married respondents prefer the price, brand name, trend, quality, and convenient location as compared to single respondents.

**IMPORTANT PARAMETER CONSIDERED WHILE PURCHASING GRANITES BASED ON THE FAMILY TYPE OF THE RESPONDENTS**

The non-parametric statistics of Mann Whitney U test was used to analyse the important parameter during purchase of granites such as price, brand name, trend, quality, convenient location vis-à-vis family type of respondents. The null hypothesis was proposed.

Ho : There is no significant difference in important parameters during purchase of granite among the family type of the respondents

The details of the result of Mann Whitney U test are presented below table:

**FAMILY TYPE AND IMPORTANT PARAMETER DURING PURCHASE OF GRANITE**

Factor	Family Type	N	Mean Rank	Sum of Ranks	Mann Whitney U Test	P Value
Price	Nuclear family	199	226.51	45074.50	25174.500	0.000
	Joined family	313	275.57	86253.50		
	Total	512				
	Nuclear family	199	227.02	45176.50		

Brand name	Joined family	313	275.24	86151.50	25276.500	0.000
	Total	512				
Trend	Nuclear family	199	238.23	47407.00	27507.000	0.023
	Joined family	313	268.12	83921.00		
	Total	512				
Quality	Nuclear family	199	247.57	49266.00	29366.000	0.266
	Joined family	313	262.18	82062.00		
	Total	512				
Convenient location	Nuclear family	199	224.00	44576.00	24676.000	0.000
	Joined family	313	277.16	86752.00		
	Total	512				

Source: computed Data

A Mann-Whitney U test was administered to determine whether there were important parameters during the purchase of granite and the family type of the respondents.

The null hypothesis (Ho) is rejected at a 5% level of significance with regard to an important parameter during the purchase of granite, namely price, brand name, trend, and convenient location, since the p-value is less than 0.05. It is learned that family type has significant differences in important parameters during the purchase of granite: price, brand name, trend and convenient location.

The table further discloses that the null hypothesis is accepted at a 5% level of significance with regard to an important parameter during the purchase of granites, namely quality since the p-value is higher than 0.05. It shows that family type has no significant differences in important parameters during the purchase of granite, namely quality.

The above table concludes that the important parameters during the purchase of granites for the joint family respondents are preferred price, brand name, trend and convenient location compared to nuclear family respondents.

### **IMPORTANT PARAMETER CONSIDERED WHILE PURCHASING GRANITES BASED ON THE PAYMENT METHOD OF THE RESPONDENTS**

The non-parametric statistics of Mann Whitney U test was used to analyse the important parameter during purchase of granites such as price, brand name, trend, quality, convenient location vis-à-vis payment method of respondents. The details of the result of Mann Whitney U test are presented in below table:

### **PAYMENT METHOD AND IMPORTANT PARAMETERS DURING PURCHASE OF GRANITE**

Factor	Payment Methods	N	Mean Rank	Sum of Ranks	Mann Whitney U test	P Value
Price	Cash purchase	215	240.47	51702.00	28482.000	0.033
	Credit purchase	297	268.10	79626.00		
	Total	512				
Brand name	Cash purchase	215	241.14	51845.50	28625.500	0.041
	Credit purchase	297	267.62	79482.50		
	Total	512				
Trend	Cash purchase	215	238.03	51176.50	27956.500	0.014
	Credit purchase	297	269.87	80151.50		
	Total	512				
Quality	Cash purchase	215	240.96	51806.00	28586.000	0.039
	Credit purchase	297	267.75	79522.00		
	Total	512				
Convenient location	Cash purchase	215	242.54	52147.00	28927.000	0.064
	Credit purchase	297	266.60	79181.00		
	Total	512				

Source: computed data

A Mann-Whitney U test was administered to determine whether there were important parameters during the purchase of granite and the payment methods of the respondents.

The null hypothesis (Ho) is rejected at 5% level of significance with regard to important parameter during purchase of granite namely price, brand name, trend, quality. Since the p-value is less than 0.05. It is learned that payment methods have significant differences in important parameters during the purchase of granite, namely price, brand name, trend and quality.

The table further discloses that the null hypothesis is accepted at a 5% level of significance with regard to an important parameter during the purchase of granites, namely convenient location since the p-value is higher than 0.05. It shows that in the payment method, there are no significant differences in important parameter during the purchase of granite, namely quality.

The above table concludes that the important parameters during the purchase of granite cash purchase respondents are preferred price, brand name, trend and quality, which is important compared to credit purchase respondents.

#### REVIEW OF LITERATURE:



- 1) In their research, Hande K. Basaran and Tuba Tasdemir (2013) mentioned that flocculation tests have been performed for different polymers at different dosages and PH levels. However, the higher cationic flocculent has obtained a low settlement rate. The condition for the high settlement rate and the low settlement turbidity was observed at the optimum level of flocculent dose for each flocculent. 28% of density has been shown for better flocculation performance.
- 2) Ibojo and Asabi (2015) examine the impact of customer satisfaction on customer loyalty to determine the relationship between them. The findings revealed a significant relationship between customer satisfaction and customer loyalty. If there is a shift of 1% in customer satisfaction, it will lead to a 61.7% shift in customer loyalty. The theory revealed that customer satisfaction alone accounts for 63.1% of the variation in customer loyalty. Overall, it signifies that customer loyalty is a function of customer satisfaction.

#### **FINDINGS:**

1. The married respondents are preferred price, brand name, trend, and quality, convenient location is important compared to single respondents.
2. The joint family respondents preferred price, brand name, trend, and convenient location, which is important compared to nuclear family respondents.
3. The cash purchase respondents preferred price, brand name, trend, and quality, which are important compared to credit purchase respondents.

#### **CONCLUSION:**

In the context of the relationship between customer satisfaction and dissatisfaction's outcome, the manufacturers of the Products should continuously work on product improvement to derive large benefits/profits from the brands.

According to the mindset of the customers, if the manufacturers are not striving for the best of the brands, then the expectancy level of performance for the satisfaction of the brand may decrease due to repeat usage, and this may result in a shift of the preference towards the other brands if the same has been available or introduced in the competitive markets. Subsequently, the consumer's evaluation may lead to a neutral or a negative responsive state.

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