

**“A Study of Consumer Behaviour in Industrial Marketing with Special
Reference to Gauri Inkk-Tec Pvt. Ltd, Pune**

Dr. Yogendrakumar Deokar

(Assistant Professor. Department Of Management, Zeal College Of Engineering and Research, Narhe,
Pune.)

And

Mr. Aniket Jawalikar

(PG Student, Department Of Management, Zeal College Of Engineering and Research, Narhe , Pune.)

ABSTRACT

Consumer behavior is psychological study of consumer what consumer like & dislike is studied here, In the past few years the consumer behavior has significantly changed. These days consumers can purchase online various customized products from computers to sneakers. Many have replaced their newspapers with personalized online editions of application medium like news portals, Tabs, & news abs. Exact profiling of industrial customer is the key to success in industrial marketing, industrial marketing playing crucial role in consumer behavior specially in the small scale newly started company, its very interesting to see the growth through client acquisitions etc. of such a start up in industrial hub like Pune.

Key Words- Consumer Behavior, Industrial Marketing, B2B, Market segmentation.

INTRODUCTION

Consumer behavior is “the behavior of consumer while in searching or purchasing of products and services for, consuming, evaluating and selling or giving to someone else so they will fulfill their needs. In this process researchers focuses on how individuals make decisions to spend their available resources such as Efforts, Money, Time, etc. on utilization of associated products and services.

Customer is usually used for to refer someone who regularly buys from a particular store or company and Consumer refers to anyone engaging in any of the actions used in explanation of consumer behavior.

There are different concepts to identify the consumer behavior process such as the production concept, the product concept, and the selling concept. This concepts helps in trying to persuade customers to get what that organization had already created, marketing adopted companies found that it was a too much easy to generate only products they had first complete during study that consumers wanted.

The Marketing Concept also helps in consumer behavior process by different steps such are as follows: The process of separating a market into subsets of consumers with general requirements or uniqueness is known as **Marketing Segmentation**.

In the **Market targeting** the selection of one or more segments identification done

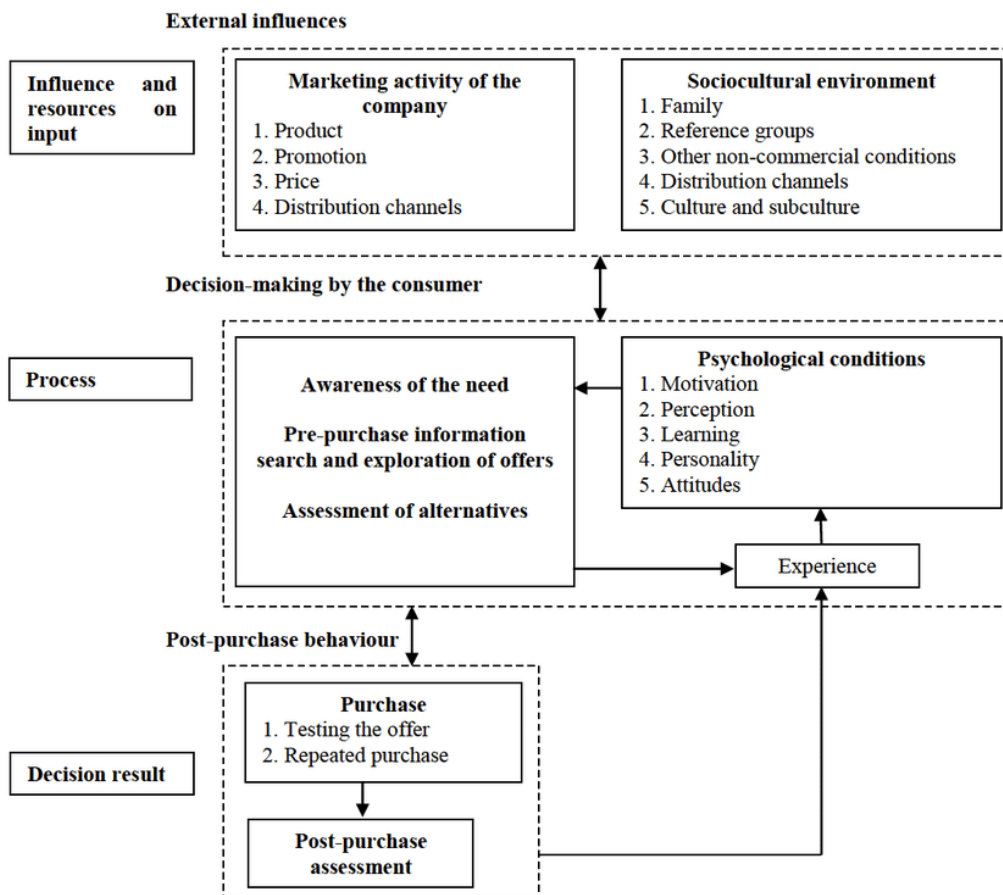
The development of a distinctive image for the products or service in the mind of the consumer is known as **Positioning**.

The consumer behavior process is works in **three** stages:

The input stage: - Influences on Consumer’s recognition about the product requirements considered in input stage also the firm’s marketing efforts and the exterior sociological influence on the consumer are two major sources in this information

The process stage: - How consumers make decisions is focuses in this stage. The emotional factors inborn in each individual influence the consumer’s recognition of a requirement, pre-purchase search for information, and evaluation of alternatives with peripheral inputs from the input stage influencers.

And **the output**:-The output stage consists of two narrowly correlated post-decision activities: purchase behavior and post-purchase assessment in consumer decision-making model



Simplified Model of consumer decision making process

Industrial Marketing: It is also known as Business-to-Business marketing (B2B) is the marketing of manufactured Products and services provided by one business to another business. Industrial goods or services are those which are produce from raw material to end consuming product of industries.

Industrial marketing carried out with particular steps such are:

The first step is, the organization has to identify the customer and developing an industrial marketing plan in which the manufacturer or manufacturer must recognize what type of businesses would beneficial from the product.

In Second Step, the manager or producer needs to customize their goods or service introduction to prospective clients. Though traditional methods like old-fashioned, face-to-face networking in the business-to-business world, it is increase the importance to have a strong online presence.

In Third Step, The potential client is interested in the product of the company and the manager or producer should change their focus from the general introduction of its web presence to more face to face meetings and presentations of the products or services with professional, non-pushy contact for the clients.

After, Communication with possible clients through different Medias like email, phone conversations, and in-person presentations helps develop the business relationship with the clients.

NEED OF STUDY

To understand the Consumer Behaviour while consumer take decision to buy any good or service

With the help industrial clients know the process of industrial marketing (B2B)

Study the different segments of consumer behaviour process and the decision making steps in buying process

To understand how consumer behave while purchasing or utilizing of the goods or services.

To study the marketing process in B2B world.

OBJECTIVES OF THE STUDY

- 1) To Study customer profiling for better understanding of consumer behaviour.
- 2) To Study product profile of industrial Clients.
- 3) To Study consumer behaviour for effective lead Generation prospect generation& selling of product.

RESEARCH METHODOLOGY

For the research the Descriptive research done for collecting data from the respondents which helps to data collection and interpretation process in the study

Descriptive research has **two** types –

i) Case study Research

ii) Survey Research

in the study of project Survey research is consider because Survey research is the process of conducting research by surveying different respondents and to draw meaningful research conclusions from surveying data collected and then statistically analysed.

The samples are taken in Quota sampling method from Non Probability sampling

It is type of Non probability sampling in which sample are taken from group of peoples.

This type of sampling is suitable for Industrial marketing for collecting information about respondents.

DATA ANALYSIS and DATA INTERPRETATION:-

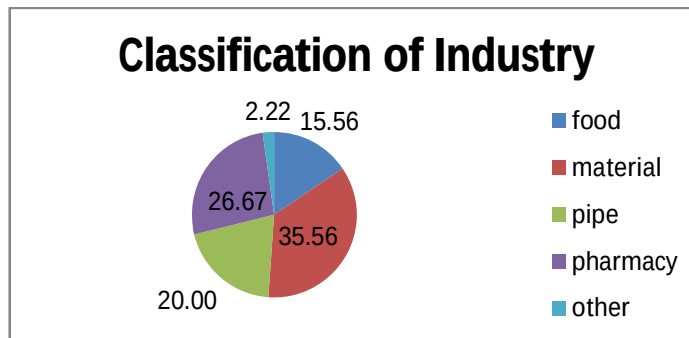
Data is nothing but Information gathered and measured from variables or respondents in a conventional system, which then enables one to answer appropriate questions and estimate the outcomes.

The data is collected and analysed by surveying method under which questionnaire is prepared for 450 respondents from which 160 respondents are actually having need or use of Ink Jet printer.

The Questionnaire and Data Interpretation of data is as following questions;

1. How would you classify your industry?

- | | |
|-----------------|--|
| a) Food Segment | b) Material Segment (e.g.: metal, plastic, rubber) |
| c) Pipe Segment | d) Pharmacy segment |
| e) Other | |

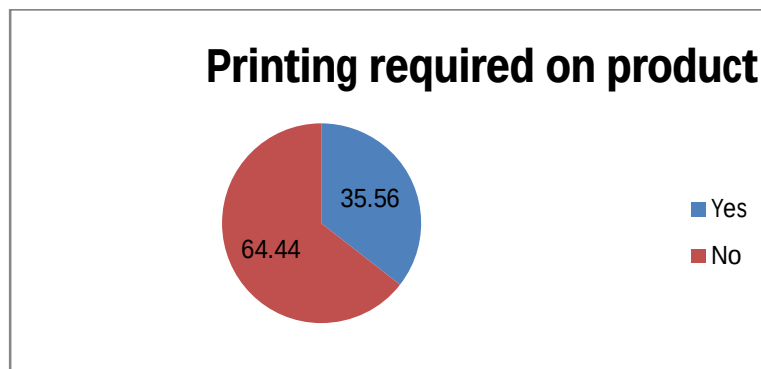


INTERPRETATION: - From the above pie chart it can be concluded that 35% companies are working in material segment, 26% companies are working in Pharmaceutical sectors, 20% companies are in Pipe industries, 15% are in food industries and 2% companies are other sector
So it can be concluded that majority of industries are working in material segments like metal, plastic, paper etc.

2. Any type of printing is used on your product?

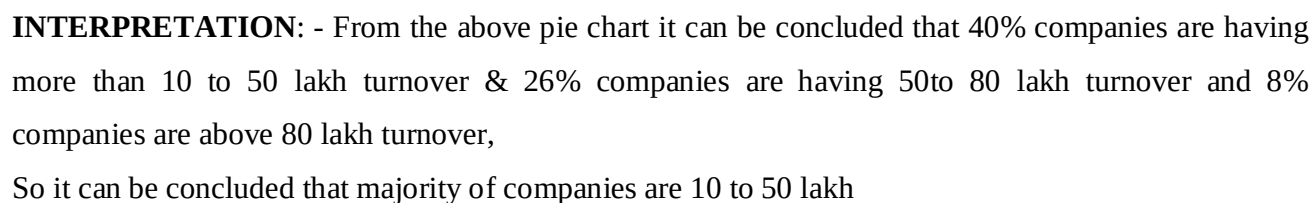
a) Yes

b) No

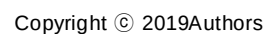


INTERPRETATION: - From the above pie chart it can be concluded that 64% companies or industries does not use Inkjet Printers And 35% companies or industries are required printing on product
So it can be concluded that majority of industries are not printing with inkjet printers but other printers are used by them

a) Up to 10 lakh b) 10 to 50 Lakh
c) 50 to 80 lakh d) Above 80 lakh



a) Barcode Printer b) Inkjet Printer
c) Paper printer d) Other

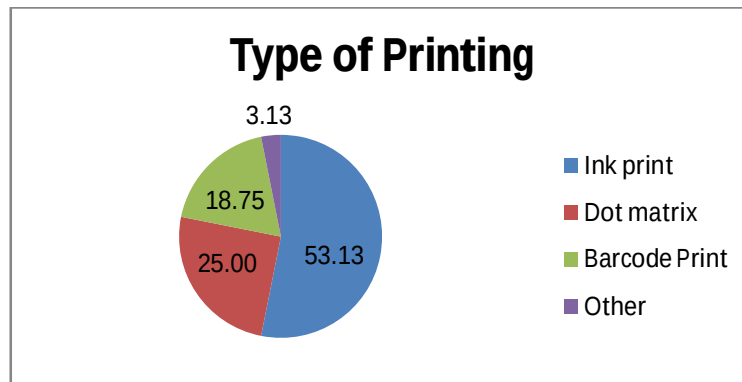


INTERPRETATION: - From the above pie chart it can be concluded that 36% companies are having Inkjet printers & 33% companies are having Barcode printers and 20% companies are having paper printers, 11% companies are having other printers

So it can be concluded that majority of companies are having inkjet and barcode printers.

5. Which type of printing you do on product (Required)?

- a) Dot Matrix
- b) Ink printing
- c) Barcode printing
- d) Other (Specify)

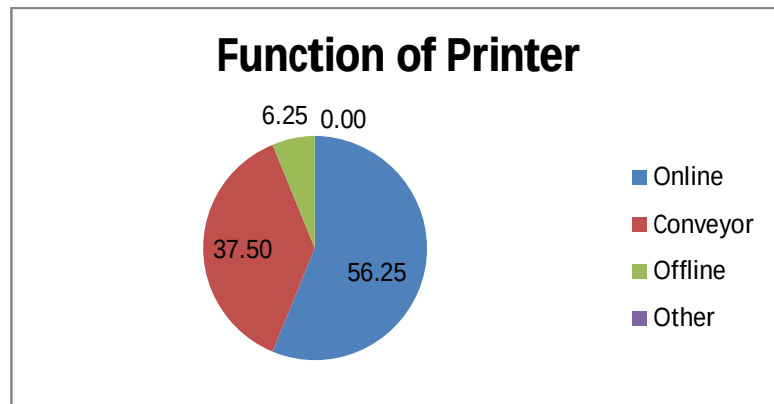


INTERPRETATION: - From the above pie chart it can be concluded that 53% companies are use ink jet printers, 25% companies are use dot matrix printers, 19% companies are use barcode printers and 3% companies are use other type of printers

So it can be concluded that majority of companies are uses Ink jet printers to print on products

6. On what type of system function you use your printer?

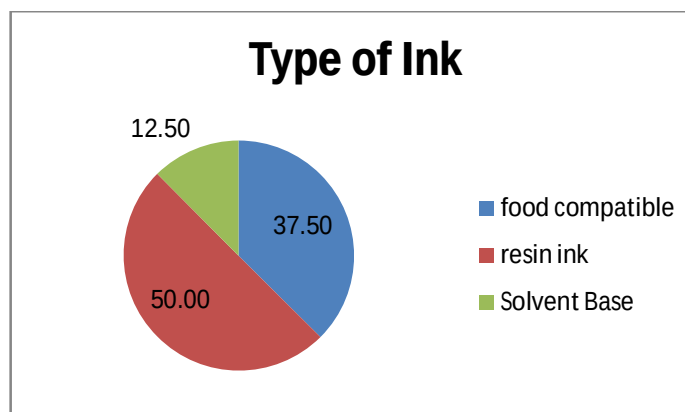
- a) Online FFS
- b) Offline
- c) Conveyor printing
- d) Other (Specify)



INTERPRETATION: - From the above pie chart it can be concluded that 56% companies are having used system of online function for printer & 38% companies are having used system of conveyor function for printer and 6% companies are having used system of offline function for printer. So it can be concluded that majority of companies are using online system for printing on products.

7. Did you require any special type of ink (such as food compatible, resin ink Solvent Base)

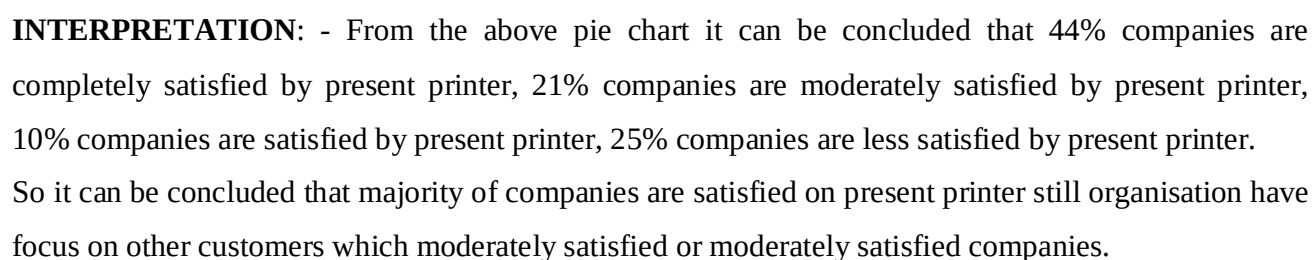
Ans:-



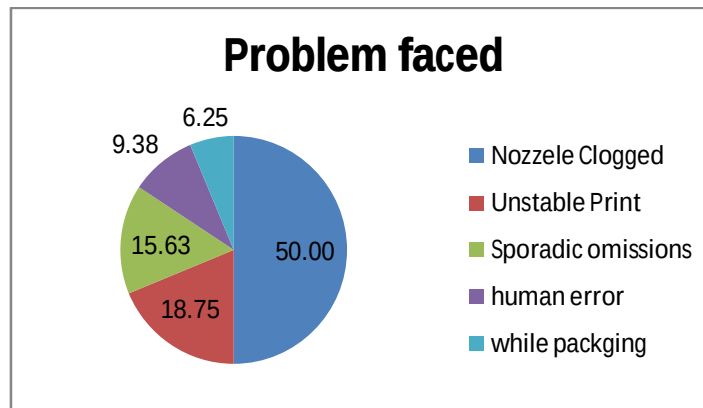
INTERPRETATION: - From the above pie chart it can be concluded that 50% companies are using resin based ink for printing, 38% companies are using food compatible ink and 12% companies are still using solvent base ink.

So it can be concluded that majority of companies are using resin based ink which satisfies their purpose of printing.

a) Completely satisfied b) Moderately
c) Satisfied d) Less satisfied



- a) Nozzle clogged during long period without use
- b) Print becomes unstable with a rise in temperature
- c) Sporadic omissions due to machine vibration
- d) Operator's date mistake
- e) Printing errors due to change in packing material

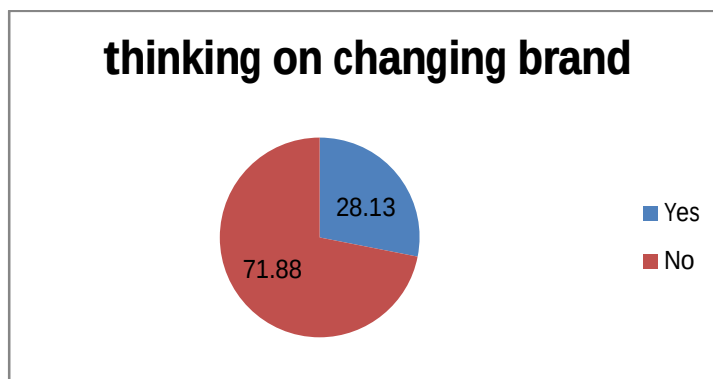


INTERPRETATION: -From the above pie chart it can be concluded that 50% companies are face problem of nozzle clogging, 19% companies are face problem of unstable printing, 16% companies are face problem of sporadic omissions, 9% companies are face problem of human error, and 6% companies are face problem while packaging.

So it can be concluded that majority of companies are face problem of Nozzle clogging

10. Would you think about changing brand of inkjet printers?

Yes/No –

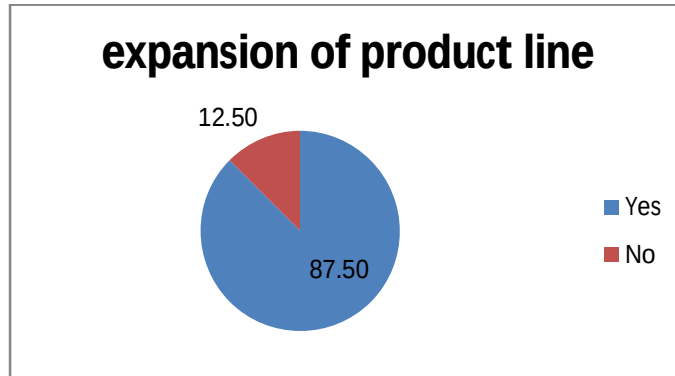


INTERPRETATION: - From the above pie chart it can be concluded that 28% companies are like to change their brand of printer & 72% companies are resting with their present brand

So it can be concluded that majority of companies are does not like changing the brand they have.

11. Would you have planning of expansion of your product line?

Yes/No –



INTERPRETATION: - From the above pie chart it can be concluded that 88% companies are expanding their product line in future & 12% companies are not thinking on expansion of product line. So it can be concluded that majority of companies are expanding their product line in future.

12. Any Priorities for printer

Easy maintenance

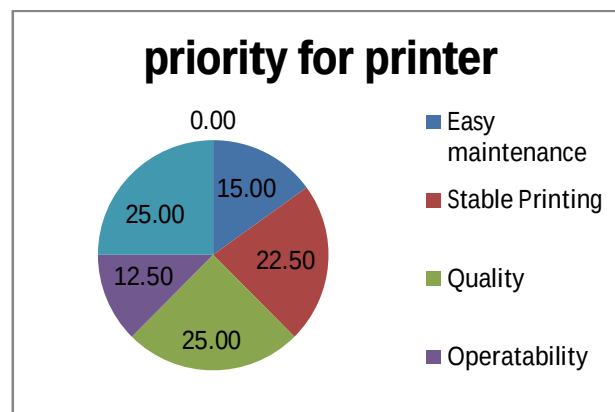
Stable printing

Printing quality

Operability

Running costs

Other (Specify)



INTERPRETATION: - From the above pie chart it can be concluded that 15% companies are give priority to Easy maintenance, 22% companies are give priority to Stable printing on product, 25% companies are give priority to quality of product, 13% companies are give priority to operability of product, and 25% companies are give priority to running cost of product.

So it can be concluded that majority of companies are gives priority to Quality and running cost of product

FINDINGS

- The majority of industries are printing with inkjet printers & Domino company printers is the main competitor in market
- The major company's turnover is between 10 to 50 lakh
- Companies are using Ink jet printers to print on products mostly than other printers & online system for printing on products is used
- Companies are doing maintenance between 6 to 9 months and use solvent based ink for printing
- Most of companies are not always view for changing brand of printer
- Many Companies are expanding their product line in future so printers are required more in future

SUGGESTIONS

- The company mostly focus on material and food segment to improve sells in wider area with more human resources
- The company provide better service to consumer to compete with other brands
- The company focused on inkjet printers to make place in market with their resin based ink
- The company can provide first two maintenance free to improve the sells of product
- Many Companies are expanding their product line in future so this company should maintain customer relations with their clients.

CONCLUSIONS

- From Limitations and Suggestions it can be concluded that the firm is newly incorporated so they have to increase their human resource to cover the wider area.
- Also the company has to work on promotion of product to reach up to maximum clients and seek for better customer relations.

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