

BUYING PATTERN OF RETAILERS' TOWARDS HIGH PRESSURE LAMINATES(HPL)

M.Harish Behin¹, Dr. C.L. Jeba Melvin²

¹(P.hD Research scholar, Reg. No 18233111061021 N.M. Christian College / M.S. University, Tirunelveli, India)

²(Associate Professor and Head of Research Centre, N.M. Christian College / M.S. University, Tirunelveli, India)

ABSTRACT

Buying pattern refers to the consumer's purchase pattern and can be defined as "the characteristic way in which consumers purchase products or services in terms of quantity, frequency, timing, etc. Buying pattern of a consumer depends on various factors and hence is not consistent. A retailer is a company that buys products from a manufacturer or wholesaler and sells them to end users or customers. In a sense, a retailer is an intermediary or middleman that customers use to get products from the manufacturers. High pressure Laminates is a form of decorative laminates in which layers of craft paper impregnated with melamine resin are infused with the decorative paper and protective overlay is resulting laminate is attached to the substrates at high pressure and temperature. This study focuses on HPL retailers' frequency of Purchase of White and Regular HPL, major customer base of the particular Retailer, factors that a HPL retailer consider while purchasing HPL. This study reveals that none of the HPL retailers prefer to stock regular HPL

KEYWORDS: *Buying pattern, Retailers, High Pressure Laminates,*

1.INTRODUCTION

Profit is the major goal of any business. The profit can be maximised by decreasing the working capital and overheads. In HPL industry working capital and overheads has its own significance. A HPL retailer knows strategy to reduce the working capital and overheads. Unlike other business the purchase process of HPL is highly impacted by its influencers. The influencers are carpenters, furniture manufacturers, contractors, architects. Each segment has their own product requirements. Due to the increased variety, Retailers unable to predict the variety that a customer prefers to purchase. Thus Purchasing of HPL by retailers on their own cannot be practised in HPL. Hence the HPL retailer have different buying pattern depends on their customer base. The white colour is fast moving, the HPL retailers shows slight interest to stock it in their godown where as the colour HPL retailers not showing any interest to stock and purchase process is initiated whenever the requirement arises.

2.REVIEW OF LITERATURE

Homburg and Rudolph (2001) proposed a model where satisfaction Retailers is measured by seven different dimensions such as satisfaction with product, salespeople, product-related information, order handling, technical services, internal personnel and complaint handling. The model was tested and supported in different industries consisting of suppliers of goods sold to industrial customers

Sheth (1981) noted that ‘a retailer is more like a consumer in what he buys, and more like a producer in how he buys his merchandise’.

3.OBJECTIVES OF THE STUDY

- 3.1. To study the HPL Retailers’ frequency of Purchase of White and Regular High pressure Laminates
- 3.2. To study the major customer base of the HPL Retailer
- 3.3.To study the various factors that a HPL retailer consider while purchasing HPL.

4.STATEMENT OF THE PROBLEM

The High Pressure Laminates have integral part in interior decoration. Due to the numerous designs, high working capital and difficulty in handling HPL, retailers are uninterested to stock in their premises. These factors increases the lead time to receive HPL from wholesaler or Manufacturer. These limitations are become obstacle whenever large quantity is required. Hence the researchers made an attempt to study the Buying pattern of retailers’ towards High Pressure Laminates

5.SIGNIFICANCE OF THE STUDY

The researcher undertook the study in Choolai. Hence the researchers undertook the study from marketing point of view.

6.METHODOLOGY OF DATA COLLECTION

The primary data collected through structured questionnaire.

6.1.SAMPLING DESIGN

As the purpose of study is to understand the buying pattern of HPL Retailers’ in Choolai,/Chennai. The researcher has adopted random sampling technique, Number of samples 60.

6.2.FRAME WORK OF ANALYSIS

With reference to the objectives of the study, demographical factors such as age, educational qualification, and buying pattern aspects also considered. The data which are collected were analysed using percentage analysis.

7. DATA ANALYSIS

Table 7.1 Nature of the firm

Nature	Respondents	Percentage
Partnership	26	43.30
Sole proprietorship	30	50.00
Private Limited	04	06.70
Total	60	100.0

It is inferred from the table 7.1 out of 60 respondents 26(43.3%) of the respondents have partnership firm, 30 (50%) of the respondents have Sole proprietorship and 4(06.70%) of the respondents belongs to private Ltd. Its shows that more respondents are having sole proprietorship firm.

Table 7.2 Educational Qualification of the respondents

Qualification	Respondents	Percentage
Up to HSC	05	08.30
Degree	27	45.00
Post Graduate	26	43.30
Above Post Graduation	02	03.30
Total	60	100.00

It is inferred from the table 7.2. out of 60 respondents, 27(45%) of the respondents are Degree holders, 26 (43.3%) of the respondents are post Graduates, 2(03.30%) of the respondents are above post graduates.

Table 7.3 Age of the respondent

Age	Respondents	Percentage
18-30	12	20.00
31-45	17	28.30
46-60	17	28.30
Above 60	14	23.30
Total	60	100

It is inferred from the table 7.3 out of 60 respondents 14(23.30%) of the respondents age is above 60 and 17(28.3%) respondents are between the age group 46-60. 12(20%) of the respondents age group is 18-30.

Table 7.4 Number of years in business

No of years	Respondents	Percentage
00-05	07	11.7
06-10	15	25.0
11-15	17	28.30
Above 15	21	35.00
Total	60	100

It is inferred that from the table 7.4 out of 60 respondents 21(35%) of the respondents are in business more than 15 years. 17 (28.3%) of the respondents are in business for 11-15 years, 15 (25%) of the respondents are in 6- 10 years. Majority of the respondents are in business more than 15 Years.

Table 7.5 Frequency of buying white HPL

Frequency	Respondents	Percentage
Whenever demand arises	34	56.70
Weekly	12	20.00
Once in 15 days	09	15.00
Monthly	05	08.30
Total	60	100

It is inferred that from the table 7.5 out of 60 respondents 34(56.70%) of the retailers buys White HPL whenever demand arises, 12(20%) of the respondents buys HPL weekly, 09(15%) of the respondents buy HPL once in 15 days and 05(08.30%) of the respondents buys once in a month.

Table 7.6 Frequency of purchasing Regular HPL

Particulars	Respondents	Percentage
Whenever demand arises	60	100
Weekly	00	00
Once in 15 days	00	00
Monthly	00	00
Total	60	100

It is inferred from the above 7.6 out of 60 respondents all 60 (100%) of the respondents buys regular HPL whenever demand arises. This clearly shows the retailers do not want to stock HPL. They initiate the Purchase process once they receive the order from their Clients.

Table 7.7 Major customer base of the retailer

Type	Respondents	Percentage
Carpenter	24	40.00
Furniture Manufacturers	19	31.70
Architects	04	06.70
Contractor	08	13.30
Engineers	05	8.30
Total	60	100.00

It is inferred from the table 7.7 out of 60 respondents 24(40%) of the retailers major customer base is carpenters, 19(31.70%) of the respondents major customer are Furniture manufacturer, 08(13.30%) of the retailers major customer are contractors.

FINDINGS OF THE STUDY

In Retail business, the number of private limited firms are less in numbers. The minimum qualification of 91.7% of the respondents are degree holders. The age of 80% of the respondents is above 30. There are 63.3% of the respondents are in business for more than 10 years. Though White HPL is fast moving, 56.70% of respondents purchase it whenever demand arises. The regular HPL purchase is made whenever demand arises. This is due to increased designs, variance and thickness. The carpenter segment is the major customer base of 40% respondents.

RECOMMENDATIONS

1. In order to get more sales, the retailers may prefer to sell the HPL brand, which their Stock keeping unit is nearer to their location. This avoids the lead time and offers satisfactory service to the consumer.
2. The carpenters awareness programmes may be conducted on fast moving designs in order to stock HPL at Retailers Premises.

CONCLUSION

The HPL have vital role in interior design. The HPL industry has grown considerably in past two decades. The major challenge among retailers are lead time and availability of the HPL due to the increased variants of HPL. Even though white HPL is fast moving, retailers are not prepared to stock in their place unless an order or Purchase order is received at their end. As far as regular HPL is concerned, none of the retailer is ready to stock unless a formal Purchase Order is received. Through this study it is came to know that buying pattern of HPL retailers is highly dependent on consumers.

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